



## PRIVACY: JUST AN URBAN MYTH?

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We live in an era where social platforms have grown rapidly and have become a part of our lives, but at the same time our data stored on the internet is a potential asset to strangers. Given how much data we share every day, the need to protect comes hand in hand.

But with technologies providing paper thin security it won't be a hard nut to crack for the cyber criminals, who strip away the little privacy which the internet has left.

What we upload on these platforms, is it really with just ourselves and the internet? Are you being watched? Is privacy really a myth? You might think of free antiviruses and vpn connections would be the answer. But apparently, that's not true. As long as you have your data in safe hands, be cautious before being late! These are some of the myths we all believe in, that need debunking.



### - YOU NEED TO BE RICH TO BE HACKED

Don't be relieved expecting hackers to target only the VIPs and rich people as these hackers prefer taking advantage of thousands of users at once to implement DDoS attacks and hold websites.

### - INCOGNITO MODE: THE BEST WAY TO REMAIN ANONYMOUS?

Initially, these browsers have the ability to keep the browser from tracking your activities and prevent cookies but its a very paper thin security to remain anonymous and websites can still track your ip address.

### -ALL VPNS ARE Equally SAFE

as good as it sounds, free vpn services need to be ignored. Remember that if a valuable service is provided for free by a for-profit company, then they have to have a profit from you. Hence all the user's data is monitored. So free vpns won't do. Paid vpns, however, will do the job if they do not belong to the 14 eyes(list of 14 countries that have surveillance on you're data).

### -VIRTUAL PRIVACY GUARANTEE COMES WITH AN ANTIVIRUS

Viruses are very hard to detect. Powerful antiviruses could do the prevention but these Antivirus companies need to keep it updated with new virus threats but it's not possible to predict the upcoming ones. Hence these antivirus software are 1 step behind in the game. but in the end, every system has a flaw and if you have followed all the rules then the only vulnerability in your data is you keep it safe!

## THIS IS THE WORLD OF CLOUD!

Written by: Avesha IT(1/4)  
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Technology definitely made our lives easier! With all these technology inspiring generation, everything being now, the cloud is an incredible invention.

Without using any complex terms, cloud basically means storing and accessing data and programme over the internet instead of your computer's hard drive. "cloud computing" is what it is called. So, cloud is just a metaphor for the internet, and computing is when you store data or run programme from the hard drive, that's called local storage or computing.

Cloud computing enables us to run software programme without installing them on our computers. This enables us to store and access multimedia via the internet. And majorly, cloud is a speedy process. It makes my job EASIER AND FASTER!

Well there is always a CON to every PRO.

These are few limitation to use the cloud:

In order to reap the benefits of cloud computing, your business must always have an internet connection.

Q) Is Google Drive a cloud?

Google drive is a personal storage service from Google that let users Store digital content across the computers, laptops, mobile, inc. the Android-powered tablet and Smartphone devices

## BIG DATA REVOLUTION

Written by: Mariah Banu CSE(3/4)  
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Big data is a field that treats ways to analyse, systematically extract information from, or otherwise deal with, data sets that are too large or complex to be dealt with by traditional data-processing application software.

### Characteristics of Big Data (The Five V's):

1. **Volume:** amount of data being generated that must be understood to make data-based decisions. Example: Amazon handles 15 million customers click stream user data per day to recommend products.

2. **Velocity:** how fast data is produced and modified and the speed with which it needs to be processed. Example: 72 hours of video are uploaded to YouTube every minute.

3. **Variety:** defines the type of data being dealt with, which can be structured, semi-structured or unstructured. Example: Output returned by Google Search- images, text, numbers, tables, videos.

4. **Veracity:** refers to the inconsistency which can be shown by the data. Example: A Twitter post has hashtags, typos and abbreviations.

5. **Value:** refers to the worth of the data being extracted, that is, the cost and benefit of the data being extracted and analysed.

