

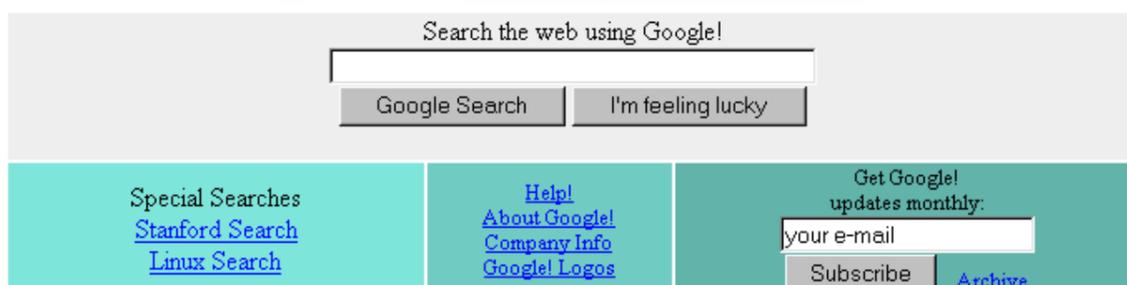
Google

is an American multinational corporation specializing in Internet-related services and products. These include search, cloud computing, software, and online advertising technologies. Most of its profits are derived from AdWords.

Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University. Together they own about 16 percent of its shares. They incorporated Google as a privately held company on September 4, 1998. An initial public offering followed on August 19, 2004. Its mission statement from the outset was "to organize the world's information and make it universally accessible and useful", and its unofficial slogan was "Don't be evil". In 2006 Google moved to headquarters in Mountain View, California, nicknamed the Googleplex.

Rapid growth since incorporation has triggered a chain of products, acquisitions and partnerships beyond Google's core search engine. It offers online productivity software including email (Gmail), an office suite (Google Drive), and social networking (Google+). Desktop products include applications for web browsing, organizing and editing photos, and instant messaging. The company leads the development of the Android mobile operating system and the browser-only Chrome OS for a netbook known as a Chromebook. Google has moved increasingly into communications hardware: it partners with major electronics manufacturers in production of its high-end Nexus devices and acquired Motorola Mobility in May 2012. In 2012, a fiber-optic infrastructure was installed in Kansas City to facilitate a Google Fiber broadband service.

The corporation has been estimated to run more than one million servers in data centers around the world and to process over one billion search requests and about 24 petabytes of user-generated data each day. In December 2013 Alexa listed google.com as the most visited website in the world. Numerous Google sites in other languages figure in the top one hundred, as do several other Google-owned sites such as YouTube and Blogger. Its market dominance has led to prominent media coverage, including criticism of the company over issues such as copyright, censorship, and privacy.



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History of Google

Google began in January 1996 as a research project by Larry Page and Sergey Brin when they were both PhD students at Stanford University in Stanford, California.

While conventional search engines ranked results by counting how many times the search terms appeared on the page, the two theorized about a better system that analyzed the relationships between websites. They called this new technology PageRank; it determined a website's relevance by the number of pages, and the importance of those pages, that linked back to the original site.

A small search engine called "RankDex" from IDD Information Services designed by Robin Li was, since 1996, already exploring a similar strategy for site-scoring and page ranking. The technology in RankDex would be patented and used later when Li founded Baidu in China.

Page and Brin originally nicknamed their new search engine "BackRub", because the system checked backlinks to estimate the importance of a site. Eventually, they changed the name to Google, originating from a misspelling of the word "googol", the number one followed by one hundred zeros, which was picked to signify that the search engine was intended to provide large quantities of information. Originally, Google ran under Stanford University's website, with the domains google.stanford.edu and z.stanford.edu.

The domain name for Google was registered on September 15, 1997, and the company was incorporated on September 4, 1998. It was based in a friend's (Susan Wojcicki) garage in Menlo Park, California. Craig Silverstein, a fellow PhD student at Stanford, was hired as the first employee.

In May 2011, the number of monthly unique visitors to Google surpassed one billion for the first time, an 8.4 percent increase from May 2010 (931 million). In January 2013, Google announced it had earned \$50 billion in annual revenue for the year of 2012. This marked the first time the company had reached this feat, topping their 2011 total of \$38 billion.

Language Tools

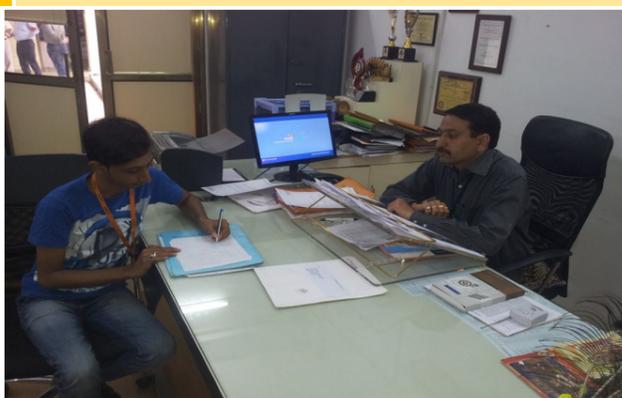
Collection of linguistic applications, including one that allows users to translate text or web pages from one language to another, and another that allows searching in web pages located in a specific country or written in a specific language.



