



## EDITOR'S CORNER

-Farzeen Khan

The month of March and April was packed with numerous assignments and presentations. But that did not stop the students from conducting various events and activities. The month of March was kick-started with a Guest Lecture on the topic 'Ensembles and Kaggle' where the speaker elucidated the different concepts revolving in and around Ensembles. The next Guest Lecture was on the topic 'Acing GD PI' where the guest lecturer gave useful insights about the preparations for personal interviews and group discussions. Another Guest Lecture was conducted on the topic 'Driving Experience Business in VUCA World'. Yet another lecture was conducted on the topic 'Technology Risk and Audit'. The final Guest Lecture for the month was focused on 'Trade Monitoring'. The speaker explained about regulatory fines, risk signature, spoofing, layering, and trade compliance ecosystem. We also witnessed Dattansh '21 - The 3rd Annual Analytics Conclave which encompasses all things about data. The theme for this year was 'Data Odyssey: Voyage through Data'. The month of April saw two major events and a few guest lectures despite the students' hectic schedules. Corporate Charcha 202, a panel discussion initiative was held on 10th April on the topic 'Data Protection and Privacy in the New Virtual Networking Era'. Further, we also witnessed the 7th edition of TEDxSIUHinjewadi which was on focused on the theme 'The Treasure Within'. World-class speakers and performers were the highlights of the event and it was a grand success. There was a guest lecture on the topic 'Role of Digital Evidence in Cyber Crime'. The last guest lecture of this month was on the topic "Leveraging program management skills to 'soft power' your way in the organization". The entire team of Web and Media presents the 45th edition of Atharva with great joy. Read along to know more about it and all the other events for March and April. Happy reading!

## WHAT'S INSIDE

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-Ruchi Kandpal

On 20th March, 2021 there was the annual conclave of the Guest lecture committee namely Dattansh '21. The theme this year was 'Data Odyssey: Voyage through Data,' which revolved around Artificial Intelligence and Data Science. The event had 5 expert speakers out of which there was a keynote speaker, with two technical speakers and two start-up speakers.

The event started with director Dr. Dhanya Pramod who inaugurated and narrated how the event Dattansh was introduced in 2018 to motivate the students to take an initiative and this event helped students gain business insight away from the classroom by connecting to the industry experts. Competitions are held before the event in which people across the country participate to bring out their competitive zeal upfront.

The first speaker was Mr. Anand S, CEO at Gramener-Insights as Data stories, who spoke about his experience with election commission data which is generated in volumes. The second speaker was Mr. Jimish Bhavani who further explained the privacy constrained environment. He explained different types of data like private data and public data. If the data is private to the person and shouldn't be used by any other companies. It is also protected by the government laws. Then he explained about the data collection life cycle. The data needs to be analysed to define the problem after that pattern is identified and the model is built. To deploy the model, the tool needs to be built. Multiple models with low precision and high recall need to be built.

The third speaker was Mr. Gaurav Saini founder of Vizitor, who is also a writer and fullstack js dev. Vizitor is a smart data management application that secures the check-in and check-out process. He explained how data needs to be collected first and then be analysed to gain valuable insights. The fourth speaker Mr. Shivansh Sethi, founder and co-founder of IoT startup Aiotize, started with the vision of developing business intelligence.

The conclave ended with Dr. Ajey Kumar delivering a token of thanks. Every lecture and demonstration by all the speakers in Dattansh'21 event was full of information which enlightened the attendees with unique awareness in the domain of AI and Data Science.

# CORPORATE CHARCHA

A Panel Discussion Initiative

## Corporate Charcha Data protection and privacy in the new virtual networking era

-Ruchi Kandpal

On 10th April 2021, there was a panel discussion initiated by the ITBM Guest Lecture committee with Dr. Shaji Joseph as a faculty mentor. The theme revolved around data protection and privacy. Millions of personal data records are regularly exposed in data breaches, which criminals use to commit fraud or identity theft.

The first panelist was Mr Vishal Kalro, currently associated with Adobe as the Global Head of Technology and Security Alliance. Mr. Vishal talked about how every country has laws to protect their citizen's data. The intent is to make data secure, available on a right-to-know basis and to be available with consent. He explained how in the old times, privacy was always a concern, there were shredders to destroy the high information containing papers. Data security is an issue the way data is shared in the modern times especially during the pandemic times where the digital data is being generated enormously. With GDPR laws, organizations have started taking the permission of the owners for the security of the data. Also with this law, the companies use data in the minimum ways possible as they know they will be accountable for the same. Also how over time, the small vendors online will be implementing GDPR soon.

