



THIAGARAJAR COLLEGE OF ENGINEERING

A Govt. Aided Autonomous Institution Affiliated to Anna University

Department of Information Technology

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DEPARTMENT OF INFORMATION TECHNOLOGY

Vision


Become a Centre of Excellence for Information Technology Education and Research

Mission

Academic success is achieved through a well-designed curriculum that is flexible to changing technology needs, competent teachers, and an innovative teaching-learning process.

Promoting collaborative research through special interest groups, state-of-the-art research labs, and industry-institute interactions.

Providing value-added courses in order to generate highly competent and socially responsible information technology professionals and entrepreneurs



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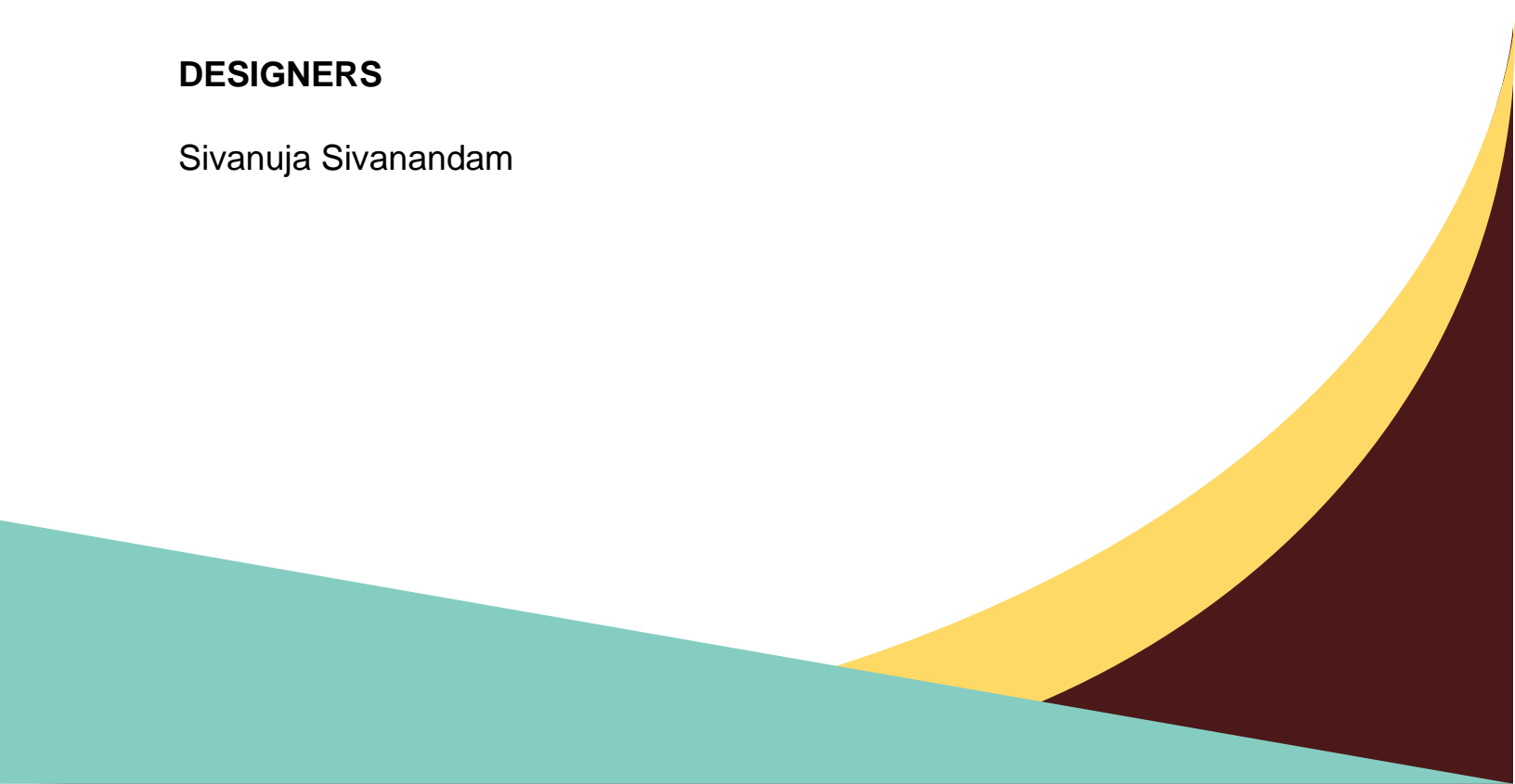
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Editor's Desk

