



Crusade
CLARION CALL

Issue 88 | Volume 89



May & June '20
EDITION

Article
Inside



1 *Life* Choices

2 SALES AND LIFE

3 TWO FRIENDS

4 Thanks to COVID-19

and more...

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© Interested authors can contact the following email ids of the editorial board.

✉ akr@mcet.in

✉ rajalakshmi@drmcet.ac.in

✉ llc@drmcet.ac.in



The term “Life” has a pretty big meaning under a small 4 letter word. It carries a story of a person from birth till ever after. Every moment we are offered with a pool of choices and most difficult part of it is picking one. To give you the scale of choices to a perspective, there are about 12,000+ Career options, and you have to pick one (I have to admit that I don’t know so much existed until I googled for them [1]). I take this opportunity to share with you my perception about one of the challenging parts – “Choice we all make” during our course of life.

The Year 2009 (Transition from schooling to UG) marks my first important decision of my life – “What field to choose to pursue undergraduate?” I had two choices in my mind “Engineering in Electronics & Communication” (because as 90s kid I fancied how computer and mobile phones works) and “Commerce” (because I knew that I am good with Mathematics). Coming from a humble family, brought up in a village, making this choice itself was a big step forward). Finally I picked ECE, like many other fellow 18-year olds. Nevertheless, during the course of my 4-years of undergraduate, I never complained about my choice. Perhaps “Electronics” really fascinated me. The immediate treasure of my choice is “Friends and Teachers”, which I cherished and I will cherish forever. I am sure lot of you experience the same. But there is a hidden treasure to my choice, which is “Knowledge”. During the first few years of UG, I studied “Engineering Mathematics, DSP, VLSI etc.,” just like all other fellow students, but at that time I never understood “What do we do with all these knowledge?” I believe that’s the question that lead me to the next choice of my life.

Year 2012 (3rd Year of UG) marks the next important choice to make - “Campus interview or Higher studies?” I feel it’s even tougher decision to make because one important factor “Peer pressure”. Unlike school day, the college gives long enough time and more matured mind state to develop personal bonding with friends. Hence it is very easy that your friend’s choices influence your personal choice, which I call it as “Peer Pressure”. The exact



SIDHARTHI PALANISAMY

ECE

(2009-2013)

RF and analog device engineer,
Intel Germany

✉ siddhupalanisami@gmail.com



same thing happened to me as well – part of my friends pursued for job opportunities through “Campus interview” and few others “Higher studies (MBA, Masters, ME etc.,)”. So my life is back again to the same hard moment as it was in 2009 “Pick one from a pool of choices and all of those choices are equally good”. I have to admit that I was not confident to pick one. So I thought of getting guidance from my teachers and my parents. After having many sessions of discussion and thoughts, it revealed to me “Which one of those choices was personally a better choice for me?” That’s the point in time where I truly understood the **difference between “Choices of my Peers” to “Personal Choices”**.

I chose to pursue masters in electronics as I still had the previously mentioned unanswered question, because I believed may be studying more about it will help me answer it. Even with the decision of pursuing masters, I chose the most difficult of all circumstances “Masters in Germany” – where I have to tackle two most difficult hurdles “Living Independent (P.S. – I have never left my home until then” and “Totally different environment – culture, language etc.,”). This brings to next part of my life **“Questioning my Life choices!”**



In the year 2013, October, I landed in Germany, to begin with Masters of Electronics in “Technical University of Munich”. “Leaving my parents back in India and landing in Germany where the only person I knew in Germany was my uncle who was living there” is a good reason to admit that I totally cried before I left India. Though I was mentally down, I still had the curiosity within to finish what I started “Do masters!”, with the hope that time will cure my “Home sickness”. The classes had begun, and totally new hurdle started as the method of teaching in Germany was totally different than what I

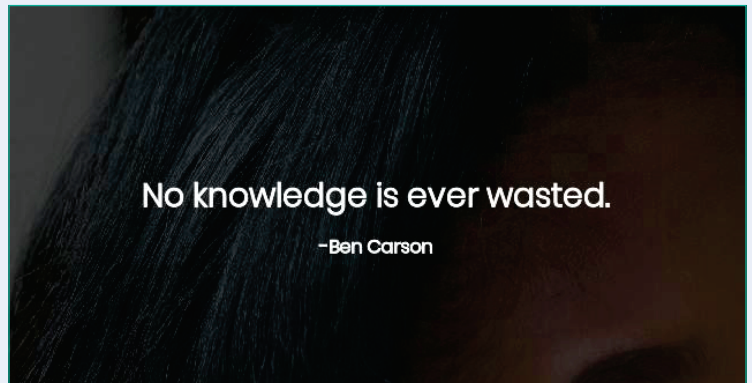
experience in Under Graduate. The German engineering terminology and symbols used differed from what I learnt back in UG. Adding to it, there is no one specific reference of literature which would be enough to study with to go through the course. I had to explore all the relevant books from university library to understand things. All these happened in just 2 months after I started masters.

