Publication of the Institution

Annexure XII

Publication of the Institution for the Academic Session 2023-24

S. No	Name of Journal / Magazine	Dept.	Name of Editor / Student Editor	Frequency	Category
1	8i (IJICCT) Computing Everywhere	Institute	(1) Dr.Deepti Sharma, Professor, JIMS (2) Dr.Archana B Saxena, Professor, JIMS (3) Students Coordinators	Bi-Annual	Journal
3	Insight:	MCA	(1) Editor: Dr. Chetna Laroiya, Associate Professor, JIMS, Dr.Manjot Kaur Bhatia, Professor JIMS (2) Student Editor: Kanishk Arya, Sahazuher Shah, Anhcl Jha, Gaurav Sati, Sachin Nayal	Annual	Magazine
4	Osmosis: Connecting Thoughts	BBA	(1) Dr. Parminder Bajaj; Editorial Incharg (2) Designer & Editor: Kartik Gupta, Student (3) Editor &content Writer: Sakshi Khatri, & Dhariya Kharbanda, Bhavya Gupta, Naman Monocha, Bhavya Arora, Students (4) Designer; Khawis	Annual	Magazine
5.	IPU Deptt. Newsletter	All Program	(1) Dr. Praveen Aora, Professor, Dr. Priyanka Gandhi (2) and students Coordinator	Bi-Annual	Newsletter
6.	IT Kaleidoscope	MCA & BCA	(1) Dr. Praveen Arora, Principal, JIMS & (2) Students Coordinators: Tanya Gera, Abhinav Raj Singh, Vaibhavi Sharma (3) Designers: Shubham. Akansha Gilhotra Sanvi Narula, Harshit Goyal	6 Editions	Students Press
8	Management Students Press	BBA	(1) Editorial Incharge: Dr.Parminder Bajaj. Faculty JIMS (2) Editorial Team: Sakshi Khatri, Kartik Gupta, Bhavya Gupta, Srishthi, Pushan Sethi, Arushi, Students	6 Editions	Students Press

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9	Springer CCIS Publication papers for ICICCT	Institute	Dr. Praveen Aora, Principal, Dr Latka Kharb, Professor, Dr. Deepak Chahal	Annual	Book Proceeding
10	Technowiz-IT Seminar	BCA	(1) Faculty Editor: Ms.Rupakshi Gaur, Asst. Professor (2) Student Editor: Priyanshu Mehta, Ritika Singh (3) Designers: Sanidhaya Goel, Sanya Kulthia, Abhinav raj singh, Vansh Sharma	Annual	Magazine
11	HORIZON-More than Just Economics	BA (Eco)(Hons)	(1) Dr. Jyotsna Oswal, Faculty Incharge; (2) Students Coordinator of BA (Eco)	Annual	Magazine

International Journal of Information, Communication & Computing Technology

jims

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(IJICCT)

Computing Everywhere

Volume XII Issue 1 (Jan-Jun 2024)

e-ISSN: 2347- 7202

INTERNATIONAL JOURNAL OF INFORMATION, COMMUNICATION & COMPUTING TECHNOLOGY

Dr. Deepti Sharma, Professor

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SECTOR-5 ROHIN

A CREATIVE PURSUIT BY MANAGEMENT UNDERGRADUATES

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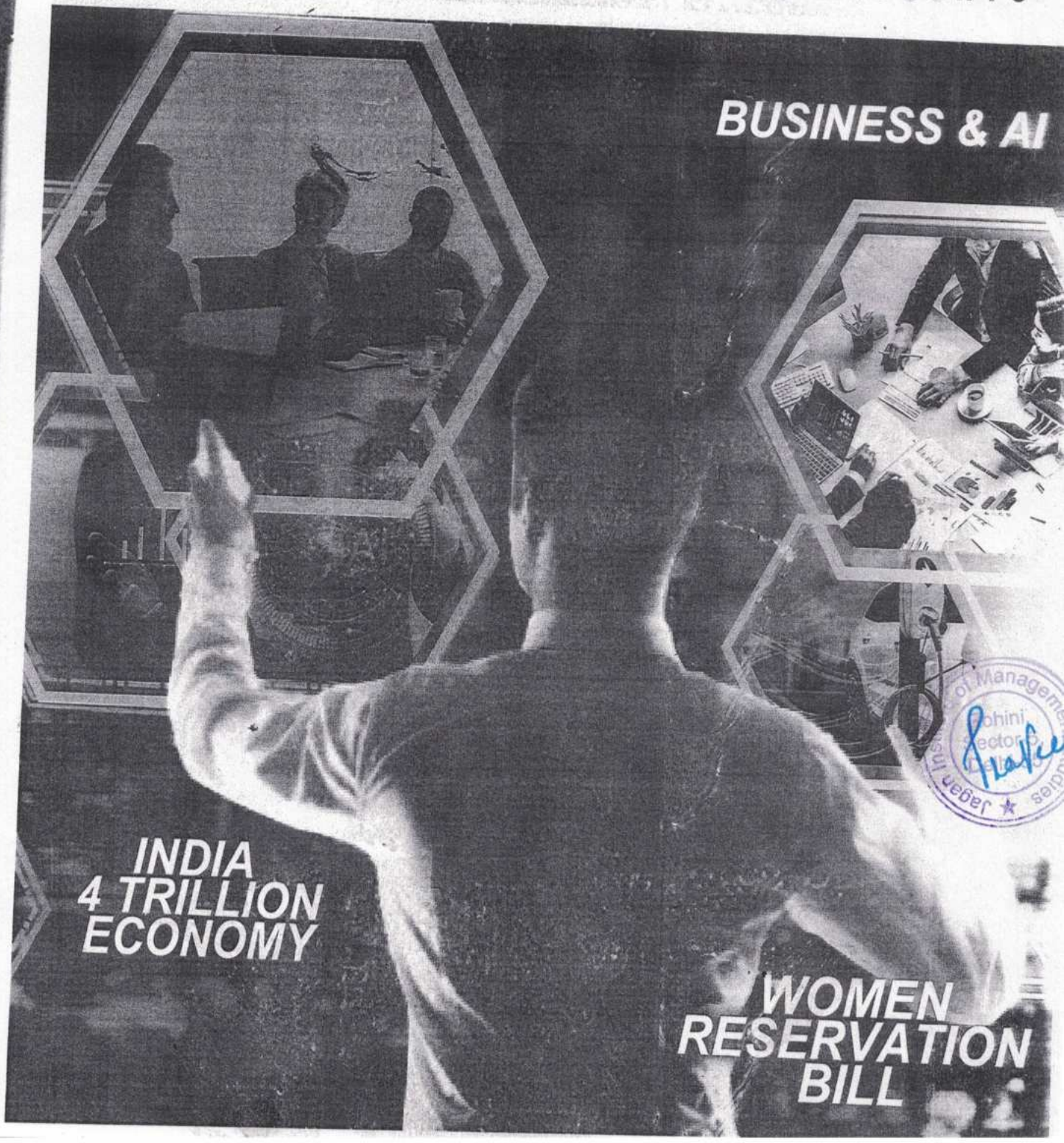


