## INSIGHTS by INTEMATRIK



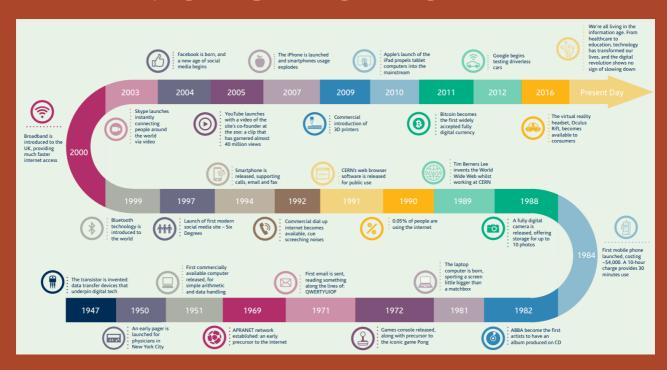
### **VISION**

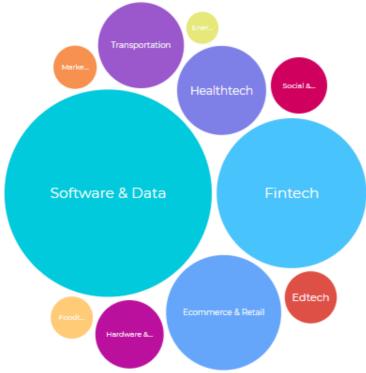
- Establish ABVSME as an IT Hub for Management Students
- Establish ABVSME as an IT Hub for Management Students
- Cultivate a Collaborative Community

### **MISSION**

- Empower IT Excellence
- Skill Enhancement and Practical Experience
- Industry Interaction
- Project Development and Innovation
- Partnerships and Networking

## **EVOLUTION OF IT**





# UNICORN DISTRIBUTION BY INDUSTRY IN 2023





The product that wins is the one that bridges customers to the future, not the one that requires a giant leap." – Aaron Levie, Co-Founder of Box.net

I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying." – Jeff Bezos, Founder and CEO of Amazon

"What do you need to start a business? Three simple things: know your product better than anyone. Know your customer, and have a burning desire to succeed." - Dave Thomas, Founder, Wendy's

## **CURRENT HAPPENINGS**

### What's in news?

PSU ITI Limited releases micro PCs and laptops that are proprietary.

According to a release from the company, an MOU for design and manufacture has been signed with Intel Corporation, with which the two main products—the laptop and micro-PC—have been designed in collaboration.





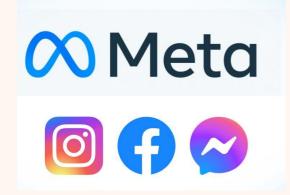
## OpenAI Co-Founder Sam Altman Returns to Board After Ouster

In a surprising turn of events, OpenAI co-founder Sam Altman has returned to the company's board of directors after being ousted from the position in April. The reasons for Altman's ouster remain unclear, but his return suggests that the board may have reconsidered its decision. Altman is a well-respected figure in the tech industry, and his return could help to stabilize OpenAI and restore confidence in the company.

#### ChatGPT Voice Chat Feature Now Available to All Free Users

OpenAI's ChatGPT chatbot has gained a new feature that allows users to engage in voice chat conversations. The feature is still in beta, but it is now available to all free users. The voice chat feature could expand ChatGPT's capabilities and make it more appealing to a wider audience





Meta provides free and open-source AI security tools.

Purple Llama is an initiative by Meta that aims to provide open-source tools for developers to assess and improve the safety and reliability of generative AI models prior to their public release.

## **CURRENT HAPPENINGS**

## What's in news?

IHCLTech and Swedish producer Husqvarna sign a five-year agreement.

With hyper-personalized, adaptive, AI-based solutions and a cooperative governance framework, HCLTech will provide its AI, digital, engineering, and support services to the IT environments of Husqvarna Groups under the terms of the new five-year deal.





