

PANIMALAR ENGINEERING COLLEGE

(AN AUTONOMOUS INSTITUTION- JAISAKTHI EDUCATIONAL TRUST)

(AFFILIATED TO ANNA UNIVERSITY, CHENNAI)

Approved by AICTE, UGC FOR 2(f) & 12(B) STATUS

ACCREDITED BY NATIONAL BOARD OF ACCREDITATION(NBA)



SUSTAINABLE DEVELOPMENT GOALS



DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE
DEPARTMENT MAGAZINE
CHRONICLE - 2023-2024

Voices of Vision. Stories of Us

WORDS FROM THE MANAGEMENT



The magazine highlights the achievements of the department and the talents of our students, blending impressive design with valuable insights.

I want to acknowledge the Department of Artificial Intelligence and Data Science for showcasing their remarkable achievements and the talents of their students to the community. Their commitment significantly enriches the learning experience.

I wish both the magazine and the department continued success and look forward to their future accomplishments.

Dr.P.CHINNADURAI, M.A., Ph.D.,
Secretary & Correspondent
Panimalar Group of Institutions

The field of technology is constantly advancing, opening up exciting new possibilities as if unlocking magical doors to endless discoveries.

The magazine, filled with valuable information, invites readers to delve deeper and advance, supporting their journey toward reaching their full potential.

I sincerely wish for their continued success and hope they reach new milestones in the ever-evolving world of computing.

Dr. C. SAKTHIKUMAR, M.E., Ph.D.,
Director
Panimalar Group of Institutions



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ABOUT THE DEPARTMENT

Since its establishment in 2020, the Department of Artificial Intelligence and Data Science has been steadily advancing in teaching and research. Our skilled and experienced faculty specialize in AI and Data Science.

The B.Tech. in Artificial Intelligence & Data Science is a four-year program that teaches students to analyze data intelligently and understand advanced technologies like AI, Machine Learning, Deep Learning, Robotics, and Natural Language Processing (NLP). We aim to prepare students to be leaders, researchers, and entrepreneurs in AI & DS with top-notch facilities, a strong curriculum, and practical experience through industry connections. We offer guest lectures, industrial visits, workshops, and hands-on training. Our focus is on developing cutting-edge technologies in AI and Data Analytics.



VISION OF INSTITUTE

To transform the budding engineers into academically excellent, highly intellectual and self-disciplined engineering graduates to mould them as good citizens with the spirit of integrity and morality that would cater to the needs of our nation.

MISSION OF INSTITUTE

- To impart quality education with high standards of excellence in engineering and technology.
- To provide an excellent infrastructure in a serene and conducive atmosphere that would motivate the students in their pursuit of knowledge in the field of engineering and technology.

VISION OF DEPARTMENT

To produce high quality creators and ethical engineers for innovative technology in the field of Artificial Intelligence and Data Science.

MISSION OF DEPARTMENT

M1: To develop the department as a center of Artificial Intelligence for significant breakthroughs in advancing the promise of human-machine systems that can address complex cognitive tasks.

M2: To impart quality and value-based education and contribute towards the innovation of computing Data Science for the translation of data into information to support and improve decision making.

M3: To produce ethical engineers and researchers by inculcate the values of humanity and courage in producing relevant solutions to address business and societal challenges.

Programme Educational Objectives (PEOs)

PEO 1: Mastering AI and Data Science for Human Machine Synergy

To enrich knowledge to the engineering students with cutting-edge technologies like Artificial Intelligence and Data science and enable them to develop innovative solutions to solve complex problems in various sectors and to enhance the synergy between humans and intelligent systems for optimal performance.

PEO 2: Fostering Interdisciplinary Research Innovation and Ethics

To engage the students in advanced research with special focus on AI and cultivate a deep knowledge of ethical frameworks that will contribute to the development of fair and accountable systems that prioritize societal well-being.

PEO 3: Pathways to Professional Excellence

To enable the students to secure successful careers through strong technical expertise and skill sets and drive them to pursue lifelong learning with integrity-driven mindset and become successful entrepreneurs.

Programme Outcomes (POs)

- **PO1: Engineering knowledge:**
Apply the knowledge of Mathematics, Science, Engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- **PO2: Problem analysis:**
Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- **PO3: Design/development of solutions:**
Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- **PO 4: Conduct investigations of complex problems:**
Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- **PO 5: Modern tool usage:**
Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

- **PO 6: The engineer and society:**

Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

- **PO 7: Environment and sustainability:**

Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

- **PO 8: Ethics:**

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

- **PO 9: Individual and team work:**

Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

- **PO 10: Communication:**

Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

- **PO11: Project management and finance:**

Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

- **PO12: Life-long learning:**

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Programme Specific Outcomes (PSO)

PSO 1 : AI Driven Innovation

Graduates should be able to evolve AI based efficient domain specific processes for effective decision making in several domains such as business and governance domains.

PSO 2 : Data-Driven Decision Making Insight

Graduates should be able to arrive at actionable fore sight, insight, hind sight from data for solving business and engineering problems.

PSO 3 : Societal Intelligence Solutions

Graduates should be able to create, select and apply the theoretical knowledge of AI and Data Analytics along with practical industrial tools and techniques to manage and solve wicked societal problems.

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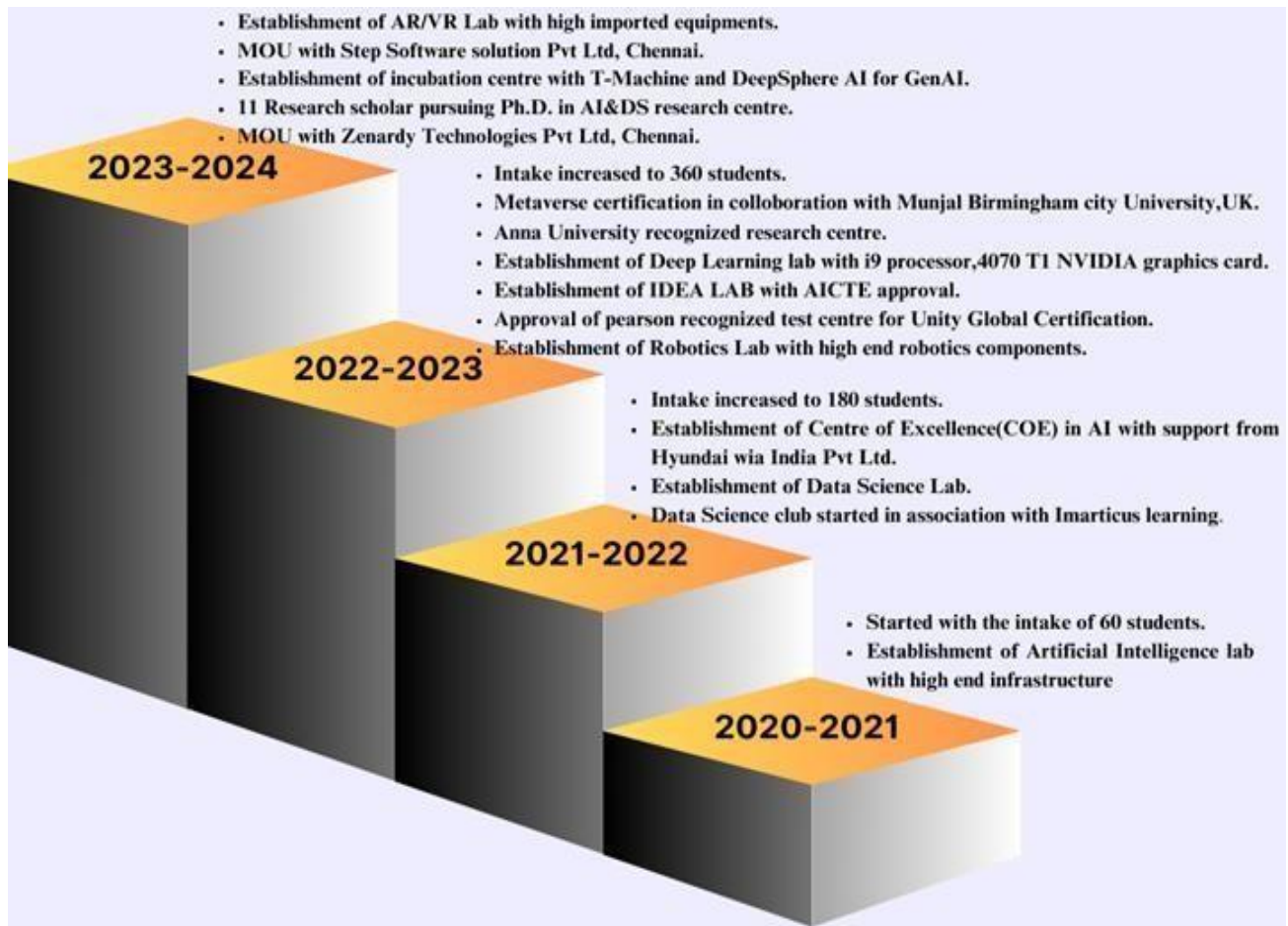
Student's internship and
placement

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Student's corner

DEPARTMENT MILESTONES



DEPARTMENT ACTIVITIES (2023-24)

Establishment of AR/VR Lab:



An AR/VR lab is a specialized facility dedicated to the development and testing of augmented reality (AR) and virtual reality (VR) applications. It features advanced technology such as high-performance computers, AR/VR headsets, motion tracking systems, and sophisticated development software.

This lab serves as a creative and experimental space where researchers, developers, and students can craft immersive experiences, conduct experiments, and push the boundaries of AR and VR technology. It supports a wide range of projects, from gaming and education to healthcare and industry, fostering innovation and exploration in these rapidly evolving fields.

