

# Institute of Information Technology & Management

Accredited Grade "A" by National Assessment and Accreditation Council (NAAC)

Approved by AICTE

Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

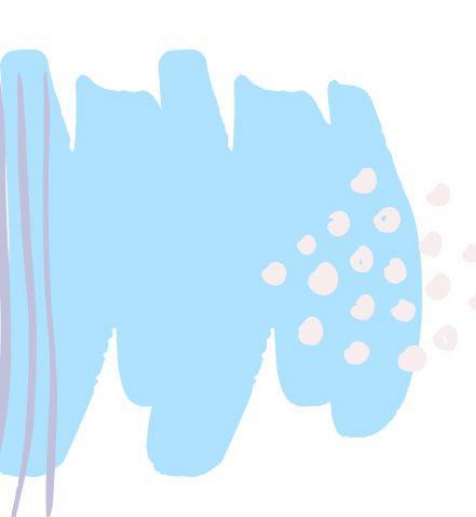
# ESSENCE

Vol. 2 (2021-22)

ANNUAL ALUMNI MAGAZINE

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## EDITORS

ARYAN NARULA

BBA 2020-23

HARDIK TRIKA

BBA 2020-23

# Mr. Shiva Sharma

## EXECUTIVE DIRECTOR

*Over the past two pandemic-hit years, our IITM fraternity has come together in unique & dynamic ways to make a positive impact in each other lives and one hopes we are able to continue this fruitful tradition.*

*The Alumni body's commitment towards ameliorating the institute & all its participants remains unparalleled in spirit and deed.*

*I heartily look forward to all alumni-strengthened events & occasions.*



# Prof. (Dr.) Purna Mahajan

## DIRECTOR

*Greetings to all IITM Alumni! You represent IITM to the world and we are very proud of your contributions and achievements.*

*The IITM Alumni Association does a wonderful job of facilitating interaction between you and the Institute. Alumni base of IITM is working across industries catering to the needs of various sectors of the economy. IITM offers best infrastructure, competent Faculty team that works relentlessly towards the success of our Institute.*

*Alumni fraternities have always been a guiding force for the overall development of IITM. As we seek to achieve higher accolades, we look forward to your contributions and interactions and extend a warm invitation to all Alumni looking to contribute towards the holistic development of our students and ensure the edifice stands the test of time and stays as the best in class. We can only offer the foundation; the onus is on you to take it forward. We exhort you to embrace this opportunity and make us even more proud of you all.*

# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT ALUMNI ASSOCIATION (REGD.)

The Alumni Association of Institute of Information Technology & Management (Regd.) has been formally registered with the Registrar of Societies, Govt. of Delhi under Societies Registration Act XXI of 1860 (Registered No.-S/WEST/2011/8900163 dated 29th January, 2011).

Prof. (Dr.) Prerna Mahajan  
Chairperson  
Alumni Association

Dr. Deepika Arora  
President  
Alumni Association

Ms. Nidhi Srivastava  
Vice President  
Alumni Association

Dr. Ruby Dahiya  
Vice President  
Alumni Association

## MEMBERS

Dr. Mandeep Singh  
Secretary  
Alumni Association

Mr. Himanshu Matta  
Member  
Alumni Association

Mr. Naresh Dubey  
Member  
Alumni Association

Ms. Kirti Makhija  
Member  
Alumni Association

## OBJECTIVES

- To promote and foster mutually beneficial interaction between the Alumni and Alma Mater.
- To help Alumni achieve their professional goals.
- To undertake activities for nation building including those of charitable nature.
- To foster linkages amongst the Alumni and to promote personal and friendly relations through meeting and get together among members of the Association.
- To facilitate and encourage Alumni to contribute towards improvement in the status of the Institute in the areas pertaining to academic infrastructure and industry.
- To undertake all such lawful activities which are conducive to the attainment of the above objectives.

