



Anukram focus on 'attention economy'

Oscar winner SCMC alumna Garima Pura highlights "dynamic narratives"

— Pushpangi Raina and Arya Zade —

The fifth edition of SCMC's annual media seminar, Anukram, held on April 4 and 5 saw experts from the media share their experiences in today's rapidly expanding media industry. This year's theme was "Multilateralism and inclusive development in the attention economy from a media lens".

The first day was devoted to the Journalism and Public Relations specialisations while the second day was for Advertising and Audio-Visual specialisations. SCMC Director Dr Sreeram Gopalkrishnan started the proceedings with an enlightening address and opened the platform for presentations and discussions.

The Guest of Honour on Day 1, Mr Shoab Daniyal, apolitical editor at Scroll.in, presented his views on journalistic duty and how the attention economy has and is changing journalism.

His address was followed by an insightful presentation by Mr KS Narahari, senior consultant at the PRactice, on the importance of a well-sewn communications strategy to communicate messages in an attention economy effectively.

With her witty take, Ms Asmita Nandy, a documentary producer from Brut India, made everyone nod and grin in agreement about personal and professional narratives in journalism.

The post-lunch session saw Ms Megha Sharma, senior executive editor at NewsX, share



From L to R : SCMC Director Dr Sreeram Gopalkrishnan applauds as SIU VC Dr Rajani Gupte felicitates Garima Pura in the presence of Pro-VC Dr Vidya Yeravdekar and Dean Faculty of Media and Communication Dr Ruchi Jaggi-Kher.

anecdotes on reporting news in the attention economy.

Day 2 saw special guests from Symbiosis International University - Pro-VC Dr Vidya Yeravdekar, VC Dr Rajani Gupte and Dean Faculty of Media Dr Ruchi Jaggi - felicitate the Guest of Honour Ms Garima Pura, writer of the Oscar-winning short documentary 'The Elephant Whisperers'. Garima spoke about the diminishing attention span of audiences on dynamic narratives in films.

Interactions with Ms Sarabpreet Bedi senior vice president of Strategy at Ogilvy, and Ms Gunjan Menon, wildlife filmmaker with National Geographic, shed light on how to gain attention in the attention economy and how we can make long-form documentaries engaging, respectively.

Mr Sizil Srivastava, film director at Lifafa Studios, talked about dynamic narratives in films and effective advertising strategies. The last speaker of the event, Mr Neil Chit-

nis, creative director at Terribly Tiny Tales, interacted with students about advertising being a means to grab attention by curating engaging consumer experiences.

On the occasion, the third edition of the Anukram book 'Media, Multilateralism and the Attention Economy' was also released. Both days were concluded with panel discussions moderated by SCMC professors Kabir Upmanyu and Juhi Rajwani, where speakers addressed queries from students.

Batch '25 wins ITS 2023 !

Vaishakh Suresh from '24 is Most Valuable Player



throwball, basketball, volleyball and cricket. Hashtags like #TayyarHaiHum, #LetsGoSports and #FlyHigh25 on the social media page of ITS, had already generated considerable hype off the field much before the onset of the tournament.

The Third-year cricket team was also given a guard of honour after their matches with the junior batches as this was their final ITS. The badminton and table tennis matches took place on the March 27 and 28 and were won by Batch '23 and '24 respectively.

The last match of ITS '23 was the men's football, which was played between Second-year and Third-year. The ambience turned emotional by the end since it was Batch '23's last ITS as the Third-year sports coordinators, Allen James, Aditi Krishnan and Rajneesh Shyam, signed off with their last event turning a hit.

The felicitation ceremony took place on April 13 with the announcement of the best player for each sport and the overall winner. Vaishakh Suresh from batch 2024 was declared the Most Valuable Player for ITS 2023. Batch '25 secured the first position by a margin of two points over Batch '24 who were the runners-up.

Divyashree, Aditi Krishnan, Sorashi Sharma, Nandini Tupe and Allen James emerged as the best players from Batch '23.

