

ATHARVA

19th Edition

June 2018

EDITOR'S CORNER

Soumya V Ganesh

New year, new people and new possibilities! The 2018-20 students at SCIT bring in great promises and hopes, as they begin their academic journey.

The month of June, 2018 was blissful and exciting with the fresh faces in the campus. The new batch was welcomed to the college with the Induction ceremony, and a course orientation.

The month long activities of fun and frolic culminated with Sa-maarambh, the cultural fest organised by the junior batch. A new academic year has been kicked off at SCIT, with great vigor and passion. The energy and enthusiasm of the students reverberate through SCIT, with every passing day.

The Web and Media Committee is elated to present the 19th edition of Atharva, along with the new members on board. Read further to know more about the spirited events and activities held at SCIT. Happy reading!

What's Inside..

- In The Campus
- Faculty Blog
- Star Alumni
- Team WnM

INDUCTION CEREMONY 2018

Amit Khandebharad & Haritha N



On 6th June 2018, SCIT conducted Induction Ceremony for 2018-20 batch. "Induction 2018" started with auspicious Saraswati Vandana along with lighting of the lamp. SCIT invited Dr. Rajani Gupte, Vice Chancellor, SI(DU), Dr. Vidya Yeravdekar, Principal Director, SI(DU) and Chief Guest for ceremony Ms. Amrita Sinha, Solution Architect - Caggemini. Welcome address was given by Dr. Dhanya Pramod, Director, SCIT. She put light on current industry demands and how SCIT tries to imbibe those skills. A fabulous speech by Dr. Rajani Gupte briefed the students about the history of Symbiosis International University. Her enlightening address was followed by that of Dr. Vidya Yeravdekar. She welcomed the students to Symbiosis family and stressed on holistic development of students. Ms. Amrita Sinha, Chief Guest of the ceremony and an alumni of SCIT gave a marvellous and inspiring speech. She encouraged the students to take initiative in college and extracurricular activities.

The event was also graced by Dr. Sharad Kale, Head - SCWRM, recipient of Padma Bhushan. He primarily spoke about waste management, recycling and resource utilization. As an environmental activist, Dr. Sharad shared one of the most important and interesting events from his life. He said that as a student of class five, he was asked to solve a problem of time and work, which spoke about a leaking tank in which water was filled to completion. Unable to satisfy the quench for his curiosity, he asked his teacher as to why was the tank being filled, in spite of the

leakage it possessed. He mentioned that this incident was the start for all the work that he is carrying out today.

Dr. Sharad appeared in the famous show 'Satyameva Jayate', where he spoke about the waste management technique that is being followed in his house. This episode was shown to the students as a part of the session. Post the video, he spoke about 'NISARGUNA'; the biogas plant that converts biodegradable waste to manure. He briefed about the working of NISARGUNA, and how the usage of it in his own home has reduced the amount of waste generated. He mentioned that, it is the citizens of tomorrow who have to be more conscious about giving back to the environment and at the same time maintain green, zero waste surrounding. He asked the students to repeat four lines after him and to take it up as an oath.

"I will not waste food"

"I will plant three saplings"

"I will not use plastics"

"I will follow all the three".

The students repeated these lines loud and clear in a single tone, with which one of the most interesting and informative sessions of the induction programme marked its end. The wonderful ceremony ended with vote of thanks by Dr. Kanchan Patil, Deputy Director, SCIT.

The day ended for students with fabulous speech by Col. Kadam, Campus Admin, SIC.



SURYASHIBIR - OUTBOUND PROGRAMME 2018

Divya Pichumani



It was the most anticipated day among the juniors. Students were dressed in stark opposite to how they had dressed up on the first day of college. They were all clothed in comfortable track pants and t-shirts with a backpack, a heart and mind ready to be loaded with memories.

The students witnessed a beautiful drive to the resort which was breathtaking. They got ready to be taken to a whole new world

where mobile networks would not be present and it meant that human interaction would be the norm of the day. The buses reached the resort at around 9:30 am and everyone was greeted by generous rains and heart-warming smiles from the OutFit team.

Group activities were conducted in which each team competed for the prestigious first place, sportively. All games were designed with the motive of promoting team-building skills among the students. Each activity demanded that a new person from the team step up to listen to the instructions of the game from the coordinator and later explain the same to their respective team members.