With Gemini, Google introduces a multimodal AI model that outperforms ChatGPT.

Gemini, the most recent advancement in AI technology from Google, is the result of extensive collaboration between teams at Google, Google DeepMind, and Google Research. It is said to as the most powerful, adaptable, and all-encompassing multimodal AI model that has been developed to date.

Singapore has now updated its AI policy to reflect the technology's quick advancement.

Singapore now considers AI to be a need rather than a "nice to have." Here, the goal is to hire and train people in order to triple the number of AI experts in the talent pool to fifteen thousand





Cisco introduces AI Assistant to improve defences against cyberattacks.

The debut of Cisco's cutting-edge AI Assistant for Security has been announced by the company, a global leader in corporate networking and security. A major advancement in Cisco's Security Cloud, a single, AI-driven, cross-domain security platform, is this AI-first project. At a time when cyber threats are becoming more sophisticated, AI and machine-scale countermeasures are becoming more and more

#### **GLIMPSES OF CLUB ACTIVITIES: DONE SO FAR**

#### IGNITE YOUR ENTREPRENEURIAL SPIRIT AT उद्यमसागर-2023!

Atal Bihari Vajpayee School of Management and Entrepreneurship invites you to उद्यमसागर-2023, a celebration of innovation and entrepreneurship on August 21st.

#### **Event Highlights:**

- 1. Panel Discussions: Dive into insightful discussions with industry leaders, uncovering the latest in entrepreneurship.
- 2. Startup Idea Pitch Competition: Pitch your groundbreaking idea to our panel. 10 minutes to impress, countless opportunities ahead. (Fee: Rs. 1000, includes Certificate and Working Lunch for up to three team members).
- 3. Startup Bazaar: Showcase your products in a buzzing marketplace. Secure your stall for Rs. 1000, including Working Lunch for two members and a stall.

Date: August 21, 2023

Venue: Convention Centre, JNU Main Campus, New Delhi, Delhi 110067

Don't miss the chance to be part of a vibrant entrepreneurial community. Ignite your journey at उद्यमसागर-2023!



#### CAPITAL LINE AWS WORKSHOP

On September 22, 2023, Capital Line hosted an informative workshop on Amazon Web Services (AWS), providing attendees with a comprehensive overview of the cloud computing platform. The workshop was designed to cater to both beginners and experienced users, offering insights into the various AWS services and capabilities.

Capital Line is a comprehensive online database that provides detailed financial and other information on over 55,800 companies, encompassing both listed and unlisted entities. Its extensive and accurate data spans across over 1500 data fields, covering a

wide spectrum of industries and sectors. Users can delve into company financials, including balance sheets and profit and loss statements, with complete schedules and breakups. Capital Line also offers valuable tools for analyzing financial data, such as common size analysis, simple growth analysis, and CAGR growth analysis.

Capital Line goes beyond mere financial data, providing analyst meet reports and AGM reports for more than 200 companies each quarter. Additionally, it delivers daily coverage of all corporate announcements, keeping users abreast of the latest developments. For IPO enthusiasts, Capital Line offers extensive coverage of IPO data, including issues, prospectuses, allotments, and new listings.

#### Who Should Attend the Workshop?

The Capital Line AWS workshop is ideal for anyone interested in learning more about cloud computing and AWS. The workshop is particularly beneficial for:

- IT professionals: The workshop provides a valuable overview of AWS for IT professionals who are looking to expand their cloud computing skills.
- Business decision-makers: The workshop helps business decision-makers to understand the benefits of AWS and how it can be used to improve their organization's efficiency and agility.
- Developers: The workshop provides hands-on experience with AWS services, making it a valuable resource for developers who are looking to build cloud-based applications.



#### EMPOWER YOUR CAREER WITH SAP

Are you prepared to seize fascinating job chances in the dynamic SAP industry? ABVSME is excited to provide a 16-hour training that will give you the highly sought-after skills that companies desire.

