



CSI Connect

A tri annual newsletter of
CSI Student Branch
Aishwarya Institute of Management & IT
Udaipur



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Events and Activities

INDUSTRIAL VISIT



13-09-14 : An Industrial visit was organized by CSI Student Branch on 13 September 2014 for the students of IT and Management to Kan Software, MIA, Udaipur. The objective of the visit is to provide the students with a practical insight of working procedure, organization culture and process of recruitment and selection for projects and placements of an IT company offering solutions to customers' worldwide.

The students were introduced to the organization by Mr Ganesh and the technical working, Challenges and issues in current market requirement and fulfillment was elaborated by the technical expert Mr.

The Director (Kan Software) Mr. M L Talesara while interacting with Dr Archana Golwalkar (Director AIM & IT) put across the increasing demand in corporate E-learning solutions and CMS.

Students interacted with the experts and raised their queries. Towards the end Vote of thanks was given away by Ms pooja Kothari and memento was presented by Dakshesh Paneri

CSI Quiz



16-09-14 : The theme of Quiz was based on awareness in the field on IT and Management. There were three rounds. First was based on Common Questions, second was on Logos & Punch Lines and third was on Famous Personality & Famous Places. There were total 15 teams from BCA, BBM, B. Com & MCA. There were special prizes for answers coming from audiences when passed by the participating teams.

The winners of the quiz were

- 1st Prize-** Taiyyab Ali, *BBM V Sem* & Dakshesh Paneri, *BCA III Year*
- 2nd Prize-** Janak Suthar & Hemant, *MCA III Sem*
- 3rd Prize-** Neeraj Paliwal & Raju Giri Goswami, *BCA I Year*

NFDP-Research Project Proposal Prof. Karunesh saxena

19-20 Sept. 2014 : With the changing needs and quality assurance in Higher Education in form of accreditations/ recognition from significant bodies like NAAC/UGC/AICTE as well as inculcation of research aptitude among faculty members and students with further

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www.aishwaryacollege.org

www.rtu.ac.in

www.csi-india.org

www.ekalavya.it.iitb.ac.in

www.nbrc.ac.in/library/free_ebooks.htm

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percolation of the research outcome to the beneficiary/society, there is a wide support provided by various bodies like Computer Society of India, Indian Council of Medical Research, Indian Council of Agricultural Research, Indian Council of Social Science Research, Council of Scientific and Industrial Research, Tata

Institute of Fundamental Research and many more. In order to utilize the grants/funds available, faculty members need to be trained and developed in this direction, whether it is university colleges or affiliated colleges.

The University Grants Commission strives to promote teaching and

facilities. Research and development is of great importance in business as the level of competition, production processes and methods are rapidly increasing. It is of special importance in the field of marketing where companies keep an eye on competitors and customers in order to keep pace with modern trends and analyze the needs, demands and desires of their customers. Research has shown that firms with a persistent R&D strategy outperform those with an irregular or no R&D investment program. Johansson; Loof (December 2008).

Unfortunately, research and development are very difficult to manage, since the defining feature of research is that the researchers do not know in advance exactly how to accomplish the desired result.

The NFDPRPP-2014 was conceived on the above backdrop with the purpose

- ☞ To stimulate the academic environment for promotion of quality research in higher education institutions and Business Environment;
- ☞ To undertake quality research studies by developing practical understanding in faculty members, starting from project proposal to project accomplishment.
- ☞ To appreciate WHAT, WHY, WHEN, WHERE, WHO and HOW of RESEARCH PROJECTS for better competence, resource utilization and implementation.



research in emerging areas in Humanities, Social Sciences, Languages, Literature, Pure sciences, Engineering & Technology, Pharmacy, Medical, and Agricultural Sciences etc. The emphasis would be supporting such areas that cut across disciplines and subjects such as health, gerontology, environment, biotechnology, nanotechnology, stress management, WTO and its impact on economy, history of science, Asian philosophy and many other areas. There are disciplines such as defense and strategic studies which include national security affairs, insurance and banking, economics and world trade which in a true sense are multidisciplinary in nature, cutting across disciplines of sciences, humanities and social sciences, and are of importance in a rapidly changing global scenario.

