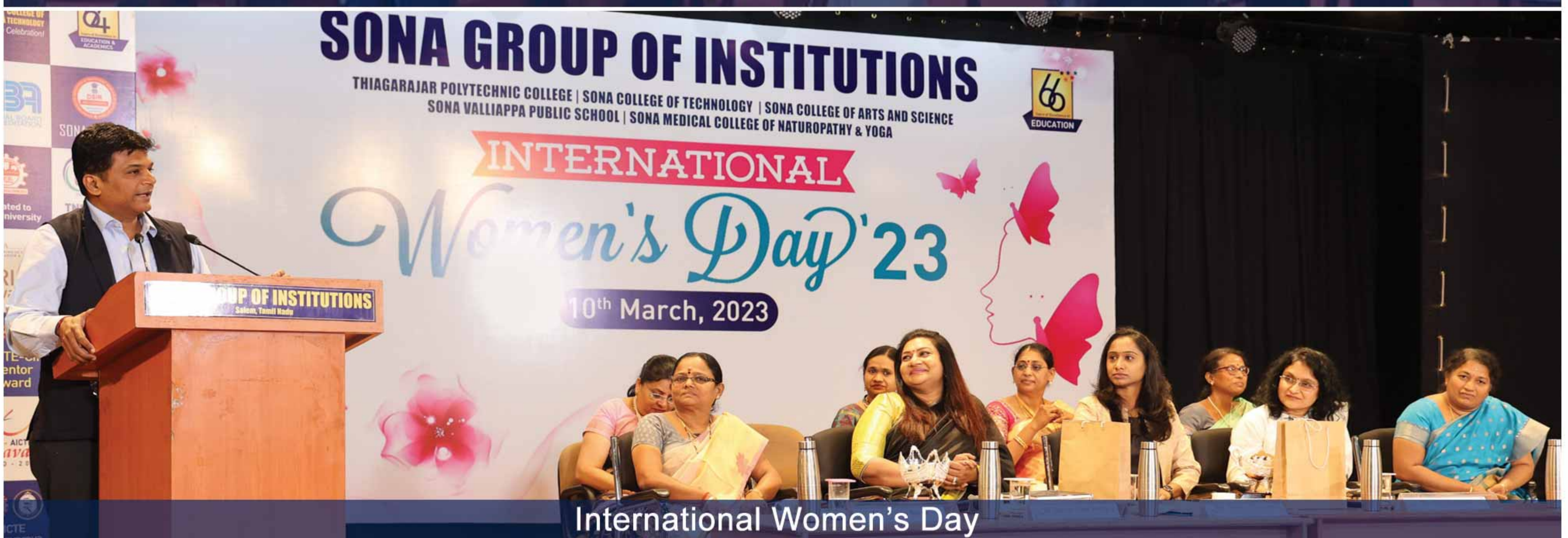


THE SONA TIMES

VOLUME 4
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March 2023



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PLACEMENTS Batch 2023

Marching towards Excellence

1010 offers

LEADER IN
CAMPUS
PLACEMENTS



MARTIN MATHEW
MECH



DHINESH R
MECH



MOHAMED ASLAM H
MECH



RIJIN PRASAD P S
MECH



DHANAJEYAN K
MECH



SHINEY PEARLINA A
FT



KANAKHA LAKSHMI A
FT

DECATHLON

@ 7.6 LPA



NADHINI S
EEE



JAYACHANDRU K
EEE



PRIYANKA K
EEE

Our Leading Recruiters of 2023 Batch





Highlights

IEI's Engineering Education Excellence Award



Sona College of Technology received IEI's Engineering Education Excellence Award for the year 2022 from The Hon'ble Minister of Higher Education, Dr. Ponmudi . The Vice Chairman Mr. Chocko Valliappa and the Principal Dr. S. R. R. Senthil Kumar received this prestigious award.

