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Prof. Sourya Pattnaik

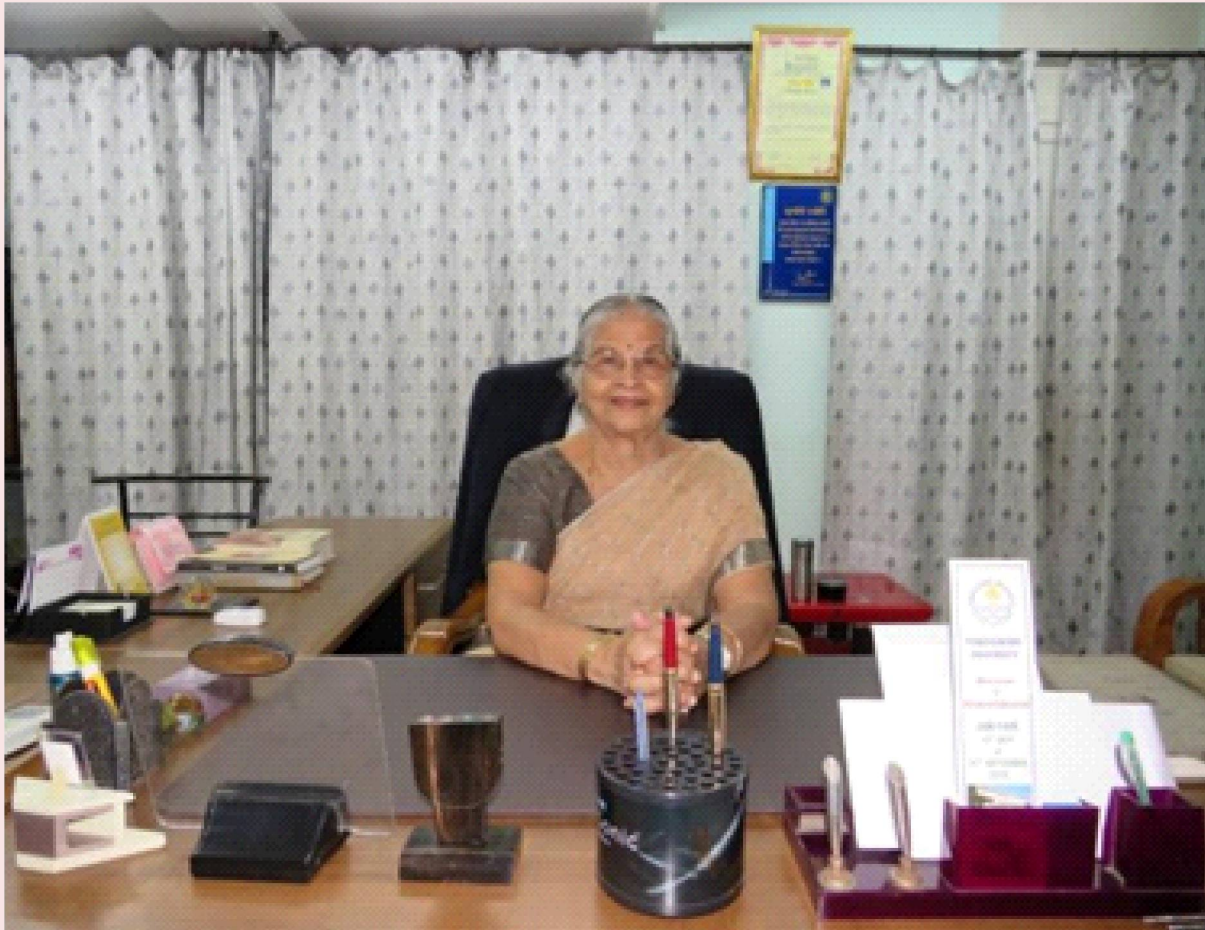


# Sukaushalam@rims

A Monthly In-House Journal



*school of management  
& information science  
Estd. 1984*



## From the Chairperson's Desk

Dear all,

The August 15 ceremony is particularly significant this year as it marks the 75th anniversary of India's Independence, with the government launching a host of exercises to add to the verve around the celebration. Thanks to the sacrifices and intellect of a generation and those who came after, despite some egregious missteps, the plant has today become a towering tree, among the world's top economies and a force to be reckoned with. The national flag on the day was unfurled with great pride as the country is celebrating AzadiKaAmritMahotsav. And RIMS also celebrated this with complete enthusiasm. This month is also significant as we commemorate the arrival of Lord Ganesha, who gives us knowledge, wisdom and success. Here at RIMS we celebrated the day with much fanfare. The students made a spectacle of it as all appreciated their effort. The whole show was managed by them and showed their organisational ability.

