

**October'23
Edition 67**



ATHARVA



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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.



Embracing October: A Snapshot of Insights

October at Symbiosis Centre for Information Technology unfolded a tapestry of knowledge, beginning with a virtual symposium on "Managing Third-Party Risks and its Governance" featuring Manshi Sachde, Director at Deloitte Risk Advisory. Manshi's insights illuminated Extended Enterprise Risk, vendor governance, and the critical role of controls in navigating the corporate landscape. Continuous monitoring emerged as necessary in the dynamic business environment, emphasizing the importance of staying relevant. Archita Das Gupta claimed the spotlight as the Star Alumni of the Month, excelling as a Project Lead at Bain and Company. Her journey from SRM University to leading sustainability initiatives exemplifies educational and professional transformation. The editorial journey delved into agile methodologies, dissecting Scrum and Kanban's roles and structures in software development. The Guest Lecture Committee's session on "Harmony in Diversity: Navigating Cross-Cultural Project Management and Mastering Client Relationships" with Mr. Abhik Panda highlighted the essence of communication and collaboration in project management. Articles exploring cybersecurity and its dynamic landscape, from emerging threats like biometrics to deepfake dilemmas, were featured, underscoring the importance of proactive measures like software updates and multi-factor authentication. Additionally, the edition shed light on federated learning's role in privacy-preserving machine learning and its diverse applications in transportation, smart manufacturing, and digital health. In the spirit of continuous exploration, the October edition of "Atharva" invites you to a condensed yet enriching journey through technology, business, and innovation at Symbiosis Centre for Information Technology.

-Siddhartha Chattaraj.

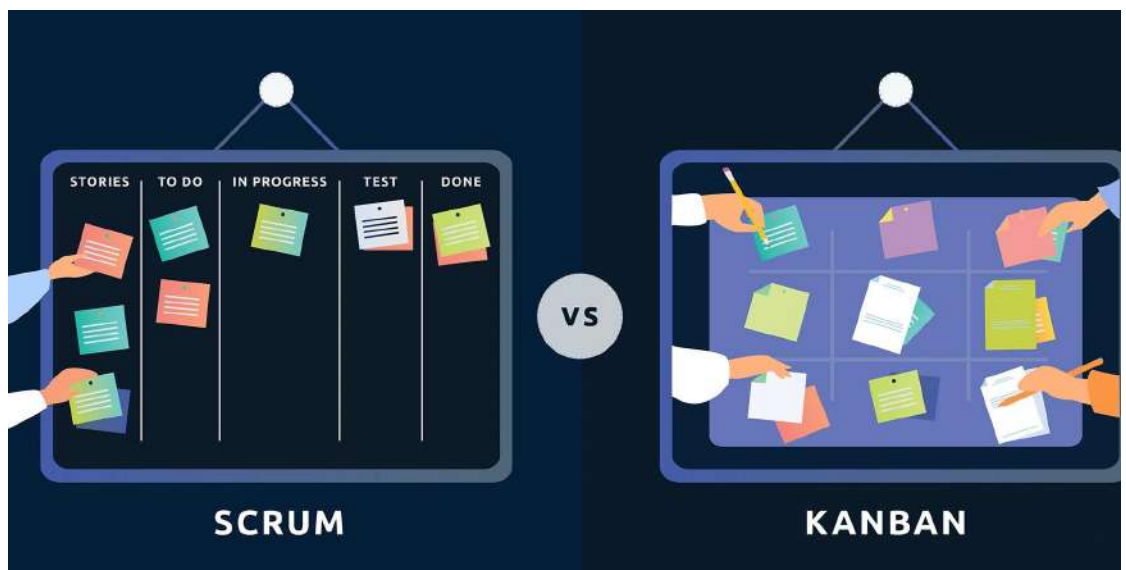




Industry Insights

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.

