



## EDITOR'S CORNER

-S Sahana

September was filled with loads of learning and industry insights with the various guest lectures organized by different committees. The first guest lecture of the month was on "How to be creative on demand" by Mr. Mukesh Gupta, where the students learned about how to be creative in all aspects of life. Then there was a PCOS/PCOD Awareness Program conducted by Dr. Leena Bhire Kalmegh, who educated students on PCOS and maintaining a healthy body. The following guest lecture was on "Leading with Alliances," and the resource person was Ms. Juhi Mittal, an alumnus of SCIT. Yet another guest lecture was on the "Impact of Artificial Intelligence on Online Platforms and Human Psychology" by Mr. Akshay Toshniwal, who explained how AI influences the user's decisions on the online platform. The students also had a panel discussion on "Product Strategy and Management After Pandemic: Seeing the New Horizon," The management club of SCIT, Drishtikon 2.0, also conducted its first interview with Ms. Shivani Puthran on corporate life and industry jargon. The iTelf committee also conducted its flagship event, SproutIT'21, filled with incredible insights and many more events. Read along to gain some great insights on the eventful and informational month of September.



### WHAT'S INSIDE

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## DRISHTIKON 2.0: MODULE 1

-Himani Deshmukh

On 24th September 2021, the very first event of the newly formed club Drishtikon 2.0 took place. Drishtikon was created with one goal in mind Tete-A-Tete, we talk you learn. The honorary guest of the evening was Shivani Puthran, Director of Project at LTI. She has more than 15 years of experience working with clients in Northern America, the US, France, and Canada. She harbors various skills like delivery management, business analyst, customer management, and the list goes on.

She started the session by giving us an in-depth view of her multiple roles, starting from a developer to a Delivery Manager. She later stated how the various roles have helped her understand every situation from a 360-degree point of view. She explained how, compared to before, there is an open culture in the corporate and many communication channels to pitch in your thoughts and voices. It has become more of an open culture; we have transformed from formal to intelligent formals. Even the junior-most has the opportunity to reach out to seniors and decide on which path of their career they want to move along. I would define success as something in which I have done something with my utmost satisfaction, and if you face failure, learn from it and try to convert it into something successful. To be successful, I had given my 100% commitments, and in that, there were lots of sacrifices I had to make while working late nights on big projects. I remember how I could not maintain a work-life balance; I would advise everyone not to carry on with the guilt with the decision you are making if sacrificing personal life moments. As a leader, I understand you can't work with authority; you need to provide your team with the platform to make their own decisions.

# NATIONAL SEMINAR

-Sourav Kumar Verma

Continuing the legacy of 21 years, the 22nd National event was conducted this year on 18th September in SCIT. This year's theme was Product strategy and Management after Pandemic: Seeing the new Horizon.

The chief guest of the event was Vijay Mhaskar, VP of Engineering and Pune and site leader at Veritas Technologies LLC. The event was followed by multiple panelists Sameer Mehta, Sr Vice President at JIO Platform Limited, and Meenal Meenaakshi, SAP Product Landscape Owner, SAP Labs India, and Suman Guha, Group Manager, CX, Cisco.

There is no denying the fact that COVID has disrupted the world engine and caused disruptions in various organizations across the world. To explain further, the topic of the event was introduced- Impact of the global pandemic on product strategy and management. Vijay Mhaskar talked about the pre-COVID era in the business world and how it has gone for a toss after the pandemic. He discussed the various impacts of the pandemic like enterprise data residing at home, the increase of ransomware threat, the shift in cloud acceptance in enterprises, and others.

He highlighted the key takeaways for the product managers like why the hybrid model is the best bet in today's scenario, why the focus should be shifted from features to security, robustness, and how customer loyalty plays in the long run. Next, bringing more clarity to the students about the product management, other panelists also shared their valuable insights. COVID-19 has acted as a digital catalyst that increased the pace of digital transformation globally. It was discussed how business models can be improved by adopting digital technologies.

Leading through the crisis, product managers should re-evaluate the product strategy by prioritizing agile enablement and stick to the "people first" principle. Also, few questions were raised by the students which got answered by the panelists. Sameer explained that customer-driven product is the only thing that survives in the last.