Siddharth Saidava
Civil 4th Sem

INTERVIEW OF PRINCIPAL SIR

Mohib	Sir, SOCET family always considers you as the most humble person, right from the morning till the end of the day you come across a lot of suggestions, questions, complaints then why don't you get frustrated and become tired, we always find you as fresh as you have just taken bath, what's the secret behind it??
Dr. Saurin Sir	It's something like I have read somewhere that every morning you have two choices, either be happy or be sad. I have been blessed by my god and my parents, it is up to the individual to be happy with the current situation which you are facing, I always admire what I have and i never regret for what I don't have. And thus whenever I feel that I don't have something I compare it with the scene where I don't have anything which I have at present and thus by that comparison I remain calm in any state of mind. Everyone has problem in their life, but it's about how you tackle with it. Every problem has an answer in this world you just need to look for right answer, because there will be many answers but all will never guide you to the right path. When students come to my office with complains I genuinely feel that I give them the reply which will guide them to the right path and then I look from his or hers perception and try to convince them whoever may it either be student, faculty or management. What the head of the family will do at the time of problem? He will analyze it figure out the right solution as it is a matter of his own family, same role I am playing, SOCET is my family and it's my duty to solve the problem which my family member is facing.
Mohib	Sir, let's have a personal question how you were in your college life??
Dr. Saurin Sir	I was one of the most notorious boy of the class and also college, have bunked many lectures. and student life very well. I must admit that I never had confidence like what you have, you are seating against me talking to me, asking me questions, I was very shy and never opened up. my classmates still knows me as one of the most notorious boy of the college, but then one mantra which I follow and everyone should follow is that whatever you do in your life you should do that in such a way that later on you never have any regrets about it. A person plays many rules in his life like as u playing the role of the student, son of your parents, a friend , a brother and many other, so the point is whatever role you are playing ,give your best in it ,if you are the student be the best student of the college. 17 years are over of my marriage life but I have never been the best husband throughout the 17 years, but you yourself must decide that you will always try to be the best ,and that should be the approach.
Mohib	In the present era along with the help hi tech things which we have in our lifestyle, if you would have been given your college life back what would you do, means what sort of things you 'll love to do as a student of this era??
Dr. Saurin Sir	I feel that today's generation is very smart and intelligent, but unfortunately the use of technology is not done in the positive extent it should have been done. Mainer times it is used for negative things, there is nothing wrong to be in touch with friends with the help of Social networking sites throughout the day, but really I wonder that in a day if you guys are sharing around 20 sms hardly 1 will worth of reading. Let's take an example of this new year people's what's app were overflowed with the new year greetings, what use to be in the olden days was that people used to go to each other's houses and greet them thus the affection would increase considerably and so simply wishing someone through what'1s app is not that meaningful but its means a lot if you go personally and hug with love and care. So I feel that from village we are transformed into a global village. Scenario is developing in India, like western countries where neighbors do not know each other. Today's generation should take into consideration about the gifts which we are getting as resources from the environment, and give proper attention to it also. It's the time when we should be very alert now about our mother Earth, so that our next generation should have something to appreciate regarding our efforts.
Mohib	Nowadays when we speak about our culture, rituals, Customs and regarding our country they get frustrated they don't want to indulge in that talk mainer times we get frustrated too, So when you see SOCETIAN's, celebrating National festivals participating with great enthusiasm, what comes to your mind then?
Dr. Saurin Sir	In the last one and half year I have seen that socetians are having tremendous power and have real patriotism in there soul, the only thing is that if they are getting motivated they'll surely do wonders in their upcoming life. And I have seen wonders happening SAE club in our college is so hard working that since past one month they are working full night and last night at 12:05 am their inspection took place and all the members were very well present there. Management truly believes that the age of 16 to 20 years is the age when you can mold one's life you want to mold. The student s of our collage are very proactive in doing Social Service also, they come forward to me and give suggestions that directly hits the heart. . So the SOCETIAN's are sparkling young buddies, it's just like the burning lamp, we just need to give fuel and protect it from some adverse conditions. I have seen many of our students changing their personality drastically, to see the change in those students is just like miracle. So I am proud about all of them and I believe you guys are supposed to be handled with care.
Mohib	How do you see SOCTIAN'S 10 years down the line??
Dr. Saurin Sir	We are all prepared to make the students the most responsible youth in the society. All our effort, motive, vision is for your better future and we truly believe that we are bound to give you the best education. Placement is the maximum attraction for the student's while choosing any college and unfortunately the scenario is not very good in the industry and thus we with the help of management, faculties, and all the staff members are putting up a lot of hard efforts, so that when you leave the college you have a very good job in your hands. Our management is looking for every opportunity and trying their level best. The Punch line of our management is "WE THINK ABOUT YOUR FUTURE", and that's what we think about your placement, making you the good citizens of the country and parents tell us about their kids that whatever positive change our kid has in the past four years is only and only because of SOCET. And we work in the direction to make you the best in every aspect starting from becoming best citizen till the best engineer.



