



VASIREDDY VENKATADRI INSTITUTE OF TECHNOLOGY
(Autonomous)

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NBA Accredited: B. Tech Programs– CE | CSE | ECE | EEE | ME | IT
DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

VVIT - BBC– Department Magazine

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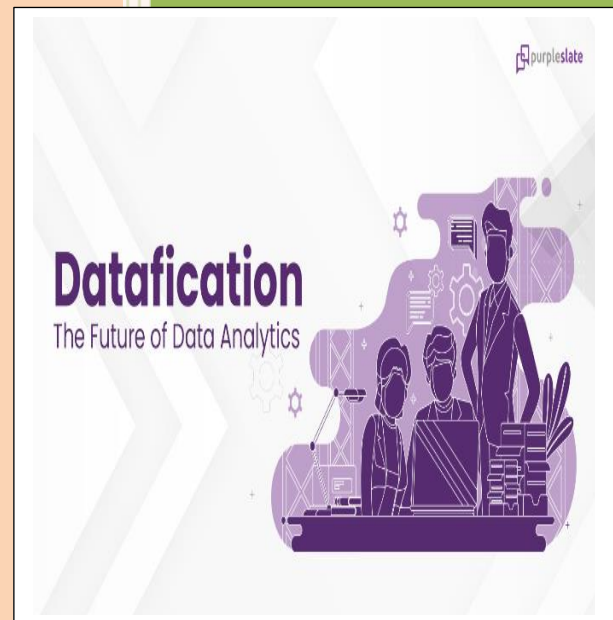
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Datafication

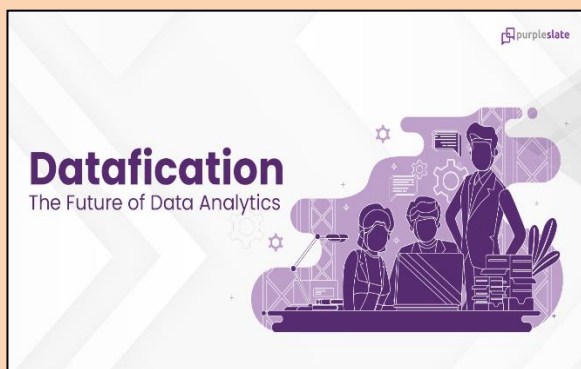
HOW WILL IT TRANSFORM OUR WORLD?

Datafication is a technological trend turning many aspects of our life into data which is subsequently transferred into information realized as a new form of value.

Kenneth Cukier and Viktor Mayer-Schonberger introduced the term datafication to the broader lexicon, datafication had been associated with the analysis of representations of our lives captured through data, but not on the present scale. This change was primarily due to the impact of big data and the computational opportunities afforded to predictive analytics.

Datafication is not the same as digitization, which takes analog content books, films, photographs and converts it into digital information, a sequence of ones and zeros that computers can read.

There is an ideological aspect of datafication, called dataism: "the drive towards datafication is rooted in a belief in the capacity of data to represent social life, sometimes better or more objectively than pre-digital (human) interpretations.



Working:

Datafication is the process of transforming various aspects of the world, including activities, behaviors, and objects, into data. This involves collecting, analyzing, and interpreting information to derive insights, make informed decisions, and drive improvements

1. Data Collection:

- **Sensors and Devices:** Datafication often begins with the deployment of sensors and connected devices that can capture information from the physical world. These can include IoT devices, wearables, cameras, and other sensors.

- **Digital Transactions:** Data is generated through digital transactions, such as online purchases, social media interactions, and other digital activities.

2. Data Processing and Storage:

- **Data Aggregation:** Collected data is aggregated from various sources to create a comprehensive dataset. This may involve combining data from multiple sensors or devices to provide a holistic view.

- **Data Storage:** Processed data is stored in databases or data warehouses for easy retrieval and analysis.

3. Data Analysis:

- **Analytics Tools:** Various analytics tools and algorithms are applied to the collected data to extract meaningful patterns, correlations, and insights.

- **Machine Learning:** In some cases, machine learning algorithms are employed to identify complex patterns and trends that may not be apparent through traditional analytics.

4. Insight Generation:

- **Visualization:** Data is often visualized through charts, graphs, and dashboards to make it more understandable for decision-makers.

- **Reports and Summaries:** Insights are summarized and presented in a way that is actionable for individuals or organizations.

5. Decision-Making:

- **Informed Decision-Making:** The generated insights are used to inform decision-making processes. This could involve making strategic decisions, optimizing processes, or responding to specific events.