For product managers, keeping the people-first policy is necessary as in today's world it just takes a fraction of seconds to lose customers and a lot of effort to make a new one. New needs will arise so revaluation is important. The interesting and encouraging event was concluded with Vijay Bharthi Sir extending the support with a thank you note and with a quote "the best preparation for tomorrow is to perform today".



# SPROUT IT' 21

-Khyati Thakur

One of the biggest and important event SproutIT'21 began on 25 September 2021 with the theme 'Revisiting the lanes of institution' Winds of Intuition 2021 In Pursuit of Excellence. The event started with a panel discussion wherein the panelists shared their views on the theme. Mr. Shrey Saxena Growdiesel was the moderator who moderated and asked different questions from the panelists regarding their views on the theme.

The moderator efficiently moderated the panel discussion. There were many informative insights provided by the panelists. Mr. Manoj Agarwal mentioned that "Mentoring is a give and take relationship. No one is born entrepreneur; one always learns from the ecosystem". "When you want your employees to be productive you need to be more productive" mentioned Aanchal Saini. The third panelist Mr. Anil Sinha mentioned "You need to have balance between your intuition and data when it comes to taking decisions. These views of the panelists helped the participants gain a lot of information and insights about the theme. The fourth panelist Mr. Agnishwar Jayaprakash shared his views by mentioning "In recent times drone laws have become friendly, if you have a strong intuition you go with it".

The views shared by the panelists encouraged the entrepreneurs to follow their intuition. There were a lot of events conducted where students from different colleges participated and shared their business idea which can help them in becoming a successful entrepreneur. Some exciting prizes, vouchers and chance for incubation were provided to the winners.

Overall, it was an extremely successful and informative event and it encouraged all the participants to follow their intuition and follow their sprouting ideas. This will help the entrepreneurs of today to metamorphose into victorious leaders of tomorrow.