July 2023-June 2024

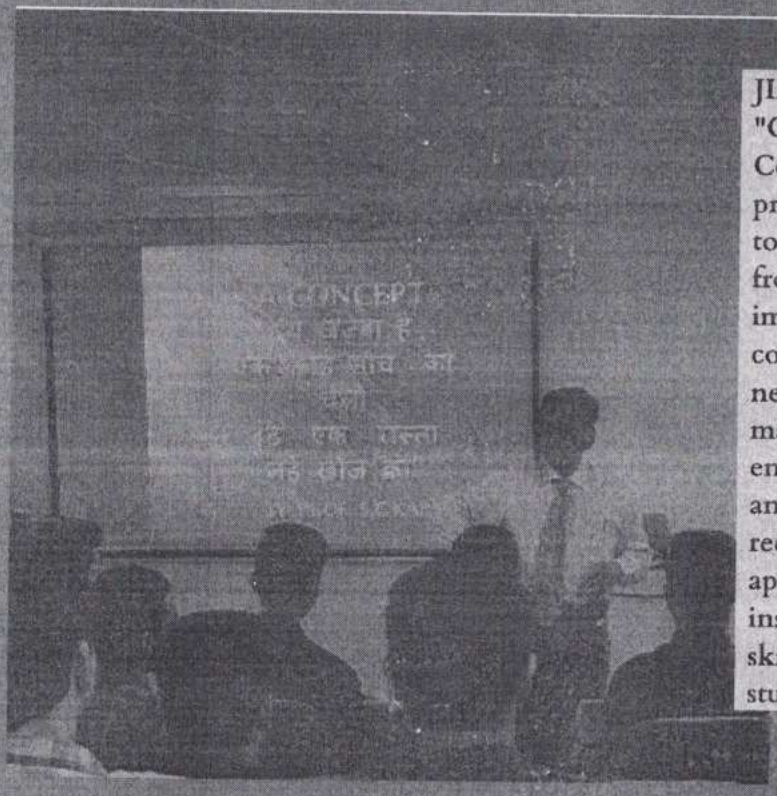
jims
Sector-5, Rohini, Delhi

DEPARTMENTAL NEWSLETTER

Welcome to our latest departmental newsletter, celebrating a year brimming with achievements. It's been a whirlwind of vibrant activities and meaningful engagement in the IP Department. From innovative workshops and cutting-edge research to spirited competitions and community outreach, our students, faculty, and staff have shown unwavering commitment to excellence and collaboration. This year, we've witnessed new ideas taking flight, celebrated outstanding accomplishments, and deepened our sense of community through shared learning and creative pursuits. Join us as we highlight the festivities, achievements, and experiences that define our institute.

