



THE SCMC CHRONICLE

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The adrenaline RUSH !

SCMC's first sports fest; 650 participants; 20 colleges; 12 clubs

Rupal Jhajharia

SCMC recently hosted its first ever inter-collegiate sports fest, Rush, from January 9th-11th, 2020. Rush was a one-of-a-kind hybrid media-sports festival which was organized by the students and faculty at SCMC. This unique blend of sports competitions, photography contests, quiz, and a panel discussion with industry experts saw a tremendous turnout of over 650 participants from 20 colleges and 12 clubs. Participants competed in basketball, volleyball, futsal, tennis, sports photography and sports quiz. The men's volleyball was won by Team Zeal, while FLAME University bagged the women's title. The futsal titles for men and women were taken by NDA and Symbiosis Law School respectively. NDA also won the sports quiz. In basketball, Sports Arena won the women's trophy while Court Vision got their hands on the men's trophy. Yash Joglekar won the Sports Journalism contest and Suprasana DN won the photography contest. Harsh Gurnani won the tennis men's singles trophy and he also teamed up with Krishna Thakkar to grab the mixed double's prize. The panel discussion on day two was organized to give students a deeper insight into the world of sports in India. The topic chosen was "Barriers in Sports" in order to understand and tackle the various challenges that prevent sportspersons from reaching their full potential. The panel included Milind Joshi, a swimming coach; Shirish Dattatraya Kulkarni, associate professor at Symbiosis Law School who specializes in sports law; Vivek Shivade, a city based mountaineer who will



A Deccan girls volleyball team player smashes the ball into the SLS court during Rush 2020.

attempt to scale Mount Kilimanjaro; and Aditya Bhandarkar, a professional golfer. "Sports builds character. It gives you the ability to accept victory and defeat in the same way. You don't take yourself seriously when you are playing. The sport is prioritised then. It helps combat much of the evil in modern life. It is too stressful to deal with the modern-day difficulties. We at SCMC, welcome a culture that encourages sports. For us, both sports and

cultural performances are equally important. SCMC is all about celebrating artistic achievements in writing, dancing etc. We now consider sports to be of utmost importance. Our team put up a great show in RUSH and we hope to continue that in the coming years, bigger and better," said Sreeram Gopalkrishnan, Director, SCMC. The first ever SCMC Rush managed to exceed all expectations of those involved in its planning and execution. The three-day

event saw great enthusiasm and effort by all participants and organizers. The event was conducted smoothly, saw a great turnout from across the country, and managed to showcase great displays of skill. Owing to the resounding success of the first edition of Rush, it is well placed to become a staple of SCMC for years to come.

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Symbi hostel girls celebrate Lohri and Makar Sankranti

Mitali Dhar

For Symbiosis hostelites, Indian festivals are not just holidays and a respite from college, to be spent in relaxing and chilling out. Almost all Indian festivals are celebrated with great enthusiasm and fanfare, following traditional customs – of course with a lot of help from the hostel and campus authorities who also join in the celebrations.



Campus administrator Colonel C.V Mohan offers prayers before the Lohri bonfire is lit.

Like always, this year too, the students of the 'B' and 'C' wings of the Viman Nagar girls hostels celebrated Lohri – the North Indian folk festival, celebrated by both Hindus and Sikhs on the 13th of January of every year, the night before Makar Sankranti which marks the end of the winter solstice

and the start of longer and warmer days. Girls from other hostels also joined in the celebrations, alongwith the senior campus administrator Col Mohan and his staff who gave away presents to the students. There were more than 300 students who threw traditional groundnuts and puffed corn into the lohri bonfire, and sang and danced to

bhangra tunes, before eating a special lohri dinner at the hostel mess. The day after, on the 15th of January, hostelites celebrated Makar Sankranti – India's ancient harvest festival which is known by different names in different parts of India. Girls flew colourful kites which is a tradition of this festival and ate the customary til-gur ladoos (sweets made with jaggery and sesame seeds). Makar Sankranti is an occasion for students to dress up in traditional clothes and share sweets with the mess and other staff on the campus and partake in various activities planned by the campus administration.

