

Creaticon goes offline with fun events

By RANIYA ASHRAF ALI

SCMC held its long-awaited flagship PR event, Creaticon, on the 17th and 18th of March. This year's fest, organized by the PR Batch of '23 and sponsored by TALSDO Media, had the theme "A Vision for the Future". The fest was filled with engaging competitions, pop-up stalls and an interactive session. The event began with a guest lecture from Dr Shabnam Asthana, a renowned PR specialist, speaker and entrepreneur, on "The Evolution of PR" and traced its transformation through the pandemic. She shared anecdotes from her experiences in the field and shed light on the nitty-gritty aspects of the sector and the numerous opportunities it provides to launch one's career.

Day two of the fest kicked off at 10 a.m. with an opening ceremony by the organizing committee, after which students visited the various pop-up stalls that were set up on campus. From delicious cupcakes to cute trinkets to stylish shirts, the pop-up stalls had it all and, as expected, attracted heavy footfall throughout the day. Meanwhile, the final round of TMZ - Crisis Hour took place as the first competition of the day. Two teams of three students each proved their quick-thinking and problem-solving skills as they resolved company crises and convinced the judge, Ms Liji Ravindran, of their fool-proof solutions.



Dr. Sreeram Gopalkrishnan visits one of the many stalls set up at the event.

This was followed by the finals for Launch Pad, a wacky take on Shark Tank where contestants had to pitch a bizarre and futuristic product -- in this instance, a glow-in-the-dark semi-inflatable swimsuit -- and convince the

panel of judges to approve it, and it was just as hard as one would imagine. The latter half of the events commenced soon after lunch with Quiz Relations. The audience watched as the five teams of two battled against each

other in an intense competition to emerge as victors in the "World of Communications".

The following event, Stress of the Press, had four-member teams stage a press conference to successfully develop a rebranding strategy for a popular company as per the given prompts. And on top of the out-of-the-blue prompts, they had to emerge unscathed from an intense grilling session by students from the Journalism Batch of '23.

The highly-anticipated treasure hunt, Hunting of the Prize, saw energetic participation from the students of SCMC, with a whopping thirteen teams racing against time and each other to gather clues and find the final treasure. The hunting grounds covered the entire campus, which had students frantically running from one corner to the other; quite a sight to see!

The final event, Scout 'Em Out, had contestants on the search for talent that they could successfully sell to the judges presiding over the event, Prof. Juhi Rajwani and Ranjat Bandopadhyay.

The fest concluded on a high note with the prize distribution ceremony and had Prof. Juhi Rajwani handing out the awards to the winners. Filled with discussions, zest and laughter, Creaticon truly was an event that left everyone longing for more.

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Road patched up, and dug up again !



Part of the Sakore Nagar road which was repaired and dug up again.

By SOHAM SHAH

Just days after the SCMC Chronicle reported about the bad road in Sakore Nagar lane 8, the worst part of the road was patched up. This provided riders and car drivers major relief as the road had become much safer for commuting. But just as the residents of Sakore Nagar heaved a sigh of relief, the entire road was dug up again, for what appears to be an optic fibre installation.

This routine digging up of roads is not just a nuisance for pedestrians and drivers, but also causes a lot of dust, a major health haz-

ard. This is the second time the road has been dug up to install an optic fibre cable in the span of one year. Last time, it was repaired in a shoddy manner. Residents can only hope for a better work this time.

The authorities also seem to have no concern for the residents of Sakore Nagar as no prior notice is given before digging up the roads. This means that vehicles that are stuck inside cannot go out, and any person who has taken their vehicle out cannot come in for the night. This is a major nuisance as it could be very unsafe to park a vehicle out on the road overnight.

SCMC students bag prizes at Sympulse

By NANDINI TUPE

Earlier this month, the Symbiosis Centre for Management Studies (SCMS) hosted its international student fest, Sympulse. The fest brought three days of events where students got a platform to showcase their talent. A complete package of cultural extravaganza, business and management discussions, and competition in sports, Sympulse saw huge participation from students.

Ananya, the cultural events wing under Sympulse, saw students from Symbiosis Centre for Media and Communication (SCMC) thrive and win the crowd over with their talents. With her striking confidence and poise, Shivika Sirohi from Batch 2024, was declared the winner of the Fashion Show event on the second day of the fest.

