#### Inside This Issue



# ISSUE 65 VOLUME 66 APRIL 2018



M.Krithigaisrilatha
II CIVIL

# 1. THE POWER OF YOUTH - 01 2. START-UP TIPS - PART I - 04 3. SELF-MOTIVATION - 06 4. TESLA MOTORS - 09 5. NEET VS TAMILNADU - 12 6. DEMONETISATION - 15 7. IMPACT OF SOCIAL NETWORKING SITES - 19 8. A BEAUTIFUL RELATIONSHIP - 21

#### **FEATURING**

#### **THE YOUTH, THE POWER AND THE UPCOMING HEROES**



WISE TALK
START-UP TIPS - PART I

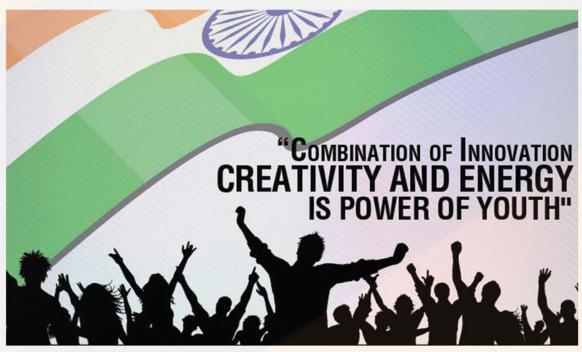


HARSHAVARTHAN FINAL CSE

# CRUSADE

# THE YOUTH, THE POWER AND THE UPCOMING HEROES

The word 'youth' stands in synonym with a nation's development and future. From newborn to the oldest would agree with me that it is a non-stop, unbeatable, never ever giving up power and I'm not exaggerating it. The youth has the capability to make a hidden issue into a viral issue thus changing the fate of a country. Not all those in Facebook, Twitter and Instagram use them for enjoyment and time passing as some youngsters use it in the right way to enhance and empower them and those around them. They not only troll about the cine artists and politicians, but also give their voice to the pride of nation, when needed. I personally believe that we, the teenagers have the power to inspire others through our activities. It's true that when elders hear about teenagers, only laziness, lethargy, addicted to gadgets etc. come into their minds.



Adolescence and early adult life is the most crucial time to discover one's identity and life goals thus pursuing and achieving them. It is not only good for them but also for the surrounding too. Everyone is born with some talents, some use it and others don't because of their fear of failure and fear of unknown. But many don't understand that one could exhibit one's talents and skills in order to capture the opportunities in life.

## **A** / don't

THE YOUTH, THE POWER AND THE UPCOMING HEROES

But many don't understand that one could exhibit one's talents and skills in order to capture the opportunities in life. Hesitation kills one's creativity and personality. Although we live in an era that is different from that of our parents, teens are provided with more opportunities than ever before. No one should under-estimate the power of youth, especially the youth themselves. Youth revise the word IMPOSSIBLE into I'M POSSIBLE, thus looking at things with a different perspective to bring change. We should accept the fact that sometimes the voice turns into a bad thing because they don't lend their ears to the old but once they realize their mistake, they rectify it.

# History has always been shaped by the power of youth.

 Daisaku Ikeda, The New Human Revolution, volume 5, Chapter 3, "Victory"

If they give their best in their chosen fields, they can taste success at a very young age. One of the major qualities of this generation is its ability to stand for a cause leaving all their differences behind. They don't hesitate to fight back against the social issues that affect common people. Indian history has perfect examples for the power of youth such as Swami Vivekananda, Bhaghat Singh etc. India has 65% youth population, highest in the world, hence, they are going to play a major role in the development of the country but there is a resentment among the youngsters that the government is not providing enough opportunities and facilities to the youngsters, instead, they fight with each other for their political careers because almost all of them are aged people.