TOP PICKS



The Making of Star India

— Rashi Bhattacharyya —

The book is an excellent take on media mogul Rupert Murdoch's adventure in India, intertwined with India's journey with economic reforms since 1991. It is written in a visually imaginative way which takes you through major changes in Star network like making of KBC, advent of Ekta Kapoor and Balaji Telefilms with K-serials, beginning of Hotstar and more. From a government dictated narrative to a free market, Star has seen a whole lot of drama and this book takes you through all, thriller styles.



Lunana: A Yak in the classroom

— Passang Lhamo —

Shot on location in the actual village of Lunana, with real local children and villagers, the movie is an enchanting and touching tale about the necessity of finding a peaceful moment in life to reassess the priorities and reflect on what happiness really means to us. It is also, for the audience, a moment of beauty and kindness from a country that rarely has the opportunity to grace us with its wonders.



The Social Clinic

— Kavisha Manwani —

Modelled as a restaurant pub, Madness is situated in Koregaon Park. The Social Clinic is a restobar themed rather curiously around hospitals. Wheelchairs and syringes cannot be very enticing but this restaurant does promise that this is an appointment we are sure to love. The food is a perfect blend of North Indian, Italian and South East Asian cuisine.

The world in a village

— Passang Lhamo —

AIIESEC Pune hosted the Global Village 2019 at Liberty Square, Phoenix Market City on 20th December with the aim of embracing the cultural diversity from around the world. Representatives from countries such as Afghanistan, Bhutan, Ethiopia, Kenya, Russia, Uganda and Egypt took part in the event. Global Village is the celebration of cultures from around the world. It encourages social sustainability, world



AIIESEC Pune's Global Village 2019 at Liberty Square, Phoenix Market City

awareness, and cultural understanding. Every country had their own stalls decorated with their national flags and pictures of the beautiful sites there.

The various representatives spoke about their country's culture, cuisine and top tourist destinations. As a result, Pune-kars got a deeper insight into these cultures. The venue partner for the event was Phoenix Mall and the band Jodav performed live to entertain the audience with their stunning playlists. "Our organization is a leadership development organization that empowers youth through exchanges and participation in such events. The Global Village aims



AIIESEC's Global Village initiative has been an annual ritual across 70 countries for years, dwelling upon aspects like social sustainability, global awareness and cultural understanding.

AIIESEC is an international youth-run, non-governmental, not-for-profit that provides young people with leadership development, cross-cultural internships, and volunteer exchange globalist experiences.

The organization focuses on empowering



The Afghan delegation

young people to make a progressive social impact. The AIIESEC network includes approximately 44,280 members across 127 countries.

Kodian - an amalgam of two cultures

— Tshewang Choden —

Aimed at promoting Korean culture and traditions among others, a group of Korean students studying at Symbiosis International University formed a club known as 'Kodian' - an amalgamation of the words Korean and Indian.

After a lot of observation, the Korean students found that Korean culture is increasingly gaining popularity in India. Subsequently, Korean students studying in Symbiosis felt the need to start a club for students who were interested in learning more about Korea. Yeju, one of the core members of 'Kodian' said that there were a lot of students who wanted to experience Korean culture. However, that becomes difficult to do in India and therefore they wanted to help make a change.

"Through this, we not only get a chance to exchange our cultures but we also get to learn more about Indian culture," she added. The club started in the year 2017



The Kodian team celebrates Christmas

with 10 core members, all of whom were Korean students. Today, two years down the line, the club has approximately 48 members, out of which 37 are Indian students, mostly from Symbiosis.

The club has its office in Pimple Saudagar and the members meet twice a month for a group meeting. They use the halls of other colleges when they want to organize events. The President of Kodian, Mr. Miwooseo is a lecturer of the Korean language, in Pune. During the group meetings, he gives character lessons to

young participants. This, he said, is done to lead the youth in the right direction. "We want to make this club very healthy and beneficial to them throughout their lifetime," he added. The meetings usually discuss the Korean culture including the language, Korean cuisine, and the wildly popular K-pop. They also conduct recreational activities for the mind like games and performances which include singing and dancing. The club hopes to establish a club room and make 'Kodian' a permanent club.