The second panelist was Mrs. Rehana, currently associated with EY as a senior Consultant with multiple certifications like CISA, CISM, CRISC, COBIT 5, ISO 27001 LA. She is also an active member of ISACA Hyderabad Chapter. Along with that she is also an alumni of SCIT and is a passout of the 2015 batch. Mrs. Rehana, enlightened the audience on the users' readiness to face the risk. Users should see what measures the organization is taking to protect the data. According to GDPR, the user needs to give consent to the organization. After the consent the organization can use it anyway so it is essential on drawing the line on how much data is shared online. She suggested reading the terms and conditions before downloading an app. Also testing the Attackers side on the network. The approach needs to be proactive, where there is continuous assessment of threats as there's never 100% security.

The third panelist was Mr Vikas Goyal who is currently associated with FIS as an IT Security Director. He is also an alumnus of SCIT and is a passout of the 2007 batch. He talked how the data shared on the internet needs to be controlled. With the ocean of data being generated daily, it is difficult to implement the data regulations. Most of the anti-virus fail as they create a signature of the known issues of the virus. New viruses, worms, ransomware come at a very fast pace. New technology such as End Points Detection and Response helps knowing if there is a corrupt file or a non-corrupt file. Until people don't realize what they are sharing the government can't do anything. It's the foremost responsibility of the organization in protecting the data. Technological controls can succeed if the auditors know technology along with auditing.

The fourth panelist was Mr. Karthik Kumar, an IT Advisory Management Consultant working as a manager at PwC India. He is also an alumnus of SCIT and is a passout of the 2014 batch. He talked about the Cyber attacks which are planned both on the government and private digital platforms and the issue of private data not being private data for another country. He also briefed about the Cyber threats as the world is moving very fast in terms of Fintech companies and digital payments. A lot of FinTech companies have emerged post demonetization and COVID-19 acted as a catalyst in the digital transformation. Without implementing the policies, it's not useful. Cyber threat is for the Pharmaceutical sectors too as due to the pandemic they have to store the data on cloud. The research papers, lab reports, patents, formula for vaccines have to be secured as hackers are looking for a loophole. As rightly quoted by Gary Kovacs- 'Privacy is not an option, it shouldn't be the price for getting on the internet'. All the major e-commerce companies do data profiling for all the individuals to recommend better videos and generate revenue by the user data.

In the end the panelists emphasized on the importance of being up-to-date with the latest technologies which can be possible by doing certifications and being part of various projects as a part of experiential learning. The fruitful discussion ended with questions and answers.



# TEDx SIUHinjewadi

7th edition



-Ruchi Kandpal

The much awaited TEDx SIUHinjewadi '21 event commenced online on 17th April, 2021. This time there were 5 speakers and 3 performers. The first speaker was Asmita Marwa, an Indian fashion designer, who inspired everyone to be the best version of themselves. She built life for herself from the very scratch and is now rated by Vogue as one of the top nine international designers. Drawn by the mysteries of the human mind she graduated in psychology but destiny and passion for fashion made her choose fashion as a career. She started-off young, fascinated by creative designs and beautiful things. She got the inspiration of sustainable fashion from her grandmother who used to refurbish everything to make creative things from the old and worn-out things. In 2003, she launched her own brand. Her production line is completely zero-waste and the fabric waste is seen as a treasure from which something unique can be made. In 2008, she had her first collection with Loreal. She advised not to go for quick-fashion, but for something that can be worn in several ways and for multiple occasions to avoid clothes landing in dumps. The next speaker was Professor Ranga Dias who completed his B.S. from the University of Colombo, Sri Lanka in 2006 and Ph.D. in Physics from Washington State University in 2013. He demonstrated how by using a very simple high pressure photochemical synthesis, a new material can be made out of ordinary Carbon, Sulphur and Hydrogen material. The magic material becomes a superconductor at room temperature. This superconductor is useful for aerospace domain, for lossless storage and transfer of energy and even computing.