#### Why should you pick us?

- Renowned industry experts: Gain knowledge and useful advice from the greatest in the field
- Comprehensive SAP overview: Learn the fundamentals of the main SAP modules and how they interact to promote success.
- Product and domain expertise: Learn every aspect of the domain you've selected, becoming an expert in particular goods and features.
- Workflow and interview preparation: Show off your SAP experience with confidence by acing the technical and soft skills assessments.



#### WORKSHOP ON HARNESSING CMIE DATABASES

#### a) Consumer Pyramids Household Surveydx:

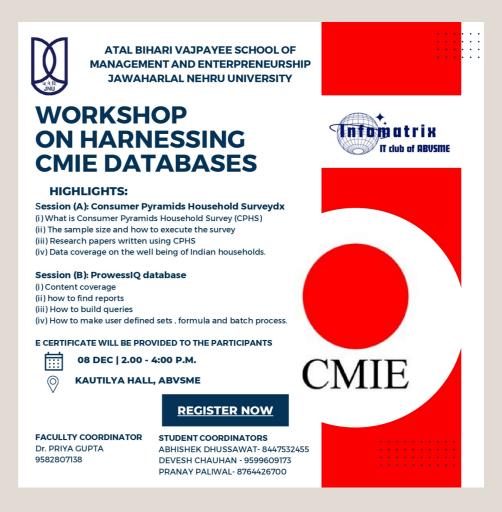
It is a delivery of the Consumer Pyramids Household Survey (the worlds largest household panel survey). It provides anonymized record-level data at the level of individual households and members of households. The service delivers data collected from an all-India representative sample of over 170,000 households. It delivers data on household demographics, individual identities, employment, health status, financial inclusion, individual and household incomes, consumption expenditures, ownership of assets and intentions to buy them, household amenities and consumer sentiments. Income and expenses data are a monthly time-series since January 2014.

#### In the session, we will cover:

- (i) What is Consumer Pyramids Household Survey (CPHS)
- (ii) The sample size and how to execute the survey
- (iii) Research papers written using CPHS
- (iv) Data coverage on the well being of Indian households.
- b) ProwessIQ database: is a database on standardized financials of 54k firms companies. This covers all companies traded on the National Stock Exchange and the Bombay Stock Exchange, thousands of unlisted public limited companies and hundreds of private limited companies. There are over 3,500 data-fields per company in the Prowess database. The database is standardised to enable inter-company and temporal comparisons. ProwessIQ provides time-series data from 1989.

#### In the session, we will cover:

- (i) Content coverage
- (ii) how to find reports
- (iii) How to build queries
- (iv) How to make user defined sets , formula and batch process.



#### BENEFITS OF OPEN SOURCE SOFTWARE

Leaders in information technology are essentially obligated to offer their organisations with flexibility and agility. If you are unable to compete in terms of agility, you will fall farther and further behind the other competitors. Open source software allows for more technological adaptability and often provides a variety of solutions to a given issue. If a certain functionality isn't offered by a vendor, your IT organisation may run the risk of hitting a roadblock. Open source software may assist mitigate this risk. You don't have to wait for the vendor to provide that functionality; you may build it yourself instead.

If it isn't already, your company will soon have to compete based on how quickly it can do tasks. Because it's open source, speed is enabled. Open source software has several benefits, one of which is the opportunity to begin using community-developed software right immediately, determine whether or not it may help address an issue that your company is facing, and start delivering value right away.

When compared to a proprietary solution, open source software is almost always much less expensive. Not only are open source solutions often significantly more affordable in an enterprise context for capabilities that are similar to or better to those of proprietary alternatives, but they also provide businesses the opportunity to begin on a smaller scale and grow as their needs grow (more on this topic is forthcoming). Investigating open source software is a prudent financial move for businesses given the common existence of spending constraints inside these organisations.

