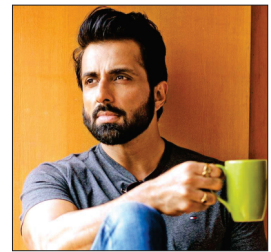




# I-VIEW

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



VOLUME I, EDITION XI, PUNE, THURSDAY, DECEMBER 31, 2020

PAGE 1

I-view interviews IPS Krishna Prakash

Sonu Sood, a hope and help for the pandemic-hit

## COUNTRY BRACES TO ROLL OUT COVID -19 VACCINE

After a long wait for the Covid vaccine, pharma companies in the country are working round the clock to roll out the Covid -19 vaccine in India. City based vaccine manufacturers,



Serum Institute of India (SII), is leading the race after its successful completion of enrolment of volunteers for phase III clinical trials. The Indian Council for Medical Research has collaborated with the Serum Institute for the clinical development of the immunogenic vaccine. Currently, Serum Institute is emerging closer to rolling out the vaccine, after it has become one of the first country-based pharma companies to apply for 'emergency use' of the vaccine in the month of December, 2020. Reportedly, SII, the largest

vaccine developer will manufacture Covishield vaccine. According to reports, other than Serum Institute, pharma majors from Hyderabad, Bharat Biotech, Dr. Reddy's Laboratories, and Biological E are following suit with the covid-19 vaccine development. Zydus Cadila, an Ahmedabad based company is also in the race. Bharat Biotech, which has collaborated with ICMR, is working on manufacturing 'Covaxin'. The company is also said to be in collaboration with Jefferson University of the United States

to develop another Covid vaccine, which is said to be under pre-clinical studies. Bharat Biotech, too, has applied for emergency use of approval on December 7. Biological E is in between phase I and phase II trials of its vaccine development in collaboration with Baylor College of Medicine in Houston and Dynavax Technologies. Cadila Health Care Ltd, which holds the capacity of producing 100 million doses a year, is under process of its later-trials to develop ZyCoV – D. The company is expected to deliver the phase trial results in February or March, 2021. Along with Cadila, Dr. Reddy's Laboratories Ltd, too, is in the process of late trials, expected to finish by March 2021.

-Akash Dhanurkar

### Welcome to the World Of ISC



Prof. Renu Garg, Director-ISC

**W**elcome to the world of **Indira School of Communication**. A place where today's dreams for tomorrow's creativity are shaped. ISC offers Three Year Bachelors Programmes in media studies and students are given a blend of theory and practicum with hands on the job training in media skills. They are given an international perspective and exposure to newer and higher learning standards. Keeping in mind the absolute essentials of ethical journalism in the print and broadcast outlets, ISC shapes students with the zest to be promising journalists. Exposure to practical assignments is given importance under the guidance of highly qualified and experienced faculty at ISC. One such exercise is I-View, our annual newspaper. I Congratulate the entire team of I-View, which is in its eleventh year now. The team has worked under the able guidance of faculty member Surhuda Kulkarni.

...About ISC on Page 5

## State Government imposes Night Curfew



**T**he New Year celebrations in the city and the state are slated to be diminutive and muted on the backdrop of the night curfew as imposed by the government of Maharashtra. In an official release, the Chief Minister, Uddhav Thackeray, announced a night curfew from December 22 to Jan 5

The Maharashtra Government has imposed a night curfew in all the municipal limits of the state from 11 P.M. to 6 A.M. as

a precautionary measure to curb social activity during night hours in the city. Maharashtra has announced that a seven-hour night curfew would be put in place across all cities and municipal corporation areas in the state. The curfew from 11pm to 6am is being imposed from

Tuesday, December 22, 2020, for 15 days until January 5, 2021. Also, the rapid increase in Covid-19 cases in the UK after the outbreak of a new mutation of coronavirus has also caused concerns globally. The Maharashtra government has said that the move is a precautionary measure and has also asked the people to remain vigilant for

the next 15 days.

The PCMC Health Chief, Dr Pavan Salve clarified that only essential outing will be considered as valid during the curfew hours. People who will have to travel to their work places or for medical emergencies during the curfew hours will be allowed. Otherwise, no unnecessary

roaming will be tolerated."

