SECURITY

Hacking Incidents Around the World pg. 7

A GIRL

A girl is born with responsibilities
But, she has so little facilities
She serves many lives
But, is alone while she dies.
First when she comes out of the womb
People say she digs her parent's tomb.
Her birth signifies a bad omen
Just because she is a woman
She is weak and she is freak.
Again she is born while she shrives
To become an unknown's wife.
She hopes to find heaven in this house
But she leads the life of a mouse.
There she get all scorns
So in the darkness she mourns.
Then she gives birth to a child
With the pain she becomes wild.
She forgets the nine months pain
When in her hand lays the grain.
In the form of her baby
Her feelings at that time are so wavy.
So much does she give
Yet she does not deserve to live.
A life of freedom
Without being plunged into boredom.
She plays a multi role
She is like the telephone pole
The pole served all lines
She serves all lives.
She is the daughter, she is the wife
She is the mother, She is the life.

– Khushbu Gupta
3rd Sem BBA

CYBER BULLYING
— A Virtual Offence with real Consequences

I would like you all to take a moment and recall experiences involving bullying whether we were the executor, the victim, or a bystander and, chances are, we're embarrassed about it. In today's cyber world, cyber bullying has grown as a means of threatening, intimidating or harassing others over the past several years. Cyberbullying is when someone is tormented, threatened, harassed, humiliated, or otherwise targeted by use of the internet, digital technologies, or mobile phones. It can take many forms, including posting private or embarrassing photos of someone, developing websites to rate people's appearance, creating hateful blogs about someone, stealing electronic passwords, or spreading lies.

Teens turn needed devices into "weapons" through the use of social networking websites. Videos uploaded to *YouTube* can go viral within hours, spanning to millions of viewers across the world. With just a click of a mouse, words can be uploaded to a blog that can be then read by anyone with access to the internet, re-blogged, and circulated to reach larger audiences. This takes bullying to a whole new level.

Children used to tease each other on playgrounds; now they do it on websites, namely social networking services like *Facebook* and *Myspace*.

I believe it's important to educate our child about Cyberbullying because it will help prevent it from further happening, it will show bullies just what reactions they are causing to the victims emotionally, and will show kids who are being bullied that it is OK to consult an adult about it.

You might be thinking to yourself: we're in college, this stuff doesn't happen anymore. Think again. According to a recent survey, 53% of Indian children between 8 and 17 years have been bullied online. The Global Youth Online Behaviour Survey conducted by *Microsoft* ranked India third in cyber bullying. Cyberbullying has tripled according to New McAfee's (part of Intel Security) survey "2014 Teens and the Screen study".

We have a problem and we need to solve it. So it is the educated ones jobs to seek it out and help the issue. If you see a possible case of cyber bullying, report it to the school board and/or Police to protect young on-line users from cyber bullying. Also, be careful what you put on the internet. Once you post something online, it is can never be completely private again. Think about what you're saying before you hit the "enter" button because no matter how many people "like" it, your words could be hurtful and hold severe consequences.

Amit Ghosh Roy
Head and Assistant Professor
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CALIBRE

The Intra-College Techno-Management fest , CALIBRE was successfully conducted on 7th November,2014. It aimed at bringing out the best among the students of SCAP of both Sonada and Siliguri campus. The 1st year students were divided into groups of 10 to participate whereas, the 2nd and 3rd years took initiative in organising the whole event. The event started at 9:30am with the inaguration session , Father Rector being the chief guest. There were 7 games in all conducted in the Auditorium and Conference Hall of Salesian College Siliguri.

The first game was a marketing game named LAUNCH PAD, in which dealt with the launch and sale of products. A parallel session of a Finance game named MONEY BAGS was held in which the accounts of a frictional company was to be tallyed and rectified. It was then followed by another parallel session of a Human Resource game MAN v/s MAN, in which the candidates had to justify and reason on a debateable topic and another was a Technical game APP GURU in which the students had to present a new computer application idea.

Next there was a computer game Counter Strike named as TINKER BELL. in which all the students participated and enjoyed. It was followed by an interesting Shares game named BULLS AND BEARS, in which an artificial stock market sceneio was created. At the end the game changer event took place which was a Techno-Management Quiz divided in 5 rounds giving us the overall winner group.

The whole event was a great kick start to the day and ended on a satisfying and positive note. The event received great appreciation and acknowledgement. The teachers of both Sonada and Salesian campus gave the students full suport whenever required. Hoping for many such events and opportunities.