Using open source, you may get your feet wet fast and on a modest scale using community versions of the software. As your company's needs dictate, you can then go on to a solution that is sponsored by a commercial entity. In the event that the project does not call for assistance, you are free to keep using the community version forever. You have the choice to put each of the potential solutions to the test, choose the one that seems most promising, and then implement it on a larger scale using a commercial offering.

This enables you to enjoy the best of both worlds, including flexibility, quickness, and the capacity to begin fast and affordably. Additionally, you have the potential to grow to an extensive, completely supported, enterprise-grade implementation without having to overcome any proprietary licensing obstacles to get there.

## Pranay Paliwal (IT club-INFOMATRIX)



#### OTHER CLUB ACTIVITIES

#### "Empowering Futures: The Crucial Role of Investing/Trading in Student Life"

Just as planting seeds in fertile soil is vital for sustainable growth. The importance of financial cultivation extends far beyond mere monetary gains. Just as a student nourishes their mind with knowledge, engaging in financial markets nurtures valuable lessons in risk management, decision-making, and long-term planning. Embracing the world of trading and investing in the ever-changing context of student life is a transforming educational experience as well as a financial endeavour.

By participating in these events, academics and students can learn priceless lessons about risk management, financial literacy, and strategic decision-making.

Investing from a young age allows students to harness the power of compounding, turning modest sums into substantial wealth over time. It instils discipline and patience, teaching them to set long-term financial goals and navigate the complexities of market trends.

Trading, on the other hand, introduces students to the real-time dynamics of financial markets. The ability to analyse market data/trends, make informed decisions, and adapt to ever-changing conditions fosters a unique set of skills. It cultivates resilience in the face of market volatility, a quality applicable not only in finance but across various aspects of life. Even practicing in virtual simulated platforms helps in testing out strategies which could prove effective in investing in long run.

Analysing the fundamental aspects is very crucial in investing terms as you see a company for its longevity and valuing common equity stocks through company's profit trajectory. Companies that enjoy durable competitive advantages and demonstrate a strong ability to generate profits tend to achieve returns on capital that surpass the average, indicating the inherent quality of the company.

In short incorporating the essence of investing and trading during student life is not just about financial gains; it's an educational journey that equips students with practical skills, resilience, and a strategic mindset—an investment that pays dividends throughout their lives.

Anon G Binu

President -FinWiz, The Finance Club

#### OTHER CLUB ACTIVITIES

## "Cultivating Cultural Intelligence: The Crucial Role of Culture in Business Schools

Culture plays a pivotal role in shaping societies and individuals, and its significance extends far beyond the realms of tradition and heritage. In recent times, the importance of culture in business schools has gained recognition as an influential factor that contributes to the holistic development of students. This article explores the multifaceted impact of culture on business education, shedding light on how an understanding of diverse cultures enhances the educational experience and prepares future business leaders for a globalized world. Business schools, once focused predominantly on technical skills and theoretical knowledge, have evolved to recognize the critical role of cultural intelligence. In an interconnected world, where businesses operate on a global scale, graduates need more than just academic prowess to navigate the complexities of diverse markets. Understanding and appreciating different cultures can be a powerful asset in the business landscape, fostering effective communication, negotiation, and collaboration.

One of the primary ways in which culture influences business education is through the diversity of the student body. A culturally rich environment within a business school brings together individuals with varied perspectives, backgrounds, and experiences. This diversity serves as a microcosm of the global business environment, providing students with exposure to different ways of thinking and problem-solving. The exchange of ideas among a culturally diverse student body encourages creativity and innovation, essential qualities for success in the dynamic business world. Moreover, exposure to diverse cultures instills a sense of cultural sensitivity and empathy in business students. As future leaders, they must be adept at working with teams comprising individuals from various cultural backgrounds. The ability to navigate cultural nuances and bridge communication gaps is crucial for building strong and inclusive teams, fostering a workplace where diverse talents can thrive.

