



# Winds Of Change



As NSITians, we whine over many things. We cry over the ancient syllabus. We whimper over the monotonous and dreary lectures. The fests do break that monotony for a while, but soon, it subsides to give rise to that sullen routine. Ghissus remain ghissus, velas remain velas and studs remain studs. Life doesn't even pass. It just seems to drag on, stretching until forever. Our condition is no better than Schrödinger's cat, both alive and dead at the same time. We just come to college, study, eat Zayca's 'Chilli potatoes', make random banter and then go home.

mother of invention. Hence, to solve the existing problems, something new comes up. When we faced the need of a permanent design team for our cultural fest, we got MDT. When we needed the company of some star gazing buddies, we got Nakshatra. Even the existing societies have evolved and introduced something new to cater to the changing tastes of the students.

But, no more!

Change has not only arrived in the form of societies but also in the form of entrepreneurial ventures of our fellow NSITians. With Refiral getting swashbuckling angel funding and Teen Pathar Productions earning rave reviews, the flag of NSIT has been raised high, fluttering in the sun, welcoming all new ventures in its midst.

With the winds of change blowing across the campus, ideas and innovations are springing up everywhere. With new societies/clubs emerging inside our campus, there is something palpable in the air. Necessity is the

## Humans Of NSIT

Humans of NSIT, started by Junoon-The Photography club of NSIT in 2013, is a one of a kind project in college. Inspired by Brandon Stanton's successful venture, Humans of New York, Junoon wanted to start a movement which involved interacting with both students and those who

are the cogs and wheels of this college. This project is the perfect example of how a three line conversation with somebody and a candid picture can tell you so much about them. And this was exactly what Junoon was hoping to achieve.



## APPIFY4U

Originally an idea of three NSITians, Sahil Dua, Prabhakar Gupta and Vivek Soni, Appify4u is not just a socially driven app development startup, but also bridges the block between idea and technology. While there are some who innovate amazing ideas, some are adept in technically coding the framework of the app, a fact foundationally acknowledged by the team. Appify4u has already had 3 apps live on the play store with decent number of downloads, and 10 floating apps, under development currently. With a bank of 200 plus ideas of apps catering to various needs

of android users, Appify4u has attracted quite a few developers to try their hands on app development. The team is open to all for new app ideas, after which the idea is briefly scrutinized, to prevent doubling of apps, and ensure that there exists no such app based on the same idea. Upon all the filtered ideas, fresh and raw, the app developers start writing codes, and a significant share of the amount the app earns is given to the idea innovators, once the app goes live. Appify4u hence, emerges as a promising startup for innovators as well as developers.



## Aspiring Minds

An employment assessment and employability evaluation company founded in 2007, Aspiring Minds is one of the pioneering companies, guiding companies towards choosing the 'right' candidates for the job. The co-founder of Aspiring Minds, Varun Aggarwal, is a NSIT alumnus, batch of 2004 (ECE) who later went on to pursue MS in Electrical Engineering and Computer Science from MIT. Aspiring Minds today boasts of a presence across the globe with AMCAT (Aspiring Minds' Computer Adaptive Test) being one of the most credible employability benchmarks companies seek. In an interview with The Economic Times, Varun talks about the inspiration behind the company—

*brother, Himanshu, who had just quit working as a software developer and was already based in India. Both of us felt the need for a scientific and a defined approach to assess employability in India and this is how Aspiring Minds was inception.*

*I returned to India in June 2007 and we set up base in Gurgaon. The name of the company was inspired by Dr APJ Abdul Kalam's book, Ignited Minds. We decided to go for 'aspiring' because we serve the youth and help meet their aspirations in a fair, scalable and efficient manner."*

'Quantifying employability' and envisaging a new concept, Aspiring Minds is also responsible for inspiring the academia, government and industries through its employability research and publication in shaping public policies and plans. It is currently working on quantifying and analyzing jobs in the vocational sector. With a worldwide impact and helping thousands to find their ideal job, Aspiring Minds is one inspiring start-up success story.

*"It came to me in 2007, when I was reading a Nasscom report, which stated that only 25% of India's engineering graduates were employable. At that time, I was pursuing my master's degree in computer science from the Massachusetts Institute of Technology (MIT) in the US.*

*That got me thinking about how employability is actually defined. I discussed it with my*

## MDT

MDT is an initiative by those NSITians for whom designing had become a habit. Unsatiated by simply making posters for societies, events, Resonance, Innovision et cetera, four people- Ashish Kothari, Akshay Rajpurohit, Ayush Gupta, Abhinav Singh came together post-Innovision'14 and thus began this journey. While they had worked well individually, brainstorming together led to complete masterpieces. They took this forward and spoke to Saumya Gupta who was an integral part in the build up to Moksha'14, and proposed the formation of a dedicated designing team. They named it- Moksha Design Team. The shorter form 'MDT' caught up and the rest as they say is history. It is essential to mention here that during Moksha they found two other members in the form of Deepanshu Kaul Phillip and All-

win Tom who shot ideas and managed the content in the poster hence, completing the team.

Since then, MDT has made several inroads in college and has been recognized whole heartedly for their efforts by everyone. The standards of designing just seem to get better and better with every project that they undertake. They recruited students prior to the Innovision-Moksha saga this year and currently have a 16-member workforce.

*"The best moments are when we had to come up with a new theme or idea for designing the countdown posters. From 7 Khoon Maaf to 6 strings on a guitar, it was a lot of fun"*

- Ayush Gupta





## EssentiallySports

In the summer of 2014, Jatin Mahajan (NSIT, batch of 2017) and his friend Harit Pathak, avid cricket fans, decided to take their love for sports a step further and collaborated on a sports website, now called, Essentially Sports. They were soon joined by Gurkirat Singh and Suryansh Tibarewal (NSIT, Batch of 2017), and have now 50 people working for the website, handling the content, web development, marketing and graphic designing. From football to cricket to tennis, they reach out to all kinds of sports fanatics with their top-notch sports trivia. And not only do they deliver news, but they have also interviewed successful and rising sportsmen like Achanta Sharath Kamal, India's ace table-tennis player, and Gurpreet Singh

Sandhu, the first Indian in 79 years to play competitive football in European league. Now what sets them apart from other such websites is that their content isn't only just about glorifying athletes/sportsmen. They don't hesitate in talking about the underlying issues plaguing the status quo of sports in our country and the challenges faced by those who've been striving to excel in their fields without much monetary support and attention from the sports federations in our country. Thus, Essentially Sports, in very little time, has struck a chord with the youth, even with those who may not follow sports so regularly. And now, they've gained readership in USA and UK too, which is laudable.



## Limetray

A young, dynamic and promising venture with a funding from the multi-crore investment firm Matrix Partners India (their previous investments include Chumbak, Ola, Quikr and many others), LimeTray is all out to win the startup race. The company Alchemy Web Pvt. Ltd. was founded in 2013 by Akhilesh Bali and Piyush Jain (NSIT alumnus, batch of 2012). LimeTray is a brand name under Alchemy Web which aims at increasing the customer base of restaurants. As Akhilesh Bali puts it--

*"Our vision is to build a full-stack technology platform for restaurants across India. We are restaurant-first in our approach, and want to enable more and more restaurants to come online and solve critical business needs using our platform. We decided to partner with Ma-*

*trix Partners India as we believe they will give us the necessary edge to win in this market."* (SOURCE: YOUR STORY)

The startup aims to provide restaurants with not only online ordering facilities, but also run other operations such as customer relations and online presence management. Acting as a supporter to the restaurants, they plan to ensure that great concepts and good food do not go unnoticed. They have signed in over 200 restaurants in Delhi NCR and work on building their customer base through increasing online presence and marketing. With a novel concept and a solution to the problem of garnering customers, LimeTray is a startup all set to grow by leaps and bounds.



## MedicoHome

Founded by four second years, Akshay Kothari, Osaid Razi, Soumitra Das and Swati Garg, the first three from Biotechnology Department and the last one from IT Department, Medicohome is a web-based marketplace for pharmacies which connects vendor with end users.

Started in December 2014, these enterprising minds developed a technical solution in the form of a ping service which reduces the time it takes for an order to reach the consumer. With the primary aim of providing people with better health care services, their venture largely targets the urban middle class population (aged 18-50) which is always on the lookout for new technologies and is receptive to change. Medicohome's USP is the ping service being implemented in the pharmacy store marketplace which allows for maximum utilization of vendor's time in addition to

the quick delivery of supplies to the customer. Though their website and app are currently under development, they have already tied up with approximately 120 pharmacy stores in West and South Delhi, with a tentative launch by July 2015.

Realizing the potential of the e-commerce market of India as well as the presence of competing apps like Medist and Healthkart plus, the founders are also aiming at creating a GPS-enabled ambulance service, which could save time and consequently lives. An affirmation of their amazing idea was their victory at the recently concluded IIT Delhi's B-Plan competition 'Aarambh'. Having finalized a deal, recently, with an investor for seed funding, their determination towards making a mark in the healthcare scenario has increased manifold.