CRUSADE

# THE YOUTH, THE POWER AND THE UPCOMING HEROES

By knowing this trend in advance, our beloved Dr. A. P. J. ABDUL KALAM always encouraged youth empowerment and believed in them beyond any doubt. Youngsters of this generation is going to break away from caste, religion and language boundaries to make a New India where the culprits who divide India in the name of religion, caste and language will put their heads down in shame. Youngsters in our country are going to lead all the developed Nations and they are going to provide man power to all the developed nations where the birth rate is low which creates a great gap in the labor market.

Youngsters today are highly intelligent, highly motivated and think clearly but certain distractions stop them from progressing effectively. It becomes very important that the youngsters think beyond the clutches of the movies, politics, social networking sites etc. in order to stay hungry and stay strong for new information, new knowledge and to acquire new skills that would spearhead their progress which would in turn benefit them and the country. It is also the responsibility of the parents, teachers, society and the government to trust the youngsters and use them in a fruitful way. Allow the youngsters to make decisions and support them because they are the power and upcoming heroes of the country.

M.Krithigaisrilatha

II CIVIL



# CRUSADE

# WISE TALK START-UP TIPS - PART I

"If they inspired you to push outside your comfort zone, thank them for inspiring you to take a risk, and let them know how it paid off." Starting a company at a very young age will make you stand away from the crowd of common people. Before you start a company, make sure that your business idea has a market value and it is scalable. How do you find your idea has a scope or a Market value? You have to find the right mentor for your idea and you should validate it. Most of the start-ups were born in the colleges but not all colleges have the right mentors to support or validate their ideas. Few colleges have incubation centres that offer only a little space to operate the company. In 21st century competition, start-ups not only need space alone but they also need mentors and counselors to validate their ideas. An incubation centre should know to appreciate and value the efforts and risks taken by the students to start a company. It should have right industrial contact and government support who are ready to invest in the revolutionary and innovative ideas.



Although we don't have better schemes or support for start-ups from Tamil Nadu, having the right idea and choosing a right place of operation will help one gradually. For Tech and Innovative Start-ups, Coimbatore and Chennai are the best places with great Market value. Although few other cities do have scope, Coimbatore and Chennai can help you scale up your company at a large scale.

# WISE TALK START-UP TIPS - PART I

There are various central government schemes to support the innovative start-ups. Participating in Boot camps organized by Incubators is one of the best options and the best place in Tamil Nadu for Start-up Acceleration and Incubation is Forge Accelerator, where you can find the right mentors and space to operate your business. Kerala (Startup Mission / Start-up Village) and Telangana have also introduced better schemes for Start-ups.

People ask us to go for a job to get introduced to great people, develop more contacts with the professional people and learn the skills that are needed to become an Entrepreneur. My humble advice to Engineers and other degree students is that the world has changed a lot with evolution of new technologies. We speak (voice, text, video) to people in the other end of the world with mobile in hand which was considered a herculean task years back. As an engineering aspirant, a student has 4 years to learn the skills required to become an Entrepreneur at very young age because academics is not the only source to equip one's skill. One needs to get into the field and learn what one loves and want. one also has professional networks (LinkedIn and Twitter) to get professional contacts of experts. Of all, it all depends on how we utilize these sources and available time in the academic calendars.

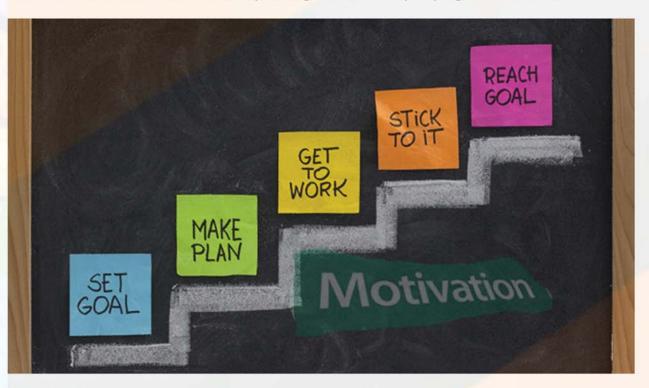
Will be continued...

