

Annexure 5.7.4



K.S. INSTITUTE OF TECHNOLOGY DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING **CONSULTANCY**

The ECE department has an R & D Centre affiliated by Visveswaraya Technological University (VTU). Faculty members of the department are collaborating with organizations like Tata elxsi, Mitara consulting services, Acsia Technologies (P) Ltd., and many more for consultancy works. The **research and consultancy projects** worth **Rs. 54.42 Lakhs** are either completed or ongoing. Following are the consultancy work details by the department faculty:

Academic Year	Name of the Faculty	Title of Work	Duration	Company	Amount
2021-22	Dr.Joy Prabhakaran	Sony liv player	7 months (From 15 th August 2021-14 th Feb 2022)	Tata Elxsi	31,32,000/-
2020-21	Dr.Joy Prabhakaran	Sony liv player	6 months (from 15 th Feb 2021- June2021)	Tata Elxsi	16,35,000/-
2019-20	Dr.Joy Prabhakaran	Scope of service to co-ordinate the skill enhancing initiatives	5 months (16 th August 2019-14 th Jan 2020)	Acsia Technologies (P) Ltd.	4,75,000/-
2018-19	Dr.Joy Prabhakaran	Scope of service to co-ordinate the skill enhancing initiatives	3 months (March 2019- May2019)	Acsia Technologies (P) Ltd	1,50,000/-
	Dr.Joy Prabhakaran	Mitara consulting services for subject matter expert (SME)	3 months (Jan 2019- March 2019)	Mitara consulting services	50,000/-
				Total	54,42,000/-

DESCRIPTION OF CONSULTANCY WORKS

Title of Work	Video Technology&Sony liv player
Company	Tata Elxsi
Description	<p>Total Contract Amount: Rs. 48 Lakhs Engagement Period: 15 Feb 2021 to 14 Feb 2022 Providing video technology related analysis and identify avenues to improve the video viewer's QoE (quality of experience). The QoE focus is on the following:</p> <ol style="list-style-type: none"> a. Video Start Time b. Rebuffering ratio c. Video Play Failures d. Device stalls <p>To improve these parameters, telemetry data (primarily from Conviva) is analysed, and appropriate actions derived. The analysis is done manually and using AI techniques. AI is used primarily to cluster different events and find actions that can be derived. This work is from Tata Elxsi's OTT customers like SonyLiv, Zee, Discovery, SKY and NBCU. The work includes consulting with the Competency Development group and L&D at Tata Elxsi and design of Bootcamps and Workshops which covers the following content:</p> <ol style="list-style-type: none"> a. KPI (Key Performance Indicators) measurement and improvement b. Writing better code

Title of Work	Scope of service to co-ordinate the skill enhancing initiatives
Company	Acsia Technologies (P) Ltd.
Description	<p>Total Contract Amount: Rs. 6.25 Lakhs Engagement Period: 1 Feb 2019 to 31 Jan 2020. Guidance in code optimization and Research in Autonomous Driving area. The code optimization was mainly for the embedded code that Acsia develops for different applications running on automobiles. The segment involved was primarily cars and trucks. Most applications were to do with in-vehicle entertainment systems. Since there are various demands on the processing power and communication bandwidth on the systems available onboard, optimizing the code is a big requirement. Support was extended to the following optimizations:</p> <ol style="list-style-type: none"> e. Algorithm level optimization f. Code optimization g. Hardware specific optimization <p>Acsia initiated some R&D in Autonomous Driving and I supported this. The work initiated was in the following areas.</p> <ol style="list-style-type: none"> a. Driver alertness b. Lane detection

Title of Work	Subject Matter Expert (SME)
Company	Mitara consulting services
Description	<p>Total Contract Amount: Rs. 50,000/- Engagement Period: 1 Jan 2019 to 5 Mar 2021. Conduct training programs for IT professionals in coding optimization area. The training was conducted as a series of workshops. The workshops involved the following: Logic design, Code improvement, Team based solutioning</p>

PAYMENT DETAILS

2018-19	Sl.No.	Date of Transaction	Transaction ID	Amount Received
Mitara	1	31/01/2019	IMPS-903114121234	15,000/-
	2	04/03/2019	IMPS-63190765308508	35,000/-
Total				50,000/-

2018-19	Sl.No.	Date of Transaction	Transaction ID	Amount Received
Acsia Technologies (P) Ltd.	1	12/3/19	NO73190774962013	50,000/-
	2	22/4/19	N113190807612126	50,000/-
	3	15/5/19	IFT/0115051917935/3	50,000/-
Total				1,50,000/-

2019-20	Sl.No.	Date of Transaction	Transaction ID	Amount Received
Acsia Technologies (P) Ltd.	1	16/08/19	N228190903637479	1,25,000/-
	2	19/09/19	N228190903637479	1,00,000/-
	3	31/10/19	N304190968449212	1,00,000/-
	4	10/12/19	N344191004534512	50,000/-
	5	14/01/20	N014201035890297	1,00,000/-
Total				4,75,000/-

2020-21 To Till Date	Sl.No.	Date of Transaction	Transaction ID	Amount Received after TDS Deduction by Source
TATA ELXSI	1	26/02/21	CITIN21132329762	1,85,000/-
	2	31/03/21	CITIN21149598967	3,70,000/-
	3	30/04/21	CITIN21165595739	3,60,000/-
	4	31/05/21	CITIN21180448515	3,60,000/-
	5	30/06/21	CITIN21196001406	3,60,000/-
	6	30/07/21	CITIN21211597346	3,60,000/-
	7	31/08/21	CITIN21228744661	3,96,000/-
	8	30/09/21	CITIN21246013982	4,32,000/-
	9	29/10/21	CITIN21262634572	4,32,000/-
	10	30/11/21	CITIN21279600392	4,32,000/-
	11	31/12/21	CITIN21297725370	4,32,000/-
	12	31/01/22	CITIN22215594560	4,32,000/-
	13	09/03/22	CITIN22238225084	2,16,000/-
Total				47,67,000/-