FOR MORE VISIT: jimsindia.org

Pre Placement Sessions

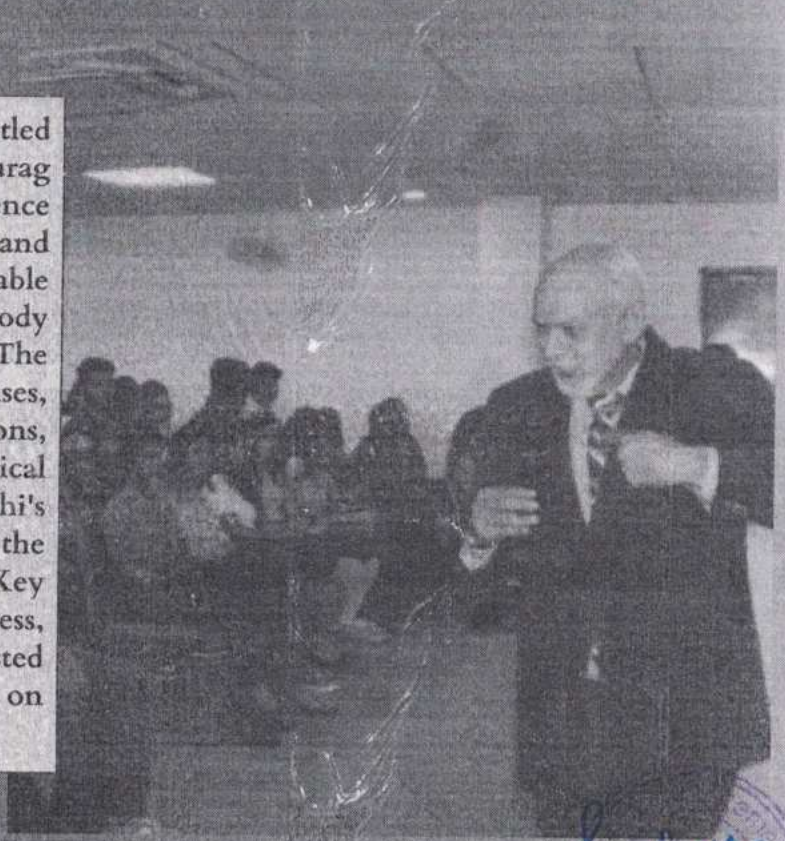


JOURNEY FROM CAMPUS TO CORPORATE

JIMS Rohini, Sec-5, hosted a workshop titled "Getting Ready: Journey from Campus to Corporate" led by Prof. SC Kapoor. The aim was to prepare students for the transition from campus life to the corporate realm. Prof. Kapoor shared insights from his corporate experience, stressing the importance of adaptability and soft skills like communication and leadership. He also discussed networking, job interview preparation, and maintaining a positive attitude. The session featured engaging activities, including a motivational video and interactive tasks. Four standout students were recognized for their exceptional engagement and aptitude. Overall, the seminar provided valuable insights into corporate expectations and essential skills for success, concluding with a Q&A session for students to clarify doubts.

PERSON TO PERSONALITY

JIMS Rohini, Sec-5, hosted a guest session titled "Person to Personality" led by Dr. Anurag Awasthi. With 33 years of corporate experience and a double PhD in Computer Science and Management, Dr. Awasthi shared valuable insights on personal branding, grooming, body language, and communication skills. The workshop included self-assessment exercises, interactive activities, and theoretical sessions, engaging students while providing practical tools for personal growth. Dr. Awasthi's expertise and rapport with students made the session both informative and enjoyable. Key takeaways included improved self-awareness, enhanced communication, and boosted confidence, leaving a positive impact on students' personal development journey.



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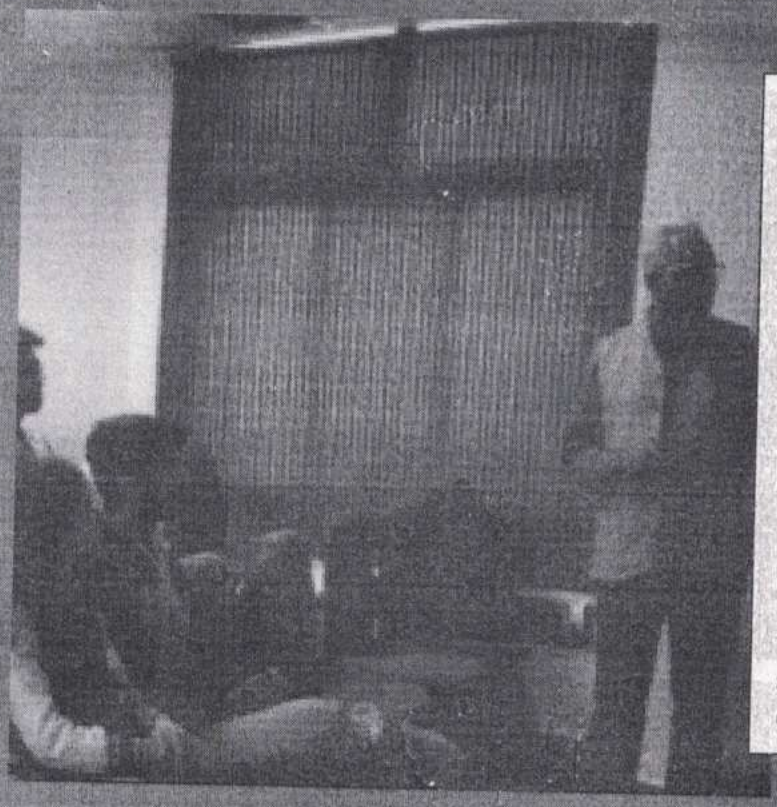
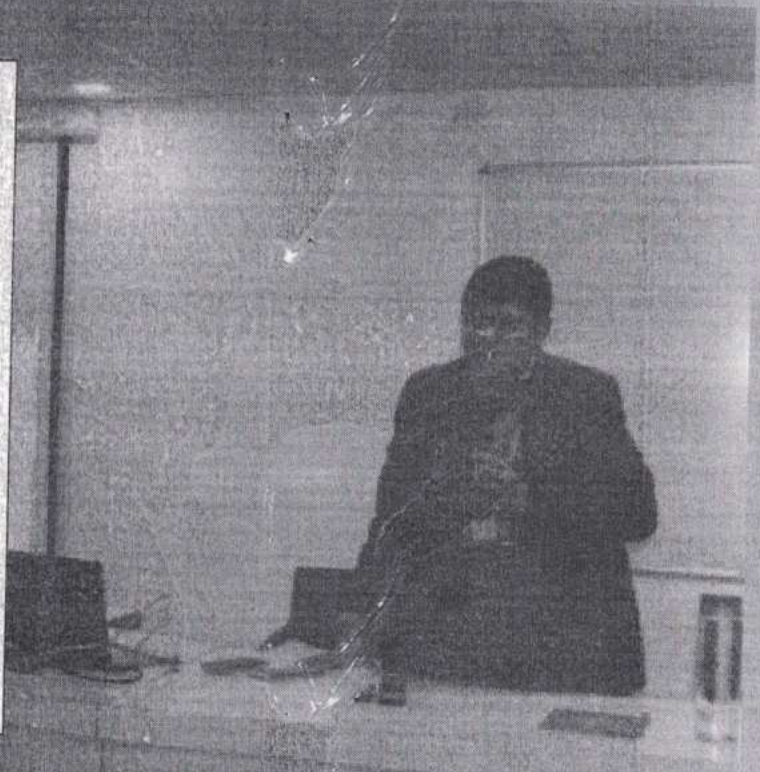


