

# ATHARVA

## Editor's Choice

- Lakshhmi Naveena Tamiri

Welcome to the 57th issue of Atharva magazine from the web and media committee. October has been quite hectic for SCIT students, with exam preparations and other college events.

The month began with CSAM 22, a prominent event conducted by team matrix to raise awareness about cyber security. Experts in the cyber security domain provided insightful opening remarks during the event.

On October 8 2022, Ms Rajneet Kaur delivered the first guest lecture of the month, AVP (Associate Program Head) - Data Science, at eClerx, to highlight the industry trends and applications and shed light on data storytelling. Next in line was the guest lecture by Mr Apoorv Tripathi, Global Sales Leader of Rahi System, who conveyed his understanding and experience in IT sales. Mr Apoorva Tripathi explained the marketing and sales domains using the analogy, "if Marketing is the atmosphere, Sales are the clouds in it."

The culture committee held events for Diwali on October 14. Games, dances, and musical performances were all part of the festivities. Cheers from students echoed in the atrium. This edition also contains a post about Ms Pragathi, the Star Alumni of October 2022. Happy reading!

**you always have  
the choice to be happy  
learn to understand  
the bumps in the road,  
grow from them,  
and  
STAY POSITIVE**



## Diwali

- Stuti Roy



Symbolizing the ascendancy of good over evil, Diwali is celebrated in October or November every year. It is celebrated as the beginning of the financial New Year according to the Hindu calendar.

All around the campus students could be seen in various cultural couture. The atrium was decorated with rangoli, twinkling lights, and candles. There was a photo frame cutout was created for students to get their pictures taken.

The celebration of Diwali in SCIT started with a blindfolded game of chasing the ballon where volunteers were guided by their friends. The atrium was echoing with cheers from their peers. It was followed by an enchanting dance performed on traditional to trendiest numbers by the students of symbeats. It was then continued by a couple of rounds of dumb charades of guessing movies where students flaunted their acting skills.

The dancefloor boomed with footsteps as students started coming up to the dance floor and performing the hook steps from Bollywood to Tollywood numbers.

The night ended with Konnect and the cultural team playing beautiful musical notes and students swaying along to the beats.

## What's Inside?

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# CSAM at SCIT

-Shubham Singh



It's time to celebrate Cybersecurity Awareness Month, the biggest extravaganza event for all information security enthusiasts. The renowned event started with an introductory video defining the need for security with the evolution of technology, followed by the lighting of the lamp by our honourable director Dr Dhanya Pramod and the keynote speaker of the event, Mrs Alisha Sharma. All the speakers of the panel discussion, Mr Ravi Verma, Mrs Shivani Sharma, Mr Vashistha Chawda, and Mr Shivakant Pandey, including the keynote speaker, Mrs Alisha Sharma, and the moderator, Mr Akashdeep Singh Makkar, were welcomed by our honourable director with a token of gratitude.

"The world is evolving and data is everywhere, we must use it wisely."

The moderator initiated the panel discussion,

Mrs Alisha Sharma: She shares insights about how artificial intelligence and machine learning are capturing our everyday data and why cybersecurity protocols should be implemented to mitigate risk in day-to-day life.

Mr Ravi Verma: Being a data enthusiast, he puts forth his ideas on how data usage in our day-to-day lives should be done properly to avoid any security risks about it for the betterment of the future.

Mr Vashistha Chawda: He talks about security in digital marketing, which should be maintained by proper sanitization of data. Data patching is necessary to erode security risks that could breach the critical infrastructure of an organization.

Mrs Shivani Sharma: Being an IT security and regulatory expert, she says that we human beings are the first line of defence and a very key element in cybersecurity, and we must emphasize the necessity to learn, train ourselves, and be aware of information security to prevent personal data from getting exploited.

Mr Shivakant Pandey: As the director of Druva, the leading SaaS platform for data resilience, he provided insights into the significance of data classification and its relationship with security.

After the end of the panel discussion, different events with cybersecurity aspects were conducted in which people from different colleges participated and made the event a grand success. Starting with the flagship event Capture the Flag, in which each team must advance through various levels by using problem-solving and technical skills to outperform the other, Cyber Hunt is an interesting event based on a treasure hunt with security aspects involved in it. Swat Hats, an event inspired by Among Us. Know your threat, an event based on quizzes and games to test security acumen, Cyber Quixx, is similar to Snake & Ladder, but it adds security cognizance to it.

This marks an end to an event filled with joy and learning.

# Guest Lectures

- Stuti Roy



## Data Storytelling

- Ms. Rajneet Kaur

The students who are inquisitive about the technique of storytelling in data science must need strong visualization skills, domain knowledge, and strong concepts. The guest lecture committee of SCIT invited Ms. Rajneet Kaur, AVP (Associate Program Head) - Data Science at eClerx, on 8th October 2022 to throw some light on the industry trends and applications.