The games involved strategies and tactics so that they could be completed in new and created a fun environment for the team to come up with new methods of execution.

After a set of activities, the students were briefed by the OutFit team about the lessons that were learnt from the activities conducted. Once again the cries of everyone's growling stomachs were answered by a sumptuous feast after which they had the opportunity to perform some adventurous activities like Zip-line and Burma Bridge.

The overall experience of visiting Surya Shibir was marvellous. The simple yet important lessons that were learnt while performing the tasks would help them realise the importance of teamwork and coordination when they enter the real corporate world. Every student will treasure this for the years to come.

MEET THE ALUMNI 2018

Shubhangi Joshi



"The only thing that remains constant is change". Yes, this has become our attitude, and will remain our legacy to pass down; with this enthusiasm Symbiosis Centre for Information Technology conducted its "Alumni Meet" on 9th June, 2018 (Saturday). As the event went on, it proved to be inquisitive, enlightening as well as thoughtful for the students. Alumni Interaction 2018 added a feather to their cap. The Alumni interaction was not only successful in terms of active participation

but it also became jovial thereby aiming to inculcate competitive spirit in the students to face the challenges in the corporate world. Ms. Aishani Amrita, Mr. Akash Deep Singh Makkar and Mr. Ravi Soni were the Alumni who joined the meet.



In the course of interaction, they shared their experiences as students of SCIT. They also emphasized the importance of critical

thinking required in MBA which helps to reduce the gap between theory and application based learning. Moreover, our college faculty also explained the significance of Alumni interaction for the growth of an individual in the institution.

They also shared some interesting moments about their campus life. The Alumni meet provided an opportunity for the students to speak, share and express their thoughts. The insightful interaction provide a platform for budding managers.

SAMAARAMBH 2018

Haritha N



Samaarambh 2018 - an event for the freshers, of the freshers and by the freshers, was celebrated with zeal and zest in Symbiosis Center for Information Technology on 30th June 2018, Saturday.

All the students and the faculties were present to witness the extravagant cultural feast. The event began with a prayer dance by the students as an invocation to lord Ganesha. This was followed by Navyata- The fashion event, where the students sizzled the ramp floor with business formals.

At the end of the ramp walk, Deputy director of SCIT, Dr. Kanchan Patil applauded the participants for putting up a very professional show. There were scintillating dance events thereafter. Students had performed in groups, solo and duets. The beats on the stage induced the audience to move their legs and dance along with the performers. The students performed various styles of dancing such as western, regional, and etc. The amalgam of all the styles were thoroughly enjoyed and were a visual treat to the audience. The managers of tomorrow also exhibited their skills on creative writing..

They recited poems which were penned by them. The poems were beautifully written, recited in Hindi and Marathi respectively. The skit group performed the modern day Ramayana titled 'Janki ki katha', with a very strong social message at the end. Last but not the least, just like icing on the cake,

was the musical fiesta from the band Konnect 2.0. The band performed various songs in different genres.

The gradual hike in the tempo of the songs energized the crowd and kept inducing roars and cheers. Konnect 2.0 connected well with the audience thereby leaving their throats dry. The anchors of the event engaged the audience and kept the pace of the event high with their quick and funny wits. The day of excitement, fun and frolic came to an end with students bombarding the dance floor. The start of the life at SCIT through Samaarambh 2018 was a grand success and served as a platform to all the freshers who are now a part of the SCIT family, to exhibit their talents.

GENDER SENSITISATION

Divya Pichumani



As part of the induction programme for the batch of 2018-20; a guest lecture on "Gender Sensitisation" was presented by Ms. Renuka Mukadam. Being an independent consultant on Prevention of Sexual Harassment; the speaker was able to connect with the students on what could be done by each individual to ensure that a safe environment is maintained all the time. Ms. Mukadam shed light on the sexual harassment done at workplace and the steps

She also spoke about what should be done by women and men in order to make the workplace more comfortable for each other to work in.