## THE PLACEMENTS PRESSURE

Source: Uroosa Sania CSE(4/4)  
Date: 21<sup>st</sup> October 2019

Can you share your overall experience of the placements interviews?

Enriching, Strengthening, and Empowering.

Interviews are not about getting the job, rather the experience. Never keep yourself at gunpoint, it is only going to make things worse. Remember pressurizing yourself has many intricacies. You need to know the difference between the positive and constructive pressure and the destructive pressure. This chance gone, a galore of other chances await you!

### What's the most useful tip you'd like to give your juniors?

Please utilize the time to take up extra courses (free, online - udemy, udacity etc.) and projects, no matter how small they are. Interviewers want to see how keen you are on a personal level to learn things; because office is not a school, you'll have to not only figure out what to learn but also learn things on your own.

### Is there anything you wish you did in your previous years of engineering?

I really wish I invested more time in doing projects in the trending technologies like IoT, AI etc. Also the programming we study as a part of our curriculum is only a fraction of the real deal. So I wish I had further sharpened my skills in programming.

### What do you think is better: working at a Service based company or a Product based company?

I feel working at a product based company would be more reinforcing and enriching as it is required to make top notch products for use by notable companies.

### Which technology domain are you most interested in?

I am interested in AI and its subfields.

### How many projects have you done so far?

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### What's your major project for the last year about?

It is based on network and data security. It attempts to enhance the existing encryption mechanisms for passwords in login. It is titled "Prevention of Data Breach using Honeywords, IP tracking and Fog Computing".

### Out of all the interviews you gave interviews, which one do you think was the toughest?

The interview at ValueLabs. The company was selective in its recruitment so they made sure that they test every bit of our potential. The interviews were hour-long and the entire process was beyond 12 hours; 14-15 hours I believe. But having said that, I also have to admit that it was my most favorite interview. It gave me so much knowledge on various things. So I feel, the harder the process the more refined you emerge from it!



## TIPS!

Source: Naseer CSE(4/4)  
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Start preparing for Quantitative Aptitude written by R.S Agarwal (most of students recommend it) See for particular company previous placement papers for an idea or standard of questions the ask.

Programming : Revise the topics of data structures and if asked about favourite subject , be ready to answer any related question to it. Explain them your projects and what's your role in it .

Be confident and take a deep breath before moving in the room. And lastly whatever the package they give, just attend it for sake of experience.



## ELECTRIC VEHICLES: ARE THEY REALLY ECO-FRIENDLY?

Written by: Mohd. Saadullah Mech.(2/4)  
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The hype of electric vehicles has indeed increased significantly. The Indian government has created momentum through its Faster Adoption and Manufacturing of (Hybrid & Electric Vehicles schemes that encourage, and in some segments mandates the adoption of electric vehicles (EV). They set a goal of reaching 30% EV penetration by 2030. But this 'Rupees 260 crore subsidy' doesn't come without a reason and global warming is just a mask to hide the real issue.

### Indeed, India is the fourth major contributor to nature harming emissions globally.

A study done by The Energy and Resources Institute(TERI) shows that 34% of it comes from Delhi, while 28% comes from the entire Auto-sector. To our surprise, the further breakdown shows the contribution of buses and cars combined at just 3%. Infact government is adopting European Norms of BS-IV and BS-VI to reduce it further and no norms for the industries with 16.8% contribution.

Now comes the irony. According to the "Indian Journal of Science and Technology", power stations contribute 21.3% to the emission of greenhouse gases while fossil fuel retrieval and processing contribute 11.3%. So basically the increase in demand for electricity due to EVs, in turn, causes more pollution. To let you off the hook, here is the real face behind the mask. According to a report published in the "Economic Times", India meets over 80 percent of its oil demand through imports. A rise in crude oil prices then hurts the rupee-dollar exchange rate. A fall in the rupee lowers GDP. So increasing the economy is the real reason and environmental concern is just a mask. This issue isn't in the limelight yet, but as an engineer, we must know.