Our speaker started the lecture by telling us "Data Science is as much an art as science". She asked, "what is a story?". She told us that there are three parts to telling a story - flow, message, and interest.

1) Flow encompasses the structuring of the content design. Content has different components like examples, perspective, executive summary, hypothesis, storyboard, and so on. The content is headed by a horizontal line which consists of the objectives and key findings.

2) Message needs to be according to the recommendation, objectives, and understanding of its audience. The audience can be senior management, customer, team members, peers, and external forums, and their objective can be the decision they have to make, the action they have to take, and the information they have to share.

3) Interest can be built by an impeccable presentation. Some important points to remember while making a presentation is that less is more, aspect ratio matters, and using different colors while presenting the same variables. Visual encoding is the language of storytelling. Quantitative value can be represented using position, length, angle, area, color, and shape. They get less accurate as we read forward.

According to Ms. Rajneet Kaur, the three golden rules are -

- 1) Personalization
- 2) Branding elements of your stakeholders
- 3) Stimulation



# Guest Lectures

- Sagar Chowdhury

## Trends in the technology landscape

- Mr. Apoorv Tripathi



Mr. Apoorv Tripathi, Global Sales Leader of Rahi System, visited SCIT on 8th October to convey his understanding and experience in IT sales. He is a pioneer in IT sales, and his lecture contradicted many preconceptions students had regarding sales and marketing. He was well aware that most students have little to no knowledge in the field of sales(IT sales) and was very patient in systematically delivering a summarised picture of everything involved. He remarked, "if Marketing is the atmosphere, Sales are the clouds in it," explaining the relationship shared by the two domains.

It was a favorably interactive session, as the speaker frequently looked out to the crowd for answers and suggestions. Even though the session's topic was planned to be something else, the speaker kept the central theme of the talk around IT sales. And for the students, it was an excellent learning experience as it is not every day that an industry expert would conduct such a highly interactive session. It was less like a lecture and more like a faculty giving great insights on a new subject matter.



# Archives from the Past



## PRODUCT LIFECYCLE MANAGEMENT

Continuing with the e-Talk Series 2020, a guest lecture was arranged for the students on 12th December. The speaker, Mr. Vinay Yadav, who works as a Software Engineering Manager at Amazon's Alexa Data Services Division, spoke on the topic 'Product Lifecycle Management'. Mr. Yadav leverages 15 years of global business experience to provide value for clients with informed and independent perspectives on their product development with technology strategies. His strategic guidance in Business Process Automation and Product Development has helped companies navigate the complex landscape of digital transformation, improve the efficiency of business processes, and make informed business decisions. Acknowledged as an engaging and energetic presenter, clients have engaged Mr. Yadav as Speaker, Trainer, Influencer, and Innovator at over 100 customers in more than 20 cities both in India and the United States.

The lecture was roughly divided into four parts i.e., Understanding the Problem, Understanding the customer demand, Product Lifecycle, and Principles of Product Strategy. The speaker first talked about the importance of identifying the problems of the customers by observing their requirements and current behavior and solving them by creating products for a better and more productive life. He gave the example of the cellular recharge issue and how it was solved with the help of technology. He then talked about the fact that a product is a manifestation of the result of solving a customer's problem and that the focus should be on making a product that best meets the customer's demand. Mr. Yadav then moved on to the second part of the session i.e., Understanding the customer's demand. He talked about users, buyers, product planning, and product marketing. Users help define the requirements by understanding the need of the business whereas buyers determine whether the product achieves its objective. Moving on to the third part of the session, Mr. Yadav shed some light on the Product Lifecycle. The key stages are Start, Sustain, Scale, and Stop. 'Start' involves identifying the problem, researching it, building a solution, and launching the product. 'Sustain' focuses on continuous customer feedback, working on improvement, and making the customer experience better. 'Scale' identifies the product types and focuses on the expansion of products and businesses. 'Stop' identifies the decline in trends, slowdowns, or walk-aways from products. It also explores new innovative features and products. 'Responsibility is a key aspect of a product as the risk of abuse of the product and its features can be very high owing to the ease of interconnectivity. Abiding Law says that companies must abide by the law while developing, launching, and promoting a product to maintain decency and a healthy environment. Judgment implies that ethics and principles must always be abided by to assure fair and good spirit in society. The lecture ended with the speaker answering a series of questions posed by the students. Taking everything into account, the lecture was informative and added value to the student's knowledge.

# Archives from the Past

## Preparation Tips for Management Consulting Roles



First month of the year 2021 ended with the exciting online Guest Lecture on 30th January. The topic for the lecture was "Preparation Tips for Management Consulting Roles", and the speaker for the lecture was Ms. Dhairya Gangwani, a Management Consultant Analyst at KPMG India (SAP). The ultimate goal of the lecture was to give exposure to students about the roadmap of how to get into the management consulting roles and excel in the same. Our speaker is working as "SAP Management Consulting Analyst at KPMG", which says she is the right person to talk about the preparation tips for this role across the industry.