Industry Collaboration:



HYUNDAI WIA INDIA PVT. LTD, CHENNAI

HYUNDAI WIA has been developing and producing cutting-edge products in automobile parts, mobility solution and defense industry materials to become a global leader in the comprehensive machinery mobility industry. HYUNDAI WIA supplies innovative mobility products with the best quality and performance to global automakers worldwide.

At the same time, HYUNDAI WIA is providing mobility solutions embracing diverse robots such as logistics robots, parking robots, collaborative robots, and smart factory, taking global mobility manufacturers' production and quality capabilities to the next level.

Based on a solid foothold in the global manufacturing industry, HYUNDAI WIA is expanding R&D investment, global production network, and global sales networks to challenge for a better future.



SPEPS SOFTWARE SOLUTIONS PVT. LTD., CHENNAI



Steps Software Solutions (SSS) is a registered Private Limited Company established under the Companies Act, 1956/2013. The company is headquartered in Chennai and the significant operations are managed in Tamil Nadu.

The company's board directors are a team of four experienced professionals from which three are MIT Alumni and one PSG Alumnus. They have joined hands to help the underprivileged sector and want to strengthen the online education system in rural areas of our Country.



DEEPSHERE.AI PVT. LTD, SINGAPORE

DeepSphere.AI is the most powerful AI platform for enterprise to discover invisible financial insights at the deepest level. DeepSphere.AI is a cloud-ready, on-demand subscription platform for every enterprise to quickly adapt and advance AI through a progressive AI computing lab, advanced AI education, prebuilt industrial AI POC, and AI data engineering.

DeepSphere.AI platform brings together business processes, AI, IIoT, and big data, built-on open source technologies and enterprise systems with interoperable capabilities on SAP, Oracle, and MS systems.



LIRDigital LIMIPED, ABUDHABI,UAE

LIRDigital Ltd is a beacon in the realm of digital transformation, catering to a range of sectors with precision and innovation. Our mission is to empower businesses through cutting-edge technology, optimizing operations, and fostering growth. In the Aviation and Defense arena, our bespoke ERP solutions for MRO industries streamline complex processes, enhancing efficiency and cutting costs.



IMARTICUS LEARNING, CHENNAI



Imarticus believes that learning is a lifelong journey. By integrating advanced technology into education and making knowledge accessible, Imarticus aims to equip our global community with the skills and insights needed for a tech-driven future. Our goal is to foster continuous growth and adaptability, ensuring that learners are well-prepared to navigate and excel in an increasingly digital world. Through innovative programs and cutting-edge tools, we strive to empower individuals to stay ahead in their careers and contribute meaningfully to a rapidly evolving society.

STUDENT ACTIVITIES

METAVVERSE



The Metaverse refers to a collection of interconnected virtual worlds where users, represented by avatars, interact in a typically 3D environment that emphasizes social and economic connections.

This concept was first introduced in the 1992 science fiction novel *Snow Crash*, where it is described as a fusion of "meta" and "universe." In the novel, the Metaverse is imagined as a single, immersive digital space, facilitated by virtual reality (VR) and augmented reality (AR) headsets.

The Metaverse course, designed for third-year students, culminated in a showcase where participants presented their projects. The students demonstrated their skills and creativity, and those with standout projects were rewarded with cash prizes.

Hackathon: Around 39 students participated in hackathons held in various colleges and won prizes. Students participated at the hackathon event held at Varanasi.

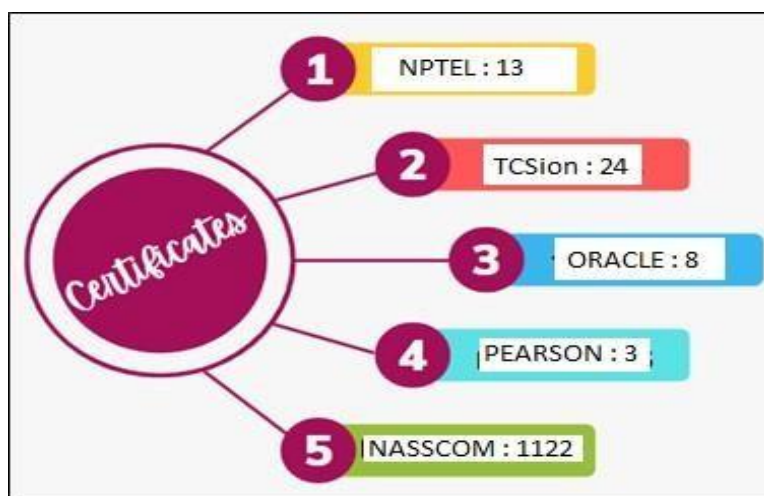


A dynamic event fostering innovation and collaboration, where participants from various backgrounds come together to solve problems, create new solutions, and showcase their tech skills in a vibrant and competitive environment. This hackathon offers a platform for networking, learning, and hands-on experience in a creative and energetic setting.

STUDENTS ACHIEVEMENT

National and international Certifications

Total Count: 1170





National and international Certifications



C



Competitive Exam Performance

Sl. No	Year	Registration / Roll No.	Name of Student	GRE	IELTS	Duolingo	TOEFL
1	IV	211420243007	ASHWIN M	–	6.5	–	–
2	IV	211420243012	DEVA DHARSHANA RAJA L	–	8	–	–
3	IV	211420243028	LOKESHWAR	–	–	115	–
4	IV	211420243010	BHAVITHRA S K	–	6.5	–	–
5	IV	211420243060	VASANTHAKUMAR M	–	7	–	–
6	IV	211420243021	JERRY ALLEN M	–	6.5	–	–
7	IV	211420243059	TIRUMANYAM VAMSI KRISHNA REDDY	326	–	–	–
8	IV	211420243056	SANTOSH KUMAR S	320	–	–	89
9	IV	211420243063	VISHAL V P	315	7.5	–	–
10	IV	211420243031	MITHILESH KUMAR	–	7	–	–



EVENTS HOSTED

IEEE Events The IEEE Xtreme 17.0 event is a global competitive programming competition hosted by IEEE. It challenges participants to solve complex algorithmic problems within a 24-hour timeframe, testing their coding skills, problem-solving abilities, and teamwork.

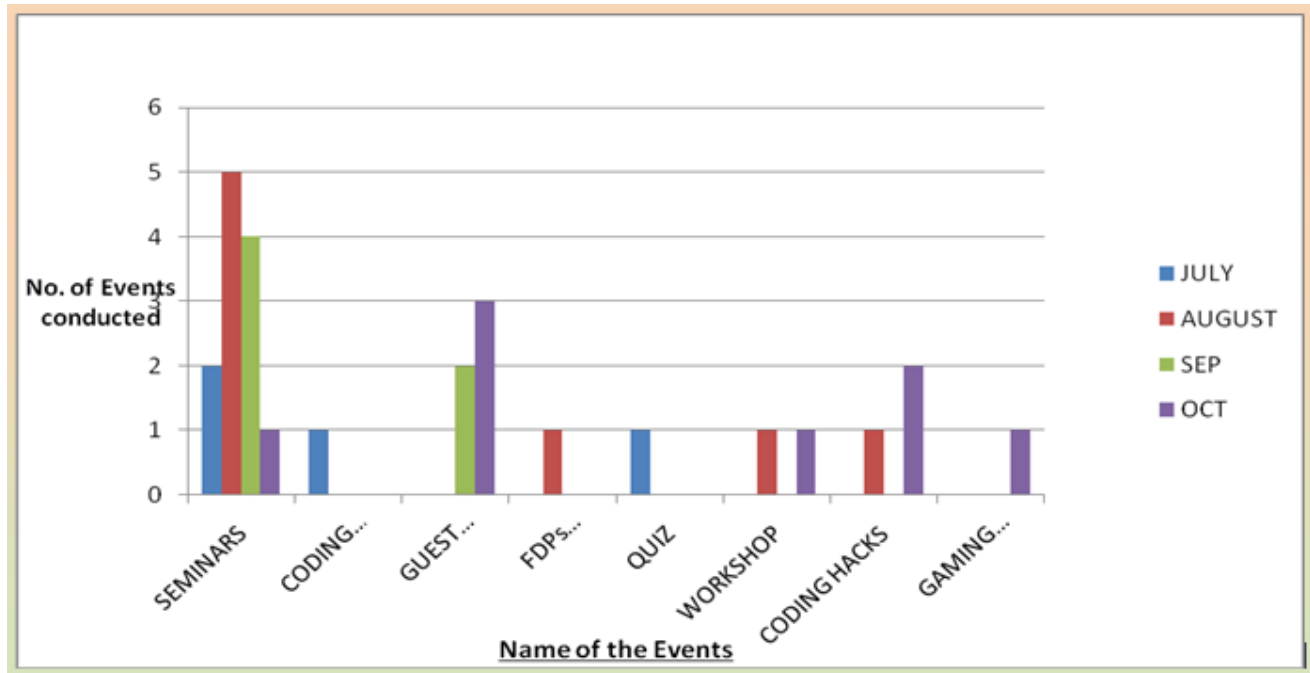


IEEE Day was conducted on 4.10.23 and 5.10.23 for both Technical and Non-Technical events. Many students actively participated in various events and received awards.

