Department Vision:-

To be recognized as an excellent department offering competent technical education to create competent electronics & telecommunication engineers for the benefit of the common masses.

Department Mission:-

Committed to serve the needs of society through innovative teaching learning processes, promoting industry-institute interaction to provide competent and cultured electronics and telecommunication engineers.

Program Educational Objectives:-

1. To impart state of art technical education in the Electronics & Telecommunication Engineering.
2. To promote society beneficial projects and activities.
3. To develop soft skill, team work, professional ethics and multidisciplinary approach for the carrier enhancement.
4. To bridge the gap between Industry-Institute through collaboration with Industries, Institutions and Universities.
5. To provide suitable infrastructure and facilities in tuned with advancing technological evaluation.

Greeting,

Department of Electronics and Telecommunication is unveiling technical newsletter "TeChronicle" VOL-5, ISSUE-1 on 4th April 2023.

The day is observed every year on April 4 on occasion of the birth anniversary of Ex Sarchitnis of Maratha Vidya Prasarak Samaj's (MVPS's, Nashik) late Dr. V. N. Pawar, recipient of the prestigious Dr. B. C. Roy award.

A Digital Marketer

[Mr. A. P. Meshram, Dept. of E & TC]

A digital marketer had many aspects, if you think you are good creator or designer along with some technical background with design & analytical thinking you can be a good digital marketer.

If you think the current jobs are routine and you feel you must go out of box then to be a digital marketer, which might give you pleasure of continuing your hobby of creativity with lot of earnings….

But STOP…!!!

Digital marketing is no longer a comfortable industry. It is an integral part of marketing activities across industries

to engage prospects, drive traffic, and generate quality leads.

Brands that want to succeed in today's fast-moving digital world need marketers with digital expertise that can ensure their products and services are visible online.

The future of digital marketing looks very promising at the moment. However, the brand should focus on ways to create impact on the customers rather than competing with each other's marketing strategies.

Surviving in cut-throat competition is only possible if you

derive and implement marketing strategies that reflect the authenticity of your brand and provide the customers with reasons to opt for your business product or service.

A digital marketer is responsible for using a variety of digital channels to generate leads and build brand awareness. which includes Company websites, Social media networks such as Facebook, YouTube, and Instagram, Search engines including Google and Bing, Email marketing, Mobile apps, Online display ads, Blogs etc.

To be a digital marketer you must have the understanding of different digital marketing platforms like inbound & outbound, understanding the demographics, available domains, website or portfolio design etc.

What you will have to do?

The most in-demand skills of the future include technology, creativity and analytical thinking. The beauty of a career in digital marketing is that you can choose to be a jack-of-all-trades or focus on one or two core skills.

The skills required are –

1. **Statics** show that video increases engagement while ranking higher on Google. Focus on the basics of creating a video. Having an understanding of how to write a video script, use platforms and apps to create videos

2. **SEO & SEM:** Online searches drive traffic to a website, ad or landing page. You have to understand Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Understanding how SEO and SEM work together and impact your online efforts.

3. **Content Marketing:** Content is what is used to attract and engage customers - this can be videos, blogs, articles, podcasts, whitepapers, case studies, how-to booklets, and more; basically, anything that people can access online on your website or social channels. Understanding all aspects of content, how it is created, how it is effective, and how best to use it across different platforms and to different demographics will provide the information needed.

4. **Data & Analytics:** Analytics is central to many facets of digital marketing. You can track reports, but what is more important is how to use the information you find. Monitoring campaigns and applying findings based on consumer behavior will allow you to come up with better data driven solutions that will increase conversions and drive traffic.

5. **Design Thinking:** The user experience is key to digital marketing success. Design thinking is crucial as it teaches companies how best to engage customers, but beyond that, it ensures that their online experiences are simple and effective. That can include using ecommerce sites, accessing information, and other things including customized apps.

Become a world class digital marketer with additional skills as, the ability to see beyond the ideas presented and look at the potential challenges it might cause. Able to suggest improvements based on instincts and ensure your ideas are feasible. Technology is the driving force in the digital world, so you have to understand what the latest technology is and how it is being used. Some knowledge of web coding and Content Management (CMS) systems is a must as experts predict that the future of marketing is a combination of technology and talent. You will need great persuasion skills to implement innovative campaigns. In addition, you have to understand what gets today's consumers to make the commitment and convert to making a purchase.

Courtesy - Digital Marketing Institute

Cloud Computing

[Nupur Duse – T.E. E&TC]

What is cloud computing?

Cloud computing is a general term for anything that involves delivering hosted services over the internet. It is a technology that uses remote servers on the internet to store, manage, and access data online rather than local drives. The data can be anything such as files, images, documents, audio, video, and more.

Cloud computing relies heavily on virtualization and automation technologies. Virtualization enables the easy abstraction and provisioning of services and underlying cloud systems into logical entities that users can request and utilize.

Automation and accompanying orchestration capabilities provide users with a high degree of self-service to provision resources, connect services and deploy workloads without direct intervention from the cloud provider's IT staff. Security remains a primary concern for businesses contemplating cloud adoption -- especially public cloud adoption.

Public CSPs share their underlying hardware infrastructure between numerous customers, as the public cloud is a multi-tenant environment. This environment demands significant isolation between logical compute resources. At the same time, access to public cloud storage and compute resources is guarded by account login credentials**.**

Advantages of Cloud Computing

As we all know that Cloud computing is trending technology. Almost every company switched their services on the cloud to rise the company growth. Here, we are going to discuss some important advantages of Cloud Computing

1) Back-up and restore data once the data is stored in the cloud, it is easier to get back-up and restore that data using the cloud.