A beautiful video was played which highlighted the patriarchy that exists in the society. It showed the basic needs of both the sexes. It showed how a woman was allowed to cry whereas a man was stopped from crying while he tried to display his emotions. Women were depicted as wearing aprons and working in the kitchen while men were depicted as wearing ties in order to work white collar jobs. It also talked about the shackles in which both of them existed and how it was deemed necessary for them to continue to remain the same in order to maintain the balance of the universe. It was agreed that mankind has taken steps to break free from these

these preconceived notions and has started accepting the fact that both men and women need to contribute equally for the betterment of the society.

The last part of the session was addressed by Ms. Aga Bhyankar; Professor at Symbiosis Law School. She spoke about the various laws that have been put in place by the Indian government to ensure that sexual harassment of any kind is addressed and not left to public interpretation.

The overall interaction increased the awareness that the students had around the concept of gender sensitisation.

FACULTY BLOG

THE DARK SIDE OF SOCIAL MEDIA- 'CYBER MAFIA'

Prof. Apoorva Vikrant Kulkarni & Prof. Shaji Joseph



"Power defines relationship. In a relationship those who control power dictate the terms of interaction"

It has not been too recent that the emergence of social media as a phenomenon has got the attention of the masses and its adoption is vividly seen in all areas of social life. This phenomenal growth of social media online networks in India has caught the attention of the intellectuals of the country. Especially during elections, in the last few months, we often observe a steep rise in the use (or abuse!) of social media.

All of a sudden everybody is talking about SMNs (Social Media Networks). Television channels have dedicated time to social media and discussions relating the same. The proliferation of online social media marketing courses or MOOC has picked up pace in the recent past with the purpose to equip people with various knowledge areas. However these courses also pave a way towards easy money as creating a business in social media marketing is cost effective with almost no or

negligible (the only cost incurred is in the buying of the IP address or the domain and perhaps a laptop with internet access) initial investment. Although the fact remains that can it substitute formal teaching methods?



This new business opportunity with minimal control and regulations and lots of anonymity creates a potent environment to misuse.

Understanding the working terminology of one of the most used platforms on social media, twitter can give some insights towards the ways in which it can be exploited.

The popularity in twitter is measured on the number of followers a user has. An interesting research we have carried out in our previous publication was based on identifying relationship between a blog content and the user engagement - More the numbers more the popularity is the equation! Companies are hiring twitter users with a large fan following to promote their products, concepts ideas etc. There is also a trend seen that a

set of individuals or groups are enticed to promote for the parties, products, individuals by manipulating the fan following by creating a hype in the market which works as an attention seeker. Today these concocted messages in the social media space seem to be setting the agenda for the national discourses.

It is allegedly seen that twitter is being used very extensively. During a television interview, the leading Supreme Court Adv. Prashant Bhushan called these groups of social media marketing companies as 'cyber mafias' who are like mercenaries willing to work for those who pay them.

Organizations use intranet as their lifeline of communication. The other side of the coin reflects that this information is available in the open space (social media) for individuals both within and outside the organization to chew out the unassuming victims. This creates an environment of continuous tension for the employees with respect to the usage of information and also the (mis!)interpretation of the facts and data at hand.

STAR ALUMNI

ANURAG KHANNA

Dhruvi Lahar



Star Alumni of June 2018 is Shri Anurag Khanna. He is currently helping Enterprises detect and respond to security breaches at Champlain College. He completed his

MBA from SCIT in IT Business Management and his Master of Science in Digital Forensics from Champlain College. He was one of the visiting faculties at SCIT in 2007-08. He was awarded 'Best Academic Performer' of the Batch at SCIT. He was also felicitated with the 'Best Outgoing Student of the Batch'.

He won the 'President Award for Excellent Work' in the College. He was the Senior Cyber Security Consultant at IBM-X-Force. He also got selected as Senior Security Architect at Verizon Enterprise Solutions. The list of achievements in his career takes SCIT to another level of success.

TEAM WEB AND MEDIA

Faculty Mentors



Prof. Dr. Brijesh S. P.



Prof. Vidyavati Ramteke

Student Members



Alehil Nair
Web Developer



Alan Pinto
Social Media



Ambika Singh Kelwa
Photographer



Amit Khandebharad
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Amol Waghmare
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Anandam Roychowdhury
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Anleita Singh
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