

# COMPETE

*Plus*

RECREATE  
TO  
CREATE

07



CYBER CRIME IN THE  
TIMES OF  
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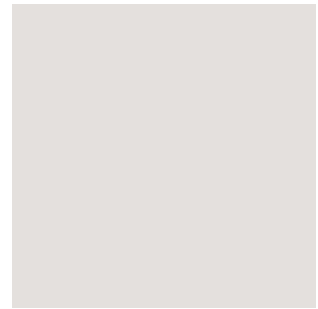
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# UWSB Virtually Inducts The New Batch Of PGDM 2020-22

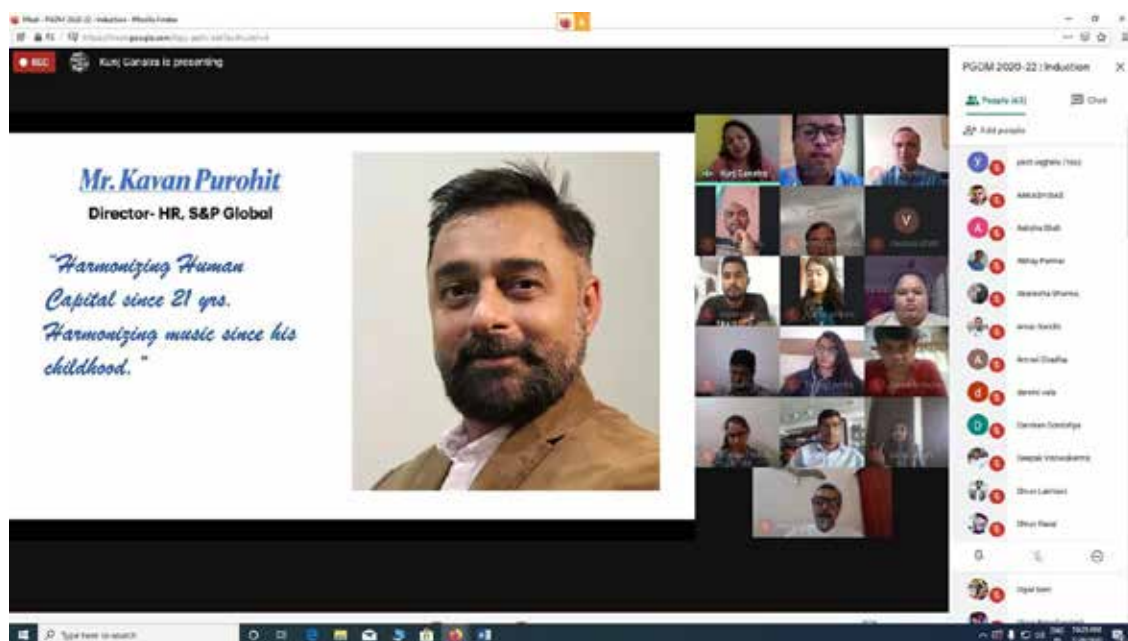


It was a cloudy morning in Ahmedabad but unlike all the preceding years, the UWSB team was not worried about it pouring on the inaugural of the induction day. On the auspicious Tuesday morning of July 28, 2020, PGDM batch 2020-22 was welcomed on a virtual platform as they begin their new academic year at the Unitedworld School of Business.

Dr. Kishore Bhanushali, Director- Academic Administration welcomed the students on a whole new experience of virtual learning. He stressed upon the fact that choosing to begin a two year learning course is not just a commitment but also a new crucial turning point which each and every student should look at as an opportunity to grow towards success.

The occasion was graced by chief guest, Mr. Kavan Purohit, Director HR at S&P Global. His talk was filled with real life experiences and his

vast industry expertise. He touched base upon many facts of the corporate world including the fact that humans need to start competing with robots and machines and we need to be smarter than it.... the moment one stops learning, one becomes dead. The very fact that he shared about what inspired him and how to manage a corporate job in difficult times like today got many students curious to learn and imbibe more from him. UWSB was grateful to Mr. Purohit inspiring young minds with his address as the PGDM batch begins a new journey today.



