

**August'23  
Edition 65**



**ATHARVA**



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# Editor's Note

*Words have the power to ignite minds, spark creativity, and unite communities. Welcome to the world of ideas, where we share stories that matter.*



As the month of August began with high hopes, new events unfurled the roads to new experiences and dimensions of motivation among every member of SCIT.

At the beginning of the new month, there was a rush among newcomers to try and showcase their respective talents at fresher event with their seniors. The flag hoisting for Independence Day ceremony took place in the presence of the respective directors of all three institutes Dr. Dhanya Pramod, Director at SCIT; Dr. Asmita Chitnis, Director at SIIB; Dr. Netra Neelam, Director at SCMHRD and Col. P.L Kadam (Retd.), Chief Administrator at SIC which is the highlighted event of the month. With this, a guest lecture also provided us with one-of-a-kind insights into the life of working professionals. As of to start only one guest lecture was scheduled for the DSDA division on 12th August 2023 where Computer Vision as a part of Analytical System in industrial application was discussed by the guest Mr. Vivek Kumar. The gaze shifted toward business and technology with the introduction of Corporate Charcha hosted on 19th August 2023 where the topic "Connectopia - G20's Digital Renaissance" was discussed at length by the Alumni of different Symbiosis institutes. The speakers of the event Ms. Archana Joshi, Mr. Rajeev John, Mr. Nikhil Mahadeshwar, Mr. Aakash Ahuja made the audience aware of their respective domain knowledge in the discussion. With this, the working of every committee also showed the very ideal life of SCIT. On 27th August 2023 Alumni Mr. Arunava Roy, a Business & Integration Architecture Specialist at Accenture was featured by the Alumni Relations Committee where his experience during his time at campus and his experience in different fields of IT especially on cybersecurity and cloud security gave an idea for the present batch of industrial working conditions.

To have a detailed experience of every event we the members of web and media committee welcome you to our monthly magazine "Atharva".

Siddhartha Chattaraj







# In the Spotlight

## Independence day celebration



India celebrated its 77th Independence Day on August 15, 2023. Symbiosis Centre for Information and Technology( SCIT) also had a grand celebration with music, dance, and much more.

The event started with the arrival of our esteemed chief guests, Dr. Dhanya Pramod, Director at SCIT; Dr. Asmita Chitnis, Director at SIIB; Dr. Netra Neelam, Director at SCMHRD and Lt. Col. P.L Kadam ( Retd.), Chief Administrator at SIC. After the arrival of the guests, the flag hoisting was done by Dr. Asmita Chitnis, followed by the National Anthem.

The flag hoisting was followed by a speech from Dr. Asmita Chitnis, where she spoke about how India is a growing country and how the current Government has done a tremendous job at accomplishing great heights. Then, Col. Lt. P.L Kadam shed light on the freedom struggles of India. He further talked about the value of freedom and the youth of today's time should appreciate it.

The celebrations went ahead with felicitating the staff and security of SIC Campus for their efforts in ensuring students' safety and the campus's smooth working. They were gifted with a token of appreciation each by Dr. Dhanya Pramod and Dr. Netra Neelam.

After the speech and felicitation, it was time for music and dance. The students, with great enthusiasm, sang and danced. Watching how the students came together, presented a great example of unity, and enthralled everyone with their performances was mesmerizing.

After the performances, Dr. Dhanya Pramod left the balloons to soar high in the sky, and the students rejoiced, clicking pictures with each other and our National Flag, exhibiting great energy and eagerness.

-Arya Tripathi

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# CORPORATE CHARCHA

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The guest lecture committee at SCIT organized the fourth edition of Corporate Charcha on 19th August 2023. The theme for this year was "Connectopia - G20's Digital Renaissance", connecting digital infrastructure, Startups, Sustainability, and cyber governance in alignment with G20 regulations. Commencement of the event happened with the Diya lighting in the presence of Director Dr. Dhanya Pramod and dignitary speakers.

The first panelist was Ms. Archana Joshi, an IT Strategy and IT Sustainability Leader and founder of EcoITCon with an overall 22+ years of experience. She talked about the absolute need for a Digital personal data protection bill (DPDP) in India as data is the new oil, and every company's priority is to protect its data first. She added that the bill's greatness should not just be on paper but should translated and should get its due and that software sustainability is the most neglected aspect.