Nikhil Raj, made everyone amazed by his card pulling trick. He read the mind of 1 volunteer, and pulled out the exact card thought by the person. He even intuitively knew what card would be picked by his next volunteer and had posted the same on his Instagram handle even before the magic show. The next speaker was Mr. Matthew Genge, a Planetary Scientist by profession. He also has an 8 kms wide asteroid named after him. He focused on the dire need to reduce carbon footprints. Fossil fuels have been used since industrialisation started as they provide cheap energy. However, burning fossil fuels emits so much Carbon Dioxide that it traps heat from the Sun and causes global climate change. Since the Industrial Revolution, we have increased the global temperature by 1° C which has caused extreme weather events leading to some parts of the planet being completely inhabitable. If we don't do anything about climate change it can cause ecosystem collapse, affect food production and even end our civilisation. The solution for this is to use renewable energy by using wind, hydroelectric, solar energy and tidal power energy. The energy needs to be stored using high-capacity batteries that demand new resources like Nickel and Cobalt. The global demand for nickel is 2 million tonnes per year. This demand will double in 2040 as more people will have electric vehicles. Today looking for copper is like looking for a needle in the haystack. Copper isn't easily available on the Earth surface anymore due to copper mining for the past 4000 years. There are 8 billion people who own a lot of commodities like computers, TV, etc. The yearly demand for Copper is 28 million tonnes which is enough to fill the Empire State Building three times over. Without copper the industries can't function to make desired commodities.

Mr. Harshil Bhandari surprised the audience by his unique artistic talent. His painting depicted the treasure that lies within.

The next speaker was Dr. Mimansa Singh Tanwar, a clinical psychologist with the Department of Mental Health Behavioural Sciences Fortis Healthcare. She talked about the effectiveness of prevention over cure. 10%-20% of the children and adolescents have a diagnosable health condition. In India, there is more than 500% shortage of experts hence expertise is not the solution alone. Suicide continues to be the third leading cause of death between 15 to 19 years of age. Life is going to throw on challenges. The constant demand of modern day life, rush, pressure of appraisals, performance, urban loneliness, changes in family structure, feelings of isolation, lack of support, rising aggression, etc. puts a lot of pressure on mental health. The focus needs to be on prevention, resilience and being in an environment of mental health wellness. Corporate, schools, communities, society are places where we can make the difference. School is where a child spends 12 to 13 years of their life. Having a mental health curriculum in our educational system should be a start to combat mental health and spread its awareness.

The next speaker was Dr. Gurpreet Dhillon, professor and Head of Information Systems and Supply Chain Management at the University of North Carolina, Greensboro. He discussed how the future is bleak and we need to be well prepared for it. Companies and individuals that can change the direction quickly will be more successful. After the pandemic, 21% of the primary healthcare went to be online. In February 2020, TeleHealth constituted 0.1% of primary care visits. In April 2020, the number jumped to 43.5%. Today there are as many digital bits as stars in the world. In 2010, there was 0 exabytes of data. Today we have 40 EB where one exabyte equals 1 billion GB. One exabyte can contain the content of the Library of Congress. In 2021, the number of connected devices is twice the human population. There are half billion machines to machine connection. Automation replaces jobs in some industries, it will lead to growth in others.

In the end there was a mesmerising performance by Mr. Aditya Neela.

# Guest Lecture

## Ensembles and Kaggle

-Supria Deka



The students were fortunate to attain yet another e-GL by incredibly talented Mr Saurabh Shahane on "Ensembles and Kaggle" on 6th March 2021. Mr Saurabh Shahane is a Data Scientist at CKM Sports Management Ltd, Vancouver, British Columbia, Canada. He is also working as a Deep Learning mentor at Technocolabs, Mumbai. He has recently become the Kaggle Notebook Master as he is the epitome of knowledge regarding Machine Learning, Deep learning, AI, Data visualization, Statistical Modelling and Data Analysis. During his early career, he had worked as a Technical Backend Support at MKCL and machine learning Intern at Algonauts Technologies. He is a certified AI engineer by IBM and also TensorFlow Developer by Deeplearning.ai. Mr Saurabh Shahane has done his honours in Deep Learning by National Research University Higher School of Economics, Moscow, Russia. His recent achievements are Kaggle Notebooks Master – (rank – 163 / 1,60,278) and Kaggle Dataset Master – (position – 28/33,882).

The speaker started the session by presenting the tools that emphasize the growth and development of everything in generic. He addressed the critical concept such as stacking, bagging, boosting etc., used in the Machine Learning algorithm to get effective accuracy by using the ensemble model. He further discussed how ensemble techniques are used to create more accurate solutions than any other methods. He has also addressed the students about the significance of base-learners models and super-learner or meta-learner, based on the prediction used in stacking and using those predictions, to derive new forecasts.

The speaker has also shared his insights on how to split the datasets into training and testing sets. He also showed the various techniques such as k-fold cross-validation, random forest to get the most productive predictions, which depends on the datasets. The speaker also encouraged the students to practice as much machine learning algorithm by using various techniques such as ensembles techniques to be familiar with the data environment to create the best solutions. The speaker also explained the features and categories of "Kaggle" and why it mattered. Kaggle is the largest data scientist community globally, with almost more than two million followers, mostly belongs to Data Scientist. It is a tool that can help us grow in data analytics.