# MAJOR MILESTONES ACHIEVED

## RESULTS AND PLACEMENTS

**BATCH**  
2019-21  
2020-22

**MBA**  
**RESULTS**  
100%  
100 %

**PLACEMENTS \***  
100%  
92%

**BATCH**  
2018-21  
2019-22

**BCA**  
**RESULTS**  
100%  
99.14 %

**PLACEMENTS \***  
96%  
96%

**BATCH**  
2018-21  
2019-22

**BBA**  
**RESULTS**  
99.54%  
99.51 %

**PLACEMENTS \***  
98%  
98%

**BATCH**  
2018-21  
2019-22

**B.Com(H)**  
**RESULTS**  
98%  
100%

**PLACEMENTS \***  
89%  
94%

\*Percentage of the number of students who opted for placements

## MAJOR EVENTS CONDUCTED BY IITM, JANAKPURI (2021-22 SESSION)

AUG 7,  
2021

National Education  
Summit

JAN 29,  
2022

Alumni Talk - 'Industry  
Academics Confluence'

AUG 5-19,  
2021

Workshop on 'Adopting Life Skills  
for Improving Employability'

FEB 4,  
2022

Session on 'Critical Analysis  
of Financial Budget 2022-23'

OCT 13,  
2021

Leadership Talks Series  
(Release of Episode 6)

FEB 7-15,  
2022

Workshop on 'Adopting Lifer Skills  
for Improving Employability' - III

OCT 28,  
2021

Corporate Mentorship  
Programme

MAR 14,  
2022

Alumni Talk - Breaking Myths : Building  
your career in the area of content

NOV 13,  
2021

Alumni Talk -  
'Are You Job Ready'

MAR 19,  
2022

Leadership Talks Series  
(Release of Episode 7)

NOV 20,  
2021

Alumni Talk - 'Demystifying  
Campus to Corporate'

MAR 25-26,  
2022

International Conference on 'Role  
of ICT in Management and Business'

# Solitude and Companionship

Vishesh Jindal  
BBA 2017-20 Batch  
Associate Performance - Media, Performics

*As we progress through life, it appears that these two terms – solitude and companionship – will always be in front of us. In simple terms, solitude refers to the state of being alone, whereas companionship refers to a feeling of fellowship or camaraderie. When we are alone, we can either view it as a negative sensation of loneliness or ponder and believe in the power of solitude, because, at this time, the feeling of having any company alongside is highly desirable. However, when we are surrounded by others, we must be equally positive vis-à-vis the strength of companionship. For a very long time, solitude versus companionship were two terms that were viewed as contending opposites. In other words, solitude was looked upon as the antithesis of companionship. This is because anything or anyone alone was never viewed in a favorable light. The association of other things or people with this lone thing would have been perceived as a favorable characteristic.*

*Life is always about accepting oneself and one's surroundings. As stated in the title 'Solitude and Companionship', the objective of this article is not to determine which is superior. We will need both as we advance in our careers. It's only that where teamwork and togetherness are highly desired and everyone prepares to get in fit for it, the power of solitude is compromised.*

## **Power of Companionship**

*Having an effective and healthy group discussion, receiving constructive criticism, and sharing personal matters with friends are all desired and required. Having someone alongside us or working as a team allows us to learn a lot more. Therefore, in higher education, the emphasis is more on the practical rather than the theoretical because learning is an ongoing process, and with practical learning, learning is not from a textbook, but rather from one's surroundings and from one's peers. In today's more collaborative workplaces, being a part of a strong and tight-knit team can mean the difference between productivity and success – or a clear lack of motivation and drive.*