## Teen Pathar Productions

Who had known that a short movie competition organized by IIT-B during Mood Indigo in 2013 would give NSIT yet another achievement to boast about! Yes, short videos which were being made as individual entries by two present third years, Rajat Singh and Mudit Walia, eventually turned out giving birth to this super entertainment channel called Teen Pathar Productions. An initiative originally by Siddharth Rajpal, batch of 2014 who roped in Mudit and who in turn roped in Rajat and Sarthak Malhotra, released their first video 'Why LSR girls should date NSITians' on 19 April 2014. Undeterred by controversies which brewed up soon after the video went on air, the team continued to work with full dedication, targeting currently-floating issues. In Rajat's words, 'We wanted to make videos on themes which were viral among the youth, just in time so that they make the perfect cut!' The team of

Teen Pathar Productions has never had a stop since then. Videos like 'Honest College Viva' and 'Defaming Ice Bucket Challenge', the latter being their first video to top the Youtube India page for a week gained a great viewership. The team then went on to winning IIT-Delhi's 48 hour film making challenge, and even managed to get Scoopwhoop posts about their videos. With no permanent actor in house, videos by TPP not only fit the current bill, but are also fresh, in their casting. The crest in their journey, full of humor and fiction, has been their recent #1 rank all over India on Youtube.

Teen Pathar has continued to give us bellyfuls of laughter with their videos, thus vouching for being the best entertainment channel by NSIT!



## Refiral

A portmanteau of Referral and Viral, Refiral is a SaaS (Software as a Service)-based marketing tool for online businesses, founded by two NSITians of the Batch of 2012, Anmol Batra and Rajat Goel. Both of them were working at Bain and Company and left their jobs to tread on the arduous path of entrepreneurship. They often wondered about the problems faced by the e-commerce market and found that referral marketing was very innovative. Thus, the seed behind Refiral was laid. Their venture launched in March'14 has reached great heights, an evidence of which is their raising \$330K (approx Rs 2 Crore) angel funding from IT services firm, Cogent eServices.

Refiral banks on referral marketing (word of mouth) and viral marketing which is prevalent on social media platforms. In

the words on the co-founder, Rajat Goel, "Refiral aims to revolutionize e-commerce by making referrals viral."

Refiral has so far run campaigns for 400+ e-commerce sites, some prominent ones being Archies Online, Himalaya Herbals, FabFurnish and Infibeam. Having a dedicated campaign optimization mode in which e-commerce vendors can provide a personal touch to their websites, their dedication towards the satisfaction of their clients has got them numerous testimonials. They have vivid plans to go global, garner international clients and expand operations. With the e-commerce market growing at an exponential rate, there is a huge scope for further development of Refiral.

INSTA **PAYBACK** .COM

## InstaPayback

A venture started in January 2015 by NSITian Rahul Gandhi, batch of 2015, and his elder brother Kunal Gandhi, Instapayback is a startup off the beaten path.

Making an innovative use of the affiliate marketing funds set aside by e-commerce websites, the startup allows users to make purchases at discounted rates online. The process is simple. You have to register once and you are set for all your future online shopping. For every item that you buy, the company gives a cashback of a percent of the cost of the product over and top all the other discounts that are applicable on it. If this is not a formula for luring hungry customers like a horde of

zombies, then nothing is.

While many such websites exist, it's still a field that's untapped. And to top this lucrative idea, Instapayback has a gone a step further to provide its customers this service in the most convenient way possible. A Google Chrome extension that can be downloaded and installed on to your computers allows users to simply make their purchases without having to log on to the website each time. With an android app in the works, Rahul and Kunal have high ambitions for the future of Instapayback. They hope to make their website a forerunner in this field.



# Brand, Money, & Passion

By Gautam Kumar Sharma

## Introduction

What connects Mother Teresa, Henry Ford, Billy Martin, Marie Curie and Confucius? Well, they are all famous for one. Another point of confluence would be their dedication and persistence towards something, be it baseball or philanthropy or philosophy. But, for us simpletons, passion-crazed romanticism is different from meaningful work, a meaningful work being the one satisfying our necessities. The glint of money lures our minds. And the brand frequently renders our heart vulnerable. In this deeply aggravating and baffling situation, it becomes difficult to decide which side to bat for. Robert Frost's lines could be amended as:

*Three roads diverged in the woods,  
And sorry I could not travel all three.*

## Defining Brand Passion Money

*"Your brand is what other people say about you when you're not in the room."*  
-Jeff Bezos, Amazon

The power wielded by brands is increasing everyday. Brands are the key to protection and growth, a trusted source reminiscent of a bond shared through generations. People flock towards it because it's prestigious to work for something which their community has been using for ages. The way your chest puffs when you name your 120 year old company is the biggest reward that one gets out of working in brands. Brands are the most sustainable and important asset for an organization having attained a special status.

Passion is said to be the secret ingredient of the magic brew for success. As Galileo Galilei, a fellow engineer, said passion is the genesis of the genius. A person is supposed to have passion to make his life work. Only when you are ardently bent towards doing your job can you come up with better ideas and not be drained by it. The taxonomy of passions is completely subjective, but the widely-accepted fact is that passion contributes to happiness by sometimes giving you a reason to be happy or even providing a temporary refuge from reality. However, that is not the only face to it. For some 'follow your passion' is just a fairy-tale advice. One has to work for financial needs first; to have the bare minimum to survive. In addition, long term passions often lead to overzealousness and subsequent frustration due to unfulfilled goals.

Money is a great motivator. Many would

argue that money equals success or even happiness. For some, it is the most essential thing and they are extremely welcoming at the thought of slogging now to earn huge swathes of money and then retire to a comfortable life. In the words of Marx "It [Money] converts my wishes from something in the realm of imagination, translates them from their meditated, imagined or desired existence into their sensuous, actual existence - from imagination to life, from imagined being into real being. In effecting this mediation, [money] is the truly creative power." Everyone acknowledges the power of money, however not everyone believes that money is the real driver for happiness. Money as evil has been projected as a scripture truth for a long time. The quest for money is looked upon as filling a cup with no bottom. Each new demand gives rise to another and then this cycle never ends resulting in disappointment, failures and dejection.

## How Society Perceives These People?

People's perception often affects how a person sees himself and his profession. The society has an almost delirious obsession with money. Everything else is secondary. At the end of the day, all it boils down to is whether one is earning more than A or B irrespective of which job profiles they have or what the needs of the job are. People pursuing their passion are deemed as fools unless they achieve success. Successful passion-pursuers are heralded as trailblazers. Now, the brand guys are somewhere in between. If their job gives them enough money, the society stands by them, their eyes glinting at the thought of them. But if your branded job doesn't allow much to spare, you are in for frowns and grunts.

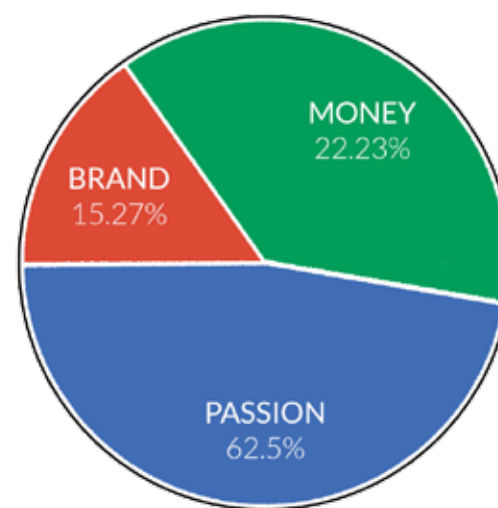
## What Difficulties Do These People Face?

Life is not a bed of roses. And hence, everyone has to go through different phases of life to achieve success. If we talk about a person with passion, he could face numerous hurdles:

- Passion requires time. Tolerance is the utmost requirement. People will try to dissuade you from your passion. In a nutshell, Rome was not built in a day.
- Most passions don't give you a fancy income at least for the beginning years. In addition, there could be limited job profiles corresponding to your passion.
- When you have taken your passion to a higher scale (for more profits), there are additional responsibilities involved. The stress and unavailability of finances could take the sheen off your passion.

that the job one is in allows sufficient time to pursue the said passion in the hours after work. I was lucky enough to find a good combination which brought me closer to my passion. A question often asked is about the importance of brand name while choosing a job. The brand name matters to the extent that it acts as a proof of your abilities, but even then if you can't perform well in the real world, then all that amounts to naught. At this stage, coming straight out of college, what the job offers in terms of the learning curve is, probably, the most important bit.

## Opinion Poll



### Q. What quality do you look for in a job/career?

Total	72(100%)
Brand	11(15.27%)
Passion	45(62.5%)
Money	16(22.23%)

Money could prove to be a huge hurdle for those pursuing their passion, but even for those with truckloads of money, life isn't easy. For the well-to-do of the society:

- Money can't buy time PERIOD
- There is nothing worse than doing something that you don't love. Especially for your whole life!
- Your work gets drab, dull, boring and tiring every day. You fail to come up with better ideas and consequently lose interest in everything. Money could be a huge motivator. But without any interest, even money misfires.