FINAL CSE
HARSHAMARAN@IBEVY.CO.IN



#### **SELF-MOTIVATION**

"What is self-motivation?" The answer for this question is in our minds because one needs to motivate oneself without always expecting others to motivate them and praise them. Statements such as, I am not eligible for this, I am not fit for this work, shows that we haven't started to learn the spelling of the word self-confidence. Don't lend your ears to others who constantly demotivate you and put you down. You are the only person who could turn your life around by motivating yourself and withstanding all the criticisms and struggles. Only you can translate your self-confidence into action thus proving the world by saying, I can and I will.

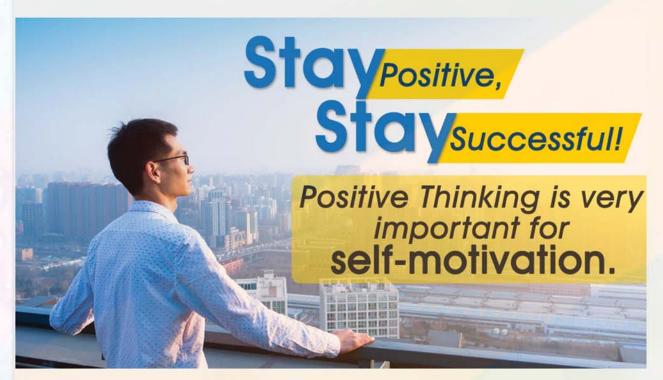


I would like to tell my motivational story. When I decided to pen down this article, I was very much doubtful about my language and the content. I thought I am not good at English and I'm a very shy person. My friend never thought of anything else but proceeded with his article and completed it. Because of my lack of confidence on my language, I was in an oscillating state of mind. Once, he even came to me and asked me why I was so lazy and criticized me for not initiating the process of writing. Although my friend's blunt comment hurt me, I decided to write my own article with the little knowledge that I had. At last, I found my motivation.

### **SELF-MOTIVATION**

Most of you might have heard about Mr. Sagayam.I.A.S. Once, when he was a small boy, he was walking on the road with his father. Suddenly, an ambassador car with siren and red light crossed them and stopped in front of a building. All the people ran towards that car. Mr. Sagayam was shocked and asked his father with an innocent face, why did they run towards that car? Who is inside that car? His father replied that he was the district collector and he has the power to do lots of good things for the district. Instantly, Mr. Sagayam said that he too wanted to become an IAS officer and serve the people in the society. Now, he not only fulfilled his motivation to become a collector but also one of the best collectors our state has ever seen. He got self-motivated by a passing car because had the car not stopped there in front of them, he wouldn't have thought about it. Another example is Stephan Hawking who amazed the world with his self-motivating thoughts and scientific discoveries. Although he was not able to deliver his thoughts through his speech, he created a computer that worked for him to deliver his thoughts in writing. He humbled everyone who has got everything but still felt demotivated.





#### **SELF-MOTIVATION**

No one would have forgotten about the Jallikattu protest where all the self-motivated individuals created a synergy and won the right of the whole State. Hard work plays an important role in self-motivation, in fact self-motivation depends upon your hard work. Whenever we think positively, we get motivated and the following will help one motivated.

- Generally, we are attracted by negative thoughts more than positive thoughts. So,
   the first step to become self-motivated is keeping negative thoughts, negative
   people and negative events away.
- The next step is to fill our lives with people who have spread positivity in the society such as our lovable Dr. A.P. J. Abdul Kalam.
- Then we need to allow good friends to influence us and get suggestions from people who motivate others and not from people who always criticize others.
- Listening to motivational speakers and starting our day with a positive quote will definitely boost our morale.
- Procrastination is a disorder, so, completing them on time in order to stay motivated and focused will help us stay content. Postponing things will bring lots of stress later thus leading to negativity.

So, what are you waiting for? Start motivating yourself, believe in yourself and start acting and not just while away the time talking about doing something.