1st in NPTEL



Sona College of Technology has secured the 1st rank in NPTEL under the faculty performance category among 5130 local chapters. This is the third time in a row that Sona College of Technology has bagged this rank. The college has also been given the AA rating, the eighth time the college has been given this rating.

Republic day Celebrations



Sona College of Technology celebrated the 74th Republic day in the college premise on the 26th of January. The Pricipal Dr. S. R. R. Senthil Kumar hoisted the national flag followed by the parade of the NCC cadets. A special cultural performance was also staged by the students.



Highlights

International Women’s Day



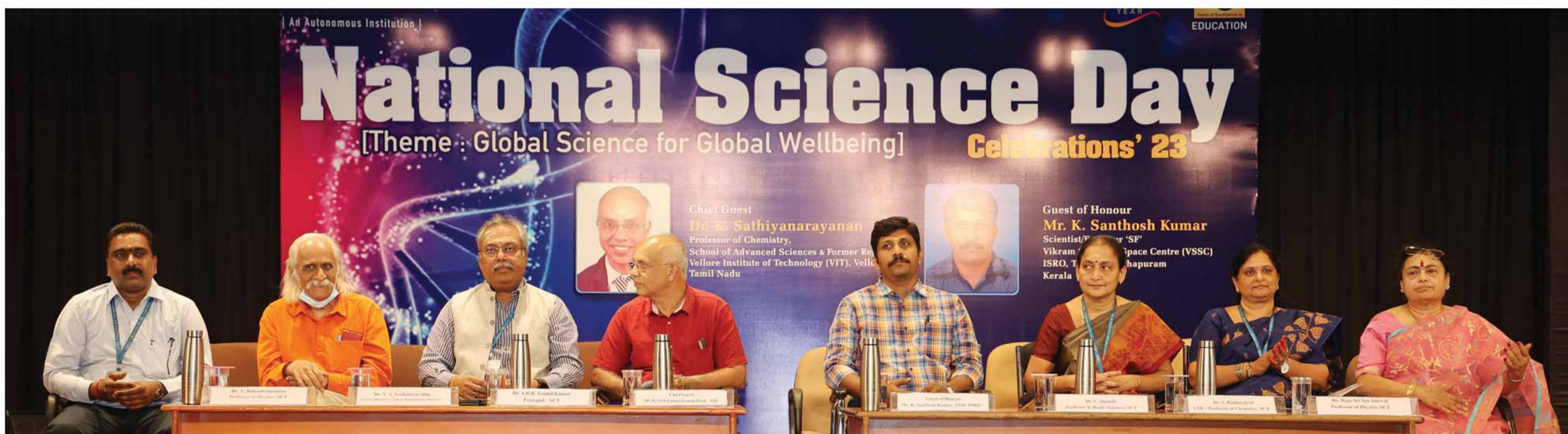
Sona Group of Institutions celebrated the International Women’s day on the 10th of March at Sri Valliappa auditorium. Dr. Carolin Praba Reddy, Founder & MD, V-Care Clinics, Chennai was the chief guest and Ms. Abirami Duraisamy, Founder & MD, Outshine Outplay, Bengaluru was the guest of honour on the day. The Vice Chairman Mr. Thyagu Valliappa, The Principal Dr. S. R. R. Senthil kumar and the Principals of the other institutions were also present for the occasion.

Women in Engineering



Sona College of Technology along with TANCAM and Dassalt Systems organized a program on Women in Engineering Design on the 17th of March. Ms. Grace Lalrindiki Pachuaau, I. A. S., Executive Director, FAME TN and Mr. B. Krishnamoorthy, Managing Director, TANCAM were the chief guest of the program. Mr. G. Sathiyaseelan, Vice President, Ashok Leyland, delivered the keynote address. Dr. S. R. R. Senthil kumar, Principal, Sona College of Technology and Dr. V. Karthikeyan, Principal, Thiyagaraja Polytechnic College were also present.

