

# I-VIEW

An experimental initiative by the students of Indira School of Communication, Pune.



VOLUME 1, EDITION VII, PUNE, SATURDAY, JANUARY 23, 2016

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## Start up India mission launched



**New Delhi:** Prime Minister Narendra Modi's ambitious project 'Start Up India' was officially launched on January 16 at Vigyan Bhawan, New Delhi with a view to encourage the youth to be "Job creators, not job seekers". The government unveiled a draft of measures ranging from tax waiver for three years, ending Inspector Raj and a mega fund to help boost the start up eco-system.

The 19-point action plan, announced by PM Narendra Modi came with the promise that the government will only play the role of a facilitator and not burden entrepreneurs with complicated compliance requirements.

"If the government doesn't do anything, so much will happen. We have done a lot for 70 years. Where have we reached? Please tell us what not to do. If we decide not to do anything, they (entrepreneurs) will take our places" Modi said. The PM had announced the Start up India campaign in his Independence Day speech last year to enhance the stride of creating jobs at a time when employment growth in the government and the brick

and mortar economy remained tedious.

Last weekend, Modi along with renowned names such as Uber founder Travis Kalanick and Softbank chairman and CEO Masayoshi Son kick started the campaign by defining start ups and detailing the action plan. To start with, any entity which has been in existence for less than five years and has a turnover of less than 25 crore can legitimately be called as a start up. If a company clears the test conducted by a government board, it will be entitled to several benefits including a three-year income tax holiday.

The government also announced capital gains tax benefits though the plan is yet to unveil a lot of measures and some of the measures can only be implemented after the budget is cleared by Parliament.

The policy recognises the potential that start-ups can play in the coming years after a recent erupt which saw the number of in the technology space jump over nine times from 501 entities in 2010 to over 4,500 last year. The increase has come with the rise of Flipkart, Snapdeal,

Ola Cabs and Paytm, which have become household names and attracted huge investor interest. Currently, Indian entrepreneurs depend on overseas investors for over 90% of the funding which has been a matter of concern for everyone. The government sought to address this partly through a Rs 10,000 crore fund and a Rs 2,000 crore credit guarantee fund.

But even before a start up can claim benefits, the government promised to set up a forum for handholding apart from aiding patent applications. Some of the measures initiated by the government and some that are in the pipeline are meant to check a flight of companies out of India to avoid high taxes. The government also promised easier exit through the new insolvency law. Modi then went on to find the support of entrepreneurs and suggested that they should mount pressure on the opposition, which had not yet pledged support to the Bill introduced in Parliament.

-Compiled from agency

### ISC to conduct its 10<sup>th</sup> convocation

**PUNE:** The Indira School of Communication is celebrating its 10th convocation programme on Jan. 23, 2016, Saturday for the batch of 2013-2015 post- graduation students of ISC and ISC's Acting Academy. Students will get their postgraduate degrees in Masters of Journalism and Mass Communication and diplomas in acting. The programme will take place in the Dhruv Auditorium of Universe Campus of Indira Group of Institutes, Tathawade.

Renowned film producer and filmmaker, Prakash Jha, is the Chief Guest at the ceremony. Receiving degrees from such a renowned person is sure to be a memorable occasion for the students of ISC. Dr. Tarita Shankar, Chairperson of the Indira Group of Institutes, Prof. Chetan Wakalkar, the Group Director, Renu Garg, Director of the Indira School of Communication shall also grace the ceremony with their presence.

#### HIGHLIGHTS

**Chief Guest :** Prakash Jha

**Date :** January 23, 2016

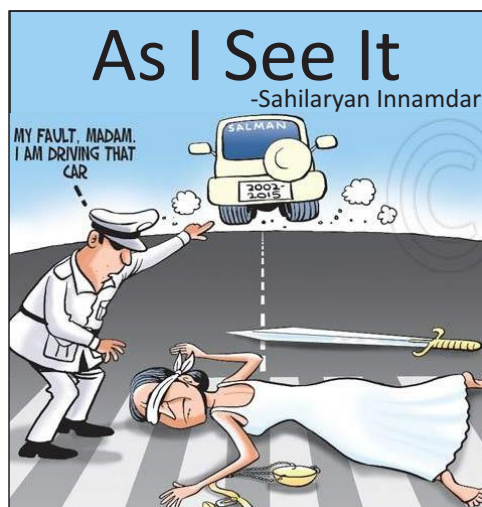
**Time :** 12pm onwards

**Venue :** Dhruv auditorium, Universe campus

**Play :** 13 Extensions

**Genre :** Dark comedy

**Scenographed by :** Subhadip Raha



## THANKS

Our heartfelt thanks to the Chairperson, IGI, Dr. Tarita Shankar and Group Director, IGI, Prof. Chetan Wakalkar, for their encouragement and motivation always. Thanks also to Prof. Renu Garg, Director, ISC, for her constant support and Prof. Surhuda Kulkarni, faculty incharge for conceptualising I-View, Ms. Supriya Kuty for her support in making this product a success.

-Team I-View

## Where work culture meets word culture

**Pune:** The 89th Akhil Bharatiya Sahitya Sammelan was held at the Hindustan Antibiotics ground in Pimpri on January 15 to 18 this month. The prestigious literary meet was marked by many interesting events including a 'Granth Dindi', a symbolic procession of books, an interaction with noted author Chetan Bhagat on the first day and many other exciting items. The four day literary meet was held in Pimpri Chinchwad for the first time.

### ABMSS

The meet recorded 75,000 invitations and set up a record of 400 stalls at the venue. The *Granth Dindi* passed over a two-kilometer stretch and took more than two hours to reach the HA ground where reception committee chief, P.D. Patil and several others welcomed it amidst great applause. At the venue, a stage set up on a forty acre piece of land stood tall and shone brightly in the evening sun.

Distribution of books to 1,000 schools in Pune district, poetry recitals by 500 poets,



(Women break into phugdi at Granth Dindi)

interviews of 10 Jnanpeeth awardees and scholarships for drought-affected students were the highlights of the four-day meet.

P.D. Patil, *swagatadhyaksha* of the 89th ABMSS agreed to publish a collection of poems of the 89 poets, whose poems were recited during the 24 hour 'Kavi Katha'. Noted lyricist Gulzar and Javed Akhtar also attended the meet. Marathi author Shripal Sabnis, the president of

89th ABMSS said, "It is the first time that a minimum of six and a maximum of eight Jnanpeeth awardees are attending the *sammelan* and will be interviewed. Also interviews of 10 Jnanpeeth awardees have been recorded and were aired at the *sammelan*. Scholarships worth around Rs 60 to 70 lakhs will be distributed to children of farmers who committed suicide in the state."

