

# TECHNO

MAGZINE

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DEPARTMENT OF INFORMATION TECHNOLOGY



Aditya Engineering college (A)

Approved by aicte,new delhi and affiliated to jntuk

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Recognized by UGC under the section 2(f) and 12(b)  
of UGC act 1956



**Dr. N. Sesa Reddy**

## **CHAIRMAN'S MESSAGE**

I believe in the philosophy of thought, word and deed as eternal which made Aditya what it is today.

My thought to set a high bar to the institutions I setup by rising to the challenges of the educational field and get prepared for a life dedicated to the pursuit of knowledge, My word which always reflected my vision and gained the conviction of the heads of the institutes and parents, And my deed which makes my home and workplace as extensions of each other by considering the staff and students as the members of my extended family shaped Aditya.

I know the value of a good education, more so because I did not have the benefit of the facilities that make the learning process smooth. I began my career as a lecturer, giving up my desire of qualifying in the Service Commission Examination. Out of my despair was born a strong determination which took the shape of Aditya Educational Institutions.

Challenges, Competition and the fear of failure are natural, but success embraces those who face these with the can-do attitude. For me this can-do attitude is backed up by our state-of-the-art infrastructure, picturesque & inspiring setting and devoted team of faculty-members and administrators. The learning ambience at all the constituting Institutions is perfectly suited for all-round growth and academic excellence. Today, the group has a proud record of evolving efficient, confident and highly knowledgeable technocrats, managers, pharmacists and entrepreneurs with global thinking and futuristic mind-set.

The present-day job market poses fresh challenges that need to be managed innovatively. Global business Incubation centre, Microsoft Innovation Centre, Technical Skill Development Institute, T-hub, Training and Placement Cell, GATE coaching etc., act as perfect vehicles for this.

**I wish you all the best.**

# Vice Chairman's Message

As a direct product of Aditya I know how my father toiled to place Aditya on the academic map of the country through its various phases of expansion even under the most trying circumstances.

My Masters degree from UTS Australia, the best university in the continent, has given me deeper understanding and insight into the education system. This was coupled with the ideology of my father which enabled me to take the onus of steering Aditya. In succession, Aditya technical campus, Surampalem has been established to offer professional education in engineering, technology, management and pharmacy with the core concept of quality and excellence.

Ever since its inception in 2001, the campus has registered speedy progress by upholding its abiding commitment to advance knowledge and educate students in science and technology. The prime aim of the campus is to make teaching and research relevant to the practical world.

The campus offers numerous opportunities for the aspiring students which lay a strong foundation for the corporate world. T-Hub is a specimen of innumerable opportunities provided to students with enough competitive inputs to become T-shaped engineers, facilitate internship opportunities on the campus, develop partnerships with corporate and industry giants etc. through its various programs.

The ultimate aim of Aditya is to make the campus the 'first stop' for companies in the recruitment process. In this regard training and placement cell takes utmost care to groom students according to the needs of the industry.

Keeping in view the demands of the work environment which is beyond just knowledge and marks, a lot of emphasis is laid on the overall personality development of the students. Various clubs run by the students, events like VEDA (technical fest) and COLOURS (youth fest) etc. challenge the latent talent in the students and bring them to the fore. Finally a desire can change nothing, a decision can change something but a determination can change everything. For sure Aditya is strongly determined to provide its students a successful career



**Dr. N. Satish  
Reddy**

**WISH YOU GOOD LUCK.**



# SECRETARY'S MESSAGE



**Sri . N K Deepak Reddy**

As we look to the future, one thing is certain - knowledge. Will be a key resource and will be highly sought-after around the world. To meet this, Aditya primarily focuses on educating and training students to work in fields where they will be valued both for their specialized knowledge and for their ability to research, communicate and solve problems.

Learning is not just confined to the classroom at Aditya. It is something beyond that in the form of conferences, workshops, seminars, guest lectures, Hackathons, Appons, project making, community initiatives, sports, Culturals, clubs and other co-curricular and extracurricular activities. These activities expose students to aspects beyond the curriculum, thus adding value to their professional success. The magnificent infrastructure of Aditya and the dynamic and qualified staff set the right ambience for facilitating these activities.

Owing to my education in one of the best schools of India, The Good Shepherd School, Ooty, and the exposure I gained there, especially in the field of Information Technology, I am fully aware of the ever increasing demands of the world.

With a close watch on the dynamics of the fast-changing world which urges the academicians to give the right impetus for making life-long learners we ensure the on-going relevance of our academic programs twined with substantial training on Industry-oriented employability skills and scientific assessment and evaluation. Also, with a belief that, character, without which a man though may be useful to himself, would not be useful to the society, we strive to create responsible students who are epitomes of highest ethics and social conduct.