M. SELVARAJ
II CIVIL
Selvaraj100.ssraj@gmail.com



# TESLA MOTORS GOING BEYOND THE POSSIBLE

Tesla, Inc. (Tesla Motors) is an American company that specializes in electric vehicles, energy storage devices and solar panel manufacturing. Tesla is also specialized in manufacturing residential photovoltaic panels and power walls. The company's headquarters is located in Palo Alto, California and it was founded in 2003. The company came to the forefront only because of its CEO and Chairman Elon Musk. Elon Reeve Musk was born on June 28, 1971. Musk is a South African-born Canadian business magnate and a great engineer of his own style. He is one of the best men in the list of World's most powerful people. He completed his schooling and did a degree in Physics. He also completed his Ph.D in Applied Physics and Material Science. Elon Musk is the one who made TESLA Electric car revolution in the world. He was determined to offer electric cars at an affordable price.



Tesla is very different from the other electric car manufacturers. Unlike the other automakers who use individual large size battery, Tesla uses thousands of small, cylindrical, lithium-ion cells. These lithium-ion cells are used because they are cheaper to manufacture and lighter than the other standard cells by removing some safety features but Tesla is very sure that those safety features can be fixed with the advanced thermal management system and an intumescent chemical used in the battery to prevent fire.

CRUSADE

# TESLA MOTORS GOING BEYOND THE POSSIBLE

CRUSADE

Tesla also provides super charger stations just like the normal gas stations. In the initial stage, Tesla introduced Model S, which can run up to 300 miles without any interruption. The battery holds a capacity of 200k Watt battery pack from which the car can accelerate from 0-100 in 5 seconds. This car made a huge revolution all over the world and hit a list of records like "Motor Trend car of the year" award in 2013, "World Green Car" award in 2013 and Automobile Magazine's "Car of the year" award. Tesla Motor's Model S is the best-selling electric car after the Nissan Leaf. This made the whole world turn around and see the brand new Tesla Electric Cars. The company had no idea, when the pre-bookings to Tesla Cars were rising at a huge rate. This is all because of the capacity of the car to run 300 miles with 75 minutes of charging either in house or super charging stations. This car is one of the Master pieces of science in this decade.



# TESLA MOTORS GOING BEYOND THE POSSIBLE

Elon Musk has already planned his main project, Tesla's 2020 Roadster in Tesla Motors and working on it. This car can move up to a range of 620 miles on the 200k Watt charge and the car can attain a speed of 0-60 miles in just 1.9 seconds. The car can attain a top speed of 400km/hr, this top speed is next to Bugatti Veyron (407km/hr) the world's fastest car and it requires 100 liters of fuel to run for 12 minutes. On the other hand, 2020 Roadster hits the deck as it requires only 200k Watt to run for 620 miles without stopping anywhere and the whole world awaits for this car. The base price has been set at US\$200,000. This would be the only car in the world at this price which can run for 620 miles with a single charge and at a top speed of 400km/hr. It's going to revolutionize the automobile industry. Tesla is one of the companies which will save the natural resources for the future generations. The future transportation will be electrified, automated, fast and at reasonable cost only because of Tesla Motors. The future is here in the Tesla Motors!!

"If you get up in the morning and think the future is going to be better, it is a bright day. Otherwise, it's not." –Elon Musk.

N.C. Aswin

aswinnarayanaswamy777@gmail.com



### **NEET VS TAMILNADU**

In the previous year, the 12th board examination students, especially of medical branch has faced a common problem, NEET. NEET is the common entrance examination that has been implemented by the central government in order to assess the quality and knowledge level of the medical aspirants for pursuing medicine as their career. The exam was supported by all the other states except Tamilnadu because of the reason that the standard of questions asked in NEET are very high and matching CBSE syllabus whereas most of the students study in State Board schools. TN students were not able to cope up with the high standard except the CBSE Board students. This brought lots of confusion and posed a big question mark to the future of TN medical aspirants. When the students requested for reconsidering the mode of entrance exam, central government was not in a position to listen their requisition. This was coupled with the adverse political scenario in Tamilnadu thus failing to fight for the cause of TN students on that issue. As a result, TN students have no other go but attend the examination even though they were not prepared in such a way to face the NEET questions. Finally as guessed, TN students gave a very poor performance in the exam. The consequence that they faced due to less score was that they were denied from being getting seats in respective medical institutions. The NEET results had a bad impact on the TN student community that it lead to the death of the medical student ANITHA, which later became a very big issue and the protest against NEET grew as a forest fire in TN.





