



EDITOR'S CORNER

-Farzeen Khan

The month of February brought a ray of hope with itself since the Symbiosis Infotech Campus witnessed the hustle and bustle of the students once again.

Social distancing norms are being followed and the lectures are still conducted online. Nevertheless, it is a great kickstart to the academic term.

A few guest lectures were arranged for the students' knowledge enhancement. The first guest lecture was arranged for the senior batch and was on the topic 'International Sales and Consumer behaviour in 2021 and Beyond'.

The next guest lecture was on the topic 'Decoding IT Compliance' where the speaker touched base on various areas of IT Compliances. Another guest lecture was conducted for the junior batch where the speaker addressed the students on the topic 'Diversity & Inclusion, New Normal in Service, and Service as a Market Differentiator'.

'Business Intelligence and Data Analytics' was the topic for the next guest lecture where the lecturer enlightened the audience on the aspects of Business Intelligence and its integration with Data Analytics.

The final guest lecture for this month was on the topic 'Introduction to Data Visualization in Python' where the speaker explained the importance of data visualization and then brushed up on the basic syntax of Python for data visualization.

The Web and Media team presents the 44th edition of Atharva with great joy. Read on to know more about the happenings this month.

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FINALLY, SCIT

-Suraj Kumar Shrivastava

Plato quoted, "The beginning is the most important part of the work", and for batch 2020-2022, this was the beautiful beginning. "Finally SCIT", my reaction when we all got the mail "Regarding Reopening of SCIT campus". It was the embarkment of happiness that we all have waited for since we started our MBA journey. Finally, I can meet my dear faculties, friends and can enjoy the perks of being present at the SCIT campus. Within a week- I booked the tickets and was travel ready. Now my world was upside-down and this time it was "best of both worlds". While travelling I couldn't wait for the moment and I was religiously looking at my watch.

When I reached campus, I was holding a glimpse of my GE-PIWAT days and you won't believe the campus is more amazing than the memories I was holding. Vibes here isn't just good but it is wonderful. Knowing people online is way different from meeting them in person and even people on campus were excited to meet us. The whole team at SCIT welcomed us from the core of their heart. Trust me it was a memorable day when the batch of 2020-2022 met each other personally. We exchanged hello, talked about online meet experiences and the beauty of the campus. It took 2-3 days to recognize a few people but it was worth it. We took selfies, created vlogs at various places like SYMBiEAT and Graffiti, we also played with Lira and Dinar, who were so greeting. Next, we enjoyed sports with our friends which was long-awaited. Now about our great administration department- they are flawless moreover, everything at the campus is in place according to the measures required to take during this pandemic. Social distancing, hygiene level, sanitisers, and many mandatory things are in place. Everywhere you can see the flyers of strict rules which says about situational awareness at the campus. Even SCHC is prominent for any health issues we may face- it feels like a home away from home. Looking at the precautions at the campus I feel safe and comfortable to stay here, even my family isn't worried.

The next phase of excitement is the offline classes, which I hope will be conducted soon and when the remaining students join the campus it will be more exciting.

Guest Lecture

Decoding IT Compliance

-Farzeen Khan



The wonderful month of February began with the guest lecture on the topic “Decoding IT Compliance” conducted on 6th February 2021.

The eminent speaker of the lecture was Ms. Mani Keerthi Nagothu, alumnus of SCIT who is at present working as a Manager with MNP Consulting. With the corporate experience of 6+ years in the field of IT advisory. Ms. Mani has expertise in lending IT audits, external and internal audits, and assurance services. She started her talk by shedding light on IT Compliances and the significance of IT compliances in every aspect of business and market in the world right now. She emphasized various areas of IT compliances like IT Governance, Risk Management.

Later on, she discussed one of the most important compliance - the Sarbanes-Oxley Act 2002 (SOX), which deals with the financial reporting of all U.S. publicly traded corporations as well as their subsidiaries and international companies that are public and do business with the United States.

