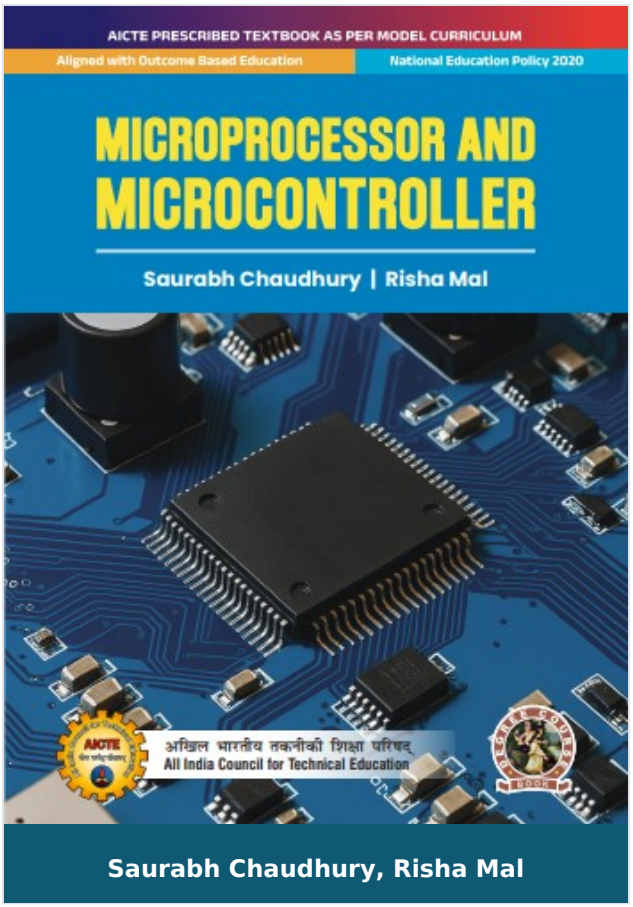


Microprocessor and Microcontroller

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Product Description

Microprocessor and Microcontroller

This book aims at providing the readers specially, the second-year undergraduate students a thorough knowledge of microprocessors and microcontrollers in a best possible way. Syllabus of this book is as per the AICTE model of curriculum, following National Education Policy, 2020. Each chapter of the book is written in a very lucid manner so as to understand the underlying concepts easily with explanatory examples followed by review questions, exercises and QR codes of online links and other learning resources. The book begins with a brief history on the evolution of computers and processors for making the subject interesting. Further, starting from the very basic microprocessor 8085 and the basic microcontroller 8051, the book gradually progresses towards advanced microprocessors and microcontrollers in the most appropriate manner.

Salient Features:

- Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a ‘Know More’ section is also provided in each unit to extend the learning beyond syllabus.

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- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including numerical examples are solved with systematic steps

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- External communication interface
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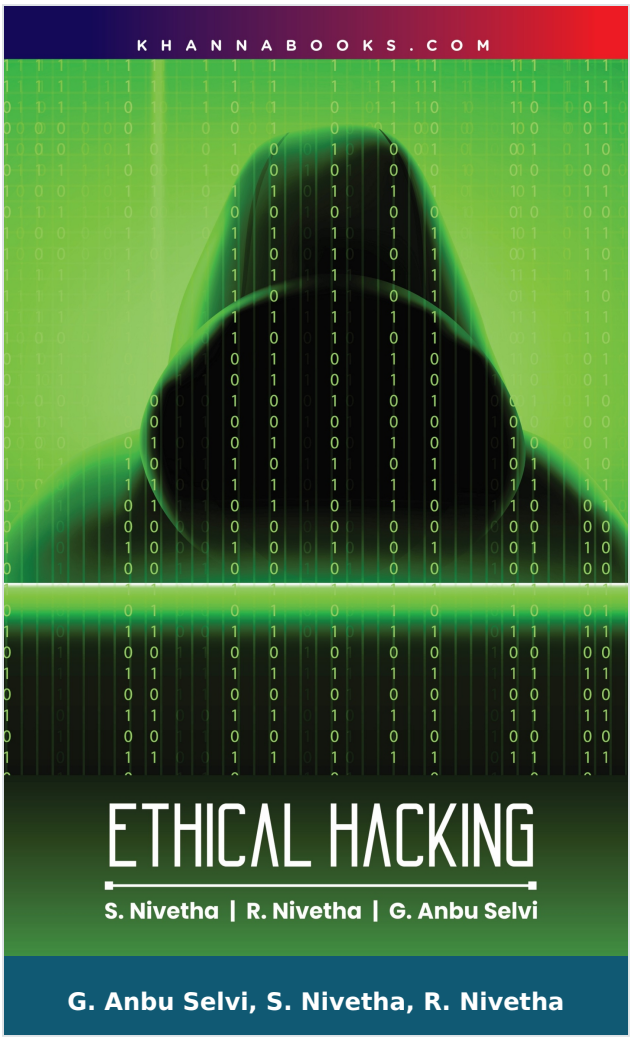
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Ethical Hacking

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Product Description

In the rapidly evolving digital landscape, where cyber threats are increasing in complexity and frequency, Ethical Hacking stands as an indispensable guide for mastering proactive cybersecurity defense. This book is meticulously designed to introduce readers to the fundamental concepts and practical methodologies of Ethical Hacking and Penetration Testing. It is structured to align with a dedicated cybersecurity curriculum, making it an ideal resource for students in Computer Science and related fields, as well as cybersecurity enthusiasts and IT professionals aiming to enhance their skills.