The second panelist was Mr. Rajeev John, an SIBM Pune Alumni with over two decades of experience in IT strategy and enterprise architecture. He talked about the cloud playing a major role in attack prevention, the Gartner hype cycle, and the enforcement of the DPDP being significant. The third panelist was Mr. Nikhil Mahadeshwar, a Certified Security Analyst, Computer Hacking Forensics Investigator, and ISO 27001:2013 Information Security Management Systems Lead Auditor. He talked about how growing cybercrime is based on three things: need, greed, and lust, and the need for India to be digitally secured India and not just digital India. The fourth panelist was Mr. Aakash Ahuja, founder of @itmtb Technologies, a cloud and software engineering company. His designs enabled a global bank to recover from total failure in under three hours. He talked about having the right mindset and passion to sustain yourself by citing an example of rubber meet the road, managing unit economics, and shrewd cash flow management. The moderator of the Charcha, Anzar Malik, did commendable work, and it was an insightful and enriching experience for all the students.

-Manvi Khandelwal



# ISACA Pune Chapter



The Annual ITS 2023 conference was conducted by the ISACA Pune Chapter on August 27, 2023, in the Sheraton Grand Hotel, Pune. This year's conference's theme was "Digital Trust: The evolving belief system."

ISACA has lined up thought leaders in Digital Trust across the globe who spoke at the conference. The registration for the same started at 8:00 AM. Soon after the roster, there was breakfast for the attendees, and at 9:15 AM, the opening ceremony began.

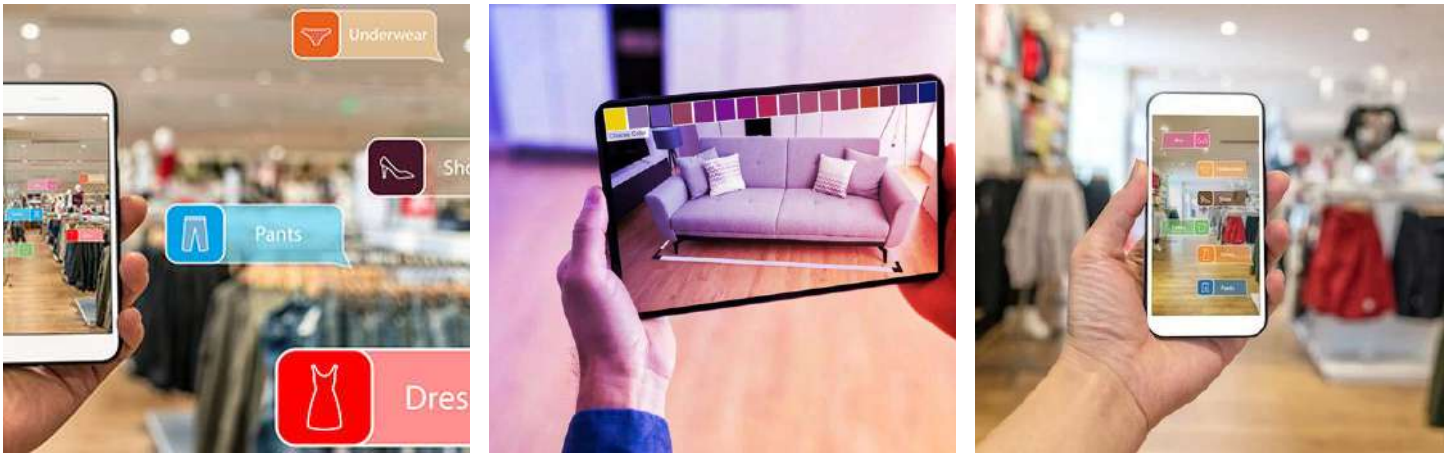
The discussion around the central theme of "Digital Trust: The evolving belief system" started with a welcome address by Rajesh Chaudhari, ISACA Pune chapter President. The discussion included transitioning to automated governance, decoding enterprise cyber defence, using AI/ML in cyberspace, the Digital Personal Data Protection Act, and using blockchain to establish digital trust.

The speakers further elaborated on the past, present, and future of cybersecurity and various cyberspace-related technologies. The main highlight of the conference was the new DPDP Act. They explained the roadmap of the DPDP Act and how it influences political, foreign, and business relations.

They also discussed the risks like financial, strategy, operational, etc. Big 4 Partners, Product companies CEOs, and Promoters of boutique firms working in Digital trust shared exciting perspectives on the evolving Digital trust. Information security risk and control professionals from various sectors joined the conference. It was an excellent opportunity to learn, exchange ideas, and discuss emerging trends and challenges in Digital Trust.