Dr. Sunil Patel, HoD PGDM followed with A virtual tour of UWSB sharing the various certification courses and programs arranged through out the two years right from academics classes & certification courses, to rural immersion programs, international tours, industrial visits and holistic development workshops.

The program for the next two weeks of induction was shared by Prof. Kunj Ganatra, who was the emcee for the occasion.

The induction program shall be virtually broadcasted for PGDM batch 2020-22 till 7th August 2020 with interesting Corporate Guest talks, virtual group activities, sessions on Communication and Image building, introductory sessions on quants and accounting, and Alumni students sharing their experiences over 10 days.

# Innovation In Times Of Crisis

-By Anjuli Acharya, B.Des Product Design Sem V, UID



Part of what makes the Covid-19 pandemic so unnerving is that it's hard to know how the virus will affect any individual. From front-line workers to children, the novel corona-virus has not only taken multitudes of lives but brought the whole world to a pause.

In testing times such as these, we're thrown head long at multiple challenges, some visible while others deep rooted in our habits.

We often talk about the role of innovation in an age of constant, radical disruption. In testing times such as these where disruption overpowers mankind, it is in innovative strategies that we find solace.

The Covid-19 crisis has forced global businesses to adapt at an unprecedented rate. Companies and their employees have mobilized to respond to the unfolding situation — leaning heavily on technology to restructure long-standing business practices and cope with new, constantly evolving challenges. Innovation is no longer 'this might do you good', but a necessary part of now, happening at a nodal level across organisations.

What these innovators have in common is that they solve problems, problems which are driven by the intense human desire to help, to connect with other people, and be part of the

with other people, and be part of the solution.

Pandemics such as these present us with unique conditions that allow us to think and move more freely and create rapid, impactful change. The places where things could be done better or more efficiently become glaringly obvious. All of a sudden, opportunities for innovation are staring at us in the face.

We don't know our future selves very well, and are often poor at anticipating our future behaviour. One of the biggest reasons for this is that we anticipate our future through our current emotional lens. If we feel drained, or unhappy today, we tend to assume our future decisions will be those of a version of us who is equally drained at that time. One problem this generates is that today's emotions can have a disproportionate impact on future actions, especially, if today's emotions are strong. That means that the fear associated with Covid-19 will influence behaviour long after the threat of the virus has gone.

When a health crisis strikes, communities often need to change deeply ingrained habits to protect themselves. Creativity helps us develop effective behavioural change.

We are running at a greater pace than ever before, experimenting and trying things we

haven't tried before, to keep us working, and to keep us connected. We need to continue to build not only for the customer as the consumer but for the customer as the inciter and navigator of systems and designs built to deliver the best user experience. In a time of stay at home and enforced distancing, through technology, the community, and us as humans are more connected than ever.

A virus, microscopic and invisible to the human eye, has catalysed innovation like never before.



# A Place Worth Talking About

**-By Srotaswini Bhowmick, Senior Manager-Academic Administration & Assistant Professor, USLM**



Being part of a Liberal Arts institution, we often discuss about places where we can take our students for an excursion for their holistic development.

Barefoot College, located in Tilonia, Rajasthan, is one such place. It is an organisation that specializes in low-cost technology solutions for poverty eradication, village development and women empowerment. It was built, and is run, by illiterate or semi-literate villagers, from India and trains students, mostly women, from over 100 countries all over the world.

The courses include, among other things, how to conceive, design, install and operate solar-based energy solutions for villages without electricity. Inspired and conducted by

strictly Gandhian principles, it offers no degrees, but empowers students through skills and confidence. Since 1970s, it has been a marvel to management and development sector experts, on how to successfully empower rural communities with skills based on a curriculum distilled from their own traditional knowledge and wisdom.

A visit to Barefoot College, I believe, would ensure an unforgettable learning experience for the Liberal Arts students. First and foremost, it will offer them an exposure to the wonderful and humbling reality that basic lessons in science and technology can be learnt, mastered and taught by poor men and women without conventional education. It will offer a particularly strong experience of how to work as a team.

Stories of how tens, and then hundreds and then hundreds of thousands of rural men and women understood that their collective improvement is dependent on large-scale teamwork and coordination are certainly going to inspire students to appreciate the value of teamwork.