Towards the end, Mr Shahane concluded the session with Q&As where he had cleared all the students' queries. Overall, it was indeed an interactive and insightful session.

## Acing GD-PI

-Sudeepti Shukla

A guest lecture on the topic 'Acing GD-PI was conducted on the 7th of March as a part of the e-Talk Series 2021. It was delivered by Mr. Naveen Chandran, contriver at Skill Safari & Keys Inc.

The session started with the discussion of several recruitment essentials for any candidate. The speaker mentioned the objectives of the personal interview from the viewpoint of recruiters and the appearing candidates. The recruiter's goal is to evaluate the candidate's skills and experience for the job opening. The recruiter usually looks for good all-around intelligence in a candidate. After that, the speaker talked about the crucial tips for the preparation of any personal interview. The key points which he focused on are to check their resume and anticipate questions which an interviewer can ask. He advised students to prepare for other types of questions like- the what-if questions and discussed ways to answer them appropriately.



Also, he directed us to practice a good hold on selling our key points in the interview. After that, he spoke about the significance of body language in an interview. The power of the first impression is related to the dressing of a candidate, introduction, and making proper eye contact. Later, he went on to describe the response strategy of a question. He urged students to listen carefully and have proper clarification of the questions and a candidate should give answers by relating with real-life examples. Towards the end of the session, he also spoke about the factors which can create a bad impression and gave the solutions to avoid them.

After that, he explained about group discussions and advised students to be updated with the current happening around the world to perform well. He also explained various Do's and Don'ts of group discussion. The speaker closed the session by highly motivating the students to perform well in their forthcoming placement processes. Towards the end, there was a Question & Answer session where Mr. Naveen Chandran answered all the queries of the students and concluded on similar lines.

# Guest Lecture

## Driving Experience Business In VUCA World

-Farzeen Khan



As the e-Talk series 2021 progresses, we witnessed another Guest Lecture on the topic 'Driving Experience Businesses in VUCA World' on the 13th of March. The speaker Mr. Pranav Kumar works as a Senior Manager at Adobe and has 13+ years of experience leading assignments spanning across Digital Strategy, Products, Services & Ecosystems involving Strategic business initiatives, new business roll-outs & strategy implementation, assisting CXOs & Business teams with innovative uses of Processes & Technology driving revenue and creating business value.

Mr. Kumar started the lecture by explaining how the term 'VUCA' was coined. VUCA stands for Volatility Uncertainty Complexity Ambiguity. He also mentioned how due to the unfortunate times, various brands and companies had to switch from 4Ps (Product, Price, Place, Promotion) to 4Cs (Customer Value, Cost, Convenience, Communication). He then gave examples of Starbucks, Coke, etc. to emphasize the Experience Business wave that has arrived. Three mottos were also mentioned by the speaker viz. 'People buy experiences not products', 'Design for brilliance, Wire for intelligence', and 'The Decade of CMO & CIO'.

The speaker then elucidated the kind of questions CXOs ask in boardroom discussions to make changes in strategies or to improve the process. Some of them might be 'What is the impact of my marketing spend?', 'How do I ensure compliance with GDPR?', 'How do I acquire more customers?', etc. To realise all these questions, it is needed that the siloed systems such as Lead Management, IoT, SEM, Content Creation, and many others communicate with each other and function as a single Customer Experience Management system. He also explained in detail how Exposure Era turned to Experience Era over the years.

Mr. Kumar then moved on to explain in brief the major areas an enterprise focuses on to deliver on experience business. The steps are: Context, Compelling Experiences, Anticipation, Orchestration, and Raising the Bar. He then moved on to state the 5 pillars of Customer Experience Management viz. Real-Time Unified Profile, Scale & Speed, Batch & Real-Time Journeys, Connect Art & Science, and AI/ML Intelligent Services. Further, using a sample DDOM framework for Experience Business, he showed how can customer journey be leveraged as a framework to align KPIs, owners, and supporting data sources.

After explaining the need for converging Advertisement, Marketing, and CRM, the speaker then briefed the audience on Crisis Management Framework. The guest lecture concluded with an elaborate Question & Answer session where the speaker answered all the questions with great zeal. We look forward to having more such guest lectures in the future.

## Technology Risk and Audit

-Suraj Kumar Shrivastava

The exciting E-talk on the topic "Technology Risk and Audit" was organized on 20th March, 2021, and the speaker for the lecture was Ms. Nidhi Shetty, a Senior Manager at Morgan Stanley. The motive of the lecture was to elevate the knowledge of Technology Risk and Audit among students, also to give corporate exposure through scenarios related to Risk and Audit.