Higher Education institutions have the responsibility to enable faculty to undertake research projects useful to the society. Serving the community through extension, which is a social responsibility and a core value to be demonstrated by institutions. The process of promoting research culture among faculty and students can be ensured by facilitating participation in research and related activities, providing resources and other



The expert speaker was Prof. Karunesh Saxena Director & Chairman FMS, & Director, IQAC, MLSU, UDAIPUR. During the two days programme the first session began with the discussion of importance

and recognition to project work with reference to Academic Performance Index (API) score; followed by second session which covered procedure of preparing a good research project Proposal, different groups were formed by the expert and assigned tasks to form a proposal as per guidelines.

On the second day the teams presented their proposals, the expert Prof. Saxena shared with the participants samples of real life project proposals and discussed about the agencies funding the projects and their requirements; The participants were awarded with certificates and prizes for best team. The program was a stepping stone towards building research project proposals. The participants appreciated and suggested to have second incremental part of this FDP and also to increase the duration of the program.



Alumni Interaction

14-10-2014 : An Industry academia interaction was organized by CSI Student Branch by inviting Alumni of the institution Ms Archana Tiwari (Informatics assistant, Department of Information Technology and Communication, Govt. of Rajasthan) presently posted in Mines and Zoology department, Rajsamand. During the



interaction Ms Tiwari explained how to prepare for competitive exams in the field of IT and also shared about the skills required. She further shared the online resources which will be helpful in developing the skills of the students and gave tips on the preparation of the same. As a result of this interaction of Ms Tiwari with Director Dr Archana Golwalkar and the students it was proposed that short term training programme to develop Hindi typing skills with the help of ICT to be held for supporting the students.

CSI Technical Talk

Search Engine Optimization (SEO)

15-10-2014: A technical talk was organized by CSI student branch on “**Search Engine Optimization (SEO)**” which has gained a significant attention and importance and showcases tremendous opportunities. The objective of the session was to provide a fair understanding towards the concept and application with respect to SEO, recent trends and the approaching opportunities. The expert was Mr. Akhilesh Parmar (**IT Solution Tech. Crayons**) who was welcomed by Mr Vaibhav Sharma (Faculty In-charge). Mr Parmar shared with the students the basic concepts of Search Engine, its working, applications and issues considering practical examples; further throwing light on optimization of search engines. The expert discussed the current market trends and future opportunities in this technology as well. Students took keen interest in the session and raised their queries; overall the session was knowledgeable and interactive. Mr Akhilesh while interaction with the Dr Archana Golwalkar (Director AIM & IT) deliberated that short term training on SEO can improve the marketability of the students, offering wide opportunities.

Motivational cum Career guidance on Facing Competitive Exams

Mr. Pancham Mehta

An invited talk was organized on 08-11-2014 for career guidance. The guest was welcomed and introduced by the Dr Archana Golwalkar stating the objective of the session as to make the students understand about the differences in



Mr. Pancham Mehta and student during the session

Private and government jobs and help them to prepare wisely. Mr. Mehta started with the importance of goal setting in one's life and identifying successful, mediocre and low performance. Stressing on realizing importance of time and its value, he said balance is key. Further he discussed about the openings in central and state government; encouraged the students to be alert and motivated them to act in a planned way for achievement. The session was very promising and gained attraction; students interacted with the guest to resolve their queries. The event was coordinated by Dr Archana Singh.

International Conference on Management of Innovation and Technological Change: A Global Perspective

21-22 Nov.: A two days International Conference on “Management of Innovation and Technological Change: A Global Perspective” (MITCAGP-2014) was organized by Aishwarya College of Education Santhan during 21-22 Nov. in college campus.

The objective of the conference was to encourage interdisciplinary research and dialogue on the management of innovation and technological changes from a variety of perspectives including strategic, managerial, behavioral, and operational issues. The domain included the management of innovation, technology strategy, research and development, information technologies and the internet, technology-based entrepreneurship, process technologies, and the commercialization of scientific research. Key Areas of concern revolved around Business Management & Commerce, Information and Communication Technology, Education,

Media & Entertainment, Gender issues and Environment. Further the conference was open to any issues related to the theme.

