



**Prahladrai Dalmia Lions College  
of Commerce & Economics**  
ISO 9001: 2015 CERTIFIED



# D'LITA



## E-MAGAZINE

**- Building Leader In  
Information Technology**

“Food, Clothes, Shelter and  
yes Technology has become  
our basic needs of life ”



**Lion Sharad S. Ruia**  
**Chairman, Governing Council**



“Technologies will not  
replace, it will enhance  
humans”

**Lion Kanahaiyalal G. Saraf**  
**Hon. Secretary, Governing Council**

“Days aren’t far when  
people would start using  
Ctrl, Alt, Shift, Delete  
as their language”



**Dr. N. N. Pandey**  
**Principal**



“Technology is all about  
innovation, changes and  
adaption...choice is yours”

**Prof. Subhashini Naikar**  
**Vice Principal, Degree SFC**

# Editor's Note

**"Be the change that you wish to see in the world" ... Mahatma Gandhi.**

**In the spirit of the above quote B.Sc.I.T. Department of Prahladrai Dalmia Lions College is preparing its students for the nation building by adopting various innovative strategies with positive attitude in them. All innovative and best practices are carried out under the B.Sc.I.T. Association – D'LITA i.e. Dalmia Lions I.T. Association.**

**D'LITA team works to bring out the E-magazine "Tech-kshetra" of Prahladrai Dalmia Lions College of Commerce and Economics for its lovers. Each year, our team of editors, designers, photographers, in addition to generating creative content, work extensively to report on events related to "Current Trends in I.T.". To develop social-commitments in young generation, the current year's theme selected for Tech-kshetra is "I.T. in Nation Building". In reference to the current theme, the publication contains articles such as "Building Career in I.T. , Cyber Security, Data Science in India, Digital Marketing, E-Governance, etc" by our college students and academicians.**

**The articles published in E-magazine are written by our College students and academicians. Magazine also showcased B.Sc.I.T. student icons, and group photo of third year B.Sc.I.T. students and members of team D'LITA.**

**My sincere thanks to our entire Management, Principal Dr. N. N. Pandey and Vice Principal Prof. Subhashini Naikar for providing full support in the development of Tech-kshetra the E-magazine. I sincerely congratulate team D'LITA for their hard work. I express my considerable appreciation to all the authors of the articles in this magazine. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this magazine possible.**

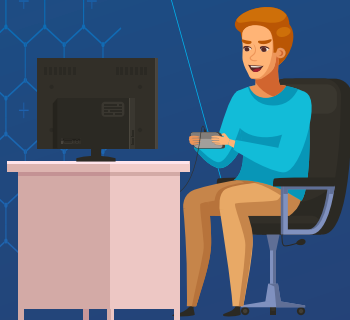
**Thank you all!!!**



**Prof. Rupali Mishra  
(B.Sc.(I.T.) Co-ordinator)**

# Building Career in IT

-by  
**Mukul  
Vishwakarma  
S.Y.B.Sc.(I.T.)**



Information Technology (IT) continues to change the way we live, play, and do business, so it should come as no surprise that computing and IT is the fastest growing career field, and will continue to be for years to come.

The dominance of the IT job market is due to numerous factors, including the rapid growth of the Internet and e-commerce, lower hardware prices allowing more businesses to upgrade their technology, increased demand for information security specialists spurred by the escalating frequency and sophistication of cyber crimes, the advent of smarter applications enabling companies to analyze data for unprecedented business intelligence, cloud computing revolutionizing the way IT departments operate, and the continued proliferation of mobile devices. .

For established information technology professionals or those beginning an IT career path, this is great news. However, despite rapid growth and increased opportunity, simply showing up will not guarantee success. The IT job market will continue to get more competitive as people follow the money and jobs. This is why it's important to clearly identify your career objectives and develop a learning plan with the necessary skills, computer training and IT certifications to build a competitive edge and achieve your goals.