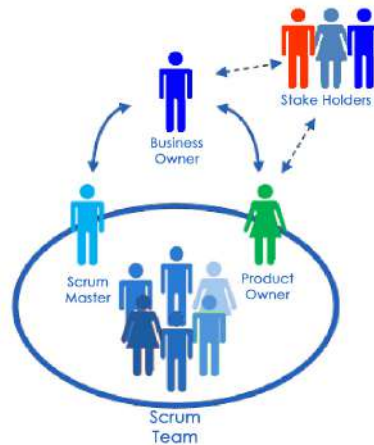
Kanban vs Scrum



Success in the rapidly evolving field of software development depends on selecting the appropriate project management methodology. Agile approaches like Scrum and Kanban are well-liked and have become widely used because of their capacity to swiftly provide value to customers and adjust to changing requirements. Although flexibility, teamwork, and continuous improvement are the fundamental Agile concepts shared by both approaches, their structures and approaches to project management are different.

Kanban is a visual approach to project management that prioritizes constant movement. The workflow is represented by a Kanban board, where tasks are represented by cards that progress through different stages of completion. Teams can limit work in progress (WIP), find bottlenecks in their workflow, and improve workflow using this visual representation. Because of its adaptability, Kanban works effectively for projects with erratic tasks or changing requirements.

With its more disciplined approach to project management, Scrum breaks work up into sprints, which are fixed-time iterations. Every sprint has a specific objective and a list of deliverables, which serves as a foundation for ongoing evaluation and development.



For teams who work best in a defined context, the roles, ceremonies, and artifacts that are part of Scrum offer a level of structure that can be advantageous.

In the end, the decision between Kanban and Scrum is based on the unique requirements of the team and the project. When you make your choice, take into account following factors:

Project characteristics: Kanban's flexibility can be a better fit if your project involves erratic work, changing requirements, or an ongoing need for adaptation. Scrum's structured method can be more appropriate if your project requires frequent deliveries and has clearly stated requirements.

Team dynamics: Take into account the background, inclinations, and degree of structural comfort of your team. While Scrum's structured approach may work better for teams that perform best in a well-defined environment, Kanban's flexible nature may be more suited for groups that prefer a less rigid framework.

Project Goals: Scrum's iterative methodology may be helpful if your main objectives are to regularly deliver functional software and get ongoing feedback. Kanban's emphasis on continuous flow might be more appropriate if your objective is to better project efficiency overall, minimize work-in-progress, and optimize workflow.

Using an Agile methodology will help you reach your project goals whether you go with Scrum or Kanban. These approaches encourage adaptability, flexibility, and continuous improvement, which helps teams successfully negotiate the fast-paced world of software development. You can choose the approach that will most effectively assist you on your path to project success by carefully evaluating the particular requirements of your project and the skills of your team.

-Arya Tripathi.

Emerging Cyber Threats: A Look into the Future



We live in an ever-evolving world of cyber threats and cybercrimes. As technology evolves, so do the tools and tactics used by cybercriminals. It is more like perpetually predicting the weather, changing constantly.

Some Classic examples of cyber threats in recent times are:

Biometrics we see today from offices to airports have become more commonplace for authentication, and so has the interest of cybercriminals in spoofing fingerprints and faces.

Another exciting element is the human element, people known to be the weakest link in the cybersecurity chain. Social engineering attacks, such as phishing and spear-phishing, continue to be one of the most effective ways for cybercriminals to access sensitive information and systems. In addition, human error, such as clicking on malicious links or falling for scams, can also lead to cyberattacks.

Today, businesses depend more on outside suppliers to provide services, such as supply chain management, cloud computing, and IT support. But this dependence on external parties can also make hacks more likely. Cybercriminals may obtain access to the organization's data and systems if a third-party vendor is compromised.

Nowadays, Deepfake technology is reaching new heights. The ability to create compelling fake videos or audio recordings could have severe implications, from misinformation campaigns to impersonation attacks.

Updating software, using multi-factor authentication, and educating the public and staff about cybersecurity are all necessary actions to prevent and lessen the impact of these cyber threats. Significantly, we live in a digital jungle, and the best defense and mitigation is the amalgamation of vigilance and awareness of cybersecurity practices.

-Manvi Khandelwal.

Federated Learning



Machine learning is a powerful tool that plays a crucial role in harnessing technologies related to artificial intelligence. It is often referred to as AI because of its ability to learn and make decisions, even though it is technically a branch of AI. Initially part of AI evolution until the late 1970s, ML then branched off to develop on its own. Today, ML is a significant tool in cloud computing and e-commerce and is widely utilized in cutting-edge technologies.