The core theme of the text is to transform the reader into an authorized "White Hat" hacker, equipping them with the technical expertise and ethical mindset required to fortify digital infrastructures. It achieves this by delving into crucial, real-world topics such as the phases of ethical hacking, detailed penetration testing methodologies, information gathering, enumeration, vulnerability scanning, and network sniffing. Beyond theoretical knowledge, the book emphasizes hands-on experience, featuring practical exercises and case studies that allow readers to apply knowledge in live cybersecurity scenarios.

By exploring various tools and techniques, readers learn to think like security analysts, adopt a proactive approach to cyber threats, and serve as the critical first line of defense in protecting systems and data integrity. This comprehensive guide provides the strong foundation necessary for anyone aspiring to a career as an ethical hacker, penetration tester, or cybersecurity analyst.

Salient Features:

• Structured Pen Testing: Covers the end-to-end methodology, including planning, reconnaissance, discovery, active intrusion, and final analysis for comprehensive security audits.

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• Essential Tool Mastery: Provides practical guidance on using critical industry tools such as Nmap, Nessus Vulnerability Scanner, Wireshark, and Acunetix for hands-on experience.

• Assessment and Mitigation: Details the process of vulnerability assessment and risk assessment, including scoping, scanning, reporting (using CVSS scores), and prioritizing crucial fixes.

• Intelligence and Reconnaissance: Explores both active and passive information gathering (Footprinting) to collect data without direct interaction, forming the blueprint of a target network infrastructure.

• Network Defense Deep Dive: Dedicated coverage of network attacks, including ARP Spoofing, Denial of Service (DoS), DNS/DHCP Spoofing, and how to defend against these crucial vectors.

• Ethical Hacking Mindset: Clearly distinguishes White Hat from Black Hat activities, emphasizing the legal and ethical standards required for authorized penetration testing.

• Practical Case Studies: Includes case studies and practical exercises throughout the units to reinforce learning and ensure readers can apply their technical knowledge in real-life scenarios.

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S. Nivetha

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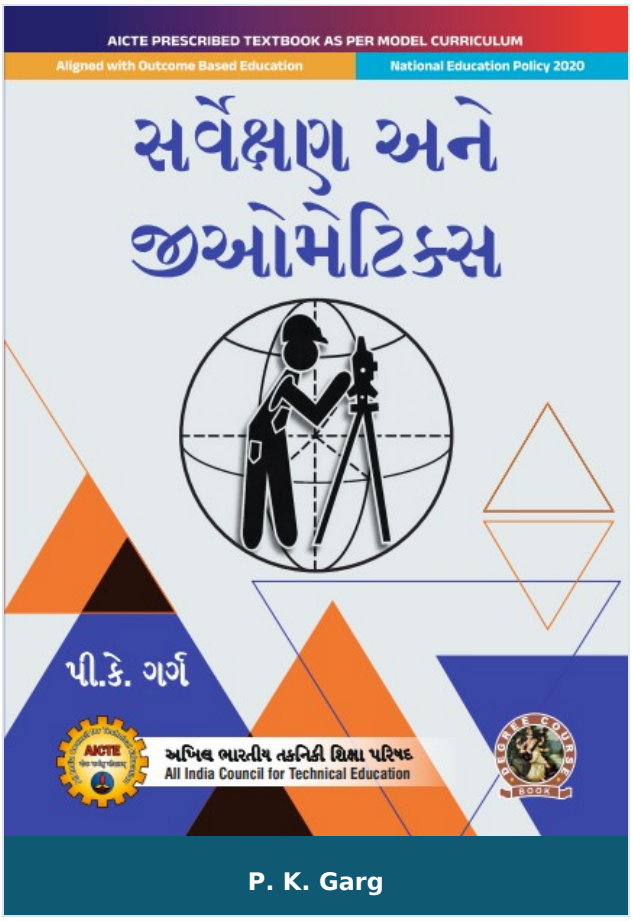
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TEXTBOOK ON SURVEYING AND GEOMATICS

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Product Description

Textbook On Surveying and Geomatics

The book provides the fundamental principles and theory of various equipment and techniques used in surveying and geomatics engineering. The fast developments which have taken place in field data collection methods and mapping techniques are also covered in the book. The book is intended to guide and help students and researches understanding of surveying and geometrics tools and techniques. It provides insights to the subject matter aligned with the latest model curriculum of the AICTE, followed by the concept of outcome-based education as per the New Education Policy (NEP)-2020.

Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a ‘know more’ section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.

- Solved and unsolved problems including numerical examples are solved with systematic steps.

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- • PHOTOGRAMMETRY SURVEYING
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Author

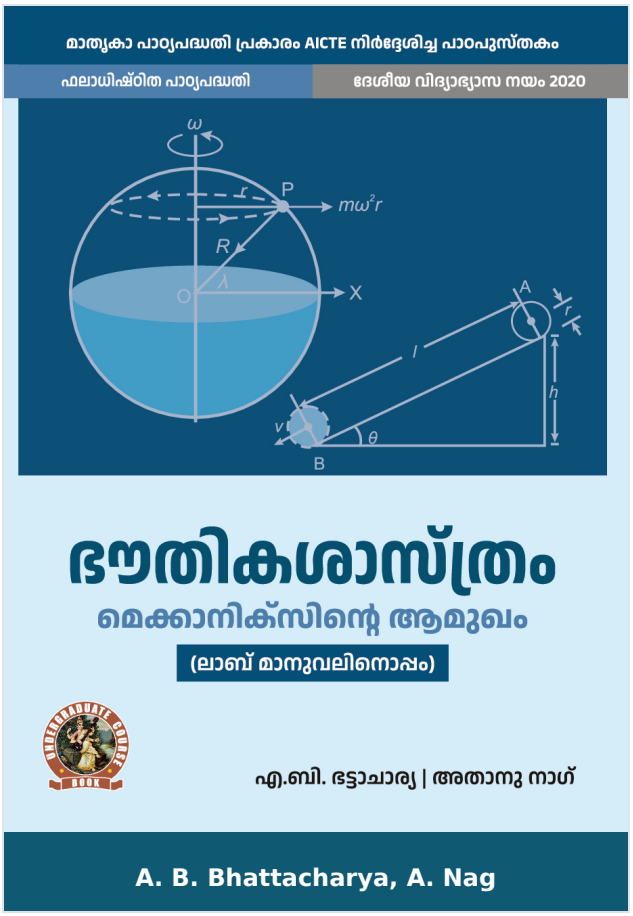
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Physics - Introduction to Mechanics (with Lab Manual)

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Product Description

Physics: Introduction to Mechanics has been written for the first year students of B Tech Engineering Degree Courses of all Indian Universities following the guideline and syllabus as recommended by AICTE. The book, written in a very simple and lucid way, will be very much helpful to reinforce understanding of different aspects to meet the engineering student’s needs. Writing a text-cum manual of this category poses several challenges providing enough content without sacrificing the essentials, highlighting the key features, presenting in a novel format and building informative assessment. This book on engineering physics will prepare students to apply the knowledge of Mechanics to tackle 21 century and onward engineering challenges and address the related questions.

Some Salient features of the book:

·Expose basic science to the engineering students to the fundamentals of physics and to enable them to get an insight of the subject.

·To develop knowledge on critical questions solved and supplementary problems covering all type of medium and advanced level

· Under problems in a very logical and systematic manner.

· Some essential information for the user the heading “Know more” for clarifying some basic information as well as comprehensive synopsis of formulae for a quick revision of the basic principles.

· Constructive manner of presentation so that an Engineering degree students can prepare to work in different sectors or in national laboratories at the very forefront of technology.

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A. B. Bhattacharya

Prof. A. B. Bhattacharya did his MSc and PhD degree from the University of Calcutta in Physics and Post-doc from the Massachusetts Institute of Technology (MIT), Cambridge, USA. He worked in close collaboration with the leading laboratories like Lincoln Laboratory; Milestone Hill Observatory; Earth, Atmospheric and Planetary Sciences division of MIT and many other well recognized laboratories in India and abroad. He served as Professor & Head of the Department of Physics, University of Kalyani; Dean of Research and Head of the ECE Department, Techno India University; Pro Vice Chancellor of JIS University and Director of Brainware University. He has published 32 text books for Science and Engineering students, two popular books for general readers and over 400 research articles in reputed International Journals. Under his supervision 24 scholars received their doctoral degree. He is a fellow of the Institute of Electronics and Telecommunication Engineers and member of many scientific organizations. India International Friendship Society awarded him the prestigious "Shiksha Ratna Award" and Certificate of Excellence for meritorious services, outstanding performance and significant contribution to education. The International Institute of Success Awareness hon0red him with their globally recognized "Glory of India Gold Medal" for his outstanding contribution to the national stature of India. A few words from the certificate issued by Prof. Williams of MIT may be quoted "Our collaborative effort was directed at the wavelength dependence of radar echoes observations with the Millstone Hill UHF radar in Westford. He made use of the Charles River Data System computer in the Weather Radar Laboratory for these calculations. His results help to make a convincing case that the volume reflectivity associated with lighting is a diminishing function of radar wavelength, contrary to contemporary thinking". Dr.