IMPACTFUL RESUME WRITING

On 27 February 2024, Jagan Institute of Management Studies held a seminar on Resume and CV building for Career Success. The session, led by Mr. Sunil Dua, an experienced teacher and industry professional, aimed to equip students with the knowledge and skills to create professional CVs that enhance their employability. The interactive learning environment and networking opportunities provided valuable career-oriented interactions. The seminar proved to be a valuable resource for students, equipping them with the essential knowledge and skills to create compelling CVs in a competitive job market.

STRATEGIC EMPLOYEE MANAGEMENT

JIMS Rohini organized a guest session on "Strategic Employee Engagaement" led by Prof. Pronoy Dutt, a highly competent HR professional with 23+ years of experience in strategic human resources, management consulting, talent management, performance management, organizational development, and executive coaching. Dutt is currently General Manager & Head – Human Resources at Uttam Toyota, responsible for developing organizational strategies, identifying and researching human resources issues, and contributing to strategic thinking. The session aimed to increase engagement levels, improve productivity, and personal efficacy, and provided students with insights into the corporate world and necessary skills for success.



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"Exploring Diversity: Highlights from Our Cultural Festivities"

"Farewell Gala: Honoring Achievements, Creating Memories"

Ardour: Cultural Club organized a memorable farewell event for the departing students of B.A Economics (Hons), BBA, MCA, and BCA (Batch 2020-2023) at Crown Plaza. The evening featured an award ceremony recognizing academic excellence and cultural performances showcasing students' talents. Emotional video montages evoked nostalgia and reflection on their college journey.

Key Outcomes:

1. Enhanced Self-Expression and Confidence:
   - Students gained confidence through performances and farewell speeches, improving their ability to express themselves.
2. Appreciation for Nostalgia and Reflection:
   - The event encouraged reflection on personal growth during college years, fostering gratitude for shared experiences.

Sector-5, Delhi-85

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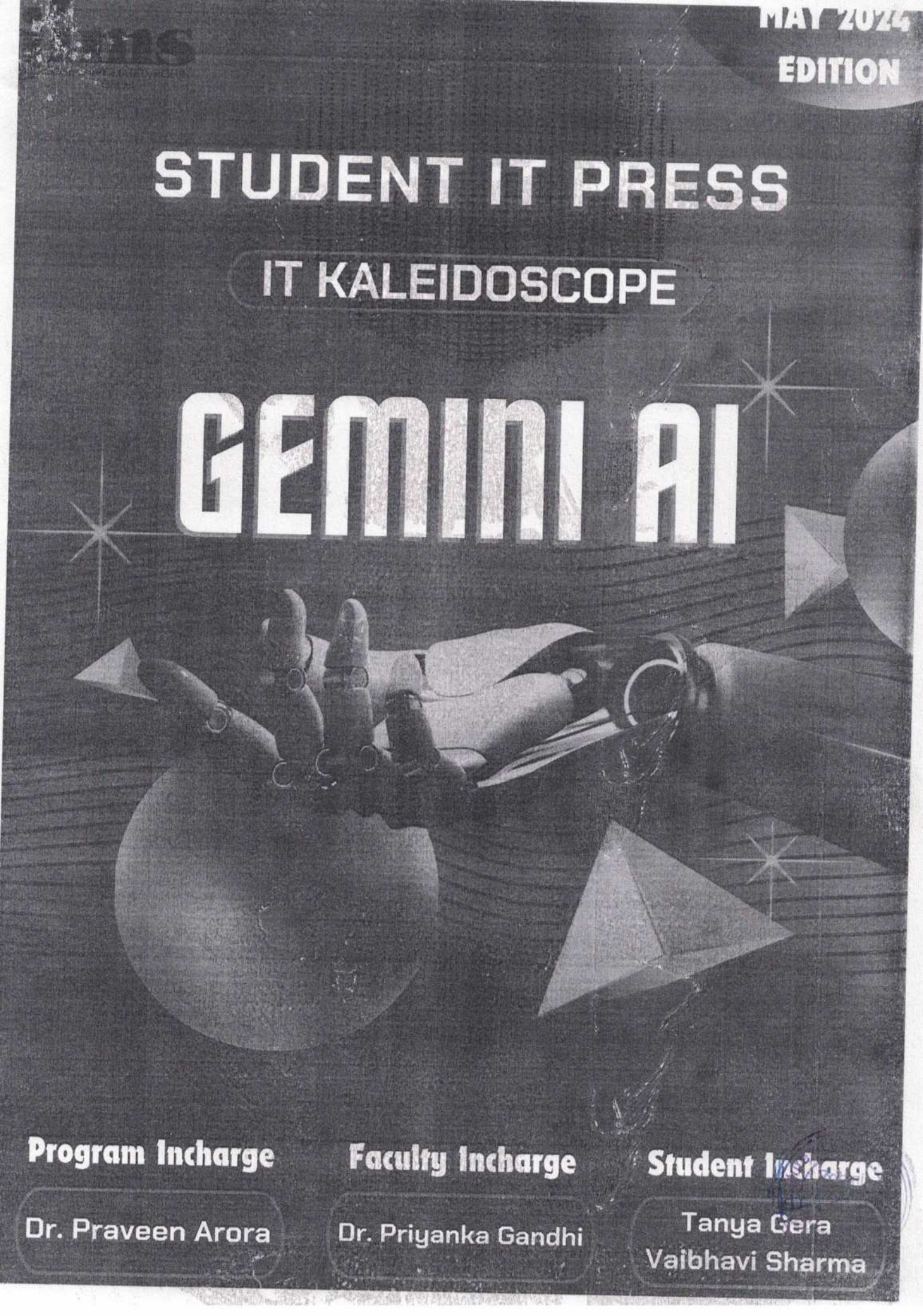
GEMINI AI



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TOPIC: GEMINI AI

Introduction to Conversational A.I.