Cultural immersion in business education extends beyond the student body to the curriculum itself. Many business schools now incorporate courses that delve into the cultural aspects of global business. These courses may cover topics such as cross-cultural management, international business etiquette, and the impact of culture on consumer behavior. Integrating cultural dimensions into the curriculum ensures that graduates are well-equipped to understand the intricacies of conducting business in different parts of the world. Furthermore, the importance of culture in business schools is evident in the emphasis on experiential learning opportunities. Cultural exchange programs, international internships, and collaborative projects with businesses operating in diverse cultural contexts provide students with hands-on experiences. These real-world encounters not only enhance their cultural intelligence but also equip them with practical skills that are invaluable in a globalized business environment.

continue...

In addition to preparing students for the challenges of international business, an appreciation for culture in business schools contributes to the development of responsible and ethical leaders. Cultural awareness fosters an understanding of the social and ethical implications of business decisions. Business leaders who are attuned to the cultural context of their operations are more likely to make socially responsible choices, contributing positively to both local and global communities. The importance of culture in business education is not limited to its impact on students alone; it also extends to the reputation and influence of business schools. Institutions that actively promote and embrace cultural diversity are often viewed as more progressive and forward-thinking. This positive perception can attract a diverse pool of talented students and faculty, further enriching the educational environment.

In conclusion, the symbiotic relationship between culture and business education is increasingly recognized as a cornerstone of preparing future leaders for success in a globalized world. The infusion of cultural elements into business school environments, from the composition of the student body to the curriculum and experiential learning opportunities, enhances the overall educational experience. Graduates who possess cultural intelligence are better equipped to navigate the complexities of the international business landscape, contribute to diverse and inclusive workplaces, and make ethically informed decisions. As business schools continue to adapt to the evolving needs of the global economy, the importance of culture in shaping the leaders of tomorrow remains paramount.

By Abhimanyu Panwar

President

(Cultural society)

#### RESEARCH ARTICLES

#### The Thriving Landscape of Fintech Industry in India: A Comprehensive Overview

#### **Introduction:**

The fintech industry in India has experienced a significant shift, growing to become one of the biggest and most vibrant in the world. India now boasts more than 7,000 fintech businesses and an 87% adoption rate in the previous year, making it a major force in determining the direction of financial technology. By 2030, the fintech sector is expected to be valued at over USD 1 trillion due to advances in digital payments, digital lending, wealthtech, insurtech, and the rapidly expanding virtual digital assets (VDA) market.

#### Fintech Offerings in India:

The numerous fintech options in India are represented by NPCI's payment products, digital lending products, payment aggregation services, prepaid instrument issuers (PPIs), neo-banking or digital banking services, and VDA-based goods and services. These services take advantage of the legislative framework and technical improvements to meet the changing needs of customers and enterprises.

#### **Digital Payments and Digital Lending:**

Digital payments as well as digital lending are the forerunners of India's fintech revolution. These services, which are expected to reach USD 100 trillion and USD 515 billion by 2030 respectively, credit their success to a variety of reasons. India's strong Digital Public Infrastructure (DPI), which includes Aadhaar, Digilocker, and the Unified Payment Interface (UPI), are the pillars of the fintech industry. Between 2022 and 2023, UPI accounted for approximately 75% of total retail payment volume. Efforts of the government such as the Startup India Initiative and the Pradhan Mantri Jan Dhan Yojana are the reasons for fintech growth. The demonetization in 2016 and the accompanying COVID-19 pandemic expedited the adoption of digital financial services, drawing investments and fostering regulatory support.

#### Wealthtech:

Wealthtech, which is expected to triple in size by 2025, is new age digital investment management in India. An increase in retail investors and discretionary money is expected to support the predicted rise. Discounted brokering platforms, robo-advisory, fractional investing platforms, digital personal finance management, and trading platforms are among the products that disrupting this area. Wealthtech is regulated by the Securities Exchange Board of India (SEBI), which ensures openness and auditability in business models.