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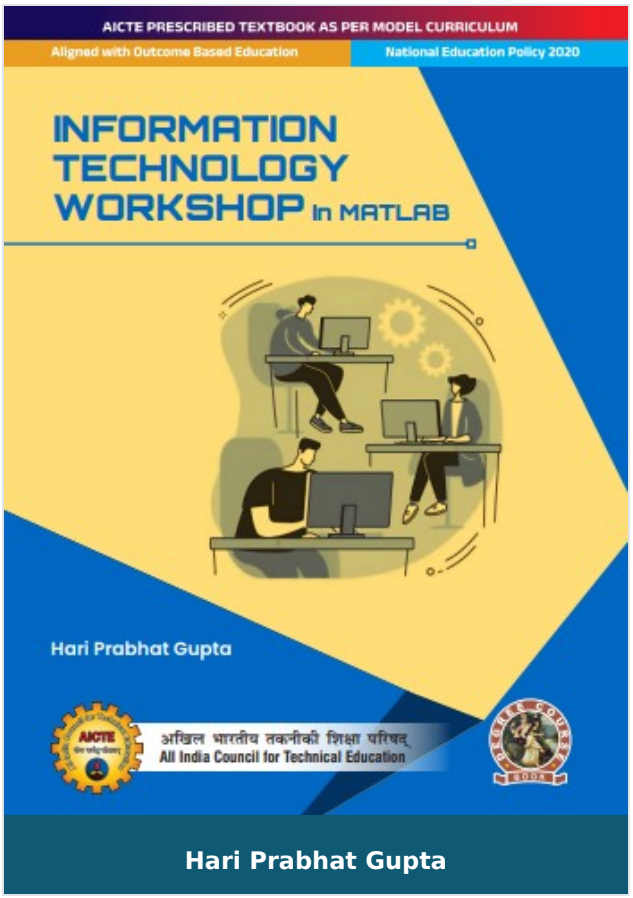
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A. Nag Dr. Atanu Nag did his M. Sc. in 2007 and Ph. D. in 2013 from the University of Kalyani. He has published over 50 Journal papers and 5 books for Science & Engineering students. Presently he is the Head and Associate Professor in the Department of Physics, Modern Institute of Engineering & Technology, Hooghly, West Bengal.

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Information Technology Workshop in MATLAB

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Product Description

Information Technology Workshop in MATLAB

This book familiarizes the students to different domains of IT workshop. This covers one of the most widely used programming language i.e., MATLAB. Main purpose of this book is to help students and researchers to understand and apply the MATLAB programming language to applications in engineering science, biomedical science, etc. The main content of this book is aligned with the model curriculum of AICTE followed by concept of outcome-based education as per National Education Policy (NEP) 2020.

Salient Features:

- Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book in balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a 'Know More' section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including stepwise solved numerical are included in the book.

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- Answers to multiple choice questions
- References

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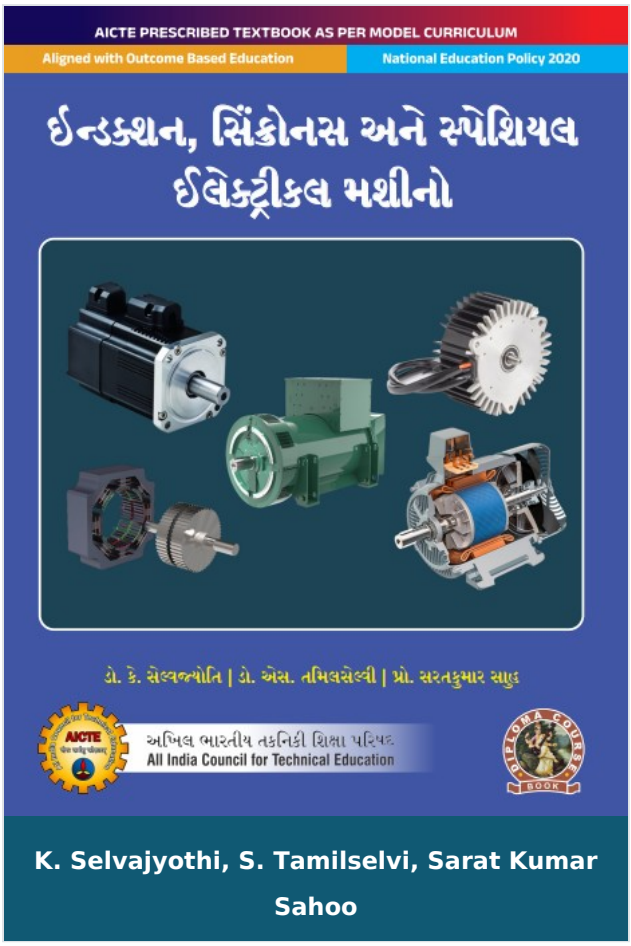
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Induction, Synchronous, and Special Electrical Machines