Another significant motive was to bridge the gap between the students and the research arena.

The conference was schedule planned by adding to the technical

sessions involving Paper Presentations with Workshop, Poster Presentations and PowerPoint Presentation Competition. There were more than 100 participants in the conference as academicians, Research scholars, students and industrialists. To encourage the participants, best performances were there were awarded.

The dignitaries who enlightened the delegates during the two days on various occasions were

Prof. O. P. GILL Hon'ble, Vice Chancellor Maharana Pratap University of Agri. and Technology; Mr Himkar Dubey CEO Fusion Outsourcing, Ms Kanan Silvera and Mr Chandrakant Sharma from Hunar Ghar, Educate for life, UK; Prof. M G Varshney, Govt. Girls College Nathdwara; Prof. Meera Mathur, FMS, ML Sukhadia University; Dr NK Pareek Computer Centre, MLSU; Mr. ML Talesara Director Kan Softwares; Dr. Kamaljit Lakhtaria, School of IT, Auro University, Surat (Guj.); Mr. Gowrav Vishwakarma, Director Xavoc Technocrats Pvt. Ltd.; Dr. Q A Bohara Principal ATTC, Prof. Gayatri Tiwari, Home Science College MPUAT, Dr. Azimuddin Khan Sr. Manager (Systems) RSMM Ltd.; Dr. R S Shekhawat General Manager , New Products Development, Secure Meters Ltd.; Ms Sheetal Jhota, Mind Power Trainer; Prof. B L Chaudhary Chairman Board of Secondary Education, Rajasthan. Prof. R P Soni Director, Campus Director (Computer Education) GLS Institute of Computer Technology, GTU, Prof. Karunesh Saxena, Director and Chairperson FMS, MLSU, Dr. Tarun Sharma, UCSSH, MLSU, Dr. Nirupama Sharma, Rajasthan Mahila TTC.

Two publications were released during the conference Journal Aishwarya Research Communication and CSI Tech Quest.



Release of Journal Aishwarya Research Communication Vol. 6 during inaugural ceremony



Participants in inaugural ceremony and technical session

During the deliberations the expressions shared by the luminaries were-



Prof. O.P. Gill (Vice Chancellor), Maharana Pratap University of Agriculture & Technology. He give emphasis that technology has make the life easier and better. Innovation should be economical, environment friendly and covers all spheres of life. Innovation in agricultural makes the famers to cultivates more food grains, milk, now India is the first largest producer of wheat & second largest producer of milk it was all due to innovation & technology in agriculture.



The Special guest was **Mr. Himakar Dubey** (CEO, Fusion Outsourcing) has explain that innovation means not inspiration but desperation in each field from education to technology. He has given the example of Steven Jobs because of him their were lot innovations in mobile phone industries, because he was not inspired but despired. He give the message to students, research scholars that believe in yourself.



Prof. M.G. Varshney (Dean Faculty of Commerce, Govt. Girls College, Nathdawara) The learning should be step by step. We are not the children of snake catchers as known in ancient time. Now we are the leaders of the world. The success all begins with hard work. The man who works hard will always get success in life.



Dr. Gayatri Tiwari (Associate Professor MPUAT, Department of Home Science). The research papers should be written in the norms of research. Basic concepts, technical words should be used while writing any research paper.



Ms. Sheetal Jhota (Life Coach) for workshop. She has given PFL model of success P means Physiology i.e. body language, F means focus & L means Language. She has given emphasis on Success is not a destination but a journey.



Prof. B.L. Choudhary (Chairman RBSE, Ajmer, Ex. Vice Chancellor MLSU, Udaipur) By the innovation the progress will come on its own way. Despite of educational background, through innovation & continuous hard work one can decide his own success. The topic of the conference is current and all about the present scenario.



Prof. R.P. Soni (Computer Society of India, Vice President Region III)- The technical session are very nice and the presentations are well planned and good. The topics of the technical sessions are according to the conference. The world is changing by so the methodology, style should also be changed according to the need. We have a desire to change us continuously regularly.