- compiled by Purna Khobragade



# Smart plans for smart city



stops, Wi-Fi facility, improvement of traffic control systems, smart parking that is multi-level parking and a strict maintenance of all these facilities. The estimated cost of this area is Rs. 585 crore.

Pune's Aundh-Baner region is selected in the area development category, as it is considered backward according to the plan. River improvement, solar energy project, smart metering, recycling of water and rain water harvesting projects will also be a part of major work plan. PMC will also take in hand the other issues such as solid waste management, e-governance, network of roads and footpaths, transformation of slums, e-rickshaw and electric bus facilities and maintenance of the same. The estimated cost of this part would be Rs.2,445crores.

Archana Vaidya, managing trustee of Krantijyoti Women's network says, "The Pune smart city plan speaks less about the development of lower middle class and people below poverty line. It speaks about the urban infrastructure but does not talk about its maintenance. The development should be balanced and equal in the city." "Will the smart city AC buses be affordable to the poor? Will the beggars turn into smartly dressed beggars? Will slums, hospitals, schools be just infrastructural brilliance but not clean environment to be in?" she added questioning the development plan.

-Compiled by Srishti Dubey  
Facts and figures-  
www.indianexpress.com

## City Briefs

### Fast clearance of consumer cases

Consumer courts are likely to handle more number of cases. Consumers are sure to get faster results for their product related outrage in the consumer courts in this year. The state level courts have decided to take up to 10 crore cases every year. No appeal can be made to higher court in case of judgment being issued in favour of the consumer court.

### Museum to come up

Pune is selected as one of the locations to set up a museum by Automotive Research Association of India, which is planning to develop a national museum of automotive technology. Rashmi Urdhewarse, Director, ARAI said that the blueprint is being prepared and the project will soon be finalized, and the museum should show growth in the automobile sector.

### AIR Pune creates history



Akashvani Pune created history with the visually impaired newsreader, Dhanraj Patil, who read the news during the live news broadcast in Maharashtra to Marathi audience. The day also marked the anniversary of Louis Braille. India ranks the highest in the population of the blind people.

By- Sushmita Kori  
Sayanee Chatterjee

**Pune:** For all the natives of Pune, it's just not been a city but an emotion. People have embraced their city's participation in the Smart Cities Project, for Pune has indeed grown and developed over the years. It's a great thing that the city is a contender in the Prime Minister's Smart Cities development project.

Pune, the cultural capital of the state has been an education hub for ages. It has also continued to grow in the field of manufacturing, scientific research, automobiles and Information Technology (IT). It has also clinched the title of one of the fastest growing cities in the Asia-Pacific region.

The two pillars that make Pune stand strong in the list of 98 other nominated cities are its 'IT Presence' and 'Real Estate businesses'. It's needless to stretch it

further as the areas like Hinjewadi, Magarpatta, Kharadi and Tathawade bear witness to this.

The main areas that the civic administration say are under focus are the water supply facilities, the sewage treatment, energy and plans for development, and the transportation and commute facilities.

"The estimated cost for implementing the projects for the city under the mission is expected to be between Rs. 3,225crore and Rs 3,480 crore," say the Pune Smart City project officials. The project consists of a 400 member team consisting of Pune Municipal Corporation (PMC) officials and multiple partners working 24x7.

Focusing mainly upon the smart public transport of the city, it is aimed at including ITMS, improvement of bus

## Pune International Film Festival



The Pune International Film Festival was held from January 14 to 21, 2016. It was organized jointly by Pune Film Foundation and Government of Maharashtra and more than 200 films were showcased during the event. This is the 14th successful year of PIFF and 986 films were received for selection from more than 104 countries. Numerous screenings of the shortlisted films took place at various locations in Pune and Pimpri-Chinchwad.

There is a theme every year on the basis of which movies are made and shown. This year the theme was 'Sports and Cinema can bring the world together'. Dr. Jabbar Patel, veteran filmmaker and Chairman and Director, PIFF, Samar Nakhate, Senior Film Academician and Creative Director, PIFF, Ravi Gupta - Secretary, PIFF, RajendraKelashikar - Treasurer, PIFF, Satyajeeet Kumar - CEO, DSK Entertainment LLC, Prakash Makdum - Director, NFAI and Dr. Mohan Agashe attended the inaugural ceremony.

This year, the Pune International Film Festival took a step forward and introduced the PIFF Bazaar which is going to be an influential marketplace for the films and the amateur film makers in coming years.

-Compiled by Prerna Khobragade  
and Dania Rehan

# BRT for faster service and rapid movement

*Pune has witnessed the launch of a bus rapid transport system that adds to the convenience of daily commuters. A glimpse at the BRT system*

**Pune:** Pune was among the first few cities in India to experiment with a Bus Rapid Transit system, which is now available on select routes in the city and is managed by the Pune Mahanagar Parivahan Mahamandal Limited.

The BRT is developed by the Pune Municipal Corporation and the Pimpri-Chinchwad Municipal Corporation. The PMPML started plying routes in December originally in 2006 but was revived in 2015. The Sangamwadi-Vishrantwadi Corridor in Pune was launched in August 2015 and the Sangvi-Kiwale Corridor in Pimpri Chinchwad was launched in September, 2015. There are over 600 BRT buses on road which have an opening on both sides which is convenient for transport. This initiative is taken for the safety measure of the people in Pune, with a hike in the price of tickets. Smart Cards for commuters are proposed in the next phase.

"BRT buses are required to travel in their allotted lanes and that's why it is safer, faster, affordable and effective public transport", says an official from the PMC. The Information on bus arrivals is displayed on screens at bus stations, he says adding, display screens and audio announcements in buses give information about the next stop and about the frequency of the buses.

It is proposed that witnessing the success of the BRT buses will soon take over the

PMPML buses in the coming years.

However, the BRT management has a lot of scope for improvement when it comes to the frequency of buses, or the navigation routes, sign boards, and even the horn of the buses should be loud enough for the rest of the travellers. "In my opinion, more and more people should use the BRT buses. Proper management is the need of the hour. Also there should be signal boards at appropriate places so that the people are aware about the way to the bus stop." Says Sachin Dushare, a traffic Warden in the PCMC area.