Brand is also not as invincible as it seems. Let's see why brands fail:

- Promotions are slow (read nonexistent) for the ordinary worker. Brands are also finicky while recruiting. Hence, only a select few make it.
- Monotony sets in your work as there is no fresh work to do. You are just required to maintain the status quo set by your predecessor.
- The pay you get may also be less as compared to most money-oriented jobs, which further leads to dissatisfaction. However, your boss still wants you to do lots of work. More work for comparatively less pay leads to discontentment.
- Looking from a managerial perspective, your brand could lose relevance due to loss of focus, loss of creativity or even overconfidence.

## The Entwinement Of Brand-Money-Passion

We have talked of money, passion and brand as three separate entities above. But they all are interconnected. One of the multiple pathways could be to keep doing the highly paid job, saving enough to have sufficient financial resources, making a

business plan and then giving wings to your dreams. With just enough hard work, there are chances that one day your passion will become a brand. But financial resources are the utmost requirement. If one has money, one can just jump up to following his passion and the rest follows as before. Once your small enterprise becomes a brand, money will surely follow. If you, however are working in a brand, you have an added advantage. You get access to the brand's circles of influence. So, even before you have jumped up to your brand, you know the market and the market knows you. Money, passion and brand are parts of the ouroboros of life.

## Conclusion

Passion might seem like the one thing to do to a lot of people. But it's hard to find your calling. Then, the only right thing seems to be doing whatever you are doing and trying to find your interest in that. If you can't cash in upon your passion, try to find a good job. A good job according to me, should have at least three characteristics:

- Pays enough to maintain a standard of living
- Should not be too stressful and shouldn't bore or tire you
- Gives you some leisure time to follow your passion

Also, you will often find yourself at crossroads in whatever you are doing. Ethical dilemmas hang like the sword of Damocles over our head in any of the paths we may choose. In those moments of uncertainty, one needs to charter his own course taking everything in due consideration.

In the end, something Steve Jobs said: I am convinced that about half of what separates the successful entrepreneurs from non-successful ones is pure perseverance.

## Alumnus Opinion



**Shubham Praxhar**  
Batch Of 2014

Passion breeds success in the long-term, while the absence of it pretty much ensures discontent. If one gets a combination of all these - passion, brand and money - there's nothing like it but, more often than not, in the beginning, passion and practicality do not mix easily. In that case, it is much better to go with the more practical option while not completely letting go of the passion. It becomes important then



**Akash Malhotra**  
Batch Of 2015

I would choose passion over brand and money when it comes to my dream job because it would satisfy me more than anything else. Talking about money, people say that money can buy you happiness in today's world but the very fact that you are out buying happiness means you are not happy. And that is probably because you've been chasing money in the first place. Moving over to brand, running be-

hind a brand is what is ruining our country. Our society places a person with an IIT-IIM background on a higher pedestal than a person running an NGO serving the needy. If Mark Zuckerberg could have joined a giant like Google and not followed his passion of making the world more connected, he wouldn't have become a billionaire and Facebook wouldn't even be existent. Hence, it is important to identify our goals and work towards achieving them with immense dedication, to make our own brand and not become a cog in the wheel. No amount of money or fame can overshadow the happiness and contentment I would get while working towards my goal.

A beaming count of 350 million photo uploads and interactions of 936 million active users with more than 900 million objects (pages, groups, etc.) are handled by Facebook every day.

More than 5 billion people are calling, texting and browsing the Web on mobile phones worldwide.

Twitter produces over 1 million tweets a minute.

More than a million customer transactions occur at Wal-Mart every single hour generating about 2.5 petabytes of data into its databases.

Data is the new science. Big Data holds the answers.

Pat Gelsinger, COO of EMC

Organizations, today, are being inundated with data from all conceivable directions-its expanse reproducing exponentially. The voluminous data so obtained, is Big Data. Wikipedia defines Big Data as "a collection of data sets so large and complex that it becomes difficult to process using on-hand database management tools or traditional data processing applications." Big Data can hence be visualized as data-so large that it is difficult to capture, store, manage, share or analyze within current computational architecture. Big data is a relative term, something termed as big data today might not be big data tomorrow.

Of course, this data which is being collected involuntarily every day, or rather every single minute wouldn't be of much use unless concrete conclusions are drawn from it. This is exactly where "analytics" comes into play. A careful understanding of big data can enable companies to make more informed decisions. As an example,

Starbucks was introducing a new coffee product. Anticipating the response of the customers, Starbucks started monitoring blogs, Twitter and other media platforms along with discussion forums to assess customers' reactions. By mid-morning, Starbucks discovered that although the taste was being appreciated, customers found that the product was a little expensive. Starbucks catered to the need of the hour, leading to an overall positive response by the end of the day.

Now, a more traditional approach could be to wait for the sales reports to come, but that would have obviously taken a few weeks.

This is how big data stands as an intelligent and a smarter way to take decisions, and deduce solutions to almost all problems existing today.

### Who Is Using Big Data And How?

An interesting instance which vouches for the prominence of Big Data and analytics, beyond the realms of traditional database management is this great application called TwitterHealth – a software that analyzes Twitter feeds, in search of social updates that could indicate if someone is suffering from a flu. Twitter users often indulge in tweeting, if they feel sick or if they intend to stay at home and the application takes advantage of the same. Further operations led to the app creating surprisingly good real-time map of flu epidemics, which was nearly as accurate as prepared by medical practitioners-however, easier and cheaper.

Today, Quora and Facebook use Big Data tools to understand more about you and provide you with a feed that you in theory should find it interesting. The fact that the feed is not interesting should show how hard the problem is.

Amazon uses Big Data tools to fuel its 'Frequently bought together' and 'customers who bought this item also bought' features.

# Big Data: Something More Than Just A Technical Paradigm!

By Archita Goyal

LinkedIn uses Big Data tools to suggest its users 'people you may know' or 'companies you may want to follow'

These days, start-ups are primarily tapping into big data via federated sources including social media to expand their marketing footprint and create awareness. Large enterprises comprising a smaller fraction of the landscape are the most aggressive in their big data roll out strategies, looking to understand their customer segment better so as to increase sales. From analyzing customer influences on preferred telecommunications carriers to personalized customer offers, Big Data analytics is increasingly playing a vital role. The public sector not only consumes but also generates a lot of data. Government sectors like security and finance are already relying on big data across most of the functional operations. Healthcare and industry policy reforms will be the next to embrace the wave. Increased data adoption in government will also considerably ease cross-functioning of the sectors and lead to better citizen services, Big Data hence being more than just a technical paradigm.

### The Building Blocks Of Big Data

Big Data is said to hold three dimensions viz. Variety, Volume, Velocity-referred to as the 3V's sometimes. Variability and Complexity are often considered as the fourth and fifth characteristics.

•**Variety** - Big data means much more than rows and columns. It means unstructured text, video and audio that can have important impacts on company decisions – if it's analyzed properly in time. This 'unstructured data' accounts for up to 85 percent of an organization's data, hence requiring different architecture and technologies for analysis.

•**Volume** - Big data as the name suggests is relatable to size, and hence the characteristic. The quantity or size of data determines the value and potential of the data under consideration and whether it can actually be termed as Big data or not.

•**Velocity** - It contextualizes the frequency of generation of data and how fast the data is processed to meet the necessary demands.

•**Variability** - In addition to a high speed, the data flows can be highly variable-with daily, seasonal and event-triggered peak loads that can be challenging to manage.

•**Complexity** - Data management can become a very complex process, especially when large volumes of data come from multiple sources. The data, hence, need to be linked, connected and correlated in order to be able to grasp the information that is supposed to be conveyed by it.

Without big data, you are blind and deaf in the middle of a freeway

Geoffrey Moore

### Tools And Technologies

The three technologies vital for handling big data and its subsequent analysis are information management, high-performance analytics and flexible deployment options. Analytics on big data is made possible by a variety of tools available in the market.

•**MapReduce** - A software framework for writing applications which process vast amounts of data in parallel on large clusters of commodity hardware. A MapReduce job usually splits input dataset into independent chunks, processed by the map tasks, in a parallel manner. The framework sorts the outputs of the maps, which are then input to the reduce tasks. MapReduce is written in various languages such as Java, Python, R, Perl etc. Technologies that abstract the MapReduce model are Apache Hadoop(Java-based), Hive, Pig, S4, Acun, Oozie, Greenplum etc.

### Apache Hadoop

Apache Hadoop, the most commonly used big data platform, was initially inspired by papers published by Google, outlining its approach to handling an avalanche of data, and has since become the de facto standard for storing, processing and analyzing hundreds of terabytes, and even petabytes of data. It is a cent percent open source, and pioneered a fundamentally new way of storing and processing data. It enables distributed parallel processing of huge amounts of data across inexpensive, industry-standard servers that both store and process the data, and can scale without limits. Hadoop can handle all types of data from disparate systems: structured, unstructured, log files, pictures, audio files, communications records, email – just about anything one can think of!

•**NoSQL(Not Only SQL)** - A framework which provides a mechanism for storage and retrieval of data. Cassandra, Redis, BigTable, HBase, Riak, Zookeeper etc. provide a NoSQL environment.

