

ATHARVA



EDITOR'S CORNER

Shyam Gawade

The month of July marked new enthusiasm and challenges for the students.

The first event the students experienced in SCIT was Samaarambh which served as a platform for students to come forward and showcase their talents. Guest lectures covered topics ranging from digital marketing to corporate experiences. The digital marketing session served to familiarize students with current trends in the niche field of digital marketing. Additionally, guest lectures conducted by professionals from EY and Cummins provided insights on the intricacies of professional services firms and shed some much-needed light on how individuals and organizations can leverage data in this extremely data-driven economy.

The month summed up with midterms and workshops for the students.

The Web and Media committee hereby presents the 28th edition of Atharva magazine for all its readers. Hope you enjoy reading this month's issue.

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SAMAARAMBH 2k19- The most awaited event of SCIT!

Shrutika Kulkarni



June 29th was the big day. Samaarambh, as the name itself suggests, it means the commencement of a new year. It is adapted from the Hindi word-aarambh (New start).

The preparations were in full swing for the event. There were many events lined up for the day. Apart from this, the batch 18-20 took auditions for every event. Timely feedback, guidance, and support from them carved the batch into shape for the event. Everybody was actively involved in the preparations that by the end of the event, they made good friends.

It was a superb picture of talent put up by the 19-21 batch. The singers and dancers were absolutely amazing. There were great skits and street plays. This gave the audience a clear picture that SCIT actually has actors who can act no less than any film actor. The day had begun with energetic performances. And, there were crowd games and activities which was kind of an ice-breaker during the event. Goodies were also given to the winners.

The main attraction of the event was the SCIT Fashion Show. The formations, alignment, and coordination of the models were stellar. The hard work that was put behind the spectacular performances was clearly visible.

The audience thoroughly enjoyed the event and did not realise that the event had come to an end. And, last but not the least the wonderful participants who have invested their time, efforts and immense patience to put up a great show. It was a memorable experience and everybody is looking forward to Samaarambh 2020.

GUEST LECTURES

INSPIRATION, THE CRUX OF DIGITAL MARKETING!

Shrutika Kulkarni



Digital Marketing has become an intrinsic part of our lives. Right from personal use to professional use, Digital Marketing is a playground for people to keep their lives updated as well to the network with the potential clients which will help the business grow. Digital Marketing has emerged lately as a powerful medium for all marketers. With a massive population coming on the internet, there is a good opportunity for business owners to create a network and strong customers.

A Guest Lecture on Digital Marketing was held on 13th July 2019, Mr. Shahezad Bodila was invited to deliver a seminar on Digital Marketing. He has been in the field of corporate training for 8+ years. He became a part of Ministry of small enterprises in August 2018 and is now associated with BSE. It was a very informative session and everyone got a chance to understand the marketing strategies. The session was very interactive and started with great enthusiasm.

Few points covered initially are as follows-

People today are very active on social media and they find chances to stay on the internet. Buying/selling alone is not enough for digital marketing. Illiterate people also should adapt to new changes. For example, WhatsApp, tiktok videos, snap chat has flooded the internet, even in rural areas. New changes are to be provided in an effective way so that people can adapt to it quickly. The target audience needs to be focused on and products need to launch accordingly.

Content writing is the heart of Digital Marketing. Few other important factors of digital marketing are Analytics, Marketing Technology, Coding/Designing, Rich Visual Creations and copywriting. One needs to make sure that the above aspects are perfectly placed.



There are few skills which can be outsourced such as Strategies, Development, SEO. Apart from these, managing external relationships need to be maintained. Partnership, ROI and flexibility should be taken care of.

Privacy issues are the most common loophole for any website. The right access controls need to be put in place. Security is also integral to the successful operation of a website. Mr. Shahezad made sure that nobody was bored and made the session very interactive. There was a doubts session lined up towards the end.

In the modern world, where every business is going digital, it seems as though there is no other way out than to master the art of audience engagement, and the most efficient facilitator for this is definitely digital marketing.



The budding managers and entrepreneurs were completely inspired and mesmerized by this lecture. This session has provided a solid foundation upon which all the attendees can build on in order to leverage contemporary tools. As they rightly say, modern problems require modern solutions and the solution in this case is digital marketing. Overall the guest lecture served to explain the finer details of the world of digital marketing.

GUEST LECTURES

A LOOK INTO EY AND THE PROFESSIONAL SERVICES SECTOR

Simran Gupta



On 18th July 2019, a guest lecture was organized in SCIT, for the ITBM and DSDA students. The speaker for the session was Mr. Abbas Godhrawala, Partner (Risk Advisory), EY (Ernst & Young), one of the Big Four Accounting firms in the world.

This program was intended to let the 19-21 batch know, how students from the techno-managerial background can build their path-breaking career in a Professional Services Firm (PSF). Mr. Godhrawala shared his experience of how he has been associated with EY for 13 years.

He explained, what EY does, i.e. provides knowledge-based services and doesn't deal with any physical or tangible product. What differentiates EY with others is that they don't only give services in strategizing a model but also provides help in implementing it at the operational level.