Meanwhile, the club faces the issue of promotion and reach. As a relatively new club, not a lot of people are aware of its existence and seeking permission from colleges to promote themselves is a difficult task. Since the commencement of the club, they have organized 15 events. The president of the club said that they are focusing on making the bond between the two nations stronger.

How influential are Virtual Influencers ?

— Anushka Mukherjee —

Your favourite social media influencer is a picture of beauty, elegance and grace. She eats at fabulous restaurants and flaunts clothes from top-tier brands. With a million followers on Instagram, she hangs out with your favourite celebrities. Also: she's not real.

Perhaps as old as social media itself, the influencer wave has taken over the social media space. Big and small brands have capitalized on these influencers, who bring them significant business.

The same influencer wave is now making way for a new, interesting trend: virtual influencers. Virtual influencers are digital personalities that emulate humanistic characteristics, giving an ethnic background, likes and dislikes, as well as social beliefs. The influencer is sandpapered to bring out the most important element of this business: relatability.

Lil Miquela is a Brazilian-American

influencer, with over 1.6 million followers on Instagram. She flaunts multi-million brands like Prada and beckons millions of streams for her music on Spotify. Only a virtual character, Lil Miquela is far ahead of many social media influencers you might follow. It is a virtual influencer's ability to customize itself to a consumer's appeal brings brands the big bucks.

"It will definitely blow up," says Rhea Fernandes, an avid consumer of the social media space. "Influencers have a lot of impact today - and working with digital characters allows companies much more feasibility with fewer restrictions."

In fact, from a technology perspective, it seems to be the first step of a virtual movement. Archit Agarwal, a food and travel influencer points out how it's changing the influencer market. "I love how technology is changing the way we consume content. Virtual influencers seem the natural next step from how we interact with Siri or Alexa," he shares.



While these personalities present an evolved intersection of technology and marketing, you can't help but question the authenticity of it all. An influencer promotes brands that he trusts - but for his virtual counterpart, there is no word to count on.

The Indian market, perhaps, isn't ready for a trend like this. "The Indian consumer is about an emotional connect," points out Vishal. "He isn't likely to warm up to a virtual influencer, who cannot relate to."

In the end, it also boils down to whether it's economically viable. "A trend of this scale will take time before it's cost-efficient for brands to spend money on," Archit sums up.

RUSH - the action freeze-frames



1. A BMCC hoopster about to put the ball in the basket as SSLA defends.
 2. An NA footballer executes a classical bicycle kick.
 3. SIU and Air Force players in action during the volleyball semi-finals.
 4. The NDA quiz team, winners of RUSH 2020, seen strategizing an answer.
 5. Harsh Gurnani (L) and Krishna Thakkar grabbed the tennis mixed double's trophy.
 6. L to R: Aditya Bhandarkar, golfer; Milind Joshi, swimming coach and Shirish Kulkarni, associate professor at SLS at a panel discussion on 'Barriers in Sports'.
 7. FLAME University defeats Deccan Club to acquire 1st place in Volleyball.



ALL PICS BY RUSH AV TEAM



AV students visit Hyderabad



1. The 2020 AV batch study tour outside Ramanaidu Studios.

2. Students recreating an iconic movie scene at the permanent sets at Ramoji Film City.

3. Students visited the Qutb Shahi tomb close to the historic Golconda Fort.

Democracy Wall is back again

Roop Sawhney

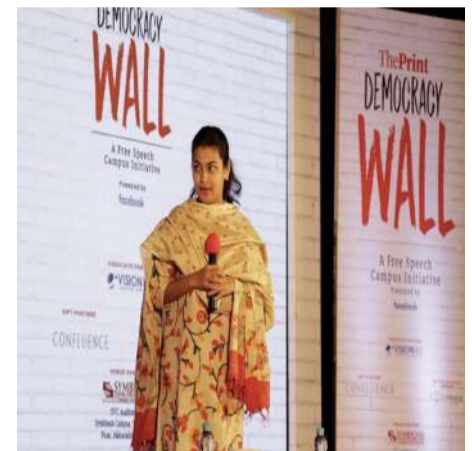
Organised on the 7th of January at Symbiosis Centre for Media and Communication, Democracy Wall is a free speech campus initiative by the digital news publication The Print. An amalgamation of ideas, the event saw speakers from various sectors including entertainment and politics.