MOHIB HIRANI
Computer | 4th Sem

“ Success consists of going from failure to failure without loss of enthusiasm” - Winston

A Handshake with “Sunita Williams”

The Newspapers very well published the schedule of Sunita Williams arriving at Ahmedabad at Science City on 5th April and at Vishwakarma College(GTU Headquarters) on 6th April. It was indeed a great opportunity for the space lovers to go there and listen to the Space Fairy. But the security was such a tight that it was nearly not possible to get in without the passes and that were only available to selected students of certain schools and colleges. Though it was a little hard, we managed to get the passes for the science city program. It was a pleasure to listen her experience at the International Space Station. But the programme finished and Sunita mam left in hurry. I and my col-leagues had a heart break for we could get nor a photograph with her neither an autograph of her. So with decided to try out our best to get the passes for entering Vishwakarma college. With the help of higher authorities of our college we got the passes we went there and man-aged to get in the auditorium. There, we realized that the journey itself is a pleasure when you reach the Goal. Once again Sunita mam was in front of our eyes and we tried not to miss a word she said. It was a pleasant moment that we could know her nobility as we found her ways were so perfect of answering the collegi-ans and the school students as per there maturity.

My friend Vidhi Bhavsar(6th sem Civil) says “I love the part where she said about the last shower. Sunita Mam said “It’s a good feeling to know that we are being blessed by someone (a POP) who is not concerned about what religion we follow.” while those astronauts are sprinkled with holy water and prayers by that POP. She also said “While we are up there at the station we do not belong to any religion but we believe that we belong to humanity as we see our Mother Earth passing by.” **It is very important to be clear on our thoughts especially when we have a lot number of followers, and there we knew that she is a perfect role model for coming up generation.**”

Another friend Pooja Desai(6th sem Civil) says “She so correctly said about the ‘Mistakes we make in our life.’ “Failure is good, if you could learn from your mistakes. Even on space stations we make mistakes, but that’s okay if you can learn from that and pass those lessons down to the next generations.” that’s what sunita mam said while narrating her journey from her school life to an Astronaut. Her message to the young people of India at the matter of voting is “India is a biggest democracy and it’s a pride to vote and choose your leaders. It’s not right thing to blame the system when you don’t go to give a Vote for your Leaders.” **A Slow revolution can lead to a better society that’s what she said.**”

A Student asked her ‘What a Success means to you?’

Sunita mam said “**My mom said that failure is good as it gives courage and makes you realize the importance of Success. It’s not such that we became successful after we became astronauts and could go up there in space, but we all were already a successful person in our life, in what job we did. We loved our jobs and we did what we loved that makes us successful. Your job is to study and if you don’t love it, don’t do it, that will lead you nowhere. If you have goals to achieve just stay on a track and life will keep on opening new doors of opportunities as you go forward step by step. That’s what success means to me**”

Every word as she spoke awakened us to perform our duties well. As the program was leading towards the end we were getting prepared to grab a slightest chance to meet such a great personality. We could easily make up to the stage, and as she stood up to leave Pooja offered her a book pleading to sign in it, but the lady took both her hands in hers and apologized that she couldn’t as she was running out of time, she also shook hands with Vidhi with a greeting Smile. But I was left behind and Sunitamam was heavily crowded with higher authorities like Sir Akshay Aggarwal and many more but I couldn’t stop myself from thanking her loudly for such an inspirational day of our life. But she, though such a celebrity pooped back at me strached her hand long, through the crowds and I had a heart stop-ping handshake with the Lady of my dreams. She is such a down to Earth personality even with a fame.

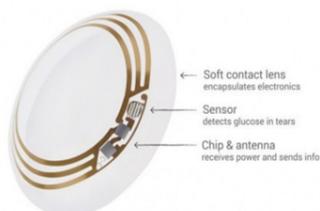
There we realized it is truly said “Dreams are meant to come true, that’s why we can even imagine them.”

–Angira Bhatt (8th Sem E.C),Vidhi Bhavsar,Pooja Desai (8th Sem Civil), SOCET.