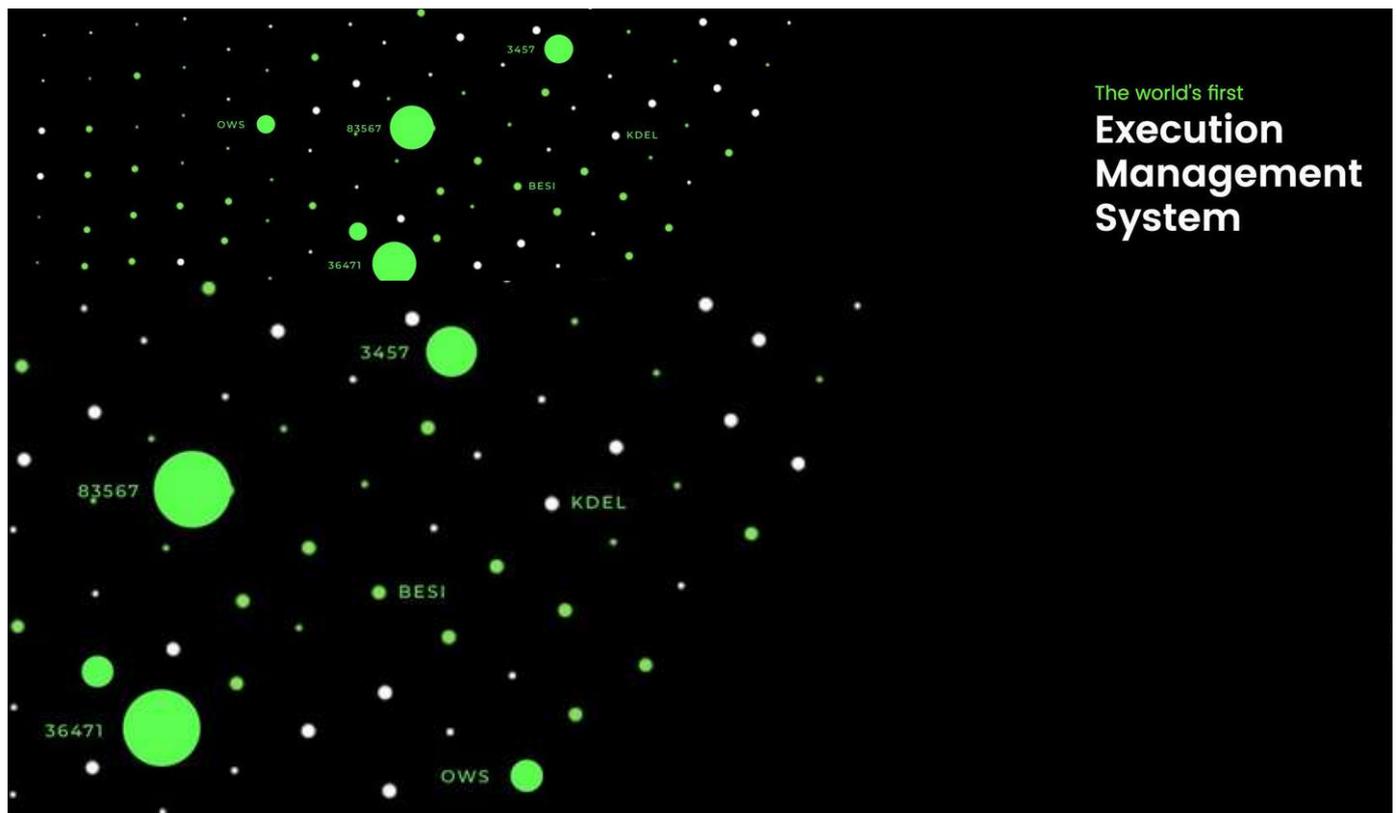


# INTERNATIONAL ETALK

-S Sahana

A guest lecture was conducted for the students of the MBA ITBM batch as part of the core course Business Process Management. The lecture was on "Process Mining – for Process Discovery, Monitoring, and Control," The resource person was Ms. Ngoc Anh Ngo, Academic Alliance Manager of Celonis, Munich, Germany. The session began with Ms. Ngo introducing the concept of data mining to the students. She related the data mining concept to process discovery, control, and monitoring and talked about how vital data mining is for these activities.

She even talked about the data mining process and concept and explained the steps briefly, which gave students a general idea of how the whole process works in organizations. She gave a live demonstration of the data mining process, which helped the students relate to the concepts better. Ms. Ngo encouraged the students to utilize the tool for data mining tasks hereafter. She also gave a brief overview of Celonis, the world leader in Business Process Mining solutions. Apart from providing mining solutions to industries, Celonis also provides certification courses for students and working professionals in the Process Mining field. Ms. Ngo explained that students do not need any prior knowledge about the area to do the certification course and talked about the scope of this field in the industries. She encouraged the students to take advantage of the Celonis-SCIT partnership and get certified in the data mining field. The whole session was very informative and interactive. The students learned a lot about a new topic with the practical demo and got a lot of insights about the data mining field.



# GUEST LECTURE

## Agile- Change is the only constant

- Sourav



With the onset of the e-talk series for the year 2021-2022, another inspiring guest lecture was conducted. The topic of the event was "Agile- Change is the only constant" and was delivered by Mr. Mrinal Murdia, who is the product manager at Nagarro. The speaker started the lecture with the agenda and gave a brief understanding of the concepts of Agile and its different methodologies. Mr. Murdia also explained the difference between the traditional and agile methods. Further, Mr. Murdia continued by introducing the agile manifesto and different process that is selected in agile compared to other methods like waterfall.

Later, he also talked about what are the challenges of testing in agile. He then discussed the SCRUM framework and the roles and responsibilities related to it. In this part of the lecture, he gave an overview of the SCRUM framework and how it is used in agile along with the characteristics. Along with the interaction with the students and answering their questions, Mr. Murdia continued the session by explaining the roles and responsibilities of a Scrum Master and a product owner. He gave an overview of SCRUM where he discussed the different phases that happen in it like product backlog, sprint planning meeting, sprint backlog, and others. To ensure that students understand the concept, he also shared certain examples that could relate to the topic.