One of the major advantages of having BRT in Pune is that it consumes less time to travel more distance, thanks to the separate lanes.

"The intelligent management of BRT is that BRT buses have GPS and all buses and stations are linked with the BRTS control room in Swargate which tracks the movement of the buses and the locality the bus is in, so I am not worried about my children who travel to college by BRT" says Mugdha Desai, an activist.

The BRT has directly impacted in creating heavy traffic jams reducing the road width available for other vehicles. BRT is a good initiative but it should have been executed in anticipation to different kinds of development happening around the city.

By- Sushmita Kori





# Secular background, secessionist mindset

We are the world's biggest democratic country, where every person enjoys some basic fundamental rights like the right to worship, the right to express and is free to follow any religion of one's choice. Above all, we have the right to vote too. Unfortunately, in such a secular country, many people have a fundamentalist mindset. Who should be blamed for the state of affairs? Every newspaper or TV channel has at least one news that shows how factional fighting and inter religious scuffles break out every now and then. The central government has made sure that those who are trying to spread intolerance should be dealt with strictly.

## My View

Intolerance is a sensitive issue in the country, which is like the one proverbial dirty fish that can malign the entire sea. Few incidents like the ink attack on BJP activist Sudheendra Kulkarni, killings over beef consumption, entry ban to women in temples are examples of an intolerant mindset. More than forty writers, poets and essayists returned their literary prizes to protest against such incidents. Such incidents portray India as an intolerant society. Unfortunately, in true essence, India is indeed a very secular country; from ancient times where all the big religions of the world have co-existed. In some cases, the government has played a good role for the betterment of the country, like some bans have helped to reduce tension and panic in the society. Last year, Tamil Nadu blocked a movie called Viswaroopam, as it wrongly portrayed some religious groups as terrorists.

By- Ishu Kedia

# PM on flight mode

PM of world largest democracy has been played to be on the flight mode these days by the critics. It has become a common chorus among critics on social media and among the people in the country that Modi spends too much time outside the country. I have been probably hearing some variation of these jokes about the PM over the past year and a half. I even heard that he has become eligible to open an NRI (non-resident Indian) bank account. And rumour has it that he received an invitation to the next Pravasi Bharatiya Divas conference. He started his foreign journey from Bhutan, which was a clear signal to the world that no more India will be like a puppet and blind follower but has reached a level to take the decisions as and when required. In 2015 Afghanistan was supposed to be his last trip , but as we all know the last minute diplomatic visit to Lahore astonished everybody. For one thing, Modi's travel has not been particularly inordinate by the standards of his counterparts in other countries or even his predecessors. In 2015, he visited 25 countries and spent a total of 53 days travelling abroad. By comparison with Japan's Prime Minister Shinzo Abe, a relatively young leader believed to have brought diplomatic vigour to his office visited 23 countries, including Jamaica, Ukraine and Jordan, and spent 58 days on tour. China's President Xi Jinping was no slouch either, managing visits to 14 countries over 42 days this year, including some as far afield as Zimbabwe and Belarus. To draw another comparison, during the first year of his second term as prime minister, Modi's predecessor Manmohan Singh travelled for 47 days to 12 countries. Basically, Modi's busy travel schedule in 2015 which still kept him at home roughly 85% of the time is no longer particularly out of the ordinary for the leader of a major state.



By- Jamshed Bhagwagar

# Make in India and create jobs



**M**ake in India is an important initiative by our Prime Minister, Narendra Modi. It is way to attract foreign investments in 25 key sectors to boost the economy. These include: 49% FDI in defence; 100% FDI in rail infra; 100% FDI in medical equipment; 49% FDI in insurance and pension FDI.

**Why do we need manufacturing?** Manufacturing can create a lot of jobs. We need large factories to boost the employment ratio. Manufacturing can create jobs for the uneducated masses too. Jobs are needed for every class, every education level. Manufacturing is usually the best for providing diverse jobs unlike the IT industry that can mostly employ the literate youth. **Some examples of Make in India in the automobile sector-** Mahindra tractors, Bajaj auto, Bajaj motorcycles, TVS, Maruti etc.

**Some partners in the proposed FDI plans - Electronics:** **Foxconn**, the manufacturer of apple's iPhones has announced plans for creating 10-12 facilities in India, which will include factories and data centres. **Oppo** mobiles is starting its manufacturing plant. Chinese mobile handset maker **Phicomm** has also committed to invest \$100mn in the next 3 years to market its products and at the same time, they are exploring to setting up a manufacturing facility here.

**Automobiles:** **Mercedes Benz** is going to be in the Make in India program in two different areas. Firstly, in the luxury car segments, it has decided to manufacture more of its components in India. Secondly, Mercedes Benz has also decided to manufacture its luxury cars in India, to be exported to Africa and Southeast Asian markets. **Defence:** **Hyundai heavy industries (HHI)** of South Korea will work with the Hindustan Shipyard limited, Vizag to build warships in India.

Make in India comes out of the idea to engage our workforce as a form of cheap labour for developed countries. If a company makes goods in a developed country, the cost goes higher due to higher salaries and maintenance cost. In other words, manufacturing in a developing country like India will cost much lesser than in any other developed country.



By- Sourabh Prajapat

# Silence speaks volumes

Amidst the horns, dust, fights, lights, cries, worries, sadness, achievements, failures and death lies your consciousness. The one that rests within you. Everyone has been bestowed with some psychic power but we often neglect it thinking of it as a coincidence. But coincidences don't happen that often. It's your conscience telling you what is right and wrong. Following your instincts can never get you in trouble, it's your brain that over-analyses everything it knows and tames you according to its reality. Remember, the body and brain are perishable matter but the soul is free to wander through the beginning and end of time and in and out of the realms. Death is not the end; it's the beginning of another line. You existed before, you will exist again. You will get what you give. Rest your mind for a moment, see what it shows, and listen to what it speaks. Every information that you seek is inside you. The mind must come to a state of silence, completely empty of fear, longing and all images. This cannot be brought about by suppression, but by observing every feeling and thought without qualification, condemnation,

judgment, or comparison. If unmotivated alertness is to operate, the censor must disappear. There must simply be a quiet looking at what composes the mind. In discovering the facts just as they are, agitation is eliminated, the movement of thoughts becomes slow and we can watch each thought, its cause and content as it occurs. We become aware of every thought in its completeness and in this totality there can be no conflict. Then only alertness remains, only silence speaks.



