# ATHARVA

## Editor's Choice
### - Sagar Choudhury

Indicating the arrival of winter with breezy evenings and nights, the harvesting month in SCIT was loaded with events and lectures. The first guest lecture was about "How to break into Cyber Security?" where our Alumnus Mr. Himalaya Gala communicated his insights on the existing security risks of the industry and how we can prioritize them for mitigation. The following guest was Dr. Ramesh Subramoniam, who spoke on "Redefining Global Supply Chain," describing the transformation we witnessed in the global supply chain during the pandemic. We then had Mr. Nitin Makhija, Ms. Deepti Dharwadkar, and Ms. Ambika Singh Kelwa speak about "Technology Risk Management," where they motivated the students to have an academic perspective and to develop a professional outlook for their future endeavors.

We then had an ONAM celebration where students from different ethnicities dressed traditionally and participated in all the planned cultural activities of the day. iTELF then orchestrated its national SproutIT event with "Essence of Erised, Vision to Venture" as the central theme.

This was followed by the National Seminar of 2022 on "Metaverse: Experience the New Universe For Sustainability," where industry experts from diverse domains conveyed their beliefs on what Metaverse has in store for us for the future.

We then had another guest lecture by Mr. Madhav Mishra, who spoke about "Global Compliance and Security with GDPR and PCI DSS from designers' perspective." And the final guest lecture of the month had Mr. Mahesh Jadhav talk about ML/AI applications in the present industry.

## Onam
### - Stuti Roy







Onam festival celebrates the many elements of Kerala's traditions and culture. Signaling the end of the monsoons, this annual 'harvest festival' unites the people of Kerala with a ten-day celebration during 'Chingam'.

SCIT celebrated this auspicious festival beginning with decorating the Atrium with floral rangolis at 7:30 in the morning. A fulfilling lunch inspired by the festival of Onam was organized on campus. Students from different ethnicities could be seen in traditional wear clicking pictures and talking about their experiences and rituals performed back home. Later in the evening, the celebration proceeded with dance performances and the Atrium was echoed with traditional music. A game of tug-of-war was organized among the three institutes - SCMHRD, SIIB, and SCIT.

# What's Inside?

# SproutIT- "Essence of Erised, Vision to Venture"
-Shubham Singh



It's that time of year to celebrate the esteemed event organized by the Information Technology Entrepreneurship & Leadership Forum (iTELF) of SCIT. This prestigious event started with an introductory video, and then the hosts of the event invited the honorable Director Dr. Dhanya Pramod and Deputy Director Dr. Kanchan Patil to illuminate the inaugural lamp to spread positivity among all the young and future entrepreneurs attending the event, this was followed by the Director and Deputy Director welcoming the chief guests and panel speakers, Mr. Yogesh Shinde (Founder, Bamboo India), Amal PS (Founder KEITO), Nakul Rajpurohit (Co-Founder, Urban Nomads), and moderator of the event Vineet Chandra (SCIT Alumnus & Senior Consultant IBM) with a welcome speech and appreciating them with a token of gratitude.

" Today's vision becomes tomorrow's reality "

The moderator initiated the panel discussion with the other 3 emerging entrepreneurs to enlighten the audience about their flourishing journey from job seekers to job makers.

Mr. Yogesh Shinde: He embarked on the journey of executing his vision to mission after working 14 years for a firm in Germany as a software developer, According to him every day is different for an aspiring mind to weave ideas into actions and the price is just a mindset, he always wanted to contribute to the nation and then he comes up with an idea to utilize bamboo in an effective way which would erode various harm caused to the nation.

Mr. Amal PS: Starting early at the prime age makes things better, and commitment plays an important role in the betterment of future work, his primary focus was always to build an IT company and do something different. Before starting his own company, he worked in an IT company for 2 years, understanding digital transformation and later implementing all these ideas. branding of the company shouldn't be the primary focus, it should rather be on customers and services.

Mr. Nakul Rajpurohit: The main intention after starting his start-up was to make a place for likeminded people sharing the same traits who want to explore their life and work together, his idea was to contribute towards making a community with different categories of working professionals under the same umbrella.