Dr. Rajveer Shekhawat (General Manager-NPD Secure Meters Ltd, Udaipur). The theme of the conference is according to the modern needs of the society. Without innovation the society will reject us. The time is changing at every second so we have to be updated and upgraded regularly.



Prof. Karunesh Saxena (Director & Chairman, FMS, MLSU, Udaipur. Creativity is the invention of innovation. Each and everybody is creative but if the direction is given than a new innovation will change the life of the world. Any waste material can be innovate and change into a new product. By PPT presentation he has explained the core concepts of creativity and innovation supported by A/V.

The outcome of the papers presented by national and international participants were revolving around the aspects of developments in Information & Communication Technology, Quality, Costs, Competition, and Changes in the product and processes, Social media, Environment protection, Learning technologies, marketing strategies, Organizational Change and development, Cyber issues and Addiction to internet.

Key Resource Persons



Dr Qayoom Ali Bohora



Dr Kamaljit Lakhtaria



Dr N K Pareek



Prof. Meera Mathur



The impact of overall conference resulted in a high degree of knowledge enhancement and exposure to all the participants. An opportunity to interact with foreign delegates and provided a platform which successfully gave the students an outlook towards the field of research and a sense of changing trends.

Participants during Technical Session - Paper Presentation

During two days of the international

Conference there were three technical sessions for paper presentation on Management & Commerce, Information and Communication Technology, Media & Entertainment, Gender issues and Environment based on the theme "Management of Innovation and Technological Change : A Global Perspective". There were 110 participants in all.

For the best paper presenter in First

Technical Session the First position was held by Mr Paul, Ms Manisha Nahar stood second, in Second Technical session First position was grabbed by Vaibhav Sharma & Neetu Agarwal stood second & in Third Technical session First position was grabbed by Rohit Upadhyay & Pooja Sharma stood on second position. The technical Session were coordinated by Dr Archana Singh, Dr Sunita Bhati and Dr Poonam Sharma.

Workshop on Positive Energy & Mind Control

22-11-14 : The expert invited for the workshop was Ms. Sheetal Jhota (Life Coach of SJ Life Coaching Group) She discussed about the technique of Controlling our Mind. She gave tips on time management, success in life, how to generate positive energy. Ms Jhota emphasized on positive energy for

solving any kind of problems. She also stresses on self talk "always think, I can do it". She shared the importance of goal setting and the way to achieve giving practical examples and by involvement of participants in some activities.

Participants during Presentation Competition on the theme



Poster Presentation Competition

During two days International Conference on 21-22 Nov. 2014 on "Management of Innovations & Technological Change: A Global Perspective". A **presentation competition** was organized on 22nd Nov. only for students on the theme of the

conference. In this competition Prof. R.P. Soni , Vice President CSI Region III, Dr. R.S. Shekhawat, General Manager, New Products Development, Secure Meters Ltd. Udaipur, and Mr. Himkar Dubey, Chief Executive at Fusion Outsourcing

were the judges of the competition. Divya Choubisa got best presenter award and Nitin Roat secured second position. The event was coordinated by Dr. Archana Singh.



During two days International Conference on 21-22 Nov. 2014 on "Management of Innovations & Technological Change: A Global Perspective". A poster presentation

competition was organized on 22nd Nov. only for students on the theme of the conference. The judges were Prof. R P Soni and Dr Shurveer Bhanawat. Best poster the first position was secured by

Kriti Joshi. Dakshesh Paneri, Raghuvver Ameta & Avinash Singh stood on second position. Consolation award was given to Shanlini Choudhary. The event was coordinated by Dr Sunita Bhati.



Release of CSI Tech Quest

The Chief guest of Closing Ceremony was Prof. B.L.Choudhary (Chairman, RBSE,Ajmer), he appreciated the presentations of papers, Poster and Power point presentations by students and stressed on the need of such ventures and congratulated the Society

and the organizing team for holding deliberations on apt theme. The



Award giving ceremony during valediction

Workshop on "Professional development in excel"

4-5 Dec. 2014 : There was a two day workshop on "Professional Development in MS-Excel 2007" on 4-5 December 2014 organized by CSI Student Branch at Aishwarya College of Education Sansthan for the students of BCA, B Com, BBM, PGDCA and MCA.