By- Sayanee Chatterjee

# Letters to the Editor

**Inconvenient library hours** I am a student of ISC. I feel the library hours are very inconvenient for the students because they have to wait for hours after the lectures to get books from the library. Also, there is no librarian who can issue us books. I hope you have noted my request and help us as soon as possible.

By- Perna Khobragade



**Reopen canteen** Students at Indira School of Communication face the trouble of low quality food around college, and I believe it is the college responsibility to restart the college canteen which can not only save time to travel to go to the nearby eateries, but will also save money. Also, the food at the canteen will be hygienic. Thus, reopening the canteen will not only be beneficial for the students but will also make the college environment more happening.

**Water shortage** Water is a necessity for all. An average person cannot go without drinking water for 72 hours. It is unfortunate many areas in the PCMC are not receiving water supply everyday. The water shortages here are hard to survive through. Many people lack hygiene, which results in more diseases spreading. This is a crucial problem we need to solve for the benefit of everyone in our city. I urge the PCMC authorities to take note of this issue.

By -Sushmita Kori



# For the love of cinema

ISC celebrated its first ever film festival, *Ishq-E-Fillum*, that was woven with in a range of creative mini events. A report by Sayanee Chatterjee



Known to the city for its charm, eclecticism and artistic vibrancy, Indira School of Communication offers a perfect platform for a film festival. Indira's first film festival, Ishq-E-Fillum invited entries from all over the state. The response was overwhelming. Ishq-E-Fillum was a showcase of imaginative and challenging films inspired by our collections.



The festival was held in April 2015. The entries were taken in two different categories i.e. Open theme and *Filmy keeda* categories in which the contestant groups had to include any one of these dialogues: *Mere paas maa hai, Kitne aadmi thay?, Main aaj bhi fainke huye paise nahi uthaata*. The esteemed panel of juries were Kishore Waikar for cinematography, Santosh Gothoskar for editing, Dharmendra Chavan for screenplay and Subhadip Raha for acting. Promotional events were conducted within a span of one month starting from 'Tagathon' to a 'flashmob' event. Tagathon was an event in which members of audience were done 'tagged'on social

networking sites while the students of Indira School of Communication practised a 25mins dance act within 2 weeks and nailed it on the day of performance at Seasons mall, Magarpatta. This was recorded by the mall management staff and it got a “once more” cheer from the crowd as a token of appreciation. The choreographer, Dharmit Bhayani, a student of ISC trained his fellow batch mates for a range of colourful dance performances which was presented on the day of closing ceremony of Ishq-E-Fillum. The closing ceremony ended with the prize distribution to the winners of the film festival. The list of awardees is as follows –

Best Film	Ek Naadaan Chaah
Best Cinematography	Sankha Malwathha (Beyond reality)
Best Screenplay and Dialogues	Rishi Storyteller (Joker)
Best Actor	Abhilasha Poul (Ripped)



The team of young actors of the Indira Academy of ISC present innovative plays every year during the time of convocation. 13 Extensions is this year's gift to audiences on the day of the convocation. It is anadaptation of an American play written by Joseph Kesselring, “Arsenic and Old Lace”.

### ABOUT THE PLAY

The play talks about the insanity of human beingsand many things that create humor. It demonstrates how human psychology is affected by the society and its surroundings. The spiral of human emotions resulting out of confusing behaviour patterns of the characters, situations arising out of societal conditions, loneliness and how they deal with psychological issues is well portrayed. “ The playwright deftly presents the comedy even as he handles delicate situations. The play generates laughter amidst the audience simultaneously delving on the deepest aspect of human psychology, which is affected by society and surroundings”, says the scenographer of the play, Prof. Subhadip Raha interprets the content of the play.

By – Sushmita Kori

## Shades of life



Photo By- Pranav Chavan

The world we live in is made up of a myriad of places, events and colours ranging from picturesque mountains to raising seas. All made of different colours and hues. The moment one sees such sights, be it natural or artificial, there is a desire to freeze them in memory forever. Over the years, students of ISC have been capturing countless such spectacular sights too, on the lens. Seeing the world through a lens and capturing scenes on camera is a great experience by itself.

Acknowledging this talent of ISCians, the Cultural Club, 'Shades' hosted a photography exhibition in April 2015. The theme of this exhibition was 'Shades'. The exhibition featured the photographs in portraiture, landscape, architecture, artistic and many more giving new and various perspectives on the hues of the world we live in. This exhibition turned out to be a great platform to showcase the creativity of aspiring photographers and was much appreciated by the audience. Students with faculty at the event -



By- Prerna Khobragade

## Cultural events at ISC



Two years ago, a group of four talented media students formed a cultural and theatre club called Shades. This idea of promoting extra-curricular activities came into existence and Shades, the cultural club at ISC was launched in the year 2014. Shades provides various opportunities for the young students of ISC to showcase their talent.

An overview of activities conducted by Shades in the year gone by– The very first event for the year conducted by Shades was Art Marathon, a tribute to the genius chronicler of India's life and political history via his common man comics, the legendary cartoonist, R.K. Laxman. Students from all the batches actively participated in the event.

In April 2015,the office bearers of Shades passed on the baton to their juniors to take the responsibility of the club. Garima Mishra was chosen as the President,

followed by Shubbobroto Bhattacharjee as the Vice- President, Dharmit Bhayani (Creative Head), Vidit Jha (Technical Head) and Athulya Sridhar was chosen as the Secretary.

### Cultural Club

The club also conducted the collection of relief fund,a charity initiative to support the victims of the earthquake that took place in Nepal last year. The next step by the new team was 'Toba Tek Singh', a theatre play based on Sadat Hasan Manto's short story. It was set in the 1950s post partition at a mental asylum in Lahore. The play was based on an Indo-Pak theme.

The governments of India and Pakistan decide to exchange mentally disabled patients like ordinary prisoners. This

drama in a satirical way dealt with the perplexed minds of the characters. Auditions were conducted for the play and raw but talented students were selected to act in the play which was staged in September 2015 and received a great response. Since then, the team has been working hard to come up with new activities and to take up new challenges that can inspire and involve more students. Currently, this team is an active part of a play scenographed by Prof. Subhadip Raha. Right from lights and acting to direction, the talent of this group has no match.