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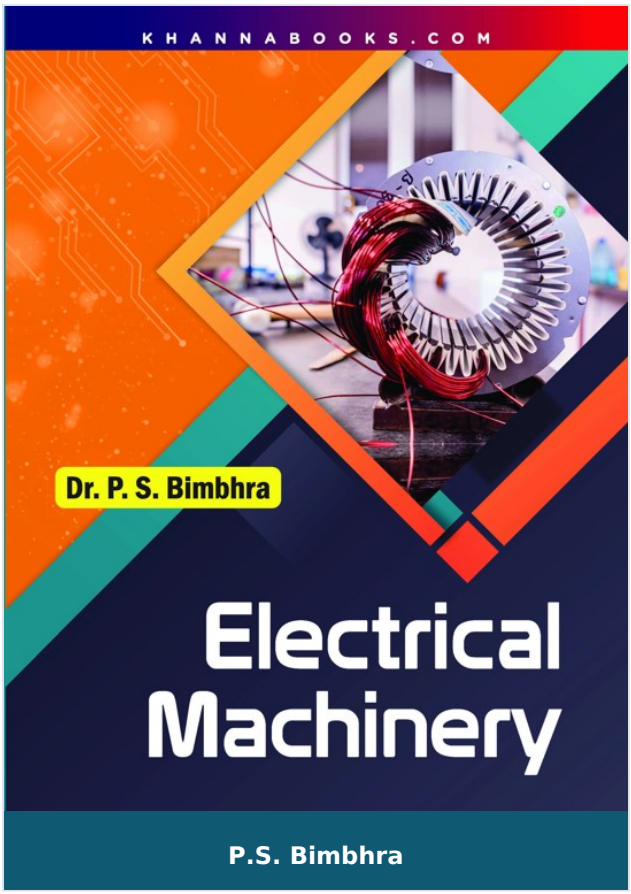
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Electrical Machinery

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Product Description

This thoroughly revised and updated edition presents a rigorous and comprehensive treatment of transformers and more common types of rotating electrical machine types. Each chapter begins with rudimentary concepts and is so developed that an average student can easily comprehend it. The salient features of this book are :

In-depth coverage of transformers, dc machines, 3-phase synchronous, and induction machines.

Highlights that electrical machines operate on the same basic principles.

Devotes a chapter on electromechanical-energy conversion principles and another on dc/ac machine windings.

Drive aspects and applications are discussed for each machine type.

Clarity of presentation is enhanced by illustrative figures and examples selected from question-papers of important Universities, IAS, IES, and GATE.

Includes numerous problems, conceptual questions and objective-type questions (with answers) to help the reader master the basic concepts.

This edition includes a chapter on “basic principles of electrical machines.”

All these features contribute towards making this book an ideal text for undergraduate students of degree classes. Practicing engineers, through self-study, will also find this volume useful to them.

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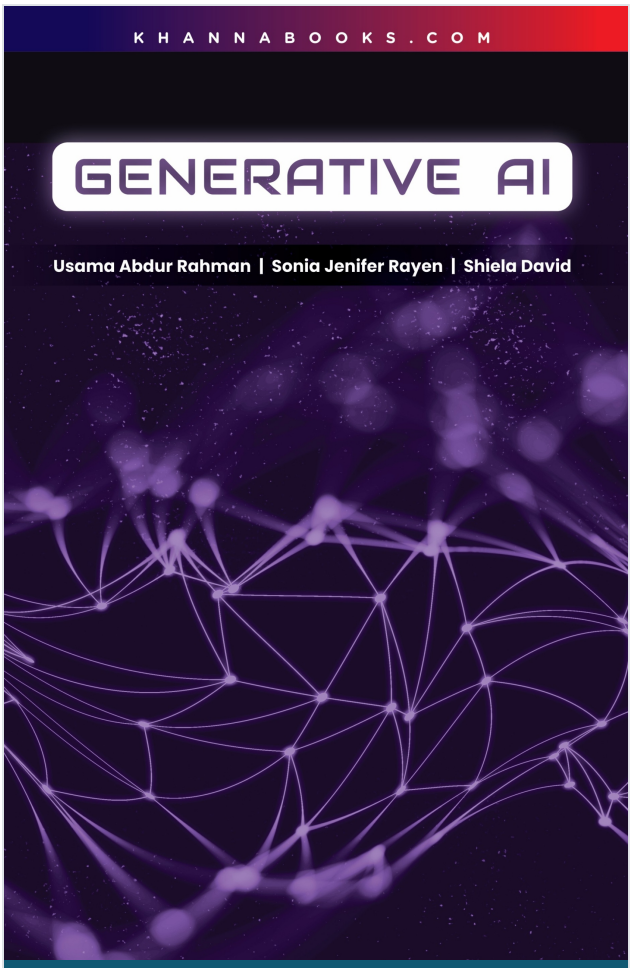
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Sonia Jenifer Rayen, Shiela David, Usama Abdur Rahman