6. Feedback Loop:

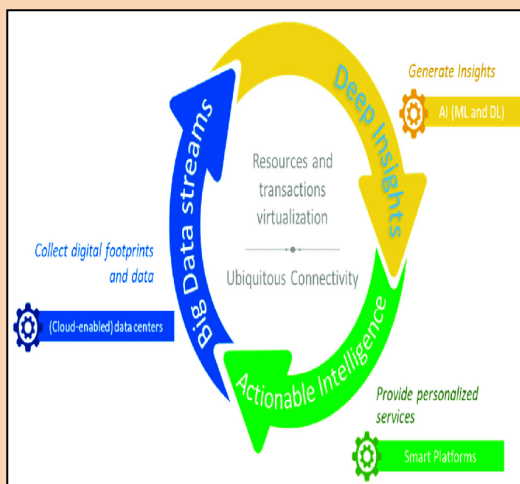
- **Continuous Improvement:** The results of decisions and actions are monitored and fed back into the system to refine future data collection, analysis, and decision-making processes. This creates a continuous feedback loop for improvement.

7. Automation and Optimization:

- **Automation:** In some cases, data-driven insights lead to the automation of certain processes. For example, predictive maintenance based on IoT sensor data can automate equipment repairs before a failure occurs.
- **Optimization:** Businesses and systems can be optimized based on data insights to improve efficiency and effectiveness.

8. Privacy and Ethical Considerations:

- **Data Governance:** Managing and protecting data is crucial. This includes ensuring compliance with privacy regulations, securing sensitive information, and establishing clear data governance policies.
- **Ethical Use:** Consideration of the ethical implications of datafication, such as potential biases in algorithms and the responsible use of personal data, is essential.



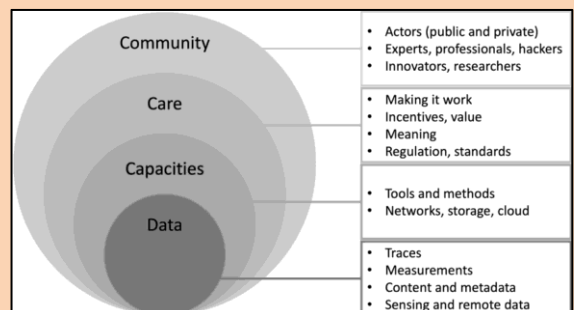
Benefits:

1. Informed Decision-Making
2. Operational Efficiency
3. Innovation and Product Development
4. Customer Experience Improvement
5. Cost Reduction
6. Risk Management
7. Healthcare Advances
8. Smart Cities and Urban Planning
9. Educational Improvements
10. Environmental Sustainability

Conclusion:

However, this transformative process is not without its challenges. Privacy concerns, security risks, ethical considerations, and the potential for biases in algorithms highlight the need for careful and responsible management of data.

In conclusion, datafication represents a powerful force that has reshaped the way we collect, analyze, and utilize information across various domains. The benefits of datafication, including informed decision-making, operational efficiency, innovation, and improved customer experiences, are substantial and have the potential to drive significant positive transformations in diverse sectors.



Article By
Dr. G. Sanjay Gandhi
Professor



Internet of Things

What is Internet of Things (IoT)?

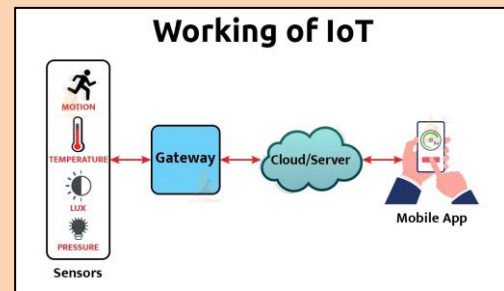
The Internet of things (IoT) describes devices with sensors, processing ability, software and other technologies that connect and exchange data with other devices and systems over the Internet or other communication networks. The Internet of encompasses things electronics, communication and computer science engineering.

IoT technology is most synonymous with "smart home" products, including devices and appliances (lighting fixtures, thermostats, home security systems, cameras, and other home appliances) that support one or more common ecosystems and can be controlled via devices associated with that ecosystem, such as smartphones and smart speakers. IoT is also used in healthcare systems.

Working:

The Internet of Things is largely made possible by technologies that connect devices and enable them to communicate with one another. Connectivity options have a range of pros and cons, with some more suitable for certain use cases like smart homes while others may be more appropriate for IoT applications like industrial automation.