It may also offer a lesson on how to operate a sustainable enterprise with a small budget, and on how to manage human resources in the most effective manner. Our future is not going to be smooth without a systematic foundation in conflict resolution and arbitration, based entirely on methods that are rooted in local heritage.

# Learning Of A Banker

**-By Nityanand Jha, Assistant Professor, UWSL**



*"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn".*

## Alvin Toffler

Ajay, Public Sector Banker by profession was reflecting on the changes in last thirty years of his service to guide his younger son who was to start his Banking career following his footsteps.

Ajay had started his banking career after his graduation and clearing the Probationary Officer's Bank entrance in his first attempt. He was posted in a retail branch and moved through various roles within the branch over next fifteen years to become branch manager. In between he had to move various locations due to transfers every three years.

Ajay witnessed limited changes in the initial fifteen years of service due to slow adoption of technology, limited competition and tremendous respect from customers. But with the entry of private sector banks, things changed drastically as they started giving tremendous competition due to their quality service, better product offering and technology backed solutions. The product portfolio changed drastically, customers respect started reducing due to increased service expectations and intense competition.

Ajay was forced to unlearn old ways of working and learn new ways due to higher technology adoption, wider product knowledge much beyond traditional banking and increased customer service offerings.



# Recreate To Create

**-By Ritushri Halambi, B.Des Visual Communication Sem III, UID**



*Laugh as if no one is listening and dance as if no one is watching.  
Software used-Photoshop*



*Eat green and stay slim. Software used-Photoshop*



*A moment on the lips, and permanently on your hips.  
Software used-Photoshop*

I almost worship the quiet of the mornings when I can get the best out of me before the mad rush of the day sets in. Morning quiet is priceless.

Mostly I sit with my laptop or my pen/pencil and my thoughts start getting displayed on the screen or the paper.

I feel creativity has no bounds, no limits and that it should keep blooming. We had learnt metamorphosis in design in Semester 2 and taking that as an inspiration I made certain visuals that might look strange but creative. All of these visuals were done using Adobe Photoshop.

# Cyber Crime In The Times Of Pandemic

-By Nishtha Agrawal, Assistant Professor, UWSL



are keeping a track of the pandemic, but the malicious app was actually invading their privacy, getting access to the device's photos, videos, location and camera.

The information collected can be used in multiple ways, they can be used to compromise your bank accounts or even blackmail the owner of the pictures and videos.

## Exploiting the 'work from home' policies

Every organisation, big or small, have been compelled to work remotely due to the lockdown. This will lead to increase in security risk as the proprietary data is being accessed from laptops and home PCs that may or may not have the same level of firewall and security as an in-office setup.

You may have noticed an increase in the number of emails in your Junk Folder, pretending to be an advisory relating to the COVID-19. These emails will entice the user to open the attachments, which are malicious in nature and the moment you open them the malware author will be able to access your system.

Once, the malware has attacked one of the

systems, there is a potential risk of the security of the systems of your colleagues also being compromised. This can effect the whole grid of systems by which the organization is staying connected and there can be a huge loss of confidential data. Thereby, leading to a spurt of cyber crime cases due to the coronavirus outbreak in India and worldwide.

At such times, the organisations can rely on the ISO/IEC 27000 family. The ISO/IEC 27000 is a global benchmark certificate which is given to the organisations which follow the Information Security Management System (ISMS). In addition to provide improvements in structure and focus of the organisations, the ISMS helps you to safeguard you and your client's confidential data from cyber attacks.

## How to keep yourself safe

You can keep yourself safe from such scams and frauds with a help of Vigilance and Diligence. Here are a few pointers which should

The spread of the novel Coronavirus (COVID-19) pandemic across the world is creating fear exponentially, but the health risks are not the only bane that comes from this catastrophic event. It has been noticed that in this period of social distancing and misinformation also gave an opportunity to the dark elements of the society.

## Cyber crime and Coronavirus-

There has been an influx of fake apps, domain names and websites capitalizing on two facts, first, the fear among the general public and their search for information related to this pandemic and secondly, the companies across the globe are turning to 'work from home' via online medium.