By– Garima Mishra





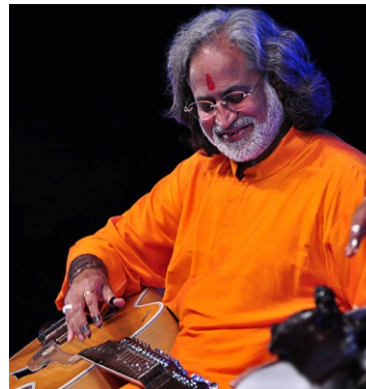
# Flashback at Indira

*Indira group of institution offers a variety of activities, programs and events for all students to immerse in the campus community. A look at some major happenings in 2015 at IGI.*

ISC hosted its 9<sup>th</sup> convocation ceremony for the MAJM and acting academy in January 2015. The Chief Guest, senior journalist, Padmashri Kumar Ketkar, guided the passing out graduates to be prepared for the future ahead. The event was highlighted by a theater play, 'Summer of Sumsing', performed by the students of ISC and ISC's acting academy, conceptualized and directed by Prof. Subhadip Raha, Creative Director, ISC.

**Promotional event-** ISC being a front rank media school, allows a grand platform for film celebrities to promote their upcoming movies. Actor Siddhart Jadhav and the stunning Manasi Naik made everyone tap their feet to the songs of Dholki, a Marathi film at the Indira Campus.

**Musical performance by Padma Shri Pandit Vishwamohan Bhatt-** On October 28, IGI was mesmerized by the performance of Pandit Vishwamohan Bhatt, on Mohan Veena, a mix of Indian classical music, alongside Rajasthani folk and fusion influences. Throughout, the versatile tabla player, Pandit Vijay Ghate excelled at his accompaniment.



**Indira Brand slam and INCCA Awards 2015-** IGI organized the 4th edition of annual Indira Brand Slam Summit 2015 in Pune. The theme of this year's summit was 'Business Challenges in a Disruptive Era'. Top well-known brands were awarded for their brand contribution or individual contribution in building successful brands in India.

**Indira Sustainable Maharashtra initiative-** This was launched in November. Under this, the children of the farmers who have committed suicide will be given free education at the undergraduate and post graduate levels at IGI. 'Skip a Meal to Educate' and 'Nepal relief Fund' were the other initiatives by IGI.

**Indira Youth Yatra-** The IYY initiated in 2015 is a motivational tour by a team of

presenters from the IGI that inspires the youth to realize the importance of skill based education. This year, the initiative continued with the same enthusiasm under the leadership of Dr. Tarita Shankar, Chairperson, Indira Group of Institutes and Prof. Chetan Wakalkar, Group Director, Indira Group of Institutes. INDIRA YOUTH YATRA visited Malegaon and Dhule in December 2015.

By- Prerna khobragade

## Celebrated filmmaker Prakash Jha to give away degrees

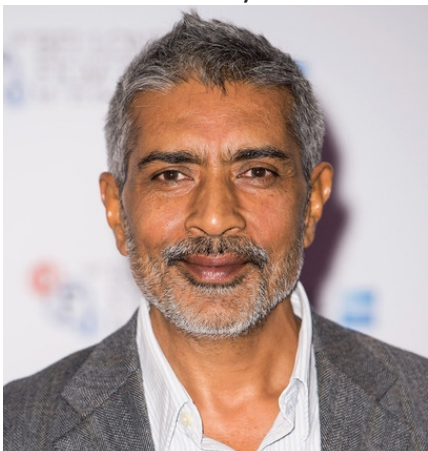
The Indira School of communication has been host to many dignitaries from the field of art, media and entertainment. The chief guest for this year's convocation ceremony is noted film producer, director and screenplay writer, Prakash Jha. He is known for his political and socio-political films that have earned him accolades.

In his four decades of experience, Jha has made over 25 documentaries, nine feature films, two television features and three television series. For the last five years, Prakash Jha has been seriously involved with development initiatives in Bihar.

His numerous awards talk about his extensive work in cinema. He is honoured with the National Film Awards for feature film, non-feature film, costume, industrial documentary, art and culture, social issues and screenplay writing categories.

He was honored by Filmfare Awards for best movie and best dialogue and best documentary of the year. (Detailed profile on page 8)

By- Sushmita Kori



## Bring it on

*ISC conducts mock interviews for placement grooming to help MAJM students. Dania Rehan reports*



The proudest moment of any student's life has to be the day when he or she gets placed or starts working. In order to groom the students and prepare them for the cut throat competition in the job market, Indira School of Communication conducted an orientation session to guide MAJM final year students for placement preparation. Practice interviews were also conducted over two days.

The interviews were held by a four - member panel that included Ketakee Nesarikar, the Placement Officer at ISC and three members from a behaviour training organization, Marvellous Training Forum. Surhuda Kulkarni, Sandeep Pathak and Sethunath Ramaswami, were the three experts.

All the students were asked to wear formals and present their CVs. They were interrogated about their goals in life and how they are going to achieve them, what careers they wish to pursue etc. The students found the mock interviews very helpful. Anant Bhargav, a candidate who appeared says, "When you go for an interview, every little unexpected thing gets noticed, from your physical appearance to your body language. We were given guidance on all these things."

Another candidate, Aniket Jain says, "The feedback given at the end of the interview for each candidate was beneficial. It made us understand where we actually stand, our weaknesses and strengths, how to stay calm and confident during interviews". Some interviewees

mentioned that they will remember these interview sessions always and that these sessions will help them when they enter the real competitive world.

There were factors like general knowledge, domain knowledge and communication skills on the basis of which each individual was tested and feedback was given to all.

## Get Set Go

Says Ketakee Nesarikar, "The expert panel analyzed each student vividly. There was a common session after the interview in which they explained the students where there is room for improvement. They also shared their own experiences and how they gradually ameliorated in their own professions".





## Tasty Surprise

While taking a cool stroll on the green environs of Koreagon Park one day, I chanced upon an interesting eatery called Holy Smokes. Located behind O Hotel, in Koregaon Park, the place is host to people from all over the city. The most striking thing about the place is its ambience. It's like a box full of surprises opening slowly. From its exterior, Holy Smokes may seem a little below the standards of the plush KP area. May it be Italian, Lebanese or Continental, the menu itself gets your mouth watering.

The specialities in veg and non-veg starters are *bobbits*, *cordenblue* that is stuffed with cheese and herbs, bell peppers or chicken salami and *chimichangas* which are thin crepes stuffed with exotic veggies or roast spiced chicken.