Google Contact Lens

- ◆ There are a growing number of companies such as Google that are developing new technologies for diabetics to monitor glucose levels, with the search giant now entering the fray with a new innovative contact lens.
- ◆ Google along with other companies like NovioSense and OrSense based in the Netherlands and Israel respectively are delving into new and exciting ways for diabetes sufferers to be able to monitor blood sugar levels without pain.
- ◆ The search giant and NovioSense separately have been working on a contact lens that a person can wear that will monitor glucose levels from the patient’s own tears. The Google contact lens has a small antennae that transmits the information from the tears to a device that the customer would wear, such a smart phone. The NovioSense lens has a miniature flexible spring that is located under the persons eyelid for monitoring.
- ◆ The device would have an additional drawback as customers that currently wear contact lenses to correct vision will have to wear glasses while the lens is in place. The contact lens electronics do not affect a customer’s vision as the minuscule wiring is placed outside of the iris.
- ◆ The Google team is looking into the possibility of placing a small LED light on the lens that would be only visible to the person wearing it. This would change color to alert the wearer if their glucose levels were high, low or in normal ranges. The unique challenge to this comes in the form of metal arsenic that is contained in the LED light. The positive side to this light is that it would allow the wearer to not have to be connected to any other devices like a smart phone. All the information would be with the lens itself allowing more freedom for the user from additional costs of purchasing additional equipment.



Niral Vasa | Civil

“All you need is ignorance and confidence and the success is sure” - Mark Twain

Word Press

Word Press is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL Word Press is used by more than 18.9% of the top 10 million websites as of August 2013. It was first released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little, As of February 3, 2014, version 3.8 had been downloaded more than 16 million times. we use to make websites by coding but with enhancement in the technology we can do it with the help of Word Press.

After the release of Word Press 3.0, the development team took a release cycle off from the Word Press software to focus on expanding and improving the Word Press community. Word Press 3.1 was subsequently released in February, 2011. With version 3.2, released on July 4, 2011, the minimum requirement PHP version and MySQL were raised as well.

Plugins

One very popular feature of WordPress is its plugin architecture which allows users and developers to extend its abilities beyond the core installation. Word-Press has a database of over 26,000 plugins,[10] each of which offers custom functions and features enabling users to tailor their sites to their specific needs. These customizations range from SEO (Search Engine Optimization) enhancers, to client portals used to display private information to logged in users, to content displaying features, such as the addition of widgets and navigation bars.

Multi-user and multi-blogging

Prior to WordPress 3.0, WordPress supported one blog per installation, although multiple concurrent copies may be run from different directories if configured to use separate database tables. WordPress Multi-User (WordPress MU, or WPMU) was a fork of WordPress created to allow multiple blogs to exist within one installation but is able to be administered by a centralized maintainer. WordPress MU makes it possible for those with websites to host their own blogging communities, as well as control and moderate all the blogs from a single dashboard. WordPress MU adds eight new data tables for each blog.

As of the release of WordPress 3.0, WordPress MU has merged with WordPress



Yash Lalchandani | Computer

SOCET successfully organized its 1st Alumni Association Meet on 11th January 2014 Saturday.



College Invited all its pass out batch students (2009-2013) with their families and the current final year students. All faculties too attended the Meet.

The Meet was conducted with an objective to give a common platform for the pass out students and the final year students to communicate about the current job prospects and market scenario.

We were graced by the presence of Mr. Janak Khandwala (Executive Director), Mrs. Shweta Khandwala (Director) , Dr. Saurin Shah (Principal) , Mr. Nayan Patel (Vice Principal).

It was a pleasure on the college part to have its 1st batch students sharing their experiences and guiding their fellow juniors , preparing them for the market challenges.

College distributed permanent ID cards to the pass out students as a part of Meet ,which will give them access to all the events and functions SOCET organizes in the future.

There was a good arrangement of entertainment as well."Sangeet Sadhya" was arranged to serve the purpose followed by dinner. It was a wonderful experience and we are looking forward for many such gathering in the future.

24 GUY'S WITH ONE CRAZY DREAM TO MAKE THE NAME OF OUR COLLEGE SHINE IN NATIONAL CHAMPIONSHIP CALLED SAE BAJA

- A story, effort, strive for excellence, team management, late night working , one commitment ,one goal and that was to make a car.... This is the story about our SAE INDIA Collegiate Club of Silver Oak College.
- These crazy guy's had one dream and that was to make the name of our college shine in National level championship that is SAE BAJA Competition to be held at Indore .
- They worked hard for more than 75 day's constantly for the manufacturing of this ATV. And now the output is tremendous you can see the **chassis_69** in the below pic along with the whole team.
- When talked with **TEAM SPARKx** we got to know about the difficulties the had to overcome during the manufacturing of the car
- We also express our gratitude towards the management of our college and especially our Principal Sir for taking care of our every single requirement.