#### **Insurtech:**

The Indian insurtech market is expected to reach USD 88 billion by 2030, owing to a big untapped market, improved awareness following the pandemic, and the adoption of digital insurance products. The sector is being reshaped by technological tools, new age insurance products, distribution platforms, and claim settlement & management platforms. Insurtech advancements are regulated and overseen by the Insurance Regulatory and Development Authority of India (IRDAI).

#### Virtual Digital Assets (VDA) Industry:

The mature VDA business in India has approximately 25-30 million investors, with a projected valuation of USD 200 billion by 2035. However, this sector faces many hurdles due to the lack of clear legislation and a specialised regulator. India seeks to adopt global standards, enlisting the assistance of foreign organizations such as the International Monetary Fund (IMF) and the Financial Stability Board (FSB).

#### The Thriving Landscape of Fintech Industry in India: A Comprehensive Overview

#### **Regulatory Framework & Developments:**

The Reserve Bank of India (RBI) has played an important role in the development of the fintech sector. The RBI Fintech Department's formation in January 2022 demonstrates the regulator's commitment to recognising potential and difficulties in the fintech sector. The accomplishments of the department, such as phased pilots of central bank digital currencies (CBDCs) and the establishment of digital banking divisions, demonstrate a proactive approach.

The RBI's Fintech Working Group (Fintech WG) is continuously working on developing a comprehensive framework for the growth and regulation of the fintech ecosystem. Furthermore, the Reserve Bank Innovation Hub (RBIH) and the National Payment Corporation of India (NPCI) are the major contributors for innovation and retail payment infrastructure management.

In September 2022, the RBI issued the Digital Lending Guidelines, which clarified the duties of banks, non-banking financial corporations (NBFCs), lending service providers, and digital lending platforms/apps. The recommendations cover topics such as the FLDG (First loss default guarantee) and provide a legal foundation for risk-sharing arrangements.

#### The Key Regulators:

The regulatory environment for Fintech in India is overseen by significant bodies such as the RBI, SEBI, and IRDAI. Firstly the RBI regulates banks, NBFCs, and payment systems, secondly SEBI regulates securities markets and intermediaries and lastly IRDAI regulates insurers and insurance-related firms.

#### **Cryptocurrency Regulations:**

The inclusion of bitcoin or VDA service providers as reporting organisations under the Money Laundering Prevention Act is a new development in the era of VDA and cryptocurrencies. While India does not have comprehensive cryptocurrency legislation or regulations, it may be intended to adopt global norms inputs from the IMF and FSB for a worldwide regulatory framework.

#### Regulatory and Supervisory Technology (Regtech and Suptech):

Regulatory technology (Regtech) and supervisory technology (Suptech) are important tools for improving regulatory compliance and enforcement which is very essential for overall fintech ecosystem. Initiatives such as the RBI's advanced Suptech monitoring system "Daksh" and the SEBI's advisory committee on leveraging regulatory and technology solutions ("AleRTS") show the regulators' commitment for staying ahead of technological improvements. The incorporation of AI/ML technology, as well as the greater emphasis on off-site supervision, points to a forward-thinking regulatory strategy.

#### **Key Regulations and Regulatory Approaches:**

The Payment and Settlement Systems Act, Master Direction on PPIs, PA Guidelines, Digital Lending Guidelines, and various other regulations form the backbone of fintech governance in India. These regulations ensure the security, transparency, and efficiency of fintech operations. SEBI's regulations for wealthtech and insurtech, including the regulation of fractional ownership platforms, showcase the regulator's commitment to adapting of evolving market dynamics.

#### The Thriving Landscape of Fintech Industry in India: A Comprehensive Overview

#### **Restrictions:**

Key regulatory limits include the requirement for fintechs to seek licences or authorizations for regulated operations, limitations on data access and storage, prohibitions on certain practices such as credit-loading of PPIs, and steps to minimise concentration hazards in payment systems. These limits are intended to assure compliance, safeguard consumers, and keep financial systems safe.