All these hurdles naturally lead to questioning myself “Did I really take the right choice?” At one point in time, I was about to give up my masters and get back to India. At this time yet again “Friends and Family” rushed to help stand back at my feet. This gave me extended period of time to understand my choice of masters. I decided not to give up, as I gave priority to “Quest for knowledge” than to all of my above problems (which I soon found that they are just temporary). It is quite natural to all of us to question back at our life choices and in fact it is good in a way. I believe that questioning your life choices helps you to understand even more about why you have chosen this path. It reveals the truth within yourself. During this process, it leads to two simple decisions “The choice what you took is correct or wrong”. Both of these decisions are equally correct in a sense, one and only if you had put efforts to understand your choice. Giving up without questioning your choice is not an option for success as you will end up getting used to the practice of “Giving up” in every future choice.

Today – year 2020, I am a “RF and Analog design engineer” working for Intel. In simple words, I design, simulate and layout electronic components for a RF (Radio Frequency) IC. This is the part of my life where I finally answered my question “What do we do with all these knowledge?” The answer I found was “Every basics of electronics what I learnt back in UG (like resistors, capacitors, transistors, FETs) helps me to build a

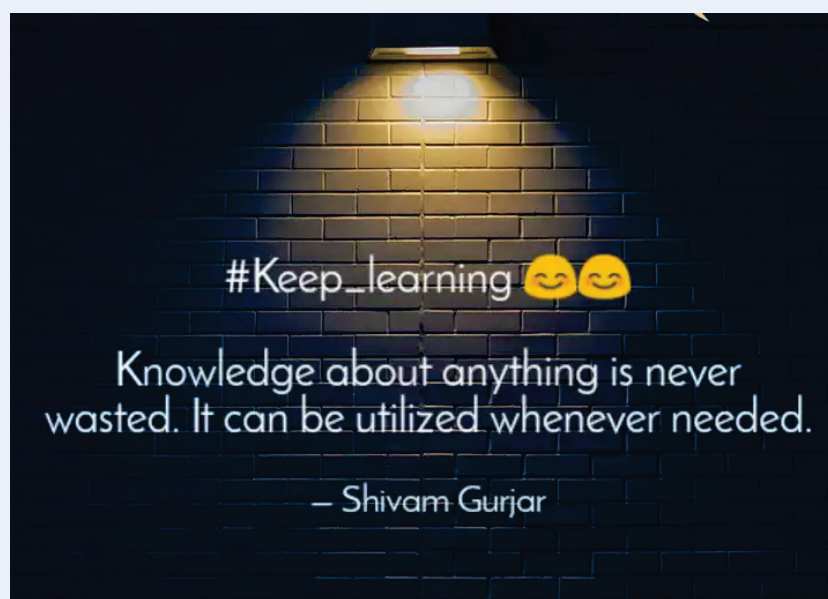


device which is going to help people to communicate with 5G technology". The only difference is in back those days of engineering labs, the resistors and capacitors are huge (few millimetre; $10E-3$) in size, but in real life device, they are minuscule (in nanometres, $10E-9$), i.e., about 10 lakh times smaller. But the physics remains the same. This is a good time to remind you that **"Knowledge never goes wasted"**. To gain "Knowledge" it is very important to understand difference between "Reading" and "Studying". A common problem during schooling and college is, we "Read" not "Study" the books. Reading involves skimming through a text enough to understand the meaning of the sentence good enough to handle the exams. But "Studying" involves research and learning to understand the complete underlying concept. Only through "Studying", the knowledge what you gain remains forever.



Going back to my first important choice of my life "about ECE" – If I didn't take that choice in my life, and had not hold up to it, I wouldn't have got this precious chance of writing my experience back to budding students like you. Hence one thing to address to all of you is "Don't be afraid to make a choice which you truly believe in and understand them by questioning it." Last but not least, don't be shy to get help from teachers and parents, because they have already come across those life choices and their experience is wisdom. I wish you all success in future endeavours and happy "Studying" (Not reading :-)).

[1] Note: <https://www.careerplanner.com/ListOfCareers.cfm>





SALES AND LIFE



GOVARTHINI SENTHIL KUMAR

Career Development Executive

Jaro Education

EEE - 2016

✉ govassweet98@gmail.com

'Can you? Are you sure? Is it safe?' There were a few questions that I faced before I started my career as a sales executive. "I think so" was the most genuine answer I could reply as even I wasn't sure if I can or I can't. I have heard my teachers saying that the immediate two months post completion of your graduation will teach you some of life's best lessons. I wanted to get the most out of it & so was all set to land in Bangalore to take up my first job.