Humans have used language and conversation as a bonding mechanism ever since the two became a thing, they may even be as old as humanity itself. Not only is it the premise for all relationships- living and otherwise, it is an essential tool to convey oneself and one's needs. This is no different when it comes to the conversations between an Artificial Intelligence and a human.

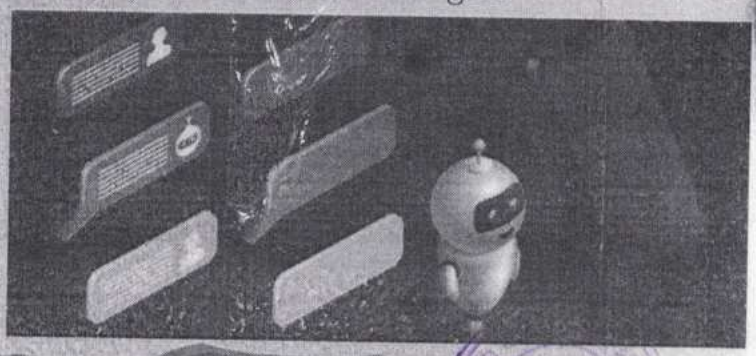
Conversational Artificial Intelligence is just that, an AI to have a conversation with, it is also simultaneously way more than that. This version of AI imitates the user's speech patterns, expressions and generic mannerisms to return the best, most feasible output possible. Aimed at simulating a human conversation, one that works towards problem-solving, and general assistance, there exists immense potential of revolutionization in each field, when technology is implemented. It engages with users in the most natural language possible for a machine. These systems are programmed to leverage the knowledge gained from millions of re-runs and training on the same data set for optimal output generation.

Conversational AI already exists among us and has done so for quite a while, but only now it has begun to become more humane and conversational.

Virtual chatbots, assistants, etc are probably the starter pack examples of its implementations. But nowadays AIs are embedded into about every app there is, whether it be messaging apps like WhatsApp or Messenger, social media apps like of Meta- Facebook, Instagram, and even Snapchat has a personal customizable AI for each individual user to ask about anything, under the recommended safety guidelines, of course. Then there are also especially curated artificially intelligent systems like ChatGPT, Gemini (earlier known as Bard), Microsoft and GitHub's Copilot, etc., although, one may argue that these are Generative AIs, they are still executing two-way interactions to aid the user, just making them more authentic and creative.

With AI algorithms and a better understanding of them, more human-like interactions with humane ethics and empathy are expected to come up. While most AIs now work particularly on text, and images. in the future multi-model capabilities, are being integrated into data sets for a seamless transition between various modes.

Every progress, invention, and new concept extends the boundaries, overpassing the present borders of knowledge and bringing up an entirely new concept beyond the scope of the current understanding. The future of human-computer interactions awaits change in ways that are difficult to imagine.



HIMANSHI TOMER
BCA IST YEAR

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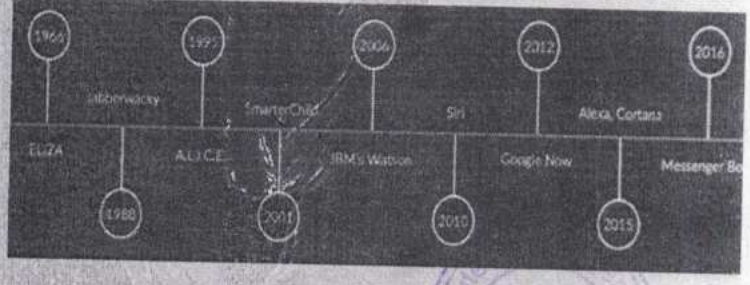
TOPIC: GEMINI AI

Evolution of Conversational A.I.

The development of conversational AI has been an exciting path, characterized by important technological breakthroughs and an expanding comprehension of human communication. Conversational AI systems were initially quite basic, using simple rule-based techniques and scripted answers. However, conversational AI had a dramatic metamorphosis, developing into sophisticated systems that could hold natural language conversations with users as processing power and machine learning techniques advanced.

The creation of chatbots was one of the early turning points in the development of conversational AI. These early systems relied on pre-programmed responses created by developers and were mostly text-based. Despite their limitations, they set the stage for later, more sophisticated conversational bots. Chatbots got better at comprehending and producing responses that resembled those of humans as researchers in the fields of natural language processing (NLP) and machine learning dug deeper. Conversational AI was transformed with the introduction of neural network-based models, including recurrent neural networks (RNNs) and transformers. These approaches enabled machines to produce and parse text with previously unheard-of levels of context sensitivity and fluency. Conversational AI systems might be able to comprehend the subtleties of human language and provide more pertinent and cogent responses by using strategies like sequence-to-sequence learningand attention processes. In particular, GPT represented a critical advancement in conversational AI with its capacity to produce thoughtful and contextually appropriate responses. Moreover, conversational AI's capabilities were enhanced by the development of multimodal AI, which combined text with other modalities like images, audio, and video. Artificial intelligence (AI) systems are now able to comprehend and provide replies based on a wider range of inputs, emulating more natural human communication thanks to multimodal models like CLIP (Contrastive Language-Image Pretraining). There are a number of opportunities and problems ahead for conversational AI. Enhancing AI systems' comprehension and production of complex, contextually relevant replies continue to be a top priority. The ethical and responsible application of conversational AI, along with resolving privacy and bias concerns, will also be crucial in determining the direction of this technology in the future. In conclusion, machine learning, natural language processing, and multimodal understanding have brought about a remarkable journey for conversational AI, from basic rule-based chatbots to complex, context-aware systems. Conversational AI has the potential to completely change human-computer interaction and a host of other industries, like healthcare and customer service, with further development and research.