Speaker began the session with certain objectives i.e. explain about Audit, what do we expect from individuals for those who want to pursue a career in Audit, and explain the fundamentals through examples. She covered (a) basics of technology risk (b) drivers in today's age for technology risk (c) what exactly is technology audit (d) what is the value add of technology audit in an organization.



She started the inquisitive session by interacting with students by asking valuable questions, like what is Technology Risk? Then she explained its importance and where and why it plays a vital role in organizations. She also explained security incident happened at various organizations and how deeply free services provided by other vendors are vulnerable. She also talked about GDPR and its security-related aspect where she explained how limited information is required and how it is related to technology risk.

In between the session she also enjoyed answering the questions from the students, all questions has been answered insightfully. She continued explaining the objective of the Audit and the actual workaround of the CIA triad. Later she explained the reporting related to technology risk and audit, and how information and cybersecurity are interrelated. She also explained vendor and third-party management involvement in Technology Risk and Audit. With individual explanation through different scenarios about technology risk and audit the speaker, she elevated the session. The role of audit is the crux of security: auditing multiple applications, screen each data processing and transactions and evaluates control design and effectiveness, also how compliance has its effect on technology audit following regulations.

She also explained how to plan well the implementation of controls for enhancing security because spending inaccurate could cause huge loss to any organization. While ending the session she intermingles enjoyed the Q&A session.

# Guest Lecture

## Trade Monitoring

-Abhisek Bhattar



To keep the ball rolling, another guest lecture was organized on 27th March, 2021. Mrs. Arunima Chauhan was invited to give her musings on Trade Monitoring to fellow SCITians. She is currently working in Accenture UK. She's an enthusiastic business analyst who likes analyzing and troubleshooting complex data issues on her workdays. She has been awarded the Accenture ace award in the past. She is also a sports person and likes playing badminton and chess. She has worked in trade monitoring solutions for 4 years.

Mrs. Chauhan started the session by briefing the students on what trade monitoring is and giving some insights regarding its history. She elucidated the importance of trade monitoring. The first reason being reputational risks so they try to prevent any damage from happening as customer's trust is very vital and essential.

Another being internal controls as if anything goes south or any malpractices are unnoticed then the company may have to cough out a huge amount of money as a penalty. So, with these in place the environment is in control and knows the whereabouts of the employee or anybody associated with the enterprise or the business and be prepared for any questions regulators may have for them. She proved the aforementioned points by stating some examples of British petroleum, and JP Morgan.

Mrs. Chauhan further proceeded to clarify Risk Signatures and different sets of activities that manipulate the market like Wash Trade, Spoofing and Layering, Front Running, Ramping, Marking the close, and Quote Stuffing. She unravelled each of them with some examples.

She shared what she had done in her career. She dealt with lots of transactional data that included market data, orders trade data, and positional data and what domains she covered like crude oil, etc. She explained all with an example and made her point understandable. She illustrated why a BA should have IT and IT landscape knowledge as that would help in the long haul.

Eventually, she generously and serenely tended to the questions which the students had in regards to Trade Monitoring. She further delineated the various jobs and duties of a specific post and guided the students in vocation ways.

## Role of Digital Evidence in Cyber Crime

-Sudeepti Shukla

A guest lecture on the topic "Role of Digital Evidence in Cyber Crime" was conducted on the 11th April as a part of the e-Talk Series 2021. It was delivered by Mr. Rohan Gaikwad who is the founder of the National Youth Reforms Association and presently working as a head of Business Management at Arcon. Mr. Gaikwad began his session by briefly outlining the history of digital forensics to the students. After that, he discussed different cybercrimes and their severity as cyber crimes as they are growing at a rapid pace. These crimes, which have no physical or virtual boundaries, lead to severe consequences and risks to victims all over the world.

Later he talked in detail about cybercriminals and also the main aim for cybercriminals is to gain access to personal and sensitive information for performing malicious and exploitive activities.

He explained about the top five types of cybercriminals which are social engineers, spear phishers, hackers, rogue employees and ransom artists. He also presented some of the key stats on cyber crimes in India and explained how these figures are rising day by day. To fight against cybercrimes, he brings out the knowledge of the cyber forensic process and the digital forensic investigation process model. Then he emphasizes the elements of the crime which are digital evidence, suspect/victim, and criminal. Then he told us the importance of digital evidence and various sources and types of digital evidence. He also guided the students on do's and don'ts related to the use of information and sensitive data.

He concluded his session by talking about the importance and types of forensic tools. He told us that there is a dire need for awareness on the topic of digital forensics.