God Bless You

Chairperson, RIMS  
**Mrs. Nalini Prava Pattnaik**





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## CYBER CRIME

Cybersecurity is important because it protects all categories of data from theft and damage. This includes sensitive data, personally identifiable information (PII), protected health information (PHI), personal information, intellectual property, data, and governmental and industry information systems. Without a cybersecurity program, your organization cannot defend itself against data breach campaigns, which makes it an irresistible target for cybercriminals.

Both inherent risk and residual risk are increasing, driven by global connectivity and usage of cloud services, like Amazon Web Services, to store sensitive data and personal information. Widespread poor configuration of cloud services paired with increasingly sophisticated cyber criminals means the risk that your organization suffers from a successful cyber-attack or data breach is on the rise.

Business leaders can no longer solely rely on out-of-the-box cybersecurity solutions like antivirus software and firewalls, cybercriminals are getting smarter and their tactics are becoming more resilient to conventional cyber defenses. It's important to cover all the fields of cybersecurity to stay well-protected.

Cyber threats can come from any level of your organization. Workplaces must include cybersecurity awareness training to educate staff about common cyber threats like social engineering scams, phishing, ransomware attacks (think WannaCry), and other malware designed to steal intellectual property or personal data.

The proliferation of data breaches means that cybersecurity is not just relevant to heavily regulated industries, like healthcare. Even small businesses are at risk of suffering irrecoverable reputational damage following a data breach.

To help you understand the importance of cyber security, we've compiled a post explaining the different elements of cybercrime you may not be aware of. If you're not yet worried about cybersecurity risks, you should be.

### What is Cybersecurity?

Cybersecurity is the state or process of protecting and recovering computer systems, networks, devices, and programs from any type of cyber-attack. Cyber-attacks are an increasingly sophisticated and evolving danger to your sensitive data, as attackers employ new methods

powered by social engineering and artificial intelligence (AI) to circumvent traditional data security controls.



The fact of the matter is the world is increasingly reliant on technology and this reliance will continue as we introduce the next generation of new technology that will have access to our connected devices via Bluetooth and Wi-Fi.

To keep customer data protected while embracing new technology, intelligent cloud security solutions should be implemented alongside strong password policies like multi-factor authentication to mitigate unauthorized access.

### The Importance of Cybersecurity

#### Cybersecurity's importance:

Fundamentally, our society is more technologically reliant than ever before and there is no sign that this trend will slow. Data leaks that could result in identity theft are now publicly posted on social media accounts. Sensitive information like social security numbers, credit card information and bank account details are now stored in cloud storage services like Dropbox or Google Drive.

The fact of the matter is whether you are an individual, small business, or large multinational, you rely on computer systems every day. Pair this with the rise in cloud services, poor cloud service security, smartphones, and the Internet of Things (IOT) and we have a myriad of potential security vulnerabilities that didn't exist a few decades





ago. We need to understand the difference between cybersecurity and information security, even though the skillsets are becoming more similar.

Governments around the world are bringing more attention to cybercrimes. GDPR is a great example. It has increased the reputational damage of data breaches by forcing all organizations that operate in the EU to:

- Communicate data breaches
- Appoint a data protection officer
- Require user consent to process information
- Anonymize data for privacy

The trend toward public disclosure is not limited to Europe. While there are no national laws overseeing data breach disclosure in the United States, there are data breach laws in all 50 states. Commonalities include:

- The requirement to notify those affected as soon as possible
- Let the government know as soon as possible
- Pay some sort of fine

California was the first state to regulate data breach disclosures in 2003, requiring persons or businesses to notify those affected “without reasonable delay” and “immediately following discovery”. Victims can sue for up to \$750 and companies can be fined up to \$7,500 per victim.

This has driven standards boards like the National Institute of Standards and Technology (NIST) to release frameworks to help organizations understand their security risks, improve cybersecurity measures, and prevent cyber-attacks.

### Why is Cybercrime Increasing?

Information theft is the most expensive and fastest growing segment of cybercrime. Largely driven by the increasing exposure of identity information to the web via cloud services.

