

Total 204
2022-23

A STUDY ON PRIVACY PRESERVATION FOR THE INDIAN PUBLIC AND PRIVATE SECTOR BANKS FROM SOCIAL TRAFFIC PERSPECTIVE

2022-23

¹ABHA NARWAL, ²R. K. CHAUHAN

^{1,2}Department of Computer Science, Kurukshetra University, Kurukshetra
E-mail: ¹abha.narwal.ghial@gmail.com, ²rkchauhanuk@gmail.com

Abstract - In modern digital era, banking sector has also evolved digitally. Online banking being fast, efficient is much beneficial to its users but along with all these perks it also involves grave risks. Apart from several cyber threats such as phishing, spyware, password leakage and online frauds, one's banking information may also be threatened if spreads out on many devices when used through them, along with several online web data analytic tools collecting information regarding the website visitors making it more at risk. This paper focuses particularly on the evaluating the risk of users' privacy invasion visiting the bank's website, using online web analytic tool. The privacy preservation will be evaluated for a set of official websites for two categories, PSU and Private sector banks of India from the perspective of social traffic.

Keywords - Privacy Preservation, Privacy Invasion, Web Analytics

I. INTRODUCTION

Today almost everything is digital and so is the banking sector. Online services are efficient, convenient, less time consuming and lot many benefits to go on but Along with the cyber threats[1], there are also the privacy invasion concerns[4] while banking online. Privacy can be breached with severe attacks intended for the banking credentials which are a major threat. But another view of privacy invasion may be the identification of the user using it and know their personal info to target them later for other purpose. This view is basically the outcome of the web mining techniques being applied on online website visitors to extract the data about them. Most of this is done without user knowing it. This has been used extensively for commercial gains under the name web personalization [2]. Several web data analytical tools[5] are gathering data without the user having slightest idea about it.

II. METHODOLOGY AND TOOLS USED

Top 5 Public Sector Banks[6-10] and private banks[11-15] in India, have been taken under consideration for a comparative analysis of their capability to preserve privacy. A free online web analytical tool named similarweb.com[16] was used for data collection purpose. The data was recorded in April, 2022 which gives insights about the performance during February, 2022 as mentioned by the tool. Data collection for the metric social traffic[3] was done through the tool to which privacy weights were assigned focusing on top 3 sources of this traffic. Social Traffic is represented as a percentage of total web traffic coming to the website that is channelled through the social media platforms. More traffic from the social media platforms indicates lesser privacy. Privacy weights have been assigned considering lower the privacy weight better

the privacy. The banks considered for evaluation are as under:

Sno.	PSU Banks	Private Banks
1	Bank of Baroda	ICICI
2	SBI	HDFC
3	Union Bank of India	Axis Bank
4	PNB	IDBI
5	Canara Bank	yes bank

Table 1: List of the PSU and Private sector Banks [6-15]

III. RESULTS AND FINDINGS

The data collection was done using the online tool similarweb.com. Figure 1 and 2 display the data shown by the tool for SBI belonging to PSU banks and ICICI bank from private sector. The tool puts the banks in Banking Credit and Lending sub category under Finance category[16]. Global, Country and Category ranking has been done by the tool as shown. Other than Ranking many other metrics such as bounce rate, average visit duration, pages per visit etc have been recorded under major categories of Audience, Social Traffic etc.

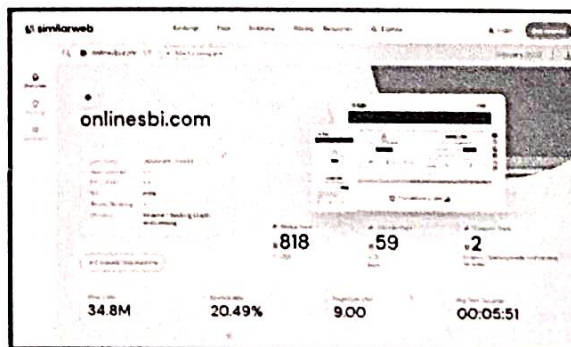


Figure 1: Data Collection Phase for PSU banks[6-10] using mentioned tool [16]

Investigation of simultaneous variation of surface diffuseness and central depression in the estimation of absorption effects

Monika Goyal

Department of Physics, DAV University,
Jalandhar 144012, India

Rajiv Kumar*

Department of Physics,
Government College for Girls, Taraori,
Karnal 132116, India
kumarrajivsharma@gmail.com

Pradeep Singh

Department of Physics,
Deenbandhu Chhotu Ram University of Science and Technology,
Murthal 131039, India

Raj Kumar Seth

Department of Physics, DAV University,
Jalandhar 144012, India

Rajesh Kharab

Department of Physics, Kurukshetra University,
Kurukshetra 136119, India

Received 21 March 2022

Revised 10 September 2022

Accepted 11 September 2022

Published 29 October 2022

In this paper, we investigate the effect of simultaneous variation of surface diffuseness and central depression, in case of model-dependent Fermi matter density distributions, on the estimation of survival probability, Coulomb excitation cross-section and absorption effects for $^{80}\text{Kr}+^{197}\text{Au}$ system. Further, the role of model-dependent Fermi matter density distribution and model independent DIS matter density distribution has also been investigated in the estimation of the above-mentioned quantities. The simultaneous variation of the parameters of the model-dependent density distribution and choice of the density distribution are found to be affecting all the above-mentioned quantities

*Corresponding author.