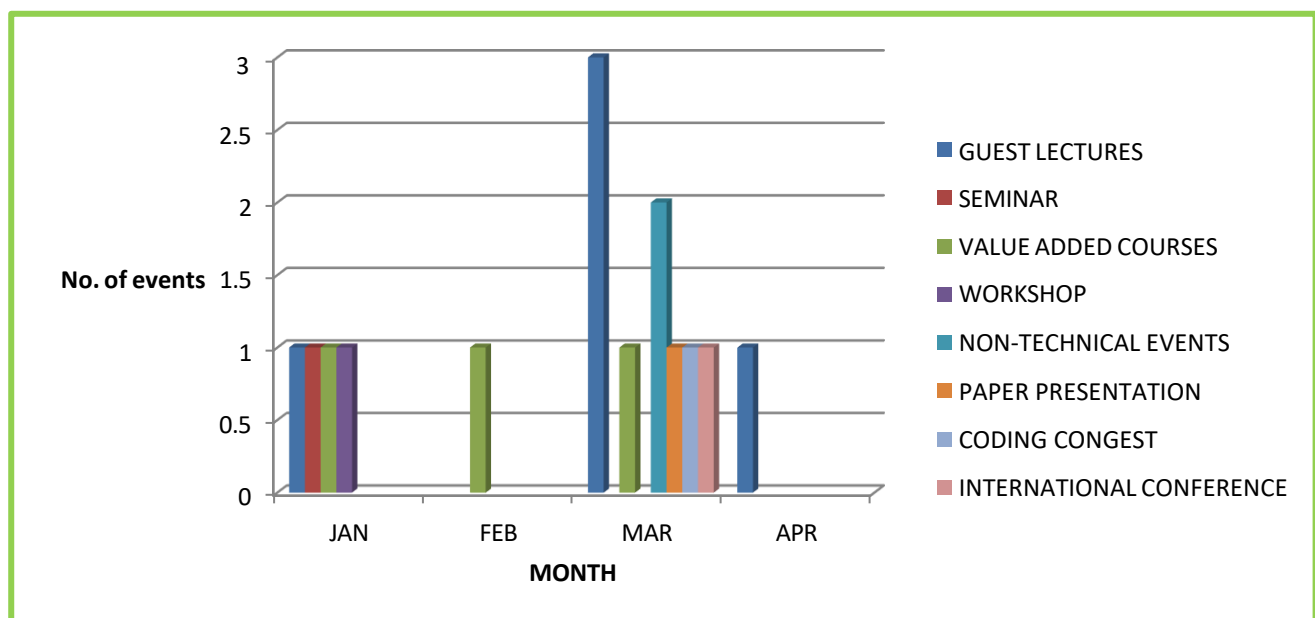
EVENTS HOSTED

Several seminars were organized in association with IEEE Computer Society and IEEE Student Branch. Students who are IEEE members and non-IEEE members of all the societies attended the seminar. These programmes ended with the discussions and the student's queries were addressed.

2023-24(ODD SEM)



2023-24(EVEN SEM)



TECHNICAL SYMPOSIUM

The Technical Symposium was held, featuring participation from several students outside the college who engaged in various activities. The event concluded in a spectacular manner.



PECTEAM INTERNATIONAL CONFERENCE

The PECTEAM 2024 International Conference was held, featuring paper presentations from students both within and outside the college. The event concluded in a grand manner.

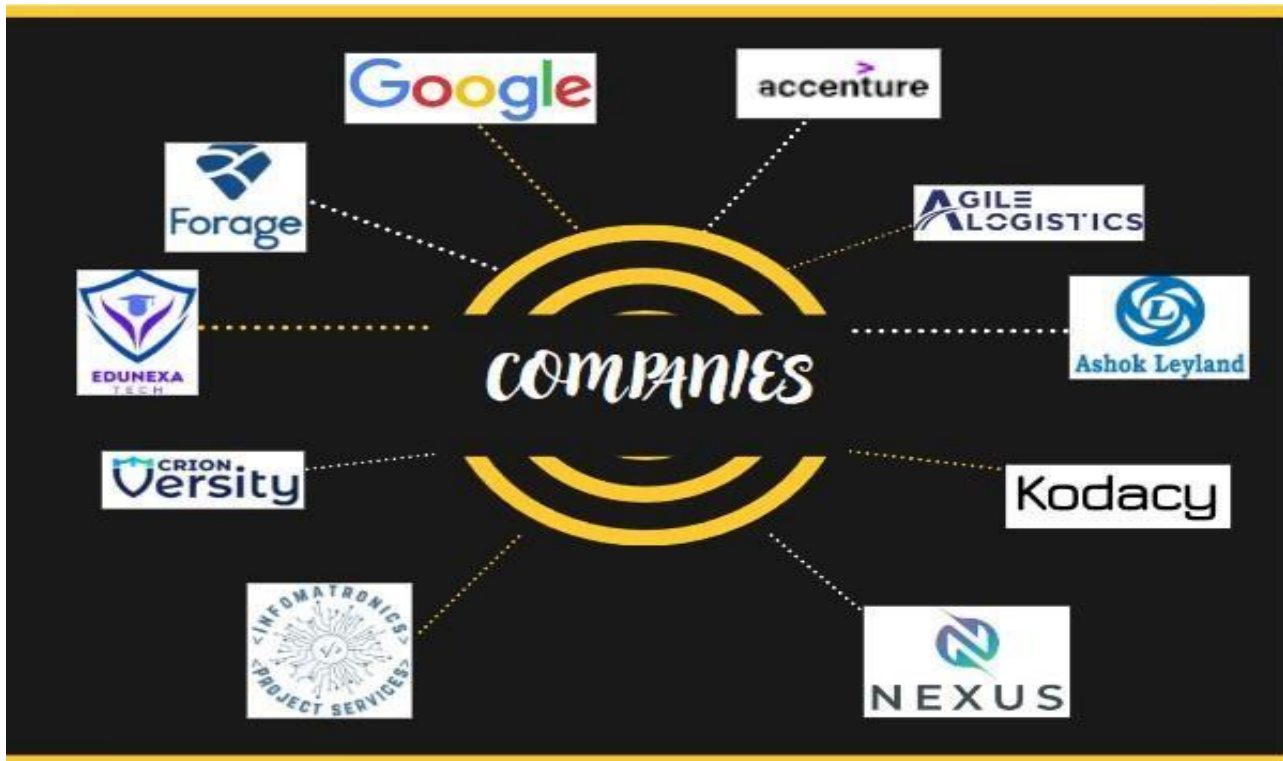


STUDENT INTERNSHIP AND PLACEMENT

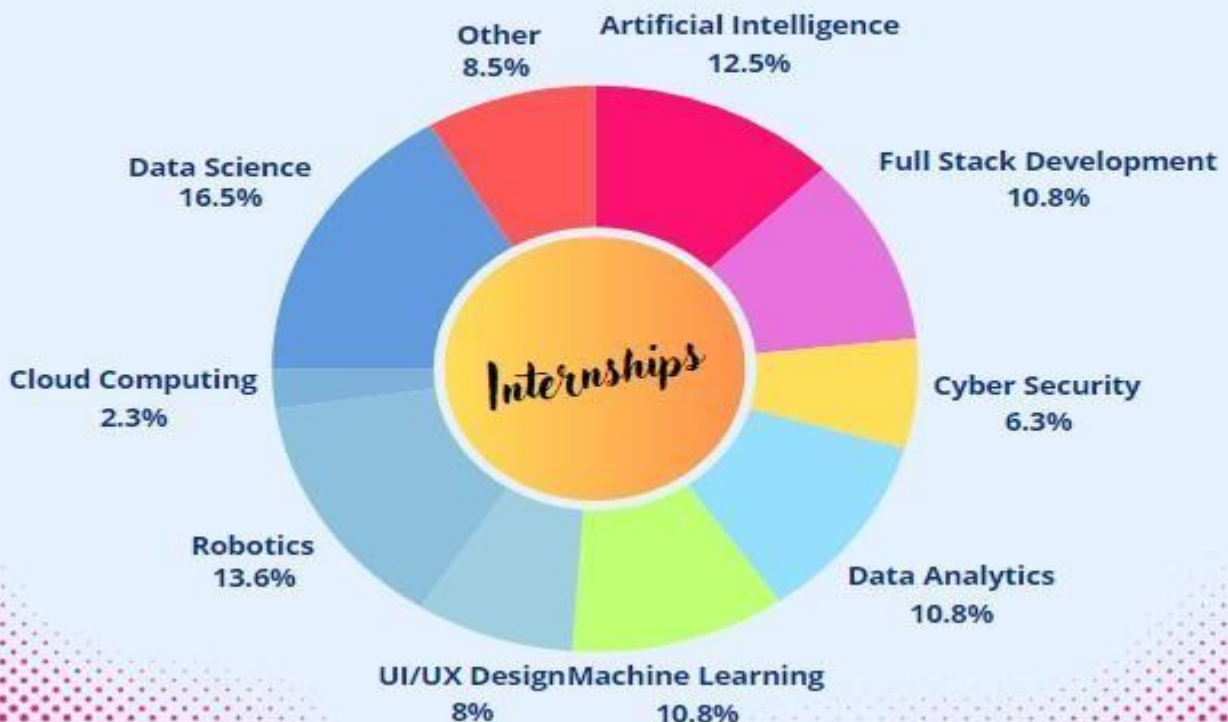
No. OF STUDENTS PLACED : 58
No. OF INTERNSHIPS 179



Internship Companies



Domains



STUDENT'S CORNER

Exploring the Future: Top 5 Gadgets Shaping 2024

In the dynamic world of technology, each year brings forth a wave of innovations that redefine the way we live, work, and interact with the world around us. As we venture into 2024, the horizon is illuminated with promising gadgets poised to revolutionize our daily experiences. Let's embark on a journey to explore the top five gadgets that are set to shape the landscape of 2024.

