

# ATHARVA

## Editor's Choice

- Lakshmi Naveena Tamiri

Welcome to the February 2023 issue of Atharva, where we bring you insightful articles on various topics of interest. In this month's edition, we focus on cybersecurity, IT industry myths, organizing digital life, and corporate charcha.

The first article, "5 Biggest Cybersecurity Mistakes and How to Avoid Them," discusses common mistakes that people make while using digital devices and provides practical tips to avoid them. With the increasing frequency of cyber attacks, it is essential to be aware of the cybersecurity risks and take necessary precautions to protect ourselves and our digital assets.

The second article, "Myths in the IT Industry," debunks some of the common myths prevalent in the IT industry. This article aims to provide a clear understanding of the facts and challenges in the IT industry, as well as to dispel some of the misinformation surrounding it.

The third article, "How to Organize Your Digital Life," offers insights and tips on how to manage and streamline digital devices, files, and data. In today's fast-paced world, we rely heavily on digital devices, and organizing our digital life can save time and improve productivity.

Finally, the article "Corporate Charcha" provides a platform for discussing the latest developments in the corporate world, including trends, challenges, and opportunities. This article aims to foster a community of professionals who can share their experiences and insights, leading to better-informed decision-making. We hope that the articles in this month's issue of Atharva provide you with valuable information. Happy Reading!



## Myths In the IT Industry

-Sagar Choudhury

Even though many see IT as a domain of unlimited opportunities, many myths still hover over this industry. So let's look at some of the biggest myths of the IT industry to help the reader separate fact from fiction.

### **IT professionals are computer geniuses.**

While many assume this to be true, this actually couldn't be any farther from the truth. While IT professionals understand the technology, they are not always expected in every field or subdomain of IT. Each IT professional has areas of strengths and weaknesses when it comes to IT domain knowledge.

### **IT jobs are only for men.**

While for now, it is male-dominated if we consider the ratio of males to females in the IT industry solely. But by no means that makes IT a male-specific industry. The gap between men and women in the IT industry is slowly closing as companies recruit more women to create a much more diverse work culture.

### **IT jobs are all about coding.**

Coding is essential for an IT professional, but it is not the only one. Several roles in the IT industry, like project management, cyber security, and more, require skill sets different from coding. Ideally, an IT professional should be able to communicate effectively, solve problems, and work in a team of diverse members.

### **IT jobs are all about money.**

Yes, IT jobs pay well, but that is not the only reason people choose to work in the industry. IT professionals love taking on the challenge of solving complex problems and developing technologies and innovative solutions that can make an actual difference in the world.

## What's Inside?

Myths In the IT Industry

Five Biggest Cybersecurity  
Mistakes and How to Avoid Them

How To organise your digital life

Guest Lecture

Archives from the Past

Star Alumni

# Five Biggest Cybersecurity Mistakes and How to Avoid Them

- Shubham Singh



Cybersecurity is one of the most critical aspects of modern life, as we all rely heavily on technology to manage our personal and professional lives. Cyber threats have been on the rise, and businesses and individuals are at risk of being compromised by hackers or malicious Software. In this blog, we will look at five of the biggest cybersecurity mistakes people generally make and how to avoid them so that we don't fall prey to them.

**Weak Passwords:** One of the most common cybersecurity mistakes is using weak passwords that are easy to guess. Passwords containing easily guessable information, such as birth dates or default passwords, make it easier for hackers to access your accounts. To avoid this mistake, you should always use complex passwords that include a mix of uppercase and lowercase letters, numbers, and symbols.

**Not Updating Software regularly:** Many people need to update their Software regularly, which can leave their devices vulnerable to cyberattacks. Hackers often target outdated Software, which has known vulnerabilities that can be exploited. To avoid this mistake, we should regularly update our Software, including our operating system, web browsers, and applications.

**Protect IT. IT's up to you.**

**Always update**  
Updates fix bugs, patch insecurities and keep your programs and devices running smoothly. Remember, the criminals are updating their attack methods.

**Source matters**  
Only download software updates from official sources. If you don't have the option to automatically update, check the manufacturer's site for updates and patches; don't trust browser warnings asking you to download things.

**Click attack**  
A fake warning will ask you to download a file or fill in a form, but a **real** browser warning will only ask you to not do something; don't click ahead, don't stay here.

**License to fail**  
Never use cracked, pirated or unlicensed versions of software or an OS, these often contain malware and cause more problems than they solve.

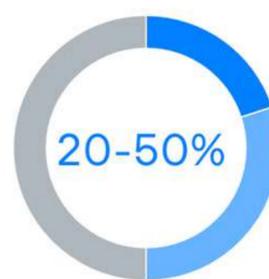
**Shield your system with auto-update**  
Legitimate programs will often give you the option to enable auto-update. With this, the software will automatically download updates and patches when they become available, taking the stress of updating off your shoulders and ensuring that you're running the latest versions.

