

Surya Namaskar Program Organised on Makara Sankranti dt 14/01/2022 in NEHU, Shillong-793022.

The Vice-Chancellor, NEHU welcomed the participants to Surya Namaskar Program organized as part of Azadi ka Amrit Mahotsav (75<sup>th</sup> Year of India's Independence). He spoke about the importance of Makara Sankranti as an auspicious day when the Sun moves towards northern direction entering Makara (Capricorn Zodiac). The day is dedicated to the deity Surya (Sun) the source of energy in our Solar System, and many festivals are organized all over the country. He also spoke about the importance of Surya Namaskar and its benefit for the Youth of India in general and NEHU in particular.



**Prof. P.S. Shukla, Vice-chancellor, NEHU speaking on the occasion**

Prof Rout also emphasized the importance of Surya Namaskar asanas.



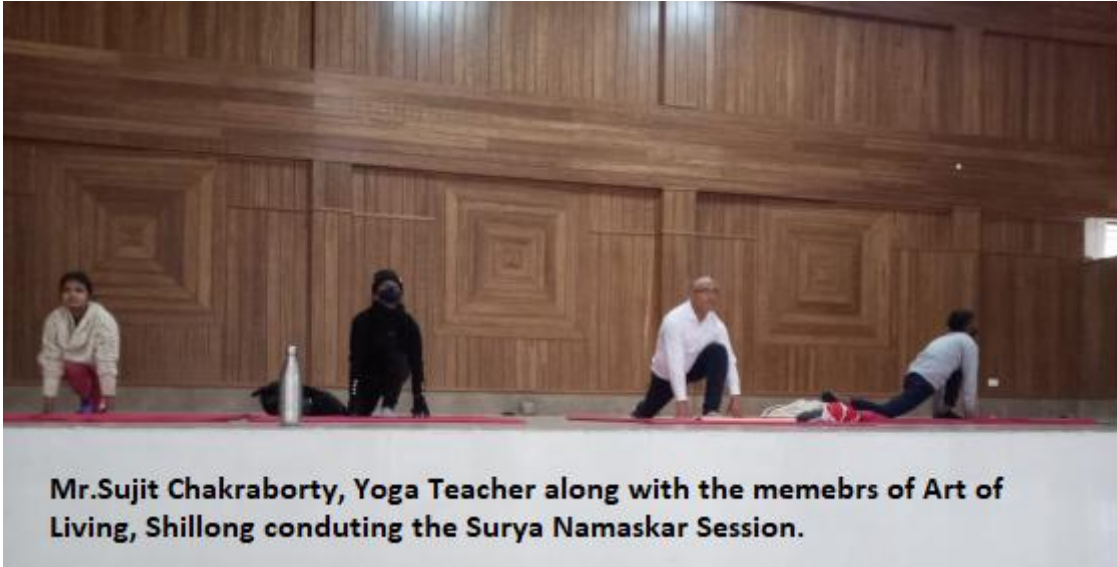
Despite winter vacation and severe cold weather there was enthusiastic participation in Surya Namaskar program from various sections of the University consisting of students, teachers and non-teachers.



Surya Namaskar Session in progress.



The Yoga teacher and members of Art of Living, Shillong conducted the Surya Namaskar session.



As part of Azadi Ki Amrti Mahotsav, NEHU organised Suryanamaskar training session in association with Patanjali Yog Samiti, Meghalaya and Meghalaya Yog Samiti supported by Meghalaya Yogasana Sports Association was organized on 25/01/2022.





Many students and non-teaching staffs took part in the training session which started at 8:30am and continued till 9:30am on 25/01/2022 in the Community Hall, NEHU, Shillong.



Mr. Dipankar Nandi and Mr. Siva Sewa from Patanjali Yog Samiti, Meghalaya conducted the session. Mr. Nantu Das, Asstt Director Sports, Mr. P. P. Dey, Convener, Azadi Ki Amrit Mahotsav Committee, NEHU were present to make the occasion a success.

The participants were given T-shirts and were asked to join the Suryanamaskar Program to be organized in front of the Administration Building, NEHU on Republic Day (26<sup>th</sup> January'2022) after the flag hoisting Ceremony.

As part of Azadi Ki Amrta Mahotsav, NEHU organised Suryanamaskar program in association with Patanjali Yog Samiti, Meghalaya and Meghalaya Yog Samiti supported by Meghalaya Yogasana Sports Association on 26<sup>th</sup> January'2022, the 73<sup>rd</sup> Republic Day.



Honourable Vice-Chancellor, Registrar, Assistant Director of Sports, and many students and non-teaching staffs took part in the Suryanamaskar program which started at 9:30am and continued till 10:20am on 26/01/2022 in front of the Administration Building, NEHU, Shillong.



Mr. Manik Paul from Patanjali Yog Samiti, Meghalaya conducting the Suryanamaskar Session.