But it's not the only target. Industrial controls that manage power grids and other infrastructure can be disrupted or destroyed. And identity theft isn't the only goal, cyber-attacks may aim to compromise data integrity (destroy or change data) to breed distrust in an organization or government.

Cybercriminals are becoming more sophisticated, changing what they target, how they affect organizations, and their methods of attack on different security systems.

Social engineering remains the easiest form of cyber-attack with ransomware, phishing, spyware being the easiest form of entry. Third-party and fourth-party vendors who process your data and have poor cybersecurity practices are another common attack vector, making vendor risk management and third-party risk management all the more important.



According to the Ninth Annual Cost of Cybercrime Study from Accenture and the Ponemon Institute, the average cost of cybercrime for an organization has increased by \$1.4 million over the last year to \$13.0 million and the average number of data breaches rose by 11 percent to 145. Information risk management has never been more important.



Data breaches can involve financial information like credit card numbers or bank account details, protected health information (PHI), personally identifiable information (PID), trade secrets, intellectual property, and other targets of industrial espionage. Other terms for data breaches include unintentional information disclosure, data leak, cloud leak, information leakage, or a data spill. Other factors driving the growth in cybercrime include:

- The distributed nature of the Internet
- The ability of cybercriminals to attack targets outside their jurisdiction makes policing extremely difficult
- Increasing profitability and ease of commerce on the dark web
- The proliferation of mobile devices and the Internet of Things.

**MAHIMA CHOUDHARY**  
**BCA 2ND SEM**

## HOW TO BE A UNICORN

*From Shaktimaan to today's Game of Thrones, We've all grown up watching TV, except for a fact that the TV series then are being replaced by Web Series today. Trish, from first year MCA shares his perspectives on what important life lessons these characters have to teach us and how we can adopt them to make our lives better.*

Yes, I know the title is a bit weird (but come on its catchy!) and before you go all "oh man! This guy has completely lost it, talking about a mythical creature" \*rolling eyes and snickering\* BUT COME ON, cut some slack for your homie! So, cut to reality, one night before submission there I was munching on a pack of lays and chugging tea, trying to be creative enough to write a presentable essay. Who am I kidding? I was never the type to have presentable essays; I was always the psycho kid in school having strange topics or strange content (zero regrets). A little heads up; I have the attention span of a squirrel, so ignore my mini-rants. OKAY! On with the topic!

Definition – unicorn is all about as unique as YOU can be. To me, it's being a happier and better person through every-passing-day, having the courage to stand up every time. I tumble, fall and along the way lending a hand to people who need to pull themselves up again. It's about being passionate about what I do and never losing my site from my goals. (A little secret, unicorn is always being as curious as a 2 year kid, it sounds crazy but that is what it is.)

To become a unicorn, there are some RULES (Nothing to be intimidated or scared here. These are rules which can change, altered and modified according to your comfort).

### 1. Believe in yourself

The most over-rated quote the mankind has ever heard! But in practicality, it does work. This quote means that you need to stop thinking about getting a validation from people. You need to build yourself stronger, where you become your own competition and what others do doesn't matter anymore. As Dany said-"A fortnight ago I had no Army. A year ago I had no Dragons,

But here I am with three dragons and an army willing to fight for me." She believed in herself and she got what she wanted. You have to fight against self-doubt and people who try to lower your moral to reach your goal. Just like Dany, be staunch towards your life-mission and make immediate goals that will lead to it.

*"A bird sitting on a tree is never afraid of the branch breaking, because her trust is not on the branch but on its own wings".*

### 2. Never lose vision

A person without vision is like an arrow with damaged feathers, even the arrow doesn't know where it might go. So sent some goals for yourself and try your best to achieve then no matter how impossible they may seem. I read in the book called The Secret, that visualizing is the most important thing to make your goal real. Always visualize what you want, who you want to be. Then set some near-future goals that would lead to the end result, your dream life becoming a reality.

It quotes-"the only reason why people don't have what they want is because they are thinking more about what they don't want than what they do want." Focus more on the things you really want, doesn't matter how lunatic or impossible they may sound. Believe that you already have it, feel how it would feel like when you will have the things you desire. Remember that feeling and go on with life. The life you desire will present itself to you

### 3. Be a silly and happy kid

The essence of being a unicorn is to be a KID AT HEART. You should always be curious about everything, always feel the need to learn new things. Find new ways to look at the world around you and the problems you face. Let's take an example, look at minions how they enjoy the most stressful situations that happen to Gru! They enjoy every single second of the day doing crazy things, I mean really fart guns!!, Who thinks of that!