Holy Smokes also caters to its online customers through zomato.com. A newly opened A/C section on the first floor for private parties and dinners is an added attraction. Since the hospitality and quality of service is highly appreciated, it is recommended to reserve a table beforehand especially on weekends. Another attraction is, you can enjoy playing Jenga, Uno or Taboo while your food is still awaited and have a great time with your loved ones.

By- Sayanee Chatterjee

## Innovative electric bike

Pedaling for an hour on philanthropist Manoj Bhargava's 'Free Electric' hybrid bike can supply 24 hours of electricity for a rural household. In a world where up to half of the population either has no access to electricity whatsoever, or only severely limited access, a home energy device powered by humans could have a big impact in the developing world, and one philanthropist is willing to put his money where his mouth is in order to potentially change the lives of billions.

Manoj Bhargava, founder of the company that makes the popular energy-boosting supplement 5-hour Energy, is worth somewhere in the neighborhood of \$4 billion, and instead of spending that money on luxury items or a lavish lifestyle, he's focused on making a difference in the world, in part by tackling some of the pressing issues of our time, most notably energy and water.

Bhargava is launching an electric bike, the 'Free Electric hybrid bike', described as "small, light, and simple,"



Source – [www.treehugger.com](http://www.treehugger.com)  
(Compiled by Sayanee Chatterjee)

# Where is the message gone?

Dania Rehan *feels that art of film making is now solely used to make profits rather than conveying a social message or for the love of the art*



Why do we watch movies? Mostly, for entertainment and thrill. Albeit, movies were originally not meant solely to entertain people. Some carry a message, some give you lessons and some open your eyes. It is all about creating a story on celluloid that is needed to make an impact on the society.

The 'Box office' concept has gained copious importance which compels a film maker to work on the film in such a way that it sells on a large scale all over the world. Although it is important to earn profit, it's true that the thrust on making an artistic attempt is lost in the modern era.

As far as Bollywood is concerned, it has an incredibly rich history of producing a variety of movies of different genres, like comedy, romance, action, drama that far surpass the popularity of art cinema. For

instance, *Andaz Apna Apna* (1994), was a neo comic film that stood apart for its slap stick comedy and sent audiences into laughing frenzy.

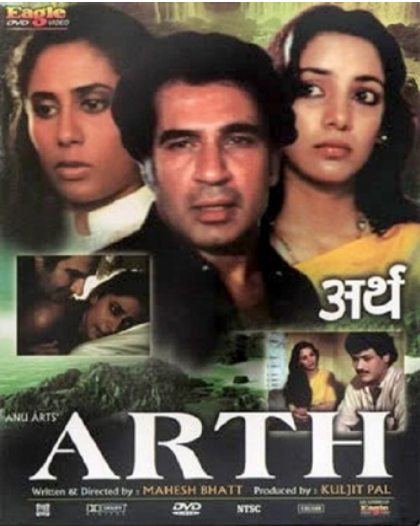
### Changing Trends

The cult people still love to watch is romance; like *Dilwale Dulhaniya Le Jaayenge* (1995), the evergreen saga of love that still allures viewers. Thrillers like *Black Friday* (2007) that was based on a book, *The True Story Of The Bombay Bomb Blasts*, *Haider* and *Baby* play their own charm and horror films like *Raaz* (2002) can still spook you.

Drama films are an all time favourite too - like *Hum aapke hai kaun*, *Dil toh pagal hai*, *Prem Ratan Dhan Payo*, *Hum aapke dil mein rehte hai*, *Hum saath saath hai* etc. Its apt to cite here that the contribution of star generated cults like the romantic films

of Rajesh Khanna or the angry young man stories of Amitabh Bachchan or the mass friendly action flicks of Salman Khan and mindless comedies of Shah Rukh Khan are all more popular than the so called artistic ventures like *Bazar*, *Arth* or *Ardh Satya*.

Indian cinema has gone through many phases and not just the subjects around which the films revolve but the techniques and ethos of film making have changed too. More emphasis is put on the visual effects, foreign locations, great aesthetic appeal and other such factors are all part of the mega film industry. This industry churns out blockbusters that earn hundreds of crores of profit. Ideally, a film must be remembered for the impact it creates on the audience through its story and artistic treatment and the message it conveys.



## Rhythm on centre stage

*Student volunteer at the Dumru percussion festival, Prabhanjan Khurapi, reminisces the musical treat.*



A treat for all music lovers, the Dumru Festival, India's biggest rhythm and percussion festival was held in December in the city. Organisers of this huge music event were looking for volunteers and students from Indira School of Communication jumped at the opportunity. This year's edition of this event was similar to its previous formats where renowned percussionists and musicians enthralled a huge audience.

Dumru was a three- day event that took place in Koregaon Park. Many students of ISC excitedly agreed to work for it. The robust line up had names like Ustaad Taufiq Qureshi andhis son Shikhar Naad Qureshi, Pandit Anindo Chatterjee and his son

Anubrata Chatterjee, Selvaganesh, Pandit Bikram Ghosh, Maestro Ranjeet Barot, Pandit Bhavani Shankar etc.

The beats and the notes beaming out of the players' instruments and drums seemed to erase the time lapse. It was a pleasure for the audience to witness the legendary Ustaad Taufiq Qureshi perform as also watch his son Shikhar Naad Qureshi on the djembe. There were Anindo and Anubrata Chatterjee, who enthralled audiences with their tabla performances.

After everyone's individual performances, all these artists were on the stage together with the instruments and started playing with no prior planning which made the audience go berserk.

## Great son of soil takes a bow

Dr. Avul Pakir Jainulabdeen Kalam , the 11<sup>th</sup> president of India, left the country crestfallen by leaving this world on July 27, 2015 while delivering a lecture on "Creating a Livable Planet Earth" at the Indian Institute of Management, Shillong. His last words, to his aide Srijan Pal Singh, were reportedly: "Funny guy! Are you doing well?" He spent four decades as a scientist and science administrator, mainly at the Defence Research and Development Organisation (DRDO) and Indian Space Research Organisation (ISRO) and was thoroughly involved in India's civilian space program and military missile development efforts.



The epitome of benevolence and dedication, think tank and 'The Missile Man' of India has inspired everyone and will be remembered always for his magnificent contribution to the country. He is someone our nation will always be blessed to have given birth to. Not to forget his enlightening books that won a lot of encomiums across the globe like *India 2020: A Vision for the New Millennium*, *Wings of Fire: An Autobiography*, *Ignited Minds: Unleashing the Power Within India* etc. I-View salutes the great son of the soil who has enriched our lives with his knowledge.