After the end of the panel discussion, different sub-event were lined up Product 360, where the central idea was to think of an alternative way of using a product other than the usual one it was followed by an event named Pro-Seed which was about pitching a hypothetical product needs and ways to scale up in the market ecosystem, Critic-Call an event which was about identifying the business problems in the case study provided and coming up with a feasible solution to minimize the loopholes, Bullet-In-Board a marketing event to design a product and analyze the selling strategies for the same with this a musical performance was organized by musical committee, Konnect to mark an end to an eventful day giving a plethora of memories and ideas for young and bright entrepreneurs to implement in days to come.

# National Seminar

- Sagar Choudhury

## Metaverse: Experience the New Universe For Sustainability

*- Vinay Sabnis, Aditya Phadnis, Krutika Lodaya, Krishnan Sundarajan, Pradeep Shekhar*



After last year's online National Seminar, it was a rejuvenating and welcome change to have the 22nd National Seminar on the SCIT campus on the 24th of September. The announcers introduced the audience to the seminar's theme, i.e., 'Metaverse: Experience the New Universe For Sustainability.'

The session started with the Director, Dr. Dhanya Pramod Ma'am, sharing her views on the idea of the National Seminar and its theme. This was followed by an enlightening speech by the chief guest, Dr. Bose K Nair(Former President of WTC Shamshabad & Visakhapatnam). The panelists then took center stage. The panel had Vinay Sabnis(Head of Business Development at Techila Global Services) as the moderator and Aditya Phadnis(UX Strategist & Metaverse Lead at LTI - Larsen & Toubro Infotech), Krutika Lodaya (CEO at Artificial Neurons.ai), Krishnan Sundarajan(Founder of India's First Metaverse App, Loka), and Pradeep Shekhar(Managing Director at Optiv Inc.) as the four speakers. Mr. Aditya Phadnis voiced his thoughts on how the Metaverse is still a new domain and its applications are only limited to our imagination. He conveyed that the industry's shift towards Metaverse would be incremental, and we could witness previously unimaginable events with time. He even cited an example of how the application of Metaverse in construction has enabled his company to lessen some previously unavoidable expenses.

Ms. Krutika Lodaya communicated her views on how data science is the building block of the Metaverse. She told how the comfort of meeting individuals in virtual reality while remaining indoors facilitates safety and healthy communication between individuals. She sincerely expressed her views on how Metaverse could address some mental health concerns of the existing society. Mr. Krishnan Sundarajan charismatically narrated his expedition from being the co-founder of Zomato to being the founder of Loka. He expressed what encouraged him to develop a metaverse app targeting the Indian audience. He clarified how Metaverse had been a part of the world much earlier than we believed. Mr. Pradeep Sekar talked about the security risks associated with Metaverse and what we can accomplish from our end to ensure our safety. He described how the benefits and drawbacks of Metaverse would come to light for further conversation only after it becomes a new norm.

# How to break into Cyber Security?

## - Mr. Himalaya Gala

Himalaya Gala is an associate in the IT assurance team at Grand Thornton. He has over three years of experience in the cyber security domain and is also an alumnus of SCIT, Pune, from batch 2018-2020. He also trains, guides, and aligns freshers' interests in cyber security in the same domain.

He begins the lecture by thanking the guest lecture team and Nisha madam. He asked about the backgrounds of current students. He then introduced the learning objectives from this lecture: Cyber security overview, the Importance of cyber security, and Cyber security as a career.

He stated cyber security refers to the body of technologies, processes, and practices designed to protect networks, devices, programs, and data from attack, damage, or unauthorized access. About 1 trillion dollars have already been spent over the past seven years on cyber security, with about 95% of success.

Every CIO believes a breach will occur in the next 12 months through a successful phishing attack. Global cybercrime is increasing, causing damage worth 6 trillion US dollars annually, and millions of attacks happen daily.

Cyber security professionals work on the backend to ensure everything is protected and that not every organization can focus on all kinds of attacks. Preventing such attacks can cause an organization more than the cost of an asset at stake. So he guided which security attacks need to be mitigated based on the priority as anything connected to the internet is not secure. "The only secure system is the one that is switched off."

He addressed many questions, and the session ended with excellent guidance from his personal experience to become a cybersecurity professional.

# Guest Lectures

- Lakshhmi Naveena Tamiri

# Redefining Global Supply Chain
## *- Dr Ramesh Subramoniam*

On 5th September, our professor, SVK Bharathi sir, organized a guest lecture with an international expert, Dr. Ramesh Subramoniam, on the topic of Supply chain trends. Dr. Ramesh Subramoniam is a Clinical Associate Professor of Operations Management at The University of Texas at Dallas. Preceding that, he was a managing director of performance improvement at FTI Consulting, a global business advisory firm in Washington, DC. Speaker's rich academic experience is in remanufacturing, reverse supply chain, supply chain management, material management, and digital supply chain management.