Federated learning, also known as collaborative learning, is a specialized ML technique that trains algorithms through multiple independent sessions, each using its own dataset. Imagine federated learning as a cool way for computers to learn without sharing all their secrets. It is like a special way of teaching them. So, normally, computers learn in a big class where everyone puts their information together. But in federated learning, each computer has its own special notes and learns on its own. They share some of their ideas with each other to create a super-smart plan. Let us say we have a bunch of friends, and each friend has a notebook with their favorite things written down. Instead of giving away their notebooks, they share some details about their favorites with each other. This helps everyone learn more without telling everything. So, in computer terms, federated learning is like having many computers in different places. They each have their own data, and instead of sending the data to each other, they just share a bit of information about what they have learned. This way, they can all get smarter without giving away all their secrets. It is a cool way for computers to work together and become clever. There are three types of federated learning. They are centralized federated learning, decentralized federated learning, and heterogeneous federated learning.

Federated learning has various use cases, including applications in transportation (such as self-driving cars), Industry 4.0 (smart manufacturing), medicine (digital health), and robotics. One notable use case is in mobile keyboard next-word prediction. Here, the goal is to train a model that predicts the next word a user is likely to type without sending any user data to the cloud. Each user's phone downloads a shared model, and as the user types, the phone collects data on word combinations. This data is then used to train a local copy of the model. The updated model parameters are sent to the server, which aggregates them from all users to create a new shared model distributed back to all users.

Looking ahead, the future of federated learning seems promising, with potential applications in areas such as COVID-19 detection, self-driving cars, and energy efficiency. As new technologies continue to evolve, and with increasing concerns about privacy, federated learning is positioned to play a crucial role in the rapidly advancing field of machine learning, allowing the training and deployment of models without compromising data privacy.

-Siddhartha Chattaraj.

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.

Harmony in Diversity: Navigating Cross-Cultural Project Management and Mastering Client Relationships.

Develop Relationships

- Emphasis on Relationship Development:** In project management, there is a strong emphasis on developing relationships among clients to foster better collaboration and communication. Project teams recognize that building positive relationships is crucial for project success.
- Cultural Mindsets and Beliefs:** Project teams play a key role in shaping the team's mindset and beliefs about relationship development. Goals, processes, such as open communication and acknowledgment, can go a long way in establishing trust and rapport among clients.
- Passion for Collaborative Relationships:** Successful project teams are passionate about cultivating relationships within their teams. They understand that relationship-building is not just a task, but a psychological state driven by enthusiasm and a commitment to achieving project goals through collaboration.
- Alignment with Cultural Dimensions:** The theme of developing relationships aligns with cultural dimensions, particularly the behavior in collectivism and individualism. Project teams recognize that in collectivist cultures, group cohesion and harmonious relationships are highly valued.
- Specific and Learning:** Project teams are willing to make sacrifices, such as stepping out of their comfort zones, to learn about different cultures within their project teams. This willingness to understand and appreciate diverse perspectives is essential for effective cross-cultural collaboration.
- Communication and Cross-Cultural Strategies:** Effective cross-cultural communication is at the core of relationship development in project management. Project teams must communicate verbally and nonverbally to bridge cultural gaps and ensure everyone feels heard and understood.
- Managerial Role:** The role of project teams is critical in facilitating relationship development within project teams. They must lead by example, appreciating diverse viewpoints, and promoting a culture of respect and collaboration.



My Cross-Cultural Project Experience (Highlights)

- NyluxERP Project (KL, Malaysia) 2006-2007
- Malla Group (Beirut, Lebanon) 2008
- Alpina (Bogota, Colombia) 2009 - 2010
- Abul Khair Group (Dhaka, Bangladesh) 2011
- Herbalife (California, USA / Changsha, China) 2012-2013
- Godfrey Phillips India (Delhi, India) 2014
- Schlumberger (Dubai, UAE) 2015

The guest lecture committee held an online session under the mentorship of Dr. Shaji Joseph on 9th of October, 2023. The topic was "Harmony in Diversity: Navigating Cross-Cultural Project Management and Mastering Client Relationships." This edition's guest lecture speaker was Mr. Abhik Panda, a Business Process Manager at SLB with over 19 years of experience in cross-cultural project management and client relationship management. The central viewpoint and vision were that project management skills include communications and managing performance, and organizations today have become more mature in managing cultural differences and have cross-functional spans across more stakeholders. There was enough emphasis on client relationship management, which involves everything from empathy, mindfulness, mutual respect, training, and communication to re-evaluation and measuring goals.

