



EDITOR'S CORNER

-Abhisek Bhattar

A warm and heartiest greeting from the entire web and media committee to the fellow readers as a new year begins. The month of December and January saw some series of insightful and motivational E-guest lectures at SCIT amidst the hustle and bustle of examination. To swing into action the first guest lecture was about "Cyber Security Evolution and GTM Models". It was an interactive session where the speaker gave an understanding and revelation about how crucial it is to be informed about many different kinds of attacks and how to be safe from them.

The following guest lecture was on "Armed Forces Flag Day". The Lieutenant reminded the students to be patriotic and the importance of this day. He delineated the horrendous events that took place on 26/11 and the sacrifices that have been made. The succeeding guest lecture was on "Analytics in FinTech".

The month of January witnessed its first GL on "Visual Thinking at work and data virtualization". The speaker highlighted why and how "visuals" are more useful to remember, rather than any other methods. He illustrated the significance of visual thinking as a "mode of communication" instead of "art" and its associated features such as building a visual vocabulary.

Then the following GL was on "Preparation Tips for Management Consulting Rules". The speaker spoke about (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.

The Web and Media Team presents the 42nd edition of Atharva with great pride. Scroll down to unravel the happenings of this month.

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The month of December commenced with a guest lecturer who is profoundly respected and has contributed greatly to Indian army. Brig. Govind Singh Sisodia (Retd.), VSM, a decorated soldier, is a well-known security professional. Besides the Indian Army, Brig. Sisodia has served with elite Black Cat Commandos of the National Security Guard (NSG). During the 26/11 anti-terrorism operation, he led successful commando operations in the Taj Mahal Palace Hotel and Hotel Trident. Earlier he had also worked in TCS for 5 years and post that he was associated with BCCI Indian cricket as a security advisor for a year. He was invited on December, 7th, in which day we all celebrate Armed Forces Flag day. It is the day of commemoration and the collection of funds through the distribution of flags. Funds are gathered from all over the nation for the welfare of children of the martyrs, their widowed wives, and for soldiers and ex-servicemen who have been severely injured or disabled in the line of duty. It is a time for Indians to express their gratitude and appreciation to the current and veteran military personnel of India and to acknowledge those who died in service to the country.

He was perspicacious enough to share with us some of his years and what lessons we could imbibe from them. Firstly, he narrated a story of his younger days and emphasised upon the fact how important it is to learn the skill of management. How mastering this one can set an example for many people who work under us. With the aforementioned skill one will be able to not just order but lead the team in the corporate world.

Later he narrated the horrific event of 26/11 and how he partook in the operation of capturing and later interrogated the terrorist. He narrated an appalling yarn of 26/11. The terrorist attack which unfortunately took place in different parts of Bombay. He gave intricacies of the event and the aftermath of what happened. The session was impactful and every attendee was deeply motivated and got inspired. Listening to what he has to say we relieved the horrendous incident once again and the evil it takes to execute such a crime.

Lastly, he cared to explain that it is upon us to have a control on our senses and understanding. He advised the attendees to take educated and calculated actions and also, he motivated the students to be considerate for one's country.

Guest Lecture

Cybersecurity Evolution and GTM Models

-Farzeen Khan



Keeping in mind the cybersecurity enthusiasts, a guest lecture was arranged on 16th December 2020 where the speaker talked about 'Cybersecurity Evolution and GTM Models'. The speaker Mr. Srinivas Mukkamala is the Co-founder and CEO of RiskSense Inc., USA. Apart from having worked at ISRO as an Engineer, he has over 15 years of experience in researching and developing security technologies. He has also worked on Malware Analytics, Breach Exposure Management, Web Application Security, and Enterprise Risk Protection. He was one of the lead researchers for Computational Agents of Cyber Terrorism against the US.

Mr. Mukkamala began the lecture with a quote from Mark Andreessen that says 'Software is eating the world, in all sectors'. He stressed the fact that for every software company, less than 3% of the annual expenses go on physical infrastructure whereas 97% of the annual expense goes on people and software development. This means that we should worry about how data should be managed and run. After all, the companies with the most data are the richest. He also put forth an analogy i.e. if data is the new oil, then leaks are the new spill.