-Shreya Saraogi
3rd Sem BBA

The Essence Of Great Brands

Brand building is more about inspiring an organization from within rather than viewing a niche marketing function
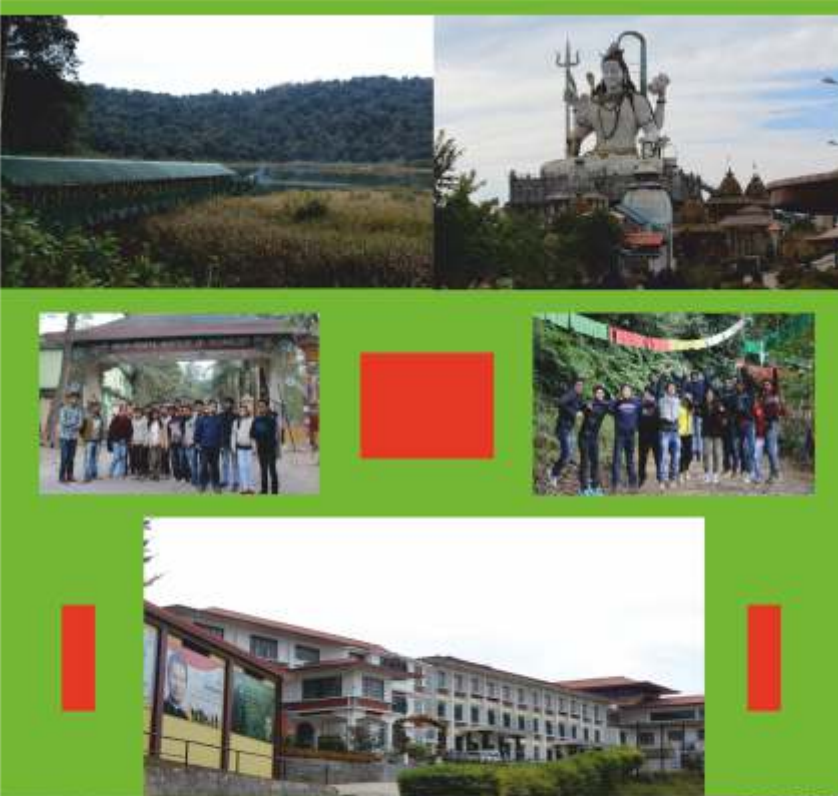
What does it take to built a great brand? Many people look at superstar brands such as Apple, Nike, etc. and conclude that those company achieved their success as a result of good timing, great advertising or just a luck. But when we study, then it becomes clear that these companies have employed specific, good method that had turned them into industry icons. Instead of conceiving of their brands as names, they develop their brand as complete strategic platforms. They identify the key value and attributes that define their brand identity and use them as a fuel. The leaders of great brand start building by cultivating a strong brand-led corporate culture. The prioritization of brand-led culture over brand communications is what distinguishes great brand from the rest. Culture is the first priority when you want to define your brand because culture determines whether your brand is embraced and appropriately interpreted and reinforced by employees in customer experiences that shape brand presumptions more powerfully than any advertisement or branding effort ever could. Great brand know that brands are built not by what you say, but by what you do, and so they make brand culture - not communications the priority..

- compiled by: Avishek Tiwari

1st Sem BBA

A Trip to Sikkim

On the morning of 15, JAN, 2014 we started for our destination-Sikkim. The site of Kanchenjunga falls on the way was one of the dreams come true for me as a south Indian. We halted at Namchi to see various temples of Chardham. The ambience there was very peaceful and scared. We reached Don Bosco Malbassey at around 9:30pm where we were supposed to stay in.

Next morning we started for Peling, to see the Khecheopalri Lake and the hot springs of Legsep. It was a bright sunny morning when we started our journey. While heading towards Peling the weather started changing, bright sunny morning turned into a foggy day. The view of the lake was magnificent. At around 5:45 we reached the hot water springs; wow! That was awesome and I felt amazed and even relaxed in hot water in chilling weather conditions. The tearful part was that there wasn't enough time for us to get relaxed enough though as we were informed to pack up by 6:15 from the place. But we balanced it with an on the way party in our bus where we all danced; sing various songs and so on.

The last day of the trip was dedicated to education as the tour itself was an educational one. For the last time we had a diet rich breakfast from Don Bosco Malbassey and said good bye to the school after various photo sessions. We moved on to SMIT (Sikkim Manipal Institute of Science & Technology). At SMIT, Yadika Prasad acted as our guide and showed us the university. We also visited their well- organized computer lab equipped with well-structured server room. From there, we finally left for Siliguri where we reached safe and sound.

The trip to Sikkim was very enriching and exciting. We also brought back many memories never to be forgotten.