**Deceptive site ahead**  
Attacks on this website might try to trick you into clicking, downloading, installing, or providing software to someone else's personal website. You may be asked to provide personal information, such as your name, password, messages, or credit cards.

**OWN SECURE PROTECT IT. 2019 National Cybersecurity Awareness Month**

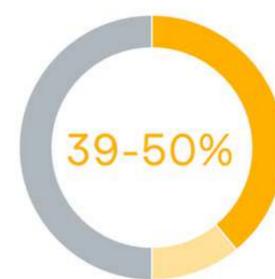
**DOWNLOAD NOW YOU'RE INFECTED**

**INFOSEC**



of all help desk calls are related to password resets

Garner Group  
[nomia / infosec](#)



of people reuse personal or business passwords for workplace accounts

State of Password and Authentication Security Behaviors Report 2020



of breaches involved weak or stolen credentials

Verizon DBIR 2021  
[source and context](#)

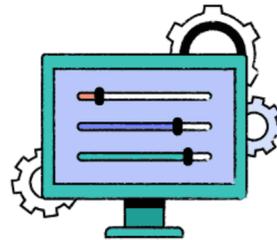
CHECKING FOR UPDATES...



## How To Stay Safe On Public WiFi



Change your browsing behaviour



Adjust your device settings



Use additional apps and services



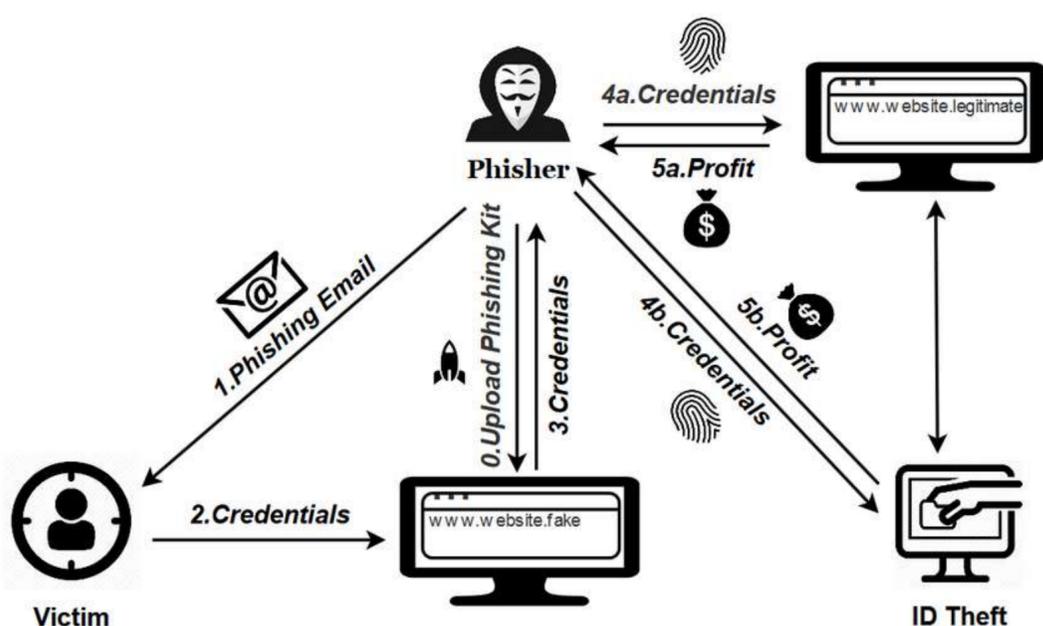
Get a VPN

**Falling for Phishing Scams:** Phishing scams are a common tactic cybercriminals use to access sensitive information. These scams usually involve an email or text message that appears to be from a legitimate source but is designed to trick us into giving away our personal information. To avoid these scams, we should always verify the legitimacy of emails or messages before clicking links or entering personal information.

**Using Public Wi-Fi:** Public Wi-Fi networks are convenient but highly vulnerable to cyberattacks. Hackers can easily intercept data transmitted over these networks, potentially giving them access to your personal information. To avoid this mistake, avoid using public Wi-Fi networks whenever possible, and if we need to use them, we must use a virtual private network (VPN) to encrypt our data.

**Not Backing Up Data:** Data loss can be a significant issue, and losing important files due to a cyberattack can be devastating. To avoid this mistake, we should regularly back up our data to an external hard drive or cloud storage service.

In conclusion, cybersecurity is a crucial aspect of modern life, and it is essential to be aware of the risks and take steps to protect ourselves. By avoiding these five common cybersecurity mistakes, we can significantly reduce our risk of becoming a victim of cybercrime.



## What is a Backup?

### Data Backup

[data back-up] noun  
A copy or archive of your important information on a device.