During the last part of the interactive session, Mr. Murdia shared a few charts, that helped students to grasp the concepts easily, and was nothing less than a cherry on the cake. He explained how SDLC is implemented in the waterfall approach, iterative approach, and agile approach and the time taken by each approach. Summing up, the session was informative and gave a good platform for the students to enhance their knowledge and get a better understanding of the topic.

## Application Security Approach

-Khyati Thakur



A guest lecture was organized for the cybersecurity enthusiastic where the speaker Mr. Harsh Bothra talked about 'Application Security Approach'. The speaker Mr. Harsh Bothra is the Senior Security Consultant at RedHunt Labs, Core Team Lead & Pentester at Cobalt.io & Synack Red Teamer.

Mr. Bothra is also the author of 2 books as well as Project Bheema. He is a learner and an Infosec Blogger. He started the lecture by giving the introduction of the application security. He then mentioned about the bug bounties. He explained the common application security approach briefly that helped the students learn a lot.

He also introduced the application testing methodology to the students and explained the different phases of it in detail. Mr. Bothra further moved on to explain the concept of the potential threat mapping as well as scope-based recon. He explained the concept of manual testing approach as well as he explained the burp suite hacks. The speaker moved on to introduce the concept of reconnaissance and about its importance. He showed the common vulnerability scoring system calculator to the students and the use of it. He also showed his information security write-ups and encouraged the students to read the same to gain more information about different information security concepts.

The lecture ended with a Question and Answer session wherein the speaker answered all the questions of the students. Mr. Bothra also thanked Professor Angelina Gokhale for arranging such informative sessions for the batch. He also mentioned that the informative insights about the information security through such sessions can help students increase their knowledge and do well in the domain. Overall, it was an extremely successful and highly informative guest lecture which helped the students learned a lot.

# GUEST LECTURE

## How to be Creative on-demand

-Suriya Narayanan R



The All-time happening topic 'How to be Creative on-demand' was organised as a part of E-Talk. The Speaker of the topic was the supercool Mr. Mukesh Gupta the Director, Customer Advocacy at SAP who advised students to take things on a lighter note and enjoy them.

His turned out to be one powerhouse of a session filled with short excerpts from movie, flooding messages in chatbox and group activities.

He Started off by coining the new definition of Creativity which even Google can't find you. He said 'Creativity is an act which results in something tangible'.

Just being out of box is not suffice it has to be fruitful. He rightly pointed out that each one of us is creative in our own way. But we differ in how we are able to express our creativity.

Before explaining about how to achieve creativity he walked us through how our mind works. Brain is a pattern matching machine. It collects all the inputs from all the senses and sort them and make them coherent for us in ways that make sense to us. Brain accomplishes by functioning based on assumptions from past experience. So, Mr. Mukesh asked us to defy the assumptions and think from different standpoints. He explained how boredom leads to creativity by citing how Einstein founded theory of relativity in dullness. He amazed all the students by stating that creativity requires constraints. He finally spelled out the mantra for creativity. 1. Intention. 2. Attention. 3. Connection. Then he pulled his final card by splitting students into various breakout zones and asked them to come up with 100 questions. The major takeaway for the students in this activity was that they should first ask something before acting upon then look for it and experience. The session ended with Mr. Mukesh sharing some real time training on how to be creative.

'99% of the times, the problem that is presented to you is not the real problem'

## The future role of AI on Online Platforms on Human Psychology

-Sourav Kumar Verma



The guest speaker of the session was Mr. Akshay Toshniwal, Master in Artificial Intelligence and Multimedia & Data Management from the University of Nantes, France. He is currently holding the position as the Associate Editor, AI Time Journal. The topic of the event was "Impact of AI on online platforms and Human Psychology". He started the session by introducing the concept of Artificial Intelligence (AI) and how the technology has been evolving from being used only on computing systems to our daily households like refrigerators and washing machines (IoT). He touched upon various concepts including many forms of AI like machine learning, deep learning, neural networks, computer vision, and more.