## **Power of Solitude**

*Getting ready to fit in with everyone in every situation necessitates some self-reflection. To put it clearly, whether it is simple or difficult to believe, the strength we acquire from alone is incredible when seen positively. Solitude enhances clarity, creativity, emotional balance, acceptance ability, moral courage, and many other attributes. Great leaders are known for their clarity, creativity, emotional balance, and other qualities because they are individuals who play a different move even while in a crowd. There is a presence of isolation in their head even when in the group because that's what makes them different from everybody and with an admirable personality. It's not true that isolation is only a good thing. The outcome of evolution is that the globe now has so many individuals. As a result, it can be difficult for two people to get along at times. It could occur when one's job or personal life is disrupted, or it could be a combination of both. Challenges and grudges will always come your way, no matter how fair you are, and these challenges will always make you feel lonely at some point, but you must never underestimate the power of solitude. Even though solitude, loneliness, and isolation are all synonyms, solitude appears to be a powerful positive word. I considered it as a gift and saw improvement in myself; whenever I'm alone, instead of thinking or worrying about who will be by my side, I either talk to someone directly or work on improving my skills. Despite being a BBA graduate and currently an MBA student, I've learned skills in other fields, improved my reading habits, and it has given me a more positive outlook on life.*

## **Solitude and Companionship together**

*Only solitude in life or only being a team player won't work. You need to be hooked with yourself because being able to control yourself in the situation of loneliness and while in companionship will improve your outlook and observation such that no one can ever take advantage of you. You need to be comfortable in both the situations i.e. when you are alone and when you are with someone. Keep learning because learning has no boundaries, and no one can stop you until you limit yourself. Life cannot be lived solely in solitude or as a team player. You must be hooked to yourself since being able to regulate yourself in situations of loneliness and companionship would increase your outlook and observation, making it impossible for anyone to take advantage of you. You must feel at ease when you are alone and when you are with others. Continue to learn because there are no limits to learning, and no one can stop you unless you set limit for yourself. Take care not to become engrossed in the outer world. Be wary of squandering an opportunity to grow. Companionship is strength, yet solitude is a blessing. Learn how to be alone and have fun with it. Self-reflection should be done when you are alone or at least free of distractions. When you lose that time, you also lose your mind, which is filled with all positive and negative experiences. Put everyone else in their place when you've been well-prepared by isolation, and others will respect you more.*

# समझो कुछ तो गलत है

Nishtha Verma  
BBA 2018-21 Batch  
Pursuing PGDM-Financial Management



जब कलियाँ खिलने से पहले ही मुरझाने लगे,  
जब एक नन्ही-सी जान दुनिया में आने से पहले  
ही घबराने लगे, समझो कुछ तो गलत है।

जब किसी की मुस्कराहट को मुस्कुराने से पहले  
ही रोक दिया जाए,  
जब आंसुओं को तलवार की धार से चुप करा  
दिया जाए, समझो कुछ तो गलत है।

जब एक बेटी अपने माँ के पल्लू के पीछे छिपने  
लगे,  
जब रिश्तों को सोने की तराजू में तोला जाए,  
समझो कुछ तो गलत है।

जब ज़िन्दगी की आज़ादी को किसी के हाथों में  
थमा दिया जाए,  
जब इंसान की स्वतंत्रता पर लिंग के नाम की मोहर  
लगा दी जाए,  
समझो कुछ तो गलत है।

जब शरीर के आगे के परदे को उसकी सुरक्षा का  
प्रमाण समझा जाए,  
जब आपसी विरोध के लिए एक मासूम की उम्र का  
भी लिहाज़ न किया जाए,  
समझो कुछ तो गलत है।

शिक्षा के इस मंदिर में जब शिक्षक का अपमान  
हो जाए,  
प्रवेश के लिए इस मंदिर में जब लाखों का दान  
देना पड़ जाए,  
समझो कुछ तो गलत है।

तन के कपड़े, मनकी सोच और छोटी हो जाए,  
गन्दी सोच के लोगों की इस भीड़ में अब  
तुमको बचाने कोई न आये,  
समझो कुछ तो गलत है।

चंद पैसों के लिए जब तुम्हारा ईमान बिक  
जाए,

जब अपनी कुर्सी बचाने के लिए देश की शान  
दांव पे लग जाए,  
समझो कुछ तो गलत है।

फुटपाथ पर लेटे लोगों की भीड़ जब बढ़ जाए,  
एक वक्रत की रोटी और तन पे पहनने को  
कपड़ा जब न मिल पाए,  
समझो कुछ तो गलत है।