-Tomin Paul
1st Sem BCA

True Athelete

As an athlete, you don't ever want to rub your competitor's face in his loss regardless of how nasty this opponent may have been to you in the past or how desperately you wanted to beat him. You never want to go outside of the sport to embarrass or humiliate your opponent in the process of your victory. You never want to be disrespectful. Regardless of what you're feeling inside about your competitor or the outcome, you want to keep your mouth shut and control yourself. This is even true if what you have to say or do is ultimately demeaning or bad-mannered. Being a true champion means that you have to learn to conduct yourself with class, regardless of the level that you compete at

And being a part of Salesian i am proud to be proved as an athlete for the year (2014-15) thanks to Albera for encouraging me to be a part of it.

-Prashant Oraon
1st Sem BBA

VIRTUAL REALITY

Virtual reality (VR), referred to as immersive multimedia, is a computer - simulated environment that can simulate physical presence in places in the real world or imagined worlds. Virtual reality can recreate sensory experiences, including virtual taste, sight, smell, sound, touch, etc. Many people who work with virtual reality prefer to use the term 'virtual environments' instead. This is a response to a perceived negativity to this technology which has often turned out to be true. There are people who view virtual reality with little enthusiasm and dismiss it as 'science fiction', seeing it as having no practical application in the real world. There are many different types of virtual reality systems but they all share the same characteristics such as the ability to allow the person to view three-dimensional images. These images appear life-sized to the person. Plus they change as the person moves around their environment which corresponds with the change in their field of vision. The aim is for a seamless join between the person's head and eye movements and the appropriate response, eg. change in perception. This ensures that the virtual environment is both realistic and enjoyable. Virtual environment technology has been developing over a long period, and Offering presence simulation to users as an interface metaphor to a synthesized world has become the research agenda for a growing community of researchers and industries. Considerable achievements have been obtained in the last few years, and we can finally say that virtual reality is here, and is here to stay.

- compiled by: Abhro Bhattacharjee
3rd Sem BCA

APP Guru

SCREENSHOTS

On 7th November, 2014, Salesian College Association Of Professionals (SCAP) organised a Technical and Business Fest at Salesian College Siliguri Campus in which Sonada Campus was also invited to participate.

In this fest there were various activities and games, from which I would like to put special focus on a particular activity named APP GURU, which is, an Android Application we created named Quizography, and also explained how to develop one in a kind of a workshop. We had developed this application with the help of ECLIPSE, which is an IDE (Integrated Development Environment) for Android Programming. It uses XML and JAVA as its base to develop an application and also has an integrated emulator which helps us to perform tests determine the application is running successfully or not. We explained the different aspects of using ECLIPSE and different functions it has, what sorts of applications can be developed. Now coming back to the application we developed, i.e. Quizography, it has not been published yet in PlayStore. Well, it consists of different flags of different countries and one needs to match the flag with the correct country name. It is colourful and attractive, have different game modes like Guess Flag By Country, Guess Flag By Country Capitol, Guess Country By Country Shape and many more. We are trying to put more features into it like Different States of a particular country, different monuments too, just like a full-fledged geography quiz application. It is incomplete so far in our views so we are not publishing it in *Playstore*. Hope to publish it soon enough and think it will be a great App and even a Good time pass.

- Pradipto Karmakar, Abhro Bahattacharjee
& Parminder Singh
3rd Sem BCA

PENDEN CEMENT AUTHORITY LIMITED

Gomtu, Bhutan

For a period spanning over 32yrs, Penden Cement Authority Limited has ostentatiously served as the base, the foundation of Bhutan firmly set in steering the country through its infrastructural needs during the crucial industrial and development phase. The technical and financial assistance were provided by the Government of India (GOI). Commercial production started in 1981.The plant was officially inaugurated by Her Royal Hihgness Ashi Kesang Wangmo Wangchuck on 5th Feb 1982. His Royal Highness Prince Namgyel Wanchuck the then Minister of Trade and Industry was the first Chairman and Mr.V.M.Rangnekar the Chief Executive Officer of PCAL. The capacity of cement production was further enhanced with the concept of introduction of blended cement by using industrial wastes such as slag and fly-ash. PCAL has been able to achieve new heights of automated cement manufacture with the help of technology knowledge of leading cement plant machinery manufactures in the sub-continent like M/S Fuller India ltd., Thane, along with the latest advancement in Computerised Programmable Logic Systems (PLS)

MARKETING

The network of agents in Bhutan and registered free sales agents/distributors in Indian retail markets has made PCAL widely and easily available. PCAL has a wide array of products such as Portland Slag Cement, Portland Pozzolana Cement along with Ordinary Portland Cement.

Quality control is the primary target of PCAL and has been given the accreditation of 4 categories of cement by the Bureau of Indian Standard (BIS).The Main quality policy of the company is to comply with the requirement of customers to their satisfaction and continually improve the effectiveness of Quality Management System.