1. Augmented Reality Glasses: Unlocking the Realm of Possibilities



Imagine a world where the boundaries between the physical and digital realms blur seamlessly. Augmented Reality (AR) glasses are set to make this vision a reality. These futuristic eyewear devices will not only enhance our visual experiences but also revolutionize how we perceive and interact with information. From immersive gaming adventures to intuitive navigation aids and real-time language translation, the possibilities are limitless with AR glasses.

2. Foldable Smartphones: Redefining Portability and Functionality



In the era of multitasking and on-the-go lifestyles, foldable smartphones emerge as the epitome of versatility. Seamlessly transitioning from a compact handset to a spacious tablet, these devices offer the best of both worlds. With advancements in durability and design, foldable smartphones in 2024 will redefine our expectations of portability and functionality, empowering users to do more with less.

3. Health and Fitness Wearables: Your Personal Wellness Companion



As the pursuit of health and wellness takes center stage, wearable devices continue to evolve as indispensable tools for monitoring and optimizing our well-being. In 2024, health and fitness wearables will transcend mere step counts and heart rate monitoring, incorporating advanced sensors and AI algorithms to provide comprehensive insights into our physical and mental health. From tracking vital signs to analyzing sleep patterns and managing stress levels, these wearables will serve as our trusted companions on the journey to a healthier lifestyle.

4. Home Robots: The Future of Domestic Assistance



Bid farewell to mundane household chores as home robots step into the spotlight in 2024. These sophisticated companions are not only adept at cleaning and organizing but also excel in cooking, pet care, and even providing companionship. Powered by advanced AI and robotics technology, home robots will seamlessly integrate into our daily lives, automating tasks and enhancing our overall quality of life. Whether it's vacuuming the floors or keeping us company during lonely evenings, these robots will redefine the concept of home automation.

5. Smart Home Ecosystems: Creating Connected Living Spaces



In the interconnected world of smart homes, 2024 will witness the rise of comprehensive ecosystems that seamlessly integrate various devices and appliances into cohesive living spaces. Centralized control hubs, interconnected sensors, and AI-powered assistants will orchestrate a symphony of automation, allowing us to effortlessly manage lighting, security, climate control, and entertainment with a simple voice command or tap of a smartphone. With smart home ecosystems, the future of living is not just convenient—it's intelligent.

In conclusion, the gadgets shaping 2024 represent a convergence of cutting-edge technology and human ingenuity, promising to enhance our lives in ways we never thought possible. From the immersive experiences offered by AR glasses to the convenience of foldable smartphones, the journey ahead is brimming with possibilities. So, fasten your seatbelts and get ready to embark on an exhilarating ride into the future of technology.

[By Kaushal Saha , Third Year, AI&DS, Panimalar Engineering College]

"Shantanu Naidu: A Journey of Innovation and Entrepreneurship"

Introduction

In a world where success is often equated with wealth and power, Shantanu Naidu's story stands out as a beacon of hope and compassion. As a young social entrepreneur and the trusted aide of Ratan Tata, Shantanu has channeled his empathy into pioneering initiatives that create profound change. He first captured hearts with Motopaws, a project that saves street dogs from traffic accidents with simple, reflective collars. More recently, his venture GoodFellows is tackling the loneliness epidemic among the elderly by fostering deep, intergenerational friendships. Shantanu's journey from a mechanical engineer to a catalyst for social good shows how true success lies in the positive impact we make on the lives of others. His story is a testament to how passion, purpose, and a genuine desire to help can transform not just individual lives, but entire communities.

The Spark of an Idea



Shantanu Naidu's life took a pivotal turn in 2014, shortly after he graduated with a degree in mechanical engineering from the University of Pune. Working late nights as a junior design engineer at Tata Elxsi, he often encountered a distressing sight on his commute home: street dogs lying dead or injured on the roadside, victims of nighttime traffic accidents. "I felt an immense sense of helplessness every time I saw a dog that had been hit by a vehicle. I knew I had to do something, but I didn't know what," Shantanu recalls. Realizing that poor visibility was the primary cause of these accidents, he devised a simple yet effective solution: reflective collars that make dogs visible to drivers at night. With his engineering skills, Shantanu created these glow-in-the-dark collars, marking the birth of Motopaws. "It wasn't just about saving dogs," he explains. "It was about fostering a sense of safety and compassion in our urban environment."

From Concept to Reality

Turning this idea into reality was no small feat. Faced with limited funding and the high cost of materials, Shantanu and his team turned to their community for support. They collected old denim pants to use as the base for the collars, which were then lined with reflective fabric. This innovative recycling approach not only solved the visibility problem but also gave new life to discarded materials. The first batch of 500 collars distributed in Pune had a profound impact, significantly reducing the number of accidents involving street dogs. The success of Motopaws quickly caught the attention of the media and was featured in Tata Elxsi's newsletter, eventually reaching Ratan Tata, a well-known animal lover.

A Letter to Ratan Tata

Encouraged by his father, Shantanu wrote a heartfelt letter to Ratan Tata, detailing his work with Motopaws. Despite initial hesitation, he sent the letter that would change his life. Two months later, he received an invitation to meet Tata in Mumbai. “I was incredibly nervous, but Mr. Tata’s warmth and genuine interest in my work put me at ease. He was moved by our efforts and offered his support in any way he could,” Shantanu recalls. This meeting marked the beginning of a unique mentorship, with Tata providing not just financial backing but also invaluable guidance and encouragement. With Ratan Tata’s support, Motopaws expanded its reach, distributing thousands of collars across more than 20 cities in India and even internationally. “Mr. Tata’s belief in me and Motopaws was a turning point. It was more than just financial support; it was a validation of our mission,” Shantanu reflects.

Motopaws: A Mission with a Vision



Motopaws operates under the motto “Paws for a Cause,” dedicated to making streets safer for both dogs and humans by preventing accidents caused by low visibility. The reflective collars are designed to be effective yet harmless, ensuring that street dogs are visible to drivers both at night and during the day. Since its inception, Motopaws has distributed thousands of collars, contributing significantly to the reduction of road accidents involving street dogs. The initiative has also brought together a community of volunteers united by their love for animals and their desire to create safer environments. “Motopaws has always been about more than just collars. It’s about bringing people together to protect those who cannot protect themselves. The support we’ve received from volunteers and donors is a testament to the power of collective action,” Shantanu says.

Beyond Motopaws: Shantanu’s Entrepreneurial Journey

Shantanu’s journey did not end with Motopaws. In 2016, he pursued an MBA at Cornell University, following in the footsteps of Ratan Tata, who is also an alumnus. This opportunity allowed Shantanu to refine his business skills and broaden his vision for social impact. After completing his studies, Shantanu joined Tata Trusts as the Deputy General Manager in the chairman’s office. There, he assisted Tata in various business endeavors while continuing to explore innovative ways to contribute to society. Shantanu’s work philosophy, guided by Tata’s teachings, is simple: “Whatever you do, do it with compassion and a genuine desire to help.” During the COVID-19 lockdown, Shantanu launched an online

talk series called "On Your Sparks," aimed at guiding young entrepreneurs. Proceeds from these talks were directed towards funding Motopaws, showcasing Shantanu's ongoing commitment to his cause.

GoodFellows: Tackling Loneliness Among the Elderly

Shantanu Naidu, known for his impactful work with Motopaws in animal welfare, has extended his vision to combat loneliness among elderly individuals through GoodFellows. This initiative fosters genuine intergenerational friendships between young graduates and seniors living alone. GoodFellows goes beyond traditional companionship by creating familial-like relationships akin to grandparents and grandchildren. Selected through rigorous psychometric tests and trained extensively, GoodFellows engage in various activities with their assigned "GrandPals," from daily tasks like grocery shopping and medical visits to tech assistance and simply spending quality time together.

During its pilot phase, GoodFellows has shown significant impact, with participants reporting transformative experiences and deep connections. Safety is ensured through strict protocols and ongoing communication with families, building trust and security in these relationships. Beyond a service, GoodFellows aims to create a supportive community for both GrandPals and graduates, organizing regular gatherings and personalized activities to foster a familial environment. Innovative in its approach, GoodFellows utilizes cutting-edge psychometric assessments and empathy-focused training, setting a precedent for emotional intelligence in social initiatives. As GoodFellows expands, it exemplifies how empathy and innovation can drive meaningful social change by addressing elderly loneliness through genuine connections, illustrating the transformative power of compassion in building a more connected society.

A Memoir of an Extraordinary Friendship



In January 2021, Shantanu published his memoir, "I Came Upon a Lighthouse." The book offers an intimate look into his relationship with Ratan Tata, chronicling their unique friendship and the invaluable lessons he learned from Tata. Through his memoir, readers gain insight into the life of one of India's most influential figures as seen through the eyes of a young prote. "Mr. Tata's mentorship has been a guiding light in my journey. His humility, kindness, and vision have taught me the true meaning of leadership," Shantanu writes.

The Broader Impact: Inspiration and Legacy

Shantanu Naidu's journey is a testament to the profound impact one individual can have on the world. His story inspires us to look beyond our immediate concerns and consider how we can contribute to the well-being of others, whether they are animals or fellow humans. Beyond his life-saving initiative Motopaws, Shantanu's visionary approach extends to combating loneliness among the elderly with his startup GoodFellows. This unique venture fosters genuine intergenerational friendships, pairing young graduates with seniors to provide companionship that goes beyond mere service. Ratan Tata himself has spoken of Shantanu with admiration: "Shantanu embodies the spirit of kindness and innovation. His work with Motopaws and beyond shows us that with empathy and determination, we can create meaningful change in the world." Shantanu's colleagues and peers describe him as a beacon of hope and a role model for aspiring social entrepreneurs. "He has shown us that youth and experience are not mutually exclusive. With passion and purpose, we can all be agents of change," says a colleague from Tata Trusts.