The talk ended with a quick Question & Answer session where Mr. Rohan answered all the queries of the students and concluded on similar lines.



# Guest Lecture

## Leveraging program management skills to 'soft power' your way in the organization.

-Abhisek Bhattar



To keep the spirits high amidst the unprecedented time another GL was conducted on April 18th. To address the students Mr. Abhay Maheshwari was invited to shed some light upon what product management is and how one strategically directs one's career with some hauling and tactical steps. Mr. Maheshwari is a ME from Manipal University and started working at Honda motors and soon moved to ZS associates as a consultant. He worked as an operational and analytical personnel. He is a public speaker and a toastmaster.

He started the session by advising the students how important it is to have brand value in oneself and weaved a tale of his own journey. He stressed the importance of the corporate trajectory which is changeable depending on the flexibility. He explained the difference between program management, project management and product management in different organizations and as a whole. The major differences come in the technicality of a project.

He expounded on the different stages of project management like using agile methodology in the best manner, some socio-economic parameters etc. and what to be done to achieve and better those necessary skills. The program manager contacts directly with the C-suites. For product managers, they deal with technical aspects of the project. He explained by giving apt examples to elucidate the concept of their duties and responsibilities.

He further elucidated the skill which one requires like good communication and ownership, a fair share of knowledge, get a certification, set the right mindset in the proper direction, paving way for oneself without being micromanaged so on and so forth to make a mark in the realm of program management. He urged students to hustle and cash the opportunities for the not so aforementioned standard trajectory of growth.

Mr. Maheshwari recommended real-life scenarios to mould one's career and to channelise in the direction by imbibing from the subtleties around like books, movies, podcasts and later translating fiction and fantasies into reality though one would be a small cog in a large machine but with the right attitude and management, one could achieve it faster than most.

As a parting note, he asked the students to gen up about how one can hone different skills to have holistic growth which must include activities apart from work. At the end of the session, he patiently addressed the questions which were raised by the budding managers.



# Faculty Blog

## Me and my pets.

-Dr. Shaji Joseph



When my ten year old daughter said she wants a pet, all my senses became alert all of a sudden. Last 15 years I have been trying to dissuade my wife. That was when she first said we should have a pet at home. Though we had a dog for a few months that was a failed experiment. Now with renewed vigour my son, daughter and wife made the renewed request to keep a pet. If they wanted they could get them any time. But they wanted to convince me before they got a pet. They could not understand my scepticism despite the fact that I come from a rural family that had all kinds of animals at home.

As a child we had lots of animals at home. The cows and the goats were like family members. When they fell sick the entire family would suffer. We never made friends with the pigs and hens though. We knew they would one day end up in the kitchen as pork and chicken curry. I remember that we had a dog. One day it gave birth to five beautiful black and white spotted pups. The next few days we had sleepless nights as the pups would wail through the night. One day when we got up there was no sign of them. We thought the mother dog had shifted them away to another location. But then she herself was running from pillar to post looking for her pups. All the time crying aloud in a very shrill voice. Later our father told us that he killed the pups and buried them in the night itself as he was not able to sleep. We were angry at him but could not say anything as we were afraid of him. And a few months later there was a mad dog disease and our dog was bitten by a mad dog. We had no choice but to put down our dog. It was a painful decision as we all loved her very much. Then I decided I will never have a dog in my life.

We also had a cat. One day the cat disappeared. Two days later when mother was looking for the uruli (a traditional cook ware in Kerala) to cook some chicken. It was lying upside down in the hearth where we threw the ash from the kitchen. We used to cook with fire wood in those days and the ash was collected in a pit near the kitchen. The ash was used as fertiliser in the field. When my mother lifted the uruli our cat was under it. It was already dead of suffocation. We kids took the cat's body and buried it. We all cried the whole day. None of us ate anything. That was another reason I did not want a cat at home. I knew pets require round the clock attention and it was not possible for us as all of us had to go out for work and study.

For years I put off their effort to convince me for a pet at home. There was no more excuse that I could give that would convince them. A few years ago we brought a dog home. We kept it for a few months. After about 6 months it had eaten the legs of our cane sofa and was chewing anything that he got. Since the flat was not big enough we had to give it away to another person who had a farm house. Spotty, that was the name we gave him, is having a wonderful life there.

The desire to own a pet was growing along with the kids. My daughter and son started searching for kitten online. One day there was this add in the face book, where the owners were searching for possible forester parents for their kitten. Since they had a huge dog they could not keep both the dog and the kitten together. It was a pair. They called the family and promised that we would take them. Corona had just started. Yet we dared to go and get them. As they came into the house I took it upon myself to train them. With the pets, the main issue is their toilet training. I made a list of dos and don'ts and expected my kids to follow them.