Hello Readers,

- In the harmonious symphony of life, success and failure often take centre stage as two intertwined melodies, each playing a crucial role in shaping our journeys. As we explore the pages of this issue, we delve into the compelling narratives of individuals who have danced with triumph and wrestled with setbacks, sharing lessons that resonate with us all.
- From humble beginnings to soaring heights, the success stories in this edition are bound to strike a chord of motivation within every reader.
- These success stories underscore that dedication, innovation, and a touch of serendipity can create musical crescendos that resonate far beyond their origin, inspiring us to harmonize our own paths toward triumph.
- As the saying goes, every master was once a disaster. Failure, though often shrouded in gloom, is an indispensable instructor in the grand composition of life. Our featured individuals candidly share their own failures, revealing that it is through these lows that the most beautiful melodies of growth and resilience emerge.
- In the eloquent stories of these individuals, we find that failure is not a finale, but rather a pivotal pause before the next symphony begins. Their narratives echo the resounding truth that setbacks do not define us; rather, it's how we respond that ultimately crafts our symphony of resilience.
- As you journey through the captivating narratives of triumphs and trials within these pages, may you find inspiration to compose your own melodies of success and fortitude . Remember, just as music flows in ebbs and flows, so does life, and it is in the harmony of both that our most beautiful stories are composed.

With melodious regards,
Venkatalakshmi B
(3rd year IT-21IT114)

Success and failure story of Henry Ford:

Henry Ford was an American industrialist and business magnate. He was the founder of Ford Motor Company and chief developer of the assembly line technique of mass production.

He has first experienced with automobiles, and in later half of 1880s he began repairing and constructing engines. In 1890s he worked with a division of Edison Electric Then he officially founded **Ford Motor Company** in 1903. He experienced both success in constructing automobiles and failure in business.

He gave his factory workers a **\$5** daily wage, which was more than twice the going rate at the time. This action resulted in a more dedicated and effective workforce by raising the living standards of his employees while also boosting productivity and reducing employee turnover.

Success:

Model T:

His success story began in 1903 with the foundation of the Ford Company and the involvement of numerous investors. In 1908, Ford introduced the **Model T**, which became an iconic automobile and a huge success for the company. It was the first mass-produced car designed for everyday people, and it immediately became popular because to its durability, affordability, and ease of maintenance, and it was extremely popular due to its low cost and consistent performance.

Assembly Line Innovation:

Henry Ford invented the **moving assembly line** in 1913, which changed industrial processes by increasing productivity and cost effectiveness. This innovation not only contributed to Ford's success, but it also had a knock-on impact. This discovery transformed the automobile manufacturing process, making it more efficient and drastically lowering prices. Ford was able to create vehicles at a considerably higher pace as a result of this invention, making them more inexpensive and accessible to the general population.

Mass Production and Business Expansion:

By applying the principles of interchangeable parts and continuous flow production, Ford improved productivity, reduced waste and created economies of scale, leading to increased profit. As a result of his success in automotive industry, he expanded his business ventures to include various industries such as steel production, rubber plantations and even aviation.

Failure:

Amidst his successes, Henry Ford also faced failures and controversies during his lifetime. In the early years of his career, Ford co-founded two automobile companies that failed- the Detroit Automobile Company and the Henry Ford company.

Detroit Automobile Company:

Before the Ford Motor Company, Henry Ford co-founded the Detroit Automobile Company in 1899. However due to some issues with manufacturing quality and financial struggles, the company failed and was

dissolved in 1901. It was a significant setback for Ford, both financially and professionally.

Henry Ford Company:

Following the failure of the Detroit Automobile company, Henry Ford joined another venture known as the Henry Ford company in 1901. However disagreements with his business partners led to his departure from the company and the subsequent renaming to Automobiles.

Conclusion

This success and Failure story of Henry Ford was presented by the second year students **Kiranya R (21IT054)** and **Lithu Varshni V (21IT059)** in the year 2023.