Conclusion

Shantanu Naidu's journey epitomizes the transformative power of compassion and innovation. From his pioneering efforts with Motopaws to his visionary leadership at GoodFellows, Shantanu has exemplified how empathy can drive meaningful change. His dedication to alleviating the plight of street animals and tackling elderly loneliness underscores a profound commitment to the well-being of others. As Ratan Tata aptly describes, "Shantanu embodies the spirit of kindness and innovation. His work with Motopaws and beyond shows us that with empathy and determination, we can create meaningful change in the world." Shantanu's impact extends beyond initiatives; he serves as an inspiration and mentor to aspiring social entrepreneurs, demonstrating that age and experience are no barriers to effecting positive change. Shantanu Naidu perfectly exemplifies the belief that "Success isn't about how much money you make or the power you hold; it's about the positive impact you create in the lives of others". His story challenges us all to think beyond personal gain and consider the broader impact of our actions, affirming that true success lies in making a difference in the world.

[By C.S.Deeptha, Final Year, AI&DS, Panimalar Engineering College]

Delving into the Inner Realms of Creative Writing

Unleashing Creativity: The Art and Spirit of Writing

Amidst the hubbub of academia, the hum of intellectual activity, and the pursuit of knowledge, lies an even deeper silence: creative art. Here, in this sanctuary of imagination, the heartbeat of humanity resonates. Emotion bursts forth like a symphony, colors of feeling swirl and blend, and the tapestry of human experience is meticulously woven into narratives that transcend time. Each stroke of the pen or tap of the keyboard is an act of creation, giving voice to the silent echoes of dreams, fears, and triumphs that define our existence. In this realm, words cease to be mere symbols; they become vessels of meaning, vessels that carry the essence of our shared humanity, offering solace, insight, and illumination to those who dare to listen.

The Essence of Creative Writing

Creative writing is more than just telling a story. It is a true exploration of human nature, a journey into the depths of the mind, an enduring bridge connecting the past, present and future. It comes in many forms and offers a unique perspective on the world. In the flow of the poem, emotions flow like a river, flowing into the soul of the reader, leaving an indelible mark. Here words become music, relating to people's positive experiences.

In the complex plot of the story, the characters bring the familiar and longed for lands. They cross the boundaries of reality and invite readers to walk with them as they navigate the complexities of life. Through trials and triumphs, readers come to understand the universal truths that bind us across time and culture. A blend of fiction and narrative accuracy, nonfiction works depict real-world experiences. Capturing the essence of a personal story, weaving memories, reflections and ideas into a cohesive story that illuminates the person's personality. In these stories, truth becomes a mosaic of perspectives, revealing the complexities of life through the lens of personal experience.

Creative writing, in all its forms, can be a haven for reflection and exploration. It invites writers to explore the depths of their imaginations, where ideas emerge and grow into stories that challenge, inspire and inspire. In these moments of creation, the author becomes the designer of the world, the sculptor of the image, the guardian of a story that affects generations.

As creativity evolves, it reflects the ever-changing nature of society, capturing society's triumphs and struggles, dreams and aspirations. It provides a mirror through which we can reflect on our past, a perspective through which we can examine our present, and how we can navigate the uncertain areas of our lives. Through the simplicity of creative expression, we discover the comfort, connection, and transformative power of storytelling to shape the heart and mind.

The Journey Begins: Finding Inspiration

Every writer begins their journey with a spark of inspiration that ignites the spark of creativity. It can be turned on for a short period of beauty on the city street. The light playing in the rain tray, the laughter of children chasing pigeons, the slow meditation of a lonely man lost in thought. In moments like these, the ordinary becomes magic and the ordinary reveals hidden depths.

Or, you will be inspired by the gentle tug of a forgotten memory, awakened by the scent of the air. The smell of freshly baked bread reminds me of childhood mornings spent in my grandmother's kitchen, the smell of wet earth takes me back to those adventurous days of exploring the forest. These ideas open doors to the past, allowing writers to weave nostalgia and emotion into the fabric of their stories.

But it is not sensitive to external stimuli. It can also come in the form of simple whispering thoughts that are unforgettable, lasting and lasting. Suddenly, in a moment of reflection, a sudden epiphany comes from a story heard on the bus, a dream that persists even when you wake up: an exciting glimpse into a different reality awaiting investigation.

Excellence becomes a chemical process that turns raw glitter into literary gold. It's a very clever technique that weaves threads of ideas, emotions and visions into a narrative style that captures and resonates with readers. Attention to detail brings the characters to life, giving them depth, complexity and relatability. The art of creating a story that flows like a poem is an image that transports readers to distant lands and inner lands.

In the hands of a skilled writer, inspiration transforms the mundane into the extraordinary, transforming everyday experiences into thought-provoking stories that shed light on human nature. Pursuing this essence, writers transcend the boundaries of time and space and create connections with readers who find comfort, inspiration, and understanding in the pages of their stories. Thus excellence and excellence combine to create enduring works of literature, leaving an indelible mark on the hearts and minds of future generations.

The Creative World: The Art of Storytelling

At the heart of creative writing is the profound art of storytelling. This is the alchemy that allows writers to transmute the ordinary and create extraordinary stories. Here, the authors wear the hats of international artists and really design the landscapes of their stories. An artist who shows character and depth; And a master design organizes the flow of words to evoke emotion and understanding.

By choosing words carefully, writers imbue their stories with a distinctive tone that sets the tone and mood of the story. The rhythm of the sentences becomes the music that guides the reader through the peaks and valleys of the plot, creating a rhythm of emotions that resonate with the reader's spirit. The authors have carefully chosen every word and crafted every sentence, aiming to capture the essence of the human experience in all its complexity.

The symbols, the life of the myth, are most evident through simple description and development.

They go from mere imaginations to dynamic people with their own dreams, fears and desires. As readers walk alongside these characters, they see their triumphs and struggles, empathize with their struggles, and celebrate their triumphs. As they traverse the fascinating landscape, readers will discover real-world stories that shed light on human nature: perseverance, love, loss, and the search for meaning.

Creative writing becomes a journey of discovery, an exploration of the human spirit through the lens of storytelling. It invites readers to engage with the plot, but also with the deep emotions, thoughts and reflections that underpin the story. Through the art of fiction, writers create real and meaningful worlds, giving readers a mirror to reflect on their own lives and experiences.

In this way, creative writing is more than just a hobby. It becomes a channel of love, understanding and connection. It bridges the gap between cultures and generations and fosters an understanding of human meaning. As readers immerse themselves in these stories, they are invited to explore the complexities of life, to ponder the mysteries of life, to find solace in the deep truths that bind us all together.

Exploring the Boundaries: Pushing the Limits of Creativity

Creativity thrives in the fertile ground between truth and ambiguity, tradition and creativity. Authors are encouraged to be bold. It's a journey where novice meets novice, where the experienced can push and redefine the boundaries of creativity.

Innovation in creative writing requires a strong desire to challenge existing norms and enter uncharted territory. A bold exploration of ideas that questions, provokes and inspires. Pioneers of the imagination, authors navigate these boundaries with courage and curiosity, challenging expectations and breaking with the limitations of tradition.

In the dance between convention and creativity, writers use the power of ambiguity. Ambiguity is a place where various definitions and ambiguity coexist to stimulate creativity. Here, in the shadow of uncertainty, new stories are born, stories emerge in unexpected ways, and readers are invited to actively participate in the creation of meaning.

With creativity, creative writing becomes a dynamic process of discovery and experimentation. Writers embrace the unknown, embrace risk, and embrace uncertainty as an important part of the creative journey. It is in these moments of exploration and experimentation that the true essence of creative writing is found. It is a testament to the infinite power of the human imagination to imagine worlds yet to be seen and reveal untold truths.

Creative writing not only challenges writers to push the boundaries of storytelling, but also invites readers to embark on their own creative journeys. By offering new perspectives on timeless topics, we spark conversation, inspire passion and compassion. When writers break new ground and create spaces for creativity, they enrich the field of writing and leave a legacy of creativity and inspiration for future generations to explore and develop.

The power of words: influencing hearts and minds.

Words have a profound power: the power to inspire, to provoke thought, to evoke emotions in the human mind. Creative writing takes advantage of this unique potential, allowing writers to use language not only as a communication tool but also as a force for change. In the hands of a skilled communicator, words can go beyond simple statements to become catalysts for change, advocates for justice, and avenues for tolerance in society.

Through the art of creative writing, writers emerge as agents of change, challengers of social norms, and have the courage and confidence to challenge the status quo. It illuminates the complexity of the human experience and offers readers a window into the real and imagined worlds that shape our thoughts and dreams. With the courage to explore the limits of thought and emotion, the author invites reflection and discussion, and promotes love and understanding of different perspectives.

Inventions leave an indelible mark on the hearts and minds of readers, echoing long after the last page has been turned. It challenges readers to rethink their beliefs, question the status quo, and think about new opportunities for themselves and their communities. Through stories of courage, perseverance and overcoming adversity, creative works provide hope and inspiration, reminding us of our humanity and our ability to grow and change.

By resisting social norms and amplifying marginalized voices, creativity becomes a powerful tool for advocacy and social justice. It gives a voice to the silent, shines a light on injustice and calls for love and justice in a noisy world. Weaving the threads of fantasy and reality, the authors shed light on truths that might otherwise be hidden, galvanize movements for social change, and lay the foundation for a more inclusive and compassionate society.