National Science Day



Sona College of Technology and the Department of Sciences celebrated the National Science Day on the 28th of February at Sri Valliappa auditorium. Dr. K. Sathiyarayanan, Professor of Chemistry, Former Registrar, Vellore Institute of Technology was the chief guest for the celebration and Mr. K. Santhosh Kumar, an elite alumnus of Sona College of Technology, Scientist/Engineer SF, Vikram Sarabhai Space Centre, ISRO, Thiruvananthapuram was the guest of honour. The Principal, Dr. S. R. R. Senthil Kumar was present for the celebration.



Highlights

National Energy Conservation Day



The Department of Electrical and Electronics Engineering, in collaboration with the IEEE student branch and Institution Innovation Council, held a celebration of the National Energy Conservation Day on 14th of December. The Principal, Dr. S. R. R. Senthil kumar and the Head of the Department for Electrical and Electronics Engineering, Dr. S. Padma presided over this event.

Pongal Celebrations



Pongal was celebrated in Sona College of Technology with joy and passion on the 12th of January in the college. All the departments came together to mark the celebration. The Principal, Dr. S. R. R. Senthil kumar and all the Department Heads and faculty took part in it. The usual rituals were carried out and pongal was cooked and served with happiness. The students came in colourful attires and took part in it with all enthusiasm.

Mr. Craig Brown visit



Mr. Craig Brown from FASKEN, Canada and his associate Mr. Simar Anand visited Sona College of Technology. They had an interactive session with the budding students and shared about the business prospects in Canada. The Vice Chairman, Mr. Chocko Valliappa and the Principal Dr. S. R. R. Senthil Kumar were present for this interaction.

Christmas Celebrations



Sona College of Technology celebrated Christmas in high spirits and goodwill on the 21st of December at PG auditorium. The choir, made of students from various departments, gave excellent rendition of the Christmas carols sung through the ages. The Principal, Dr. S. R. R. Senthil Kumar took part in this celebration and also cut the Christmas cake to make the occasion special.



Sona Students' proud achievements

Student Hackathon - Second Place



Students of Information Technology and Artificial Intelligence and Data Sciences won the second place and a cash prize of Rs. 15,000 in the Student Hackathon on AI & ML held at IITM Research Park on 13th of December. The team comprised of Sneha Vijayakumar of Final year IT, Abhindra. G of III year IT, Ragul. R of II Year IT, Shobhan Kumar. R of II Year ADS and Brindha. S of II Year ADS.

DEFINEHACK - Winners



Priyadarshan. C, Rithvikailas. G, Surya Narayanan, and Sakthi. C of Electronics and Communication Engineering won the "Hardware edition" in DEFINEHACK organized by MBCET- Mar Baselios College of Technology, Kerala with a cash prize of Rs. 60,000.

Vignan Mahotsav 2023 - Third Place



Students from Fashion Technology of Sona College of Technology won the third prize in the fashion show at Vignan Mahotsav 2023, a national level youth fest organized by Vignan University, Andhra Pradesh. The team was led by student designer Gokul Vignesh Dass and the team consisted of Velgatla Trisharika Maria, Rubin Aswini A, Vignesh Kumar K, Bandaru Pavan Kumar, Chittepureddy Pavan, Boyina Hemasai, Sowndarya S, Varun Kumar J, Suthanthiravanitha B and Pooja C.

Emerging Engineers Contest - Second Prize



Harshini. E. K. and her team of IIInd year Civil Engineering students won the second prize with a cash award of Rs. 8000 from Salem Civil Engineers Association in the "Emerging Engineers Contest" held at Build Expo 2022-23.



SONA - Symposia

Sona College of Technology, with all the respective departments organized a flurry of symposiums and workshops on the 24th and 25th of February. The events spanned from up and coming trends and thrust areas in technical landscape like automation, design, robotics, AI and many more. Many students from engineering colleges in and around Salem and from other cities too took part in the two day technical extravaganza.



Wizardry with Words

BE THE CHANGE, MAKE THE CHANGE

Saying, "there's nothing i can do."

Like everthing, change happens when we decide to show up and say something.