जब दुनिया की सबसे बड़ी ताकत को सबसे  
बड़ी कमजोरी बना दिया जाए,  
तब समझो कुछ तो गलत है।  
तब समझो कुछ बहुत गलत है।



# IoT - Know How & How it relates to other Trending Concepts

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*In this emerging era of technology, where the trends are changing every day, a great transformation has taken place in the sector with the increasing involvement of IoT - (Internet of Things) technology.*

*IoT- Internet of Things - is a conceptual paradigm, which is driving disruption of the physical world. It has advanced the technology in terms of Cognitive Analytics, Cloud Computing, Pervasive Connectivity & Product Lifestyle Management.*

*IoT will continue to create value for businesses with ever improving wireless technologies, decreasing cost of sensors and emerging IoT standards. The combination of these favourable factors means that organisations will have access to unseen data streams which will change the global market rapidly.*

*There are many factors which are driving the adoption of IoT, which includes :*

## **Improving technological capabilities -**

*A growing number of wireless technologies such as Wi-Fi, Sigfox and Z-Wave now allow devices to communicate with each other and transmit data at high speeds and low costs.*

## **Reducing hardware costs -**

*The cost of connected devices and sensors is coming down every day. This will allow more devices to be connected via IP.*

## **Evolving regulations and standards -**

*Various partnerships between providers as well as industry associations have resulted in a set of new standards and protocols for IoT devices, apps and data management.*

## **Komal Arora MCA 2007-10 Batch**

*Project Manager/ SME - IBM Solutions  
Comm-IT Consultancy Services Sdn. Bhd. - Malaysia*

**Growing consumer expectations** *With IoT companies increasingly experimenting with B2C products such as smart home devices and entertainment systems, it is natural for consumers to expect more out of this technology. While smartphones are already making their lives easy, the promise of a connected lifestyle is too hard to ignore.*

*Let's see on a higher level how the popular concepts like Cloud, Big Data & AI will relate to IoT:*

## **IoT & Cloud**

*Cloud-based software and infrastructure is critical to accelerate IoT adoption. There will be a huge growth in cloud-based services for IoT devices, from major players such as Amazon Web Services, Microsoft Azure and Google Cloud, to many niche players with specialised cloud offerings for IoT. Right from computer and storage services to higher speed communications networks, cloud services will support the explosion of IoT-enabled devices and networks.*

*In fact, these two technological paradigms should not be viewed independently. IoT will transform cloud services from their present form, but equally IoT cannot evolve without a strong ecosystem of cloud services. Continuous evolution of the cloud ecosystem will also lead to growth of the IoT ecosystem.*

## **IoT & Big Data**

*In many ways, IoT and Big Data are made for each other. An extremely important element of the IoT ecosystem is data – data generated by devices which will be sent to the cloud for processing centrally before then being transferred back to the devices. Since there will be a huge number of IoT enabled devices, the total volume, velocity and variety of data available within the ecosystem will be unparalleled.*

*The confluence of IoT and Big Data will demand updated technology infrastructure, including newer applications, operating systems and networks. Businesses will have to invest their money in building robust systems that are capable of handling this influx of data. Undoubtedly, Big Data analytics tools will form a key part of this technology infrastructure to handle and process these vast volumes of information. The more IoT grows, the more the growth of Big Data capabilities will be required by businesses.*

## **IoT & Artificial Intelligence**

*IoT and Artificial Intelligence (AI) have followed a very similar evolution path. While for many years they were thought of as futuristic concepts, the two technologies really seem to be coming into their own now. In fact, many think that the futures of these two technologies are highly intertwined.*

*AI brings a lot of added value to the IoT ecosystem. For any IoT application to be successful, it needs to be able to process and analyse data and highlight interesting insights. The analysis is where AI (or more appropriately machine learning) plays an important role.*

*Simply put, machine learning is based on a set of algorithms that can study and process the data and learn from the patterns in this data. Machine learning is essentially a predictive science that learns from experience – think about the recommendations offered by Amazon or Netflix, for example. AI applications which will impact IoT include capabilities such as smart decision making, speech recognition and other intelligent analysis.*