HARINI S

(3rd year IT -21IT038)



Success and Failure Story of Oprah Winfrey:

Oprah Winfrey is a media mogul, talk show host, actress, producer, and philanthropist who rose from challenging circumstances to become one of the most influential and successful figures in the entertainment industry.

She is best known for her talk show, *The Oprah Winfrey Show*, broadcast from Chicago, which ran from 1986 to 2011 for 25 years. By the mid-1990s, Winfrey had reinvented her show with a focus on literature, self-empowerment, mindfulness and spirituality.

Winfrey also emerged as a political force in the 2008 presidential race, with her endorsement of Barack Obama estimated to have been worth about 1 million votes during the **2008 Democratic primaries**.

Success:

The Oprah Winfrey Show:

Oprah's most significant success came with the creation and hosting of "The Oprah Winfrey Show," a daytime talk show that debuted in 1986. The show quickly gained immense popularity and became a platform for discussions on a wide range of topics, including self-improvement, health, relationships, and social issues. Oprah's empathetic and relatable hosting style resonated with viewers, making the show a massive hit and earning her multiple awards and accolades.

Media Empire:

Building on the success of her talk show, Oprah expanded her media empire. She launched her own production company, Harpo Productions, which produced not only her talk show but also successful films, television shows, and other media projects. Oprah's influence

extended to publishing, with her book club selections becoming instant bestsellers and propelling lesser-known authors to fame.

OWN Network:

Oprah's ambition led her to co-found the Oprah Winfrey Network (OWN) in 2011. Despite initial challenges and a slow start, OWN eventually found its footing and produced successful original programming, becoming a prominent player in cable television.

Philanthropy and Advocacy:

Oprah's success also allowed her to become a powerful advocate for various social and philanthropic causes. Her generosity extended to education, with the establishment of the Oprah Winfrey Leadership Academy for Girls in South Africa. She has also supported initiatives related to women's empowerment, childhood education, and health care.

Failure:**Film and Television Ventures:**

While Oprah has experienced remarkable success, she has also faced challenges and failures in her career. Her foray into the film and television industry had mixed results. Not all of her film projects, such as "Beloved," achieved the critical or commercial success she had hoped for. Additionally, her cable network OWN struggled in its early years to find its audience and generate consistent viewership.

Oprah's Book Club Controversy:

Oprah's Book Club, which introduced millions of readers to new literature, faced a controversy in 2005 when author James Frey's memoir, "A Million Little Pieces," was revealed to contain fabrications. Oprah

publicly confronted Frey on her show, highlighting the importance of authenticity and transparency in literature.

Personal Struggles:

Oprah's journey to success was also marked by personal struggles, including a challenging upbringing marked by poverty and abuse. She openly discussed her struggles with weight and body image, showcasing her vulnerability and contributing to important conversations about self-acceptance and mental well-being.

Conclusion:

This success and Failure story of Oprah Winfrey was presented by the second year students **Dhahira Shreen I (21IT028)**, **Dhakshayini R (21IT029)** and **Kaleeswari M (21IT049)** in the year 2023.

Maya Sree R

(3rd year IT -21IT063)



Success story of Apple Inc.:

Revolutionizing Personal Computing:

In the late 1970s, Apple co-founders Steve Jobs and Steve Wozniak introduced the Apple II, a groundbreaking personal computer that featured a graphical user interface and a user-friendly design. The Apple II became a massive success, playing a crucial role in popularizing personal computing and laying the groundwork for Apple's future achievements.

iPod and iTunes:

In 2001, Apple launched the iPod, a portable digital music player that reshaped the music landscape. Accompanied by iTunes, a digital music store, the iPod offered a seamless way for users to legally purchase and download music. This integration of hardware and software turned the iPod into a cultural phenomenon, marking a pivotal moment in Apple's resurgence as a dominant force in the tech industry.

iPhone Launch:

In 2007, Apple unveiled the iPhone, a revolutionary touchscreen smartphone that reimaged mobile technology. With its intuitive interface, exceptional design, and the introduction of the App Store ecosystem, the iPhone transformed how people interacted with their phones. This move solidified Apple's position as a technology innovator and fundamentally altered the course of mobile communication.