By- Dania Rehan

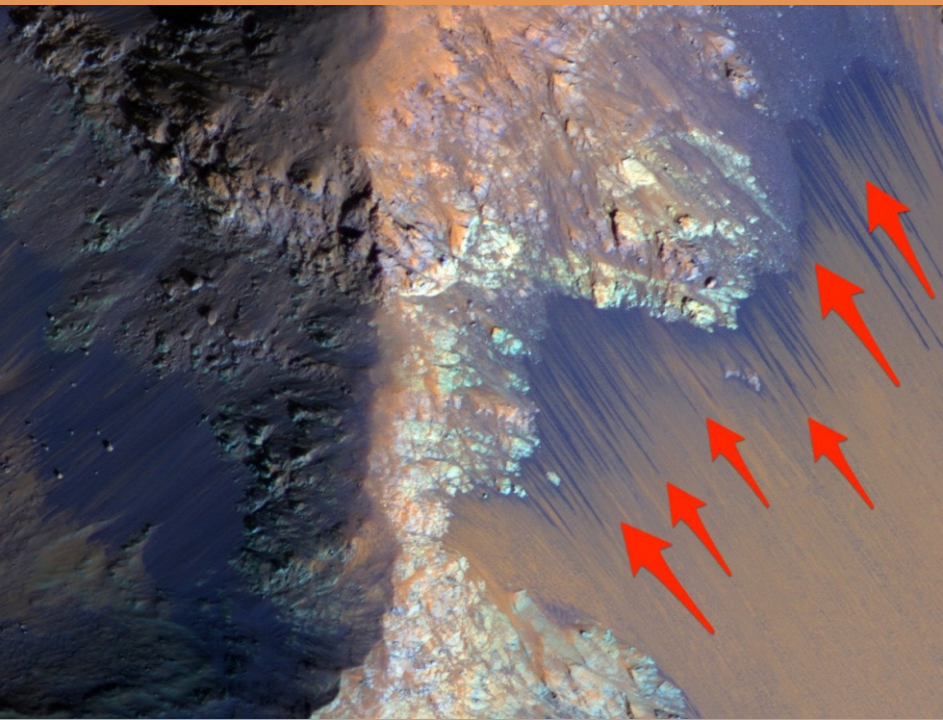


# Signs of water on Mars

*Along held debate, whether life exists on Mars, has found supporting evidence that probably life may have existed or may even be existing presently. On September 28, 2015 NASA talked about the discovery of signs of water, which may be helpful in uncovering the existence of any living organism.*

"The existence of liquid water, even if it is super salty briny water, gives the possibility that if there's life on Mars, that we have a way to describe how it might survive," said John Grunsfeld, associate administrator for the Science Mission Directorate at NASA. Watery flows were confirmed by Mars Reconnaissance Orbiter's imager by analyzing the light being reflected by seasonal dark streaks on the surface. Hydrated salts were found on the dark streaks which indicate presence of liquid salty water. Due to low pressure on Mars, water boils at 10 degrees Celsius and freezes at 0 degrees Celsius.

According to James Green, director at NASA's planetary science, it is revolutionary, and he said, "Mars is not the dry, arid planet we thought of in the past...it once had extensive water resources." John Grunsfeld said, "It suggests that it would be possible for life to be on Mars today." Even if water is present on the planet, it is not necessary that it can be habitable for terrestrial organisms. Moreover, the analyzed data shows that water is not present throughout the whole year and is intermittent. According to previous studies regarding Mars' atmosphere, it was found that lakes, rivers, and may be even oceans existed millions of years ago, and the loss of water was caused due to thinning of the atmosphere. The thinning was caused due to the lack of magnetic field that protects a planet. Mars was once warm, and now it has been converted into a cold desert due to this reduction of atmosphere. Researchers are planning to send spacecrafts in the 2020s to physically experiment and look for life on Mars. Till then the search for microbes continues which will help decide if the planet is still habitable or not.



- There are dark, narrow, 100 meter-long streaks called recurring slope linear flowing downhill on Mars and are inferred to have been formed by contemporary flowing water.
- The detected hydrated salts most consistent with the chemical signatures are likely a mixture of Magnesium Perchlorate, Magnesium Chlorate and Sodium Perchlorate.
- Some Perchlorates have been shown to keep liquids from freezing even when conditions are as cold as minus 94 degrees Fahrenheit (minus 70 Celsius).
- Using an imaging spectrometer on MRO, researchers detected signatures of hydrated minerals on slopes which appear in several locations on Mars when temperatures are above minus 10 degrees Fahrenheit (minus 23 Celsius), and disappear at colder times.

Compiled by- Yash Goveas

## Some hits; some flops

*The year 2015 saw some not so great films yielding a golden bounty and some value laden, content rich films bombing at the BC. Sushmita Kori takes a quick look*

### BOLLYWOOD HITS 2015

#### Bajirao Mastani

Bajirao Mastani, a magnum opus by drama king Sanjay Leela Bhansali was a very big hit with its period story revolving around the story of Bajirao Peshwa I, the Maratha warrior. Portrayed brilliantly by actor Ranveer Singh, Bajirao came alive with his war heroism and romantic liaisons with Mastani, portrayed by Deepika Padukone. The characters of Mastani and Kashibai deftly played by Deepika and Priyanka Chopra respectively only added to the value of the film. Excellent cinematography, location rich sequences and lilting music all added oomph to the film.

#### Prem Ratan Dhan Payo and Dilwale

These two could be the biggest examples of the year where the whole money making on the box office depends on the star cast. They set a bad example in Bollywood not because they lead in the 'worst movies' category but because they earned huge revenues despite poor content and people watched them due to fan following and big promotions.

#### Bajrangi Bhaijaan

Bajrangi Bhaijaan spelled magic at the box office. The movie, starring Salman Khan, Kareena Kapoor, Nawazuddin Siddiqui and child artist, Harshali Malhotra made waves at the box office grossing about Rs. 360 crores in the domestic market and nearly Rs.600 crores globally. The story is the hero of the film, and Salman Khan connects to the audiences emotionally.

The year became eventful because of other hit films like Bahubali, Drishyam, Tanu Weds Manu Returns etc.

### BOLLYWOOD FLOPS 2015

#### Talvar

Talvar is an Indian murder mystery, directed by Meghna Gulzar and produced by Vineet Jain and Vishal Bhardwaraj, released in 2015. Thanks to some rave reviews and word of mouth publicity, Talvar did make a mark, yet couldn't earn huge revenues as expected. Whereas, the simultaneous release of Singhh is Bling, hit gold at the box office. Most of us tend to ignore movies such as Talvar as they lack a great star cast and fail in promotions. Talvar is an underrated yet one of the finest films made in the last year.