The PMC, has restricted any gathering on the evening of New Year and Christmas, as per the state government provided guidelines. ommissioner, Amitabh Gupta commented:

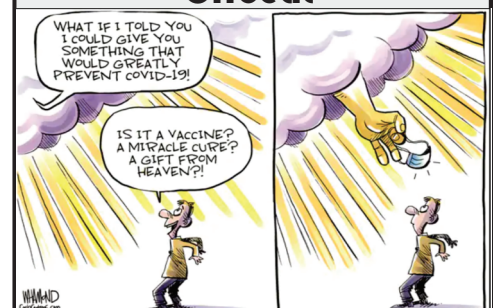
"Strict vigil will be carried out in all the limits of the city under our control. No violation of the curfew will be tolerated".

-Akash Dhanurkar



**CURFEW**

### Offbeat



By The Washington Post

## THANKS

Our heartfelt thanks to the Chairperson of IGI, Dr. Tarita Shankar and Group Director of IGI, Prof. Chetan Wakalkar, for their encouragement and motivation. We also thank Prof. Renu Garg, Director, ISC, for her constant support and Prof. Surhuda Kulkarni, faculty in charge for conceptualising I-View.

- Team I-View



## Interceptor vehicles in PCMC

The Pimpri Chinchwad Police have been flexing their arms widely and staunchly against anti-social elements. Ever since IPS Krishna Prakash has chaired the position of the Commissioner of Pimpri Chinchwad Police, 'Zero tolerance' policy has been activated against the violators of laws and rules. Technology, has been a helping hand for the police department in terms of Policing. A new batch of 'Interceptor Vehicles' have become an attraction for the commuters on the Mumbai-Pune and Pune-



Bangalore highway. The vehicles are mechanized to catch the cases of speed violation. Informs ACP Shrikant Disale, nearly 6801 vehicles have been fined for over speeding on the National highway adjoining Pimpri Chinchwad.

- Nearly 6801 vehicles have been fined for over speeding on the National highway adjoining Pimpri Chinchwad.
- A fine of Rs.6809000 (more than 6 crores has been recovered from 6801 violators since January 2020.

-Akash Dhanurkar

## PCMC launches Harit Setu project

Pune will become the first city in the country to connect all the reserved green plots with public gardens. About 184 public gardens in the PCMC will be connected to green plots via an initiative 'Harith Setu'. In order to promote greenery and a healthy environment in the city, the project is designed with a vision to cater to city development by the year 2030, informs the Municipal Commissioner of PCMC, Shравan Hardikar. In the recent times, the PCMC has started developing cycle tracks and footpaths along the sides of roads, as a part of the smart city project. However, the foot paths and cycle tracks adjoining the green reserved plots under the jurisdiction of PCMC will be connected to create a ring road for the



Representative Image

pedestrians, which will be risk-free paths leading straight to the gardens. Also, the Commissioner stressed on the need to understand

the benefits of nurturing a healthy environment to top the table of smart cities in India. While addressing the event at H Ward in Kasarwadi, Hardikar said, "The green reserved plots



will be put to use and PCMC can achieve the target of being the first city in India

to connect the green reserved plots with the public gardens through smart-footpaths that will have bicycle tracks and a separate footpath for the pedestrians."

-Akash Dhanurkar

## Top Cop, Krishna Prakash, a Fitness Conscious Commissioner

Student Editor Akash Dhanurkar spools out excerpts from a candid interview with Krishna Prakash, IPS, the Police Commissioner of Pimpri Chinchwad



Krishna Prakash IPS

He absolutely fits into the shoes of the Top Cop. He owns titles like the Iron Man and the Ultra Man. He is highly fitness conscious, a health freak and has won the Iron Man contest in 2017. The Police Commissioner of Pimpri Chinchwad, Krishna Prakash, IPS, has set lofty standards for fitness and health of the police people. Also, he is known to have been successful in pinning down anti-social elements in PCMC.

**You are known for your extra ordinary fitness standards. What's your plan for upping the fitness standards in your department where police employees are said to be rampantly suffering from chronic disorders?**

KP: My department people must be aware that, as public servants, they must stay fit. Fitness involves a healthy diet first. A person gets stressed out only when his or her body isn't able to pick up the hard work involved in this job. The Pimpri Chinchwad Police Department is implementing a number of cycle rallies and other sports events which will drive fitness habits. Currently, our movement is restricted due to the ongoing pandemic. But I am looking forward to buy bicycles for our department to adapt to the concept of patrolling on bicycles.

