# SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY

**July'24
Edition 72**

# ATHARVA

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# TABLE OF CONTENTS

# Editor's Note

*Welcome, dear readers, to the heartbeat of our campus—a compilation of stories, insights, and the collective spirit that defines our college community. Dive into the pages, and let the journey begin.*



## New Beginnings: SCIT's Induction and Celebration

A warm and cheerful welcome to the July edition of Atharva magazine, which captures the vibrant life at SCIT during July. As the monsoon showers breathe new life into our surroundings, our SCIT campus too buzzes with the energy of fresh beginnings and the promise of a transformative journey.

The highlight of this edition features a series of blogs that vividly capture the essence of student life at SCIT. One blog shares the 'First Impressions' of the campus, detailing the whirlwind of orientations, team-building activities, and the cultural showcase. Another offers a glimpse into a 'Day in the Life of an MBA Student', showcasing the rigorous yet rewarding academic schedule. We also delve into 'Navigating the Transition from Professional to Student Life', where the blog reflects on the challenges and opportunities of returning to academia. On the tech front, the blogs explore 'Artificial Intelligence's Impact on Business Operations' and the importance of 'Sustainable Business Practices' in today's corporate world.

This month has been particularly transformative for those transitioning back to student life after years in the corporate sector. The shift from professional routines to a dynamic academic environment is both challenging and rewarding. Our classrooms, filled with students from diverse backgrounds—engineering, commerce, and the arts—offer a unique opportunity to learn and grow from different perspectives. This diversity enriches our discussions, making the experience more insightful and collaborative.

As we reflect on this past month, it's clear that this journey is about more than just acquiring knowledge; it's about re-discovering the joy of learning, building new connections, and embracing challenges. Together, these experiences are shaping us into well-rounded professionals, ready to take on future challenges with renewed vigor.

- Abhijeet Koltharkar

# Thoughtful Encounters

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

## First Impressions: My First Month at SCIT



Venturing into a new academic journey can be exciting, with my first month at SCIT being no exception. From a whirlwind of orientations to ice-breaking sessions, a flurry of introductory lectures to campus tours, the initial weeks were indeed eventful.

My MBA at SCIT commenced with the induction ceremony, followed by an overview of the academic and extracurricular opportunities awaiting me. The standout feature was the friendly and supportive faculty and staff, along with the industry experts who conducted sessions on specialization. Later, I embarked on an exhilarating outdoor management program at Suryashibir, engaging in exciting team-building activities amidst the beauty of nature. This provided ample opportunities to meet new people and grow my network.

Touring the captivating main campus at Lavale was a visual feast, unveiling the serene backdrop of SIU. One of the highlights of my first month at SCIT would be the cultural showcase, Samarambh, where fresh incoming students presented their talents, creating a sense of community and celebration. Additionally, diving into the interviews and selections for SCIT's committees and subcommittees sparked a journey to leadership roles, empowering me to be part of the institute's dynamic spirit, firsthand.

Regarding academics, SCIT's rigorous and elaborate curriculum has already begun to challenge and broaden my horizons. It balances theoretical and practical application, tailored to prepare us for the professional world. Engaging in case studies, team projects, and presentations not only enriched my understanding of Information Technology but also pushed me to work collaboratively. Beyond academics, the campus life at SCIT captivated me with its wide array of activities and recreational facilities.

To sum up, my first month at SCIT has been a transformative journey. The synergy of academic intensity, a lively campus, and a nurturing community sets a promising tone for what lies ahead for me.

- Keerthana Gangadharan Sheeja

*Thoughtful Encounters*

# Navigating the Transition: From Professional to Student Life

Student life and professional life are like two melodies in the same symphony; they harmonize at times, but each plays its distinct tune. Transitioning from a professional career to student life marks a significant shift in one's routine, mindset, and goals. It's a journey laden with both challenges and opportunities, requiring adaptability and a willingness to embrace changes and new learning experiences. Whether motivated by a desire for a change in direction for deeper knowledge or career advancement, this transition signifies a transformative phase in one's life. This transition can feel daunting initially, as it involves redefining one's identity and adjusting to a different pace of life.

From the familiar routines of deadlines and meetings to navigating assignments and classes, these changes require the ability to prioritize and organize, balancing academic and social life. One of the most enlightening aspects of adopting a student's life is the opportunity to delve into areas of interest and foster intellectual growth. Apart from academics, interacting with fellow students and professors from diverse backgrounds can bring fresh insights and perspectives. This network can provide invaluable support and encouragement and help create lasting friendships and professional connections.