He shed light on the various Core services provided by EY in the below-mentioned domains:

1. Assurance
2. Tax
3. Transactions
4. Advisory

Out of these, Advisory is further classified into Performance improvement and Risk Advisory. He explained how Advisory is the best fit for a techno-managerial profile and how creating a Brand value and Networking will lead to growth in this profile.

The session was an interactive one and

Mr. Godhrawala answered every query or question put up by students excellently. He discussed how EY helps in software development solutions, i.e. no focus on coding but helps in implementing various CRM, SAP tools.

He also described how the Data Analyst profile adds value to any firm as it is liable to extract meaningful data from the big data. He clarified how one misinterprets that detecting frauds is the work of an Auditor instead of their work is to give a true and fair opinion about the position of the company.

He also went on to state that if one starts questioning whether the data being collected from us is relevant or not, it can bring a revolution in information privacy.

It was such a great opportunity to listen to him and fortunate enough to be a part of this session.

GUEST LECTURE: A DEEP DIVE INTO THE WORLD OF DATA

Akash Sagar



The students of ITBM and DSDA attended a guest lecture on 24th July 2019, the speaker was Mr. Rohit Walimbe, a data scientist working with Cummins.

The session served the purposes of providing a thorough overview of the data analytics space to the students and gave them the necessary knowledge to get started on their data analytics journey.

During the course of the lecture, Mr. Rohit made sure to highlight a program called Apache Spark;

its benefits and usability were covered in depth. He explained in detail the basic architecture of Spark, gave us a comprehensive technical rundown of the software, spoke at length about its interoperability and made sure to bring to our notice the vast libraries available for Spark which can help us in generating and running a wide variety of models.

A significant section of the session was to machine learning models and how they can be applied in the real world to solve commonplace problems. In addition to this, he shed some light on how to deploy these models after they were created in order to generate maximum usability.

During the course of his address, Mr. Rohit showcased a few case studies that have immense practical applications in the modern world and were concerned with the following topics:

Loan Risk Analysis, Advertising Analytics: Click Prediction, Market Basket Analysis, and Identification of Suspicious Behaviour of Individuals from Videos.

We were also directed to an online repository of data analytics knowledge called Data Bricks. The website mentioned can function as an effective springboard for people who want to begin their foray into the data analysis spectrum as the material was tailored for everyone from beginners to seasoned veterans in this area.

He dedicated a sizeable portion of the session to answer the student's questions about the future of data analytics and its present scope of applications.

It was indeed a lovely session to attend and the students would surely benefit from it as they gained some great insights about data analysis in this lecture.

FACULTY BLOG

IT'S ABOUT WEAND NOT ME!

Prof. Apoorva Vilekar Kulkarni



Being a full-time employee, it is quite obvious that I see my colleagues more than I see my family and friends. Many of us do

end up spending long hours at the office and the support structures that we have in place at work play a very important role as these help us to reach our individual and professional potential.

When was the last time you shared some words of encouragement for your colleague? When was the last time someone pat you on the back for the good work you had done? Yes, getting a word of encouragement from our workmates always brings out a smile. It makes us feel warm, happy

and encourages us towards excellent work performance again and again – it really cheers one up! (If you don't believe this, try it out right away!) So, who is a workmate?

A Workmate is one who creates a good and relaxed atmosphere around you. Always has the time to help, in addition, he or she provides an excellent approach to not only technical but also human-related matters.

Humans are social by nature. At SCIT, there are 'social butterflies' in our team who see work as a great place to make friends and enjoy what they do, as well as the ones who prefer to 'keep to themselves' at the office. The crux remains that getting on well with your co-workers is important, both for emotional wellbeing and for the quality of work.

I do agree with the fact that conflicts do occur bearing in mind the fact that each

individual is conditioned with a different way of thinking and expressing as well. However as long as there are healthy and non-discriminating deliberations and discussions that do not target anybody in specific, it does work as a part of the culture.

It's been 8 years and still counting at SCIT and the culture at SCIT has always been that of teamwork. We do also have a mix of "social butterflies" and some "keep to themselves colleagues". All of us at SCIT experience, a roller coaster ride of joy, sorrow, fun-filled trips, all work -no play situations, differences, a blend of views and opinions on either side, professional ethics, personal bonds, team spirit and above all a human connect occasionally.

And hence I reiterate, it is always about We and less of Me....

Mighty Mighty SCIT!

STAR ALUMNI

PRATUYSH MITTAL

Akash Sagar



Star Alumni of August 2018 is Shri Pratyush Mittal. He is currently working as a Business Analyst at ThoughtWorks. He completed his MBA in IT Business Management from SCIT in the year 2014 and completed his Engineering from University of Rajasthan in the year 2009. He is an experienced agile evangelist with expertise in delivering distributed agile projects. He started his career as a Quality Analyst and then moved on to the role of a Business Analyst. His sincere dedication in the field of Requirement Management is attributed to his current successes as a Business Analyst. Pratyush's promising career in the business analysis field adds glory to the success stories of SCIT's alumni.

TEAM WEB AND MEDIA

FACULTY MEMBERS



Prof. Dr. Brijesh S. P.



Prof. Vidyawati Ramteke

STUDENT MEMBERS

