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SSSUTMS *eKnowledge*

SRI SATYA SAI UNIVERSITY
OF TECHNOLOGY AND MEDICAL SCIENCES
Where talent meets opportunity

Guided By :

Dr Mukesh Tiwari,
Professor, VC
Sri Satya Sai University of Technology and Medical
Sciences, Sehore (MP)

Prepared By :

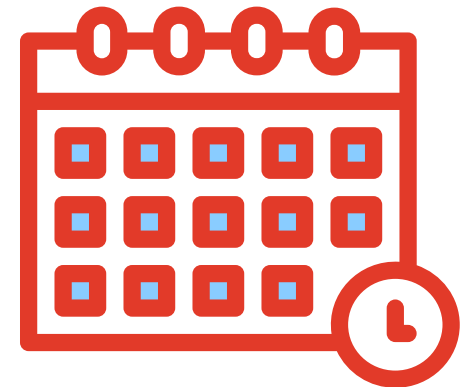Dr Ajay Kumar Choubey
Associate Professor

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स्टूडेंट्स, फैकल्टी या यूनिवर्सिटी से जुड़े सभी, अपनी रचना, शोध, करियर, स्टार्टअप या एज्युकेशन से जुड़े लेख को शेयर करने के लिए, नीचे दिए ईमेल पर संपर्क करे -

✉ info@sssutms.co.in

a1ja1y@yahoo.co.in

Academic Activity

Visit of NASSCOM Regional Head

futureskills® prime

A MeitY - nasscom Digital Skilling Initiative

Joint Initiative of

MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY GOVERNMENT OF INDIA | **nasscom**

Mr. Sachin Mhaske, Regional Head, West, NASSCOM, visited Sri Satya Sai University of Technology and Medical Sciences, Sehore (MP) on Friday, September 22, 2023. The purpose of this visit was to raise awareness among the university's students and faculty about **NASSCOM's initiative, Futureskills Prime.** Futureskills Prime is a joint initiative by **MeitY** and NASSCOM, aimed at providing advanced skill-based online courses. A collaboration has been established between NASSCOM and the university to offer these courses. These courses will equip students with advanced skills and provide placement support to enhance their career outcomes.

Academic Activity

eLearning

Proud Moment

Student Activity

Student Selected As UGC - NEP SAARTHI

यूजीसी-एनईपी सारथी एम्बेस्डर सूची में श्री सत्य सांई यूनिवर्सिटी के तीन छात्र

भोपाल| विश्वविद्यालय अनुदान आयोग (यूजीसी) द्वारा राष्ट्रीय शिक्षा नीति में विभिन्न सुधारों एवं जागरूकता पैदा करने के लिए छात्रों की भागीदारी सुनिश्चित की है। यूजीसी नई दिल्ली द्वारा सभी उच्च शिक्षण संस्थानों में राष्ट्रीय शिक्षा नीति को लागू करने इसकी सही जानकारी तथा लाभ छात्र/छात्राओं तक पहुचाने के उद्देश्य से देश के समस्त विश्वविद्यालयों में से 721 छात्र/छात्राओं

Nominated As UGC
"NEP SAARTHI"
UGC Initiative

Divyansh Vyas · Vishal Mishra · Masroor Bin Shafi

की सूची तैयार की गई। इन्हें यूजीसी द्वारा एनईपी सारथी या छात्र राजदूत कहा जा सकता है। ये सभी छात्र/छात्राएं देश के प्रतिष्ठित उच्च संस्थान जैसे दिल्ली विश्वविद्यालय, इंस्टीट्यूट ऑफ टेक्नोलॉजी एण्ड एजुकेशन गुजरात, सेंट्रल यूनिवर्सिटी ऑफ तमिलनाडु, इंटरनेशनल इंस्टीट्यूट ऑफ इनफॉर्मेशन टेक्नोलॉजी, कलिंगा यूनिवर्सिटी, नेशनल लॉ यूनिवर्सिटी भोपाल तथा अन्य विश्वविद्यालय/महाविद्यालय से हैं। इसी श्रृंखला में श्री सत्य सांई प्रौद्योगिकी एवं चिकित्सा विज्ञान विश्वविद्यालय सीहोर का भी नाम एनईपी सारथी की सूची में शामिल हुआ है। सत्य सांई विश्वविद्यालय के तीन छात्र दिव्यांश व्यास, विशाल उमेश मिश्रा एवं मसरूर बिन साफी को एनईपी सारथी चयनित किए गए। छात्रों को विश्वविद्यालय के कुलपति प्रो. मुकेश तिवारी एवं विश्वविद्यालय के चेयरमैन डॉ. सुनील कपूर ने बधाई दी।