#### The Future:

In terms of digital payments, improvements in UPI, such as UPI Lite, the enlarged scope of E-RUPI, credit on UPI, and the Lightweight Payment System, reflect the RBI's commitment towards improving payment ecosystem efficiency and resilience.

Initiatives such as integrating UPI with payment systems in other countries, collaborations with international partners, and the expansion of UPI facilities to foreigners demonstrate India's interest on making cross-border payments more efficient. These actions reflect India's commitment to utilise domestic fintech products for global reach.

#### **Conclusion:**

To begin with this search, I invite you to look through the financial apps on your smartphones. Each app is a tribute to the industry's advances. These applications provide real-world insights into the growing fintech scene, whether it's a favourite digital payment platform, a robo-advisor managing your assets, or an insurtech app streamlining your insurance needs. By critically studying these apps, you will not only get a customer viewpoint, but you will also find areas for development and innovation - a necessary step towards conceptualising your own business or positioning yourself for a fulfilling future in this dynamic profession. Accept the digital universe at your fingertips as the keys to unlocking the limitless potential of India's financial future.

#### **References:**

Author used various data sources to write this article such as indiabuget, bfsi, ey, pwc, forbes, indiastack, rbi, npci, sebi, irdai, dea, pib, businesstoday, moneycontrol, financialexpress, zeebuzz, timesofindia etc.

Pankaj Yadav

(Research Scholar, JNU)

#### EDITORIALS

#### The IT Evolution: Propelling Businesses to New Heights

The IT revolution is still having an impact on a wide range of businesses as we march into 2024. The tech world has been ablaze with innovative breakthroughs, from cloud computing reaching new heights to artificial intelligence (AI) sifting through routine tasks. How can we use these innovations to advance our businesses is the question that worries every company leader. Let's pause to consider the significance of current IT developments. The cloud, which was formerly thought to be a futuristic idea, is now essential to operational effectiveness. Cloud features such as scalable data storage, on-demand access, and seamless collaboration have made it possible for companies of all sizes to compete globally.

Another paradigm shift is the development of artificial intelligence. Artificial Intelligence (AI) is simplifying procedures, maximising resource utilisation, and even forecasting consumer behaviour. It does this by automating repetitive jobs and gleaning insights from massive amounts of data. However, that is not where the story stops. Financial and medical sectors stand to be significantly transformed by blockchain technology, which promises safe and transparent transactions. An intricate network of linked gadgets is being woven by the Internet of Things (IoT), producing useful data that can be utilised to comprehend client demands and enhance business processes. The ability of cybersecurity to protect companies in an increasingly digital world should therefore not be overlooked.

Adopting the newest tools alone won't be enough to fully embrace this technological revolution, though. It involves encouraging experimentation and learning in an innovative culture. The workforce needs to be upskilled in order to adapt to these changes, and human-machine collaboration must be fully utilised. It involves creating a strategic vision that selects the appropriate issues to address and uses technology to produce measurable outcomes.

Agility and foresight are key attributes for firms to embrace in this dynamic world. They will be the ones that realise technology is a tool, not a panacea, and that it must be used wisely and integrated into daily life. They are the ones who will view the IT revolution as the catalyst for their own advancement and financial success, rather than as a fad.

Thus, as we traverse the fascinating realm of information technology, let us keep in mind that the real winners aren't the servers or the algorithms, but rather the companies who have the guts to dream bigger, create more audaciously, and recognise the revolutionary potential of technology. Now is the moment to get on the wave instead of just watching it go by. Let's use the always-evolving power of IT to propel our businesses to new heights in 2024.

By Devesh Chauhan

(General secretary IT club)

#### **EDITORIALS**

#### Buckle Up, Tech Explorers: 2023's Wild Ride Has Just Begun!

Hold onto your hard drives, folks, because the IT landscape in 2023 has been a whirlwind faster than a server crash on Black Friday. We've seen AI waltz into boardrooms, blockchain breakdancing on Wall Street, and the Internet of Things tap-dancing on our toasters. It's enough to make your head spin like a cooling fan overclocked on espresso.

