SYMBIOSIS
CENTRE FOR INFORMATION TECHNOLOGY

ATHARVA

Web & Media

EDITOR'S CORNER

–Sudeepti Shukla

The spark of the academic journey continued in the month of November. The month came up with several exciting events and guest lectures to enhance the learning of the students. Students explored the management world with a new perspective through all these events. The most prominent event of the month was the 5th edition of Integrity and Ethics Conclave 2020. In the sense of leadership, this conclave organized to develop knowledge of the value of integrity and ethics. The theme for this year was– Sinless Cipher Collaboration for Better Surveillance. Several esteemed speakers illuminated the students on many notable topics and also various fun events such as Quizony, podcast and Scribble wiggle, etc. was organized for all the articipants. Conclave book was also launched as it includes the specifics as well as the conclave's proceedings. For the students, diverse guest lectures were arranged, like every month. The first guest lecture of this month was on the topic of Artificial Intelligence for Text Analytics. The speaker discussed his perspectives on how well the text analytics-driven data, most of which is focused on the analysis of sentiments or feedback analysis, is becoming an important part of working on feedback for optimization from both consumers and customers for almost all the enterprise these days. The other guest lecture on the topic 'Regression and Classification' by Ms. Divya Chaurasia. The speaker presented numerous business scenarios for Regression and Classification. One of the fascinating business case studies was how Ensemble Regression is used to forecast sales of print, digital ad campaigns for one of the largest technology customers in the USA in marketing. The Web and Media Team presents with great pride the 42nd edition of Atharva magazine. To know more about all the happenings read on. Happy Reading!

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SINLESS CIPHER

'Sinless Cipher - Collaboration for Better Surveillance'

–Suraj Shrivastava

The amazing and exciting event– Integrity and Ethics Conclave 2020, was organized on 28th November. The theme of this event was Sinless Cipher - Collaboration for Better Surveillance on Digital Cooperation. The session enthralled with five speakers– Mr Chandra Kumar– Digital Consulting Leader at Cognizant on the topic "Digital co-operation", Mr Osama Manzar– Founder-Director, Digital Empowerment Foundation on the topic "Digital Inclusion", Mr Sateesh Rai– Chief Data Analytics Officer on the topic "Global Digital Products", Mr Subbu Iyer– Chief Executive Officer, Hreemm Inc. on the topic "Digital Human Rights" and Mrs Satyavathi Divadari– Chief Cyber Security Architecture Microfocus on the topic "Binary Safekeeping".
The event started with a speech by Dr Dhanya Pramod– Director, SCIT. She shed light on the need for integrity and responsible behaviour among the workforce leading to better collaboration among people in this digital era. With the phenomenal start of the event by our Chief Guest– Mr Chandra Kumar, he addressed the audience by talking about how the digital revolution is shaping our world, its challenges like digital inequality, global digital assets, cyber threats and how to overcome them. Following the next speaker Mr Osama Mazar addressed the audience by talking about the true meaning of digital connectivity– it's impact globally and rural areas also, and its role in our lives. "Whether you are connected or not, everyone is affected by digital"
Our next speaker– Mr Sateesh Rai, discussed business aspects of digital products and the impact of technologies like AL, ML and AR etc. He emphasized that security meeting compliance is of utmost importance. Subhajit Ghosh enthralled the audience with his groovy music. He sang the redemption song of Bob Marley.
Jaison Jacob sang a wonderful song for the audience. He undoubtedly stands out as a performer and amazingly sang Ramsapth's Satyamev Jayate song and The Guest Lecture committee has successfully launched the Book on the 5th edition of Integrity and Ethics Conclave event.
Professor Shaji Joseph, delivered the Vote of Thanks, drawing curtains on The 5th Annual Conclave on Integrity and Ethics.

Guest Lecture

Artificial Intelligence for Text Analytics

-Supria Deka

Mr Avneet Singh addressed the students on the topic of ' Artificial Intelligence for Text Analytics ' and began his lecture by introducing the how the domain of Artificial intelligence applied for text analytics and its contributing features such as natural language translation, strategies, as a part of e-GL series on 11th November 2020.

Mr Avneet Singh is is a 2012 pass out from Chitkara University in B.E (CSE with research) during which he worked as a junior researcher and then as a full-time employee with Infosys (Infosys Labs). He had also successfully filed a patent for the Big Data Analytics platform during his time at Infosys, which got approved a couple of years later.

He has also worked with Genpact and Wipro mostly on Text (NLP) and Data Science, and currently, he is an Applied Research Engineer at Bosch Corporate Research.

Mr Singh spoke about the different types of techniques which are used in NLP using R and Python and the significant challenges associated with them while analysing the text data which is continuous as well as discrete in nature and how is these are segregated again to process further.

He shared his insights on how the text analytics-driven data which is mostly based on sentiments analysis or feedback analysis and how these are becoming an essential part for almost for all the organization these days to work on the feedback for optimization from both the client and customers.

