



**Managing Committee:**

**Mrs. I.S.Ambika ( Chairman)**

**Mr.Biju.M.G (Vice Chairman)**

**Mrs. Manjusha Devi S (Secretary)**

**Mr.Santhosh Kumar.M.B. (Treasurer).**

Committee Members:

Mr. C.Unnikrishnan (exofficio)

Dr. Kannan Balakrishnan,

Mr. Suresh Kumar,

Mr. V.S.Shenoy

Ms. Umadevi.B

Dr. M.V. Rajesh ( Student Co-ordinator)

The Annual General Body Meeting of CSI, Cochin Chapter was held on 18<sup>th</sup> April, 2012 at Hotel Gokulam Park Inn, Kaloor at 6 pm.

The meeting started with a prayer rendered by Ms.Krishna Sudhir. Prof..M.V. Rajesh in his address, formally extended a warm welcome to all the participants. Sri. Biju M G, the Secretary presented a detailed report on the activities of the chapter during 2011-12. AGM unanimously passed the report after a brief discussion. The Chairman, Sri. C. Unnikrishnan, addressed the gathering. He appreciated and thanked the Patrons and all Management Committee members for their efforts in raising the performance of the Chapter.

Treasurer, Mr. Santhosh Kumar, presented the Audited Accounts of 2010/2011 and unaudited Accounts of 2011-2012. After detailed discussions, the AGM approved the accounts. Chapter Patron Sri. K.B. Rajasekharan felicitated all the three National Award Winners for the year 2010-11.Sri.Antony Joseph, Chairperson, Nomination Committee declared the Election Results and the new Office Bearers for 2012 -13 were inducted.

The Chairman Smt.Ambika, addressed the gathering. She emphasised the need for increasing the memberships and to have a new vision considering the developments taking place in and around Cochin in the ICT field. Secretary Smt.Manjusha Devi proposed Vote of thanks

**Issue Highlights**

- **CSI Cochin Chapter AGM held on April18,2012** at Hotel Gokulam Park Inn
- **Workshop on Android Programming** by Mr.Vijay Nair
- **National Technology Talk on Social Media Marketing-What Business should understand?**
- **Technical Talk on Network Auditing**



**Dear friends,**

Greetings.

On behalf of the new MC, let me first thank you all for electing the new team of MC members to steer the Cochin Chapter of CSI for this year.

The chapter has been performing well for the last few years and has won many accolades also. A lot of activities to promote and make awareness of IT in the society are on, but the core membership of the chapter has not increased in proportion to the pace at which the cochin city is becoming SMART in IT related activities.

This year we are planning to make a hard-core campaign, for enhancing the membership of the chapter. Also it is planned to organise lot of programmes on current IT related topics useful for the society including regional and national level seminars. This will make the presence of the chapter felt in the city as well as accelerate the pace of chapter growth.

Hope that with the support and co-operation of all of you, the new team of MC members, will be able to perform effectively to achieve new heights in the activities of the chapter.

Thank You all,

With best regards

**Ambika I S, Chairperson - CSI Cochin Chapter**

## Technical Talks- May 2012

### Social Media Marketing – What Business should Understand?

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks..

The session dealt with the basics of why businesses need to focus on Social Media Marketing in the present day world, and the growth of "Relationship Marketing" over "Broadcast Marketing". It also gave an outline as to how each platform is being utilized by brands to interact with their consumers..



**COCHIN :** Mr. Vijay Paul delivering a technical talk on "Social Media Marketing" on 17<sup>th</sup> May, 2012.

## ANDROID BOOT CAMP TRAINING

ON MAY 4-5,2012

CSI Cochin Chapter in association with IEEE CS conducted a 2 day workshop on Android Bootcamp Training at Cochin on May 4<sup>th</sup> & 5<sup>th</sup>, 2012. This was a hands-on training for designing and building mobile applications using Android open-source platform which explained the philosophy of developing for Android through its main application development building blocks and their interaction with one another. Mr. Vijaykumar Nair K, CTO & Principal Enterprise Architect at Assyst, was the trainer for the event



**COCHIN** : Mr. Vijay Nair taking session during the Bootcamp training on 4<sup>th</sup> May,2012.

*Prof. Poulouse Jacob, Patron, felicitating Aditya Patel & Karthik Ganapathy, of Bhavan's Adarsh Vidyalaya who won the first position in National Level Quiz – 2012 at Coimbatore*





Mr. Sreejesh.S delivering a talk on "Network Auditing" at CSI Cochin on 27<sup>th</sup> June 2012

## Technical Talks- June

### **NETWORK AUDITING**

CSI Cochin Chapter conducted a technical talk on Network Auditing at Cochin on 27<sup>th</sup> June, 2012 by Mr.Sreejesh S, MCP, CCNA, CCNP, CCNSP, who is a Pre-Sales consultant with M/s.Nortech Infonet (P) Ltd., Cochin. He explained about the networking architecture and emphasised that it is vital that an organisation's network infrastructure keeps pace with the business growth and therefore Network Audit Service is a must to identify and avoid potential problems caused by rapid expansions. He also mentioned that Network Audit can help determine how well the existing infrastructure is working, and will give an idea about new services and applications that may be required. The session was attended by around 35 people comprising of IT heads, Network Engineers and Students.

### **Student Branch News**



Mrs. Ambika I.S, Chairperson, CSICochinChapter DGM-IT, FACT, Cochin inaugurated the SB at UC Colleae. Alwawe on 25 June, 2012



seminar on 'Android application development' at SCMS School of Engineering and Technology



Please send your valuable feedback to [mini.ulanat@gmail.com](mailto:mini.ulanat@gmail.com)