*As a strong player IoT is emerging & involving in our day-to-day life with or without our knowledge. In terms of being competent in the industry & the market out there, this is what we need to catch up on to be in line with the expectations of the Market.*

**Keep Asking. Keep Learning. Keep Growing.**



# INNOVATIVE CYBER SECURITY AND DATA PROTECTION PRACTICES FOR THE DIGITALLY DRIVEN WORLD

Deepanshu Sharma  
BBA (G) 2018-21 Batch  
Associate Analyst, Deloitte

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## **Cyber Security**

Cyber Security is the technique which restrict the trail of unauthorized users to gain the advantage. These techniques assist in protecting the computer's networks, programs and data. These technologies improvise with every passing year as hackers indefatigably try to gain unauthorized access by exploiting the systems. These hackers are constantly innovating their approaches to reach their credentials. In a way, Cyber Security also needs to be updated or innovated to tackle malicious issues.

## **Innovations in Cyber Security which can be seen in the coming years**

Cyber Security incorporates AI (Artificial Intelligence). Attackers and Hackers make use of AI so as to breach the security. Indeed, the sector of cybersecurity also uses this technology as AI has many positive aspects to preserve the security of the system. Basically, AI uses the trial and error method to monitor the attacks beforehand and also give effective solutions to organisations. In a way, an organisation is prepared in advance to face the risks and severities.

## **Deep Learning**

Deep Learning is the technology which encompasses Machine Learning and AI. This technology predominantly concentrates upon the anomalous behaviour of entities. Hence, whenever the AI and Machine Learning are fed up with the right data, they can make the verdict on how to prevent certain hacks depending on the immediate environment without any human interpretation. Till now, the latest research which is being implemented with the help of Machine Learning is in which it assists in analysing the two different entities which are found in enterprises at both the micro and macro aspects.





## **Hardware Authentication**

This is also one of the latest technology which enhances the levels of security. Tech Gurus have already developed the solutions for the user authentication process with the new Core vPro processor which belongs to the sixth generation. This Core vPro processor uses the latest processors and different hardware components to get efficiency and high security. This technology also incorporates the IoT where the network of connected devices ensures that any device which is connected, has the complete authenticity and right for connectivity to that particular network.

## **Initiative to start the Cyber Security courses**

There is a great urge for Cyber Security in this malicious world where worms, viruses and a lot of malware are ubiquitous. So, we can start the initiative to breach the course and encourage students to get knowledge about Cyber Security so that they can impede themselves from the attacks. These steps can be the best paraphernalia to take a headway to bring incredible innovations in the field of Cyber Security.




## **Data protection practices to drive the world digitally secure**

Data protection practices are those practices which ensure the security and safety to our data as Hackers and Attackers use their malevolent minds to breach the security. Hence, there is an urge to develop some techniques and practices to get rid of cyber-terrorists.

***Here are some of the data protection practices which actually provides the indemnity to the data and programs.***

## **Store data by using cryptography**

With cryptographically stored data, we can ostracize the hackers from getting involved with our system. In cryptography, there is a mechanism of data encryption in which data is encoded which is only understood by sender and receiver. Hence, the third party cannot get access to the data as data is encrypted which is known as cipher text and only can be decrypted by the receiver using their keys. These keys are being managed by the key management where they create the keys and stores in a way which is only accessible to the authorized users.





In this process, there is use of algorithms which makes the whole mechanism successful and manoeuvring by which we can deter the malicious programmers.

### ***Backing up of data***

This is also one of the crucial steps in order to preserve the data through which if our data accidentally get deleted or misplaced, then we have an alternative to get back our data via this process. To back-up your data, you will require some storage devices and more probably you can use your secondary devices and cloud services. Moreover, it's a good practice to frequently back up your data as it is one of the suitable means for the recovery of data.

### ***Be cautious while creating a password***

To operate any application, social media or any other forum these days, it requires a password in the registration page segment. So, one needs to be very carerful while selecting their password.



