NEWS Letter

JUNE

June

2026

INSTITUTION'S INNOVATION COUNCIL - IIC 8.0

IN ASSOCIATION WITH

DEPARTMENT OF INFORMATION TECHNOLOGY

WORKSHOP ON BUSINESS MODEL CANVAS

&

BUSINESS MODEL FIT

June 29, 2026

6:00 PM - 7:00 PM

Mode : Online

SCAN TO JOIN

Resource person

Dr. S. Sivakumar
Assistant Professor
Computing Technologies
SRM Institute of Science and Technology

Faculty Coordinator
Mrs.D.Kanmani AP/IT

Head Of the Department
Dr.P.D Selvam

JIT JEPPIAAR INSTITUTE OF TECHNOLOGY
(AN AUTONOMOUS INSTITUTION)

www.jeppiaarinstitute.org

TNEA COUNSELLING CODE 1140

Workshop on Business Model Canvas & Business Model Fit:

The Institution's Innovation Council (IIC 8.0), in association with the Department of Information Technology, Jeppiaar Institute of Technology (JIT), successfully organized an online workshop on "Business Model Canvas & Business Model Fit" on 29 June 2026, from 6:00 PM to 7:00 PM through Google Meet. The workshop aimed to enhance students' entrepreneurial mindset by introducing them to the essential concepts of designing, evaluating, and validating innovative business models. The event was conducted under the guidance of the Institution's Innovation Council (IIC), an initiative of the Ministry of Education's Innovation Cell (MIC), Government of India, to promote innovation, entrepreneurship, and startup culture among students. The session was delivered by Dr. S. Sivakumar, Assistant Professor, Department of Computing Technologies, SRM Institute of Science and Technology, who served as the resource person. He began the workshop by explaining the importance of innovation and entrepreneurship in today's competitive world. He introduced participants to the Business Model Canvas (BMC), a strategic management framework that helps entrepreneurs visualize and structure their business ideas. The resource person explained each of the nine building blocks of the Business Model Canvas in detail, including Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. Through practical examples and startup case studies, he demonstrated how these elements work together to create a sustainable and scalable business.

The second part of the workshop focused on the concept of Business Model Fit, emphasizing the importance of ensuring that a business idea aligns with customer needs, market demand, and financial sustainability. Dr. Sivakumar explained different types of business fit, including Problem-Solution Fit, Product-Market Fit, and Business Model Fit, and discussed methods for validating business ideas through customer feedback, market research, prototyping, and continuous improvement. Participants gained valuable insights into identifying target customers, refining value propositions, minimizing business risks, and developing successful startup strategies. The session concluded with an interactive question-and-answer discussion, where students clarified their doubts regarding startup planning and business model development. The workshop was highly informative and inspiring, motivating students to think creatively, develop innovative solutions, and pursue entrepreneurial opportunities in the future.

STUDENT ARTICLE

SHARVESH.R.D
3rd YEAR IT

IoT and Artificial Intelligence (AI): A Powerful Combination

The Internet of Things (IoT) and Artificial Intelligence (AI) are two of the most transformative technologies shaping the modern digital world. IoT refers to a network of interconnected physical devices equipped with sensors, software, and internet connectivity that collect and exchange data in real time. These devices include smart home appliances, wearable fitness trackers, industrial machines, healthcare equipment, and connected vehicles. Artificial Intelligence, on the other hand, enables machines to mimic human intelligence by learning from data, recognizing patterns, making decisions, and solving complex problems. While IoT is responsible for generating vast amounts of data, AI analyzes this information, identifies meaningful insights, and automates decision-making processes. Together, these technologies form AIoT (Artificial Intelligence of Things), creating intelligent systems that improve efficiency, reduce human effort, and enable smarter decision-making across various sectors.

The integration of IoT and AI has transformed numerous industries by enabling real-time monitoring, automation, and predictive analytics. In healthcare, AI-powered IoT devices continuously monitor patients' vital signs, detect health abnormalities, and alert doctors before emergencies occur, improving patient care and reducing hospital visits. In agriculture, smart sensors collect data on soil moisture, temperature, humidity, and crop health, while AI recommends the optimal time for irrigation, fertilization, and harvesting, leading to higher crop yields and efficient resource utilization. Smart cities use AIoT to manage traffic flow, optimize energy consumption, improve waste management, and enhance public safety. Manufacturing industries employ AIoT for predictive maintenance, quality control, and production automation, reducing operational costs and minimizing equipment failures. Similarly, smart homes use AI-enabled IoT devices such as voice assistants, intelligent lighting systems, and security cameras to provide convenience, energy efficiency, and enhanced security.

Despite its enormous potential, the combination of IoT and AI also presents several challenges, including cybersecurity threats, privacy concerns, high implementation costs, and the need for reliable internet connectivity and skilled professionals. As billions of connected devices continue to generate increasing amounts of data, protecting sensitive information and ensuring secure communication become essential. However, ongoing advancements in edge computing, cloud computing, 5G and future communication technologies, along with more sophisticated AI algorithms, are making AIoT systems faster, more secure, and more efficient. In the coming years, AIoT is expected to play a vital role in building smart cities, autonomous transportation systems, intelligent healthcare services, sustainable agriculture, and fully automated industries. By combining the data-collecting capabilities of IoT with the analytical power of AI, AIoT is creating a smarter, more connected, and more sustainable future for individuals, businesses, and society as a whole.