The Internet of Things (IoT) refers to the interconnected network of physical devices, vehicles, buildings, and other items embedded with sensors, software, and network connectivity, enabling them to collect and exchange data. IoT offers numerous benefits across various industries and aspects of daily life.



Benefits:

1. Data Collection and Monitoring
2. Operational Efficiency
3. Cost Savings
4. Improved Customer Experience
5. Health and Safety
6. Smart Cities
7. Environmental Impact
8. Supply Chain Optimization
9. Security
10. Innovation and New Business Models

Conclusion:

the Internet of Things (IoT) represents a transformative force with the potential to revolutionize various aspects of our lives and industries. The benefits of IoT are substantial, ranging from improved efficiency and cost savings to enhanced convenience and innovation. Real-time data collection, automation, and the ability to monitor and control devices remotely are just a few examples of how IoT is reshaping the way we interact with the physical world.



Article By
21BQ1A0510
P. Leela Mani Krishna

12th National Integration Walk: Uniting for Peace and Harmony



VVIT organized a 33 km National Integration Walk in Nambur village, Guntur District, marking "Azadi Ka Amrit Mahotsav" and "National Youth Day." Led by Chief Patron Sri Vasireddy Vidya Sagar, the event brought together various coordinators and dedicated staff members to ensure a seamless experience for participants. Notable stops during the walk included Hazarat Kalisha Mastan Darga, S-Convention Pedakakani, Jain Temple (Near ANU), ZP High School Chinakani, Shadikhana Mangalagiri, RCM Church Nulakpet, and Durga Temple, where blessings were bestowed.

Excursion Highlights: CSE Students Industrial Visit to Visakhapatnam

The journey from Guntur to Visakhapatnam and Araku Valley in mid-February 2023 was not just a tour but a remarkable adventure filled with exploration, learning, and camaraderie.

The students embarked on an exciting odyssey, discovering the cultural and natural treasures of these destinations. With well-planned itineraries, meticulous coordination from faculty and student leaders, and the participation of 150 enthusiastic students, this tour provided a holistic experience that combined education and entertainment. The memories forged during this trip will undoubtedly remain etched in the hearts of all those who participated, serving as a



testament to the power of experiential learning and the joy of shared adventures.

CSE Students Placements at Leading Companies

students from the CSE department at the college have secured promising job placements. N. Sai Harshita, T. Divya Sri, R. Jyothirmai, N. Venkata Naga Lakshmi Sai Bhavyasri, and N. Leela Tejaswi have been placed at Salesforce with a lucrative package of 8 LPA each.

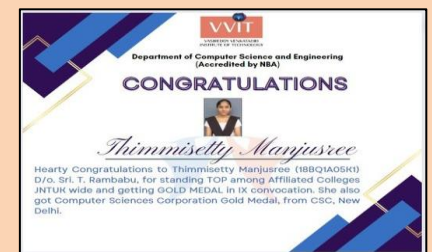
In addition, MS. K. Gayatri Priya has secured a job through drag and drop, securing an equally impressive package of 8 LPA. Furthermore, MR. R. Vinay has landed a position at SOTI Inc with an attractive salary package of 8 LPA.

These achievements reflect the success and potential of the CSE students at the college. These placements underscore the strong academic and professional development within the CSE department, reaffirming the students' bright futures.



Gold Medal for Academic Excellence Awarded

In a proud moment for VVIT College, Thimmisetty Manjusree, a student from the Computer Science and Engineering (CSE) branch, has achieved excellence by receiving the prestigious gold medal from the toppers of affiliated colleges for the academic years 2018-2022.