### ***Here are some different approaches to choose your passwords.***

- Make sure you are not using a dictionary word.
- Don't set your password similar to your username.
- Try to extend your password length to at least 10 characters (longer the password, higher the security).
- If possible, try to use some special characters like @, &, \$,\* etc in between your password.
- Use phrases for your password which provide you with good authentication.
- Don't use any common or easily guessed words.

Hence, by taking care of above-mentioned points, one can maintain his privacy to a great extent. In accordance with the aforementioned factors, an organisation or an individual will certainly fix their problems in the digitally driven world and one can discard the malware as well as the unauthorized users.

# Career Alternatives

## Accounting Analyst

Be ready to support as an individual or a team contributor, as this job requires complete focus on every detail of Account or Ledger over a given period. Account Analysis is a process in which the detailed line items in a financial statement or a financial transaction are carefully examined for a given account. The goal maybe for due diligence, to identify trends or to make correction entries in the ledger. This will help the decision makers with information on how the organisation is performing. At times, this role requires you to be the problem solver as each person carries different level of knowledge so you could have a eye with finding anomalies or you might be good with journal entry treatment. Overall this is very challenging job, which demands you to be completely immersed in a particular task.

**Jatin Pal Singh, Senior Accounting Analyst, JLL India**

## Business Analyst

A Business Analyst is someone who analyses the data of organisation and design of technical systems, business models, processes and strategic business needs.

A Business Analyst is also responsible for discovering the actual needs of stakeholders and not just what they desire.

Responsibilities :

1. Developing a clear understanding of all existing data requirements.
2. Running specific analysis projects.
3. Working with stakeholders at all levels as defined by the individuals project.
4. Assisting with integration and acceptance testing.
5. Providing support during and post implementation.

What personal qualities are required?

Excellent interpersonal and communication skills – written and verbal – are fundamental to success as a Business Analyst, including the ability to adapt messages to different audiences. You should be a creative thinker, who can provide alternatives to existing or proposed solutions. You should also be proactive, dynamic and have the desire to make a difference, coupled with strong business knowledge.

**Karan Dogra, Business Analyst, Tata Consultancy Services**

# I.T. Professional

Over the past decade, the IT industry has become one of the fastest growing industries in India because of which it has caught world attention.

It is very easy to step into IT industry but it is very difficult to survive in this industry with time.

The tech industry is always evolving. The tech industry moves from current to next level always, that is what we call "evolution".

In light of constant changes in the industry as well as the fierce competition in the industry, the employers are emphasizing the need for a skilled workforce, whether they are freshers or experienced professionals with the latest technical skills according to new age technologies.

IT industry is not only for developers but it is for all streams but there are skill gaps in the industry for freshers.

It is easier to address the skill gaps if one receives the proper orientation in the right direction.

Education from the right mentor who can help the individual understand the current IT industry environment and requirements as well as what skills are really necessary to solve many problems worldwide.

**Sutikshan Kashyap, Senior Associate, Fiserv Group of Solutions**

# Research Analyst

It's in demand now a days as major companies do lot of research before implementing any strategy. Every entrepreneur should be aware of the power of Research.

The only challenge here is frequently updation of research tools. It's a career that involves intellectual ability, critical thinking by doing rigorous brain storming. Presentation of facts and figures is also an art that each researcher should learn.

For career in this field, one should be well versed with research tools like R, Python, SPSS, etc.