Mr. Manik Paul, Mr. Dipankar Nandi and Mr. Siva Sewa from Patanjali Yog Samiti, Meghalaya conducted the session. Mr. Nantu Das, Asstt Director Sports, Mr. P.P. Dey, Convener, Azadi Ki Amrit Mahotsav Committee, NEHU were present to make the occasion a success.



The participants were given T-shirts and were provided with refreshment after the session was over.



North-Eastern Hill University  
Shillong 793022



आजादी का अमृत महोत्सव  
KA IYNGHUIH SNEH BA 75 KA JINGLAIYUO  
JANGITELAH BILSI 75 NO MANIANI  
75 YEARS OF INDEPENDENCE



SANTOSH KUMAR NATH  
ASSOCIATE VICE PRESIDENT, HUAWEI

## Practical Applications of AI/ML in Ads creative industry

DATE: 12.02.2022

TIME: 3:00-4:00 PM

Google Meet Link: <https://meet.google.com/kqu-sdtp-vzy>

### COORDINATOR

Dr. Md. Iftekhar Hussain, Assoc. Prof. Dept. of IT, NEHU

### Report on 'Azadi ka Amrit Mahotsav' celebration

**Program Title:** A talk on “Practical Applications of AI/ML in Ads Creative Industry”

**Speaker:** Mr. Santosh Kumar Nath, Associate Vice President, Huawei

Date: 12.02.2022 Time: 3:00 to 4:00 pm

Mode: Online <https://meet.google.com/kqu-sdtp-vzy>

**Attendance:**

1. About 50 teachers, researchers, and students from various universities, colleges and other professional institutions from across India.

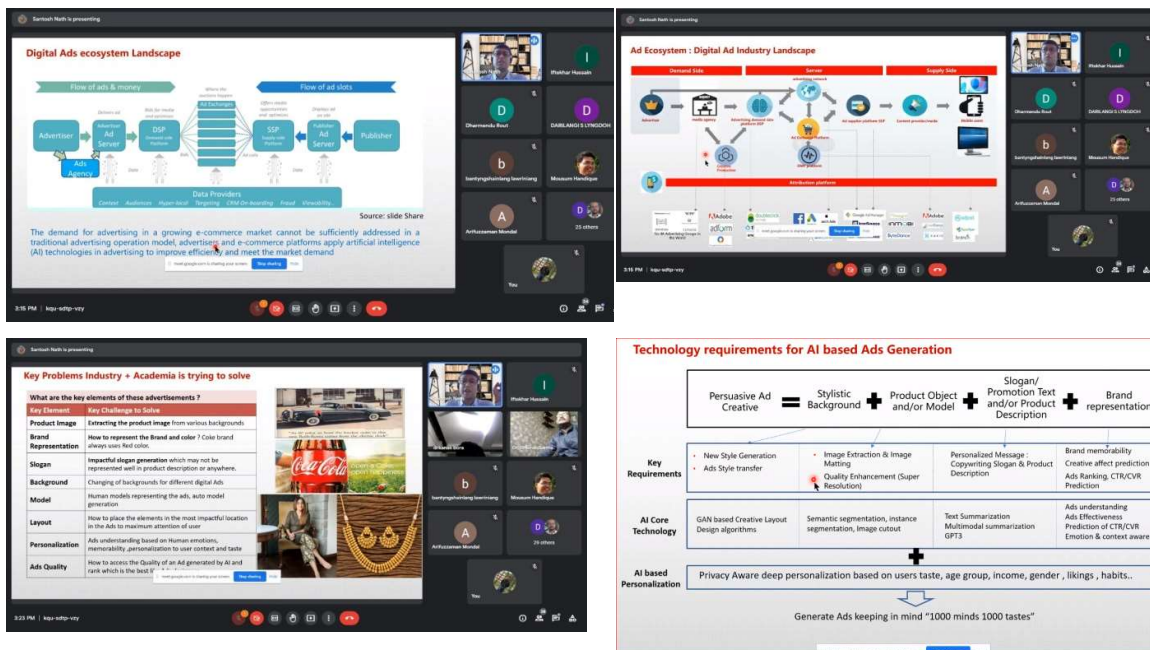
**Brief biodata of the speaker:** Santosh worked for 25 years in various R&D software projects in area of architecture, design, and development. He delivered large scale projects of telecommunication software and formed large teams from scratch. After completing his BE in Computer Science & Engineering from Jorhat Engineering College in 1996, he joined Wipro where he was responsible for developing Mediation, provisioning, Telecom Billing and fraud management software solutions. In 2000, he joined Huawei as a tech lead to develop Huawei's first gigabit Router platform. Over last 21 years in Huawei he lead success in NGIN, Mobile devices software, managed



services and, robotic process automation. Currently he heads the technical planning and cooperation practice at Huawei India RnD, Bangalore and drives innovating e-commerce programs. He holds 17 patents in various areas of his work. He loves to help for various causes of needy and runs crowd source funding programs time to time

**Summary of the talk:** Digital Ads Creation using Artificial Intelligence/ Machine Learning has got a huge market in today's cyber world. The speaker nicely introduced the topic and discussed the various components of Ads like Product image, brand representation, Slogan, Background, Model, Layout, and Personalization. He further discussed various techniques to generate massive scale cost efficient targeted digital Ad creation with a special emphasis on the role of AI/ML. He concluded the talk mentioning a few future research areas like slogan generation using Deep learning and Natural Language Processing.