The speaker moved on to introduce the software movement in numbers. He said that there are 100 million repositories on GitHub, 40 million developers worldwide, and 2 million organizations. With such big numbers, the chances of attacks are greater. If the software is not built right, attackers can take advantage of it. The speaker showed a few news headlines which indicated that important people like CEOs and Senior Management Executives were either fired, forced to resign, or fined when a massive breach or attack took place. He also spoke about various ransomware attacks on healthcare companies/hospitals. He highlighted that patients have been denied healthcare which caused deaths since the doctors could not access the patient information due to the system shut-down.

Mr. Mukkamala said that over 7000 data breaches were reported in the year 2019 and that IT companies were the most attacked. He also said that cybersecurity mentions have peaked since 2016. The three main causes of security issues are misconfigurations, missing patches, and coding errors. He added that software is the no. 1 attack vector that leads to data breaches. He also decoded the attack genome and elaborated on the 6 steps of Risk Prioritization. He also showed the anatomy of WannaCry ransomware.

The lecture ended with a Question-&-Answer session wherein the speaker answered all the questions of the students in greater detail. All things considered, it was an educational session and the students could enhance their knowledge through it.

PRODUCT LIFECYCLE MANAGEMENT

-Farzeen Khan

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 behaviour and solving them by creating products for a better and 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, 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 about 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, slow-downs, or walk-aways from products. It also explores new innovative features and products. 'Responsibility is a key aspect for 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 students' knowledge.

Guest Lecture

Analytics in credit risks and FinTech

-Ruchi Kandpal



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 pre-paid 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 et cetera.

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. The underwriting, also called as acquisition is the most critical for financial services where one defines whom to give loan to. 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 credit industry focuses a lot on interpretation. Recall, F1 and precision metrics is used for approval or decline and 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.

VISUAL THINKING AT WORK AND DATA VISUALIZATION

-Supria Deka

First e-GL lecture of the year 2021, was delivered by incredibly talented Mr Piyush Modi on "Visual Thinking at work and Data Visualization" on 27th January 2021. Piyush 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.

Guest Lecture

Preparation Tips for Management Consulting Roles

-Suraj Kumar Shrivastava



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 GO-Live 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.



Faculty Blog

Use of Games in Modern Day Teaching and Learning

-Prof. Krishnan Ramanathan



Learning by doing is need of the hour and gaining popularity in today's education scenario. In the current technological age newer methods of teaching are gaining have different learning styles personalities and exhibit different behaviour. The other challenge that educators face is how to keep the learners interested and engaged in the learning process. Through Rote learning students do not understand the fundamental concepts and application of the same to real-life situations. The knowledge and skills acquired through game-based learning are retained longer than information from other learning methods.

When you are involved in what you are doing it makes the learning effective. Games designed to enhance learning and give an altogether new perspective motivate the students and improve the problem-solving skills. While using the Game-Based learning approach care should be taken that it is aligned to the objectives and the outcome of the course for which the approach is used. Games have become an integral part of modern education. Let's hope that the latest trends of game-based learning will contribute for the betterment of students' learning and to the quality of knowledge and skills they gain.

Star Alumni

Abhishek Jethwani

-Sudeepti Shukla



Mr. Abhishek Jethwani, who is currently working as Vice President (internal audit-capital markets tech) in Goldman Sachs, is our Star Alumni for January. With meritorious grades from Rajasthan University, Mr. Abhishek pursued his Bachelors in Engineering. He was actively involved in various events and societies as an undergraduate student; he engaged in various activities such as Paper Presentation in CHESS (Chemical Engineering Student's Society) and also secured a meritorious position in TSI's Math Olympiad. He then began working as a Programmer Analyst in Cognizant.

In 2007 he went on to pursue MBA in Information Technology Business Management from the Symbiosis Centre for Information Technology by holding Systems as a specialization. He won different awards during his post-graduation years, such as the presidential award for exemplary performance in college placement events. Also, he was a recipient of the Best quality project award for his Internship project.

Mr. Jethwani has over 12+ years of diverse corporate experience the domains ranging from requirement engineering, business process analysis, quality concepts, ERP, CR, SAP, OOAD, etc. He has worked for various reputed organizations such as ANB Consulting Company, Axis Risk Consulting Services Private Limited. While working with Axis Risk Consulting Services Private Limited he was accountable for the proper functioning of IT audits, Applications and ERP reviews, IT general control testing, and SOX testing. Mr. Abhishek was led to success by a consistent analytical mindset and a keen interest in learning new technology. We're incredibly proud to name him this month's Star Alumni!

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