Speaker embarked the session with talking about eight process of management consulting wherein she briefed about: AS-IS model, then Understand process for redesign-where you would do fit-gap analysis], then TO-BE process, then identify change management within the business, then comes the Implementation is important, then comes the post evaluation part that is GOLive talks about the stability of processes. She also talked about Management Consulting four steps process i.e. Strategize, Design, Implement and Growth. Further she addressed the skills set required to become a potential candidate for Management Consultant role are: (a) Business knowledge (b) Problem solving acumen (c) Industry knowledge (d) Analytical skills (e) Quantitative analysis skills (f) Presentation skills (g) Interpersonal skills (h) Communication skills. Further she addressed the Management Consultant Recruitment Funnel of Big 4s and Big 3s wherein she majorly talked about Psychometric tests, Behavioural Interview vs Fit Interview, importance of Case Interview, etcetera. Another big parameter is to know about why firm x is your target, why consulting, be aware about firm workaround, mission, vision and purpose in the market to excel in interview. Later, she talked about the case interview wherein she talked about types of question, strategy behind the question structure, situational based question- following this she gave some pro-tips about how-to approach some scenario based questions. While ending the session she enjoyed the Q&A session which enthralled the speaker and students also. She lastly gave simple advice to students that to keep a blended approach of preparation of going with soft, technical skills, moreover the situational awareness, and the well versed with "about-firm" and the Job roles & responsibility.





# Star Alumni

-Abizer Vakil

## Ms. Pragathi MS

We are pleased to announce our Star Alumni of this edition, Ms. Pragathi MS. She has almost ten years of experience working in project management. Ms. Pragathi completed her bachelor's degree in electronics and telecommunications from Visvesvaraya Technological University in Karnataka. After graduation, she worked as a software engineer in Yodlee Infotech Pvt Ltd for two years and then in Onmobile global infotech for two years. She was a part of SCIT's 2010-2012 batch. She was the primary coordinator of the Guest lecture committee and a member of the Eklavya committee. After completing her MBA, she resumed her work at Onmobile as a product manager.

Being a product manager, she launched the Greatbuyz m-commerce application nationally and internationally and managed various products and services. She is experienced in planning and design of new products based on market intelligence and research on industry trends.

In June 2013, she joined Samsung electronics as a deputy manager in project management and the CTO team. She was responsible for technology partnerships, strategy and business development, market research and product management. In Feb 2016, she was promoted to manager in Product management, and she handled more responsibilities creating B2B and B2C solutions, product planning, joint development, and identifying new business opportunities.

In June 2017, She joined Visa as a technical project manager and worked there for more than four years till October 2021. Between 2018-19 she completed her executive education at IIM Ahmedabad. She has won various awards during her career for her excellence and brilliance.

She is certified in Master BlackBlot Product Management, Scrum, SCJP 5.0, CAPM, Six Sigma Green Belt, Advanced google analytics, and eCommerce analytics. She is skilled in Java, J2ee (XML, HTML, JavaScript, AJAX), SQL, Struts, GWT, Selenium, Dynamic Jasper, Google Visualization, Google gears, Jboss, Toad, SAP ERP ECC 6.0, CRM, Business Intelligence, BPA, Product Management, Technology Sourcing & Market research. In 2021 She joined Target Retail and is presently working in the Project management spectrum.

SCIT is honored to name Ms. Pragathi MS as the Star Alumni of October 2022.



# Our Team



**Prof. Vidyavati Ramteke**

## **Graphic Designing Team**



*Senior*



*Junior*

## **Social Media Team**



*Senior*

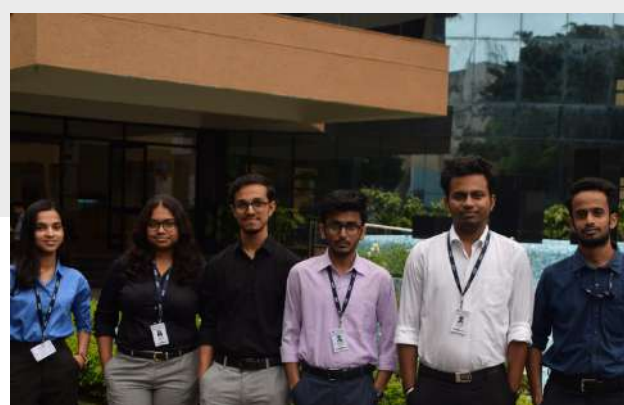


*Junior*

## **Blogging Team**



*Senior*



*Junior*

## **Video Editing Team**



*Senior*



*Junior*

## **Photography Team**



*Senior*



*Junior*

## **Web Development Team**



*Senior*



*Junior*