.She also described the different sections under the SOX like Section-301, Section-302, Section-404, and Section-906. She told their respective functions and importance and by practicing different compliances any firm can get clarity in their reports. She also discussed some real-life examples for better understanding.

After this Ms. Mani discussed the IT processes and their classification. To make the session more interactive she showed different types of picture-based scenarios on IT processes and asked students to give their inputs. Towards the end of the session, she gave various tips to the students which they can use in their interviews. She told the art of making a fabulous impression and showing the best qualities during an interview.

She told students to focus on various areas like doing the proper background research of the firm, prepare themselves for the contextual questions, and most importantly to work properly on presenting themselves. At the end of the session, students communicated with great interest and asked queries. It was an informative and interactive session.

'INTERNATIONAL SALES AND CONSUMER BEHAVIOR IN 2021 AND BEYOND

-Shrutika Kulkarni



On 6th February, 2021, a guest lecture was conducted on 'International Sales and Consumer Behavior in 2021 and Beyond' as a part of the e-Talk Series 2021. It was delivered by Mr. Apoorv Tripathi, who is a Key Account Manager at Rahi Systems. Mr. Tripathi, gave insights on Sales such as the buying and selling process, understanding the customer, buyer, the salesperson perspective and much more. He explained about decision making process of buyers, which arises from internal sources such as hunger, needs, wants and demands.

Once the customer is aware of the product, he finds ways to buy it. Then, he evaluates various options, alternatives, before the final purchase is made. After the purchase, a customer understands the worth and if he likes it, he purchases more of it or gives negative feedback. Mr. Tripathi also explained about various selling theories like- AIDA, SPIN and FABV. Then, he also explained about various sales roles like sales support, salesman, account managers, client services. The speaker put some light on the qualities of a sales person like, knowledge of product, impressive personality, sound health, good behavior, approach to each customer and so on. Concern for sale and concern for customers are the two important parameters based on which the orientation of the salesperson is observed. The speaker also explained about a concept called ABC-Always Be Closing. Towards the end, there was a Question & Answer session where Mr. Apoorv Tripathi answered all the queries of the students and concluded on similar lines.

Guest Lecture

Business Intelligence and Data analytics

-Ruchi Kandpal



Over the last decade, Business Intelligence has been consistently listed amongst the top technology projects for organisations. On 14th February, 2021 there was an e-GL by speaker Rupali Garg working as an application engineer at Oracle. She explained the importance of BI and analytics for enterprises of all sizes. Business intelligence is the processes, technologies, and tools that help change data into insights. Data is raw value elements for reasoning or calculating.

The insights gathered turn into a plan which then guides the organisations. BI technologies are used for gathering, storing, analysing and providing access to data to help enterprise users make better business decisions. In patient experience analysis, the patient waiting time can be reduced by identifying which departments needed to hire more doctors. KPI charts help to know what happened in the past through historical data to discover relevant patterns for making strategic decisions in the future.

By looking at charts, risks can be identified and also for realising how realistic the expectations are. The speaker briefed about Data Warehouse which is a central location where consolidated subject-oriented, integrated, time-variant and non-volatile collection of data from multiple locations are stored. The data is stored as a series of snapshots, each present in a period of time and typically data in the data warehouse is not updated or deleted. It does not have real-time data. The data on a given subject is collected from separate sources. It is then categorised and stored by business objects rather than by application and stored in a single place. It is maintained separately from an organisation's operational database. The end users access it whenever any information is needed. After analysing the business requirements, multiple data sources integrated in a data warehouse can help estimate schedule, scope, costs and return on investment (ROI). She further threw some light on Data Warehouse architecture. The smaller version of a Data Warehouse is Data Mart. It is department-wide data with limited data sources, limited occupied memory and focused on one area. The speaker then explained different data mart types like dependent data mart, independent data mart and hybrid data mart. The speaker explained the difference between regional database (Online Transaction Processing) and analytical data warehouse (Online Analytical Processing). Whereas OLAP contains historical data like transactions at a particular time. The data size of OLAP is huge (100 GB - 1TB) as old data is maintained continuously in addition to the old data as compared with OLTP (100 MB - 1 GB). OLAP is used to make complicated analysis of multidimensional data whereas OLTP systems use data stored in the form of two-dimensional tables with rows and columns. SSAS is an OLAP tool by Microsoft. It was a very insightful lecture where the students got to learn many new things about BI tools and techniques. The session ended with questions and answers.