•**Cloudera Impala** - A fully integrated, state-of-the-art analytic database, architected specifically to leverage the flexibility and scalability strengths of Hadoop as well as NoSQL.

•**Corona** - A new scheduling framework that separates cluster resource management from job coordination. It introduces a cluster manager which tracks the nodes in the cluster and the amount of free resources.

### A Step Forward

Here's a small game:

Do you like "peeling apart" problems and study relationships between data? Does the 'itch of curiosity' keep on haunting you, once you have had a glance at surprising facts and figures?

Do you like devising new interesting solutions to already existing problems? A creativity-excess in the personality! Do you like drawing conclusions from already available information pieces?

If the answers to these questions were mostly yes, data analysis is just the perfect arena for you to try your hands on!

A computer background is somewhat necessary for a career in Big Data. Big data skills include natural language processing and text mining, along with familiarity with Clojure, Scala, Python, Hadoop and Java. Data mining skills with tools like R and MATLAB are an added advantage!

A career in big data demands a great hold on mathematics especially linear algebra,



calculus and probability. Being a para-coding stream, big data analytics requires one to have a fairly good coding background in at least one language, Python being the most preferred.

A few really interesting and free online courses which would help you get your foot in the door are as follows:

- Introduction to Data Science- <https://www.coursera.org/course/datasci>
- Data Science specialization- <https://www.coursera.org/specialization/jhudata-science/1>
- Introduction to Apache Spark- <https://www.edx.org/course/introduction-big-data-apache-spark-uc-berkeleyx-cs100-1x#.VKDqDF4BA>
- Introduction to Hadoop and MapReduce- <https://www.udacity.com/course/ud617>
- Mining Massive Datasets- <https://www.coursera.org/course/mmds>
- Web Intelligence and Big Data- <https://www.coursera.org/course/bigdata>

Some brainstorming at Hortonworks Sandbox (<http://hortonworks.com/products/hortonworks-sandbox/>) would surely prove to be helpful.

The following websites are worth bookmarking if you are really interested in big data:

- <http://bigdatauniversity.com/>
- <http://www.thedataincubator.com/>
- <http://insightdatascience.com/>
- <https://datafloq.com/>

If you are already into the field of Big Data, you can try your hands on various toy problems present on the internet or indulge in a research project. Public data sets, based on consumerism, healthcare etc., can be accessed from the web itself and a scrutinizing analysis done on them can prove to be a good research project, on an intermediary level.

The present scenario in the Big Data world is that although most of the data collection is done by the corporate world, private startups generally indulge in analyzing and hence drawing conclusions by studying the data so available. Data science is a beaming industry, which would attract nearly 5 million scientists worldwide in the forthcoming years, as suggested by a study by McKinsey & Co., surely a new but a promising showground!

Big Data is doing crazy in the Silicon Valley. It is a boon in the consumer space, which helps you aggregate users, a class of users or perhaps an individual user too! To start with a research project on Big Data, one can start with machine learning or privacy exposure using Big Data-some excellent topics to start with

Dr. Srin Devadas, MIT Professor.





## Professor's Profile: Dr. KPS Rana

By Deepika Naryani

wish could be incorporated?

Since its inception, NSIT has been a prestigious academic institution, and is ranked very high at the national level. Unfortunately, we still have a very old syllabus structure being followed which needs an urgent revision. With the advancement in technology, there should be a regular revision every five years. Quality associated with the laboratories is always an added advantage for a good teaching and learning environment. Also, there is a need for addition of new PG programmes in various disciplines.

**Q3. What have your key research areas been?**

I usually work in a team along with other colleagues. The areas of research broadly include Sensor Modelling, Digital Signal processing, Robotics Modelling and Control, Intelligent Instrumentation, Virtual Instrumentation, Real Time Systems, FPGA Applications etc.

**Q4. What are some of the research projects undergraduate students have undertaken under your guidance? And how do you select students for the same?**

On the aforementioned areas, we take students from UG level also. Interestingly, some of the students have performed exceptionally well and their work has been published in international journals. We usually work on hardware based projects and encourage students who are enthusiastic and can devote several hours in the lab. As a prerequisite, the candidate should have a good command on the LabVIEW/MATLAB environments and an inclination towards measurement and control engi-

neering. We believe 'A process can only deliver good quality products if its parameters can be efficiently controlled and its parameters can only be controlled efficiently if they can be measured precisely'. In a way it is in line with the "Make in India" vision of the government.

**Q5. What changes do you expect in behavior/outlook of students towards these projects?**

We always find a huge number of candidates who want to work. In fact, many students approach us as early as in the 5th semester itself, and we find difficulty in sparing time for all of them. The students who have qualified from our laboratories and are working in the relevant industry/studying MS are totally satisfied with their works. When the students visit us back and tell us their success story, even we are encouraged and feel satisfied to a great extent. In my opinion the key reason for this satisfaction is the challenges the design, measurement and control industry offers in contrast to a routine job. This inspires one to undertake further research.

**Q6. How do these projects contribute to a student's knowledge in your opinion?**

As industries always prefer students who have had exposure to hardware, there is nothing better than working on an actual hardware to realise your ideas. I have noticed many times, that students always desire to work on the hardware which they will use in the industry tomorrow. With this type of hardware exposure, there have been many instances where our students have secured placements in many leading

industries which usually do not visit campus.

**Q7. Your name has been listed in Marquis Who's Who in 2011, you have written for many international journals, and been a part of many conferences. What would be your advice to students who wish to have such similar impact in research field?**

A researcher is essentially required to have a thorough understanding of international level peer papers and the ability to propose some novel technical enhancements or improvements in the existing techniques or propose some new and efficient methods in a specific domain. It is a difficult task which requires dedication and motivation for decades. At the end of the day if we can contribute to mankind, it proves to be the most satisfying of actions. We always encourage honest efforts in this line. We believe India can grow much higher with the in-house developed precise instrumentation systems and technologies. In the modern era, nothing technical can be achieved without precise measurement and control systems. Measurement and control engineering domain, being completely industrial in nature, can make significant contributions to the economy of our country.

**Q8. You have for long been associated with IEEE. So, what role IEEE publications can play/should play in bringing the field of engineering education at par with global standards, in India?**

With the advent of internet these days, it is very easy to know what the leading academic institutions are doing from all over the world. IEEE also publishes research articles on the need and requirements of the current course frameworks and associated laboratories in various domains. We, being a part of the IEEE family, can take the advantage of these findings for setting our goals. This will bring our engineering education at par with global standards.

Dr KPS Rana believes in innovation, strives for perfection and appreciates dedication. One of the stalwarts of the ICE division at NSIT, Dr. KPS Rana has pioneered many projects and inspired many students towards research and innovation. His classes never see a dull moment and those who study under him can swear by their fundamentals. He had served the Indian Space Research Organisation (ISRO) for over 7 years before joining NSIT. Here's what he has to say about NSIT's then, now and the future.

**Q1. You have been a part of this Institution for over 15 years. What are some essential differences in NSIT then and now?**

The main differences have been the addition of three new departments i.e. IT, BT and Management, creation of an advanced centre in each department, introduction of the unique teaching-cum-research fellowship scheme. Also NSIT has seen an increase in the student intake. Moreover, numerous contributions to international level publications are being made, by the NSIT family now.

**Q2. According to you, how does NSIT compare with other engineering colleges? What are some of the changes that you**

## Wanderers of NSIT: Ragini Lalit

By Soumya Gupta

A piece of her poetry:

".. so instead I tell you  
that I have only known people  
like research papers with  
justified text and conclusive findings  
but your voice  
is a borrowed love poem  
scribbled on a  
stolen napkin."

- Excerpt from 'Dada', a spoken word piece

A poet is one who discerns the on-goings within one's mind perfectly, and in a manner so astute that the most trivial thoughts seem extremely relevant. Their beautifully constructed thoughts wade through mental walls, and introduce one to the worlds hidden within plain sight.

But what does one call a person who sings, acts, dances and weaves words, all with the same level of proficiency, in addition to being an engineer?

A wanderer.

The Alliance interviewed one such wanderer, Ragini Lalit, a student of the ICE branch (batch of 2015). Ragini Lalit, along with her Slam Poetry Collective, Mildly Offensive Content, has been taking the city by storm (quite literally, with her words). Mildly Offensive Content is Delhi's first Slam Poetry group and has performed in places like the Indian Habitat Center, IIT Roorkee, and LSR amongst many others.

**Q1. What does poetry mean to you?**

A1. I never know what to say when anyone asks me that question, because to me, trying to write poetry is as natural as breathing. I can't imagine not doing it. I write to make sense of what's happening around



me. The idea is to streamline the befuddled mind or attempt to.

**Q2. How does it feel to be behind the mic?**

A2. It's a nerve-racking experience every time. Words are powerful; they sway opinions like the wind. So spoken word poetry is a huge responsibility, because it's someone's story that you're narrating. Sometimes, people walk up to us after a poetry session, and there is not much said because there are not enough words in that moment. That is when we realize that, silence is more powerful.