# CRUSADF

#### **NEET VS TAMILNADU**

During these protests, many engineering students also took part because NEET examination indirectly affected the counselling process also in such a way that the medical students who were denied medical seats opt for engineering. This resulted in delaying the ANNA UNIVERSITY counselling thus creating confusion among the engineering aspirants too. It also resulted in huge volume of late minute applications that spoiled the chances of other students in getting the chosen course or college.



People may generally ask a question why the medical aspirants are afraid of NEET? Some popular educationalist state, that the central government is acting partially in bringing the entrance examination, as it has framed the entrance exam only for the medical students, whereas there is no entrance exam for the engineering students who are applying for colleges through ANNA UNIVERSITY Counselling. They also told that when the state government asked for the importance of NEET to the central government, the reply was that the intension of NEET is only to test the knowledge of students in medical field, because the student with highest HSC marks and cut off may not be considered as a knowledgeable student and on the other hand, a student with average marks might have known more than the one with high marks in the subject. The intention for conducting NEET is to give first preference to those knowledgeable students whose marks are less but knowledge is more.

### **NEET VS TAMILNADU**

Although the intention of introducing an entrance exam for medicine is good, the execution part should have been more meticulous because of the difference in terms of syllabi, delivery, teaching aids, teaching materials and infrastructure differ vastly from school to school. So, one cannot have a uniform exam if all of the above said are not equal. Providing education is one of the most important task of any government and in a country where education is sold, one cannot expect equality. So, it is not only the responsibility of TN government, but also the central government to ensure that they bring more equality not in terms of testing alone but also in teaching. Students, instead of blaming the government all the time should realize the truth that the change in education and the teaching methodology can only be brought with the help of the students as they have to change their methods of learning and acquiring knowledge. I feel that NEET is a boon for medical students and my desire is that soon the central government has to introduce an entrance exam common for all the engineering students who belong to different states in order to produce engineers to the society and not just engineering graduate. We may not be able to stop the changes but we can better adjust and accommodate to the changes by joining hands with the efforts the government takes to help the students thus coming out with flying colours. Let's embrace the change and challenge the ones who challenge us because evolution wouldn't have happened without the survival of the fittest.

B. Venkatesan
I ECE
venkiarthi1999@gmail.com



# CRUSADE

#### **DEMONETISATION**

A major issue which prevailed in India before several months is demonetization. This was initiated by Prime Minister Mr. Narendra Modi with a noble cause to eliminate black money and improve the economy of the country. It helped people reduce the use of physical money and use digital money thus making everything "White". It was also initiated to encourage people to carry out transactions via technological devices such as internet, smartphones, etc. When Transaction is carried out via mobiles, net banking etc. they tend to be noted or registered and it would be impossible for the corrupt to escape.

When people, especially those rich fat cats who don't pay their taxes by corrupting the officials and politicians, it leads to the accumulation of black money by all those involved. If we think black money is generated only by the rich and the corrupt, the middle class and the poor still contribute to their corrupt ways by not getting a proper bill with taxes for every purchase we make.

We pay taxes for every product that we buy from the most essential necessity to all luxury items such as the highly priced smartphones, jewelry etc. All these tax money reaches the government and the government uses this money to build a better society. If people fail to pay taxes it would indirectly affect the society.