ADITI JAIN
BCA 3RD YEAR

STUDENT IT PRESS
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TOPIC: GEMINI AI

Introduction to Gemini AI

Gemini

Gemini AI is a cutting-edge artificial intelligence platform that is revolutionizing the way businesses interact with their customers. In this article, we will explore the features of Gemini AI, how it was introduced to the market, and why it has quickly become a favorite among companies looking to enhance their customer service experience.

What is Gemini AI?

Gemini AI is a sophisticated artificial intelligence platform that leverages the power of machine learning to understand and interact with customers in a personalized way. By analyzing vast amounts of data, Gemini AI can predict customer behavior, tailor responses to individual preferences, and even anticipate future needs. This level of personalization not only increases customer satisfaction but also boosts sales and loyalty.

Features of Gemini AI

One of the key features of Gemini AI is its ability to engage with customers in real-time, providing instant responses to queries and issues. This not only saves time for both customers and businesses but also ensures that customer service is available 24/7.

Furthermore, Gemini AI can seamlessly integrate with existing CRM systems, ensuring that customer data is synchronized across all platforms. Another standout feature of Gemini AI is its natural language processing capabilities. This allows customers to interact with the AI in a conversational manner, making the experience more engaging and personalized. Whether customers are seeking assistance with a product or simply want to chat, Gemini AI can provide a seamless and human-like interaction.

How Gemini AI was Introduced

Gemini AI was initially introduced to the market with a soft launch, targeting businesses in the e-commerce and tech industries. Through word-of-mouth and targeted marketing campaigns, Gemini AI quickly gained traction and garnered attention for its innovative approach to customer service. As more businesses adopted Gemini AI, its reputation as a game-changer in the industry continued to grow.

TANYA GERA
BCA 2ND YEAR

MANAGEMENT NEWSLETTER
THE STUDENT'S PRESS

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MANAGEMENT RELEASE

REALM OF DEEPFAKE TECHNOLOGY

NOVEMBER 2023

Deep Fake: Beyond Reality

In the ever-evolving landscape of technological marvels, one phenomenon has emerged as both a testament to human ingenuity and a harbinger of ethical dilemmas- Deep Fake Technology. Celebrating its one-year anniversary since gaining widespread attention, this artificial intelligence-driven technique has captivated the imagination of technophiles and sent ripples through the fabric of truth.

Deep fake technology, rooted in the realms of machine learning and neural networks, has transcended the mere manipulation of images and videos. It has transformed into a dynamic force, reshaping the contours of reality itself. At its core, deep fake technology employs complex algorithms to generate hyper-realistic simulations of individuals, often seamlessly superimposing their likenesses onto different contexts or scenarios.

The implications of this technological prowess are vast and profound. On one hand, deep fakes have become the canvas for creative expression, giving rise to a new form of digital artistry. Artists and filmmakers, armed with the power to morph reality, are crafting surreal narratives that challenge conventional storytelling. This transformative aspect of deep fake technology opens avenues for redefining the boundaries of imagination and pushing the limits of visual storytelling.

Deep-Fake: Bless Shower or Bliss Devour

Deep fake is one of the mesmerizing versions of advancement of the "artificial intelligence" which is very efficient and effective in analyzing and imitating the content that has been provided to it. While latter replicates the same, close to 100 percent accuracy, Deep-fake uses neural networks and deep learning to perform its task. With some mere sample it could easily synthesize a hoax with new movement and mimic the voice if any. As a virtue of which no one can deduce which content is real and which one is a deceptive output.

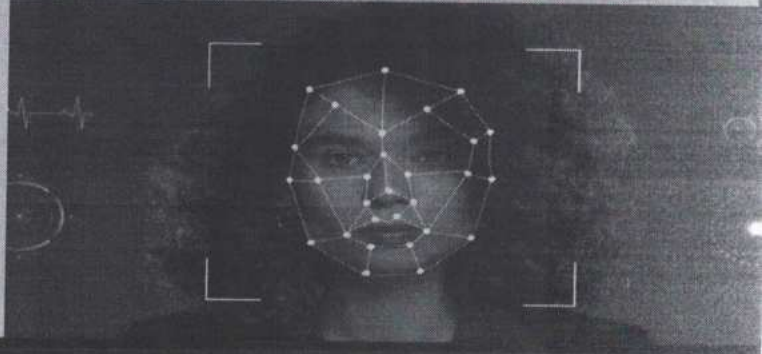
Everyone in news and social media is talking about this technology, and this would leave our readers awe-stuck that it is been in use since 2017 all around the globe. Moreover, in India it was first used by the Cadbury in 2021 October where the Bollywood king Shah Rukh khan gave his best wishes to Cadbury's customers personally and their family members as well.

This was a check-mate move, as the customers experienced extreme delight, because it was a dream come true experience for them. Hence the sales shoot up and the company did build up a strong customer base in a densely populated border, India.