The event started with the first key-note speaker, Himanshu Khatri, a former quality engineer and now assistant commissioner, spoke about the drastic shift in career choices. He spoke about freedom of profession and relayed various anecdotes to emphasize the importance of 'It's never too late'.

The following speaker was the much appreciated actress, Rasika Dugal of the Mirzapur fame, who starred in several critically acclaimed Bollywood movies including the likes of *Hamid* and *Manto*. The actress spoke about her experience in the industry, hyper-sexualization of women in films and the politics involved. She also addressed the topic of the ongoing CAA-NRC protests in the country and expressed her solidarity with the students facing police brutality. She ended her session with a poem by Swanand Kirkire.

Among the other speakers was Praniti Shinde, a Congress party member and MLA from Solapur, who expressed her disapproval regarding the current political scenario in the country and motivated students to be a more active part of the ongoing issues in the country because the need of the hour is the infusion of ideologies of the new generation in politics.

In a short segment, Shekhar Gupta, founder of The Print also addressed the audience and spoke about the journalistic world view of the current situation in our country.



Clockwise from top: The Democracy Wall; Praniti Shinde, Rasika Dugal, Rahul Ram

Followed by Shekhar Gupta was the well-known singer-songwriter Rahul Ram from the band Indian Ocean. Using music as a medium he expressed dissent against the CAA and NRC. His songs on freedom

of expression were critical of the current Modi government and engaged the audience completely.

The event culminated with the announcement of the prize winners for

the photography and writing contest organised by The Print followed by the felicitation of the guests and a brief Q&A between the audience and the speakers.

SCMC sweeps up SymPulse prizes

Madhavi Jain

Students of the Symbiosis Centre for Media & Communication swept several of the prizes in the competitions at SymPulse - the annual cultural festival of the Symbiosis Centre for Management Studies, Viman Nagar campus, Pune.

SymPulse was held from 15th to 19th January, 2020, and like every year, several colleges participated in the various events at SymPulse, ranging from Quiz, to Slam Poetry, JAM (Just A Minute) to art competitions and street plays.

Raahi, the Theatre Society of SCMC, won the first prize in Vaividhya Aagaaz (the street play competition), which was judged by actress Kashmiri Irani. Their play, *Badhvoli Yoni*, was a high-energy performance to raise awareness about the taboos attached to menstruation.

The Dance Club of SCMC won the first prize in *Jhankar*, the group dance competition. They received a standing ovation for their performance by the judge, choreographer Vaibhav Ghuge.

One of the most glamorous performances by SCMC came in the form of a fashion



Clockwise from top: WINNERS ALL- Raahi, the theatre society of SCMC staging the street-play; the SCMC fashion show team; the SCMC dance club

extravaganza put up by the students. The theme for the fashion show was 'mela' or a carnival. The looks showcased a woman dressed as a candy cane, a policeman and a thief walking the ramp together, a magician and a priest and ultimately, a show stopper. SCMC won the first prize amidst a thundering round of applause.

Apart from the performing arts contingents, individual students from SCMC participated in a host of events and excelled. Shivani Sisodia, a first-year student, bagged the first prize in the mono-acting competition. First-year students Ahan Sen, Kanishk Joshipura and Adarsh Tripathi won the second prize in the Quiz event. Second year students Karthika Balachandran, Anupama Menon and Parvathi Sajiv Kumar won the second prize in the Talent Hunt competition, where they performed a typical Rajasthani folk dance. The festival ended with a lot of appreciation and praise for all the participants for their hard work and talent.

The strawberry cream from the food stalls put up outside the campus for SymPulse, proved to be an irresistible draw.