But amidst the dizzying tech tango, here's the reality: these advancements aren't just flashy footwork. They're reshaping our world, brick by silicon brick. From streamlining businesses to unlocking mind-bending possibilities, the future feels like a sci-fi flick playing out on our laptops.

The catch? Staying ahead of the curve in this digital contest requires more than just a fancy graphics card. We need to be chameleons, adapting to new tech faster than a teenager switching social media platforms. Cloud computing? Not a luxury, but a launchpad. Cybersecurity? Not an afterthought, but a force field. And don't even get me started on the ethical tightrope we're walking – data privacy pirouettes and AI ethics waltzes are keeping philosophers on their toes.

But here's the good news: the dance floor is open to everyone. Diversity in tech isn't just a buzzword, it's the fuel that powers innovation. We need all hands (and algorithms) on deck, from seasoned code veterans to fresh-faced coders and technopreneurs with audacious ideas. Because when it comes to the future, the more diverse the orchestra, the more epic the symphony.

So, buckle up, tech explorers. 2024's wild ride has just begun. We'll keep you in the loop with the latest trends, expert insights, and enough mind-blowing tech to make your circuits sizzle. Just remember, in this digital waltz, the only constant is change. So, grab your dancing shoes, embrace the chaos, and let's innovate the future, one pixel at a time.

Stay tuned for more... the best is yet to byte

Warm Regards,

Dr Priya Gupta

Associate Professor Area Chair- IT ABVSME, JNU



## how about you try your knowledge

Connecting realities, building perspectives





- H. What does ERP stand for in the context of IT in business?
- A. Efficient Resource Planning
- B. Enterprise Resource Planning
- C. Effective Resource Processing
- D. Essential Resource Provisioning



- .Which IT tool is commonly used for customer relationship management (CRM)?
- A. Microsoft Excel
- B. Salesforce
- C. Adobe Photoshop
- D. Oracle Database



- .Which IT concept involves using algorithms to analyze and interpret human language?
- A. Natural Language Processing (NLP)
- B. Artificial Neural Networks (ANN)
- C. Machine Learning
- D. Virtual Reality





- . What is the purpose of a Firewall in IT security?
- A. To protect against unauthorized access and attacks
- B. To enhance internet speed
- C. To create virtual private networks
- D. To optimize computer performance



# how about you try your knowledge

Connecting realities, building perspectives





Which IT technology enables the secure storage and transmission of data over the internet?

- A. RFID
- B. Blockchain
- C. Cloud Computing
- D. Augmented Reality



Which IT concept refers to the practice of outsourcing IT processes and services to improve efficiency and cut costs?

- A. Offshoring
- B. Crowdsourcing
- C. Outsourcing
- D. Nearshoring



Which IT concept involves the use of sensors and actuators to connect everyday physical objects to the internet?

- A. Artificial Intelligence
- B. Internet of Things (IoT)
- C. Blockchain
- D. Machine Learning



- . Which of the following is a primary function of Enterprise Social Networking (ESN) platforms in businesses?
- A. Online gaming
- B. Employee collaboration, communication, and knowledge sharing
- C. Virtual tours of company facilities
- D. Secure file storage



Thankyou for being with us! see you soon with new edition.

"Technology is the campfire around which we tell our stories."

Laurie Anderson

#### This newsletter is written by INFOMATRIX club.



Faculty advisor: Dr. Priya Gupta Designation: Associate Professor

Email: priyagupta@jnu.ac.in

Contact No: 9582807138



Stay curious, stay connected, and keep coding!

See you soon with our next edition!

## Members of INFOMATRIX club:

Abhishek Dhussawat /President/

Tsermaa Gantumur / Vice president/

Devesh Chauhan /General secretary/

Sushma Singh /Joint secretary/

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Praneeta Ekka