Market Dominance

Apple's unwavering commitment to innovation, product design, and user experience has propelled it to become one of the world's most valuable companies. By diversifying its product range to include Mac computers, iPads, and wearable devices like the Apple Watch, the company sustained its leadership in the market and cultivated a dedicated global customer base.

Failure Story of Apple Inc.:

Apple Lisa:

Launched in 1983, the Apple Lisa aimed to introduce a graphical user interface to personal computers. Despite its ambitions, the Lisa proved to be expensive, sluggish, and failed to capture consumer interest. Its lackluster sales and poor market reception eventually led to its discontinuation.

Apple III Launch:

The 1980 release of the Apple III was marred by serious technical problems and hardware failures. The initial units faced so many issues that Apple had to recall them. Although subsequent improvements were made, the damage to the product's reputation hindered its success in a fiercely competitive personal computer market.

Apple Maps Debacle:

In 2012, Apple ventured into mapping services by introducing Apple Maps to replace Google Maps on iPhones. However, the app was plagued with inaccuracies, missing data, and navigational errors.

The flawed launch drew widespread criticism and temporarily tarnished Apple's reputation for delivering high-quality products.

Macintosh Portable Flop:

In 1989, Apple released the Macintosh Portable, its first foray into battery-powered portable computers. Unfortunately, the device was cumbersome, expensive, and suffered from poor battery life. These shortcomings led to the Macintosh Portable's unpopularity, making it an unfavorable choice compared to other portable computer options available at the time.

Conclusion:

This success and Failure story of Apple Inc was presented by the second year students **Pooja Dharshini VB (21IT074)** in the year 2023.

Venkatalakshmi B

(3rd year IT -21IT114)



Success and Failure Story of Amazon:

Amazon is a multinational technology company with a reliance on e-commerce, cloud computing, digital streaming, and artificial intelligence (AI). According to Statistics, during the first quarter of 2022, Amazon generated total net sales of approximately \$116.44 billion.

As of 2021, it is the leading digital retailer, marketplace, and cloud computing and smart speaker service provider. The company distributes multiple streaming and downloadable content through Amazon Music, Amazon Prime Video, and Twitch. Additionally, Amazon distributes film and TV content via Amazon Studios.

Success:

Amazon web Services(AWS):

In 2006, Amazon launched AWS, a cloud computing platform. This is not only provided a new revenue stream but also became a fundamental Technology infrastructure for businesses worldwide. It provides cloud computing services to individuals, companies and governments. It offers a wide range of infrastructure services, storage options and machine learning capabilities.

Amazon Prime Video:

It is introduced in 2005. Amazon Prime offered subscribers free two-day shipping on eligible products, along with their benefits like streaming media. This service encouraged customer loyalty and increased repeat purchases. Amazon's streaming platform offers a growing library of original content, TV shows, movies and documentaries. It

has gained recognition for producing award winning series like “The Marvelous Mrs. Maisel” and “Fleabag”.

IMDb:

IMDb is one of the Amazon’s subsidiaries. The Internet Movie Database(IMDb) acquired by Amazon in 1998, it provides information about movies, TV show, celebrities and industry professionals.

Failure:**Amazon Auctions:**

In the late 1990s, Amazon launched a feature called Amazon Auctions to compete with e bay in the online auction space. However it failed to gain significant traction and was eventually discontinued. This was marked by a reduction in customer service and staff layoffs as Amazon shifted its focus onto other horizons.

Amazon’s Fire phone:

It was Launched in 2014, the Fire Phone was Amazon's attempt to enter the smartphone market. Despite innovative features like 3D display and dynamic perspective, the device failed to capture consumer interest and was discontinued after a short time. Within just two months, Amazon announced that the phone would be available for 99 cents upon signing a two-year contract with AT&T. Apart from the unfeasible price, the Fire Phone’s unique features weren’t a hit either.

Amazon Restaurants:

Amazon offered a food delivery service called Amazon Restaurants in select cities, aimed at competing with companies like Uber Eats and Grubhub. However, it faced tough competition and was shut down in 2019.