As human beings, we were meant to come to each other's aid - to take care of one another, to live in peace and unity, to fight and defend each other's freedom, rights and voices.

So, don't wait for someone else to stand up and say "let's fix this." Step in-now. Be the voice of justice and change NOW, not when you feel ready, but when you see it, when you realize it. Because, now that you have seen, you are responsible.

And the only way we'll see change, in justice, and restoration is whe we're bold enough to take the first step and lead the way for others to do the same.

- by Keerthana. S. S. / II Yr - EEE
Sona College of Technology, Salem

கல்லூரி வாழ்க்கை

துயர் இன்றி துள்ளி ஓடிய முடிந்து கனவுகளை துரத்த எடுத்து வைத்த முதல் அடி என் கல்லூரி வாசல் படி. முதல் நாள் முதல் வகுப்பு, அறிமுகமின்றிப் பேசத்தொடங்கிய நிமிடங்கள், அங்காரம்பித்தது சேர்க்கத்தொடங்கியது நினைவுகள்....

தோலோடு தோல் கொடுத்த தோழன், சிரிப்பு மட்டுமின்றி சோகத்திலும் பங்கேற்றுக்கொண்ட தோழி... எதையும் எதிர் பாராமல் சேர்ந்த நண்பர் கூட்டம்.. எங்கு செல்கிறோம் எதை தேடிச் செல்கிறோம் என்று எதுவும் தெரியாமல் சேர்ந்த புதுவறகளோடு தொடங்கியது.

எதிர்பாராமல் கிடைத்த பல உறவுகள்... எதிர் பார்க்காமல் உதவிய பல மனிதர்கள்.. துவண்டு விழும்போதெல்லாம் தூக்கி விட்ட நட்பு சில நேரம் அழும்போதெல்லாம் கண்ணீர் துடைத்தது....

முதல் மூன்று மாதங்களில் நடந்த அனைத்தையும் தேர்வென்ற பெயரில் மூன்று மணி நேரம் முப்பது பக்கங்களில் பூர்த்தி செய்த நாட்கள்....

கண்களுக்கு உறக்கம் தந்த பல வகுப்புகள் உறங்கிமாட்டிய சில வகுப்புகள்...

கடல் அலைபோல் வந்தோடிய முதலாம் ஆண்டு பல புதிய உறவுகளோடு வரவேற்றது என் கல்லூரி இராண்டாம் ஆண்டு...

அம்மா உன் நினைவிருக்கும் வரை....

மனம் மறைத்தாலும் விழியினோரம் உள்ள ஈரம் எனை உன்னிடம் காட்டிக்கொடுத்துவிடும்.. உன் விழியின் வழி இவ்வுலகினைக் கண்டேன் இப்பொழுது விழிகளை தொலைத்து இவ்வுலகினை மறக்க முயல்கிறேன்.. உணவுண்ட பின்னும் உன்னிடம் ஒரு வாய் கேட்பேன் பசி அடங்க இப்பொழுது பசி இருந்தும் கேட்பதற்கு நீ என் அருகிலில்லை.. எனது கண்கள் கலங்கும்போதெல்லாம் உன் கரங்கள் அதைத் துடைக்கும்.. இப்பொழுது உன் கரங்களைத் தேடி என் கண்கள் கலங்குகிறது..

வலிகளை நினைத்து உன்னிடம் அழுத நாட்கள் போய் வலியினை மறைக்க உன்னிடம் சிரித்துக்கொண்டே உள்ளே அழுகின்ற நாட்கள் அதிகமாகிறது.

உன் நினைவிருக்கும் வரை என் இதயம் துடிக்கும்.. உனை மறக்கும் அந்நிமிடம் என் இதயம் துடிக்க மறக்கும்..

மறுபிறவியென்றுயிருந்தால் ஓர் வரம் கேட்பேன் மீண்டும் உன் மகனாக பிறக்க வேண்டுமென்று...

மா.....