I am very delighted to express that the quality of Adityans is recognized by the employers who offer jobs to our students even before the announcement of the results. Our alumni are contributing in their professions and have earned senior positions in public & private sector nationally and internationally

**KEEP GOING!**

# Principal's Message

**"THE WHOLE PURPOSE OF EDUCATION IS TO TURN MIRRORS INTO WINDOWS."**

**- SYDNEY J. HARRIS**



**DR. M. SREENIVASA  
REDDY**

Aditya Engineering College boasts professionalism personified by way of world class campus amenities, sustain quality education for the students to enhance their employability quotient. The holistic approach of the institute stimulates a paradigm shift towards 'Global education', innovation students by inspiring fresh among perceptiveness, creative thinking and firm conviction to achieve true success. With an aim to build youth for the future the college aims to nurture budding talents in the field of engineering and technology as per industry needs. The college with novel programs relentlessly tries to transform students' potentials into rewarding careers resulting in national progress.

# About IT Department

Established as one of the major departments of the Institute, the Department of Information Technology at Aditya strives to produce highly competent engineers equipped with advanced professional knowledge, entrepreneurial thinking, professional and ethical attitude, critical problem solving and analytical skills through effective teaching learning process, research and industrial collaboration. The faculty of the department, a rich blend with academic and industrial experience, have been constantly carrying out research on many cutting-edge technologies with regular publications in ELSEVIER and other top international journals. The academic quality of the department is reflected by the laurels won by the students and the distinguished positions in industry and academia occupied by alumni. The department strives to upgrade the knowledge of faculty and students by organizing various Workshops, Industry-Institute Interactions, Continuous Improvement Programs inviting eminent personalities from Industry and academic Institutions, Seminars and Research activities. Students are provided internship programs in various power IT industries like DXC, TCS, Capgemini and etc.

# Vision of the Department

To emerge as a premier department with quality of education, technical competency and innovations.

## Mission of the Department

### **Mission 1:**

Provide an academic environment with quality infrastructure for solving real world problems and work in multi-disciplinary teams.

### **Mission 2:**

Impart value based education in innovative research and leadership aspects.

### **Mission 3:**

Collaborate with the industry and academic towards addressing the evolving changes in Information Technology and related areas.

A large red circle with white polka dots is centered on the page. The text "STUDENT ACTIVITIES" is written in white, bold, sans-serif capital letters across the middle of the circle.

# STUDENT ACTIVITIES



# PENCIL ART

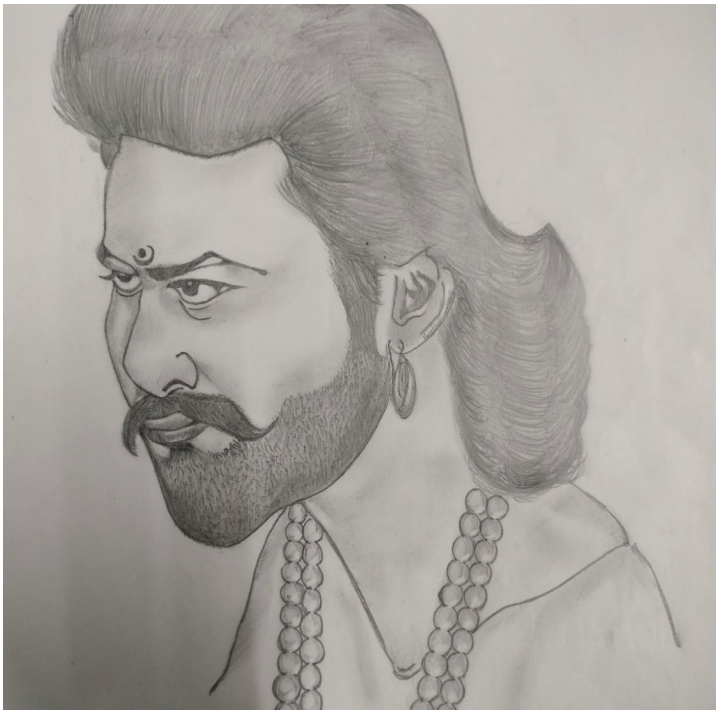


Arts by P. Bala Teja,  
17A91A1244  
4th year

# PIECE OF ART



Arts by B. Venkataramana,  
18A91A1205  
3rd year





# PHOTOGRAPHY



Clicked by G. Kishore,  
19A91A1249  
2nd year



# TECHNICAL ARTICLE

## The Rise of E-commerce

The advent of the internet and technological advancements has revolutionized the way we shop, giving rise to the phenomenon of e-commerce. This comprehensive article delves into the rise of e-commerce, examining its transformative impact on the retail industry, exploring current trends, and addressing the challenges it presents.

E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It has witnessed exponential growth over the past decade, fundamentally reshaping the retail landscape. The convenience, accessibility, and vast product selection offered by e-commerce platforms have contributed to its widespread adoption and continuous expansion.

One of the key factors driving the rise of e-commerce is the increasing preference for online shopping among consumers. The ability to browse and purchase products from the comfort of one's home, along with features like product reviews, personalized recommendations, and fast shipping, has made online shopping a popular choice. Additionally, the proliferation of smartphones and mobile applications has further fueled e-commerce growth, enabling consumers to shop on the go.

Article by N. Prasanth,  
17A91A1238  
4th year

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