At the training session, while the entire group of new joiners were highly interactive with the Manager, I was seated dumbly as I was invisible. I felt I wasn't suitable for the job and I did not possess enough knowledge to survive over there. I felt the same throughout the training sessions and felt demotivated. I couldn't find anyone to pat my shoulder and say "You CAN!" That is when I realised; *it is amiss to expect motivation from others. It has to come from within you. You have to be your motivation and push your limits out to hit success in life.* I started to learn stuff slowly and with the help of my seniors, the learning path turned out to be a cakewalk. As long as I learnt, I kept improving myself. Also, I understood that fear is ephemeral and it's easy to overcome it.

A part of my job was to schedule meetings with clients and to meet them at their place. I was supposed to move to different locations in Bangalore. Some people commented that this isn't safe for a girl to roam around a city and meet different people. Every human needs to obviate such thoughts. Because *Sales has overcome all the gender stereotypes* long back. This part of the job has turned unfamiliar places into familiar ones. I felt *People are not always bothered about the dreams a soul carries whereas they are much concerned about the body where the soul lies in.*

When it comes to sales, Targets plays an important role. Many sales executive would be referring to their experience in sales to a roller-coaster ride, whereas I would prefer mine to be a bungee jumping. This virtual bungee-jumping experience



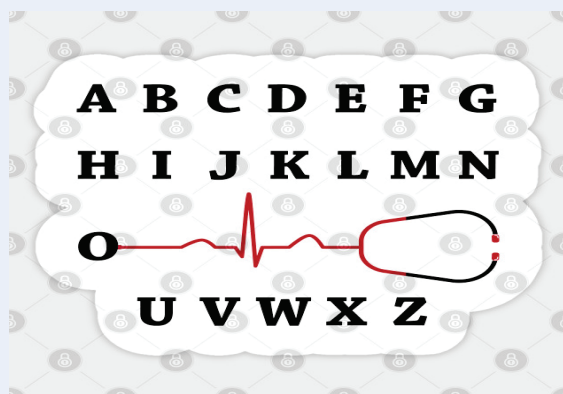
has taught me certain things. Whenever I complete my target, I would be excited but sales would remind me that, 'there is nothing to take pride coz every start of the month you'd be on zero again'. If I don't do my target, I would feel demotivated and again sales would remind me that, 'there is nothing to be demotivated; just keep working hard with a positive mindset, you can do things.' It has taught me to stay grounded during both good and hard times.

We face a lot of ups and downs in life. We face it difficult to handle them. Life is difficult. It gives you many things that we feel happy for. We become excited even for mundane things that happen in life. At the same time, life takes back things from us. At times, life won't leave the things that mean the most to us. There is nothing we can do except to endure the loss. It becomes tough to stay calm but we need to master the art of staying grounded both during high and low times. 'Keep your eyes on the stars and your feet on the ground'.

Having a positive mindset can help you overcome all your odds. The sales profession is something that urges one to keep working without giving up at any point in time. Even if you miss for a day, it becomes hard to catch up. Maybe I think this is a reason why Managers doesn't grant us leave!!! (Just for fun but true). Follow your passion, passionately. Never stop doing what you love. Focus on what your mind says and ignore the negative comments that run in your way. Doing what you love itself can motivate you. If giving up is easy then give up the thought of giving up what you love. Anything is possible only if you can put in efforts and are passionate about achieving it.

Sales is a job where people often run into the term 'Luck'. People even say **"You need to be lucky enough to survive in sales."** People have no idea on the amount of hard work a sales executive has to put in, to climb up the ladder and how it would feel when luck takes the credit. Luck finds you only when you work harder than expected. The harder you work, the luckier you become.

In sales not all the months are the same and not all the people are the same. During normal days, the performance graph would trace a sine wave with abnormal crests and troughs. Whereas during month ends, the PQRST wave of the executives would turn abnormal (Again just for fun but true). Sales is where comparison doesn't work. Whether the person seated beside you has performed well or not, still you have to work for your numbers. Sitting and cribbing on other's numbers will never lift you. In the journey of life, we have to realise that none of our fellowmen's success or failure has to influence us. Each of us run in our track which is parallel. It doesn't collide with that of others. If you call life a race, then we aren't competing with others. We compete with the hurdles that are on our track and we succeed on crossing each. Even if you collapse, still you can get up, run and win. We always have a long path to run.



There is a saying, "Anything is possible when you have the right people to support you." Friends are always good at supporting during hard times. Friends aren't those people with whom we just share gossips and laughter. They are the people who we trust completely. Initially, I wanted my colleagues to be just colleagues and not more than that. But now it has all changed. I have friends who are well-taken care of by their family. But here I have friends who take care of their entire family. Stories from their life have shown me some different colours of life and made me look life from a different perspective.