**Q3. Why the name 'Mildly Offensive Content'?**

A3. Our poems are political, but not always politically correct. The name is a disclaimer of sorts, for the content that follows. We talk on a plethora of subjects, from something as inhumane as the Godhra riots or the Peshawar incident to something personal like an artist's struggle to something as far away as blank postcards or the dis-

ance of friendships.

**Q4. Why did you choose Slam Poetry over the traditional path of published poetry?**

A4. Some poems are meant to be read while some are created to be spoken, this is the main chasm between written and spoken word poetry. The voice, the pauses and the silences have a character of their own.

**Q5. Musings on life, so far?**

A5. I spent some time in villages for a project some time ago, and I realized that whatever I've done so far has taught me nothing about surviving in the wild. Nature is something I am close to, but only because I've read books. There is nothing I do, that engages me with nature directly. So something, I would really want to do in the near future, is to have a mud house, to go back to square one and start over once again.

**Q6. How has your college experience been?**

A6. College has been an interesting time. There has been a lot of time to explore

things both within and outside of it and for that, I am very grateful. College has been a run, for marks and then subsequently, a job. Education was lost somewhere in the middle. Also, it's interesting how companies, who assess for 15-20 minutes personally, from algorithms, inferences that they draw out and create, hire most of the students. I find it strange, for lack of a better word.

**Q7. What are your plans for the future?**

A7. I'd like to work in the development sector and more specifically in the education realm. When viewed in one shade, we're growing richer as a country, but the inequality between classes is also increasing. India has the highest number of young people in the world, and it's about time we use this much talked of 'youth power' for the things that need our attention, within the country.

**Q8. What would be a piece of advice that you'd like to give yourself?**

A8. If I were to give a piece of advice to myself, it would be to 'Remember to Dream'. There are thoughts and dreams that we keep in the corners of our mind's cupboards that we refuse to mold into reality. I would tell myself, that no dream is too big, or too unreal to be followed through.

**Rapid fire**

One word to describe the following:

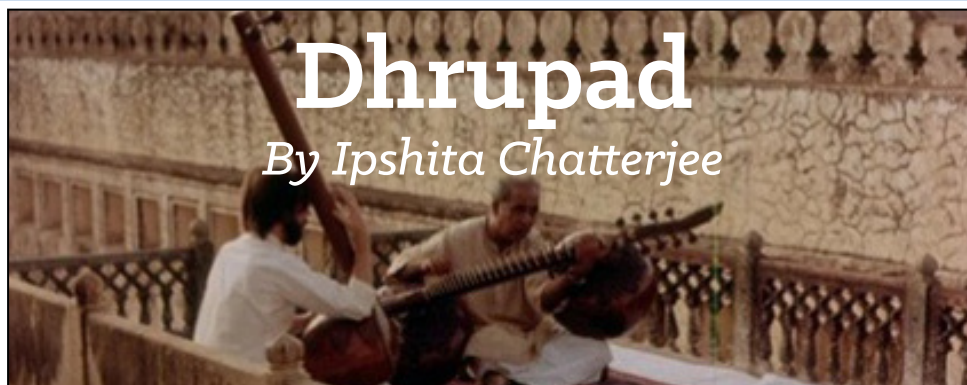
- a) NSIT : Disjoint
- b) Theatre : Mirror
- c) Placements : Rulebook
- d) Honey Singh : no
- e) Music : within
- f) Colloquium : A family



*Dhrupad* is an enigma. It is a highly complex and sophisticated classical art form, expressing the subtle nuances of the myriad human emotions. At the same time, it is also chaste and a form of spiritual worship and meditation through sound. It does not seek to entertain, but evokes feelings of peace, tranquillity and contemplation in the listener. The word '*dhrupad*' is an amalgamation of '*dhruva*', the unmoving pole star, and '*pada*', or poetry. This is probably why it is regarded as the soul of Indian music, with all other forms centred on it.

A typical *dhrupad* performance begins with the *alap*, which is long, elaborate and the highlight of the entire act. By note-permutation, the artist brings out the characteristic notes and phrases of each *raga* in all three registers and uses abstract sequences of syllables from religious chants, which have no literal meaning. It slowly unfolds the nature of the *raga* by fluid improvisations, which progressively lead to a phase of rhythmic patterns. This is followed by a composition set to a cycle of beats or *taal*. Compositions are written in praise of emperors, others are devotional and some are about music itself.

In the present times, *dhrupad* is sung by a solo singer, or a duet known as *jugalbandi*. The artist is accompanied by percussion instruments like the *pakhawaj* and *mridang*,



## Dhrupad

By Ipshita Chatterjee

rather than a *tabla*, and stringed instruments like *rudraveena*, *rabab* and *tanpura*. The artist produces the same intricate modalities as the instruments, with a sensitive modulation of their vocal cords. The sounds produced by the instrument and the vocalist complement each other and create an unmatched synergy which gracefully elucidates the notes, tones and microtones of the *raga*, creating an atmosphere of expansiveness.

The practise of yoga is integral to *dhrupad* singing, as is the inner resonance of mind and body. Singers are required to contemplate in depth about their voice and its nature and have a high degree of awareness about the notes being sung. This is necessary to create the required effect for any *raga*, and is achieved through years of training and practice. Great emphasis is laid on the stability of voice, application of

the right pitch and creation of natural harmonics through one's voice.

*Dhrupad* is something which qualifies to be called truly Indian, with origins in the Vedas, elements from the Islamic rule and its esoteric relationship with *Gurbani*. This art form is mentioned in the *Samaveda* and originated as a form of worship through sound and as a way of chanting of hymns in temples. For the past five centuries, *dhrupad* found patronage in the courts of *Mughal* and *Rajput* royalty. By the 11th century, it had attained its present form. The 18th century saw a decline in its popularity, due to the evolution of *khayal*, which offered freedom from the rigid restrictions of *dhrupad*. Post 1947, due to loss in patronage of the royal courts, *dhrupad* was kept alive by the efforts of the modern-day maestros, Ustad Zakiruddin Khan and Ustad Allabande Khan. Their style of singing led to

the evolution of *Dagarvani* of *dhrupad*, as it is popular today. Pioneers of this ancient and majestic art form in the present times include the Gundecha brothers, Dr. Ritwik Sanyal and Ustad Wasifuddin Dagar, all from the *Dagar* tradition of *dhrupad*. Ram Kumar Mallick and Prem Kumar Mallick are the masters of this art from the *Darbhanga gharana*, or school of music. Several foreign artists, too, are taking this tradition forward. Its rising popularity in other countries is heartening and indicates a bright future.

So, take time and delve into some mystic music. It is an experience which will transport you into a whole new world which supports and surpasses us all, simultaneously. Savor something old yet new, something which is musical yet meditative, something calming yet thought-provoking, something vintage and divine. Irrespective of your views about religion and God, *dhrupad* has something to offer you. Embrace it to satiate your curiosity about Indian heritage, to have a tryst with spirituality and your inner self. Give yourself a dose of, in the words of Octavio Paz, "...soliloquies and meditations, passionate melodies that draw circles and triangles in the mental space, a geometry of sounds that can turn a room into a fountain, a spring, a pool." Ladies and gentlemen, give yourselves a dose of *dhrupad*.

## Hostel Diaries 105: Myths About the Girls Hostel

By Yashna Paliya



"I am going back to the hostel."  
"Are you going to have a pillow fight?"

Yes, my very deranged male friend, we will get to pillow fighting as soon as we get there. Did I forget to mention the bare minimum clothes?

This happens way oftener than you'd expect. And if you think harder, you'll realise that not every hostel is like a Yo Yo Honey

Singh song.

### 1. Pyjamas (or not).

Hello. Hi. I've got news for you. This hostel does not resemble the Victoria's Secret warehouse. On the contrary everyone in the morning looks like they just got hit by a bus, and dangerously in need of caffeine. You'll never believe what those boots and jacket transform into. My sincerest apologies to those whose bubbles just burst.

Going to Goa is no child's play. You have to be a responsible adult who takes care of things, keeps in control and knows left from right at all times.

That's what you tell your parents, anyway. Then you grab a bag, board the plane and take off for one of the most memorable trips you will ever have. Travel tales from the Goa trip have become legends that are passed down to college juniors. No one who goes to this paradise-like land returns without a story, a life-lasting memory, and a fulfilled dream.

From people who got so drunk, that they were lost on the beaches of Goa for three days and stumbled onto their friends only in time for the flight back, to having found their life partners: everything happens in Goa. It's the Shangri-La of college students. If you have been placed already, this is the

### 2. Gossips.

Gossip is such a strong word. And such a stereotype. I've seen guys do it with more zeal. It's not called gossiping, it's just sharing real important information. By any gender. We're not sexist.

### 3. Romantic movies.

Another cliché. Not every hard disk, every laptop, every pendrive consists of only 'PS I Love You'. There's a lot more to female movie viewing abilities than red roses and romantic mush. I've seen reruns of Japanese anime, Oscar awardees, and what not. So the next time you decide to malign my fellow hosteller, do look into your hard disk's "App Mech" folder.