(See results on P-4)

Adieu Batch '23

— Roshni Kumar —



Director Dr Sreeram Gopalkrishnan (L) hands over a certificate of merit to one of the Batch '23 students

As the academic year comes to an end, students of Batch 2023 prepared themselves to bid adieu to their college life with a grand celebration. This year the theme for the farewell was "Batch '23 ki Shaadi," which was aimed at making the event fun and memorable.

The farewell ceremony started with the Director Dr Sreeram Gopalkrishnan addressing the third-year students and expressing his best wishes for their future endeavours. He also made a point to acknowledge the hard work and dedication throughout their time at the institution.

This was followed by addresses by the respective Heads of Departments of the four specialisations - Journalism, Public Relations, Advertising and Audio-Visual

(Continued on P-4)

— Uzma Afreen —

After intense games and on-ground banter, the Batch of 2025 emerged victorious at SCMC's most anticipated sports fest - In True Spirit - the sports battle of the batches. Spread across five

days, the event took place at the SCMC and SLS grounds and the Infinity Sports Arena from March 27 to 31.

The three batches - '23, '24 and '25 - took on each other various sports including athletics, table tennis, tennis, badminton, futsal,

From Poirot to Kotler they're all here

Ashmit Kumar

A library is often considered to be the heart of any academic institution, serving as a treasure trove of knowledge and information for students, faculty, and researchers. The Library at the Symbiosis Centre for Media and Communication (SCMC) aims to be nothing less than that. Established in the year 2008, the SCMC Library houses a total of 5750 physical books that contains reference and research materials for students of the specializations of Journalism, Audio Visual Communication, Advertising or Public Relations.

Since the library's inception, the book on Marketing Management by Phillip Kotler and Kevin Lane Keller has held the record for being the most issued book.

For enthusiastic bookworms, who may want to take a break from subject books, the library houses a vast collection of novels that can range from thrillers like 'The Godfather' to fantasy novels like 'The Lord of the Rings'. Readers who wish to indulge in a little bit of nostalgia can grab one amongst the two dozen 'Amar Chitra Katha' graphic novels and relive their memories.



A section of the SCMC library.

The most issued books in the novel genre are detective stories, covering the exciting adventures of Miss Marple, Sherlock Holmes, and Hercule Poirot among others. Other than that, the SCMC Library also hosts 45,000 e-journals, 20,000 e-books and 14 e-databases through their online portal. All functions of the library are computer-

ized, and KOHA integrated library management software is utilised for all administrative tasks. The OPAC (Online Public Access Catalogue) of books and other reading material can be accessed from any location. As part of its 'Digital Library' collection, the library houses an extensive selection of Indian and foreign classic films, documentaries,

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radio and television broadcasts in English, Hindi, and other foreign/regional languages as part of its audio-visual library.

Gangaram Maste has been the librarian in-charge since the beginning of SCMC. Earlier, he used to be an assistant at the SIMC library for post graduate students. He finds the work environment around him enjoyable and supportive, never being denied any support he requires for the development of the library. He considers each and every student who comes to the library as a friend, making it a priority to always make them feel welcome and help them in any way he can.

Whether a student is looking to supplement their coursework, conduct research for their assignments, explore new areas of interest or just relax and enjoy their favourite novel, the SCMC library is an invaluable resource that can provide all of that.

Abstract Room is a place to explore ideas

Poorvi Ammanagi

The Abstract Room is a unique social community that offers a platform for people to gather and engage in various artistic and cultural activities. Their events, which revolve around films, books, poetry, music, and pop culture, are designed to bring people together to explore and discuss abstract ideas and themes.

One of the unique features of The Abstract Room is its informal setting, which creates a sense of intimacy and community among its members. One such place where screenings take place is a small apartment in Tingre Nagar. Film enthusiasts and students of SCMC travel to this neighborhood to sit in this apartment and watch films projected on a living room wall and they are able to engage in a shared experience.