Amazon's Entry into China:

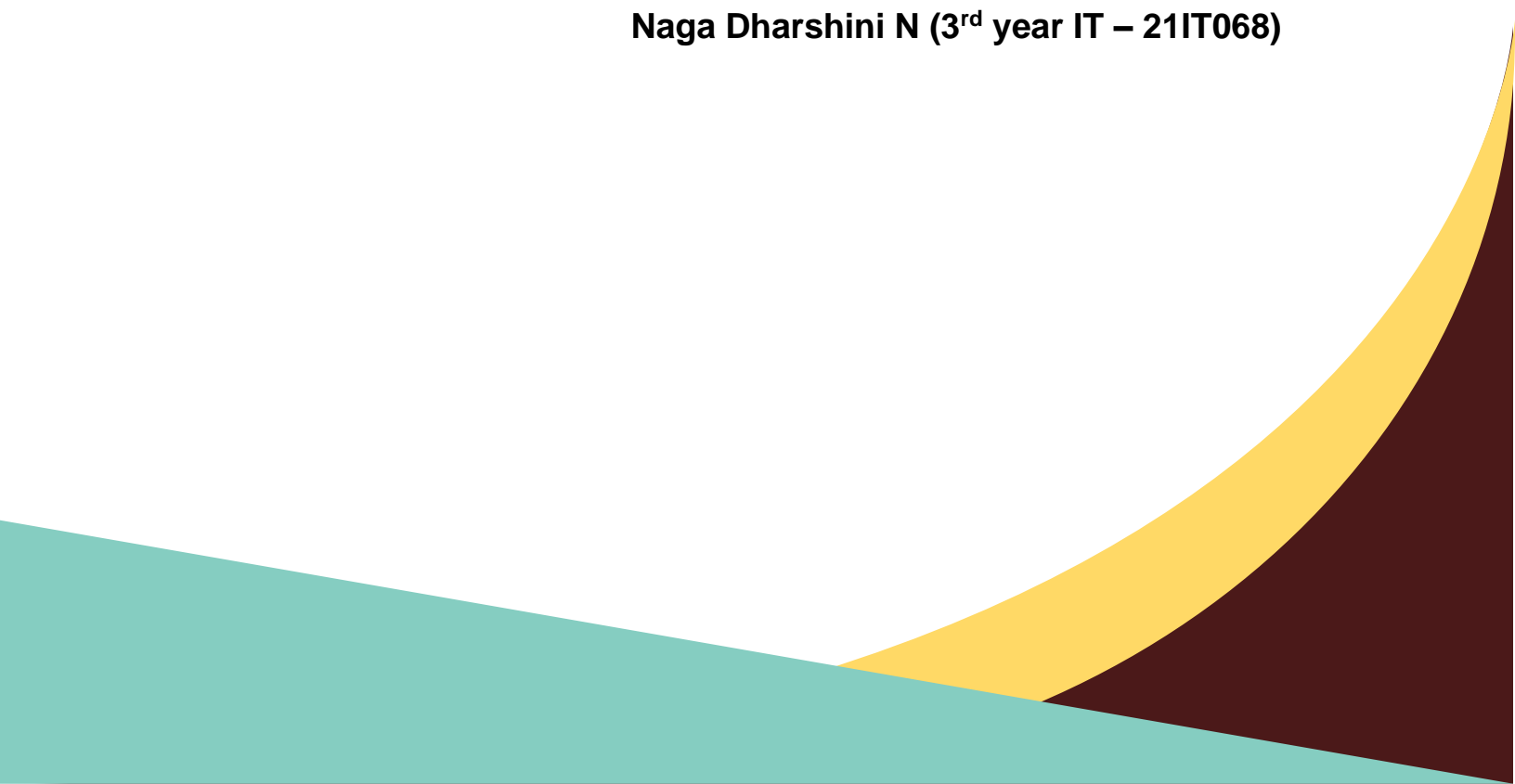
Despite its global success, Amazon faced challenges in China's e-commerce market dominated by local giants like Alibaba and JD.com. After years of struggling to gain a significant foothold, Amazon announced the closure of its domestic marketplace in China in 2019.

Conclusion:

This success and Failure story of Amazon was presented by the second year students **Abirami S (21IT005)**, **Janani R (21IT044)** and **Prasheeba B (21IT075)** in the year 2023.

HARINI S (3rd year IT - 21IT038)

Naga Dharshini N (3rd year IT – 21IT068)



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