2) Improved collaboration Cloud applications improve collaboration by allowing groups of people to quickly and easily share information in the cloud via shared storage.

3) Excellent accessibility Cloud allows us to quickly and easily access store information anywhere, anytime in the whole world, using an internet connection.

4) Low maintenance cost Cloud computing reduces both hardware and software maintenance costs for organizations.

5) Mobility Cloud computing allows us to easily access all cloud data via mobile.

6) Services in the pay-per-use model Cloud computing offers Application Programming Interfaces (APIs) to the users for access services on the cloud and pays the charges as per the usage of service.

7) Unlimited storage capacity Cloud offers us a huge amount of storing capacity for storing our important data such as documents, images, audio, video, etc. in one place.

8) Data security Data security is one of the biggest advantages of cloud computing.

Disadvantages of Cloud Computing

A list of the disadvantage of cloud computing is given below -

1) Internet Connectivity As you know, in cloud computing, every data (image, audio, video, etc.) is stored on the cloud, and we access these data through the cloud by using the internet connection

2) Vendor lock-in Vendor lock-in is the biggest disadvantage of cloud computing. Organizations may face problems when transferring their services from one vendor to another.

3) Limited Control As we know, cloud infrastructure is completely owned, managed, and monitored by the service provider, so the cloud users have less control over the function and execution of services within a cloud infrastructure.

4) Security although cloud service providers implement the best security standards to store important information.

YouTube

[Pranav Pardeshi – BE (E&TC)]

How to earn money on youtube?

YouTube is the world's second-largest search engine, with over 2 billion monthly active users. It has become a popular platform for creating and sharing videos on a variety of topics, from tutorials and reviews to comedy skits and music videos. However, YouTube has also become a source of income for creators who monetize their channels through advertising, sponsorships, and merchandise sales. In this article, we will explore how to earn money on YouTube.

1. Create a YouTube Channel

The first step to earning money on YouTube is to create a YouTube channel. This process is straightforward and free. Go to YouTube.com and click on the "Sign In" button. If you already have a Google account, you can use it to sign in to YouTube. If not, create a new account. Once you are signed in, click on the user icon in the top right corner of the screen, and then click on "Create a channel."

2. Choose Your Niche

The next step is to choose a niche for your channel. This is important because it will help you create content that resonates with your target audience. Your niche should be something you are passionate about and have expertise in. For example, if you love cooking, you can create a cooking channel. If you are a fitness enthusiast, you can create a fitness channel. Choose a niche that you can consistently create content for.

3. Create High-Quality Content

The quality of your content is essential to attract and retain viewers. You do not need expensive equipment to create high-quality content. A smartphone camera and a good microphone can be enough to get started. However, invest in good lighting and editing software to improve the overall quality of your videos. Your content should be informative, entertaining, and engaging. Use catchy titles, descriptions, and tags to optimize your videos for search engines.

4. Grow Your Audience

Once you have created high-quality content, the next step is to grow your audience. You can do this by promoting your channel on social media, collaborating with other YouTubers, and using search engine optimization techniques. Engage with your viewers by responding to comments and creating content that addresses their questions and concerns.

5. Monetize Your Channel

Once you have grown your audience, the final step is to monetize your channel. There are several ways to do this:

• Advertising revenue: YouTube pays a percentage of advertising revenue to creators who have monetized their channels. To monetize your channel, you need to have at least 1,000 subscribers and 4,000 watch hours in the last 12 months.

• Sponsorships: You can collaborate with brands to promote their products or services in your videos.

• Merchandise sales: You can sell merchandise, such as t-shirts, hats, or mugs, to your viewers.

IOT

[Yash Gabale – BE (E&TC)]

Need of cloud for IoT:

• **Remote processing power provider:** Cloud technology allows IoT to move beyond regular appliances such as air conditioners, refrigerators etc. This is because the cloud has such a vast storage that it takes way dependencies on premise infrastructure with the rise of miniaturization & transition of 4G to higher internet speed & the cloud with allow developers to afford fast computing process.

• **Enables Inter-device communication:** Cloud Cache and drops are enabled by cloud communications allowing easy linking to Smart phones. This eases devices to talk to each other and not just us which essentially is the tenet of IoT cloud. It would be fair to say that cloud can accelerate the growth of IoT. However, deploying cloud technology also has certain challenges & short comings hot because the cloud is flowed as a technology but the combination of IoT Cloud can burden users with some obstacles if you ever go ahead with an IoT cloud solution

• **Network and Communication Protocol:** Cloud and IoT allows machine-to-machine communication among many types of different device having various protocols. Managing this kind of a variation and could be tough since a majority of application areas do not involve mobility.

Applications of IoT / Ubiquitous based on Cloud

The cloud is a huge interconnected network of powerful servers that perform services for business and people. The Internet of Things is system of interrelated computing devices, mechanical and digital machine objects animals of people that are provide with unique identifies and the ability to transfer data over a network without requiring human-to-human computer. Interaction IoT has evolved with the greater generation of data Internet of Things. Cloud service meets excessive communication between inexpensive sensors in the IOT which means ever greater connectivity billions of connected device & machine will soon join human users for generates IoT of data while on the other hand, cloud computing we try to focus on cloud providers who take advantages of this to provide a pay-as-you-use. Model where customers pay for this specific resources used.

The IoT is generating on unprecedented amount of data which in turn puts a tremendous strain on the internet infrastructure. As a result companies are working to find ways to that pressure and solve the data problem.

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