Mr. Abhik explained that for successful project management, there should be a passion for collaborative team relationships, teams should be ready to step out of their comfort zones, and enough emphasis should be placed on developing team relationships.

It was engaging, interactive, and enriching session, and the students gained knowledge and insight on cross-cultural project management and much more.

-Manvi Khandelwal

Managing Third Party Risks and its Governance

Urjita Kerkar

SCIT-Admin

Avni mahajan

Sachde, Manshi

Urjita Kerkar

Dev Singh

SCIT-Admin

Avni mahajan

seemarn parate

"If you do not invest in Risk Management, it doesn't matter what business you are in, it's a risky business." ~ Mr. Gary Cohn

"Thoughtfully assessing and addressing enterprise risk and placing a high value on corporate transparency can protect the one thing we cannot afford to lose: trust." ~ Mr. Dale E. Jones

"Risk management is a more realistic term than safety. It implies that hazards are ever-present, that they must be identified, analyzed, evaluated and controlled or rationally accepted." ~ Mr. Jerome F. Lederer

Few excerpts from recent 2022 Deloitte TPRM survey:

60% say that resilience and business continuity planning is a strength rather than a weakness in their organization. But only 36% have a high/very high global supply chain contingency management capability. 21% report a low/very low capability in this area.

67% of TPRM teams recognize that the scope of their work continues to broaden into related functional areas, most notably: contract and legal management (63%), business continuity and resilience management (51%) and third-party performance management (51%). However only 23% of respondents appear to have been able to make significant progress on this integration journey.

EERM Key-Themes

1. Cost of failure

2. Balancing responsibility and cost

3. Increasing regulatory scrutiny

4. Wider focus

5. Leveraging

6. Vision for

The Guest Lecture Committee of Symbiosis Centre for Information Technology, Information Technology and Business Management course, under the mentorship of Assistant Professor Dr. Shaji Joseph conducted a Guest lecture inviting Manshi Sachde to share her insightful experience on 'Managing Third Party Risks and its Governance'.

Manshi Sachde currently works as a Director in the Deloitte Risk Advisory (Assurance) practice. She has 12+ years of experience in providing Control Assurance, Audit Support, IT Security, and Software Asset Management services as part of advisory and assurance engagements. She is a HITRUST Certified CSF Professional (CCSFP), Certified Scrum Master, and has also obtained a 'Strategy is Innovation' certificate from Tuck Business School as part of the management program at Deloitte.

The session explored critical facets of how Third-Party Risk and its Governance can be managed. The lecture revolved around Extended Enterprise Risk, various operating models, vendor governance, the third-party risk management assurance - its standards and frameworks. Our distinguished speaker delved into the critical areas of risk management, control, and the evolving landscape of business operations. She emphasized that controls play a pivotal role in assessing the operational environment effectively. She highlighted that in this dynamic business environment, continuous monitoring is not just a choice but a necessity. The imperative need for adaptation, encapsulated in the phrase "You cannot do today's business with yesterday's methods and still stay relevant," resonated throughout the discussion. The focus is on ensuring compliance, conducting third-party assessments, maintaining a 24x7 Security Operations Center (SOC), and integrating virtual layers into security configurations. Furthermore, she shed light on two primary modes through which organizations engage third-party service providers which are Managed services, i.e. payroll systems, and People outsourcing, such as invoice creation.

In summary, she gave a thorough understanding of the complexities of risk management, control, and the changing dynamics of the corporate world. The lecture provided invaluable insights for navigating the challenges of a company environment that is becoming more technologically advanced and networked.