#### **DEMONETISATION**

Government took a giant "Leap of Faith" by replacing the old notes with the new notes and by introducing 2000 rupees note in place of 1000 rupees. Although the intention was to abolish black money, everyone would agree that it was not just the corrupt who were trapped but the common people who had to stand in the queues for very long time. Because there was a limit in exchanging the old currency with the new, it became very difficult for the corrupt as they were not able to exchange their black money. They had to pay their taxes to escape this mess. Government even gave excuses for the corrupt to pay their money within certain deadlines without penalty. Government also encouraged to do more online transactions. In order to prevent the misuse of online transactions, many restrictions were out in place. Before demonetization, a person was able to withdraw money from the ATM of the same branch as many times as one wished and from ATMs of other banks for a limit of 5 times a month, free of charge. But now the limit has been reduced to 5 times per month even though we use the ATM of the same bank to withdraw our money.

Although all these steps did help in bring out small amount of black money, common people were the ones who struggled enough. Government asked people to use their cards everywhere without installing swiping machines in all the shops because the rich can go to big shopping malls whereas the poor could go only to the nearby corner shop where there is no card machine.



### **DEMONETISATION**

This also had other issues on the middle classes and the poor. The people had no other choice but to hit 'ROCKBOTTOM' because of demonetization. They neither had no enough knowledge nor had the smartphone to use online banking. Womenfolk were unable to exchange their savings money and they had no choice but to depend on their drunkard husbands for exchanging their savings in the bank. If these menfolk came to know about this money they would have spent the money on booze and cigarettes and all the hardships faced by these womenfolk to save this money would have gone to trash. Remember, it was this money saved by the home makers that saved India during the time of recession. This simple example helps us realize that demonetization hit the poor really hard in many unimaginable ways like the instance above.

The middle classes were unable to withdraw 'THEIR OWN MONEY' from ATMs due to the limited cash in ATMs. They had to wait for a long period of time before ATMs under scorching sun to take their money in very few cases. Mostly we could see people returning 'EMPTY HANDED' with 'DEAD FACES' due to the lack of money in ATMs. On the other hand getting change for a 2000 rupee note became a very difficult job. Most people struggled to withdraw money to pay for the marriage, education and other expenses in the households. The rich however managed to live with their sophisticated lifestyle with help of the cards and shopping malls.





#### **DEMONETISATION**

Even though the storm of demonetization has calmed down, there were some steps which the government could have taken to reduce the impact on the middle and poor classes.

The government could have informed the public about demonetization at least three days prior to bringing this reform into act. That time would have helped the poor to be prepared for the worse.

ATMs could have been flooded with more new rupee notes such that the public could use the ATMs as before. A proper guideline could have been telecasted on television to exchange the money such that the poor people would be aware about this issue and they would take a few steps to exchange their money.

Government should have used all the government agencies such as post office for this purpose of exchanging money with strict surveillance thus avoiding the banks from getting overcrowded.

Government should have prevented the big shots such as Mallayya and Nirav Modi from escaping from the country and that would have saved lots of public money. It should have brought the black money from the Swiss Banks as promised thus catching the criminals red-handed.

Although demonetization helped the nation, it didn't achieve for what it was introduced because corruption and black money is still prevalent in the society. Nevertheless, this may be a small initiative on a long term project, corruption free India and black money free India. As citizens of the country, it is our responsibility to embrace this reform to show our solidarity and support.

> G. Sivashanmugam I CSE



# IMPACTS OF SOCIAL NETWORKING SITES AROUND THE WORLD

The invention of computers and internet has resulted in a digital revolution where the development of new gadgets such as mobile phone, smart-phone, tablet, laptop, notebook etc., has clocked up the lives of humans. Earlier, a person was considered to be fit and human only if he was able to hunt and wander in deep forests without fear but today in this modern world ruled by technology, a person who doesn't know to use a mobile phone is considered illiterate and unfit to live. Social Networking sites are the brain children of internet and gadget revolution. I would like to compare the best and the worst case scenarios of people who use social networking sites in the world. Right now, the growth of social networking sites are at their peak. The invention of smartphones and establishment of smart phone companies made the world much smaller as it scraps together the information we need in a single press. Social networking sites help people connect with all the people around. They can send some texts or stickers which help them to stay connected. It is also helpful in knowing about an unknown person in a short period of time.