This informal setting creates a cozy atmosphere where everyone can watch a film and then hang out and talk about it. Watching movies in such an environment creates a sense of closeness, and participants can express their opinions and share their perspectives freely. This helps to foster a sense of community and belonging.

Although The Abstract Room is a small and informal community, it's a great example of how even small groups can provide a sense of connection and belonging. In today's world, where people are increasingly connected through digital means, it's important to have real-life connections and experiences. The Abstract Room provides a refreshing change from the usual, and its events remind us of the power of human connection and the importance of shared experiences.



Some SCMC students and other film enthusiasts gather around after the screening of *Charulata*.

A small little store that sells friends and companions



These colourful budgerigars make fascinating pets

Ambika Bapat

Farmaish Lane near SCMC is a hub of eateries and restaurants – from street food to snacks to a la carte fine dining. However, there is one shop that stands out from the rest. Instead of lights and music, the smell of food and the chattering of customers, what you will hear here is the soft chirping of birds – welcome to the Cosmos Majiwani Pet Store!

It is calm and fluttery at the same time. Colourful fishes and chirping birds keep the store lively. The odd one in this chaos is the quiet white rabbit nibbling at a piece of cabbage inside its cage. The aquariums and the bird cages are overshadowed by the countless pet food and care products on sale. The attachment of the owner to these to-be pets is evident. He says, "Haan, ab yahan akele baithna padta hai dukaan me toh in logo (the animals and the birds) ke saath ac-

cha lagta hai," (I sit alone in the store, so it feels good to have the company of these living beings). Some people also leave their fishes and birds in the store whenever they have to go out of town for a few days. Till then, the owner of the store takes care of them.

This store started three years ago, during the same time when the Covid pandemic announced itself to the world.

The profits for the store are negligible, and the store is just able to sustain itself by managing to earn enough to pay the rent. "The margin is very low," the owner laments.

This seems to be the story of many businesses today; business is recovering after the pandemic, albeit slowly.

Nevertheless, unlike other shops, the 'items' on sale here are not lifeless. They are colourful and active living beings, future companions and friends, preparing themselves to get a home.

Pune celebrates Vishu festival



SCMC students don traditional clothes to celebrate Vishu.

Roshni Kumar

Vishu, the Malayali New year holds a special place in the hearts of the people in the community who celebrate it. It is celebrated to welcome the New Year. In Pune, the Malayali community comes together to celebrate Vishu with great enthusiasm and fervour.

In the Viman nagar campus, both Malayali and non-Malayali students join in the celebrations by dressing up in traditional attire for the occasion.

The celebrations begin early in the morning with the ritualistic arrangement of the Kani, which is considered a significant aspect of this festivity. The Kani is a display of auspicious items such as rice, coconut, fruits, and flowers and is believed to bring good luck and prosperity in the coming year. The day is also marked by cultural programs and a lavish vegetarian meal, Sadhya, served on traditional banana leaves.

While covering the event what impressed me the most was the sense of community and togetherness that was evident throughout the celebrations. It was heart-warming to witness people from all walks of life coming together to celebrate this auspicious day.



A lady from the Malayali community in the temple in the city.

A heritage site in the heart of the city

Atharv Unhale

Few people would know, and even fewer would believe that right in the middle of Pune city, on one side of its busiest roads, exists an 8th-century rock-cut cave temple dedicated to Lord Shiva, built during the reign of the Rashtrakuta dynasty. On the occasion of World Heritage Day, April 18, The SCMC Chronicle, visited this protected monument – the Pataleshwar temple on the Jangli Maharaj road.

The temple is located inside a cave and the entrance to the cave is marked by a huge Nandi bull statue. Inside the temple visitors can see various carvings and sculptures, including the famous Shiva Linga, which is considered to be one of the most ancient Shiva Lingas in India.

"This temple is not just a tourist destination, but it is also an important pilgrimage site for devotees of Lord Shiva. It is believed that praying at this temple can bring peace, prosperity, and good health," claimed Pandit Sharma, one of temple priests.