## Exploiting the fear among the general public

Everybody who has been trapped inside their house amidst this lockdown is trying to stay on top of any information related to COVID 19 in an attempt to remain safe and away from infected people. The authors of malwares are taking advantage of this situation.

One such app which was available in Google Play Store was "corona live 1.1", which claimed to be a live tracker of cases of Coronavirus. The people using the app were of the view that they

be kept in mind while accessing the above mentioned data:

- Check the App details on Playstore before downloading it, this includes, details of the developer, their website (if any), reviews and ratings given by other users.
- Avoid downloading apps from third-party stores and websites, and download the apps only available in App Store for Apple IOs users and Google Playstore for Android users.
- Use reliable mobile and desktop antivirus, these can prevent fake and malicious apps from being installed.

**Advisories are also issued by the Delhi Police and WHO due to rise of such frauds. Some of the DO's and DON'T's from the said advisories are as follows:**

- Do not open email attachments that you have not asked for. In case if you receive an attach-



hments that you have not asked for. In case if you receive an attachment, it is always safer to open the same from WHO's official website and not the attachment in the email.

- Always pay attention to the type of personal information you are asked to share. There is always a reason why your personal information is needed. In no circumstances, there would be a need of your passwords.
- Do not believe on any emails that may come with a sense of panic. Legitimate organizations will never want you to panic and they always take the process step by step.
- Do not believe that WHO or any other organization conducts lotteries or offer prizes, grants or certificates through emails.

#### Steps to check authenticity of website

- *HTTP = Bad, HTTPS = Good: The 'S' in https:// stands for 'secure'. It indicates that the website uses encryption to transfer data, protecting it from hackers.*
- *Check for easy markers such as spelling mistakes, typos and broken links. It is highly improbable for a legitimate business to have such mistakes on their website.*
- *Look for reliable contact information: Try to do background check. There is no harm in double checking with the company itself through alternate contact numbers.*
- *If you are a good Samaritan of the society and want to donate and help the needy then always donate only to the websites/apps whose authenticity is corroborated by the Government.*

#### Conclusion

It is certain that the security standards have deteriorated and a rise has been witnessed in cyber crime due to coronavirus. With a little vigilance and due diligence we can protect our data and privacy. It is always better to stay on the side of precaution but if, even after taking all the precautions, we fall into a trap then a quick action can salvage the loss. It is advisable to lodge a complaint with the appropriate authority.

# The Crazy Jar- An Experiment With Handmade Prints And Packaging

**-By Abhrojit Boral, Assistant Professor, School of Communication Design, UID, KU, Gandhinagar**

Crazy Jar is envisioned to be a brand launching a series of premium kitchen jars meant for the high-end market segment. The product brief was an open one for the choice of material combinations and the branding was to be done accordingly. The result was a fusion of multiple materials with crazy but luxury kitsch.

THE CRAZY JAR



## About the Logo

Typeface used: Phosphate.

The logo is simple; it shows an edgy sense to the whole brand. It has a sense of aspirational, upmarket craziness to it.

## Handmade Print

This print is an exploration with horizontal brush strokes with crayons using different colors giving it a sense of high energy, fun, youthfulness and positivity. The artwork has then been digitized and used as a print.



## Packaging



The packaging brief was to keep it elite, fun, colorful & upmarket- for premium teas or other edible substances. I decided to combine ceramics/ stoneware clay, glass & wood. These elements are flag bearers of style and class. The glass allows the customer to see the product inside; stoneware reflects a sense of timeless durability while wood reflects class.

Ceramics + Glass + Print - A combination designed in Adobe Photoshop.

## The Final Product



The final product is simple, cool, colorful, worth displaying & aspirational.

Stoneware & glass provides better chip resistance and durability. Canisters are dishwasher safe while lids are hand wash only.

Product Dimensions:

Large: 7.75" diameter x 9.5"H;

Medium: 6" diameter x 7.25"H;

Small: 4.625" diameter x 4.75"H



Stoneware provides the perfect balance between weight, durability and thickness. It's also highly durable. It is topped by a borosilicate glass. It is topped by a compacted teak wood lid which has the logo laser etched on its rim. The sides of the stoneware section are printed with the digitized handmade print and given a transparent glazing for further protection.



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