How to back up your data:

1



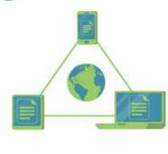
Create a copy of your important information.

2



Store data in secure, separate locations.

3



Keep your backups updated and well maintained.

# How to organise your digital life

-Abizer Vakil



In today's digital age, it's easy to feel overwhelmed with the amount of information, files, and data we accumulate on our devices. Organising your digital life is essential to stay productive and to reduce stress. It helps you quickly find essential data at the time of requirement.

Declutter your digital devices. Delete old files, apps, and emails you no longer need. This will free up space on your device and make it easier to find what you need. Sort through your downloads and documents folders, and delete any files that are no longer relevant.

Use cloud storage for instant use. Cloud storage services like Google Drive, Dropbox, or iCloud are great for storing important files, documents, and photos. This will help you access your files from anywhere and reduce the risk of losing them. Organise your files by creating folders for different types of files or projects.

Organise your files and folders properly. Create a clear and consistent system for organising your files and folders. Use descriptive file names and group related files together in folders.

Use a password manager to store your social media and different passwords. This will help you avoid using the same password for multiple accounts and make it easier to manage your passwords. Set strong and unique passwords for each account.

Unsubscribe from unnecessary emails such as newsletters, promotional emails, and spam. This will help reduce the clutter in your inbox and make it easier to find important emails. You can also use filters to sort emails into folders based on their content automatically.

Following these tips can create a more organised and efficient digital life. It may take some time to get started, but the benefits of a streamlined digital life are well worth the effort.



# Guest Lectures

-Sagar Choudhury

## Corporate Charcha

*-Ms. Balvinder Kaur Khurana,  
Rakesh Rajendran, Shreya Bali,  
Divij Bajaj*



The third iteration of Corporate Charcha was a huge success, and every student present in the meet had an unforgettable experience with all the fantastic panelists. This year we had Sreya Bali, Divij Bajaj, Rakesh Rajendran, and Balvinder Kaur Khurana as our panelists discussing the topic of "Datafication- A new paradigm spanning the world." We had a guest lecture team member, Gaurav Bhosle, as the moderator, and he did a phenomenal job.

Mr. Rakesh spoke about the initial picture of datafication happening almost a decade ago. He continued to talk about all the different use cases of datafication we see daily. He cited Apple's example of integrating various sensors into the Apple Watch and using it with the iPhone to analyze the data and give out some output that can be life-saving for some individuals.

Mr. Balvinder talked about the importance of data quality and how companies generate more revenue than ever because they now have data analysts who put intelligence into the collected data.

Miss Sreya Bali talked about inconsistent data and data inequality. She then talked about some common standards of data anonymization, data minimization and limitation to data. She also spoke about how difficult it can be to pick up consistent data and turn it into something feasible.

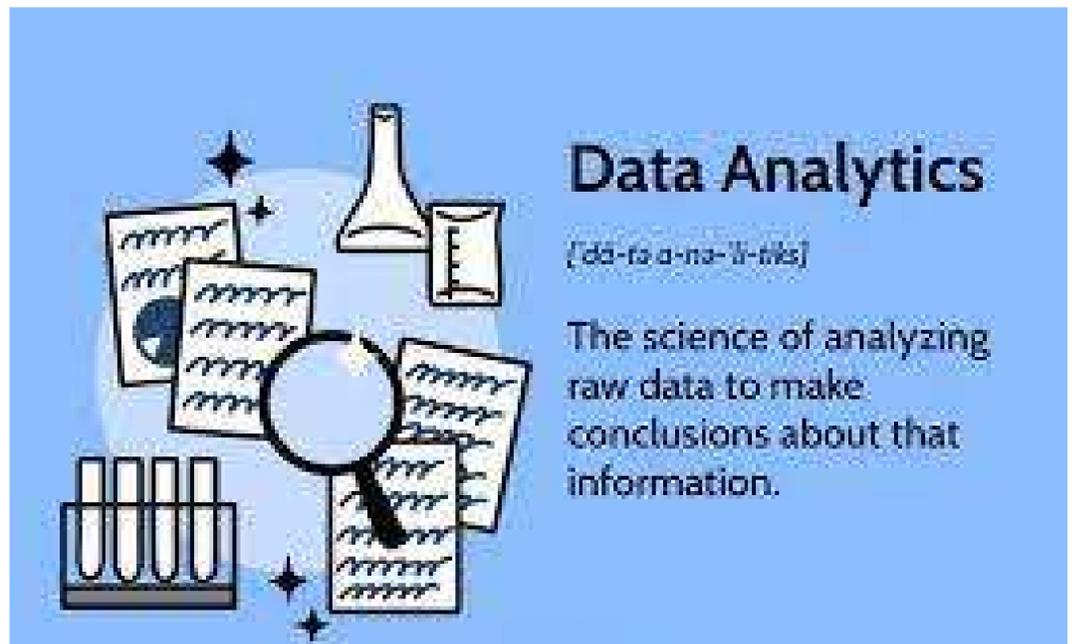
Finally, we had Divij Bajaj talking about data protection and masking. His conversation then shifted to data visualization tools in current times and which one among the lot offers the best service to your needs.