"I have visited the Pataleshwar Temple several times, and every time I am amazed at its beauty and intricate carvings. It is a testament to India's rich cultural heritage and a must-visit destination for anyone interested



The Pataleshwar cave temple off the Jangli Maharaj Road in the middle of one of Pune's busiest commercial areas.

in ancient history and architecture," says Rajesh, a tourist from Mumbai. "I have been coming to this temple since I was a child,

and it holds a special place in my heart. The atmosphere inside the temple is serene and peaceful, and it is the perfect place to medi-

tate and connect with the divine," said Shalini, a local resident of Pune.

Situated barely a 100 metres away from the bustling traffic on the Jangli Maharaj road, the Pataleshwar temple premises is shaded by large trees and is surprisingly quiet.

"As a temple priest, it is my duty to ensure that the temple is well-maintained and that visitors have a pleasant experience. We take great pride in the temple's ancient architecture and history, and we strive to educate visitors about its significance," said Pandit Deshpande, another temple priest.

"The Maharashtra government has taken several steps to preserve and protect the temple, including setting up a museum on the temple's premises to educate visitors about its history and significance," Pandit Sharma informed.

The entire temple was carved out of a single rock, and the carvings and sculptures inside the sanctum are also made from the same rock.

The Rashtrakutas were known for their patronage of the arts and their support for various religions, including Buddhism and Jainism. The Pataleshwar temple is an excellent example of the architectural and artistic skills of the Rashtrakuta era.

Yulu – the bike for many reasons



Rania Ashraf Ali

The Bangalore-based bike-sharing platform Yulu has been introduced as a solution to pollution and traffic congestion. However, students in Viman Nagar have begun to view it as an alternative means of transport for many reasons. Now, it's no surprise that being a student and living frugally go hand-in-hand, but the hike in petrol and diesel prices has made it near-impossible for them to rely on autos or taxis for commuting, which is where Yulu comes in. Yulu integrates the Internet of Things (IoT), machine learning and AI, and cloud computing to provide a smooth and seamless experience via a user-friendly app. Yulu's dockless bicycles may be rented easily and utilized on a pay-per-use basis, thanks to IoT. When people use the smartphone app to book a ride, the QR code unlocks the bi-

cycle for the service. After paying a security deposit of Rs. 100, the ride charges Rs. 10 for the first 30 minutes and Rs. 5 for every subsequent 30 minutes.

The app also allows you to keep the vehicle with you overnight with additional charges, provided you keep it safe at home.

Residents of the locality have become frequent users of Yulu. Gauri Prasanth, a student of SSLA, recounts her experience using the bikes. "I have dance classes daily, and autos take 40 rupees as the base charge. Yulu has made it far cheaper and more convenient for me." Another resident, Sanjay Wilson, uses it daily to go to the gym and shares how it has become an irreplaceable part of his routine.

All in all, Yulu has undoubtedly made an impact on the way Viman Nagar residents move about their day.

Padcare comes to the campus

Pratishtha Bagal

Sanitary waste management service has now been made available at the Symbiosis campus by Padcare, the Pune-based startup that claims to be the world's first sanitary pad recycling ecosystem. Padcare bins have been installed across the campus in the women's washrooms and girls' hostel and should be used by the menstruators to dispose of their used sanitary napkins. Padcare's team will regularly collect the waste from the bins and safely and hygienically transfer it to their factory for recycling. The period plastic will be processed and converted into stationery items and other useful paper and plastic products by Padcare. The company holds a patent over its unique "3D" technology that breaks down sanitary waste into wood pulp and plastic within seconds, which otherwise takes 800 years to decompose.

Padcare had recently made a buzz with the deal it closed with four sharks on Shark Tank worth twice the amount they asked for at the same valuation.