Ultimately, creative writing is more than just telling stories. A call to action, a symbol of the strength of the human spirit, a beacon of hope in times of uncertainty. It challenges us to imagine a world where compassion triumphs over indifference, where diversity is valued, and where all voices have the power to shape the future of our society. Creative writing inspires us to believe in a better world through the transformative power of words and allows us to work for change, one story at a time.

A Call to Creativity: Embracing the Inner Writer

As we navigate the complex college maze of deadlines, exams, and academic goals, it's important to pause and recognize the transformative power of creative writing. Beyond the rigors of academic discourse, creative writing is a haven for the soul—a place where thoughts can wander, thoughts flow, and voice emerges. It's not just a gloss of words, it's a time of dreams, fears, hopes and aspirations. It truly reflects the human experience in all its complexity and beauty.

In the world of creative writing, every writer becomes a global expert, creating stories with truth and depth. With a powerful voice, the writers capture moments of inspiration and relief in stories and poems that inspire laughter, tears and reflection. These stories allow us to explore the depths of humanity, confront the truths of the world, and wrestle with the mysteries of the world.

Let's embrace writing in all of us, not as entertainment or education, but as a valuable form of self-expression and connection. By celebrating our unique voices and perspectives, we enrich human creativity and foster understanding across cultures and generations. Creative writing crosses the boundaries of time and space, creating connections that bring us together as we share experiences of joy, sadness, and strength.

In a world that values empirical evidence and quantitative analysis, creative writing reminds us of the invisible aspects of our collective human experience: the emotions, dreams, and desires that bind us together. It invites us to explore the subtleties of language and the power of storytelling to discover immeasurable but impactful truths.

So, as you navigate your educational journey, remember the profound value of creative writing. Embrace it as a tool of self-discovery, a means of cultural exploration, a beacon of love and understanding in an increasingly connected world. Let's continue to celebrate our humanity through the written word, creating stories that resonate across borders and keep up with the times.

Conclusion: The Heritage of Literary Writing

In this temple where knowledge is celebrated and wisdom is sought, we stop to appreciate the depth of creative writing, a testament to the enduring power of the written word. In the sanctuaries of the university, where ideas are questioned and discoveries made, creative writing becomes a beacon of imagination and a catalyst for new fiction.

The infinite depth of imagination in creative writing goes far beyond the words on the page. It takes readers to places they've never been, challenges perspectives and provokes deep thought. Through the art of storytelling, writers weave stories that cross cultures and generations, capturing the essence of the human experience in its many forms: joy, sadness, victory, and essence.

Let us fuel your creative spirit as you begin your journey to this magnificent building. Let us embrace the pen as a tool of communication and revelation, using its power to reveal truth, provoke thought, and inspire compassion. By nurturing our passion for writing, we not only enrich our own lives but also inspire others with the beauty and brilliance of our words.

To preserve the culture of creative expression and celebrate the diversity of languages and stories that enrich our understanding of the world. We champion creativity as the core of education and foster curiosity, creativity and a love of lifelong learning. As we delve into the world of knowledge and wisdom, let's not forget the profound impact creative writing has on shaping our hearts, minds, and futures.

Creativity guides us in our quest for knowledge, lighting the way to new ideas and discoveries. Through the enduring power of the written word, we hope to create connections across time and space, fostering dialogue, love and understanding in an ever-changing world.

[By KEVIN D S, Third Year, AI&DS, Panimalar Engineering College]

Navigating the AI & Data Science Job Market in 2024

Introduction:

The landscape of AI and Data Science careers in 2024 is characterized by rapid technological advancements and a growing reliance on data-driven decision-making across various industries. The adoption of artificial intelligence continues to reshape business models and create a wealth of opportunities for professionals skilled in these fields. This guide provides an in-depth look at the current job market trends, essential skills, and actionable advice for those looking to make their mark in AI and Data Science.



1. Trends in Job Opportunities

a. Expansion of AI Across Industries

AI is no longer confined to tech companies. Its applications are spreading across diverse sectors, each with unique demands and opportunities:

Healthcare: AI-driven diagnostics, predictive analytics for patient outcomes, and personalized medicine are revolutionizing healthcare delivery. Skills in natural language processing (NLP) for interpreting medical records or image recognition for diagnostics are particularly valuable.

Finance: Automation in fraud detection, algorithmic trading, and customer service chatbots are some areas where AI is making significant inroads. Expertise in financial modeling and regulatory compliance combined with AI skills is highly sought after.



Retail: From personalized shopping experiences through recommendation engines to optimizing inventory management with predictive analytics, retail is harnessing AI to enhance customer engagement and operational efficiency.

Manufacturing: Predictive maintenance using IoT data and quality control through computer vision are examples of AI applications that are enhancing productivity and reducing costs in manufacturing.

Logistics and Supply Chain: AI is optimizing routes, predicting demand, and managing inventories to streamline supply chains. Understanding of logistics processes combined with AI expertise is becoming crucial.

b. Rise of Specialized Roles

As AI technologies become more advanced, the job market is seeing the emergence of specialized roles that focus on distinct aspects of AI and Data Science:

MLOps Engineers: They are critical in the deployment, monitoring, and scaling of machine learning models in production environments. Knowledge of DevOps principles applied to machine learning workflows is essential.

AI Ethics Specialists: With the increasing concern over bias and ethical issues in AI, professionals who can ensure AI systems are fair, transparent, and responsible are in high demand. Familiarity with legal and ethical frameworks surrounding AI is crucial.

Data Engineers: They build and maintain the data pipelines and infrastructure necessary for data science projects. Proficiency in tools like Apache Spark, Hadoop, and experience with ETL processes are key skills.



AI Product Managers: These professionals bridge the gap between technical development teams and business stakeholders, ensuring that AI projects align with business goals. They need a mix of business acumen and technical understanding of AI capabilities.

c. Remote and Hybrid Work Models

The shift towards remote and hybrid work has significantly impacted the AI and Data Science job market:

Remote Opportunities: Companies are increasingly open to hiring talent regardless of geographical location, broadening the job market for AI and Data Science professionals globally.

Hybrid Work Models: Many organizations are adopting flexible work arrangements that combine remote and in-office work, offering professionals more flexibility while maintaining some level of on-site collaboration.

Global Teams: The rise of remote work facilitates the formation of global, distributed teams, allowing organizations to tap into diverse talent pools and professionals to work with international teams.

2. Skills in Demand

a. Technical Proficiencies

The technical skillset required for AI and Data Science roles continues to evolve. Mastery of the following areas is crucial for staying competitive:

Programming Languages: Python remains the dominant language due to its versatility and extensive libraries for AI and data analysis. R is also popular for statistical analysis and data visualization. SQL is essential for querying and manipulating databases.

Machine Learning Frameworks: Familiarity with frameworks like TensorFlow and PyTorch is crucial for developing and deploying machine learning models. Scikit-learn is widely used for implementing traditional machine learning algorithms.

Data Manipulation and Analysis: Proficiency in using libraries such as Pandas and NumPy for data manipulation and analysis is vital. Skills in data visualization tools like Matplotlib, Seaborn, or specialized tools like Tableau can significantly enhance your ability to communicate insights.

Cloud Computing: Knowledge of cloud platforms such as AWS, Google Cloud, or Azure is increasingly important as AI and data science workflows often require scalable computing resources. Understanding how to use these platforms for data storage, processing, and model deployment is a valuable skill.

b. Soft Skills

In addition to technical expertise, soft skills are crucial for success in AI and Data Science roles:

Problem-Solving: The ability to approach complex problems methodically and come up with innovative solutions is essential. This involves not just technical skills but also critical thinking and creativity.

Communication: Effective communication skills are needed to translate complex technical findings into actionable insights for non-technical stakeholders. This includes both written and verbal communication.

Collaboration: AI and Data Science projects often involve cross-functional teams. The ability to work effectively with colleagues from different disciplines, such as software development, business analysis, and operations, is crucial.

Adaptability: The AI and Data Science fields are rapidly evolving. Professionals must be able to adapt to new technologies, methodologies, and industry trends.

c. Emerging Competencies

As the field progresses, new areas of expertise are emerging:

Generative AI: Skills in developing and managing AI models that can generate new content, such as GPT-4 for text generation or GANs for image synthesis, are becoming increasingly valuable.



AI Ethics and Fairness: Understanding and addressing the ethical implications of AI, including issues of bias, transparency, and accountability, is becoming a critical competency.

Automated Machine Learning (AutoML): Knowledge of tools and techniques that automate the model selection, hyperparameter tuning, and deployment processes can significantly enhance productivity and effectiveness.

3. Preparing for Interviews and Building a Strong Resume

a. Resume Tips

Crafting a compelling resume is the first step in landing a job in AI and Data Science. Here are some key tips:

Highlighting Technical Projects: Include detailed descriptions of projects you have worked on, focusing on the technologies used, your role, and the outcomes achieved. Use specific examples to demonstrate your technical skills and problem-solving abilities.

Quantifying Achievements: Where possible, use metrics to quantify your contributions. For example, “Improved model accuracy by 15%,” or “Reduced data processing time by 30%.” This provides concrete evidence of your impact.

Tailoring to the Role: Customize your resume for each job application, highlighting the skills and experiences that are most relevant to the specific role. Use keywords from the job description to align your resume with what the employer is looking for.

b. Interview Preparation

Preparing for AI and Data Science interviews involves a mix of technical and behavioral preparation:

Technical Interviews: Expect to be tested on your coding skills and understanding of algorithms. Practice common data structures and algorithms problems, and be prepared to write and explain code during the interview. Websites like LeetCode and HackerRank offer valuable resources for practice.