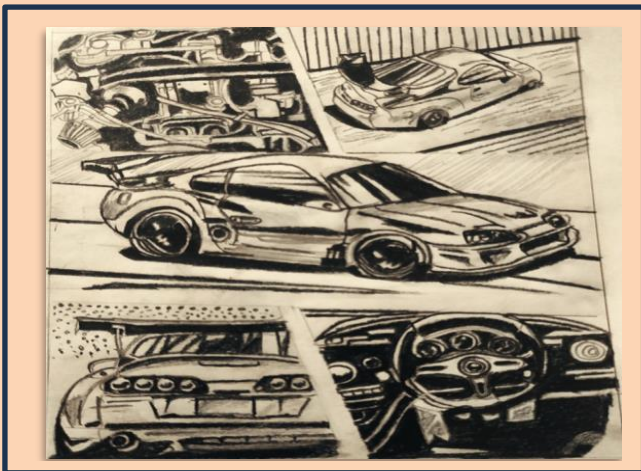




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R. JHANSI



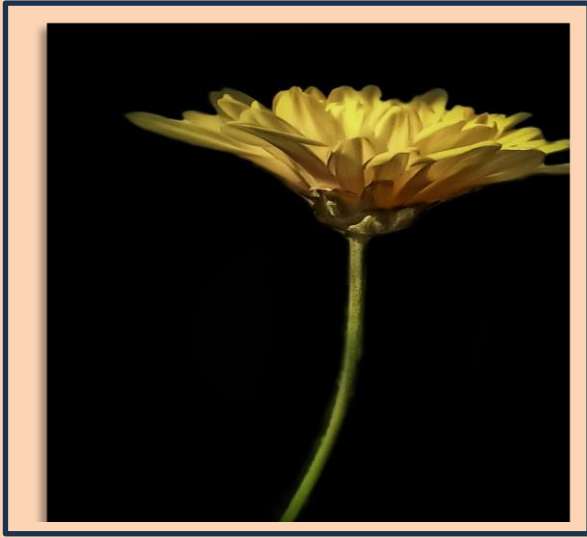
20BQ1A05L9
SHAIK SAJID



21BQ1A0501
V. NAGA BHAVANA



21BQ1A0502
S. VENKATESH



**20BQ1A05L9
SHAIK SAJID**



**21BQ1A05J9
M. SAI SINDHU**



**21BQ1A05N1
T. NAGA BHARATH**



**22BQ5A0525
D.VAMSHI VASU**

I am Name of the student, student of our esteemed institution. I feel notable and lucky to join in the institution and elated a part of it. The institution may be very supportive in all the facilities like infrastructure, placements, faculty, extra-curricular and co-curricular activities. I'm blessed to be placed in an excellent no of groups with descent applications. I surely thank the position branch for all their efforts to see placements to the students and also respective department faculties for assist to college students morally and understanding clever. I wish to present my aid inside the improvement of the college in future.



17BQ1A05B2
K. NAVEEN KUMAR



17BQ1A0524
B. NISHMA

Looking back at that I spent in Engineering, there are so many memories that come as my flashback. I had the pleasure of completing my graduation from VVIT under the guidance of highly efficient Professors and Management. From the first day itself the institute has surprised me with such a phenomenal step by step learning process. Engineering course is not just a process of earning a bachelor's degree. It is a period which defines your life. You enter a college as a confused teenager and a right Institute serves the very purpose of moulding you up in each and every respect and VVIT did that.

When I look back, it makes me feel wonderful. Wonderful for everything which I am today. Today I am placed in a reputed company and not only placed but performing well up to the standards of Industry and that's all possible due to holistic education system of my college. This college not only taught me to do well in academics but also to perform good under pressure and to work in team which is the most important requirement of industry.

Like many other students I use to complain about college disciplined environment, hectic schedules for projects and workshops but now I realize that it was for my benefit & it has turned me into a better professional to survive in today's competitive environment.



17BQ1A05M0
T. RAM SANTHOSH



Department Vision:

Providing quality education to enable the generation of socially conscious software engineers who can contribute to the advancement in the field of computer science and engineering.

Department Mission:

1. To equip the graduates with the knowledge and skills required to enable them to be industry ready.
2. To train socially responsible, disciplined engineers who work with good leadership skills and can contribute for nation building.
3. To make our graduates proficient in cutting edge technologies through student centric teaching-learning process and empower them to contribute significantly to the software industry
4. To shape the department into a Centre of academic and research excellence

Program Educational Objectives (PEO'S):

PEO-1:

To provide the graduates with solid foundation in Computer Science and Engineering along with the fundamentals of Mathematics and Sciences with a view to impart in them high quality technical skills like modeling, analyzing, designing, programming and implementation with global competence and helps the graduates for life-long learning.

PEO-2:

To prepare and motivate graduates with recent technological developments related to core subjects like Programming, Databases, Design of Compilers and Network Security aspects and future technologies so as to contribute effectively for Research & Development by participating in professional activities like publishing and seeking copy rights.

PEO-3:

To train graduates to choose a decent career option either in high degree of employability/Entrepreneur or, in higher education by empowering students with ethical administrative acumen, ability to handle critical situations and training to excel in competitive examinations

PEO-4:

To train the graduates to have basic interpersonal skills and sense of social responsibility that paves them a way to become good team members and leaders.