The young founder Ajinkya Dhariya and his team are working dedicatedly to recycle 120 lakh pads a year and have received many



awards and recognitions for the same including FICCI-ISC Award 2020, Forbes 30 under 30, NASSCOM's Innovative Startup Award 2019 and Loksatta Tarun Tejanjit Award.

The Marketing Lead at Padcare is SCMC's very own alumna Kanchi Baldwa from batch 2022. Kanchi joined Padcare as an intern during the internship period in her second year, and after graduating from SCMC, she started working full-time with them. She says, "It's wonderful to witness how my alma mater is initiating climate work at every level. Truly an honor to see that our efforts to democratize period sustainability have now reached my own family at Symbiosis."



SCMC alumna Kanchi Baldwa hosting an exhibition of stationery made out of recycled sanitary napkins by Padcare

We saw a lot of Pune in Shark Tank

Pratishtha Bagal

With season two of the popular business reality television Show Shark Tank coming to its end, we take a look at budding entrepreneurs from Pune city who presented their unique business ideas and pitches with grit and conviction and wrote history by cracking some of the most splendid deals and getting funded.

Anirudh and Roshan Bhaskar, co founders of ABC Fitness, brought out their A-game on the stage and excited the judges with a fun basketball match against their students which was a part of their pitch. The sports training and tournament organizing company got funded by shark Peyush Bansal and took home forty lakh rupees against ten percent of their company's equity.

Another young pair of entrepreneurs, Sunny and Sayyam Jain, pitched their Ayurvedic Hair and Skin Care Products brand Ghar Soaps on the show. The duo impressed shark Aman Gupta and got valued at 15 crores closing a deal of sixty lakh rupees. Jain's inspiring words for the youth from our interview were, "Never doubt yourself. Just believing in yourself will help you achieve anything you want."

Ajinkya Dhariya, who got titled the new age "pad-man" for his sanitary pads recycling company Padcare labs, sparked the interest of four sharks, Anupam Mittal, Namita Thapar, Vineeta Singh and Peyush Bansal,



Sharmaji ka Atta: Sangeeta and Pranav Sharma on Shark Tank



Ghar soap founders with their investor Shark Aman Gupta

due to its social cause and profitability. He bagged a deal of rupees one crore against four percent of his equity, which was double the amount he asked for at the same valuation by the four sharks.

Sharma ji ka atta, a flour brand based out of the city, cracked a deal of forty lakh rupees in exchange for twenty percent of their equity with shark Anupam Mittal.

The company's cofounder Sangeeta Sharma told us in an interview that her vision is to empower women by providing them with appropriate employment.

Gluten-free snack company, The Healthy Binge founders Pranav and Karan Korke convinced sharks Aman Gupta and Peyush Bansal to fund them.

They finalized a deal for fifty lakhs in exchange for five percent equity at a valuation of ten crore rupees.

Apart from the start-ups, Pune was also represented in the show by one of the sharks, Namita Thapar, head and executive director of Emcure Pharmaceuticals, who became a sensation for her dialogue "isme meri expertise nahi hai so I am out"

(Translation: This is not my area of expertise so I am out)

The ITS winners

(Continued from P-1)



Aditi Krishnan smashes a serve in the women's tennis match at ITS '23

Sport	Winners
Throwball	TY
Cricket	FY
Table Tennis	SY
Tennis	FY
Volleyball	SY
Futsal (W)	TY
Futsal (M)	SY
Badminton	TY
Athletics	FY
Basketball	SY

Cricket	
Best Batter	Ankesh Kumar
Best Bowler	Allen James
Best Player	Natik Khombhadia
Gamechanger	Hritika Kabra
Basketball	
MVP	Armaan Gupta, Sartaj Sekhon
Rising Star	Anaaya Lunkad
Futsal (M)	
Golden Boot	Milan Nair
Golden Glove	Sanyam Kacker
MVP	Debbansh Bose
Futsal (W)	
Golden Boot	Sorashi Sharma
Golden Glove	Lakshashree Pradhan
MVP	Nandini Tupe
Badminton	
MVP	Vaishakh Suresh, Srujana Deshmukh
Table Tennis	
MVP	Prasang Agarwal
Tennis	
MVP	Aditi Krishnan, Parth Narang
Volleyball	
MVP	Hrishi Raj Sureka, Parikshit Baruah
Throwball	
MVP	Divyashree L.