The event started with a welcome note from our Director, ma'am and ended with a very heartfelt message of thanks to everyone from Mr. Shaji. He talked about the threat of data leakage and how collecting data with you ethics in place helps prevent it.

So it was an informative and engaging opportunity for everyone to learn more about datafication.



# Archives from the Past



## It is all about data

On 26 September there was a Guest lecture on the topic: 'It is all about Data.' The speaker was Hema Prasad who is one of the top 10 Analytics Leaders in Australia & ambassador for Stanford women in Data Science. She has more than two decades of experience in leading large-scale data analytics transformation programs for Fortune-100 and ASX clients in USA, India and Australia.

The speaker talked about the evolution of data. In 1950s, computers had automated programs for short term data processing and even calculators were considered big achievement back then. In 1960-80, the relational data was stored in Database structures which led to the birth of SQL. In 1976, Peter Chen introduced the concept of entity-relationship modelling which had an approach of organizing and storing data in a structure. Then came the era of 1980-2005 with NoSQL database management system which offered scalability. 2020 was the era of the lakes. The lakes stores data without any processing thereby preserving the original structure of the data. They doesn't require any relational database. Then came the concept of a lake house which uses the best property of data lakes and data warehouses.

She then emphasized on the data industry. About 163 zettabytes of data would be produced by 2025 worldwide as the amount of data being generated is increasing exponentially. Millions of jobs exist in this field, but due to the lack of desired skills, the posts remain vacant.

She explained the life cycle of data including data acquisition, processing, modelling, storing and utilizing data for information, knowledge and insights.

The raw data needs big data analytics, infrastructure security measures, business analytics and data modelling.

She gave examples of the women in tech before the birth of the internet on 6th August 1991; like Edith Clarke who invented the Clarke calculator, Ada Lovelace who is the prophet of the computer age, women of ENIAC, Sister Mary Kenneth Keller who was the first female with a PhD in computer science and Margaret Hamilton who was the programmer of Apollo landing. She pointed out how inspite of having mobile phones, laptops and even an option to work remotely many women aren't in the tech field.

The speaker expressed her vision of a woman and shared her personal life experience. The informative session ended with question and answers.



# Archives from the Past

## E-TALK: PRODUCT LIFECYCLE MANAGEMENT

Traditional Product Lifecycle



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

The lecture was roughly divided into four parts i.e., Understanding the Problem, Understanding the customer demand, Product Lifecycle, and Principles of Product Strategy. The speaker first talked about the importance of identifying the problems of the customers by observing their requirements and current behavior and solving them by creating products for a better and 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. He also spoke about product planning, strategies, and the development process. He stressed the importance of product marketing and how it can help establish product awareness, demand, and roll out.

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. The final part of the session was centered on the Principles of Product Strategy. The principles are Responsibility, Abiding Law, and Judgement. '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.



## Mr. Tapan Gohel



**Star  
Alumni**

- Shubham Singh

The star alumni for this edition is “Tapan Gohel” a seasoned cybersecurity professional with over 15 years of experience in the field. Currently, he serves as the Regional Manager at Sophos, a leading provider of cybersecurity solutions for businesses of all sizes. Tapan is responsible for overseeing the sales and marketing activities of the company in the South Asia region, including India, Sri Lanka, Bangladesh, and Nepal.

Tapan began his career in the IT industry as a business development manager at Allied Digital services, where he gained valuable experience in the sales and marketing of security solutions. He then moved on to work for other leading companies, where he honed his skills in cybersecurity and built a strong network of contacts in the industry. Tapan is a highly motivated individual who is passionate about cybersecurity and always eager to stay up-to-date with the latest trends and technologies. He has been instrumental in driving the growth of Sophos in the South Asia region and has helped the company establish a strong foothold in the market.

Besides his professional career, Tapan is also an avid sports enthusiast and enjoys playing cricket in his free time. He holds a Bachelor's degree in Computer Science and a Master's degree in Business Administration, which has provided him with a strong foundation in technology and business management.

In conclusion, he is a highly accomplished cybersecurity professional with a wealth of experience in the industry. His leadership skills and passion for cybersecurity have helped Sophos establish itself as a leading provider of cybersecurity solutions in the South Asia region, he is a passionate advocate for providing security solutions and is dedicated to helping organizations protect themselves from cyber threats. He is committed to helping Sophos expand its reach in the IMEA region and helping customers protect their digital assets and businesses.



# 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*