Generative AI

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Product Description

Generative AI (Gen AI) has rapidly evolved from a theoretical concept into a transformative technology capable of simulating human creativity, generating content, producing innovative ideas, and enabling autonomous decision-making. This book serves as a comprehensive and structured guide to understanding the foundations, architectures, applications, and future directions of Generative Artificial Intelligence. Designed for students, researchers, professionals, and technology enthusiasts, it provides both theoretical insights and practical perspectives on one of the most influential fields in modern computing.

The text begins by tracing the historical evolution of Artificial Intelligence, highlighting key milestones that shaped the development of machine learning and intelligent systems. It then builds a strong conceptual foundation by introducing Neural Networks and the revolutionary Transformer Architecture, which forms the backbone of modern generative systems. Special emphasis is placed on the Attention Mechanism, encoder-decoder architectures, and the emergence of Large Language Models (LLMs) that power advanced conversational and content-generation systems.

Beyond foundational concepts, the book explores advanced generative techniques such as Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs), explaining their architectures, workflows, and practical applications. Readers gain insights into how generative models create realistic text, images, and multimedia content, while also understanding the principles behind AI Agents, prompt engineering, and modern AI development frameworks.

The practical relevance of Generative AI is demonstrated through extensive real-world applications across healthcare, finance, manufacturing, software engineering, media, and entertainment. The text also addresses critical contemporary topics including model

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evaluation metrics, ethical considerations, responsible AI development, and emerging innovations such as Quantum AI and Neuromorphic Computing. By combining academic rigor with practical implementation, this book provides a complete roadmap for mastering the rapidly evolving landscape of Generative Artificial Intelligence.

Salient Features:

- Foundational AI Concepts: Provides a detailed overview of the history and evolution of Artificial Intelligence, establishing a strong foundation in neural networks, machine learning, and the development of generative technologies.
- Transformer Architecture Deep Dive: Thoroughly explains Transformer Models, the Attention Mechanism, and the distinctions between encoder-based architectures (such as BERT) and decoder-based Large Language Models.
- Large Language Model Mastery: Covers the principles, architectures, and applications of LLMs, including their use in natural language processing, content generation, summarization, translation, and conversational AI systems.
- Advanced Generative Models: Presents comprehensive coverage of Variational Autoencoders (VAEs) and Generative Adversarial Networks (GANs), detailing their components, workflows, training methodologies, and practical applications.
- Practical AI Agents & Frameworks: Introduces AI Agents and modern development frameworks such as Lang Chain, enabling readers to build scalable and production-ready Generative AI applications.
- Cross-Industry Applications: Demonstrates the transformative impact of Generative AI across multiple sectors, including healthcare, manufacturing, finance, software development, and digital media.
- Model Evaluation Techniques: Explains important evaluation metrics such as Perplexity, BLEU Score, and ROUGE Score, helping readers assess and benchmark the performance of generative and language models.

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- Future & Ethical Directions: Explores emerging topics including Multimodal AI, prompt optimization techniques (Top-K and Top-P sampling), ethical AI practices, Quantum AI, and Neuromorphic Computing.

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- Model Evaluation and Future of Generative AI

Author

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Shiela David

Shiela David

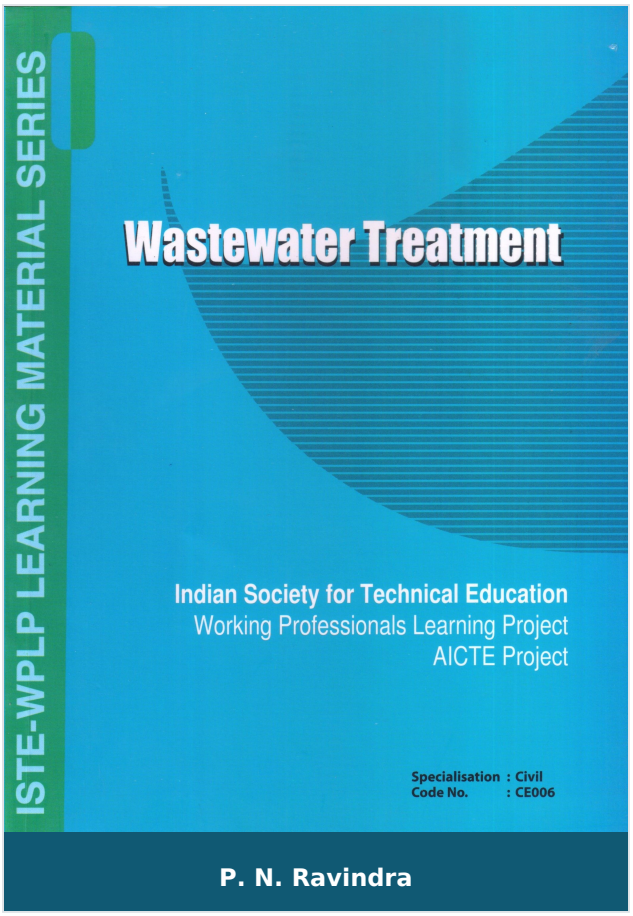
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Wastewater Treatment