Adieu Batch '23

(Continued from P-1)

marked by inspiring words and heartfelt appreciation of the achievements of the Third-year students as they wished them well for their future.

On the occasion, several of the Batch '23 students were awarded certificates of merit for the various contributions that they had made towards various events and activities in the college during their tenure. The certificates were given away by the Director prior to the commencement of the festivities.

The day was filled with various entertainment programs. The Second-year students worked hard to make the farewell ceremony unforgettable. From dance to music to skit to comedy to a spectacular AV production, they left no stone unturned in ensuring the farewell was a rollercoaster ride of emotions for their seniors.

To celebrate the "wedding of the batch with adulthood", they were surprised with the beats of live dhol to which they danced their hearts out. The atmosphere was filled with a sense of camaraderie and warmth, making it a fitting send-off for Batch 2023 as they move on to the next phase of their lives.

The ceremony was concluded with an open mic, where the departing Batch took over the stage one last time and with music, dance and poetry performances. These performances were rather nostalgic, especially the last one, where "Viman meri Jaan" was performed to remind the Batch of the bittersweet relationship it shares with Viman Nagar.

Kommune collective - a platform for creators

Esha Javadekar

The Kommune collective is a platform for creators looking to perform their craft: spoken word, music, stand-up comedy, and slam poetry, an all-encompassing space. The open mic was held at Anti-Social, F.C. Road Pune, on April 15th 2023. The lineup was delightful. Artists from all over the country showcased their art. The hosts were Hritik Rai, a poet, and Akhilesh,



One of the performers at the Kommune

a rapper and poet. And it had an impeccable lineup of storytellers. Sonali Gupta, Sneha Bapat, Mrunaal Jadav, Hardik Jain, Vedant Rathod, Archita, Paras Gautam, Sakshi Argade, Devleena Dash, Pragya Trivari, Sanya Singh from SCMC, Imroz, Abhilasha Tilekar and so many more.

The storytelling ranged from topics about love, loss, happiness and hope. Sometimes even satirical. Everyone in a way about the diversity of human experiences in the most creative forms of expression.

There was immense support from the audience members, who came to cheer and encourage the crowd members. Snapping their fingers is how they professed their appreciation.

The Kommune Pune circle also encouraged people to give constructive feedback to the performers. Kommune helps create a supportive network for the poets beyond the event itself.

Kommune seeks to foster a sense of community and encourage performers and audiences to promote a creative side in them, regardless of their interests otherwise.

The Kommune poetry open mic is a testament to the depth and power of words, the importance of wording one's thoughts correctly and a place where people can come together and share their stories. Undoubtedly a hub for holistic self-expression.

The roadside tailor of Viman

Ambika Bapat

The scorching April heat does not seem to deter Raghu (name changed), sitting under a temporary shade, his legs on the pedal of the treadle sewing machine and eyes fixated on the piece of cloth before him.

Having spent nearly 20 years in Viman Nagar, he is one of the oldest tailors in the area. Raghu works near the Datta Mandir

Chowk, and many shopping returnees from the Phoenix Mall approach him for alteration works. The charges are as less as Rs. 50, and the work is completed within a few minutes. All across Viman Nagar, many roadside tailors provide basic alteration facilities at their small shops by the road, consisting of a temporary shade, a sewing machine, and some bags.

Most of these tailors have fixed customers.

Raghu claims that he is one of these few tailors who has a license from the Municipal Corporation. "A few years back, the Court had directed the authorities to give us a license. That is when I got the license, and all these tailors who came after me do not have one." Sustaining himself and his family is the sole reason he is willing to work in such conditions. Life is harsh, but he is piecing it bit by bit.