दैनिक भास्कर

Proud Moment

Student Activity

Congratulations

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Nominated As UGC
"NEP SAARTHI"
UGC Initiative

Divyansh Vyas   **Vishal Mishra**   **Masroor Bin Shafi**

CONGRATULATIONS

Research Activity

INTELLECTUAL PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS
GEOGRAPHICAL INDICATIONS
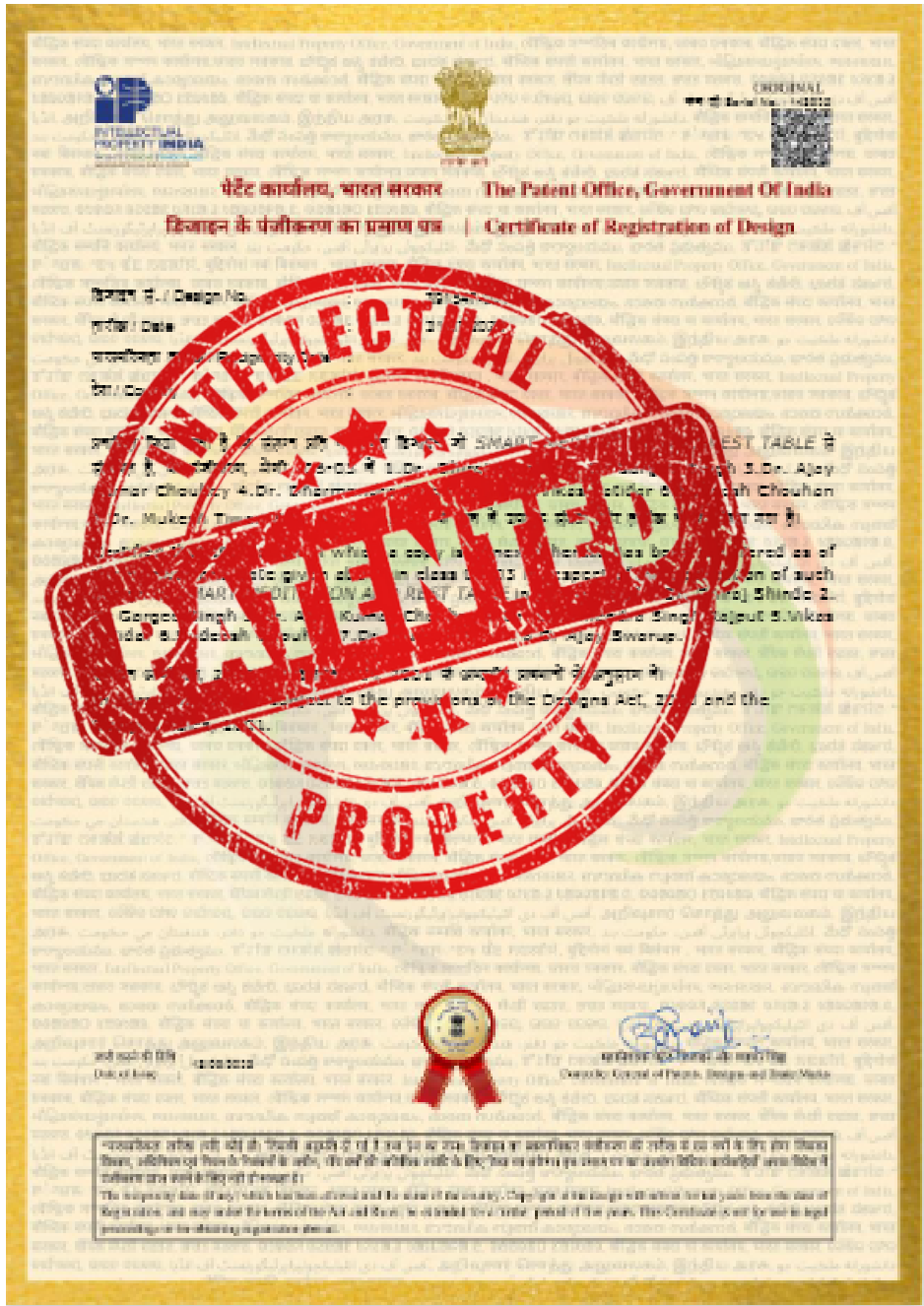
Patent Applicant & Innovator