With an undeniably melodious voice, Mihika Arora from Batch 2024, won the Hindi Solo Singing event. However, Mihika's talents were not limited to singing, as she secured third place with her effortless performance in the Mono Acting event as well.



In the Talent Hunt event, Purvani Sobti of Batch 2025 gave an exceptional performance as she sang a medley of the songs, 'Rolling in The Deep', 'Girl on Fire', 'Firework' and 'River' and secured the third place. Purvani

recalls that she had an amazing experience as she witnessed people display their talent from all over Pune. She added that she was honoured to be able to perform on the stage and be supported by the audience.

Other than the cultural events, Pit Stop, War of the DJs, Street Style Cricket and Futsal were other exciting events that were hosted.



Shivika Sirohi (R) wins the Fashion Show event.

TOP PICKS



CREED 3

By UZMA AFREEN

With Michael B. Jordan making his own smash directing debut, Creed III is a surprise watch. The film is a juggernaut whose most devastating blows occur outside of the ring. Rich characters and Jordan's knowledge of the visual arts give the situations a real sense of depth. Additionally, this movie provides us a significant coda that implies future growth, unlike the previous movies that simply finish after the last battle.



KOWSHI FOOD TRUCK

By PUSHPANGI RAJNA

The Kowshi food truck offered delicious baos and sushi and had dishes for vegetarians and non-vegetarians. The portions were huge, and the food was terrific. The wait time was brief, and the service was cordial. Although the pricing was a little higher than anticipated, for a quick and delectable meal on the road, I highly recommend it!

BLACK PANTHER 2:
WAKANDA FOREVER

By PRANITH YASA

The sequel to Black Panther (2018) follows the nation of Wakanda as they deal with the loss of their king and protector, T'Challa. The film's engaging narrative and the cast's compelling performances make Black Panther 2 a must-watch for Marvel enthusiasts and film aficionados at large.



YONIES

By PARIDHI MAHESHWARI

Within a gorgeous Brazilian restaurant, Yonies is a cloud kitchen that serves a rare find in Pune - the Chicago-style deep dish pizza. I'd recommend you to get a take-away and definitely try their mouth watering spinach margherita! Enough for two, worth every bite, and absolutely worth your money!

On World Women's Day, girls speak of intersectionality

By EESHA JAVADEKAR

On March 8th, 2023, we observed International Women's Day to recognize, celebrate, and highlight the progress that we had made and the work that remains to be done in the fourth wave of feminism.

This year's theme, 'Embracing Equity,' reflects on the importance of taking steps toward a similar, more intersectional approach to creating opportunities that bring an equitable society to the forefront. For Vox Pop, we spoke to students on the SCMC and SCMS campuses and raised a question about the level of dialogue on intersectionality in the Indian context of feminism.

"Not enough—I feel like my institution does not provide its students with many opportunities to have dialogues and discussions over socio-political topics, nor are the people I have come across from my college interested or even fully aware of the inequalities and struggles women face in the world," says Ananya Gupta, a third-year SCMS student.

"Everyone seems too consumed with the small world they have created to live in and what's around them to sit down to have discussions on topics that require them to form an opinion, strive towards making a change, or merely broaden their perspectives to see the inequalities and oppression people face in the world to this day."

Some people view intersectionality through a more complex lens and state that society's deep-rooted patriarchal background makes it easier to misconstrue reservations specifically for women. "The moment we take unnecessary help from society, they'll have their upper hand," explains Safrin Begum, a second-year student in SCMC.

Ambika Bapat, a third-year SCMC student, recounts seeing a couple of advertisements



she observed during women's day. "The themes focused on the lives of working women, homemakers, and of course, using that to promote their brand and some product. The music could have been the same for the advertisements but with a much better, diverse, and respectable portrayal. The ads could incorporate women's lives from different communities and show their lives as it is." She sees equity as respect and recognition, which is absent from the media portrayal.

In conclusion, intersectionality highlights the importance of recognizing the complex and multifaceted identities of women, and how various forms of discrimination intersect to impact their experiences.

As we celebrate International Women's Day, students hope for a more equitable future for all.