The future of IoT and Artificial Intelligence is filled with exciting possibilities as these technologies continue to evolve and integrate with emerging innovations such as edge computing, blockchain, and next-generation communication networks. AI-powered IoT systems will become more intelligent, enabling devices to make faster and more accurate decisions with minimal human intervention. From autonomous vehicles that communicate with each other to smart factories capable of self-monitoring and self-maintenance, AIoT will revolutionize industries and improve everyday life. Educational institutions, businesses, and governments are increasingly investing in AIoT research and development to create innovative solutions for global challenges such as climate change, energy conservation, and public healthcare. As technology advances, AIoT will not only drive economic growth but also contribute to building a more connected, efficient, and sustainable world for future generations.

KISHORE.A
3rd YEAR IT

The Future of Generative AI in Education

Generative Artificial Intelligence (Gen AI) is transforming the way students learn and teachers teach. AI-powered tools can generate text, create presentations, solve programming problems, summarize lengthy documents, and even provide personalized learning experiences. These technologies help students understand difficult concepts more easily and allow educators to prepare study materials in less time. As digital learning continues to grow, Generative AI is becoming an important part of modern education.

One of the greatest advantages of Generative AI is its ability to support personalized learning. Students can ask questions at any time, receive instant explanations, practice coding, improve their writing skills, and prepare for exams with AI assistance. It also encourages creativity by helping students generate ideas for projects, research papers, and presentations. However, AI should be used as a learning assistant rather than a replacement for independent thinking. Students should always verify AI-generated information and follow academic integrity by submitting their own original work.

The future of education will likely involve a close partnership between humans and AI. Educational institutions are expected to integrate AI into classrooms, virtual labs, and online learning platforms to make education more interactive and accessible. To succeed in this AI-driven world, students should develop skills such as critical thinking, problem-solving, creativity, and effective communication with AI tools. By using Generative AI responsibly and ethically, students can enhance their knowledge, improve productivity, and prepare for the careers of tomorrow.

Another important aspect of Generative AI in education is its ability to make learning more inclusive and accessible. AI-powered tools can translate content into multiple languages, generate subtitles for videos, convert text into speech, and provide personalized support for students with different learning needs. This helps create equal learning opportunities for everyone, regardless of their background or abilities. As educational technology continues to evolve, the responsible integration of Generative AI can bridge learning gaps, improve student engagement, and create a more interactive and student-centered learning environment.

In addition to enhancing learning, Generative AI is preparing students for the future workplace by helping them develop essential digital skills. Many industries now use AI to automate tasks, analyze data, generate reports, and improve decision-making. By learning how to use AI tools effectively, students gain practical experience that can increase their confidence and employability. Understanding when and how to use AI responsibly, while combining it with human creativity, communication, and critical thinking, will enable students to adapt successfully to the rapidly evolving technological landscape.

DEPARTMENT OF INFORMATION TECHNOLOGY

Organizes

MoE's INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative)

IN ASSOCIATION WITH
INSTITUTION'S INNOVATION COUNCIL - IIC 8.0

SOFTWARE TESTING AND AUTOMATION

Explore modern testing techniques, automation tools and best practices for delivering quality software.

DATE
26/06/2026

TIME
6:00 PM – 7:00 PM

VENUE
Online

RESOURCE PERSON

Dr. M. Sandhiya

Assistant Professor,
Rajalakshmi Engineering College (Autonomous).

WHO CAN ATTEND?

All IT / CSE Students

TAKEAWAYS

- Understand software testing life cycle
- Learn automation frameworks & tools
- Industry best practices and insights

JEPPIAAR INSTITUTE OF TECHNOLOGY

JIT

JEPPIAAR INSTITUTE OF TECHNOLOGY
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ACCREDITED WITH GRADE A+ NAAC

NBA NATIONAL BOARD OF ACCREDITATION

TNEA COUNSELLING CODE 1140

The Department of Information Technology, in association with the Institution's Innovation Council (IIC 8.0), successfully organized an expert session on "Software Testing and Automation" on 26th June 2026 from 6:00 PM to 7:00 PM in online mode. The session was conducted to provide students with practical knowledge of software testing methodologies, automation tools, and industry best practices for ensuring software quality.

The resource person, Dr. M. Sandhiya, Assistant Professor, Rajalakshmi Engineering College (Autonomous), delivered an informative and engaging session on the Software Testing Life Cycle (STLC), software quality assurance processes, test case design, bug detection techniques, and automation frameworks. She also discussed the significance of automation testing in modern software development and demonstrated how testing tools improve software reliability and reduce development time.

The session witnessed active participation from IT and CSE students, who gained valuable insights into manual and automated testing techniques, popular testing tools, and career opportunities in the software testing domain. The interactive discussion and question-and-answer session enabled students to clarify their doubts and understand real-world testing practices.

Overall, the event was highly successful and achieved its objective of enhancing students' knowledge of software testing and automation. The participants appreciated the practical insights shared by the resource person and gained a better understanding of industry expectations and quality assurance practices in software development.