Last but not the least, couldn't leave behind my stress buster 'The Coffee'. A cup of coffee with friends is all enough to bring the stress level back to normal and to boost up again. The society that we live now

memorable things that we can never experience in our day to day life. It might seem small. Big or small, it doesn't matter. Both are essential to make life beautiful. If either of these doesn't play well, then there would be only emptiness throughout our life.

Both in sales and life, there are no ifs and buts. Life is short. So there is no point in sitting around thinking about all ifs and buts. Otherwise, we might spend the rest of life regretting the chances that we did not take the way.



***“But to act, that each to-morrow
Find us farther than today”***

says the great poet HW Longfellow. Rather thinking, it's better to act now and to learn something today to be a better person tomorrow.

Sales is challenging and we grow only when we face challenges. This challenge has purely transformed me into a better person. This has made me stronger than before. It has transformed my mindset from 'I think so' to 'Come what may let me face'. Let life be difficult, hard and tough, take up life as a challenge. Winning or losing the challenge doesn't matter. Make the most of it in such a way that you carry pleasant memories throughout. These memories are those that make life meaningful!



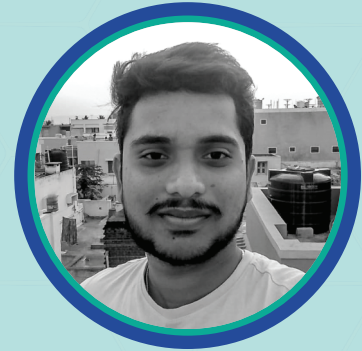


TWO FRIENDS

Very often people tend to go through life in autopilot mode unless a speed break hits them. It is the time their minds are awakened by something intriguing which almost throws them off balance. Such incidents are gems to be treasured with. I would like to share one incident, which are about two people. This incident happened at the end of January 2014, when one of the guys graduated from college in Delhi. That year he had given his UPSC CSE MAINS. It was a hectic year for him and he was badly in need of a pit stop in his life. He had vacated his hostel after 5.5 years and called his dear friend who was in Mumbai to visit him. But he refused. One hour later he received a message on his phone to check his email. On checking, he found a one-way air ticket to Mumbai. The next message was "leave for the airport or else you will be late". Imagine for a guy who was getting a 15k stipend per month, 12k flight was a big thing.

This guy had never visited Mumbai in his entire life. He wore winter clothing to Mumbai, as soon as he landed there it started to rip him off and was sweating like a pig. He called his friend to pick him up from the airport but his friend was too lazy to do so. Somehow he managed to get to his address. His friend had cancelled all his work plans for the next 3 days for him and made his life's mission to ensure that he has a great time. The next day morning his friend took him for a walk to the Juhu beach. This guy had never seen a beach in his entire lifetime. That evening they went to Marine Drive and had awesome food at the Chaupati beach. His friend had sold his company and they had a party in their flat. The third day his friend took him to Lonavala, where they talked about their life, universe, and everything else.

The important lesson that he learned from him was "Why experiences are important than stuff. Most of the middle class as part of growing up are told to focus on stuff. On the contrary, our personality is a sum of our experiences, not stuff. When you are busy chasing your dreams life happens. The first person in our story is Dr. Roman Saini, who was the youngest at that time to crack UPSC. He then went on to quit his job and joined hands with his friend, Gaurav Munjal (the Mumbaikar in this story) to create Unacademy, an ed-tech company whose vision is to become the largest online education portal.

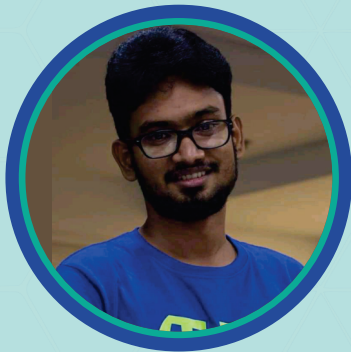


Prem Kumar

Final Mechanical

✉ cheprem98@gmail.com





SHAFEEQUE SUHAIL. J

(Batch of 2011-15)

ASL, North America Mid Market - SDR,
Freshworks Inc.

✉ shafeeqe.suhail@gmail.com

Two months plus counting and not much physical interactions.

This is just not to say my life is particularly lonely. I do have interesting and pleasant interactions with my co-workers from San Mateo on Slack, friends and family on WhatsApp and strangers on Facebook (Okay, not all of them are pleasant.) I conference into meetings using Zoom. And I do it all from my hometown Coimbatore. Everything is remote now.

Thanks to COVID 19

If we can name it, perhaps we can manage it. It is useful to think what distinguishes what was, is, and will be. Addressing the urgent needs of the present is the work of an able mind.