During the session, Mr Singh mentioned Natural Language Understanding, Word Translation, Pattern Identification, Entity detection etc. and how each part of speech(POS) is broken and explained briefly about the process how it worked by providing the solution steps by steps respectively. The speaker has also shared his insights on the various tools such as NLTK which are often used by most of the organization.

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

REGRESSION AND CLASSIFICATION

-Ruchi Kandpal

On 30 November, 2020 there was an e-GL on the topic 'Regression and Classification' by Ms. Divya Chaurasia, working as a Consumer Insight Specialist at Google. She explained the working of supervised and unsupervised machine learning model with an example each. Supervised machine learning algorithm knows the desired output. Both Regression and Classification are a part of Supervised Machine Learning algorithm. The only difference is that Classification is for discrete variables meanwhile Regression predicts output for continuous variables. Classification is the systematic grouping of units according to their common characteristics. 'Will it rain tomorrow?' is an example of classification. She explained the difference between Clustering and Grouping, the main difference being clusters don't have labels. .

She briefed about different types of regression like linear regression, logistic regression, ridge regression, lasso regression, polynomial regression and Bayesian linear regression. The speaker focused on linear regression and logistic regression which are basic and understood by the majority of the clients. A Logistic Regression gives the probability and Linear Regression gives the value. Both are well proven algorithms and not black box algorithms. She next spoke about linear regression like single linear equation and multiple linear equation. Logistic Regression is actually a linear classification problem because it gives the probability.

As we increase the complexity of the model the computer's computation power increases and the control is lost on the parameters which determines how the model should behave. To know the revenue on advertising spends prediction using advertising data linear regression can be used. For spam detection logistic regression can be used.

The speaker elaborated on the confusion matrix consisting of true positive, true negative, false positive and false negative giving examples related to a student getting admit based on GRE score. The speaker then focused on two important parameters: the sensitivity and specificity. Sensitivity tells whether one is able to capture all the true positives or not. Specificity tells us whether one was able to capture all the true negatives or not. It's a risky call if a person has cancer and the model shows false negative, predicting he won't get cancer even though he is highly likely to get cancer. In such cases to increase the specificity all the type 2 errors need to be reduced.

The speaker ended the discussion with business cases for Regression and Classification. One of the interesting business case studies was how Ensemble Regression is used to predict sales for one of the largest technology clients in the USA in marketing spends on print, digital ad campaigns. The session ended by intrigued students clearing their doubts which the speaker answered graciously.

Faculty Blog

The Unrelatedly Related! –Prof. Apoorva Kulkarni

In our daily routines, we spent much of our lives meeting and interacting with a number of people with various types, characters, personality traits and from various cultural backgrounds. People differ in how much they are liked. There are some people who are liked by many and any and sometimes everyone. These people carry a charisma... a magnetic appeal that draws people to them. While the others elicit opposite reaction.

It is said that "Your energy introduces you before you speak." This sounds so true for everyone we connect or don't connect to. There are a lot of factors that play a part in how or why you like, connect or even interact with a person and these range from appearance, to social skills to the language, tone and body gestures etc. to how you feel (emotions) on meeting a person and sometimes many or all of it together. In Social Psychology, this need to associate with another individual from the society is called affiliation. Although the need to affiliate with others appears to be very basic among human beings, people greatly differ in the strength of this tendency. Basically, we tend to seek the amount of social contact that is optimal to us, thus preferring to be alone sometimes and to be in social situations sometimes. And when these affiliation needs are not met, people often react in unpleasant ways. For example, if someone ignores you feel unpleasant, right?
The need to be in social conformity is a socially psychological need each human being has. The only thing is the degree to which differs from one individual to another because we all want to be known too many to a some or to a few. The concept of community building and belonging to a community traces back its roots way back in the 1899–1982 where the concept of cult of personality emerged and community building came into existence. All said and done, the fact remains that whether social or not so social all of us as human beings need to connect to another human – the Unrelatedly Related ones!

Star Alumni

Pratyush Mittal –Abhisek Bhattar

Our Star Alumni for the month of November is Mr. Pratyush Mittal who is presently working in ThoughtWorksInc as Program Manager.
Mr. Mittal sought after his B.Tech in Electronics and Communication from the University of Rajasthan. He at that point proceeded to seek after his MBA in Information Technology Business Management from Symbiosis Center for Information Technology, Pune.

Mr. Mittal has numerous long periods of involvement added to his repertoire in the field of experts. He is an accomplished Agile evangelist, with expertise in delivering distributed agile projects, consulting, and business analysis. He is well versed in requirement management i.e. business process modeling, elicitation, analysis & design, preparing functional documents, release planning, iteration management - all using Agile principles and practices. He has worked for various reputed organizations such as Hindustan Unilever Ltd, Infosys, and Aloha Technology Pvt. Ltd. During his tenure he has done a certification on ITIL V3 Foundation Certificate in IT Services Management.
Mr. Mittal's steady undertaking to learn, and to concoct imaginative thoughts has driven him to come to the central to progress. We are incredibly pleased to consider him the Star Alumni of this current month.

Team Web and Media

FACULTY MENTOR

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
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