Impact of Deep-fake:

Generally at large deep fake will devour the bliss and emanate insecurity because of lack of security for politicians, actors, and influencers. Just imagine how much chaotic it would become. It would be forth but next to impossible to distinguish between real and fake. Innocent souls would be framed of false claims and charges. Consequences would be soiling of image and jeopardy of careers in large numbers.

On the converse, the notorious politicians, actors, creators and artists would find an easy way to escape out of their terrible, horrible and tumultuous speeches. Just with one statement, about it being false and a hoax.



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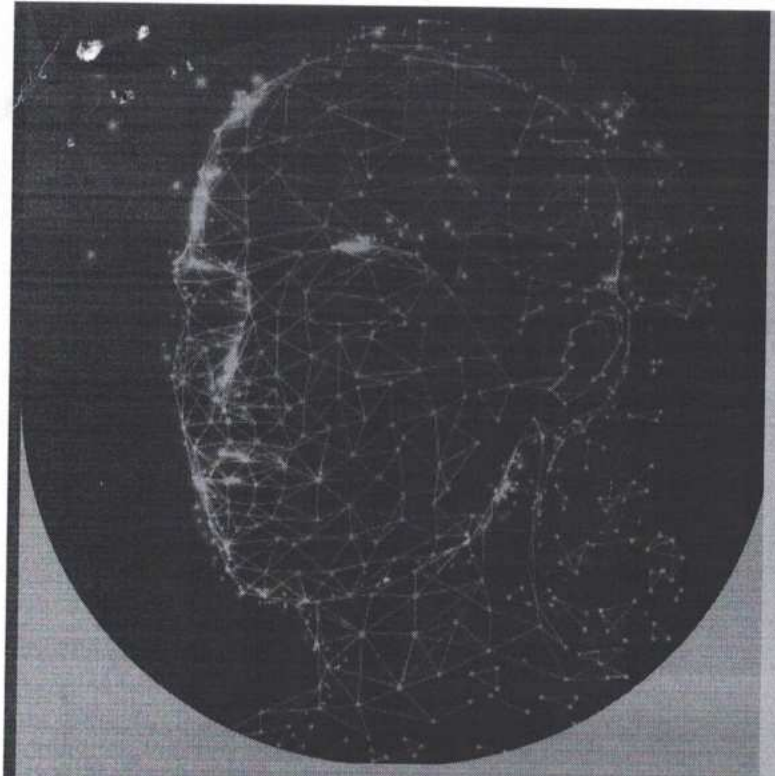
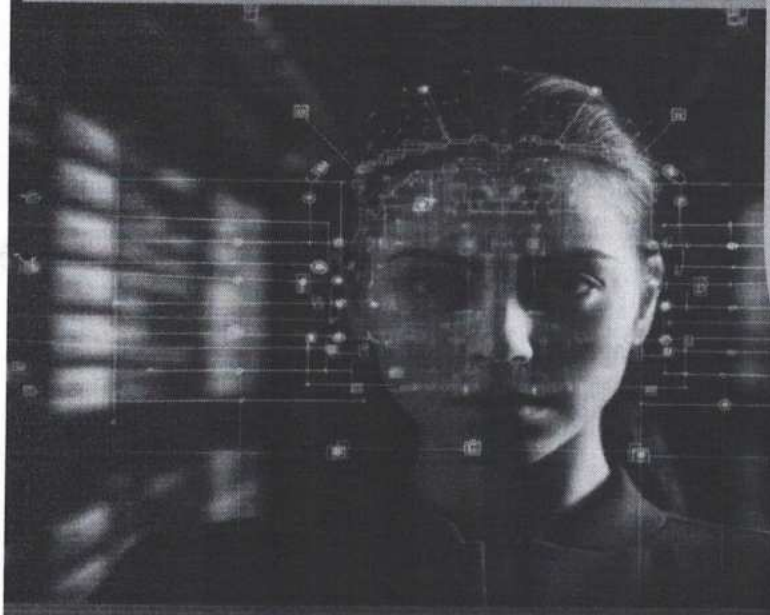


Only solution to the mischievous intent:

In simple syntax, it would be great to accept this technology because the number of law-makers in parliament is about 1000 and the law breakers number is 10 lakh+, quite shocking. Dark web and similar interfaces are neither traceable nor predictable.

We as a nation, could make laws which would allow only a verified people to use Deep-fake. Majorly the marketing companies and their watermark must also be present in the same. If either of the two logo or verified id is missing then the respective piece of content must be shot down to its tomb (deletion). For this government must set up an IT team, because this is just the beginning.

-By Pushan Sethi



Conversely, the dark underbelly of deep fake technology casts a shadow over the landscape of truth and authenticity. As the lines blur between reality and simulation, the potential for misinformation and manipulation looms large. Political figures, celebrities, and everyday individuals find themselves at the mercy of algorithms that can fabricate events, speeches, or even entire personas. The threat to personal privacy and the erosion of trust in digital media have become pressing concerns in the wake of deep fake advancements.

The legal and ethical quandaries surrounding deep fake technology add another layer of complexity to the narrative. Questions about consent, intellectual property rights, and the responsibility of platforms hosting such content have become pivotal in the discourse.

CONCLUSION

As we reflect on the first year of deep fake's prominence, it is essential to recognize its dual nature – a tool for both creation and manipulation. The responsibility lies not only in the hands of innovators and content creators but also in the collective consciousness of society. Building awareness, fostering digital literacy, and establishing robust ethical frameworks are crucial steps towards navigating the nuanced landscape of deep fake technology.

In the coming years, the evolution of deep fake technology will undoubtedly continue, presenting society with both opportunities and challenges. Striking a delicate balance between innovation and ethical considerations will be the key to harnessing the creative potential of deep fake while mitigating its darker implications. As we embark on this journey into the uncharted territories of artificial intelligence, the mirage unveiled by deep fake technology beckons us to tread carefully, guided by a commitment to truth, responsibility, and the preservation of our collective reality.