The objective of the workshop was to render better understanding towards the practical utility and professional application of Microsoft Excel 2007 for enhancing skills of students and focusing on facilities which are less known.

The expert invited was Mr Neeraj Lodha, Free lancer Developer and Trainer with rich experience of 25 years in the field. Major stress was laid on hands on deliberation by the expert on basic and advanced features of excel.



The two days workshop was open for interested students with nominal registration charges and certification. There were 24 students who took part in the workshop. The workshop lent a unique learning experience to the students enriching the curriculum and provided an insight on the career options

available. Participants interacted with the expert and discussed on their queries.

Students' feedback interprets that the content, interaction and utility of the workshop is very high. This type of training should be organized each year for the benefit of the students.



Awards & Recognition

12 Dec. 2014: CSI Student Branch- AIM & IT, Udaipur was awarded as Best Accredited CSI Student Branch during CSI Academic Awards-2014. It is the only branch to receive this award in the state of Rajasthan under CSI Region III. Mr Amit Joshi (Hon. Secretary) CSI Udaipur Chapter received this award at Hyderabad on behalf of the Institution. Congratula-tions to team Aishwarya!

Beyond College



14 Nov. 2014: A three days International Conference on INFORMATION AND COMMUNICATION TECHNOLOGY FOR COMPETITIVE STRATEGIES from 14-16 November 2014 was organized in association with **Computer Society of India**, Udaipur Chapter & **The Institution of Engineer (India)**, Udaipur Local Centre, at Sunrise Group of Institutions, Udaipur, Rajasthan.

Representatives from CSI student Branch - Aishwarya Institute of Management & IT Director Dr Archana Golwalkar, Mr Vaibhav Sharma with a group of students - Amreen Bano Mansoori, Raju Giri Goswami, Aishwarya and Abhilasha Chazzed joined the inaugural session of the international conference.

The inaugural session started with the views of respected chief guest Dr. Shrinivas Padmanabhuni (Associate Vice President, Infosys Labs and President, ACM-India). He emphasized on the ICT computation, ICT engineering application. He also encouraged students to become entrepreneurs and to use their talent in technical fields.

The keynote speakers were Prof. Pawan Lingras, (Prof, St. Mary University, Canada) and Mr. Jacob Glas (Head of Mission (NBSO), Netherlands) who shared their ideas on importance of ICT on international platforms. Special Guest Dr. Chandana Unnithan (Deakin University, Australia) guest of honour Dr.

Durgesh Kumar Mishra (Chairman, Division IV, CSI) also graced the session.

The inaugural function ended with views of Mr. Himashu Jain (Director, Sunrise Group of Institutions, Udaipur) who also presented vote of thanks. He informed that the conference will be held in 15 technical sessions. On 14 November, 2014 the first preliminary session was held in which Dr. Pravin Ranjan Shrivastav, IIM and Dr. Mushtaq Ahmed, MNIT, Jaipur presented their research papers.

Information Hub

8 cybercrime trends that will challenge IT security professionals in 2015



This year's headlines made it clear: the number of devastating cyber-attacks is increasing and the costs aren't just financial. Every data breach can irreversibly damage an organization's reputation. In this high risk threat landscape, protecting your data from malicious attacks requires not only the right tools, but a pre-emptive awareness of the latest threats and tactics.

Here are Websense's 2015 Security Predictions - eight critical cybercrime trends to help global businesses interpret and anticipate threat trends to defend against innovative and sophisticated attacks:

1. The healthcare sector will see an increase in data stealing attack campaigns. Healthcare records hold a treasure trove of personally identifiable information that can be used in a multitude of attacks and various types of fraud. In an environment still transitioning millions of patient records from paper to digital form, many organizations are playing catch-up when it comes to the security challenge of protecting personal data.

As a result, cyber-attacks against this industry will increase.