We feel the world has changed, and it has. We know this is temporary, but it doesn't feel that way, and we realize things will be different. Just as the classes or the job market is forever different, things will change and this is the point at which they changed. We are not used to this kind of collective grief in the air. It's conceivable that this will be just a blip, and everything will return to normal once the threat has passed. But that seems unlikely.

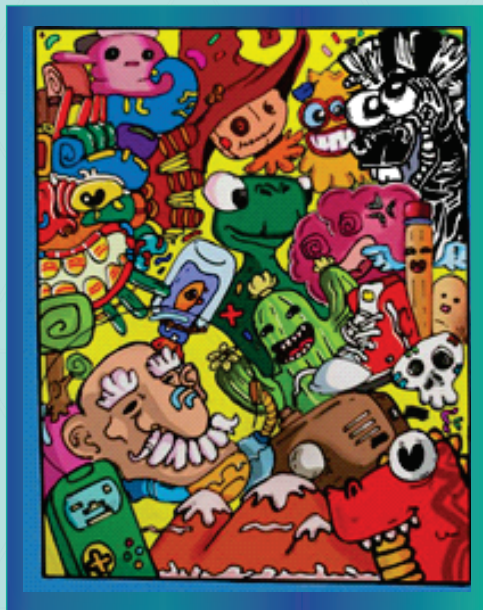
The closing of classes and the movement towards e-learning has led to changes in a way students interact with teachers and that's not an SMS thing. Major world events are often an inflection point for rapid innovation – a clear example is the rise of e-commerce post-SARS. While we have yet to see whether this will apply to e-learning post-COVID-19, it is one of the few sectors where investment has not dried up. What has been made clear through this pandemic is the importance of disseminating knowledge across borders, companies, and all parts of society. If online learning technology can play a role here, it is incumbent upon all of us to explore its full potential. Whether or not this pandemic is followed by a worldwide economic depression, suddenly more people may have time for that online course they always fancied but for which they never had the time.



A hand holding a smartphone is the central focus, surrounded by various digital marketing icons: a document with a red envelope, a globe with 'www', a magnifying glass, a flashlight, a shopping cart, a speech bubble, a play button, a cloud with arrows, a wallet, a music note, a location pin, a speech bubble, and a group of people. The background is a light blue world map.

[illegible]

Our Engineers' doodle



JEFFIN P JAIMON

II- Mechanical

✉ jeffinpjaimon2001@gmail.com





இவனுக்கு!! தொழில்நுட்பமே தோழனாம்
அறிவாற்றலே அமுதமாம்
அறியா பருவத்தில் மேற்கொண்ட இப்பயணம்
இவனை இளைஞனாய் கருதி அழைத்தவரின் வழிசென்று
சாதிக்க எண்ணியே சாத்திரம் பயின்றான்
தோல்வியில் வீழ்ந்து தொலைதூரத்தில் துளைந்து
தன்னை துளைத்த சில தொட்டாக்களின் நடுவே
தொலைந்த அவன் பாதையை தொட்டுவிட
உலக நாடுகளில் இளைஞர்கள் அதிகம் உள்ள இந்நாட்டில்
எழுச்சி எனும் கம்பத்தில்
வல்லரசு நாடு என் நாடு எனும் கொடியினை ஏற்ற
இன்று இவன் விதையாய் வீழ்கிறான்
நாளை வெற்றி எனும் பெருமரமாய் எழுந்து!!
முன்னேற்றம் எனும் கணியை ஈட்டி
அணுவிஞ்ஞானி அவராசை இதுவெனக் கூறி
வலம் வந்திடுவான் வெற்றி வேங்கையாக
உயிரைக் காப்பாற்றும் உன்னத உழைப்பாம் மருத்துவம்...
வழியில்லாமல் வந்தவர்களும்...
கனவுகளோடு காலடி வைத்தவர்களும்... அறியா உண்மையிது!!
"பொறியியலே மருத்துவம் கைகோர்த்த முதல் நண்பன்" என்று
இந்த இயந்திர உலகம்தனை வழிநடத்தும் ஒரு மூலக்கருவி
பொறியியலும்... பொறியாளர்களும்...
எனவே பெருமிதம் கொள்ளுங்கள்
நாமும் பொறியாளர்கள் என்பதில்....



இப்படிக்கு
புலமையுடன் பொறியாளன் ஒருவன்!
மோ. பாலாஜி
19BCE319
கட்டிடவியல் துறை
✉ balajimohan7702@gmail.com



NOTHING BUT SHADOW

The world we live has infinite beauties to enjoy. Some among them are the sun rise, sun set, full moon night, stars in the sky, comets, ice fall, volcanic eruption, sea waves, river flow, waterfalls, rain fall and many!!! Even there are microscopic beauties too. Revolution of electrons around nucleus, atomic structures, quantum things etc. If we have knowledge on something, then we can become the master of it! There are the phenomena which really helped some people to achieve something bigger in their lives. How could that be possible? Everything is a matter of belief. If East wasn't named east rather West, we would be calling the two directions vice versa!! So, everything is in the way we have been made to believe. Fine, why are we discussing all these things? To get better understanding, we shall move to the upcoming mind-blowing stories from the history.