### 4. Perennial nail paint application.

Nails are beautiful beings and require your utmost care. Yes, some may be devoting them attention to the point of marginal insanity but have we ever questioned your fervour for FIFA 15? (Brooo, the demo's here!)

### 5. Exploring avenues.

I did some asking around. I was not disappointed. Apparently a (disturbingly) large majority responded with the same answer. To quote one, "communal showers". The Girls Hostel does not equate to 'The Black Swan'.

### 6. Nakhras and jealousy galore.

Remember those Ekta Kapoor soaps where the protagonist is scheming and plotting out loud? And there are bouts of intensified

perfect way to celebrate and if you haven't, it's the perfect way to let go of your worries. Going to Goa makes jobs and marks an unnecessary anxiety, meaningless. The only meaning lies in the fact that life will get better.

For a moment, life will pause and you will be climbing out of a window into what life really should be like. Waking up at 3pm and going to bed at 8am will become a norm. The afternoons will be spent wandering around town looking for filling food, and the post-meal time will be spent sun-bathing on Anjuna beach. As the sun will drown beneath the horizon, the chirpy Goans come out. The early evening cafés will start lighting up with twinkly lights and the sizzle of cooking oil will flood the air. The next few hours will be spent munching exotic dishes in these cafes as you have a good laugh with your friends.

dramatic music? And those movies (with dogs called Tuffy) where there is inexplicable drama? The Girls Hostel is not that.

We all live amicably together, surrounded by pink teddies, and click selfies all day.

### 7. Bakchodi? And Girls Hostel?

It is almost always blatantly assumed that bakchodi is synonymous to the Boys Hostel. And the Girls Hostel is, well, not-so-happening. This is outright blasphemy. The Girls Hostel has its fair share of amazingly crazy nights, and days.

### 8. Shopping and shopping and shopping.

This is perhaps true to a teeny, tiny extent. Every item of clothing that is bought has to be shown to a minimum of 6 people, tried on a minimum of 4 times, and praised almost about 8 times. The more the merrier in all aforementioned categories.

### 9. Pillow fighting

NO.  
Well, sometimes.

### A note to all genders, unicorns, and hostellers:

These views of the hostels and the people that inhabit them, are solely personal and based on personal experiences. You may have your shopping bags requiring approval in the Boys Hostel and your Counter Strike in the Girls Hostel. We're not sexist. We don't judge.

Goa will also change your dynamics with your friends. They will become family to you. You may discover that your best friend is your soul mate, or maybe the person you just met is 'The One'.

It will also give you insights into your soul. All the dilemmas and worries that may have been troubling you will fade away, as your thoughts will automatically untangle in the serenity of Goa. Life will start to make sense.

Or maybe you just get drunk and collect a load of colorful seashells. That happens too. That is what Goa symbolizes – the freedom to explore things and think things you have never thought before. You are still bound by the legality and physical laws, but within that realm, you are allowed to be anyone you want even if it is just for a couple of days. Goa is a window into the dream life.

## Goa Fever!

By Asmita Goyanka

Like the chorus of your favorite song, or the climax of a gripping novel, the tradition of going to Goa at the end of your college years is one of the best memories you'll take away from college. At NSIT, the moment you're placed, a nervous, bittersweet excitement will grip you. A whole new life, with a moderate amount of security awaits you, and you know you'll be spending a good twenty years wading through files and all-nighters at the office, and tiffs with your bosses and colleagues. The golden days of college have almost come to an end and the realization has just begun.

There is only one thing left now: **Goa!**

# Discover Heritage!

By Anusha Goel

“Kesariya balam aaonee  
Padharonee mare des”

Like an Arabian Night fable, amidst sloping sand dunes, and majestic havelis, one is welcomed to the regal and opulent cities of Jaisalmer and Jodhpur. A world heritage site, the crowned city of Jaisalmer was built by Maharawal Jaisal Singh and has been long celebrated by bards as the ‘golden’ citadel. The bustling ‘Sun City’, Jodhpur, once formed the state ‘Marwar’, was founded by Rao Jodha.

I was excited at the very prospect of standing amidst this age old heritage and visited these cities during the festive season of Dussehra.



## Jodhpur

If you are *royalty* and have the money to splurge, then the luxury train ‘Palace on Wheels’ is the way to go as it crosses both the cities on its route.

But, as a college student, one learns how to be street smart and get by. So, I chose to travel to Jodhpur by Mandore Express. The first thing that greeted me as I stepped out of the Jodhpur station was the towering and majestic Mehrangarh Fort, which can be seen from every part of the city. An enthusiastic auto driver made me acquainted with popular spots in the city as we were scouring for a perfect place for my stay. Finally, the beautiful *haveli* guest house, ‘Blue House’, seemed just right and value

for money. After a quick nap, I decided to explore the fort. The Mehrangarh fort, with its ramparts lined with antique artillery, offered a panoramic view of the “Blue City”, which definitely left me spellbound. For an adrenaline-rush, seize the opportunity to go zip-lining at North side of Fort. (**A tip:** Have a heavy breakfast before trekking as this is one of the largest forts and is an uphill climb, too.)

After this long fort-trek, Jaswant Thada proved to be a peaceful place to relax and capture the quintessential photographs for my social media fad. The white, intricately crafted cenotaph in honor of Maharaja Jaswant Singh II, gives a glimpse of the era of Rajput heroism. By the end of our tour, I was famished and I gladly savored the re-

gional specialities such as *ker sangria*, *kadi pakora*, *mirchi bada*, and *bhanon aloo* and satiated my sweet tooth with *maakhan vada*. Next on my list was the Umaid Bhawan Palace and Mandore gardens. One of the most magnificent palaces in India, Umaid Bhawan Palace, with its grandeur and history, takes you back to the lifestyle of the Maharajas of yesteryears. With a museum and vintage car collection, it is a must see heritage site.

Next on my list was the Mandore gardens, which houses an old fort, an eclectic collection of temples and cenotaphs, and a small museum. If you love monkeys unlike me, you’ll find plenty here. After much sight-seeing, it was turn for the shopaholic in



me to go on a shopping spree. Shopping till dusk for *lac bangles*, *Mathaniya’s* red chillies, and *bandhini* at Sojati Gate, Tripolia Bazaar and Mochi Bazaar for the innumerable relatives, was truly a sating experience.

**Tip:** Keep a quarter of your budget for above.

After my tryst with Jodhpur, it was Jaisalmer’s turn.

## Jaisalmer

I decided to travel all the way to Jaisalmer via the Jodhpur - Jaisalmer Express. Traversing through the deserts and trees under the moonlit sky was a midnight delight. After an exhausting train journey, the rooms of the Hotel Shahi Palace gave the most amicable welcome and service. After freshening up, the first place had to be the Jaisalmer Fort. Ranked amongst the largest forts in the world, the fort rises from the desert sands like a mirage, and was a real sight from my hotel balcony. Known as the “living fort”, it is a colorful and vibrant city in itself. For all the shopaholics, do buy souvenirs and hats for your friends and fami-



ly. (**Tip:** Get a good bargaining companion and generally start the bargain with half the price the shop has asked to pay). After a day’s travel to fort, my evening was booked for the much-awaited Camel Safari. What’s the first image that comes to one’s head when they think of Rajasthan? Well, consider that to be the reason behind my wish to get the Camel ride off the checklist.

The barren, golden sand of Thar, expanding as far as eyes can see; bonfire driving away the darkness; camels paving their way on large sand dunes; women clad in multihued *lehengas* and men with their *tanpooras* mesmerizing everyone with their folk jingles- the atmosphere propelled me to match a step or two with the “*ghoomar*” dancers, giving the perfect end to my desert safari.

Gathering a whole bunch of grand and magical memories with me, I left the city recalling those precious moments.

These otherwise quiet and sparsely populated cities come to life during their fairs and festivals. The Jaisalmer bustles with its annual Desert Festival in months of January- February while The Kite Festival, Marwar Festival and Nagaur Fair bring life to Jodhpur. If you are looking for a paisa-vasool trip for a four day holiday, the twin sisters, Jaisalmer and Jodhpur offer more than desired.

Discover the royalty in you!

# Woody Allen and the Importance of Being Neurotic

By Asmita Goyanka

Being an insecure, fretful, neurotic, Jewish artist is always a boon. Unfortunately, Woody Allen isn’t one, or so he claims. Woody Allen is a man of humble beginnings who wanted to be able to legitimately describe himself as an expert in something. Anything.

## The Start

He began working in the show biz as a short story writer for The New Yorker. Over the next couple of years he developed a stand-up act that soon merged with Allen’s off-stage persona. His comic act was based on being a nebbish, insecure, fretful sort of man who complained a lot through long monologues that were punctuated with quick witticisms. The world fell in love with this short man with a wry sense of humor. He whined about life, he became nostalgic about it, accused it for being harsh on humans and yet accepted it for what it was. His movies, his stories, his stand up shows were all centered on the anxieties that filled his life. The audience loved him because these were the anxieties that filled their lives too.