Dr. Ramesh Subramoniam began his lecture by sharing the importance of global supply chain trends and how digital operations are snowballing. He mentioned that the supply chain gained much prominence in the last couple of years, and it will stay back in the serval years to come in the industry. He gave insights on how multi-tiered complex supply networks helped industries to cope with the pandemic by accelerating the digital transformation with Artificial intelligence and robotics. He also mentioned that employee skills, technology skills, and organizational flexibility acted as enablers during Covid 19 in the manufacturing sector.

He mentioned that Fraud makes companies lose a lot of money, fame, and trust, and companies are looking for trusted data which helps save time. Blockchain and artificial intelligence working in tandem can rapidly increase supply chain reliability and reduce Fraud. He even described the importance of data analytics and how companies benefit from their insights. He mentioned that the digital technologies we are learning at SCIT would help drive fast decisions, efficiency, and effectiveness in the supply chain.
He encouraged students to ask questions and gave in-depth answers to the questions asked by students. This helped students to understand how they can upskill and be industry ready in today's world. The session was informative and helped students gain a perspective on upcoming technologies, their applications, and career paths to grow in the industry.

# Technology Risk Management

*- Nitin Makhija, Deepti Dharwadkar, Ambika Singh Kelwa*

A Guest lecture on "Technology Risk Management" was organized by the Guest lecture committee of SCIT. The guest lecture speakers were Mr. Nitin Makhija, Director UBS Bank, Ms. Deepti Dharwadkar, Associate Director UBS Bank, and Ms. Ambika Singh Kelwa, Risk Specialist UBS Bank who is also a SCIT alumnus of the 2017-19 batch. Mr. Makhija and Ms. Dharwadkar started the lecture by engaging the students in a quick revision of Risk Terminologies. The speakers emphasized how technology has become an enabling function for all sorts of businesses, after which they urged students not just to have an academic perspective but also to develop a professional outlook to become successful techno-manager in the future. The entire lecture was delivered such that it was divided into three modules, i.e., Risk Management, Enterprise Risk Management (ERM), and Technology Risk Management (TRM).

The first part started with a case study, and at the end of each module, there was a quiz activity that was perfect for testing students' understanding and ability to apply the concepts. Speakers also talked in detail about Risk compliance, Risk mitigation, and various standards of Risk management and data privacy. In the end, Ms. Kelwa also shared her experiences on her journey from being a SCIT student to becoming a Risk Specialist for an MNC investment bank. Overall, the lecture was heavily enriched with knowledge and highly insightful to an Information security management student.

# Guest Lectures
- Lakshhmi Naveena Tamiri

## AI/ML Applications in the Industry
### - *Mahesh Jadhav*

The students who want to work in data science must need strong industry skills, domain knowledge, business aspects, and a core understanding of concepts. The guest lecture committee of SCIT invited Mr. Mahesh Jadhav, senior manager at Accenture AI, Data Science Division, Pune, on 17th September 2022 to give light on the industry trends and applications based on machine learning and artificial intelligence.

Our speaker, Mr. Mahesh Jadhav, brings a rich experience of nearly 14 years, during which he has achieved significant impact by providing database solutions to multiple business problems. He holds Specialization in numerous fields like fraud analytics, campaign and marketing, customer analytics, intelligent automation, anomaly detection using statistical methods, deep learning, machine learning, and NLP technologies.

Jadhav interacted with students on data captured daily, used for marketing and product development purposes, and how data privacy has become a debatable topic. He also gave insights on how machine learning and Artificial intelligence are used in fraud detection, speech recognization, image recognization, product recommendations, self-driving cars, Stock market trading, automatic language detection, spam and malware detection, and many more.

Overall, the session was valuable. It gave a brief look into the industry's demands. Students showed active participation throughout the session and are looking forward to more sessions to enhance their skills and prepare them to face the industry better.

# Global Compliance and Security with GDPR and PCI DSS from designers' perspective

## - Madhup Mishra

Madhup Mishra has done BTech in mechanical engineering and he is working for TCS for more than a decade in the banking payments domain. Currently, he is a business designer in payment systems. He is experienced in faster payments, BACS, CHAPS, SWIFT, Visa Card Payments, and Cheque payments. He is part of major transformational compliance projects like GDPR, PCI DSS, Visa Scheme, and tokenized card payments. This meeting was held online as he is in The UK at present.