Cyber security is the practice of protecting systems, networks, and programs from digital attacks. These Cyber attacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users; or interrupting normal business processes. Implementing effective cyber security measures is particularly challenging today because there are more devices than people, and attackers are becoming more innovative.

## Types of Cybersecurity Threats

There are many different types of cybersecurity threats, some of the most common types of threats are listed below:

1. Viruses
2. Password Attacks
3. Spyware and Keyloggers
4. Trojan
5. Ransomware
6. Browser Hijacker

## AN EXAMPLE OF CYBER ATTACK:

### Phishing Attack on Wipro

There were reports about an attack on the Wipro system by major online news portals. Attack as per reported was a phishing attack and was done by a group through gift card fraud. Even though the attack was not a massive one, many employees and client accounts were compromised.



# Cyber Security

-by  
**Bhowmick  
Joshi  
S.Y.B.Sc.(I.T.)**



# Data Science in India

-by  
Abhinav  
Upadhyay  
S.Y.B.Sc.(I.T.)



Data Science is a detailed study of the flow of information from the colossal amounts of data present in an organization's repository. It involves obtaining meaningful insights from raw and unstructured data which is processed through analytical, programming, and business skills.

Data Science is a combination of techniques from Machine Learning, Statistics and different Data Analytics models. All these methodologies help in processing enormous amount of data.

Currently Data Science is a really promising career. Several companies have listed Data Science as the most blooming career option for the youth as in the coming decades, even more large chunks of data will be present to process. Several Indian Tech and Business Schools have started offering courses for a career in Data Science. In competition with them, many Indian teachers or experienced data scientists have even started online courses for enlightenment of young aspirants.

Many startups have also been established in the Indian Silicon Valley: Bengaluru which are completely based on Data Science. They do recruit majority of the employees who have experience in the field but some of them also recruit freshers too. The companies develop different softwares for processing the data with the help of tools in data science.

The average salary of a Data Scientist in India is Rs.1,029,665 per annum. Excluding the bonus, profit share, it all depends upon your talent and experience. We can expect that an experienced Data Scientist can earn up to Rs.3.5 million. Therefore, data scientists in India have more scope in the sense of their salaries and added privileges. Data scientists earn enormously.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones, digital media and other platforms to promote products and services. The extension to non-internet channels differentiates digital marketing from online marketing. The development of digital marketing is inseparable from technology development.

Digital marketing has been one of the recent breakthrough in the modern world, which is slowly taking over the traditional advertising around the globe. The main reason to be considered is, its cost effective, highly targeted, saves time and energy and does not require a fixed huge budget. It's obviously difficult for a startup to invest into expensive mainline advertising mediums and so digital marketing and mass media courses have been a boon to them where they can learn how to easily reach millions of audience at low budget. Operating media is one of the premier institutes for digital marketing and mass media courses in Mumbai. As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies.

Online ads served annually with digital media at 48% growth. In 2010 it's growth was estimated at 4.5 trillion. Business employing online portion was increased from behavioral advertisement (OBA) to trailer advertisement for internet users. But OBA raised concern of customer privacy so a new ATA protection was developed. Marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing

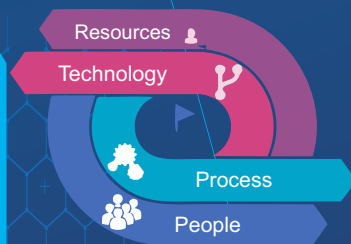


# Digital Marketing

-by  
Vaishnavi  
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# E-GOVERNANCE

-by  
**Amir  
Khan**  
S.Y.B.Sc.(I.T.)



E-Governance that for Electronic Governance can be defined as the application of information and communication technology (ICT) for providing government services, exchange of information, transactions, integration of previously existing services and information portals.