-Arya Tripathi

# Augmented Reality in Retail and Marketing



Augmented Reality (AR): To improve the user's experience, Augmented Reality (AR) leverages the current physical environment and overlays virtual data or even a virtual world. Consider the game Pokémon Go, where players look for animated characters that appear on their phones while walking around their actual communities. It uses the real-world environment and puts virtual information. When a business understands AR and how to utilize it successfully, everyone can work remotely while collaborating efficiently. AR has revolutionized how consumers engage with products and companies, significantly impacting the retail and marketing landscapes. Some ways AR is used in retail and marketing are Virtual try-ons and product placement, which allows customers to try on the products before they make the actual purchase. It is more beneficial and prevalent in the cosmetic and clothing industry. For example, Nykaa uses AR to let customers try different lipstick shades. Customers can use AR for product visualization, which can help them understand how the product works and what it looks like. It is more used by furniture and appliance companies like IKEA, which uses AR to let customers visualize how furniture will look in their homes. Brands also use it to create brand awareness, wherein it tries to create interactive experiences, like how Nike uses AR to let customers make their custom sneakers.

In Conclusion, AR is redefining customers' experience by reducing returns, increasing brand awareness, and much more. As the technology continues to evolve, we expect to see even more innovative and creative ways for AR in retail and marketing.

-Manvi Khandelwal

## Mindfulness and Productivity: Finding balance in a hectic world

Trying to keep up with deadlines, meetings, and the never-ending flow of emails, we professionals frequently find ourselves in a continual hurry and bustle. Maintaining work-life balance becomes difficult, let alone finding time for self-care

One of the robust solutions to this chaos is the practice of mindfulness. To navigate our busy lives while creating balance, a blend of mindfulness and productivity is a pressing priority. Being completely in the moment and judgment-free is the practice of mindfulness. Mindfulness involves developing awareness of our thoughts, feelings, and surroundings. Everyone wants to accomplish more in less time by pushing and multitasking. This creates burnout and a decline in creativity.

Mindfulness and productivity should co-exist for an efficient life. Practicing mindfulness activities like meditation, attention to your senses, going for a nature walk, taking mini breaks throughout the day, deep breathing, taking time out for hobbies, creating a journal, and self-compassion will bring peace and well-being to our lives. To stay productive, treat your health well, unplug social media, write a to-do list, practice time management and optimism, embrace flexibility, decompress on weekends, stay consistent, and focus on one task at a time. Multitasking will water down all your efforts, so apply complete focus to each instead.

Mindfulness can change organizational cultures and produce a more peaceful and effective work environment. The body benefits from movement, and the mind benefits from stillness.

-Pooja Mourya





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# Archives from the Past

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## Cloud Security

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In December we had a charming session on Cloud Security to beat the Monday blues. It was spearheaded by Mr. Manas Pradhan. Manas is a proven technical leader with 15 years of experience applying technology to drive businesses.

The session started rolling on when Manas emphasized that cloud security is a shared responsibility of both Cloud Provider and Customer. He explained Cloud Security with 4 Scenarios. In the first scenario, he explained how the on-premise is migrated into the cloud. He delineated the security group, subnet configuration, NACL and internet gateway. In the next scene, he described the connection to cloud services by using VPC Endpoints. Then, he explained about securing a load balancer. Horizontal scaling refers to adding more instances rather than moving to a larger instance size. Vertical scaling is the addition of faster CPUs, memory, or resources to an existing server or the replacement of one server with a more powerful server. This is governed by the load balancer which distributes the traffic in the cloud.

In the last scenario, we were introduced to CloudFront which is a content delivery system that shifts on a regional basis and it will handle user traffic globally. We were made aware of securing the CloudFront. Disabling root SSH, password-based authentication, and serial port when not required will secure Virtual machines. Configuring non-root users in Docker image, making the root file system read-only and enforcing network policy will seal Containers. Both Data at rest and Transit have to be monitored carefully. Encryption should be employed on Data at Rest as well as Data at Transit. Sniffers should have to be used to monitor moving data. Access control mechanism should be intact for Stagnant data. Many thought-provoking questions such as industry readiness of cloud, confidential computing were posed in the Q&A session. In Summary, it was an overarching session that laid the cornerstone for cloud security to students.