Never ever forget the things you did when you were a kid and keep on refreshing those memories in your mind. Jim Carrey; on-screen and off-screen he has an astounding sense of humor, even though he went through a rough patch he kept his childish behavior alive! Always cherish the silliest things in life, because those are the things that will make you smile in your darkest days.

#### 4. Why so serious?

There's only one mantra to be happy in life, do everything whole-heartedly. Smile till your cheeks hurt; laugh till your eyes start tearing up. The best way to break free from the stressful everyday routine is to break the pattern, try something new every now and then. Dance, sing whatever makes your soul flutter with happiness, whenever possible, irrespective of age!

Just look at the world renowned comedian -Rowan Atkinson aka MR.BEAN; on screen, he never took his life seriously, loved everything he did, would do whatever he liked and didn't care for what people might say. Made all of us realize to always find the sunny side up.

#### 5. Think out of Box

To stand out, one must stand alone with a crazy idea in his/her brain. There are so many people in the world that had crazy ideas but no one supported them and belittled them. To state some real examples- Leonardo Da Vinci, Einstein, Bill Gates, Steve Jobs. Every single person was mocked for being unique and looks how their creations propelled our civilization to another level.

The best example that everyone can relate to is Tony Stark. Who thinks of having an arc reactor as a heart! Those

who do not think outside of the box are easily contained, as Olenna (GOT) said - "you are a Dragon, be a dragon"!

#### 6. Hustle Hard

A unicorn never gives up easily! Like superwoman says in her book how to be a Bawse (let's just say book is AMAZING! Ok, back to the matter at hand) "life is like a Nintendo Game, as you move up a level the harder it becomes for you to win." But the most important thing is that you never give up on what you believe in. Like she said life's a game with unlimited villains to fight against which also gives you unlimited lessons to learn from and grow. Allow me to quote Queen Beyonce - "Imma keep running because a winner don't quit on themselves". Never doubt yourself and always try hard to do every little work with complete devotion and utmost respect.

#### 7. Be Weird

Being weird may sound demented but that one chromosome which makes you weird is the only thing that sets you apart from everyone in the entire world. Whenever someone says-"dude/girl, your weird.." just know that being called weird is like being called limited edition, meaning you're something people don't see that often, remember that. Let me give you another example, BB ki vines, a common man who wanted to be a singer found YouTube and started making funny videos. With his unique characters and complex storylines, he became famous. He said in Ted talk that, when he was in his early stages of YouTube-fame, many people trolled him, friends discouraged him; but he knew his quiriness connected to people. Look where his off-the charts funny videos got him, living his dream-life creating magic on and off stage.

*Being weird may sound demented but that one chromosome which makes you weird is the only thing that sets you apart from everyone in the entire world.*

## HOW ELECTRIC BIKES CAN CHANGE IN INDIA

It's simply impossible to imagine an Indian city without two wheelers. A large part of the country's population primarily moves on two-wheelers. Almost one-third of all households own one. It's widely held that close to 75 million two-wheelers ply on Indian road

When we talk about Electric Vehicles, most of the government's thrust is on electric cars only. However, e-bikes are another rapidly emerging segment globally in the field of electricity powered vehicles. For people who currently use bicycles and are planning to convert to motorcycles or conventional scooters, the government must initiate policies to promote use of e-bikes with fiscal

incentives for greener mobility.

India adds 17-18 million two-wheelers each year on the roads with the government encouraging the adoption of electrified vehicles, the electric bikes market in India is expected to grow in the coming years. The cost of running electric bikes is about INR 10 for 70 km, whereas the same distance using conventional variants cost a minimum of INR 102.

**ANIK DAS**

**BCA 2<sup>ND</sup> SEM**





## PEDAL TO BETTER FUTURE

To be fit and healthy you need to be physically active. Regular physical activity can help protect you from some serious diseases such as obesity, heart disease, cancer, mental illness, diabetes and arthritis. Riding your bicycle regularly is one of the best ways to reduce your risk of health problems associated with sedentary lifestyle. Cycling is a fun, healthy, low-impact exercise that can be enjoyed by people of all ages, from young children to older adults. It is also fun, cheap and good for the environment.