**Kirti Makhija, Senior Research Analyst, WNS Global**

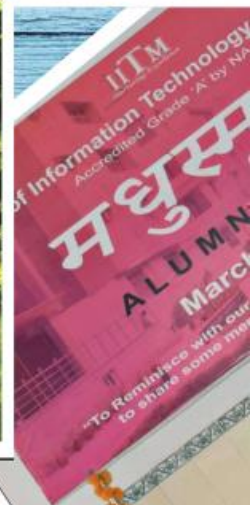
# Marketing Professional

One should possess following skills

- 1) Strategic Leadership
- 2) Target Oriented
- 3) Ready to accept challenge
- 4) Innovative
- 5) Time management as targets come with time boundation
- 6) Should know how to perform feasibility study
- 7) Develop pitch of sales which can lead to more fruitful conversations and satisfied customer

**Sahil Dhall, Associate Director, Winspark Innovations Learnings Pvt. Ltd.**

# MEMORIES DO





# WIN THE LANE



# NOTABLE ALUMNI



CHETNA DUDEJA  
HUMAN RESOURCE- TALENT  
SELECTION  
ADOBE  
BBA 2012- 2015



SHRISHTI GUPTA  
DELOITTE ASSOCIATE SOLUTION  
ADVISOR  
BBA 2016 - 2019



RAGHAV GROVER  
AMAZON WEB SERVICES  
CLOUD SUPPORT ENGINEER  
BCA 2011-2014



SAHIL DHALL  
ASSOCIATE DIRECTOR  
WINSPARK INNOVATION  
LEARNING PVT LTD  
MBA 2016-18



MRITYUNJAYA HIEMATH  
S&P GLOBAL MARKET  
INTELLIGENCE  
SR. ANALYST  
MBA 2016-18



KIRAN  
ASPIRZE  
COFOUNDER AND CHIEF  
OPERATING OFFICER  
BBA 2012-15



CHIRAG  
CLEARWATER ANALYTICS  
PRODUCT MANAGER REGULATORY  
REPORTING ANALYST  
MBA 2014-16

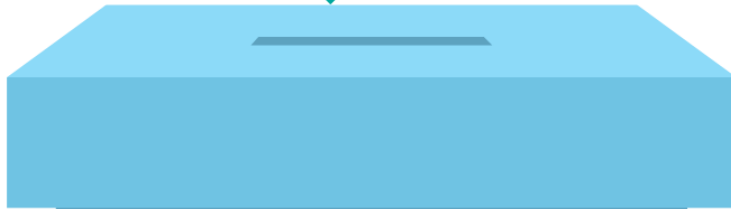


KOMAL ARORA  
SME-IBM SOLUTIONS  
COMM.-IT CONSULTACY SERVICES  
SDN, BHD. -MALAYSIA  
MCA 2007-10



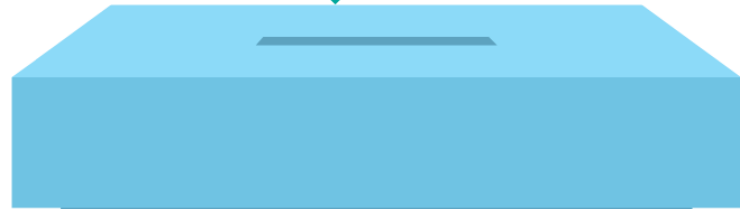
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NOOR  
SENIOR ANALYST  
JLL INDIA  
B.COM(H) 2017-20

**Alumni keen to support junior batches from MBA, MCA, BBA, BCA, B.Com(H) are most welcome to connect at the undersigned contact details.**



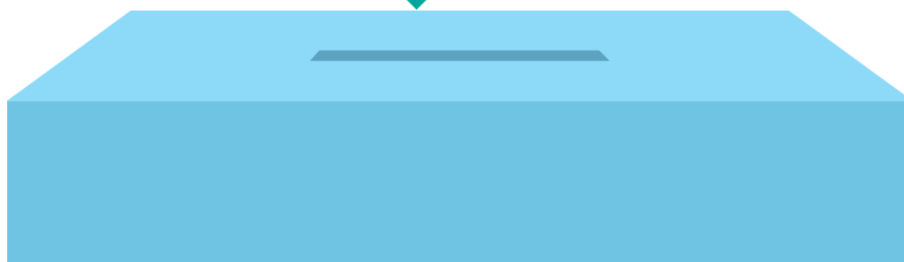
**FOR GENERAL SUGGESTIONS:**

*Please write at  
alumni@iitmipu.ac.in or  
call/whatsapp at  
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