My main concern was that it would make the house a mess with its poo and pee. I started the toilet training for them. Had seen my disciplinarian father training our dog. Punishment was his favourite method. As a father I knew punishment is a must and each time one of them drop its poo outside the designated area I would give them a beating down. The male cat (Pixel as named my daughter) picked up the habit very fast. But Zoy, the female one refused to learn. She failed me as a parent, as manager, and as a master. Tried all my behavioural tricks on her but with no results. From punishment to bribing, to avoiding. I tried conditioning theories of Pavlov and Skinner. Need hierarchy of Maslow, cognitive theories of Jung. She refused to learn. In the end I created two scared creatures. The moment they see me they would run away. If I try taking them in my hand they would never stay calm. All the time trying to wriggle out and run away. I realised my folly. Realised punishments is not a way to train even animals. One day I decided no more punishments.

While Pixel grew into a big cat, Zoy remained a tiny one. Was it because of my punishments? I do not know that. She distanced from all of us. She was scared. Even the tiniest of sound would startle her. If we take her in hand she would want to be free. In the process every one of us ended up having cut marks all over our body. Her look was so pathetic. Then my wife requested me to stop my efforts and leave her alone. I reluctantly decided not to hurt her any more. It took almost a few months for me to gain her confidence. Today she is less afraid. I started taking her in my lap and patting down. Initially it was a struggle. But gradually she got over the fear. All of a sudden she learned her toilet habits.

I had learned my lessons. Where punishments failed love won. The more I started loving Zoy she grew more confident and she learned those habits that I tried to teach her through my many methods. Whether animals or humans, one recognizes and responds to love.



# Star Alumni

## Mr. Ujval Bucha

-Sudeepti Shukla



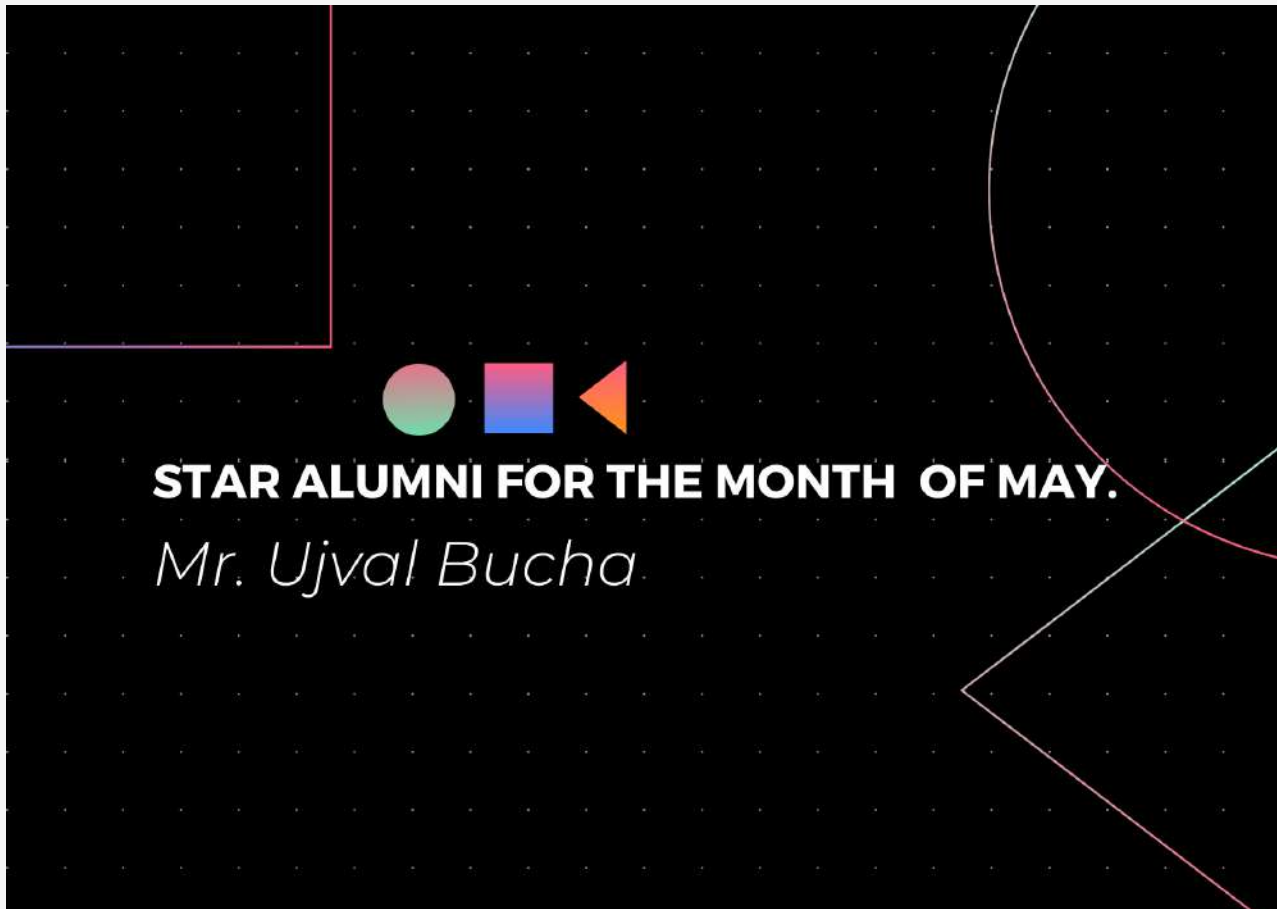
This month we are presenting our prestigious alumni- Mr. Ujval Bucha who is currently working as a Senior Project Manager at Cyware. Mr. Ujval pursued his Bachelors of Engineering in information technology with commendable grades from Anna University. He was actively connected in multiple events and societies as an undergraduate student. He was engaged in activities like presenting papers and projects in different competitions. One of his projects got selected at the IEEE Global Humanitarian Technology Conference 2011, Seattle.