Dr. MUKESH TIWARI
Dr. DHIRAJ SHINDE
**Dr GARGEE SINGH**
Dr AJAY SWARUP

Congratulations

Our institution's teachers and students are always eager to innovate. In this direction, the university's professors have recently got a new patent, which is in the domain of 'Smart Meditation'. This is expected to be highly useful in practical applications.

Research & Publication Activity

Dr. Ajay Kumar Choubey from SSSUTMS University received the "Innovation Award" at the 10th Vigyan Mela organized by MPCST.
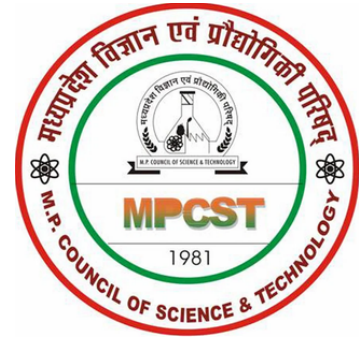
Supermagnetic Devices through Waste: Unlocking the Green Revolution" has been written by **Dr. Anuradha Devi and Dr. Manoj Kumar Gandwane.**

kindleunlimited

Supermagnetic Devices through Waste: Unlocking the Green Revolution

Sri Satya Sai University of Technology and Medical Sciences

Anuradha Devi
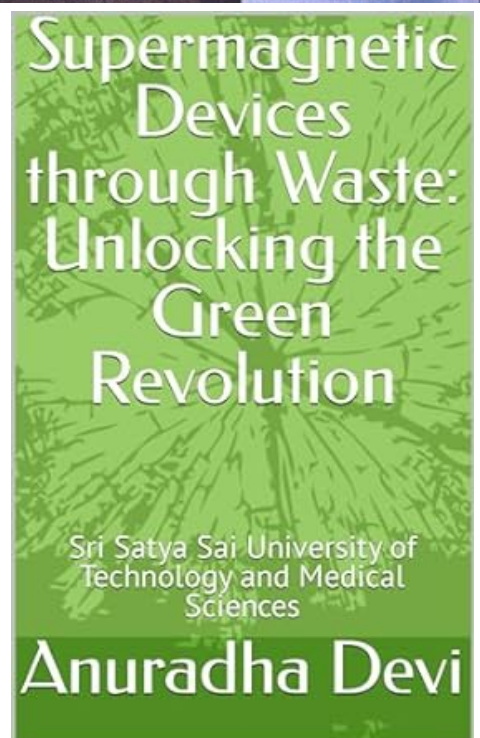
Academic Activity

Workshop

The NASSCOM Regional Head held a workshop with the university's faculty and students, providing them with comprehensive information about the FutureSkills Prime initiative. Students were encouraged to ask questions, to which they responded eloquently. The faculty also had their queries addressed and resolved.