EARTH HELPS ARISTOTLE

Aristotle (384-322 BC), a famous ancient Greek philosopher, had a vast knowledge on astronomy, geology, physics etc. One day, after many researches he came to a conclusion that, the world or the earth is spherical in shape. In those days, there were no instruments to demonstrate something to the people lived around. Everything was through verbal description only. So now, how to prove people that the earth they live is spherical while everyone believed earth was a rectangular or flat surface? Any guesses?

He took this challenge and found out three ways to prove this to people.

First, every portion of the Earth is attracted towards the centre, by compression of the atmosphere and convergence, they form a sphere. It means there is gravity around us, which makes the earth spherical. Second, he sent travellers to south and see southern constellations rise higher above the horizon. They weren't able to reach the horizon and could see no other destination to be reached finally, in order to declare that as the end of the earth. In fact, they came back to their place they left, in the direction



ADITHYA SAGAR

I ECE

✉ adityasagar.p@gmail.com



they started moving and they wondered how that could be possible. So, this made them slowly deviate from their perspective and started to think about a spherical earth.

And what could be the third idea? Think about it for a couple of seconds. Take the title of this article as a clue. If you're now with some answers then you are following.

Third, Aristotle eagerly waited for the lunar eclipse. Why? He thought during the lunar eclipse, if the rays of the sun fall on and around the earth, then the shadow of the latter should be seen on the moon!! His idea finally worked out. On the lunar eclipse day, they were able to see the shadow of earth on the moon.

At last, he made the people believe that earth was spherical. As previously said, everything is matter of belief! Amazing right!! Aristotle's ideology on spherical earth became the Apocalyptic for many upcoming researchers. That's the matter of knowledge and belief here. Fine, is there any other times in our Indian histories? The answer is yes. Check out the upcoming incident.



MOON HELPS ARJUNA

This incident dates back to great Mahabharat age. In the 13th day war, Arjuna's (the great archer and a devoted disciple of Lord Krishna) son Abhimanyu entered the war. He killed many of his enemies, the Gauravas with his strategy Chakravyuha. But that did not last longer time. As he had known only to start it, and was not aware of exiting. This became the positive sign for Gauravas and there came the Jayathratha, King of Sindhu Empire and the brother-in-law of Dhuryodhana to kill Abhimanyu. Using this opportunity, Jayathratha killed Abhimanyu brutally in the battlefield.

Arjuna came to about his son's death and took an owe to kill Jayathratha in the next day battle. When they came to know about the Arjuna's owe, Gauravas hid Jayathratha in the Paathala Lokha (Demon world) and planned to keep him there until the sunset. Then on the 14th day of Mahabharata war, everything went as planned for Gauravas. At the same time Arjuna was in search of Jayathratha in the entire battle field. Arjuna's Charioteer, Lord Krishna had a master plan in his mind and was waiting for the dark sky to come without the sunset. Guess, what's the darkness without the sunset?



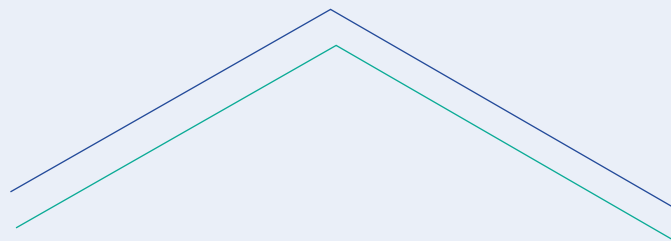
Absolutely, it was a Solar Eclipse. The most awaited time of Lord Krishna came. Everyone were confused and stopped the battle. Actually, nobody had an idea about the eclipse that took place except the duo, Lord Krishna and Arjuna's brother Sahadeva. Thinking this as a sunset, and assumed that the battle was over, Jayathratha came outside. The eclipse started fading off and sun light emerged out. Using this opportunity, Lord Krishna suggested Arjuna, to kill Jayathratha. As Lord Krishna Planned, everything took place. Yes, Arjuna Avenged Jayathratha at the time off solar eclipse.

Now imagine this scene for a couple of minutes. Really it would be fascinating!!! Ponder how our ancestors were... really, they were brilliant! So, wisdom and knowledge really change lives of many people. In Aristotle's theory that earth is spherical became a popular topic of research in astronomy. In

the case of Mahabharata, solar eclipse had been instrumental in avenging Jayathratha. There are many incidents in history like this. Even Christopher Columbus once used this to get food from people of Africa in his voyage.

