

Report on Industrial Visit to Meander

Date: 27th September 2024

On 27th September 2024, second-year Computer Science Engineering (CSE) students from section D had the opportunity to visit Meander, a leading tech company located in Mohali. The visit was designed to provide practical exposure and insights into the modern tech industry, with a focus on key areas such as digital marketing, web development, web designing, coding, and user interface/user experience (UI/UX) design.

The experts at Meander facilitated a series of interactive sessions, allowing students to engage with industry professionals and learn about the real-world applications of the knowledge they gain in their coursework. One of the most beneficial aspects of the visit was the roadmap shared by professional web developers, which outlined essential steps for excelling in web development. The experts highlighted that adaptability and learning new tools are key to long-term success in the rapidly evolving tech landscape.

The sessions covered the distinction between frontend and backend development, two crucial components of web development. On the frontend, students learned about the essential languages used to build the user-facing part of a website, such as HTML, CSS, and JavaScript. The professionals also introduced frameworks like React and Angular, which are popular among developers for creating dynamic and responsive websites. The importance of designing user-friendly interfaces that enhance the user experience was emphasized.

On the backend side, the focus was on server-side programming, which involves handling databases, server logic, and application functionality. Students were introduced to popular backend programming languages such as Python, Java, and PHP, as well as frameworks like Django and Node.js. The professionals also explained the significance of database management, with MySQL and MongoDB being commonly used to store and retrieve data efficiently in web applications.

In addition to technical skills, the visit also highlighted the role of search engines in the world of digital marketing and web development. They explained how search engine algorithms work, particularly focusing on how content quality, keyword usage, and website relevance influence search rankings. The students learned about the importance of developing SEO-friendly websites that adhere to modern web standards to improve visibility and attract more users.

The visit was highly interactive, with students encouraged to ask questions and clarify doubts related to industry trends and technologies. They were able to gain a better understanding of how the concepts they study are applied in real-world scenarios. The experts also shared insights into current industry trends, including the increasing use of artificial intelligence in web development, the shift towards mobile-first design, and the growing importance of cybersecurity in ensuring safe online interactions.

Overall, the industrial visit to Meander was a highly educational experience for the students. It provided them with a solid understanding of the practical aspects of web development and digital marketing while also inspiring them to explore various career paths within the tech industry. The knowledge gained from this visit will undoubtedly aid the students as they continue their academic journey and prepare for future professional endeavors.







CERTIFICATE

OF PARTICIPATION



THIS IS TO CERTIFY THAT

Riya Sharma

Has successfully participated in the event **Guru Nanak Dev Engineering College Industrial Visit** Organized by Meander on **27-09-2024** at **TDI Business Centre , 10th Floor**

This certificate is awarded in recognition of your active participation and valuable contribution to the success of the event. Your enthusiasm and dedication to learning and personal growth have been truly commendable.

 Meander

Anil
Instructor/Event Organizer

CERTIFICATE

OF PARTICIPATION



THIS IS TO CERTIFY THAT

Sanchya Narula

Has successfully participated in the event **Guru Nanak Dev Engineering College Industrial Visit** Organized by Meander on **27-09-2024 at TDI Business Centre , 10th Floor**

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