### Benefit of Cycling

#### 1. Reduction of Air Pollution

Many people use cars a couple of times per day. More precisely, we get in our car at least two times – when we go to work and when we need to get back home. If we're picking up kids from school or make a detour to the grocery store, that number can be significantly larger.

Bike riding, on the other hand, uses minimal fossil fuels. This means riding your bike offers a pollution-free mode of transport. If you replace a car with a bicycle each time you go to work, you will save approximately 3000 pounds of greenhouse gas emissions each year.

#### 2. No Non-renewable Fuels Burned

Did you know that, in 2019 alone, the United States consumed around 20.5 million barrels of oil per day? The two most common types of oil used are – diesel and gas.

Can you even imagine the amount of oil we spend per day now? Fortunately, bicycle riders make a great contribution to the reduction of petroleum consumption. Logically, the entire planet Earth would benefit from this.

#### 3. No More Crowd/ Parking Problems

The picture of streets swarming with bikes is some sort of utopia. Every car driver knows how it feels when you are stuck in traffic. You start to lose your nerves and more often than not we are near some sort of accident.

Here's another positive impact of riding a bike – the number of accidents would likely reduce because drivers won't be as impatient.

In addition, people living in urban places know how tough it can be to hear noise from traffic the early morning. You can't get a good night's sleep.

#### 4. Health Benefits of Regular Cycling

Cycling is mainly an aerobic activity, which means that your heart, blood vessels and lungs all get a workout. You will breathe deeper, perspire and experience increased body temperature, which will improve your overall fitness level.

The health benefits of regular cycling include:

- increased cardiovascular fitness
- increased muscle strength and flexibility
- improved joint mobility
- decreased stress levels
- improved posture and coordination
- strengthened bones
- decreased body fat levels
- prevention or management of disease
- Reduced anxiety and depression.

Now a days Rourkela is also promoting cycling. In this year on 3rd June Rourkela also celebrate World cycling day by organizing cycling rally to promote cycling. In this rally we get free jersey, breakfast and hydration.



ROHAN KUMAR SINGH

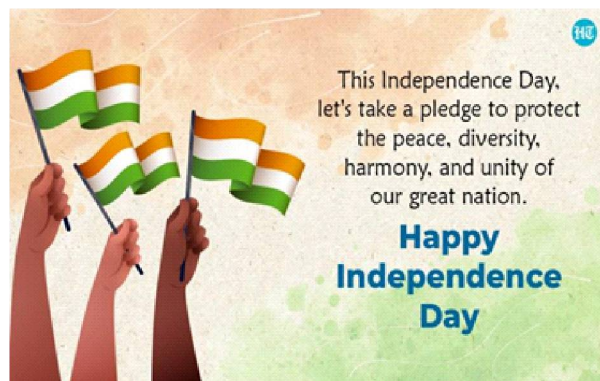
## CURRENT AFFAIRS

- World's largest floating solar power plant to be built in MP
- SEBI constitutes 15-member committee to attract foreign investment
- Pranav becomes India's 75th Grandmaster
- Sindhu wins gold in women's singles final
- At Commonwealth Games
- Nitish Kumar takes oath as Bihar CM for 8th time
- ISRO launches 3D virtual space park 'SPARK'
- ISRO successfully completes Gaganyaan's LEM test
- SBI formalises policy to finance makers of lab-grown diamonds ZSI
- President Droupadi Murmu approves President's Tatrakshak Medal
- A golden joint of world's highest railway bridge inaugurated
- Bajaj Electricals elevates Anuj Poddar as Managing Director, CEO
- Maharashtra declares 'DahiHandi' an official sport
- Google announces a programme for 100,000 developers in India
- Former Vice President M Venkaiah Naidu launches a book 'New India'
- Virat to become only player to play 100 matches for his country
- Nagaland gets its 2nd railway station in 119 years
- SBI tops debit card market while HDFC leads credit card market
- ICICI Bank partners with NPCI to launch RuPay credit cards



AzadiKaAmritMahotsav – Great Celebration for the Amirtham of Independence

Theme - "Nation First, Always First"





## DROPS OF LIGHT

If we want to keep our happiness intact and pure, we must do our best not to attract upon it the attention of unfriendly thoughts.

-The Mother

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