DIVERSITY & INCLUSION, NEW NORMAL IN SERVICE, AND SERVICE AS A MARKET DIFFERENTIATOR

-Ruchi Kandpal

As the e-Talk Series 2021 progresses, the students witnessed another guest lecture on the topic 'Diversity & Inclusion, New Normal In Service, And Service As A Market Differentiator'.

The speaker, Mr. Gaurav Makhija, is currently working as a Director with Aftermarket Sales, Service Ops, and Tech Support at Videojet Technologies,

a part of Danaher Corporation, a Fortune 500 company. He has over 15 years of sales experience, is based out at different locations, and has handled multiple geographies. Previous to Videojet Technologies he has worked with the Sanmar Group and Ingersoll Rand.

The session was broadly divided into 4 sub-topics i.e. Vision and Mission of the Organization, Why MBA?, Four Dimensions of Reference, and Insights on How to Prepare for Upcoming Interviews.

Mr. Makhija explained that vision is nothing but leading with innovation and the passion to solve the world's product identification challenges whereas mission is partnering as well as protecting with customers to protect them, and lastly, continuous operations, reliability, quality, and productivity should be top-notch.

The speaker then moved on to the second sub-topic i.e. the four dimensions of reference viz. Conscious Bias, Unconscious Bias, and Stereotype. He elaborated that Unconscious Bias is when judgements are made even with the availability of compelling data and information whereas Unconscious Bias implies that judgement is made without being aware of the fact that there is a bias. Lastly, Stereotype is where a conclusion is made about a whole group of people based on the data and information relating to just one group. A fun activity was also conducted where a few volunteers from the audience were asked to create a job description for a technical support analyst.

In the final phase of the guest lecture, the speaker delineated the importance of an MBA degree and its significance in the latter part of our careers. He also gave a few tips and tricks for the upcoming interviews. The lecture ended with the speaker enthusiastically answering the questions of the students. Such guest lectures really benefit the students and add to the existing knowledge of the students.



Guest Lecture

Introduction to Data Visualisation in Python

-Abhisek Bhattar



With the partial moving to the college campus, the excitement and zeal were infectious. Amidst all these a guest lectures were organized on Data Visualisation in Python. The speaker invited to deliver was Mr. Sanchit Balchandani. He is a senior Python developer having 10 years of IT experience. He has worked in multiple domains like - healthcare, ad-tech, infrastructure, and automation. Majorly, he has been working in the backend side of the systems and also later on SRE(DevOps). He is very passionate about Community Building, Python & Infrastructure. He strongly believes in the power of community and spends his free time contributing towards some open source communities like HydPy & DSUG Hyd.

The session commenced with Mr. Balchandani introducing himself on the work fronts and delved into python. He explained what data visualization is and how important it is to deal with data and get insights of data and analyze it i.e. handling of data.

He walked us through the Jupyter notebook which is essentially an online interpreter where one can run python code and visualize the data. It is an open-source web application that allows to create and share of documents that contain live code, equations, visualizations, and narrative text. Uses include data cleaning and transformation, numerical simulation, statistical modeling, data visualization, machine learning, and much more. It supports over 40 programming languages. One can Share notebooks. Notebooks can be shared with others using email, Dropbox, GitHub. Additionally, it also leverages big data tools, such as Apache Spark, from Python, R, and Scala.

Next, he talked about Pandas, which is a fast, powerful, flexible, and easy-to-use open-source data analysis and manipulation tool, built on top of the Python programming language. It is the best tool for beginners who are starting on the journey to master the language. It also works with Big Data which helps it to work with large excel files which otherwise is difficult to manage. It is commonly known as Pd.

