

## Sachin Bhalla to lead Schneider Electric's regional Secure Power Division

Schneider Electric has announced the appointment of Sachin Bhalla as the VP and Country GM for India and SAARC in the Secure Power division of Schneider Electric's Energy Management Business. Sachin comes with over 19 years of experience in handling various leadership roles in business management.

In his new role, Sachin will helm business operations for the Greater India Zone including Bangladesh of the Secure Power Division which provides complete physical infrastructure solutions for data centers, distributed IT environments, and industrial applications through its industry leading brands APC, Uniflair Cooling, President Racks, and Luminous UPS.

Sachin has been with Schneider Electric group for over 11 years, prior to which he was at McKinsey and Sapient.



## Will cyber sovereignty restrict freedom on the internet?

The advent of modern technology has essentially redefined the current era. However, with rising use of the internet comes the ever-growing threat of hackers and data breaches. It is estimated that cybercrime causes 6 trillion US\$ worth of damage annually, and the number keeps rising every year. In order to combat this concern, international authorities have expressed the desire to enforce cyber sovereignty, leading to a recent conflict with freedom on the internet.

"This exercise of control over a country's cyberspace will include political, economic, cultural and technological objectives, extending the concept of sovereignty to include all aspects of the internet", explained Alim Abdul, Chief Information Security Officer (CISO) and VP of Information Technology at OBHS (One Brooklyn Health System), NYC, USA.

In a panel titled 'The State Of Cyber Security - Governing Cyberspace: Cyber Sovereignty Vs Cyberspace Freedom', held in the third day of the World Congress on Information Technology 2021 (WCIT 2021), experts from around the world joined to discuss if government agencies and private organizations can ensure a balance between sovereignty and freedom in the cyberspace.

Tarique M. Barkatullah, Director of National Data Center, CA & Security of Bangladesh Computer Council, offered a contrasting statement, "Sovereignty issues depend on the preparedness of each country. For Bangladesh, I don't

see much cyber awareness and literacy available at the moment, especially when compared to Europe and North America." According to him, due to a lack of cyber awareness, there needs to be moderation of cyberspace so harmful activities can be controlled.

Dr. Vilius Benetis, Director of NRD Cyber Security, emphasized the humane aspects of cyberspace. "We need to keep in mind that cyberspace is occupied by humans. Humans with our excellences and deficiencies, and willingness to execute power on others: these bring very interesting relations in cyberspace," he stated. In order for us to have freedom in cyberspace, he feels we need to educate ourselves, and grow into a particular level of understanding to properly exercise cyber sovereignty.

Eric Chuang, Managing Director at



BDO USA, brought up how internet sovereignty in some countries can lead to difficulties in tracking cyber criminals. "Not every country has the same requirement for domain registration. This means there are IP addresses favored by hackers coming from countries with no collaboration between each other," said Eric Chuang.

He mentioned that sovereignty can make it easier for cyber criminals to continue illegal activities, because they know other countries cannot do anything to them due to the criminal justice process being executed differently across borders.

### EDITOR'S NOTE

## Metaverse again

It seems like we can't stop talking about the Metaverse. This week, once again, we talk about the Metaverse but this time, it's about our digital rights and who safeguards them. For Shift, we gush about Vespas, again. On page 8, we list out some fantastic tech documentaries for you to check out on Netflix. As for the rest, we mainly just end up talking about WCIT 2021 that just took place in Bangladesh for the first time.

We hope you enjoy this issue. Have a great weekend!

Zarif Faiaz, *Sub editor*

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## Microsoft to digitally preserve ancient Greece

Thanks to a deal between the Greek government and Microsoft, twenty-seven ancient Greek monuments are to be digitally preserved in a brand new virtual reality project.

The key behind such an endeavour is Microsoft's HoloLens, augmented reality smart glasses built with optical sensors capable of simulating holograms. Visitors of the Olympic Museum in Athens can use HoloLens headsets specially made to produce a 3D presentation of ancient Greek structures. Monuments you can view this way include the original Olympic Stadium and the temples of the Olympic deities Zeus and Hera.

The VR version of ancient Olympia is made to be as accurate as possible to the actual historical sites. It includes details on how the structures deteriorated over time, aiming to teach broader Greek history to museum visitors. HoloLens will also be able to display information



regarding important artefacts and archaeological findings: all in a fully digitized setting.

Iconem, a partner company of Microsoft, was in charge of the 3D digitization. With an AI specifically

designed for cultural heritage preservation, Iconem was able to process thousands of images of famous Greek monuments into fully-fleshed 3D models. These models correlate with existing information about Greek culture and history, combining into the rich virtual database available in the Athens Olympic Museum.

Kyriakos Mitsotakis, Prime Minister of Greece, expressed delight at working together with Microsoft. He stated that the cultural implications of 3D technology are limitless. Because of this joint venture, people from all around the world can "virtually visit the birthplace of democracy, and experience history first hand".

Regarding the project, Brad Smith, President of Microsoft, claimed that this "stunning achievement in cultural heritage" bridges the gap for future generations in exploring the stories of the past.