- by Karthick. M / II Yr - CSE
Sona College of Technology, Salem

THE ROLE OF BIG DATA ANALYTICS IN BUSINESS DECISION-MAKING

Businesses have access to enormous volumes of information produced from several sources in today's data-driven environment. To find hidden patterns, correlations and insights that may be utilised to enhance decision-making, vast and complex data sets are analysed using a method known as big data analytics. In recent years, the importance of big data analytics in business decision-making has increased.

Big data analytics' ability to help organisations better understand their consumers is one of its main advantages. Businesses may build more successful marketing strategies and more individualised customer experiences by analysing massive volumes of data to find patterns and trends in consumer behaviour and preferences. This may lead to improved business outcomes, more revenue and enhanced client loyalty.

Big data analytics may also benefit businesses by providing them with data on how well their operations are running. By analysing data from many sources,, businesses may identify areas where they can boost productivity, reduce costs and simplify processes. production, profitability and competitive advantage may all improve, thereby.

Big data analytics might also be used to comprehend market trends and patterns. Companies can monitor data from a range of sources such as social media, news websites and market research, to stay up with developments in their industry and modify their strategies. This can help businesses keep up their competitive edge and stay on top of trends.

In conclusion, big data analytics are essential to corporate decision-making in today's data-driven environment. Analysing vast amounts of data may help businesses understand their clients, processes and market trends. Better business results and a competitive edge may arise from making more informed decisions based on this knowledge.

- by M. S. Harshita / III Yr - IT
Sona College of Technology, Salem

MISS MESS!

My life is a beautiful mess.. I guess that's the biggest stress,

I'm the trouble that comes in a pretty dress.

Making it even worse is the struggle to reach success.

But don't get depressed Missy, when life gets messy. We can't control everything that's around you, it's how things get screwed and new.

And it's not always your fault, that's our thought by default.

Don't get lost, all you have to do is to relax and halt when everything people do is to taunt.

Things go wrong when the person or thing does not belong.

Just smile and move on because that's all we can do!!!!

- by T. Harini Soundharya / III Yr - CSE
Sona College of Technology, Salem

NUMB FOR THE DAY

The sands seep Coat my tongue like stale arsenic

Time is heavy, time burns Red hot like burning fury To collapse under this burden So you understand when I wake And stare at my dry, dusty Crumble from within, let my blood curl

A hellfire raining down But mere white noise, dull

Boring, then a parade Tipid yet raging sheets behind me

The cheap paint on the ground Under our feet chips

Eroding around edges that threaten

One day, I'm afraid I'll wake And see in numbers

Eat my cereal in numbers Hold a hand in numbers

Seconds, minutes, measured

Like capsules in bottle caps Until I am nothing but digits

Scared to be weighed Maybe the hands will hit zero

I'll be an empty bottle then

Drained, void of all but a serialised code Time my only foe and love

White wall clock and shudder

Shut down and chalk down digits

Waiting for a day that never comes A date that never materialises

And wait for the colour that never shows Knocking at my front door Right?