Colour, music marks campus Holi

By NANDINI TUPE

After seeing light showers early in the morning that welcomed the onset of the summer season in the city, the Symbiosis Viman Nagar Campus was ready to celebrate the festival of colours. On 7th March, the amphitheatre which is the heart of all college celebrations, swarmed with students. They came prepared in all their spirits to celebrate Holi with their peers.

A DJ was present who made everyone dance to different tunes. The music along with the several colours and enthusiastic students, grooving to all the upbeat songs added to the life of the festival. Throbbing with the music and smeared with bright colours, the students were thrilled to come together after missing many college events during the lockdown.



The students filled the air with excitement and needless to say, with colours. They thoroughly enjoyed dancing. A dance face-off

seemed to bring the entire crowd together as they cheered on.

Maushi expands her menu, rolls out momos now

By PRANOTI ABHYANKAR

Maushi's vada stall, the famous pit stop for Symbiosis students to freshen up between classes, is widening its horizons by expanding the menu. From 20th November 2023, it would also be Generation Z's beloved Asian snack-Momos, along with other additions like buttermilk, Idlis, and Medu Vada.

"For how many days will I keep this limited to Vadapav? It's time for new items," says Maushi, expressing her excitement to expand the menu with help from her son and other family members. Maushi's name has been equated with the best vada pav in the Viman Nagar community for the last couple of years. She wants to go beyond this image by being known for the variety of snack items that will soon be available. "Summer is on its way. Pune is getting hotter by the day; people would enjoy a glass full of cool buttermilk in the afternoons," says one of the youngsters running the stall with her now. People might not feel like having hot tea during scorching summer days, but turn-



Maushi sets up her stall in the morning as students arrive.

ing down a glass of refreshing buttermilk would be hard.

Maushi's stall now has pictures of delicious and lip-smacking food items that are going to be introduced to promote their updated menu.

"Maushi went from satiating our hunger from one dish to 8+ varieties, couldn't be more grateful to her!" says Sirisha Nag from batch 2023, a regular customer. Being among the first ones to find out about the upcoming menu, Sirisha raised the curtain for all her friends as soon as she found out.

Glimpses of two days of Creaticon

By JESSICA TRIVEDI

Creaticon is an annual event organized by the students and faculty of the Public Relations specialization of SCMC. It is a two-day long event consisting of engaging guest lectures, creative pop-up stalls set up by the students, and games such as treasure hunts and quizzes.

- 1 SCMC students interacting with the guest speaker Dr. Shabnam Asthana at Creaticon 2023.
- 2 The Creaticon Team all smiles with the guest speaker Dr. Shabnam Asthana.
- 3 A pleasant sight of SCMC students enjoying bakery sales and contributing towards a good cause!

- 4 The students and faculty of SCMC attending the guest lecture by Dr. Shabnam Asthana in room 501.
- 5 Students of SCMC making cupcakes to Fundraise for Child Rights and You (NGO)
- 6 Preparations for SCMC's annual PR event, Creaticon 2023 at the SVC Am-
- 7 Students from every batch all set to participate in the Quiz Relations Event at Creaticon 2023.
- 8 Harneet Bhatia, a final year student's pop-up stall showcasing products from her small co-owned business called Palletgram! In picture, Harneet with all her friends



Photo Courtesy: SCMC Photography Cell

Home crowd sways to Ritviz and other artists



By NANDINI TUPE

On tour for the launch of his new album, Indian artist Ritviz performed in his home city. Hundreds of people poured into Pune's Mahalakshmi Lawns on Saturday, 11th March, to watch their favorite artists perform their magic. The lineup for the show brought in some well-loved artists to the stage and the crowd could not get enough of their favorite songs.

Katoptris, with some of his new tunes, mesmerized the crowd. Dorwin John and Karonik did not fall short in bringing some of their best work to the audience who could not stop swaying or dancing to the music. Rawal and Bharg, a well-known duo in Indian hip-hop and rap gave a compelling performance with some of their widely streamed songs such as, 'Baat Bangayi,' 'Bombay Sapphire' and 'Magan'. The setup for the show along with the visual effects and fireworks added to the life of the evening.

Ritviz became popular in the world of music after his hit song, 'Udd Gaye' which was released in 2019. His new album, 'Mimmi,' is a personal piece of work for which he collaborated with his mother. The album included some melodious pieces such as, 'Aaj Na,' 'Aas Paas' and 'Mehfooz.' He expressed his gratitude and love towards the crowd before signing off.