**Snapshots:** A few snapshots of the said talk are attached herewith.



The talk is concluded by vote of thanks offered by Dr. Md. Iftexhar Hussain, Associate Professor, Dept of Information Technology, NEHU.

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# North-Eastern Hill University, Shillong



## Talk on the Life, Humanity and Education of Sri Aurobindo

By

**Eager to Forge Ahead (India), Bhubaneswar, Orissa**

25<sup>th</sup> February, 2022 4 PM Onwards

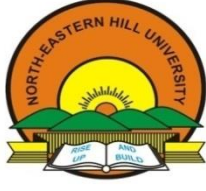
Venue: Conference Room, U Tirot Sing Syiem Guest House (New), NEHU

Prof. P.S. Shukla  
Patron, Vice-Chancellor

Prof. M.P. Pandey  
Chairman, AzaadiKa AmritMahostav

Dr. Dinesh Bhatia  
Event Coordinator

*Students, Staff, Faculty are invited to attend the event*

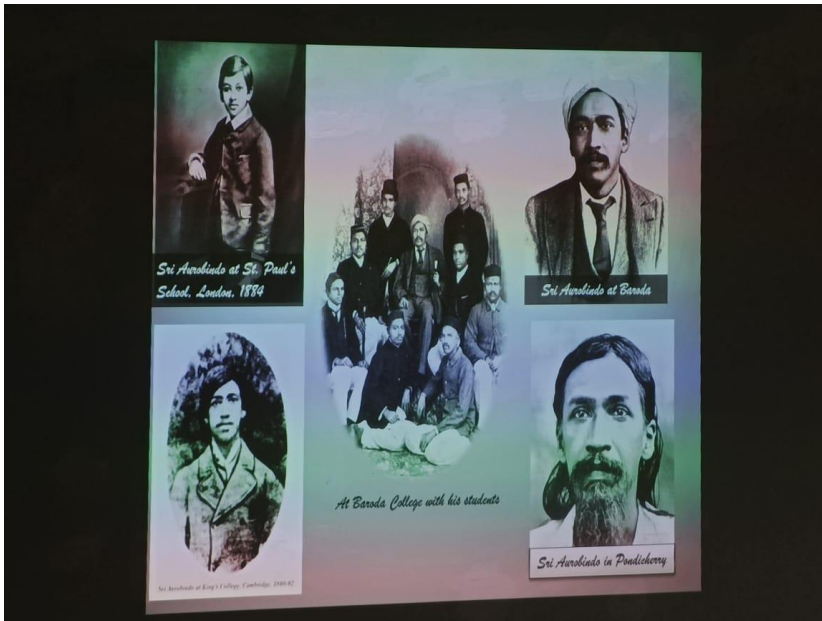


पूर्वोत्तर पर्वतीय विश्वविद्यालय  
पू० प० विवि० परिसर, शिलांग-७९३०२२ (मेघालय)  
**North-Eastern Hill University**  
NEHU Campus, Shillong - 793 022 (Meghalaya)

**Report on Sri Aurobindo event held on 25<sup>th</sup> February, 2022**

Eager to Forge Ahead (India) foundation, Bhubaneswar, Orissa in collaboration with the North Eastern Hill University (NEHU), Shillong, Meghalaya organized a Seminar on the “**Life, Humanity and Education of Sri Aurobindo**” on 25<sup>th</sup> February, 2022 from 4 PM onwards in the Conference Room, U Tirot Sing Syiem Guest House Guest House, NEHU under the theme Azadi Ka Amrit Mahostav celebrating the 150 year of Birth anniversary of Sri Aurobindo. The foundation is traveling all across the country with the theme “**Janambhoomi to Tapobhoomi**” since 15<sup>th</sup> August, 2021 which is the birth anniversary of Sri Aurobindo to create awareness and deliver the message of Sri Aurobindo and the Mother for the nation and the world at large. The said journey by the foundation would conclude on 15<sup>th</sup> August, 2022 at his ashram in Pondicherry.