Adjusting to student life after being immersed in the professional world comes with its own challenges. Time and management skills may need refining as task deadlines and colleagues are replaced by assignment timelines and classmates. Financial adjustments may also be necessary, such as shifting from salaries to student loans! Recognizing and adapting to different learning and teaching styles can also require realignment.

So, one should embark on this journey by navigating with an open mind and a commitment to personal growth and fulfillment. Each step, no matter its difficulty, contributes to your development as a continuous learner and a skilled professional. Always remember to enjoy and celebrate this momentous journey!

- Yuktha Mohan

# A Day in the Life of an MBA Student at SCIT



Symbiosis Centre for Information Technology (SCIT) is a premier B-School renowned for its MBA programs in IT Business Management and Data Science and Data Analytics. A typical day for an MBA student at SCIT is a balanced mix of academic rigor, practical learning, and holistic development.

The day begins with a series of engaging lectures. These sessions are designed to be intensive and interactive, covering various topics from IT strategies to advanced data analytics. Professors encourage active participation, fostering a stimulating and collaborative learning environment.

Breaks between lectures offer students a chance to grab a quick coffee, discuss ideas, or prepare for upcoming sessions. Lunchtime is not just for refueling; it's also a time for informal discussions, networking, or attending committee meetings to plan future events and initiatives.

Afternoon activities often include hands-on projects, group discussions, and guest lectures from industry experts. This practical approach allows students to apply theoretical knowledge to real-world scenarios, enhancing their problem-solving and analytical skills. The focus is on integrating academic learning with practical application, preparing students for the challenges of the professional world.

Post-class activities vary widely. Some students head to the gym or the swimming pool to unwind, while others gather in the library or join study groups to further their academic pursuits. Participation in club activities or workshops is common, providing additional learning opportunities and fostering a sense of community.

Evenings are usually reserved for completing assignments, working on projects, or preparing for the next day's lectures. Despite the demanding schedule, there is always time for relaxation and socializing with peers, which helps in building strong professional networks and lasting friendships.

Life at SCIT is rigorous yet rewarding, preparing students for successful careers in IT Business Management and Data Science. The structured yet dynamic environment ensures that students are well-equipped with the knowledge, skills, and experiences needed to excel in their chosen fields.

- Abhijeet Mahesh Koltharkar

# Industry Insights

*Explore the intersection of academia and industry as our blogs delve into timely and relevant topics, offering insights that bridge theory with real-world application. Welcome to 'Industry Insights,' where knowledge meets the pulse of professional landscapes.*

## Sustainable Business Practices: Green Innovation and Corporate Responsibility

In today's corporate environment, sustainable business practices are essential. To address environmental issues and meet increasing customer expectations, businesses are increasingly incorporating green innovations and corporate responsibility into their operations. The use of renewable energy sources, such as solar, wind, hydropower, and geothermal energy, is one major development.

Over time, these renewable energy sources lower energy costs while reducing dependency on fossil fuels. Another important innovation is the circular economy, which emphasizes recycling, waste reduction, and prolonging product lifecycles. Businesses are also focusing on manufacturing items with extended lifespans and offering repair services to promote sustainability. Additionally, environmentally friendly supply chain management techniques like ethical sourcing and green logistics are minimizing negative environmental impacts.

Several companies are embracing sustainable business methods. Renowned for its dedication to environmental sustainability, Patagonia actively supports environmental causes and policy changes, uses recycled materials in its products, and runs extensive take-back programs to recycle used clothing. Tesla is recognized for its innovations in battery technology and renewable energy solutions, including solar energy products and electric automobiles. Through its Sustainable Living Plan, Unilever incorporates sustainability into its core operations, emphasizing health improvement, reducing environmental impacts, and ensuring ethical agricultural material sourcing. By 2030, IKEA aims to become a completely circular corporation by producing long-lasting products, utilizing recycled and renewable materials, and funding renewable energy projects.