Academic Activity
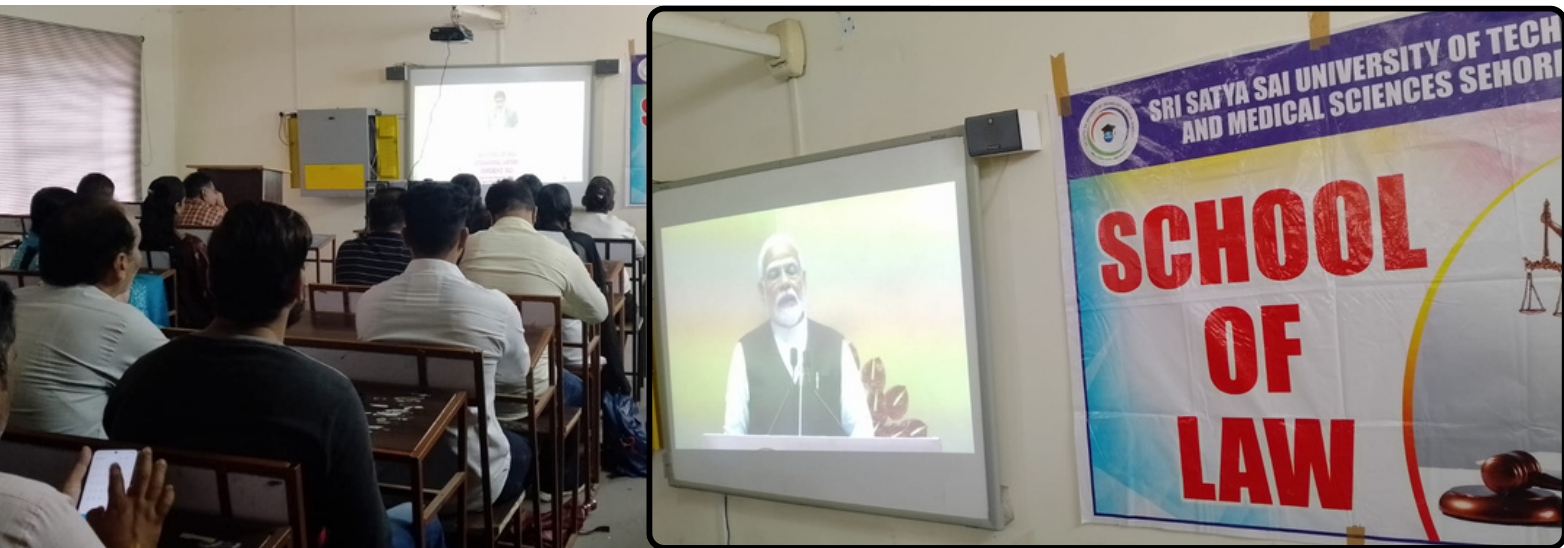
On 23 September 2023, the two-day International Lawyers Conference organized by the Bar Council of India at Vigyan Bhawan, New Delhi was inaugurated by Honorable Prime Minister Shri Narendra Modi, Honorable Dr. Justice D. Y. Chandrachud, Chief Justice of the Supreme Court and members of the legal fraternity from India and abroad. Completed in the presence of distinguished guests. Witnessing this, all the students of Schhool of Law and Faculty of Sri Satya Sai University of Technology and Medical Sciences, Sehore (M.P.), joined through virtual medium in the seminar hall. A lot of enthusiasm was seen among the students to listen to the Prime Minister and the Honorable Chief Justice of India.

Dr. Santosh Jagwani
Associate Professor
(Education)
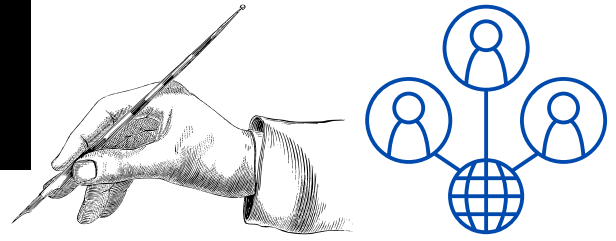
Backings of Social Networking Sites

Social Networking Sites are internet based communication and deals with interactions between people using online mode. These types of interactions are made possible if they have similar interest and information for sharing. **SNS permits free flow of communication,** leading to new and varied information. Such interactions enable better input of ideas, discussions and relevant contributions to the queries asked in the forum. It permeates beyond structural boundaries and reaches out to build rich data base thus improving networking among the clients. It targets a wide audience from different fields like education, entertainment, business, governmental organization, Non-Governmental Organizations, scientific communities and social groups.

Communication is an essential component of social networking. Human discoveries have enabled the enhancement of communication systems from cave drawings and paintings to oral, print and internet communication. This also brought about change in the **style of communication and interactions**, social networking led to many forms of communication. As times changed, the way men interacted also changed. With the advent of the computers and the internet, the communication was mainly through E-mail.

Social networking is a way for **one person to meet up with other people** on the Internet. People use social networking sites for meeting new friends, finding old friends, or locating people who have the same problems or interests they have.

Social networking sites help us to make a public profile, make a list of people we want to share or connect with and at the same view our friends list. We can also upload pictures, audio/video content and are allowed to change our profile or modify it from time to time. Many sites allow users to post blog entries, search for others with similar interests and compile and share lists of contacts.