Case Studies: Many interviews include case study questions where you are asked to solve a real-world problem. Practice structuring your approach to these problems, including defining the problem, outlining your methodology, and discussing potential solutions.

Behavioral Interviews: These interviews assess your soft skills, such as teamwork, leadership, and how you handle challenges. Prepare examples from your past experiences that demonstrate these qualities, using the STAR (Situation, Task, Action, Result) method to structure your answers.

c. Portfolio Development

Having a strong portfolio can set you apart from other candidates. Consider the following:

GitHub Repositories: Maintain a well-organized GitHub repository showcasing your projects.

Include detailed README files that explain the project's purpose, technologies used, and instructions for running the code.

Kaggle Competitions: Participating in Kaggle competitions can demonstrate your problemsolving skills and ability to work with real-world data. Highlight your participation and any achievements in your portfolio.

Personal Website or Blog: Creating a personal website or blog to showcase your work, share insights, and write tutorials can enhance your personal brand and visibility in the field.

4. Insights from Industry Professionals

a. Interview with a Data Scientist

Data scientists play a crucial role in interpreting data and deriving actionable insights. Here's a look into their day-to-day experiences:

Daily Responsibilities: Data scientists often spend their time cleaning and preparing data, developing and testing models, and collaborating with other teams to implement data-driven solutions. They must stay updated with the latest tools and techniques in the field.

Challenges Faced: Common challenges include dealing with messy or incomplete data, ensuring model accuracy and fairness, and communicating findings to stakeholders who may not have a technical background.

Staying Motivated and Learning: Continuous learning is key. Engaging in ongoing education, participating in conferences, and being involved in the data science community help maintain motivation and stay on the cutting edge of the field.

b. Advice from a Hiring Manager

Hiring managers in AI and Data Science roles provide valuable insights into what they look for in candidates:

Key Qualities: Hiring managers value candidates who show a deep understanding of both the theoretical and practical aspects of AI and Data Science, a proven ability to solve real-world problems, and strong communication skills.

Common Pitfalls: Candidates often fall short by failing to articulate their problem-solving process clearly, not preparing adequately for technical interviews, or having a generic resume that doesn't highlight relevant experiences and skills.

[By V.MANIKANDAN, Final Year, AI&DS, Panimalar Engineering College]

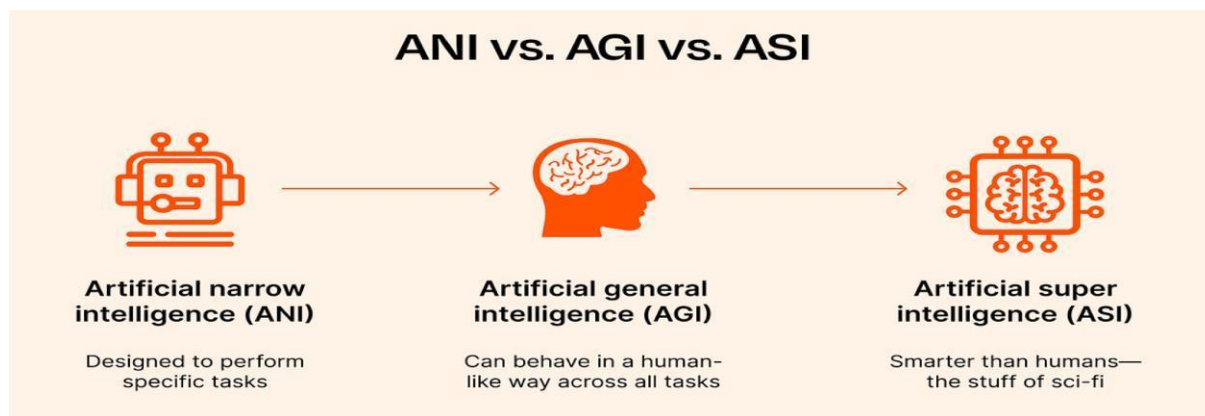
Artificial General Intelligence: A New Era of Innovation

Imagine a personal assistant capable of managing schedules, responding to emails, understanding emotions, and adapting to changing preferences. This assistant drafts reports, tailors learning experiences, and offers advice, all with the efficiency of a machine. This vision isn't human but machine-based Artificial General Intelligence (AGI), ready to revolutionize personal and professional support with unparalleled precision and adaptability.

What is Artificial General Intelligence?

Artificial general intelligence (AGI) refers to the hypothetical intelligence of a machine that possesses the ability to understand or learn any intellectual task that a human being can. It is a type of artificial intelligence (AI) that aims to mimic the cognitive abilities of the human brain.

To understand the progression of AI, consider the following flow:



Artificial Narrow Intelligence (ANI): Current AI systems that excel at specific tasks, such as image recognition or natural language processing.

Artificial General Intelligence (AGI): The next level of AI that aims to perform any intellectual task that a human can.

Artificial Super Intelligence (ASI): Hypothetical AI surpassing human intelligence in all domains.

Unlike Narrow AI, which specializes in specific tasks like image recognition or language translation, AGI seeks to generalize knowledge and apply learning across diverse domains. This distinction between AGI and Narrow AI is crucial for understanding the future potential and current limitations of AI technologies.

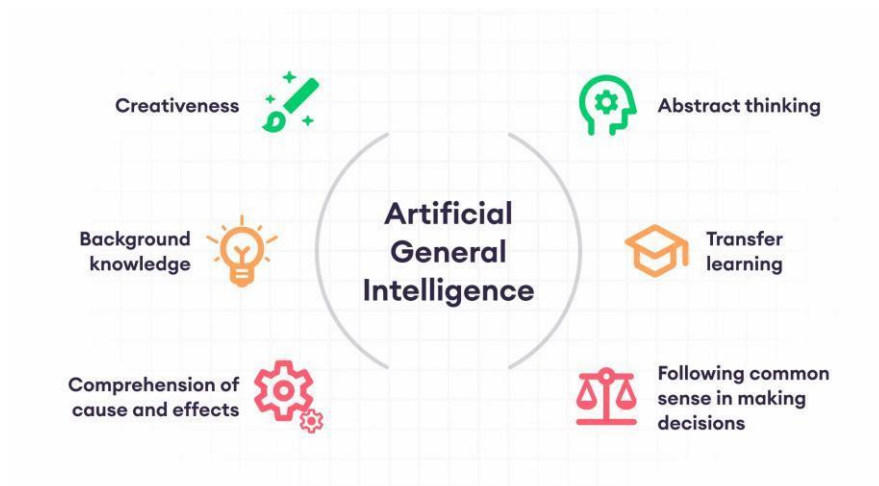
Difference between ANI and AGI

What is the difference between AI and AGI?

Characteristic	Artificial Intelligence (AI)	Artificial General Intelligence (AGI)
Purpose	Designed for specific tasks	General intelligence across domains
Learning	Narrow and domain-specific	General and cross-domain learning
Reasoning	Limited to the trained domain	Flexible reasoning and problem-solving
Adaptability	Limited adaptability	Highly adaptable to new situations
Consciousness	No self-awareness or emotions	Potential for self-awareness/emotion

Essential Attributes of AGI

Not every AI system can qualify as an Artificial General Intelligence (AGI). AGI systems must possess specific essential attributes that enable them to mimic and potentially exceed human-like cognitive abilities. And the attributes are listed in the below image



Imagine AGI as a complex puzzle where each piece represents a fundamental capability crucial for achieving true artificial general intelligence.

1. Abstract Thinking

AGI systems must be capable of abstract thinking, allowing them to understand concepts beyond concrete objects or specific instances. This includes reasoning about ideas, principles, and hypothetical scenarios that may not have direct physical representation.

2. Background Knowledge:

AGI requires a comprehensive repository of background knowledge. This encompasses a broad understanding of various domains, facts, relationships, and contextual information that form the basis for intelligent decision-making and problem-solving.

3. Common Sense Reasoning:

AGI should exhibit common sense reasoning capabilities, enabling it to make intuitive judgments, infer causality, predict outcomes, and navigate everyday situations based on implicit knowledge and societal norms.

4. Understanding Cause and Effect:

AGI systems need to comprehend cause-and-effect relationships in diverse contexts. This involves recognizing how actions lead to specific consequences and understanding the ripple effects of decisions in complex systems.

5. Creativeness:

It refers to the ability of an intelligent system to generate novel ideas, solutions, or outputs that are both original and valuable within a given context.

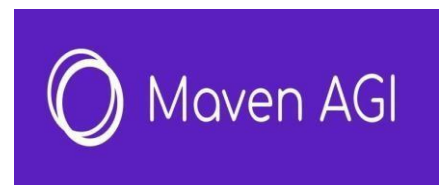
6. Transfer Learning:

AGI should possess transfer learning abilities, allowing it to apply knowledge and skills learned from one task or domain to solve new problems or tasks in different contexts efficiently. This capability facilitates adaptive learning and flexibility in handling novel situations.

AGI Applications: Transforming Industries

1. MavenAGI launches automated customer support agents powered by OpenAI

MavenAGI is a new software company for the AI era. They recently launched an AI customer service agent, built on the flexibility of GPT-4, which a number of companies like Tripadvisor, Clickup and Rho are already using to save time and better serve their customers.



2. Dive into AGI in Virtual Human-Centric Healthcare.

AGI aims to revolutionize personalized medicine by developing treatment plans that adapt as patients' health conditions change. This innovation could enable healthcare providers to make real-time adjustments to treatments, enhancing patient outcomes and optimizing healthcare delivery efficiency.