2. Attacks on the Internet of Things (IoT) will focus on businesses, not consumer products. As the Internet of Things accelerates the connectivity of everyday items, proof-of-concept hacks against refrigerators, home thermostats and cars have been widely reported. However, the real threat from IoT will likely occur in a business environment over consumer. Every new internet-connected device in a business environment further increases a business attack surface. These connected devices use new protocols, present new ways to hide malicious activity and generate more noise that must be accurately filtered to identify true threats. Attacks are likely to attempt to use control of a simple connected device to move laterally within an organization to steal valuable data. In the coming year, manufacturing and industrial environments, in particular, are likely to see an increase in attack volume.

3. Credit card thieves will morph into information dealers. As the retail sector escalates their defenses and security measures such as Chip and PIN technology are mandated, look for cybercriminals to accelerate the pace of their credit card data theft. In addition, these criminals will begin to seek a broader range of data about victims. These fuller, richer, personal identity dossiers of individual users, consisting of multiple credit cards, regional and geographic data, personal information and behavior, will be increasingly traded in the same manner that stolen credit cards are today.



4. Mobile threats will target credential information more than the data on the device. With the auto-login capability of mobile apps, mobile devices will increasingly be targeted for broader credential-stealing or authentication attacks to be used at a later date. These attacks will use the phone as an access point to the increasing Cloud-based enterprise applications and data resources that the devices can freely access.
5. New vulnerabilities will emerge from decades-old source code. OpenSSL, Heartbleed and Shellshock all made headlines this year, but have existed within open source code for years, waiting to be exploited. The pace of software development demands that new applications are built on open source, or legacy proprietary source code. As new features and integrations build on top of that base code, vulnerabilities continue to be overlooked. Next year, attackers will successfully exploit seemingly divergent application software through vulnerabilities in the old source code that these applications share.
6. Email threats will take on a new level of sophistication and evasiveness. Though the Web remains the largest channel for attacks against businesses, new highly-sophisticated email evasion techniques will be introduced and designed to circumvent the latest enterprise-grade defenses. Traditionally used as a lure in past attack scenarios, email will become a more pervasive element of other stages of an attack, including the reconnaissance stage.
7. As companies increase access to Cloud and social media tools, command and control instructions will increasingly be hosted on legitimate sites. Criminals will increasingly use social and collaborative tools to host their command and control infrastructure. Those charged with protecting business from attack will have a difficult time discerning malicious traffic from legitimate traffic when

communications to Twitter and Google Docs are not only allowed, but also encouraged.

8. There will be new (or newly revealed) players on the global cyber espionage /cyber war battlefield. The techniques and tactics of nation-state cyber espionage and cyber warfare activities have primarily been successful. As a result, additional countries will look to develop their own cyber-espionage programs, particularly in countries with a high rate of forecasted economic growth. In addition, because the barrier of entry for cyber activities is minimal compared to traditional espionage and war costs, we believe we will see an increase in loosely affiliated "cells" that conduct cyber-terrorist or cyber warfare initiatives independent from, but in support of, nation-state causes.



"Cybercriminals are continually adapting evasive techniques and methods so they can circumvent the security systems that were specifically put in place to stop them," said Charles Renert, vice president of Websense Security Labs. "By thoroughly analyzing recent cybercrime trends and tactics, we have established a common thread across each of these predictions: threat activity is increasing in frequency and sophistication."

"With a new year of threats just on the horizon, our predictions aim to help security teams stay a step ahead of the threats and vulnerabilities anticipated to impact their organizations," added Carl Leonard, Websense, principal security analyst. "Our security teams constantly analyze the landscape to identify the most effective ways to safeguard our customers from the repercussions of tomorrow's threats."

Source: InformationWeek, November, 2014

CSI SBCom

The CSI Student Branch committee was constituted for the year 2014-15 with the members as:

- **President**
Dimpal Jain
MCA
- **Vice President**
Janak Suthar
MCA
- **Secretary**
Ms. Seema Jain
PGDCA
- **Treasurer**
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Members of Committee

- **Amreen Bano Mansoori**
MCA
- **Sushil Milkee**
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- **Dinesh Chandra Kumawat**
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