- by E. K. Harshini / II Yr - CIVIL
Sona College of Technology, Salem

Colorful Cascade



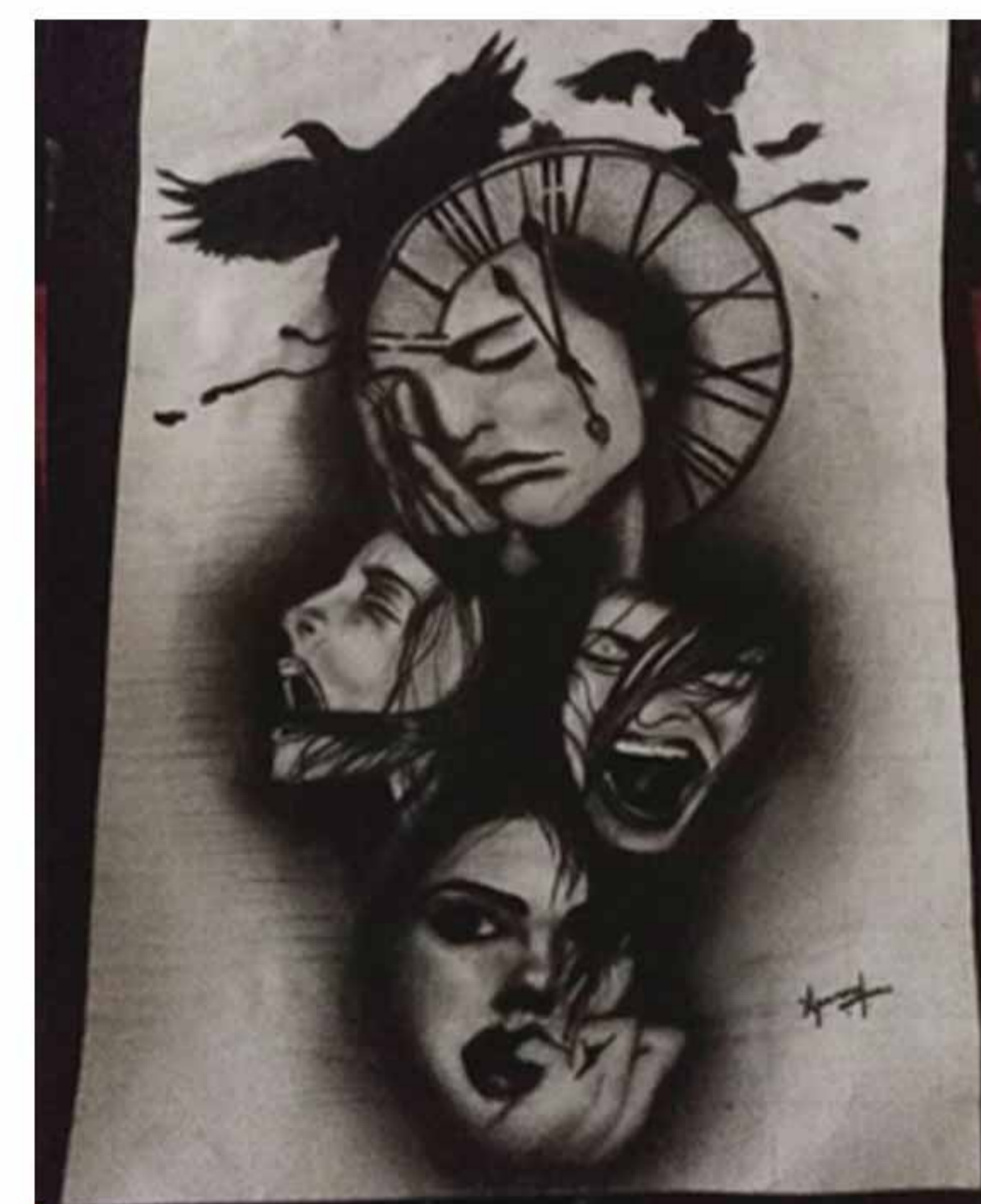
- by Radhan Suriya. A. G / II Yr - EEE
Sona College of Technology, Salem