Further, an overview of Artificial Intelligence was given where Mr. Akshay explained the different types of AI such as Narrow AI, General AI, Super AI. He explained that the application of AI is mostly restricted to narrow AI where an application can perform only a single task like chatbots. However, with the massive increase in the size and variety of data, new and better forms of AI will be required. "Data is the new oil" is the digital era adage because it is the data that businesses use to understand the consumer better. The adoption of AI technology is growing as it is helping businesses to make better and improved decisions and that too quickly. Continuing with the widespread application of AI across the domains, Mr. Akshay talked about how AI is being used on online platforms. AI caters to the social media platform by helping the users with recommendations on who to follow, understanding images, and showing content relevant to the users. The eCommerce platform witnessed a dramatic rise in the number of purchases on post-covid which also led to an increase in data generation.

The main objective of data-driven and AI-driven organizations is not only to understand their customer but also to trigger their decisions and psychology to an extent. On a positive note, the profound and encouraging lecture came to an end where Mr. Akshay answered the questions raised by the students regarding the topic.

# GUEST LECTURE

## Its all about Data

-Ruchi



On 26th September there was a Guest lecture on the topic: 'It is all about Data.' The speaker was Hema Prasad who is one of the top 10 Analytics Leaders in Australia & ambassador for Stanford women in Data Science. She has more than two decades of experience in leading large-scale data analytics transformation programs for Fortune-100 and ASX clients in USA, India and Australia. The speaker talked about the evolution of data. In 1950s, computers had automated programs for short term data processing and even calculators were considered big achievement back then. In 1960-80, the relational data was stored in Database structures which led to the birth of SQL.

In 1976, Peter Chen introduced the concept of entity-relationship modelling which had an approach of organising and storing data in a structure. Then came the era of 1980-2005 with NoSQL database management system which offered scalability. 2020 was the era of the lakes. The lakes stores data without any processing thereby preserving the original structure of the data. They doesn't require any relational database. Then came the concept of a lake house which uses the best property of data lakes and data warehouses. She then emphasised on the data industry. About 163 zettabytes of data would be produced by 2025 worldwide as the amount of data being generated is increasing exponentially. She explained the life cycle of data including data acquisition, processing, modelling, storing and utilising data for information, knowledge and insights. The raw data needs big data analytics, infrastructure security measures, business analytics and data modelling. She gave examples of the women in tech before the birth of the internet on 6th August 1991; like Edith Clarke who invented the Clarke calculator, Ada Lovelace who is the prophet of the computer age, women of ENIAC, Sister Mary Kenneth Keller who was the first female with a PhD in computer science and Margaret Hamilton who was the programmer of Apollo landing. She pointed out how inspite of having mobile phones, laptops and even an option to work remotely many women aren't in the tech field. The speaker expressed her vision of a woman and shared her personal life experience. The informative session ended with question and answers.

## Leading with Alliances

-S Sahana



A guest lecture on the topic "Leading with Alliances" was conducted. The resources person was Ms. Juhi Mittal, Head - Strategic Alliances at Tech Mahindra and a proud alumna of the 2003-05 batch. She began the session by recounting her days at SCIT and the first company she got placed in after graduating. She encouraged the students to talk about their experience with the college and gained an understanding of how it is going so far. She then eased into the session by giving an insight into what the students could expect to learn from the lecture.

She talked about the meaning of alliances as a concept, the three types of alliances found in organizations, the need for alliances, and their benefits. She also touched upon the right attributes of a partnership, how it is formed, and its cross-road with other functions of an organization. Throughout the session, Ms. Juhi gave practical examples of alliances related to the IT industry, making it easier for students to connect. She also talked about the challenges faced in alliances and how the success of an alliance is measured in an organization. She emphasized that alliances are essential in an organization as they take the firm one step closer to achieving its goals. At the end of the session, she also gave tips to the students on the key attributes they must possess to become successful alliance managers in the future. Ms. Juhi concluded the session with a great quote that said, "Collaborate, expand and deliver results." The whole session was very interactive, and the students were also able to clear their doubts on the topic and know more about industrial practices concerning forming and maintaining alliances.