Social Networking Impact on Society

# IMPACTS OF SOCIAL NETWORKING SITES AROUND THE WORLD

Some get addicted and spend lots of time in the social media. According to the re-

ports, at an average, Indian youngsters use 4 hours on the internet, especially in social networking media. They use them for various reasons such as for education, entertainment and social acceptance. India has already become the number one country in internet usage. Thus they don't just scroll down the news feed and see what others have posted, they keep forwarding the messages that they receive and after a cycle, someone just sends the message that they forwarded thus they keep going round and round about the same message without even reading them. People have become more creative these days by creating meme pages which reach lots of people. Though it contains news or some kind of trolls about the trending issues in and around us people, people spend time watching these and get relaxed. Social Networking Medias are capable of spreading news much faster than the television network. This has helped lots of revolution in the 21st century where people came together to fight for a social cause. People can send a message whenever they want to anyone they want if they have internet connection and a smartphone. People use them for initiating their businesses online. People also spread awareness about social issues through social media. The worst part of it is that people get addicted to it and spend their time in games, looking for new friends and forwarding unnecessary messages. Although, social networking sites are really useful to people, it depends on the motivation and self-control of the individuals.

V. Harshavardhan

# A BEAUTIFUL RELATIONSHIP PART IV

Charvee's another comfort place was the mirror. She looks at her in the mirror and express all her feelings to herself. She won't reveal her feelings to anyone else. It doesn't mean that she is calm or serene because if she had reacts, the situation would become critical. None in outer world knows her feelings. Shoba, partner of all her feelings, leaves her to relax for more than a while and then calmly comfort her. Once Charvee comes back to her normal state of mind, she forgets everything and becomes a joyous child. Thus it had become a usual thing in the house. That night, she started to study and she committed herself to get distinction.



Charvee was very talented and resilient but she was too lethargic to expose herself. Once she starts, she forgets all her surroundings and carries on with her work. She doesn't work hard, instead she would go with smart work. She also had a very good grasping ability. It was the family's dinner time. Charvee was so tired that she didn't merge herself in talk with anyone. It was a habit of the family to sit in a circle and share their minds after every dinner. Charvee, went to her bed immediately after dinner because she was too tired after a long day.

#### A BEAUTIFUL RELATIONSHIP - PART IV

"So, you people are asking me to keep myself out of my daughter's studies? Or don't I have any rights to scold her?" Damu Charvee's father raised up his question. "That's all right, even Charvee forgot everything and gone with her work. Then why should we discuss about it and argue within ourselves?" Sheela tried to ease the situation. "And that's her personality Sheela. We shouldn't play with it?" said Shoba. Amongst all these arguments, Damu accepted his fault and assured that he would try to control his temper over others, especially Charvee.

The next day, Damu tried to explain Charvee regarding his behaviour the previous day, but Shoba stopped him. "The best thing is not to remind the incident to her. I would like to bring her up with sportive mindset and she is growing that way." Damu accepted it and felt ashamed of himself.

As usual, when Charvee returned from her school, her line of thought was with her sissy. She went on with it, until her dad's arrival. Once her dad came on to the scene, she put off all her other activities and went to study. It was really bad for Shoba to see Charvee. The little girl who used to play all the time, circling the home here and there, is now got stuck inside a room. Anyhow, she thought that this would certainly change her future.

Will be Continued.....

V. Vishnu Priya
II ECE
Vishnupriyaav1998@gmail.com





**ISSUE 65 VOLUME 66** 

April 2018





LANGUAGE EDITOR

R. KEERTHI

I EIE

keerthiaakash27@gmail.com



CONTENT EDITOR

D. OPPILAAL ERATCHANYA

I ECE

doppilaal11@gmail.com

#### **CHIEF EDITOR**



P. JOSE

FACULTY IN-CHARGE - LLC

jose@drmcet.ac.in