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Product Description

This book written under working professional learning projects is with the intention of providing sufficient information and knowledge about the principles of wastewater treatment to the water works engineers. This book comprehensively deal with the basics of wastewater treatment, laying emphasis on current trends. To convey ideas and concepts more clearly, the book contains descriptive diagrams with suitable explanation. The book covers a broad spectrum of material dealing with wastewater treatment, as it is far more than just and update of the existing books on wastewater treatment, which includes the latest concepts and processes. The topics presented can be useful not only to the wastewater engineers, but also to the plant operators, and managers who are in the public utilities. This learning material will also be a useful reference book for planners, administrators, students and general readers. It will be of interest to those non-technical staff, who wish to understand technical issues relating to wastewater treatment. One who reads this book systematically from chapter one will surely acquire an understanding 0n the concepts of wastewater treatment, including schemes of treatment.

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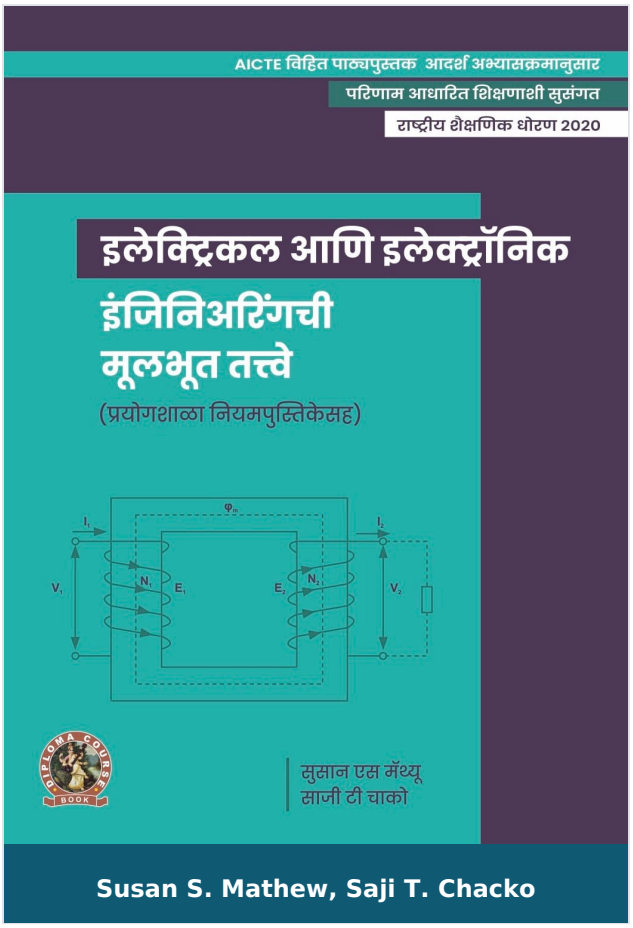
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Author

P. N. Ravindra

Dr. P. N. Ravindra The author of this book is working as Assistant Executive Engineering for Bangalore Water Supply and Sewerage Board (BWSSB) and has more than 25 years of working experience in the field of water and wastewater treatment. He has written several books in water discipline and published several research papers. It is a matter of pride and privilege for the author to write a book for his fellow engineers, who can make this book worthwhile. He acknowledges the help he has received from Mr Narayana, Cheif

Engineer, (Retd), BWSSB in reviewing the material and also improving the quality of the book. Special thanks to Prof. NR Shetty, Chairman, Project Advisory Committee, ISTE-WPLP and Er AN Parameswaran, Project Officer and his staff, ISTE-WPLP, who have provided valuable suggestions and carried out the coordination in preparation of this material.



Fundamentals of Electrical and Electronics Engineering (with Lab Manual)

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Product Description

“Fundamentals of Electrical & Electronics Engineering” is a compulsory paper for the first year Diploma course in Engineering & Technology Syllabus of this book is strictly aligned as per model curriculum of AICTE, and academic content is amalgamated with the concept of outcome based education.