Green innovation and corporate responsibility are no longer just buzzwords but essential components of modern business strategy. Companies like Patagonia, Tesla, Unilever, and IKEA are setting new standards for sustainability, and promoting environmental preservation while gaining a competitive advantage in the market by integrating green innovations and corporate responsibility. It is expected that the global corporate landscape will become more sustainable as more companies adopt these strategies.
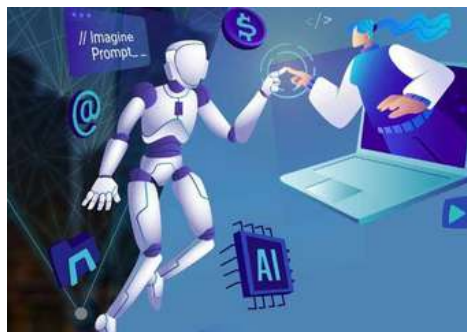
- Abhijeet Mahesh Koltharkar

# Artificial Intelligence and its Impact on Business Operations



Artificial Intelligence has been creating waves, redefining possibilities, and opening doors to innovation in the business world. Picture a landscape where businesses deliver tailored customer interactions with flawless operational efficiency and make data-driven decisions.

As AI bridges the gap between vision and reality, companies can expect major gains and leverage them to their advantage. AI's powerful data analysis capabilities allow it to predict future market trends, giving businesses a competitive edge with effective business strategies. Additionally, AI's pattern recognition skills identify and analyze data, revealing emerging trends and consumer preferences, and empowering businesses to grow and expand confidently. AI chatbots and virtual assistants have streamlined customer service with rapid responses. They manage queries, resolve issues, aid transactions, and recommend products, boosting satisfaction and loyalty.

With AI handling repetitive tasks like data entry and scheduling, employees can focus on strategic initiatives. It has revolutionized supply chain management with predictive analytics and real-time tracking, reducing delays and costs. AI dramatically improves productivity and operational efficiency by optimizing workflows.

However, the ethical compass of AI directs to critical issues like data privacy and security, with a need to safeguard personal information from unauthorized access and misuse. It is also essential to address bias and fairness in AI algorithms, which could potentially perpetuate societal biases if not addressed. Ensuring transparency and accountability in AI decision-making processes is key to building trust.

Also, AI technology involves high upfront costs, from advanced hardware and software to comprehensive infrastructure upgrades. These initial costs can be daunting for small and medium-sized businesses and may add to their financial load. AI's impact on business operations has been a game-changer. The future holds great promise as AI technology evolves, offering new dimensions for advancements. Embracing innovations while tackling concerns will be crucial for staying competitive and thriving in the market.

- Keerthana Gangadharan Sheeja

# Digital Marketing Trends and Strategies



Digital marketing is always changing, and it is important to keep up with the latest trends to reach and engage customers effectively. One of the biggest trends right now is using smart technology or AI. AI helps businesses understand their customers better by looking at lots of information. With AI, companies can guess what customers want, making it easier to create personalized ads and messages. AI also takes care of tasks like sending emails and managing social media, making marketing quicker and more effective.

Another popular trend is influencer marketing. Influencers are people with followers who trust their opinions and recommendations. By working with influencers who share the same values, businesses can reach new audiences and build trust. To make the most of digital channels, businesses should use a multi-channel approach. This means using different platforms like social media, email, and blogs to reach customers. Sharing valuable and interesting content on these platforms keeps customers engaged. It is also important to make sure websites and campaigns are optimized for mobile devices since many people access content on their phones.

Using data to make decisions is also very important. Tools can help businesses track how well their marketing campaigns are doing. By understanding what works and what doesn't, companies can adjust their strategies to get better results.

By following these trends and best practices, businesses can improve their digital marketing, connect with their audience more effectively, and succeed in the competitive digital world.

- Varad Kundan Raut

# Archives from the Past

## Storytelling and Analytics in the Industry



The speaker Sheshank Kumar, a lead strategist in Data Insights in Google, on 8th October spoke about 'Storytelling and Analytics in the Industry'. He briefed on how analytics is a driver of each and every industry.

He spoke about the important aspect of capturing the attention of the client through storytelling. Storytelling is important for the decision-makers to understand the most complex things in a simple way. It's important to capture the attention, as people lose interest in seconds and then it is difficult to get the task done. In the real world, managers need to convince stakeholders so storytelling with numbers is something in huge demand. If the interest of people is lost it is really difficult to get in good books and get them to do what you want them to do.

The speaker emphasized on problems to solve in the pharmaceutical industry. He informed how vaccines need to be stored and transported at a certain temperature. The common problem faced is that initially the product is patented but after some time there are replicas of the product. The pharmaceutical companies are spending thousands of dollars for the research and development. In the transition from generic to branded, the pharmaceutical companies are using analytics to understand what would be the best methods to create vaccines at the right cost for the right disease and get back all of their revenue spent on R&D. At the same time, they should be able to sell drugs in the new market.