#### Baby

One movie which should have been a hit at the box office, but didn't do well was Baby, an action movie with an insane name. The name Baby may be mistaken for a romantic flick, yet the movie has some thrilling content and a great storyline. Sans so much of song and dance and despite good content, the film bombed at the Box Office. Some other flops were, Ugly, Titli, Manjhi, Masaan, Jazbaa, Hero, Bombay Velvet, Shamitabh etc.



## Eating habits of the rich and famous

The rich, famous and the successful have a way to do things. Their eating habits too are different and can be a great pattern to follow too.

You can lose weight by following this and keep it off too. You'll boost your willpower, slim down, and shape up for good-

### 1. They Tend to Stick to the Same "Daily Menu"

The majority of fit people say they eat virtually the same meals every day, mostly the same breakfast, same lunch, same dinner, and when it comes to snacks and beverages . . well, you guessed it, very predictable food.



### 2. They Eat Breakfast

Research has consistently shown that the people who successfully lose weight are the ones that wake up and eat! Furthermore, people who eat breakfast regularly have better vitamin and mineral status and eat fewer calories from fat.

### 3. They Drink Water

Just plain old water. Drinking enough water is a vital part of any conditioning program because it keeps your body functioning in homeostasis and aids every aspect of bodily function.

### 4. They Eat Small—And Often

Most people know that small, frequent meals are absolutely the only way to go. Why? Because when we go longer than 3 hours without eating, our levels of the stress hormone cortisol rise. And high cortisol levels signal the body to store fat in the abdominal region.

### 5. They Eat Whole Foods First

Successful fit people tend to eat mainly whole, unprocessed foods, including fruits, veggies, and whole grains (and products made from whole grains). Certainly they enjoy the occasional treat, but 80 percent of the time or more, their preference leads to whole foods.

Compiled by- Sayanee Chatterjee





# Storyteller with a difference

Some take to the celluloid medium for a mere liking. Many others look at the profession as a money making option and very few wield the powerful camera for a passion to bring in socio-political change. Prakash Jha, a filmmaker with a difference belongs to the last category. His style of storytelling is unique for many reasons. Primarily, his stories come out of his socio-political perspectives on midland India and his storylines mostly depict the loopholes in bureaucratic and political systems in the post-independence era.

His debut film in 1984, Hip Hip Hurray with Deepti Naval and Raj Kiran in the lead roles, brought in a fresh look to the way films were made and he immediately got recognized for his signature style of film making. Many remarkable films like Damul, Parineeti, Parampara, Mrityudand, Apaharan, Rajneeti, Satyagraha eventually came out of the Prakash Jha stable. With some hits and some flops at the Box office, all his films carried his stamp of storytelling.

Prakash Jha was born on February 27, 1952 and was raised at his family's farm in Shikarpur Narkatiaganj, West Champaran, Bihar. He did his schooling from Sainik School Tilaya, Koderma district and Kendriya Vidyalaya, Bokaro Steel City (now in Jharkhand), and spent his childhood and school education in Bokaro Steel City. Later, when in Delhi, he dropped out of college and went to Mumbai to become a painter. Here, once he chanced upon witnessing the shooting of the film Dharma and he got hooked to film making.

Soon, he joined the Film and Television Institute of India (FTII), Pune in 1973, to learn editing though the institution was closed for a while, due to student agitation, so he came to Mumbai and started working, and completed the course in 1976. He began to work on films independently. His first documentary 'Under the Blue', was made in 1975 and he kept on making documentaries for the next eight years. During this period, he made some highly politically charged documentaries, like the one on 'Bihar Sharif riots', titled, Faces After Storm (1984), which received considerable and controversial attention, as it was banned within 4-5 days of its released date, though later it won the National



Film Award for Best Non-Feature Film for the year.

In 1984, he finally made his debut as a feature film director, Hip Hip Hurray scripted by Gulzar. Next came the film he received most recognition with, Damul (1984), which won the National Film Award for Best Feature Film and the Filmfare Critics Award for Best Movie in 1985.

Prakash Jha contested and lost election to the Lok Sabha from his native Champaran in 2004. He again lost election to the Lok Sabha in 2009 as Lok Janashakti Party candidate from West Champaran. He again contested the 2014 Elections as a JD(U) Candidate from Bettiah and lost. He is expected to release his film Jai Gangaajal in 2016.

Faces After The Storm	●2 National and 1 International Award
Damul	●Best Feature film
Gangaajal	●National Film Award for the Best Film on Social Issues
Raajneeti and Apaharan	●Prestigious Star Screen Best Screenplay Award
Hip Hip Hurray	●All India Films Association Best Director Award
Mrityudand	●6 national awards
Parinati	●National Film Award in the Best Costume



Compiled by- Sushmita Kori  
Dania Rehan

## International sports events of 2016

### Cricket ICC World Twenty20

The ICC World Twenty20 will be the sixth ICC World Twenty20 tournament and is scheduled to be held in India from March 8 to April 3, 2016. The International Cricket Council, after its first meeting in Dubai awarded India the rights to host the World Twenty20 championship in 2016. Sri Lanka are the defending champions. The tournament will feature 16 teams.



### World Track Championships

The UCI Track World Championships are the World Championships for track cycling in 2016. They will take place in London from March 2 to 6, 2016. Venue is going to be Lee Valley VeloPark and there will be 19 events.

### Euro Cup

The UEFA European Championship, commonly referred to as UEFA Euro or simply Euro, will be the 15th edition of the UEFA European Championship, the

quadrennial international men's football championship of Europe organized by UEFA. It is scheduled to be held in France from June 10 to July 10, 2016. Spain are two-time defending champions.

### Summer Olympics

The 2016 Summer Olympics officially known as the Games of the XXXI Olympiad, and commonly known as Rio 2016, are a major international multi-sport event that will take place in Rio de Janeiro, Brazil, from August 5 to 21, 2016.

Record numbers of countries and sets of medals are awaiting in the games. These sporting events will take place on 33 venues in host city and additionally on 4 venues in the cities of São Paulo, Belo Horizonte, Salvador and Brasília, country's capital.



Compiled by- Dania Rehan  
([www.topendsorts.com](http://www.topendsorts.com))