CONTESTED MEMORIES: NATIONALIST HISTORIOGRAPHY AND QUIT INDIA MOVEMENT

Monika Rani , Sumit 

¹ Ph.D. Scholar, Department of History, Kurukshetra University Kurukshetra, India

² Assistant Professor, S.G.T.B. Government College, Taraori, Karnal, India



ABSTRACT

This article explores the works of nationalist historians who have written about the Quit India movement. It focuses on the movement's origin, aims, and significance from their perspectives. The Quit India movement holds great significance in the Indian National movement as it aimed for the immediate end of British rule in India as highlighted by Gandhi's clarion call. This article analyzes how nationalist historians have interpreted the movement's inception and Objectives, emphasizing the motivations behind its origin and the strategic aims it desired to achieve. By analyzing nationalist accounts of the event, it explores how these nationalist narratives have highlighted the movement's emphasis on mass civil disobedience and its role in galvanizing widespread participation across different strata of the Indian state. Additionally, this article examines how nationalist historians have portrayed the impact of the movement on the course of the Indian freedom struggle.

Keywords: Freedom Struggle, Historiography, Quit India Movement

Corresponding Author

Monika Rani, Monumachra@gmail.com

DOI

10.29121/shodhkosh.v4.i1.2023.2114

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2023 The Author(s). This work is licensed under a Creative Commons Attribution 4.0 International License.

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



1. INTRODUCTION

Indian freedom struggle encompasses a series of political and social movements led by nationalist leaders. One of the notable movements was the Quit India movement, organized by the Indian National Congress and spearheaded by Mahatma Gandhi. Gandhi ji emerged on the freedom struggle platform in 1920 and actively led various movements such as the Non-Cooperation movement, Civil disobedience Movement, and many more. Unlike the other movements, Gandhi Ji never demanded an immediate departure of the British Raj from India, preferring a peaceful transition of power. Nevertheless, this movement remains a significant event in Indian history. Mahatma Gandhi's call for the British to leave India immediately galvanized millions of Indian people, leading to widespread instances



BOSE, GANDHI AND IDEOLOGICAL DIVERGENCE

Monika Rani¹ and Sumit²

¹Ph.D. Research Scholar, Kurukshetra University Kurukshetra

²Assistant Professor, GCG Taraori

Abstract

Leaders of the Indian national movement had the ultimate objective of liberation of India. For that objective, a hard battle had been fought. The two most prominent personalities of the Indian national movement were Subhas Chandra Bose and Mahatma Gandhi Ji. Their entry and rise in the freedom struggle were at the same time. Both carried the idea of freedom in their own different ways. Even though their objective was the same but their ideology differed on various issues. It is pertinent to understand their ideology to do away with the schism that is undergoing in our history.

Key Words:- National Movement, Freedom Struggle, Ideology, Liberation.

Introduction

“Success has many fathers but failure is an orphan”

John F. Kennedy

Indian freedom struggle is a long saga that was the result of long battles fought over the years. It is one of the most successful political revolutions that took place during the 20th century. So, the logical outcome of this success should be the celebration of its fallen heroes. But with time that saga has turned into the glorification of a few personalities. It was the outcome of the ideological orientation of the following government which occupied power after the independence. Among those fallen heroes, two personalities stand out. Subhas Bose and Mahatma Gandhi were the two main architects of the Indian freedom struggle during the 20th century.¹ Each one of them has particular ideas and methods for the independence of this country. Outwardly, there are two main streaks in the movement, one was non-violent and believed in constitutional methods. This section of the movement that believed in the non-violent method was led by Mahatma Gandhi himself. Another groups of people who were called extremists were believers in the armed struggle and called for a direct confrontation with the Britishers. This idea of armed struggle started with the entry of young blood leaders into the national movement and reached its zenith with the leadership of Subhas Bose.²

Gandhi Ji came to active politics in India in 1917 with the successful launch of the Champaran campaign for the dignity of Indigo farmers. After that, he came to the Indian national congress which was the sole political body. Within no time he emerged as the most popular leader of the freedom struggle due to his different and efficient method.³ For the next few decades, most of the activities of the Indian national congress were molded and synchronized according to the ideas of Mahatma Gandhi. People started believing in non-violent ways and expected that freedom can be won. Because when Gandhi came to India, he analyzed that people don't believe in themselves. They consider themselves inferior in

¹ Sahoo, Sridhar Charan (2014), Neta Ji, Gandhi: A Different Look, Odisha Review, URL: <http://magazines.odisha.gov.in/Orissareview/2014/August/engpdf/6-16.pdf>.

² MAJUMDAR, S. K. (2016). The Rediscovery of Netaji: A Review Essay on the Life of Subhas Chandra Bose [Review of *Netaji: Living Dangerously: The Bose Brothers and Indian Independence: An Insider's Account*, by K. Nag & M. Bose]. *Economic and Political Weekly*, 51(47), 39-44. <http://www.jstor.org/stable/44165877>

³ Sharma, H. C. (2022). Mahatma Gandhi's Hind Swaraj and Indian National Movement. *Indian Historical Review*, 49(1_suppl), S154-S167. <https://doi.org/10.1177/03769836221105965>.