-By Arushi Chaturvedi

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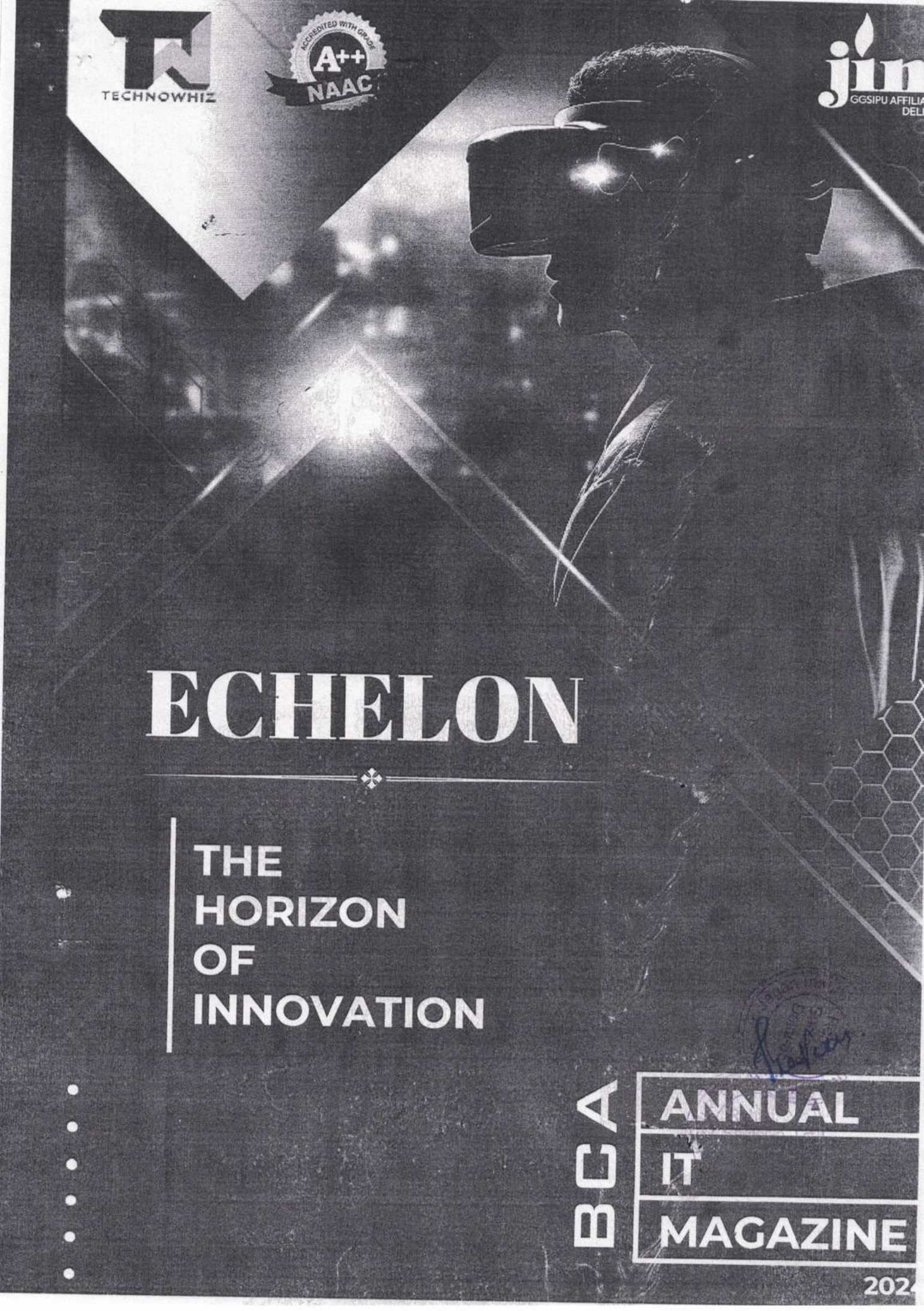

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Men Money Machines Markets Methods Modernisation Maintenance Materials

Management is Synergy

The Journal of Indian Management & Strategy

"J-Gate, EBSCO Discovery, Summon (Proquest), Google Scholar, Indian Science Abstracts, Indian Citation Index (RII - 0.016), InfoBase Index (IB Factor 2016 - 2.6), SJIF Impact Factor 2016 - 4.756, Cosmos Impact Factor, Emerging Sources Citation Index (Thomson Reuters), Web of Science."

Approved by UGC-Care (Group-II)

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Information, Communication and Computing Technology

9th International Conference, ICICCT 2024, New Delhi, India, May 11, 2024, Revised Selected Papers

| Conference proceedings | Nov 2024

Overview

Editors: Gerhard-Wilhelm Weber, Jose Francisco Martinez Trinidad, Michael Sheng, Raghavendra Ramachand, Latika Kharb, Deepak Chahal

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This book constitutes the refereed proceedings of the 9th International Conference on Information, Communication and Computing Technology, ICICCT 2024, held in New Delhi, India, on May 11, 2024.

The 13 full papers presented here were carefully reviewed and selected from 176 submissions. These papers have been categorized into the following topical sections: Intelligent systems and Pattern recognition.

Keywords

Natural Language Processing transformer large language models

BERT Swiss German Sentence Prediction AI

Artificial Intelligence Random Forest Convolutional Neural Network

Neural Network Deep Learning Pattern Recognition

Editors and Affiliations

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Jemal Abawajy · Joao Tavares ·
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