After under graduation, he joined Accenture as an Associates Software engineer where he worked as a functional consultant of SAP SRM and MM.

In 2014, he decided to pursue MBA in Information Technology Business Management from the Symbiosis Centre for Information Technology. At SCIT he was one of the core members of the Entrepreneurship cell and also, he used to play in the college table tennis team.

Mr. Bucha has over 6+ years of diverse corporate experience as a business analyst, associate product owner, and senior product manager. He has worked for numerous reputed organizations such as VMware, Cornerstone OnDemand, Accenture, and Cummins In. While working with VMware he was accountable for supporting VMware web portals. Also, he used to work on back-office transformation of VMware's Cloud Business as part of the IT Product Owner team. Similarly, at Cornerstone OnDemand he was responsible for doing market research on best practices and feature discovery, as well as competitor review and market research. Mr. Bucha's effective work ethics and devotion towards work encourage us to do great in corporate life.

We're incredibly proud to name him this month's Star Alumni!



# Team Web and media



Prof. Vidyavati Ramteke

## STUDENT MEMBERS



Abhishek Bhattar  
Blogger



Akash Sagar  
Blogger



Anand Malla  
Photographer



Anwesh Mohapatra  
Video Editor



Arushi Khapekar  
Photographer



Ashutosh Ghodasara  
Blogger



Dhaval Anjaria  
Web Developer



Divya Singh  
Graphic Designer



Farzeen Khan  
Blogger



Harsimran Kaur Bhogal  
Photographer



Hiral Bakhda  
Graphic Designer



Jaya Chaudhary  
Web Developer



Jayesh Nehate  
Video Editor



Joel Varghese  
Video Editor



Mahendra Bhamu  
Web Developer



Meghna Taneja  
Web Developer



Omkar Patil  
Web Developer



Pragya Lahoti  
Video Editor



Priyanka Doshi  
Social Media



Pulkit Khandelwal  
Web Developer



Richa Rani  
Photographer



Ruchi Kandpal  
Blogger



Rutuja Joshi  
Photographer



RVS Sravanthi  
Graphic Designer



Sagnik Das  
Photographer



Saket Walunj  
Graphic Designer



Saujanya Sharma  
Social Media



Schuita Panicker  
Social media



Seema Pagare  
Photographer



Shivaram C V  
Web Developer



Shreya Koley  
Video Editor



Shruti Singh  
Graphic Designer



Shrutika Kulkarni  
Blogger



Shubham Sonawane  
Photographer



Shyam Gawade  
Blogger



Siddharth Saxena  
Photographer



Simran Gupta  
Blogger



Soumya Singh  
Social Media



Sucharitha Ellendula  
Web Development



Sudeepti Shukla  
Blogger



Supria Deka  
Blogger



Suraj K Shrivastava  
Blogger



Tasmay Rachhadia  
Graphic Designer



Uttam Somani  
Graphic Designer



Vaideesh R  
Social media



Veeralakshmi Aradhri  
Photographer



Vidushi Jindal  
Social media



Vijay Bhaskar  
Graphic Designer



Vishal Malkani  
Video Editor