3. AGI for Space Exploration

Imagine telescopes empowered by AGI that dynamically adjust to cosmic changes. This breakthrough enables them to continually enhance data collection and analysis. These telescopes capture sharper images and uncover elusive celestial events, significantly advancing our understanding of the universe. AGI transforms the observation of celestial bodies, revealing the intricate interactions of distant galaxies and unveiling the mysteries of the cosmos.



AGI in Action

"It has become clearer that the next generation of services requires building full general intelligence. Building the best AI assistants, AIs for creators, AIs for businesses and more." remarked **Mark**

Zuckerberg, CEO of Meta (formerly Facebook). He announced Meta's plans to develop Artificial General Intelligence (AGI) and make it open-source for public use. Zuckerberg highlighted AGI's role in advancing AI chatbots and assistants, aiming to deliver superior tools across various industries. His vision includes responsibly open-sourcing AGI to ensure widespread benefits.

Sam Altman, CEO of OpenAI, echoed this ambitious stance, stating, **"I Don't Care If We Burn \$50 Billion a Year, We're Building AGI."** Altman emphasized OpenAI's commitment to AGI development, foreseeing its potential to surpass current AI capabilities and revolutionize sectors such as healthcare and space exploration. This commitment has sparked discussions on the future implications of AGI and its societal impact.

Impact of AGI on Jobs: Insights from Countdowns Blog

According to Countdowns Blog published on May 22, 2024, Artificial General Intelligence (AGI) is set to revolutionize the job market. The blog outlines 22 jobs that AGI could potentially replace, including data entry, telemarketing, and customer service representatives. Conversely, AGI is expected to create new opportunities, such as roles in AI expertise, training, and algorithm engineering. As industries prepare for these transformations, there's an increasing emphasis on reskilling and education to align with the evolving demands of AI technology. This dual impact underscores the need for proactive measures to navigate the changing job landscape in the age of AGI.



AI crisis Manager



AI Psychologist



Prompt Engineer



AI Proof Reader



AI Stress Tester



AI Lawyer

Conclusion

The path to Artificial General Intelligence (AGI) is marked by diverse perspectives and technological advancements. While recent strides in generative AI and neuromorphic computing show promise, challenges like ethical considerations and the need for human oversight persist. As researchers continue to push boundaries, the future of AGI holds transformative potential across industries, though significant hurdles remain before its full realization.

[By ROHINI SANGEETHA M , Final Year AI&DS]

ENTREPRENEURSHIP STORIES

An entrepreneur is a person who starts a new company, taking on the most of the risks and reaping the majority of the benefits. Entrepreneurship is the process of starting a business. Whether they launch their company as a side project or a full-time endeavour, entrepreneurs essentially assume the risk and adventure of creating a new enterprise.

HERE ARE SOME INSPIRING ENTREPRENEURSHIP STORIES •

MELANIE PERKINS (CEO AND CO FOUNDER OF CANVA)

INTRODUCTION

Australian technology entrepreneur Melanie Perkins was born in 1987. She co-founded and chief executive of Canva with Cliff Obrecht and currently serves as its CEO. Perkins, As the youngest CEO of a tech start-up valued over A\$1 billion

EARLY LIFE

Melanie Perkins, born in 1987 in Perth, Western Australia, is a woman with Filipino and Sri Lankan ancestry. She attended Sacred Heart College and dreamed of becoming a professional figure skater. At 14, she launched her first company, selling handcrafted scarves. " Perkins, a graduate of The University of Western Australia, she was also a private tutor for graphic design students, observed the challenges they faced in learning software like Adobe Photoshop, stating it often took a semester to become familiar with the fundamentals., she aimed to streamline the design process by creating a design platform that didn't require prior technological knowledge. At 19, she left university and founded Fusion Books with Cliff Obrecht.



CAREER

Perkins and Obrecht established Fusion Books in 2007. With the help of a straightforward drag-and-drop tool and a library of design templates that could be customized with images, fonts, and graphics, Fusion Books enabled students to create their own school yearbooks. At first, Perkins intended to create software that would simplify the entire design process, but she eventually decided that "it did not seem the logical

thing to do" because of the competition from big businesses and her lack of funding. Perkins's mother was a teacher who oversaw the yearbook committee at the school. When Perkins realized how much work went into designing a yearbook, he reasoned that yearbooks would be an excellent sector to test the Canva idea in due to their high consumer friction

Fusion Books, founded by Perkins and Obrecht in 2007, offers a user-friendly tool for students to create their own school yearbooks. Initially aiming to simplify the design process, Perkins chose to test the Canva idea in yearbooks due to high consumer friction and competition from big businesses.



FORMATION OF CANVA

Perth was the initial home for Perkins and Obrecht, who initially faced rejection from over a hundred local investors. In 2011, they presented the original Canva concept to Bill Tai, a renowned investor, and other venture investors. Despite not receiving any investment, they attended Tai's investor and startup founder gatherings. Rasmussen, as a tech adviser, introduced Perkins and Obrecht to Cameron Adams, a former Google employee. Adams initially hesitated but agreed to join Canva while raising funds for his own software company. Perkins is the CEO of one of the few profitable "unicorn" start-ups. Forbes calculated her net worth to be \$3.6 billion as of November 2023. She continued to serve as Canva's CEO and held about 18% of the business. She was included in the 2023 Financial Review Rich List

SUCCESS FACTORS OF CANVA

Canva's success can be attributed to its innovative approach to design technology, user centric focus, strategic partnerships, strong leadership, and commitment to empowering users globally. These factors have positioned Canva as a leader in the graphic design industry and continue to drive its growth and influence.

· PHILIP HAMPSON KNIGHT (FOUNDER AND CHAIRMAN OF NIKE)

INTRODUCTION

Philip Hampson Knight (born February 24, 1938) is an American billionaire business magnate who is the co-founder and chairman emeritus of Nike, Inc., a global sports equipment and apparel company. He was previously its chairman and CEO. Knight is a graduate of the University of Oregon and the Stanford

Graduate School of Business. He was part of the track and field club under coach Bill Bowerman at the University of Oregon with whom he would later co found Nike.

EARLY LIFE AND EDUCATION

Phil Hampson Knight, born in 1938 in Portland, Oregon, was a successful newspaper publisher and middle-distance runner. He worked at the rival Oregonian and earned a B.B.A. from the University of Oregon. Knight was a member of Phi Gamma Delta fraternity and was a Distinguished Military Graduate. He won varsity letters for his track performances and founded an American running team called Athletics West in 1977.



CAREER

After graduating from the University of Oregon, Knight served in the Army and later studied at Stanford Graduate School of Business. He aimed to import high-quality, low-cost running shoes from Japan into the American market, earning a master's degree in business administration. After graduation, Knight discovered Tiger brand running shoes in Kobe, Japan, and after meeting with Onitsuka Co., he secured distribution rights for the western United States, impressing Onitsuka with their quality and low cost. Knight received Tiger samples, which took over a year to arrive. He sent two pairs to Bowerman at the University of Oregon, hoping for sales and endorsement. Bowerman ordered the shoes and the two men agreed to a partnership by handshake on January 25, 1964, the birth date of Blue Ribbon Sports, the company that would later become Nike.



Knight's first sales were made using a storied green Plymouth Valiant at Pacific Northwest track meets, enabling him to leave his accountant job and work full-time for Blue Ribbon Sports by 1969. Jeff Johnson, Nike's first employee, suggested the name "Nike" after the Greek goddess of victory, leading to the renaming of Blue Ribbon Sports in 1971.

Nike's "swoosh" logo, now a valuable symbol, was commissioned in 1971 for \$35 from Carolyn Davidson. In 1983, Davidson was given undisclosed Nike stock, and in 2011, Knight claimed he gave her "a few hundred shares" when the company went public. Nike, Knight developed personal relationships with some of the world's most recognizable athletes, including Michael Jordan and Tiger Woods. Post Nike CEO role Knight contributed significantly to the defeat of Oregon Ballot Measures 66 and 67 in 2009-2010. In 2015, he stepped down as Nike chairman, and in 2016, he retired. In 2017, he returned to play in the Phil Knight Classic.

SUCCESS FACTORS OF NIKE

Strong Brand Identity, Innovative Products, Effective Marketing Strategies, Strong Retail Partnerships, Sustainability Efforts, Digital Transformation, Collaborative Culture, Strategic Acquisitions, Global Reach, Financial Performance

CONCLUSION:

Melanie Perkins is a shining example of what can be achieved with a young vision, unwavering work ethic, and a drive to democratize design. Her transformation from an idea rich college student to the CEO of a \$6 billion corporation serves as an inspiration to business owners everywhere. The success of Canva serves as a constant reminder that creativity has no boundaries!

Nike's success can be attributed to its commitment to innovation, quality, and customer satisfaction. From humble beginnings as a small startup to its current status as a global athletic powerhouse, Nike continues to inspire generations of athletes and fashion enthusiasts alike.

Becoming an entrepreneur involves a mix of factors. Personal characteristics include passion, risk tolerance, resilience, creativity, decision making, leadership, industry knowledge, financial literacy, marketing, sales, technology skills, and external factors like market demand, resources, economic conditions, ethics, and business plan. Developing yourself in all these factors will enhance your chances of becoming a successful entrepreneur. Remember that becoming an entrepreneur is a dynamic journey that requires for constant learning, flexibility, and determination.

[JAYASREE.M, Third Year AI&DS, Panimalar Engineering College]