He went ahead and elucidated many different tools and with hands-on explained the functions and how to use and navigate them. He emphasized how one can modify the data. He shed some light upon some different libraries like mat plot lib, numpy, etc. to process the data easily and optimize the code for faster processing as arrays are provided.

In the later part of the lecture, he answered some questions which students raised. All in all the session was very informative and it had boosted the confidence of the budding programmers and analysts.



Faculty Blog

The 'Brandified' Life!

-Prof. Apoorva Kulkarni



Brands are seen everywhere. It is a practice that companies follow that for a brand to be successful, brands should be notable, attractive and possess a degree of excellence. These concepts stand true for a brand that invokes positivity, aspiration as well as a sense of pride about the brand which binds the brand to the customer consistently. In our day to day lives we come across more of brands and less of products that the brands represent. There is also a wave of 'verbification' of the brands seen happening. By verbification, we mean that the brand is remembered more and the product name is often substituted by the brand name itself. For example, we Google something and not search. We say Colgate and not toothpaste or we say xerox and not photocopy. Likewise, customers we are often mesmerized by the brands and tend to forget the actual product that lies underneath the brand names. It is also however seen that this brandification effect can turn out to be negative both in the customers minds as well as for the company and its rivals.

In a research study on apple products the authors mention that examined the negative consequences of brand identification of brands and consumers as well as the competitors of apple in the market (Phillips et al, 2014). The purpose of brands and why they exist has been revisited time and again by various researchers. The main objective of genuine brand must be to add value to people's lives. (Brand Minsdet,2003). There are brands which understand that their products and services are not simply a set of attributes or just a "thing". The customers are moved by the impact they create in the mind including all of its tangible and intangible benefits (i.e. functional and emotional). The experiences that the customer has are integrated deeply into the consumer's consciousness. Strong brands gain momentum over time and other competitors due to their stature in consumer's minds by offering credible, coherent, attractive and remarkably meaningful messages from which the consumers derive patterns of association with the brands over time. The primary concern of consumers today is more towards the buy in the find in the brand for themselves. Seldom, they are interested in the processes through which the product is developed and or the size of the brand. The only thing that the consumer is interested in is the benefits that the brand communicates to him or her. One such subset of the family of brands are cult brands. A Cult brand stands apart from regular brands for the basic reason that they are propagated more by their customers and less through the company. These brands sell a lifestyle and carry a charisma that the consumers feel and aspire to be a part of the community of that brand. All said and done, brands do affect our lives from the morning wake up routine till the night when we hit the bed. The question in point is 'are we all really living a BRANDIFIED life?'

Star Alumni

MR. ADITYA SINHA

-Farzeen Khan



Our Star Alumni for this month is Mr. Aditya Sinha who is currently working as a Project Manager at VMware. He joined VMware as a Project Management Specialist and then got promoted to the position of Project Manager.

He has completed various certifications like Certified Scrum Master (CSM), Certified Scrum Product Owner (CSPO), and Advanced Certified Scrum Master (A-CSM), and PRINCE2. He is also a VMware Certified Associate in Data Center Virtualization.

Mr. Sinha completed his B.Tech in Information Technology from Shri Ramswaroop College of Engineering and Management where he was the Convenor and Assistant Convenor for Abhivyakti, the Annual Cultural and Technical Fest for the college. He was also appreciated for his exceptional contribution to Abhivyakti.

He then went on to pursue an MBA in Information Technology Business Management from Symbiosis Centre for Information Technology. He was a member of the Internship Committee in the first year and then went on to become a member of the Placement Advisory Committee in the final year. He has also worked as a Systems Engineer at Tata Consultancy Services where he was awarded twice; once as the 'Star of the Month' and an 'On the Spot' Award for his outstanding contribution to the organization and also for being an inspiration to his colleagues. He has varied skills, right from Requirement Analysis to Information Security Management to Risk Management to Quality Assurance. We are immensely proud to call him the Star Alumni for the month of March.

Team Web and media



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