The session started with a question that he asked- What do you mean by global compliance? A few students answered very clearly. He stated that General Data Protection and Regulation (GDPR), mandates GDPR to be applicable across the globe if you are dealing with a person or people living in European Union. In India, those who are accessing or using data of EU citizens have to be GDPR compliant. A company operating outside the EU needs to have a company representative to communicate. For personal usage, we can use EU data but not for professional.

GDPR came in 2016 and was applied in 2018, noncompliance leads to fines up to 10 Mn or 2 percent of annual turnover whichever is higher. GDPR has 3 key principles- First, privacy by design. Second, Security by default. Third, accountability.
This data can be used when four key rules are followed. First, clear motive and consent. Second, consent can be withdrawn. Third, is the protection of data. Fourth, all the other rights that EU citizens have to be followed. GDPR license is to be renewed every year after providing compliance reports from the organizations.

PCI DSS – The payment card Industry data security standards mainly refer to the protection of information on cards. It is applicable across the globe. The law says – penalties for non-compliance, which has similarities to GDPR. There are six standards that need to be followed. First, need to have a good firewall and security. Second, protect cardholder data. Third, vulnerability management of the whole system. Fourth, audit of data. Fifth, quality security assessment. Sixth, internal security assessment. The session successfully ended with a series of questions and answers.
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# Archives from the Past
-Stuti Roy

## Analytics in credit risks and FinTech

On 12th December 2020, there was an e-GL on the topic 'Analytics in credit risks and FinTech' by Miss Shweta Agrawal working as a Staff Data Scientist at Twilio. She was working as a former Data Scientist at Ola company. The speaker started the discussion with Financial products classification where she explained prepaid products and credit products lifecycle. Pre-paid products are usual service products customers pay money upfront to receive services. The challenges involved is in marketing. In marketing, there's segmentation and targeting customers based on the analysis of their profile. Making profit is another challenge as the margin is very thin. Prepaid product life-cycle involves leading the customer to tie a deal and understand their propensity to purchase. There is also cross selling which is pitching customer another product. Examples are saving account, current account, insurance, debit cards etcetera.

The speaker emphasised on credit products. In credit products, the money is being borrowed from the institute. The institute decides the right amount to lend and the interest rates too. It relies on Aggregated Socio Economic Data which is obtained by doing a Marketing research for profiling a demographic to identify the neighbourhood of the applicant. FinTech institutions and banks rely on Savings account balance, volume and the frequency of the transaction. For OlaMoney Credit Card, the user behaviour, destinations travelled, type of vehicle used, the recharges, bill spends, average spending on a ride is evaluated. The loan is given based on spending pattern and if there is historical repayment. Examples are loans, EMIs, credit card et cetera. The speaker spoke about acquisition process involving pre-approval, risk models like fraud risk and credit risk, policy assessment, credit limit assessment and approval with credit limit.

The Acquisition Analytics and associated tools are used for new customers with no previous credit relationship with the issuer banks. Underwriting also called the acquisition is the most critical for financial services where one defines whom to give a loan to. A good acquisition means the financial agency is able to make profit. The speaker closed the discussion with a case study on acquisition model (PD model). Gradient-boosted decision trees are most common in credit industry. Deep learning isn't used since the credit industry focuses a lot on interpretation. Recall, F1 and precision metrics is used for approval or decline and are based on fraud model.

AUC and Gini metrics help to distinguish lower risk and higher risk. After the fruitful discussion, the students cleared their queries.

# Archives from the Past

## VISUAL THINKING AT WORK AND DATA VISUALIZATION



The first e-GL lecture of the year 2021, was delivered by incredibly talented Mr Piyuesh Modi on "Visual Thinking at work and Data Visualization" on 27th January 2021. Piyuesh Modi is a Visual Storyteller and a Webinar Marketer living in The Netherlands (originally from India). He has trained corporate professionals from countries like the Netherlands, France, India, USA, Belgium, Sweden, Hungary, Germany, China, Ukraine, Albania, Bosnia, Austria, Italy. Some of the organizations he and his team have worked with are Adobe, KPMG, Accenture, PwC, Capgemini, HCL, Rabobank and many.