## The Movies

It is a widely accepted saying that if you’ve seen one Allen film, you’ve seen all. I beg to differ; well, somewhat. Most of his movies are mainly concerned about the same things, and are made in a similar manner, and strike the same chord with the viewer each time, but their subtle humor and keen sense of observation makes you want to



watch more.

*Annie Hall* and *Manhattan* are two of his most acclaimed movies. In these he plays characters that are essentially Woody Allen himself. He looks for love, he finds love, he fails to recognize it, he pushes it away, and he leaves it behind. He has to be satisfied with moving on. He portrays himself as a man who is needy, insecure, witty, fun and yet superficially sad. This is one of Allen’s greatest achievements. He is a real person and he pulls it off.

Other movies that have become iconic to the extent of creating their own ‘Woody Allen’ genre are *Everything You Wanted to Know About Sex (But Were Afraid to Ask)*, *Vicky Cristina Barcelona*, *Midnight in Paris*, *To Rome with Love* and a dozen more. His films have created a niche for themselves.

## The Direction

The Allen Movies have certain idiosyncrasies of their own. The cinematography is often as if the camera was another person in the film. The movement of the shots is reactionary, rather than anticipatory. The

camera behaves as a bystander would. This is a trick he has learned from Gordon Willis, the cinematographer of *The Godfather Trilogy*.

Allen almost always acts in his movies too. He has played all characters from crazed-out New Yorkers to Himself to a Sperm. His acting method, for himself and for all the actors in his film, is often almost not acting at all. The actors often portray characters that are a fictionalized version of their real self. They behave as they would in real life, they dress that way, even sometimes think that way.

## The Conclusion

Woody Allen films aren’t all the same, at least unless you’ve watched them all. You should begin by watching *Midnight in Paris*. It’ll make you feel good. You should follow it up with *Manhattan*, and then *Annie Hall*. Somewhere along the way, *Vicky Cristina Barcelona* and *Everything You Wanted to Know About Sex (But Were Afraid to Ask)* are a must watch.

Woody Allen is more than a regular artist, he is a person who has something to say, knows how to say it and no one can stop him from saying it. His biggest fault is also his greatest triumph: he will introduce us to our own neuroticism through his own, but we’ll love him for it. That’s what makes him a legend: he is great at being ordinary.

# Cracking Google

By Manpriya Kaur

## Tusshar Singh



Tusshar Singh got placed in Google, Mountain View, CA. The Alliance brings you a tete-e-tete with the modest achiever about the Google interview process, how he managed to crack it and his suggestions for all the aspirants.

### Q1. How was your recruitment in Google different from the one in Amazon, in terms of skills tested?

Google's process was quite different from the rest. I had 6 interviews. Each one of them focused on different aspects of programming. A couple of interviews focused on algorithms. One of the interviews was coding intensive. One involved testing your own code. One was based on data structures and one was based on design paradigms. There was stress on the code quality and presentation. The interviews I had at Amazon were also good but monotonous. Three interviews were based on algorithms while one was based on design. Another big difference was that most of the problems asked in Google interviews were fresh. I

had not seen them at any online portal or forum. However, many from the Amazon interview could be found easily on internet.

### Q2. What is the profile offered to you in Google and why did you choose this opportunity over others?

I have been offered the profile of Software Engineer at Mountain View, California. I was always amazed by the scale of Google. It is a company that affects millions of people in many ways. It is quite difficult to imagine our lives without Google today. I wished to work to touch millions of lives in some way. So, I chose this opportunity.

### Q3. How would you describe the role of your peers and seniors in gaining the technical knowledge in NSIT? Also, what could be the reason behind so many students getting placed in Google this year?

My seniors introduced me to the world of competitive programming. I bugged them at odd times for stupid doubts. But that's how you learn. I was lucky to have such cooperative seniors. They inspired me to progress. One should not shy away from interacting with seniors. Starting from my first year, I interacted with seniors from all years. They were helpful.

Without my peers, I wouldn't have been where I am. They were the ones who motivated me to keep on going in the good times and the bad times. It's always nice to have 2-3 friends who have similar interests and we keep each other interested by discussing anything new you learnt.

The reason, I guess behind so many students getting placed in Google from NSIT, this year is the change in short-listing method. The contest for short-listing was very similar to a Google Code Jam round,

which gave an edge to the guys who were into competitive programming.

Also, the guidance and the trend set by the seniors and the competitiveness among the batch contributed a lot.

### Q4. What is the role of papers, internships and projects in enhancing your CV? Could you throw some light on the work you did?

Honestly, for a fresh undergraduate, papers don't matter much if you are going for a job. Also, projects and internships do not hold much weightage for most of the companies that come on campus. But it does enhance your horizon and it helps in case you are planning to apply off-campus.

At the end of second year, I did a project at SEETA under Manusheel Gupta which was based on mobile technologies and automation of printing using shell scripting. It was not particularly helpful for algorithms but it gave an insight as to how things work in industry.

At the end of third year, I did my summer intern at HackerRank, where my role was of a Problem Curator. I set and tested many algorithmic problems and also benchmarked the time limits for various languages. This was a great learning experience as I learned around 10 languages and did a lot of scripting in python. It also led to a lot of improvements in my communication skills and how to make someone understand your solution for a problem.

### Q5. What all activities were you involved in college?

I participated in many activities. Apart from competitive programming, I participated in sports events. I play cricket, football and table tennis. I have also organized

help of my mentor and tutorials, learning was quite smooth. In a nutshell, interning at Google was a great learning experience and I believe it is one of the best internship programs in the country.

### Q3. What was your preparation strategy? What resources did you refer?

I had been coding extensively for over a year before the interviews. I believe regular programming practice is extremely important as it improves your thinking ability, speed as well as problem solving proficiency through code. It takes a long time to develop these skills. So, preparation actually begins several months before.

As the interview dates get closer, one can go through books like Cracking the Coding Interview and Programming Interviews Exposed. GeeksforGeeks is a must, but it requires a lot of effort and time and must be done extremely thoroughly. Just going through each post once is not enough and I had to do it multiple times before I felt confident with all the content therein. Also, 1-2 days before the interview should be left for revision.

events at cultural and tech fests and have taken many lectures on algorithms and data structures for juniors.

### Q6. What's your advice to students, who are aiming for similar placement offers as yours?

Many people will tell you that do an internship only if you have to go for the PPO. I have a conflicting opinion. I would suggest doing an internship from anywhere which gives you an exposure to technical culture. Yes, you will have to work harder to manage between the internship and placement preparation. But the exposure you get is worth the hard work.

Also, I would suggest that [GeeksforGeeks](#) is a must for interviews. Whether or not you are good at algorithmic programming, you must do it. You don't get to solve many problems on linked list and trees in algorithmic programming. Doing questions on GeeksforGeeks will add confidence while handling pointers.

Please don't ignore your academics. Try to maintain a percentage above 75 and make sure it is above 70. It reflects how well you can do something in which you lack interest. Also, being just below the 70 border, it adds up a lot more pressure before the placement season.

For placement preparation, I would suggest doing questions on Geeksforgeeks. Apart from this, practice on online judges and participate in contests like ACM-ICPC, Facebook HackerCup, Google Code Jam, etc to refine your programming skills. Do increase your knowledge in Operating Systems, Database Management and OOPs.

Everything that was a part of Data Structures and Algorithms course in college, various sorting and searching algorithms, complexity analysis and GeeksforGeeks is the minimum that one should do before a programming interview.

### Q4. What all college activities/societies were you involved in?

In my first year, I was a part of Rotaract and CSI. I attended some workshops organized by CSI and volunteered for some initiatives that Rotaract undertook. I was also a part of the organizing committee of NSIT MUN '12. In my second year, I attended a few meetings of the Finance and Economics society. I enjoyed all the time that I spent being a part of various societies. However, it didn't align with my interests for a long term, as I increasingly got involved with programming contests.

### Q5. What would be your advice for students, interested in taking up a tech job?

I have a long way to go myself; I don't feel I've achieved anything exceptional to advise anyone.

## Ishita Gupta



Ishita Gupta, COE, Batch of 2015, received internship offers from two software giants, Microsoft and Google, in her third year. She chose to intern in Google and has received a pre-placement offer for her commendable work from the same.

### Q1. How did the internship at Google happen? What was the selection procedure you had to go through?

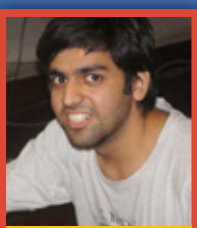
Google doesn't hire interns on campus, so I had to apply off-campus. Firstly, there was a résumé-based short listing. There was no percentage cut-off stated formally, however Google, usually rejects résumés with a percentage lower than 70. Though low percentage can be covered up with really good projects though.

After my résumé had been reviewed, I had two telephonic interviews with a gap of about 5 days between them. Interviews were purely technical, with some time to see team fit. There was a very brief discussion on projects.