-Pooja Mourya

Presently, more than 20 percent analysts in India earn more than Rs 15 lakh per year while 60 per cent analysts earn more than Rs 6 lakh. It is clear that the analytics industry in India is getting stronger by the day and is the key for commercial growth of the country and SCIT's MBA (ITBM) aspirants have certainly and edge over others in grabbing this opportunity!

Securing in the Cyber Space and Creating Digital Trust



Cyber Security is one field which is continuously changing and with so many things happening in our day to day lives it is very important to stay updated. As students of IT Business Management, it is essential for us to know the latest trends in cyber security. An interactive session on “Securing in the Cyber Space and Creating Digital Trust” was conducted for the 2016-2018 batch. The speaker, Prof. K Subramanian, Executive Vice Chair, IEEE Delhi Section shared his knowledge with us and gave us an overview of the current scenario in the area of cybersecurity. He briefed us on the emerging security trends and the security perspective for converged networks, the threat perception and need for security.

Cyberspace is dynamic, undefined and exponential and countries need to have dynamic laws to keep pace with the technological advancements. He highlighted the current security assumptions and that attacks primarily come from within and it is not sufficient to have perimeter protection alone. He further explained security optimization and layered defense and the advantages of using these. Other areas like layered protection and surveillance, multimedia security and cyber forensics were also touched upon.

A very important thought he shared with us was that perfect security is not achievable, but at the end of the day, it is about managing the frequency and loss. While security costs money, lack of security will cost us much more than that. He also answered queries from the audience and the session was a great chance for each one of us to interact with such a great personality who has had so much experience in the field of security and cyber forensics.

Star Alumni

Archita Das Gupta is our Star Alumni, currently working as a Project Lead at Bain and Company. A techno-management virtuoso and MBB management consultant. With expertise in benchmarking Consumer Packaged Goods on Environmental, Social, and Governance themes, they drive sustainability initiatives and shape industry standards, delivering impactful client solutions.

Archita pursued her Bachelor's in Technology from SRM University. She joined Cognizant as a Programmer Analyst Trainee and won many awards for her valuable contributions. She was awarded with quarterly award three times for outstanding performance called COGNIZANT KOHINOOR AWARD and the COGNIZANT SAMARITAN ANNUAL AWARD in 2018. She was promoted to Associate consultant at Cognizant.

After this, she pursued an MBA in Information Technology Business Management from Symbiosis Centre for Information Technology. She was awarded Best Outgoing Student of the Year 2021. She also served as SPOC for the Guest Lecture Committee at SCIT. She did her internship at Bosch Packaging Technology as Information Security and Privacy intern.

After her post-graduation, she joined Bain and Company as an Associate, and 2.5 years down the line, she is working as Project Lead. She is Certified in Data-Driven Management and Digital Consulting issued by Celonis.

Archita shows a keen interest in learning new technology. We're incredibly proud to name her this month's Star Alumni!



Archita Das Gupta

Batch 2019-2021

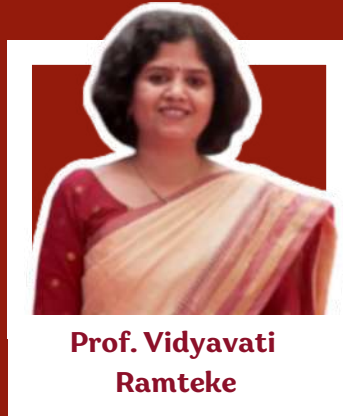
Name: Archita Das Gupta

Summer Internship: Bosch Packaging Technology as Information Security and Privacy intern.

She was awarded Best Outgoing Student of the Year 2021. She also served as SPOC for the Guest Lecture Committee at SCIT.

OUR COMMITTEE

Mentor



**Prof. Vidyavati
Ramteke**

Graphic Designing



Senior



Junior

Blogging



Senior



Junior

Photography



Senior



Junior

Video Editing

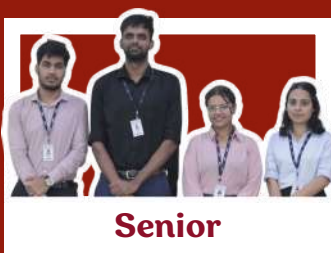


Senior



Junior

Social Media



Senior



Junior

Web Development



Senior



Junior