Books covers six topics- Overview of Electronics Components and Signals. Overview of Analog Circuits. Overview of Digital Electronics, Electric and magnetic Circuits, A.C. Circuits and Transformer and Machines. Each topic is written is easy and lucid manner. A set of exercises at the end of each units to test the student’s comprehension is provided.

Some salient features of the book:

1. Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.

2. The practical applications of the topics are discussed along with micro projects and activities for generating further curiosity as well as improving problem solving capacity.

3. Book provides lots of vital facts, concepts, principles and other interesting information.

4. QR Codes of video resources and websites to enhance use of ICT for relevant supportive knowledge have been provided.

5. Student and teacher centric course materials included in book in balanced manner.

6. Figures, tables, equations and comparative charts are inserted to improve clarity of the topics.

7. Objective questions and subjective questions are given for practices of students at the end of each unit.

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8. Solved and unsolved problems including numerical examples are solved with systematic steps.

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Author

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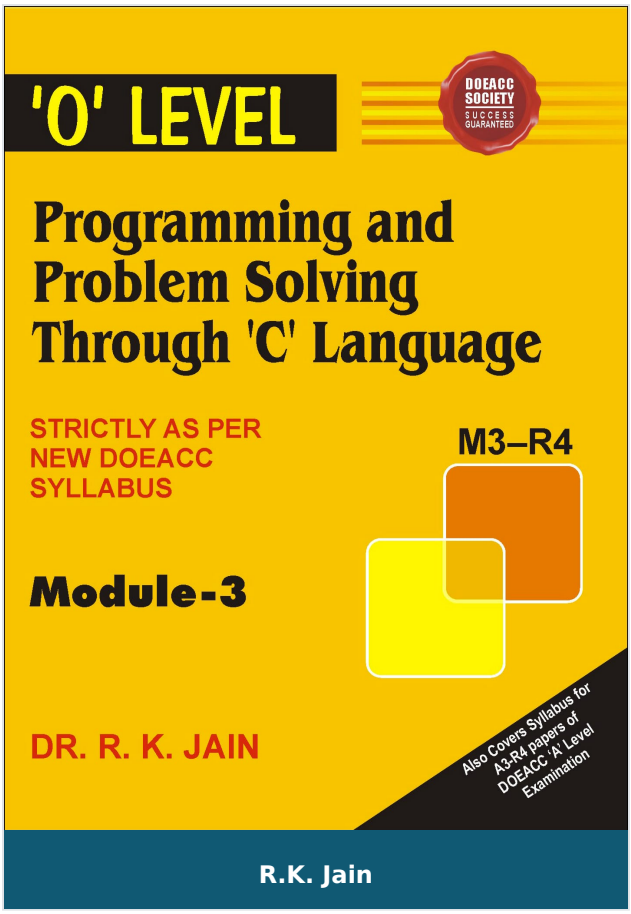
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Programming & Problem Solving Through ‘C’ Language

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Product Description

This book covers the totally new syllabus provided by Department of Electronics, for the 'O' level, namely module M3-R4. Both the aspects of programming and problem solving through C are covered. Most. of the topics have been explained with the help of fully solved programs. Each program has fully checked, complied and tested to achieve the desired results as shown in the book. The book covers the various features of C like arrays, function, pointers linked list, structures, unions and file processing, etc. This has been done keeping in mind the level of various students who are doing to study this book.

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Dr. R.K. Jain studied at IIT Powai and submitted his thesis for Ph.D at Iit Delhi. He has held various important posts in the past. At present he is advisor to variuos universities on

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setting up of a computer department and setting up of the syllabus for the same. With his knowledge of the various computer topics, he is and ideal choice for writing these kinds of books.

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Engineering Mechanics (with Lab Manual)

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Product Description

“Engineering Mechanics with Lab Manual” is a compulsory for the first year Diploma course in Engineering 7 Technology. Syllabus of this book is strictly align as per model curriculum of AICTE and academic content is amalgamate with the concept of Outcome based Education (OBE).

Book covers is five units- Basic mechanics & force system, Equilibrium, Friction, Centroid and Centre of gravity & simple lifting machine. Each unit written in every easy, systematic and orderly manner. Each unit contains a set of exercise at the end of each unit to test the student’s comprehension. Also in each unit the laboratory practical pertaining to unit is included.

Some salient features of the book:

1. Content of the book aligned with the mapping of Course Outcomes, Programs Outcomes and Unit Outcomes.

2. Book provides lots of recent information, interesting facts, QR Code for E-resources, QR Code for use of ICT, projects, group discussion etc.

3. Student and teacher centric subject materials included in book with balanced and chronological manner.

4. Figures, tables, equations and activities are insert to improve clarity of the topics.

5. Objective questions, Short questions and long answer exercise given for practice of students after every unit.

6. Solved and unsolved problems including numerical examples taken with systematic steps.

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