### Q2. How was your experience of interning in Google? Also, what kind of work did it entail?

The two months spent at Google were enjoyable and extremely enriching. The experience was first of its kind and offered deep insights into working on real world projects in a corporate environment. I was an intern in the Google Docs team and it was back-end work. There are a lot of internal tools and technologies used at Google, which were totally new to me. With the

## Other Googlers



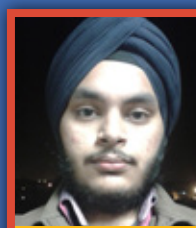
Ikshu Bhalla



Siddharth Jain



Arpit Bhardwaj



Karandeep Singh Bhatia



Archit Gupta



Shashank Gupta



## Aagaaz, The Poetry Society



Bedazzled not, oh beholder,  
For we are yet to go yonder,  
This indeed is just an 'aagaaz',  
A mere beginning, of this amazing journey  
we have embarked.

Aagaaz, the poetry club of NSIT has a niche position in an engineering environment. It fulfills the task of filling technical voids with rhyme and is thus, the refuge of word-smiths lost in the gory faces of coders,

*Hack4India*, a hardware hackathon with the theme 'Internet Of Things', was jointly organized by Texas Instruments Centre for Embedded Product Design (TI-CEPD) and NSIT. The event was primarily organized to encourage budding entrepreneurs, and witnessed tremendous participation, not only from Delhi, but from all over India. Teams from various IITs, IPU, JRE School of Institutions, JUIT, NSIT and even Harvard University actively participated in this 3 day event.



Lighting of the lamp.

Professor Dhananjay Gadre, along with some special guests from *Tata Power-DDL*, *Agnitio* and *Texas Instruments*, declared the event open with the ceremonial lighting on an electronic Wisdom lamp, developed in the lab of Prof. Gadre. The organizers were informed that the college premises will be in lock-down by the National Security Guard for the next 4 days, due to a rally by the Prime Minister of India, Mr. Narendra Modi. Hence, the hackathon, along with the requisite equipment and logistics, was shifted from Dwarka to 91 Springboards, Gurgaon, in the span of a single day.

The event was sponsored by Tata Power and Agnitio Technologies, both of whom

हार के डर से बैठ जाता तो शायद चलना भी ना सीख पाता  
रास्ता देख जो रुक जाता तो शायद कभी आगे भी ना बढ़ पाता  
जो हारे उनकी बातें अगर मैं सुनता तो शायद ख्वाब ही ना बुनता  
असफलताओं से डर शायद ही मैं राह मंज़िलि की चुन्ता  
सदीयों पुराना सत्य है ये, नहीं कोई बात नयी है  
कोथथि जसिने की बस जीता वही है, बस जीता वही है

geeks, and ghissus.

Founded in 2013, with the aim of bringing to fore the creations of passionate poetic engineers, Aagaaz has come a long way since its humble beginnings amidst the broken chairs of Mini Zayca (the college canteen). A dedicated core team of poets of varied genres, interests, and languages

work hard to create content which envisages the fun, happiness, grief, and tears of college life into immortal lines. The beauty and essence of these lines has, seemingly also spilled onto the students around, as the literary scene of the college has seen an immense upheaval with the arrival of Aagaaz. The society has crowned its small history by successfully conducting two po-

etry competitions in the college fests, both of which saw the participation of students from over 20 institutions across Delhi.

Aagaaz holds regular intra-college recitation sessions which are marked by the presence of new and exciting works on varied topics. This allows for the creation of a light yet creative environment, perfectly suited for passionate versifiers. There are regular weekly meets which are dotted with the versatility that its members possess.

The facebook portal of the society which marks the online presence of its best literary works, allows it to reach a greater audience, even outside the limits of college, and is another marked step in Aagaaz's endeavor of 'weaving magic with words'.

## Hack4India



provided a set of challenges for the participating teams to solve. Tata Power Delhi Distribution Ltd offered challenges like detection of faulty transmission lines, detection of theft of electricity, etc. Agnitio Technology, a company offering Smart Meter equipment, presented challenges like detection and logging of various kinds of tamperers on meters.



Session on IPR by Rahul Dev.

The second day saw a session by an international lawyer, Rahul Dev, on Intellectual Property Rights. Mr. Sidharth Bhansali, a techie and management graduate from Indian School of Business, and Sunil Goy-

al, a mobile domain specialist, also joined in and guided the participants with their prototypes. LBD Makers, a firm offering 3D designing and prototyping services, prototyped the concepts of the participants and also organized 3-D printing workshops on the same day. Day 2 ended with "The Surprise of the day" which was an 'AVR Butterfly' for all the participants!

Mr. Arpit Chhabra, co-founder of Sagacious Research, Sparrow devices and Ad Box, began the proceedings on the final day with his lecture. Soon, it was time for the pitching session, which would ultimately result in one of the teams taking away a whopping INR 1 Lacs. The panel of judges consisted of Anuj Pulsatya, an angel investor, Rajeev Aggarwal, a serial entrepreneur, Lomesh Dutta, a serial entrepreneur and Rajesh Pathak, technical head of Agnitio.

In the hours that followed, the various participating teams pitched their ideas with their prototypes. The mind-boggling ideas ranged from helping the visually impaired

to checking one's vitals on the go, with the aid of smart phones. The objective of every participant was to help the society in one way or the other, that too at minimum cost. As soon as the last team had pitched, the results were announced.

Nikhilesh, Mritunjai and Rohan from NSIT secured the 1st position with their prototype of "low cost Smart Meter", which optimises power usage, prevents energy theft and tampering of energy meters. Ayan Pahwa, Aman Deep Singh and Akshay Kumar from JRE school of Institutions got the 2nd prize for their prototype "Easy Exit", a device which ensures security of the house using cloud gateways. The 3rd prize went to Himanshu Bablani for his fantastic idea "Lab on cloud" which basically puts a science lab on the cloud.



Team 'Easy Exit': Ayan Pahwa, Aman Deep Singh and Akshay Kumar.

The judges lauded the efforts of all the participants. Soon, it was also announced by the organizers that a meeting with the name 'Hack4India' would be organized on the 2nd Saturday of every month to bolster the spirit of entrepreneurship in each of us. The event was a huge success and tremendously inspired the young inventors to pursue the path of entrepreneurship.

## THE TEAM

**MENTORS** Anonya Chatterjee | Ayush Maiti | Krishan Singh | Shrey Bansiwala | Sidhant Khanna

### EDITORS



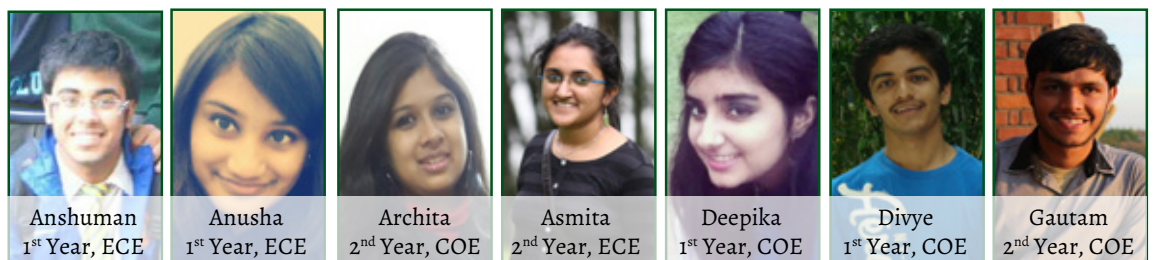
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Deepanshu  
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Anusha  
1<sup>st</sup> Year, ECE

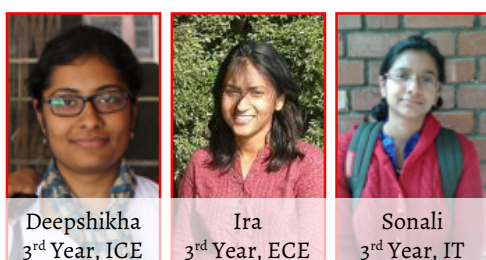
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Deepika  
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Divey  
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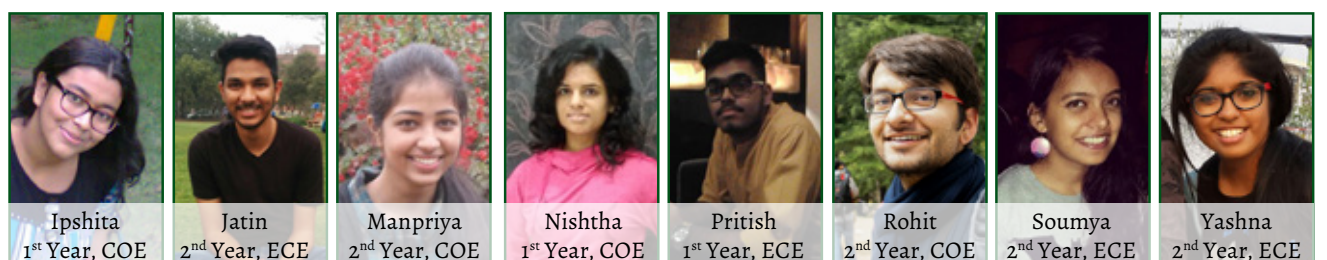
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