Terrasinne: Gestures over words

By PARIDHI MAHESHWARI

Nestled in the hustle-bustle of Pune, Terrasinne is Pune's first restaurant run by specially-abled staff. Despite coming to life during the second wave of the pandemic, this restaurant was able to pull through. It has garnered great reviews since then. I had the opportunity to speak with a few customers and the founder - Dr. Sonam Kapse.

Dr Kapse's decade-long career in healthcare and research in behavioral analysis of disability led to the establishment of Terrasinne. She is a firm believer of "actions speak louder than words" and spoke at length about how words like inclusivity are very easily thrown around. "Since ages, they have been forced to adapt to our environment, here, we are adapting to theirs."

The working staff at the restaurant is hearing and speech impaired. They use signs to communicate. Sounds difficult? Well, Terrasinne makes use of a smart and simple sign language menu which helps facilitate conversations smoothly. You can place your order with a simple show of fingers. Their elaborate menu has a unique sign for each cuisine, dish and even toppings! From the reviews I could gather as well as my own personal experience, the ordering experience could be their biggest selling point.

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A differently-abled waiter takes an order.

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The restaurant also prides itself on being a socially conscious restaurant which means that they aim at bringing forth the farm-to-table concept. This is a fairly new practice in India which has been slowly growing since the past few years, especially in Tier-1 cities. They claim to have around 200 farmers on board with them for local produce of millets and grains that can be sustainably grown. However, what truly makes this place stand out is its staff and service!



Terrasinne, the extraordinary restaurant, on Fergusson College Road.

Adv Bangali explains why patents are so important



By PUSHPANGI RAINA

Advocate and Freelance Academician, Swapnil Bangali, had a guest lecture with the Journalism and Audio-Visual batch of 2023. Skilled in Banking, English, Leadership, Customer Service, and Tax Law, he came to SCMC on the 6th of March, 2023, for a session on 'Copyright Laws and Intellectual Property Rights.'

An experienced advocate with a demonstrated history of working in the education management industry, he touched upon the different types of rights - intellectual property copyright, software code copyright, personal copyright, music copyright, movie copyright, and many others. He discussed safeguarding original authors and their legal right to limit their works' use, distribution, and exploitation.

He used a perfect example of the two movies - Devdas (2002) and Dev-D (2009). The concept of the two movies is the same. However, the expressions in the latter are different from that of the former. Like this, many adaptations of the same movie are made that cannot be sued for copyright infringement.

In the 2 hours, Mr Bangali also touched upon the difference between copyright and patent - how the original creator cannot sue the adaptor based on copyright as soon as there is a slight change in the idea behind a particular adaptation. This is where patents step in to protect the underlying ideas or concepts rather than the expression of those ideas.

Sourav's quest - making mess food palatable

By ASHMIT KUMAR

There is a saying that nothing can beat the food made by your mother's hands. Though he does not expect to reach that level, Sourav still tries to provide that same taste and comfort to students away from home.

Mr. Sourav Biswas is a staff member of the Symbiosis Mess, responsible for preparing and serving healthy, nutritious, and delicious food to over 400 students occupying the Symbiosis hostels. Originating from a village near Kolkata, he arrived in Pune in 2015 and found himself amongst the team members responsible for providing a home away from home.

One of his other responsibilities is keeping



Sourav Biswas in the Symbiosis Mess.

track of the food wasted daily. Coming from a low-income family, he understands the importance of not wasting food more than any

student. The members of the Mess strive to educate the students to take as much food as they want but ensure to finish it all.

He has a strict daily routine, which he has followed every day for almost seven years. Waking up at the crack of dawn, he ensures breakfast is ready for the students preparing to leave for their classes. He then travels to one of the colleges, setting up everything for lunchtime and being there to serve the food with his own hands. Taking a break in between, he returns to the hostel to ensure everything is up to the mark during snacks and dinner.

Having received an environment filled with responsibility, comfort, and love, Sourav has no plan to leave his position anytime soon. Taking care of the dietary needs of so many students is a huge responsibility—one that that people like Sourav are ready to take in their stride.