The speaker started the session with why and how " visuals" are more useful to remember, summaries, simplify facts etc. rather than any other methods. He has also addressed the students about the significance of visual thinking as a "mode of communication" instead of "art" and its associated features such as building a visual vocabulary. The speaker engaged the student in a much creative way as in asking the students to visuals the customer or a manager, a shared vision, asking the students to grab a white paper and a marker to draw impressive and exciting figures to depicts the story icons with some proportions and activities to relate the concept of "Visualization: less is more".

The speaker also encouraged the students to take up an exercise to create the personality chart using the concept being taught during the lecture and post the same on the official LinkedIn page and asked them to tag him as a part of the exercise. The speaker promised the first three winners to attend three days live Visual Thinking workshop for free as a prize. Towards the end, Mr Modi concluded the session with Q&As where he had cleared all the students' queries. Overall, it was indeed an interactive and insightful session.

# Mr. Anish Thambi

We are delighted to introduce our star alumni of this month Mr. Anish Thambi, Head of Marketing India at Snowflake and a SCIT alumnus of the 2007 batch. He is an electronics engineering graduate and he pursued his MBA from SCIT in systems specialization. Mr, Thambi Started his career at HCL technologies in 2007 as a management trainee and he worked in pre-sales for the VLSI design services nosiness unit. For more than 3 years he was involved in various business planning and strategy building for the VLSI unit at HCL technologies. In 2010 he joined Akamai technologies where he worked as a field marketing manager responsible for driving awareness and demand for Akamai's web performance and security solutions in India. Also, he was involved in driving customer happiness, engagement, and advocacy with overall responsibility for customer communication in the Asia Pacific and Japan. For 6 years and 9 months at Akamai Mr. Thambi was closely linked to customer marketing and upsell strategy of the company. From 2017 for 2 years Mr. Thambi worked as a field marketing head at Pluralsight governing its entire field marketing operation in the country. In 2019 he joined Automation Anywhere where he worked as marketing head leading the marketing function for Automation Anywhere in India, the Middle East & Africa, and was responsible for growth strategies, demand generation, brand, customer advocacy, and business growth in the region. Since May 2022 Mr. Anish Thambi has been working with Snowflake as Head of marketing in India. At snowflake, his major role is to build Snowflake as a brand, drive demand generation through field programs, lead targeted marketing programs to generate awareness, and quality pipeline and help build customer relationships.

We are proud to name Anish Thambi as the Star Alumni of the month.

# Our Team



**Prof. Vidyavati Ramteke**

## Graphic Designing Team



Senior



Junior

## Social Media Team



Senior



Junior

## Blogging Team



Senior



Junior

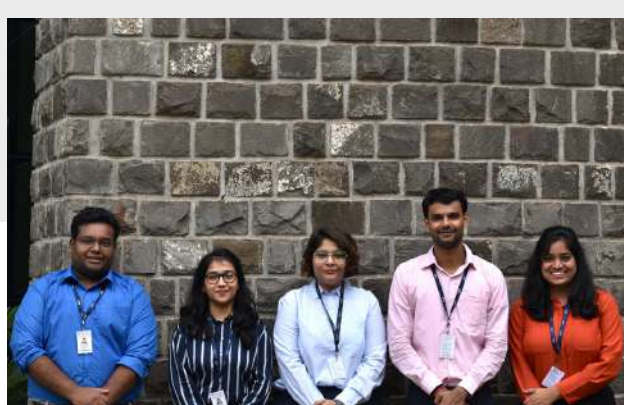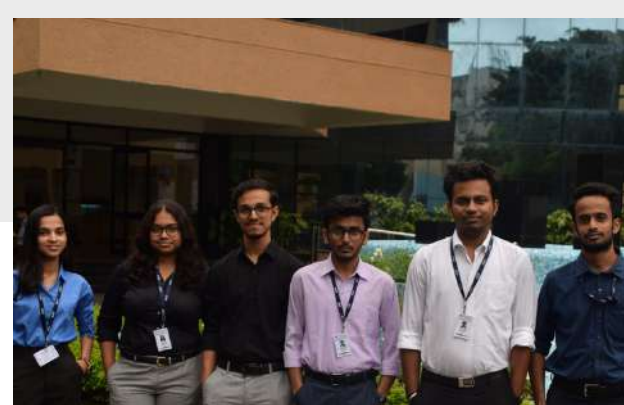## Video Editing Team



Senior



Junior

## Photography Team



Senior



Junior

## Web Development Team



Senior



Junior