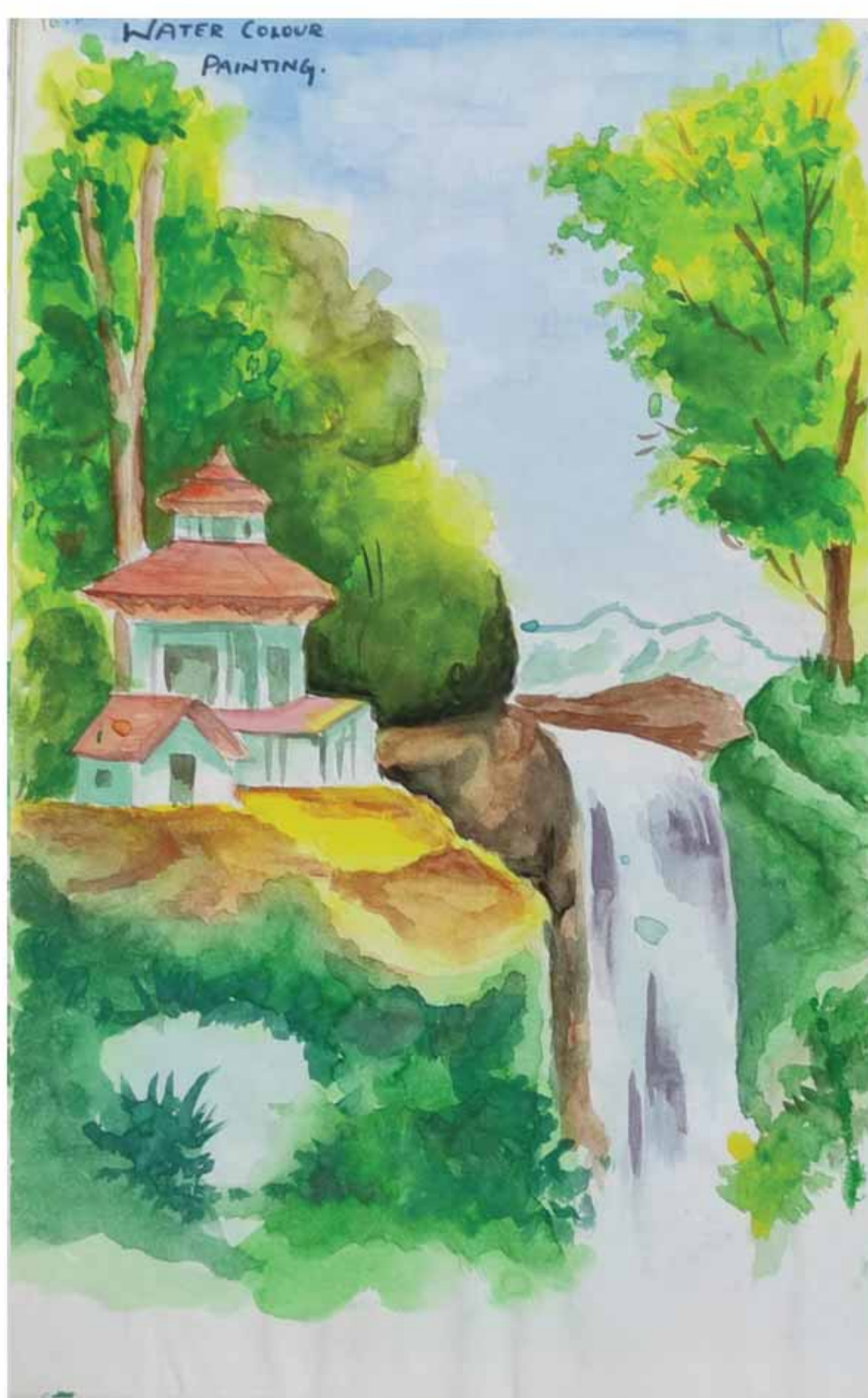
- by Indhuja. S. R / II Yr - CSE
Sona College of Technology, Salem



- by Karthick . M / II Yr - CSE
Sona College of Technology, Salem



- by Aparna / II Yr - ADS
Sona College of Technology, Salem



- by Hanisha. S / III Yr - IT
Sona College of Technology, Salem



- by Gayatri. R / III Yr - IT
Sona College of Technology, Salem

Colorful Cascade



- by Jayavarsha. S. P. / CSE - I year
Sona College of Technology, Salem



- by Thrisha. T / III Yr - CSE
Sona College of Technology, Salem



- by Thrisha. T / III Yr - CSE
Sona College of Technology, Salem



- by Harshitha. S / IV Yr - CSE
Sona College of Technology, Salem



- by Naresh Prasath. G / III Yr - Mech
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