The Council of Europe referred to e-Governance as:

The use of electronic technologies in three areas of public action:

- Relations between the public authorities and civil society
- The functioning of the public authorities at all stages of the democratic process (electronic democracy)
- The provision of public services (electronic public services)

E-Governance in India is jointly handled by Department of Administrative Reforms & Public Grievances (DARPG), Ministry of Personnel, Public Grievances & Pensions, Government of India and Department of Electronics and Information Technology (DeitY), Ministry of Communications & Information Technology, Government of India.

Public opinion has been very affirmative about the current E-Governance organisation. People have now complete transparency upon news of changes in Constitutional Law and Legislature.

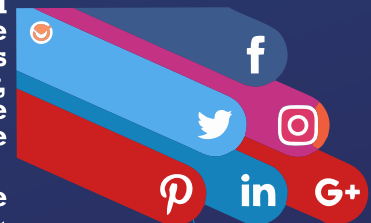
Social media is a tool that is becoming quite popular these days because of its user-friendly features. Social media platforms like Facebook, Instagram, Twitter and more are giving people a chance to connect with each other across distances. In other words, the whole world is at our fingertips all thanks to social media. The youth is especially one of the most dominant users of social media. All this makes you wonder that something so powerful and with such a massive reach cannot be all good. Like how there are always two sides to a coin, the same goes for social media. Subsequently, different people have different opinions on this debatable topic. So, in this essay on Social Media, we will see the advantages and disadvantages of social media.

When we look at the positive aspect of social media, we find numerous advantages. The most important being a great device for education. All the information one requires is just a click away. Students can educate themselves on various topics using social media.

Moreover, live lectures are now possible because of social media. You can attend a lecture happening in America while sitting in India.

Furthermore, as more and more people are distancing themselves from newspapers, they are depending on social media for news. You are always updated on the latest happenings of the world through it. A person becomes more socially aware of the issues of the world.

In addition, it strengthens bonds with your loved ones. Distance is not a barrier anymore because of social media too.



# SOCIAL MEDIA

-by  
**Vinit Mistry**  
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## SPACE TECHNOLOGY

-by  
Shubham  
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The Sustainable Development Goals (SDGs, or Global Goals), unanimously adopted at the United Nations in 2015, are a great summary of the world's current challenges. Space is one of many important tools that can be used to help us address them. In May, the UN(United Nation) held a meeting on Technology Innovation and the Global Goals, and I was asked to address the role of satellites in helping the world achieve the SDGs.

The global coverage of satellites offer a unique, fact-based perspective that can help us overcome our greatest challenges. Information from these spacecraft can help us improve agricultural yields and protect habitat loss and stop deforestation. They discovered the hole in the ozone layer and their data today remains key to fighting climate change; and they've helped us to connect the world through internet and communication, an intangible service for millions. Satellites in space have done much for us so far and, in the future, they will offer much more. I'm often asked: 'Why are you building satellites for space when there are so many problems to fix here on Earth?' It's a perfectly rational question. The short answer is that we need to go to space to help us here on Earth. Satellites have played an enormous role in improving the state of the world, and will do even more as an explosion of technology innovation.

Social media is booming at a skyscraper rate . The pace of change is accelerating . the development of mobile technology has played a key role in shaping the impact of social media . social media websites like instagram and facebook have approximately 7 billion plus combined users . social media lifestyle of different persons is widely regarded as their personal life but seldom do the people realize how illusionary it really is . some people treat life as a constant status update, it is as if they are more concerned with how their lives look than how they feel .

15 years ago , internet was an escape from the real world now the real life is an escape from the internet . social media addiction has taken this generation by a toll young generation are wasting a lot of their productive time by veiling it away in using social media . the no. of followers they have matter to them more than the quality of relations with their close ones so in the pusuit to garner more followers , the GEN NEX start to portray their materialistic pleasures and showcase their fake luxuries . society has become so fake that the truth actually bothers people . Nowadays, being famous on social media is l=basically the same thing as being rich in monopoly . Social media has a ton of impact on Politics and commerce .



## SOCIAL MEDIA

-by  
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# INDIA TECHSHETRA



**TY.BSC.(I.T)**

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**E-MAGAZINE**

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