# GUEST LECTURE

## Let's paint the town in teal

-Himani Deshmukh



On account of PCOS/PCOD awareness week, yet another splendid guest lecture was conducted with the theme "Let's paint the town in teal." Dr. Leena Bhire Kalmegh, director of Gananam Hospital & Research Institute Gananam IVF & Research Institute, delivered it. The main aim was to burst the myths around PCOS/PCOD and spread awareness. The session began with Ma'am explaining how PCOD is the most misunderstood medical disorder. She explained that polycystic ovarian disease is a syndrome of hormonal imbalance leading to ovarian dysfunction. The job of the estrogen hormone is to line up the inner cavity of the uterus and causes the multiplication of cells there, and the job of the progesterone is to stop the expansion.

In PCO women, the estrogen growth is more. Unopposed by progesterone, constant estrogen exposure may cause the endometrium to become excessively thickened, leading to heavy and/or irregular bleeding. Ma'am further stated in almost 80% female who have PCO they have insulin resistance or raised insulin. Increased insulin gives rise to the deposition of fatty tissues resulting in weight gain and stimulates to the brain to secrete more LH. Less SHBG (Binds-free testosterone) results in weight gain, unwanted facial hair, and bloating in women's bodies. Ma'am further busted a myth stating that having PCO does not mean that individual did something wrong several factors, including genetics, are widely believed to play a role. She further explained that PCO could be seen as a curse: menstrual problems, obesity, infertility, or can be seen as a boon: more ovarian reserve, pregnancy with self eggs, no premature menopause, prolonged youth, strong bone & heart. She conveyed that Polycystic ovary syndrome (PCOS) is not curable, but the symptoms can be managed by implementing few things. Lifestyle modification is the main factor; healthy carbohydrates, such as vegetables and fruits; lean meats, poultry; fish; and high fiber grain should be included. Weight Control, correction of hormonal imbalance, a positive approach can help an individual maintain a regular cycle. She concluded by stating that young women must have regular appointments with the doctor as it helps to detect any abnormality in the early stage.

SEPTEMBER IS NATIONAL  
**POLYCYSTIC OVARY SYNDROME**  
AWARENESS MONTH



# STAR ALUMNI

## MR.UJVAL BUCHA

-Himani Deshmukh



This month, we would like to take the opportunity to introduce our reputed alumni, Mr. Ujval Bucha, who is currently working as a Principal Project Manager at Cyware. Mr. Bucha has pursued his Bachelor's of Technology from Anna University with Grade Distinction. Besides studies, he was actively involved in co-curricular and extracurricular activities. He was one of the world's top 15 finalists whose project got selected in IEEE- IEEE President Change the World Challenge. After graduation, he joined Accenture as Associate Software Engineer. He worked in the Application and Maintenance Support team for a leading paint manufacturing company as an SAP SRM and MM functional consultant.

In 2014, he decided to pursue an MBA in Information Technology Business Management from the Symbiosis Centre for Information Technology. His academic record was remarkable, and he was an active part of the Entrepreneurship cell of the college. This extracurricular involvement indicates how he gave importance to 360-degree growth rather than just focusing on academics. He has worked for numerous reputed organizations such as VMware, Cornerstone OnDemand, Accenture, and Cummins Inc. While working in VMware, he was the Associate Product Owner and a part of the back-office transformation. Similarly, at Cornerstone OnDemand. His fellow employees have seen and appreciated Mr. Bucha's work ethic and zeal to learn and work. He has also been a part of the Art of Living society since 2103, wherein he has volunteered to generate cash for charity by organizing events and donating the proceeds to an ashram for social service, with a portion of the proceeds going toward the construction of public toilets on the outskirts of Coimbatore. His volunteer work indicates how involved he is in the corporate world and making a real change out in the world. We're incredibly honoured to name him this month's Star Alumni.



Star Alumni

Mr.Ujval Bucha



## STUDENT MEMBERS

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Vidushi Jindal



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Aishwarya Asare



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Rahul Bhardwaj

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Farzeen Khan



Abhishek Bhattar



Ruchi Kandpal



Sudeepti Shukla



Supria Deka



Suraj Shrivastava



Sourav Verma



Khyati Choudhary



Suriya Narayanan



Himani Deshmukh



S Sahana