The supply chain cost is going to be high as the cost of inventory management, training of the people administering the drug will be added to the cost of the drug. This in turn will be costly for people consuming the medicine. So, the analysts can come up with statistical theories or heuristics to come up with more effective drug delivery systems.

He next discussed operational routing problems which involves trying to find the most optimal salesman delivery route where least resources are used to deliver the product.
Analytics can also be used to accelerate drug discovery and development for clinical trials set up. It can help to have better insight into patient behavior to improve drug delivery, its effectiveness and healthcare outcomes. Also, to gain improved insights for marketing and sales performance.

Many companies are using design thinking to get in the shoes of the customers to understand what they actually want. They use multivariate analysis that expands into things which look into multi-perspectives.
All concepts used related to different movies as he related to how everybody is a character in the process. It was indeed a fun and engaging session.

# KPMG Knowledge Sharing Session

Education without industrial insights is of no worth these days. In the current scenario, companies are seeking candidates who have enough knowledge and are acquainted with know-how of their respective domain. For meeting this purpose, every month SCIT invites various speakers from globally recognized companies to address the students and exposing them to the real-world life experience. Consequently, it broadens the perspective of the students.

Similarly, this month N Subramanian, Executive Director at KPMG was invited to share the glimpse of information security domain. The event was initiated by Shaji Joseph , faculty member at SCIT where he launched the newsletter of SCIT. The newsletter will comprise the happenings in different industrial streams. The purpose of the newsletter is to keep the students updated with industrial events and incidents that take place. During the launching, the efforts of the involved students were also appreciated.

After that, the session was taken over by the speaker. The session revolved around Digital Disruption, one of the crucial change which affects an organisation as a whole.

N Subramanian also shared the benefits that an organization can derive from the evolution of technology. He explained that that the evolving technology will increase the productivity, enhance the utilization of asset and reduces the cost for the companies. Following the same, he talked about five top attacks as per the recent crime survey and intentions behind those attacks. A healthy discussion regarding GDPR, it's applicability in India and various terminologies of information security were discussed. He also mentioned regarding the 'KPMG Cyber Crime Report 2017 and four Golden Rules of Cyber security, and drew attention on the last one, that was, treating cyber risk as an opportunity to look closely at one's business.

Other than information security, the significance of asking question was discussed. He emplasized on the importance of asking questions by quoting that "Be fool for five minutes but not for the rest of your life."

Overall, it was brimful session of knowledge which helped the students in getting latest industrial insights. The session was not only restricted to the domain but also touched various aspects which can help one to develop the overall personality. He ended the session with a quote which left deep impact on everyone's mind which was:
"If you are in rat race, even if you win, you are still a rat"

# Star Alumni

This edition proudly features Sahej Narula as the Star Alumni of the Month. Sahej is a B.Tech (Computer Science) graduate from Delhi University's Sri Guru Gobind Singh College of Commerce and holds an MBA in Data Science and Data Analytics from SCIT. Throughout her career, she has worked with diverse clients across various industries, excelling in roles such as Programmer Analyst, Assistant Manager – Enterprise Digital Analytics, Senior Associate – Digital Products Analytics, and Manager – Data Analytics and Strategic Insights.

Sahej's passion for staying ahead of the curve drives her to constantly seek out new technologies that enhance organizational performance. As a keen observer of industry trends, she consistently keeps up to date with the latest developments in her field. SCIT is incredibly proud to recognize Sahej as an exemplary alumna, whose dedication and career success reflect the institution's core values.

Sahej began her journey as a data analyst intern at Elixir Softech Private Limited. Her career then advanced as she joined American Express as a Programmer Analyst, where she progressed to Manager – Data Analytics and Strategic Insights. Her success stems from her relentless perseverance, technical expertise, and unwavering commitment to excellence.

Sahej Narula's achievements and leadership are a source of immense pride for SCIT. Her drive for continuous learning and innovation is inspiring. We are honored to celebrate her journey and wish her continued success in all future endeavors.

## Ms. Sahej Narula

**Batch** 2017- 2019

**Name:** Ms. Sahej Narula

**Summer Internship:** Elixir Softech Private Limited as a Data Analyst

Throughout her career, she has worked with diverse clients across various industries, excelling in roles such as Programmer Analyst, Assistant Manager – Enterprise Digital Analytics, Senior Associate – Digital Products Analytics, and Manager – Data Analytics and Strategic Insights.

# Coming Up Next

*Stay Tuned!*

# 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