So, every Cosmic phenomenon has its own beauty and all those beautiful phenomenon have a great impact in everyone's life. Mostly we all would have missed that. No worries about that, because we all have still time to admire those beauties. But only one thing, be calm and admire the beauty from your perspective. It will surely help you one day!!

Last, with these eclipse as background there came many Hollywood movies. One among them, had really fascinated me. It was written and awesomely directed by Mel Gibson. There also, the hero saves his family and people with the help of the solar eclipse, a natural phenomenon. Language doesn't matter in that movie. Its all about the twists and turns the hero faces and waits for the right time. Yes, in our lives too, have full confidence in you, wait for the right time and be alert at all incidents of time. Fine, are you thinking about the title of the fascinating movie? It is Apocalypto.



Mr.ARUL KUMARESAN

CIBIE Co-ordinator

✉ akr@mcet.in



What is practice in simple terms? To do an activity over and over again until one gains authority over it. There are many anecdotes to illustrate the given statement. In a one-day series against Australia played in 2007, the Master Blaster, Sachin Tendulkar was clean bowled by Australian Spinner, Brad Hogg. While Sachin was walking towards the pavilion in dismay, Brad Hogg, an young and inexperienced player exulted in exhilaration. End of the day, feeling proud of himself, Brad Hogg approached Sachin with the same ball and requested him his autograph on it saying, "getting the wicket of a legend like Sachin is an accomplishment and it is a memorable day in my life hence acquiesce to my request". A calm and composed Sachin wrote on the ball with confidence "You will never experience the same ever again in your life". After this incident Sachin and Brad Hogg had more than 30-35 encounters on the ground in all formats of the game but Sachin never got out to Brad Hogg. Sachin had written that statement on the ball due to the confidence he had in himself and the discipline and dedication with which he practiced to preserve his reputation. No wonder the whole world celebrates Sachin as the God of Cricket but all he did was relentless practice to retain his crown.

Sachin Tendulkar

Another anecdote is about Pablo Picasso, one of the prolific painter/sculptors of 20th century who was known for his remarkable artistic talent. Once he was taking a stroll in the streets of New York a lady recognized him and asked, "Are you not the famous Pablo Picasso?" Pablo said "Yes I am". She was excited and she exclaimed "You are such a great painter, could you please draw something for me" handing over a paper and pencil to the world famous artist. Pablo did a sketch in 30 seconds and handed it over to the lady saying this would be worth 50 lakhs. The lady could hardly believe that a sketch drawn in such a short span could be worth a staggering 50 lakhs. She validated the claim of the creator with experts in the market and once they all confirmed it is worth more than 50 lakhs since it is the original work of Pablo Picasso, the lady entered into combing operation to find Pablo's whereabouts.



Eventually when she met him again, she asked, "Sir, I am the lady who got your pencil sketch in the streets of New York, do you recall?" Pablo said, "Yes I do". Sir I verified, your 30-second sketch is really worth 50 lakhs. Pablo replied unassumingly "Yes I am aware, after all it is my work". Next the lady pleaded, "Sir, I want to learn the trick of drawing a 50-lakh worth sketch in 30 seconds, could you please teach me?" Pablo replied, "It has taken me a life time to earn this skill".

Pablo Picasso

Another legend in the sports history of India was Dhyan Chand, Indian Hockey Champ who had been instrumental in earning three Olympic Gold medals in 1928, 1932 and 1936. It is said that Dhyan Chand practiced with devotion on railway tracks balancing his hockey ball with the stick, which made him the greatest field hockey player of all time. Once in one of the Olympic games, India reached half time without scoring any goal, co-players were surprised and shocked and asked Dhyan Chand, "What is happening we have not scored even a single goal, we are in the verge of losing the game". Dhyan Chand said with confidence that there is something wrong with the goal post, stop the match and ask the officials to measure the goal post. Everyone were in disagreement saying how could that be possible, this is Olympics, how could officials make a blunder in fixing the posts. Subsequently, due to a reputed player's insistence the referees came with the measuring tape and measured the goal post and figured out that it was two feet short of prescribed length.



Major Dhyan Chand

All the above three anecdotes refer to only one common virtue, practice with devotion to be successful in one's field. Not only that, the mantra to retain one's supremacy over a field is also "to continue to practice with devotion".

Practice
makes
perfect





Insight to DATA SCIENCE

Well, the technology and its advancement started taking place since the beginning of human evolution. The invention of knife from the rocks and sticks paved way to capture and kill animals for food to create items like printing press and computers. Every day someone brings out something more advanced to win the consumers and that derives the rate of advancement faster and faster each year.

All these involve an enormous volume of data collection and processing, which is where the data science steps into limelight. Data science has become revolutionary technology and Data scientists are modern-day superheroes but most are still unaware of the value a data scientist holds in an organization. Let us explore some areas where Data science plays a key role.