- Tashi Lham Dukpa
(Bba 3rd Sem)

Several hacking incidents have rocked the technology and internet world recently. In today's modern world, with the prolific use of computers and high-tech softwares, modern-day hacking too has become somewhat of a phenomenon. The latest malware caused damages in millions, private data gets hacked and millions of customer information accounts compromised. We list a few of these that have caused damages in millions to account holders and companies worldwide:

· **Malware attacks on Yahoo! (January, 2014)**
Thousands of Yahoo! users on a per hour basis were attacked by hackers and its servers made to send out malware called "exploit-kit" into user systems, according to Fox-IT, a cyber security and defense firm based in Netherlands.Over the first week of January, 2014, Yahoo! users were hacked when advertisements began to appear on December 31st on its site and these were finally removed on January 3rd. By then, the damage had been done and several thousand computers hacked in Romania, France, and Great Britain.

· **Syrian Electronic Army Hacks Skype's Platforms (January, 2014)**
Skype's social media platforms such as its Twitter account and Skype's official blog were hacked on January 1st by a group called Syrian Electronic Army or SEA. SEA also posted a message asking users not to use email services of Microsoft which owns Skype as "they are monitoring your accounts and selling the data to the governments.

· **Snapchat Hacked in Dec 2013-Jan 2014**
Snapchat, which rose to be one of the most popular smartphone apps of 2013 and a photo-sharing service, suffered hacking that exposed its vulnerabilities. Snapchat's app FindFriends was hacked temporarily by a security firm, Gibson Security which downloaded the user names and phone numbers of about 4.6 million accounts. This was done by the firm to prove the app's vulnerability to hacking.In its report published on December 25th, 2013, the security firm highlighted the flaw in the app.

· **TAO Division of NSA Hacks Computers Globally (December, 2013)**
A top secret division of the National Security Agency in US called Tailored Access Operations (TAO), was alleged to be stealing data and inserting "invisible back door spying devices into computer systems", as per the German magazine Der Spiegel.The magazine reported that TAO was an elite team of specialist hackers who gained undetected access to some of the toughest intelligence targets that could not be penetrated through other spying techniques, and described its mission as "getting the ungettable".

- compiled by: Parminder Singh & Riha Maheshwari
3rd Sem BCA

Learning without limits: Coursera is an online educational platform that offers massive open online courses (MOOCs) and provides an inexpensive degree - equivalent education for anyone to take for free.

Coursera was founded by computer science professors Anders NY and Daphne Koller of Stanford University in. Coursera now has tie ups with 108 top universities globally including 17 U. S. universities. After America(at 31.7%), India is largest group (Chennai 8.4%) which are enrolling their course in Coursera. Coursera offers courses in physics, engineering, humanities, medicine, biology, social sciences, mathematics, business, computer science, and other subjects. Coursera has an android app which helps u to watch video and guest lectures. Coursera is developing Course career service to guide their professional line. It provides a verified certificate after completion of its course. Coursera courses are generally six to ten weeks long. It is available in 13 languages. Going through Coursera and choosing a course or any course parallel to your degree subject advances your career and shows your versatility and area of interest professionally and opens better job opportunities for you.

- compiled by: Harshit Sharma , BCA (1st SEM)

EERIE NUMBER 11

Read on...

1. New York City has 11 letters.
2. Afghanistan has 11 letters.
3. Ramsin Yuseb (the terrorist who threatened to destroy the Twin Tower in 1993) has 11 letters.
4. George W. Bush has 11 letters.

This could be a mere coincidence, but this gets more interesting…

1. New York is the 11th state.
2. The first plane crashing against the Twin Tower was flight number 11.
3. Flight 11 was carrying 92 passengers. 9+2=11
4. Flight 77 which also hit the Twin Tower was carrying 65 passengers. 6+5=11
5. The tragedy was on September 11, or 9/11 as it's now known. 9+1+1=11
6. The date is equal to US emergency service telephone number 911. 9+1+1=11

Sheer coincidence..? Read on and make up your mind:

1. The total number of victims inside all hi-jacked planes was 254. 2+5+4=11
2. September 11 is day number 254 of the calendar year. Again 2+5+4=11
3. The Madrid bombing took place on 3/11/2004. 3+1+1+2+4=11
4. The tragedy of Madrid happened 911 days after Twin Tower incident. 9+1+1=11

Now this is where things get totally EERIE:

The most recognized symbol of the US, after the Stars & Stripes, is the EAGLE. The following verse is taken from Quran, the Islamic Holy Book:

"For it is written that a son of Arabia would awaken a fearsome eagle. The wrath of the eagle would be felt throughout the lands of Allah while some of the people trembled in despair still more rejoiced: for the wrath of the Eagle cleansed the lands of Allah and there was peace."

That verse is 9.11 of the Quran [9+1+1=11]   *WHAT DO YOU THINK NOW..???*

- compiled by: Shreya Saraogi
3rd Sem BBA

SCAP PICNIC 2014