# Building a Career in Cyber Security

The screenshot shows a Zoom meeting interface. On the left, a presentation slide titled "Cyber Security Domains" is displayed. The slide features a central graphic with the words "CYBER SECURITY" in large, bold, blue letters. Above the text is an illustration of various cyber security concepts like a smartphone, a server, a network diagram, and a shield. Below the text, eight domains are listed with corresponding icons: Application, Information, Network, Operational, Encryption, Access control, End-user education, and Disaster recovery. On the right side of the Zoom window, there is a video feed of the speaker, Dr. Ram Kumar G, who is wearing glasses and a blue shirt. Below the video feed, there are icons for a profile picture (labeled "AS"), a plus sign indicating 133 participants, and a small thumbnail of the speaker's video feed.

A guest lecture was organized on 12th FEBRUARY 2022 on the topic 'Building a successful career in cyber security – Prospects for a rocking career'. The speaker for the guest lecture was Dr. Ram Kumar G, Cyber Security and Risk Leader, Global Automotive Major. The agenda for the guest lecture was understanding the importance of cyber security, at-risk emerging technologies, why cyber security careers, cyber security domains, career paths, security certifications, CISO Mind map, skills shortage and providing some career advice.

The speaker started the guest lecture by discussing the importance of upgrading oneself and how cyber security is part of everything we do. The speaker also discussed the emerging technologies in 2021 which are Blockchain technology, Internet of Things, Artificial Intelligence and Cybersecurity. The speaker also discussed how IoT, Blockchain, AI and Cybersecurity (IBAC) will revolutionize business. The speaker also discussed the 10 Reasons why one should consider Cyber Security as a career. The speaker also discussed the fundamental shifts happening in the job market. The basic Prerequisites for a Cyber Security Career was also discussed by the speaker. There was a discussion on different cyber security domains. The speaker also discussed the evolving Cyber Security titles & roles. Great insights were provided on Cyber Security Certifications by the speaker and its importance.

Dr. Ram Kumar discussed the 15 most valuable certifications in 2021 as well as top 10 best IT Certifications for high paying jobs in 2022. He also discussed the data privacy certifications that add a lot of value. The speaker also said that 'Only cyber security jobs at IT firms are Covid-19 virus-proof'. The speaker also discussed the job opportunities in cyber security and discussed the Information Security industry scape as well as market map. The speaker also discussed other unconventional cyber security careers. Dr. Ram Kumar provided insights about the career milestones. The speaker ended the session by sharing a few amazing lines which was that "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn" by Alvin Toffler. The guest lecture provided great insights about the career in cyber security and was highly appreciated.



# Star Alumni

As an alumnus of Information Technology for Business Management at Symbiosis Center for Information Technology, Arunava Roy is a Business and integration Architecture Specialist at Accenture. He worked at TCS for 4 years and 11 months. He is from the 2021-23 batch. In his MBA journey, he has been recognized with the Best Student Award (Academics), Best Dissertation Award, and Best Student Award (Extra Curricular). He has had an exciting and successful career trajectory, which makes him a role model for the current students of the institute.

Mr. Arunava Roy did his Internship at EY working on DevOps, Microservices, Cybersecurity, Stakeholder Management, and sales & marketing collateral as part of the GTM strategy development. He is IIBA® ECBA™ Certified and ITIL 4.0 Certified and skilled in cloud security and process mining. He was a representative of the Guest Lecture Committee at SCIT.

SCIT is hugely proud to present Arunava Roy as a Star Alumni of the Month. His ability to stay updated with the latest trends is unparalleled. It brings us immense pride to see how your dedication, hard work, and pursuit of excellence have elevated the reputation of SCIT to new heights.

-Pooja Mourya



## Mr. Arunava Roy.

**Batch** 2021-2023

**Name:** Mr. Arunava Roy.

**Summer Internship:** Ernst & Young.

*He has been recognized with the Best Student Award (Academics), Best Dissertation Award, and Best Student Award (Extra Curricular).*



# Coming Up Next



# OUR COMMITTEE

## Mentor



**Prof. Vidyavati  
Ramteke**

## Graphic Designing



**Senior**



**Junior**

## Blogging



**Senior**



**Junior**

## Photography

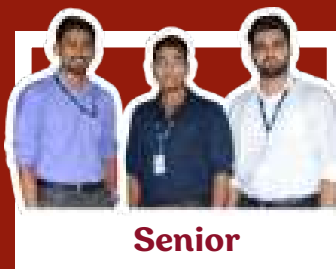


**Senior**



**Junior**

## Video Editing



**Senior**



**Junior**

## Social Media



**Senior**



**Junior**

## Web Development



**Senior**



**Junior**