The said seminar organized in the University was attended by faculty, staff and students of the University. *Ms. Farida* from the Sri Aurobindo Institute of Indian Culture, Shillong was also present during the said programme. The talk focussed on the life of Sri Aurobindo and his vision for the nation pre and post-independence. The focus was on motivating the youth and countrymen to follow the path shown by Sri Aurobindo in their daily lives and contribute towards the creation of a strong and prospering nation and the world. The welcome speech and introductory message with regards to the objectives of organizing the said programme was delivered by *Dr. Dinesh Bhatia*, Event Coordinator, NEHU, Shillong. He thanked *Prof. P.S. Shukla*, Vice Chancellor, NEHU and other officials of the University for their support in organizing the said event. *Prof. M.P.Pandey*, Chairman, Azadi Ka Amrit Mahostav, NEHU welcomed the team from Orissa and other participants. He emphasized on the importance of organizing such programmes in the University on regular basis. The programme was attended by an eminent philosopher from North East, *Prof. X.P. Mao*, Department of Philosophy, NEHU, Shillong who shared his views on Self-realization and Spirituality to evolve as a human being as per the vision of Sri Aurobindo. The event was appreciated by all present with interest for organizing regular future events on life, philosophy and education of such renowned personalities world over to enlighten the students, staff and faculty members of the University.





## Celebration of National Science Day at NEHU, Shillong

The National Science Day 2022 was celebrated at the School of Life Sciences in North-Eastern Hill University, Shillong on 28<sup>th</sup> February 2022. The programme was organised under the aegis of “Azadi ki Amrit Mahotsav” with the theme “Integrated Approach to S & T for Sustainable Future”. Besides, the faculty, research scholars and students of the school of Life sciences, students of class IX and X of Kendriya Vidhyalay NEHU, Loreto Convent, Sacred Heart Higher Secondary School and Gorkha Pathshala Higher Secondary School, Shillong participated in the celebrations. The highlight of the programme was a popular talk on “Good habits for healthy aging” delivered by Dr. Ramesh Sharma, Professor (Rtd), Department of Biochemistry, NEHU, Shillong. The programme also had a Quiz competition organised for the participating students and a Poster Competition for research scholars of Life Sciences on their respective research work.



The programme started with the Inaugural Function which was graced by the officiating Vice-Chancellor of NEHU, Prof. T.B. Subba. The welcome address was delivered by Prof. H. Kayang, Head, Department of Botany. Prof. S.R. Joshi, the chairman of the organizing Committee briefed about the programme and highlighted the significance of the National Science Day. He apprised the participants about The National Academy of Sciences, India(NASI) and the activities carried out by the Academy related to Science and Society. He narrated the efforts made by NEHU in bringing the benefits of science closer to society through its outreach activities.



Prof. N. K. Chrungoo, Dean, School of Life Sciences, spoke on the relevance of the National Science Day and the theme of National Science Day 2022. He emphasised on the merits of Sustainability as the major focus of science while developing technology in the modern days. He stressed that dedication and confidence along with being observant are the keys to doing good science. He narrated the life of Sir CV Raman and how he achieved his goal of reaching the pinnacle by being focused about his work and clear about his concepts related to the scientific domain.



The faculty of School of Life Sciences, NEHU felicitated Prof. RNK Hooroo, a faculty of Zoology Department, NEHU and member of the NASI NER Chapter, who superannuated from active service in the University on the day.



Dr. J.N. Nayak, Registrar, NEHU, the Guest of Honour in the Inaugural programme emphasised on the fact that young minds need to come-forth with an aim to contribute to science. Giving the example of transformation in communications from pigeon based communication to internet based system, he cited the consequences of advances and current transformations in technology.

Prof. T.B. Subba, the officiating VC and the Chief Guest talked about Science and the Post-Modernist's View on Science. He mentioned that we need to critically analyse the contributions of science and assess how it can be used for human benefit and not for our own annihilation. Prof. AK Singh, Head, Department of Biochemistry, NEHU proposed the vote of thanks in the inaugural programme.

A popular talk entitled "Good habits for healthy aging" was delivered by Prof. R. Sharma which invited active participation of the school students in particular. He presented the good habits and good food concept for healthy living and healthy aging, citing examples of certain tribes and groups from across the globe who are known to live more than the average life span.





A Quiz competition was organised for the participating school students on current affairs and general science topics. The winners in order of the ranks were from Loreto Convent, KV NEHU and Gorkha Pathshala Higher Secondary School, Shillong. The Poster Competition organised for Life Science scholars had Mr. Casterland Marbaniang, Ms. Sunita Upadhyay and Ms. Roselin Neihzial as the winners while Mr. Jonata Sangma and Mr. Shashi Kumar Yadav were given the consolation prizes. The winners were presented with prizes and certificates in the closing function.



Dr. Neha Chaurasia closed the function by acknowledging the support and help received from teaching, non-teaching staff of NEHU and the schools through their active participation.