To protect user privacy, **social networks have controls that allow users to choose who can view their profile, contact them, and add them to their list of contacts and so on.**
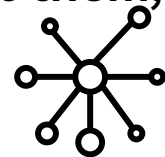
 One of the biggest uses of SNS in education that how it has made it possible for the shy and introverted child in the classroom to be more vocal with his ideas and opinions on the internet. He/she doesn't feel threatened or frightened like what he /she may be experiencing in the classroom. It has opened up a huge world for these children who otherwise would feel left out in the classroom situation. SNS also has helped **today's generation** to develop technical and social skills which can be transferred to their daily life areas. As teachers, when we are able to create an interest among our students by using the medium of social networking to provide learning experiences to them, teaching and learning become more meaningful, fun and relevant. Curriculum uses of social networking services can also include sharing curriculum-related resources provide new opportunities for enriching existing curriculum through creative, authentic and flexible, non-linear learning experiences.

Social networking sites allow for broadcast similar to live radio and television broadcast wherein users can contribute content, and upload it at the same time. Twitter was the first social networking site to do this, Social networking sites not only help individuals to build interactions or networking, but also groups or communities. The latest trend in this is where companies are merging business needs and experiences by building interactive communities online. Many provide specialized networking tools and applications that can be accessed via their websites.

Since social networks only need internet which is available at low cost, it is useful to the entrepreneurs and small –time business people to expand their contact and also conduct business. These sites also help put up banners and text advertisements for the business communities. Social networking works on a global scale so one can imagine the impact of these advertisements on a global scale.

Social networks not only allow people to meet and communicate with strangers, but they also let users organize and make visible their social networks. In many ways, social media has led to positive changes in the way people communicate and share information. SNS and the use of internet has helped in creating a lot of awareness about the events and happenings outside of their limited world. They have learnt to see that the problems they face exist everywhere and also there are problems in the world apart from their own. It helps them to understand the world and its problems in a better way. Social Networking Sites help children to think and resolve issues that can be beneficial to them and others. It helps to develop a sense of collaboration among them where they can see themselves in others and are able to be a part of the solution rather than the problem.

Boundaries of the world are shrinking and we talk of global citizens. SNS helps in improving the world awareness. Earlier children were not keen on knowing about the political, social, economic, health problems of people around the world. But SNS has opened up this world to them and they have become aware citizens of the world.

Branding on Social Media: The Power of Digital Presence

Dr. Dharmendra Singh Rajput,
Professor,
Mechanical Engineering

In the age of digital communication, social media has emerged as a game-changer in the world of branding. With billions of users worldwide, platforms **like Facebook, Instagram, Twitter, and LinkedIn** have become indispensable tools for businesses looking to establish and strengthen their brand identity.

One of the most **significant advantages** of branding on social media is the ability to reach a vast and diverse audience. These platforms provide businesses with an opportunity to connect with potential customers from **various demographics, regions, and backgrounds**. Through targeted advertising and **content creation, brands** can tailor their message to specific audiences, ensuring that their brand resonates with the right people.

Moreover, social media allows for real-time interaction with customers. Brands can engage with their audience through comments, direct messages, and live chats, creating a sense of community and fostering customer loyalty. Timely responses to inquiries and feedback also enhance a brand's reputation for excellent customer service.

The **visual nature** of many social media platforms, such as Instagram and Pinterest, makes them ideal for showcasing a brand's products or services. Through captivating imagery and videos, businesses can convey their brand's personality and value proposition effectively.

Consistency is key in branding, and social media provides a platform to maintain a consistent brand image. Through consistent posting schedules, messaging, and visual aesthetics, brands can create a cohesive online presence that strengthens their identity and makes them more memorable to their audience.

In conclusion, branding on social media is a potent tool for businesses to establish, promote, and maintain their brand identity. It offers a unique opportunity to engage with a vast audience, build brand loyalty, and showcase products or services in an engaging way. As social media continues to evolve, companies that invest in their digital presence will undoubtedly reap the rewards of a strong and memorable brand.

SSSUTMS University is continuously working on enhancing students' skills and providing placement support. Keeping this in mind, the University is organizing an expert talk on October 6, 2023, at 2:30 PM.

SRI SATYA SAI UNIVERSITY
OF TECHNOLOGY AND MEDICAL SCIENCES

जरुरी - इस पुस्तिका में सभी लेख और तथ्य, कई सामग्रियों के अध्ययन के बाद लिए गए है, साथ ही ये लेखक की अपनी सोच है, पाठक इस पर अपनी राय अपने विवेक से लें . - धन्यवाद