We must have already heard about the autonomous cars, am sure one must be excited to have a car driving by itself, which will take us from office to home or from home to office. That is where the Data science comes into picture, the car takes lot of decision in this whole process where to speed up, when to apply break, when to take left turn or right turn. All these decisions are part of data science. Studies says that self-driving cars minimize accidents and will root out more than millions of deaths caused by car accidents annually.

Flight delays due to lack of data availability and cancelled at last minute because of bad weather forecast. Due to improper route, planning costumers do not get the flight for desired time and duration. With data science, it is possible to predict such disruption and alleviate the loss for both airline and the passenger. Logistic companies like FedEx are using Data science models for operational efficiency to discover the best route to ship, the best-suited time to deliver and the best mode of transport.

So, Data science is mainly needed for better decision making to choose on tricky decision whether A or B. Secondly, Predictive analysis to determine what will happen next, for example to predict the demand for a particular product in future. Data science also



MANOJ MANIKANDAN

Sr. Software Engineer,

Legato Health Technologies, Bangalore.

2009-2013 Batch -EEE

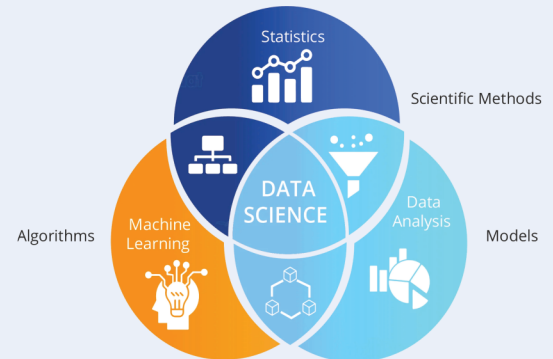
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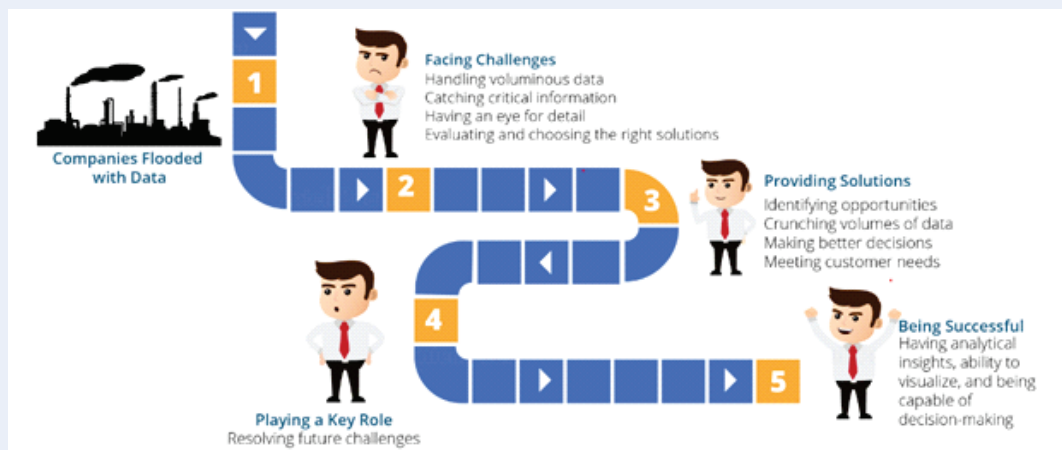
recognize pattern discovery. A particular products sale may go high during a season, so the products sales pattern can be determined using Data science.

Suppose, you decide to buy furniture online. How do you choose the right website? We consider many factors. Does this website sells furniture? Do they have good ratings? Do they provide discounts? Finally, we choose one with good ratings and that provides discounts. Data science provides ample options in such cases through its predictive analysis.

Data science can answer many other questions as well
Which route should my cab take so that I can reach faster?
Which viewers like the same kind of TV shows?
Will the Refrigerator fails in the next 3 years.
Who will win the election? Etc.



The role of Data scientist involves collecting the real world problem and related raw data, which then processed and analyzed to convert into meaningful data using the suitable algorithm to transfer them to useful insights deriving solutions to problems. Gaming, Healthcare, Finance, marketing and technology are some of the industries with high demand for data scientist. Enlighten your career with Data science predicting the Future as Data scientist!



Data science involves about asking the right question and exploring the data, modelling the data using various algorithms and communicating them into visual results. The prerequisites for data science are Machine learning, backbone to find solution to a problem using various algorithms; along with the knowledge of Mathematical modelling can be extremely helpful to make fast calculations and predictions from what you know of your data. Statistics is foundational to data science, to extract knowledge and obtain better results from the data. One should know at least one programming language, preferably Python or R for data modelling also with the discipline of querying databases.