**You are popularly known for your tag line, 'Kanoon badaldo, ya toh mujhe badal doh'. Have you ever witnessed political interference in your administration? What are the challenges?**

KP: Truly, an honest and brave officer like me can never come

under pressure because we work for the people; with the people. Yes, to a certain extent our families do get affected because of constant migration, but that shouldn't stop us from serving the public.

**You 'zero tolerance' policy has worked well in PCMC, as the crime rate has gone down. What is community policing?**

Community Policing has been in the department for a very long time. This is more about taking people into confidence to implement successful policing.



Community Policing is the need of the hour, as Sardar Vallabh Bhai Patel rightly said, "Policemen should not only go to the depth while investigating a crime, but they

should also feel proud if people consider them as their own."

**What is the Social security cell?**

KP: Well, the Social Security Cell is a team that works under my supervision to curb anti-social elements in the society. Activities like, gambling, illegal selling of alcohol and drugs need to be curbed. If the Social Security team raids a certain area, then it is understood that the respective Police Station of the area is ineffective. Thus we need a social team to work along with the police department to help in curbing the crimes in society. The social security cell has successfully raided many areas in PCMC limits. We work upon the tips and leads given by the citizens; thus, there is a growing involvement of the citizens in our policing.

**Krishna Prakash's advice to ISC media students**

"All media students should learn to be neutral and truthful, because media is the fourth pillar of our democracy. As a Journalist, don't run behind advertisements; run behind the truth. I can conclude by saying that 'Na teer na talwar na hathiyar nikalo, jab toh ho muqabil toh akbaar nikalo'"



# Mountain Man of Pune honoured by PCMC

If the heart and soul are passionate about achieving something, even an uphill task becomes easy. Sometimes, literally so. Krishna Dhokle of Pimpri Chinchwad has amply proved that mountaineering can be a blissful experience, even with an operated heart. An award winning city based mountaineer, 44 year-old Krishna Dhokle, is one of the first mountaineers in the world to have scaled Kanchenjunga, the third tallest peak in the world, after a major heart surgery. He was recently honoured by the Pimpri Chinchwad Municipal Corporation under the 'Fit PCMC' initiative for this exemplary feat. An interview with this mountain man that was streamed live via internet on this occasion was watched online by 10,000 people. Kanchenjunga is located in the Himalayas in Nepal and Sikkim in India. The peak, with its 8586 metres of height is highly challenging to climb. And Krishna, an avid mountaineer, proved that his passion for climbing overpowered his weak heart condition. In 2012, Krishna had climbed Mount Everest along with his team members, and the experience was life threatening. In a free flowing



Akash Dhanurkar speaks to an inspiring mountaineer, Krishna Dhokle who scaled Kanchenjunga.

interview with I-View, he reminisced the experiences from his mountain expeditions and revealed that there was no looking back once we had realized his lifetime dream of climbing the Everest. He narrates, “During the Mount Everest expedition, there was no guarantee of returning home. But nothing stopped me from scaling the world's highest mountain peak even when the path seemed full of obstacles with low oxygen supply against tricky weather and a dicey nature on the backdrop.” He was then awarded with the 'Mount Everest Shikhar Veer' for being the only person from Pimpri Chinchwad to have done it.

All is not well if health is not well. In 2016, a tragedy struck Krishna; he suffered a heart attack which further resulted in a critical heart surgery. His dreams crashed and Everest remained the only big achievement until then. The doctors had strictly advised him not to put even minimal stress on his heart and lungs which had almost 98 % blockages. He narrates, “My family was concerned when I climbed even my apartment staircase, let alone scale mountains. It was a rough patch in my life when climbing mountains started to seem a distant dream. But my restlessness was unending; asking me to pull myself back

from being a patient to climbing the deadliest peak in the world post heart surgery,” says Krishna Dhokle. Six months after his surgery, he started preparing for the expedition even when his family and doctors lodged a strong opposition. When his 'will' seemed tall against all odds, his doctors and family decided to give him a green signal at his own risk. The only rider being, he needed to get fit and to prove his fitness. He started with a brisk walk and later took up treks in the Sahyadris. After one and a half years of training, he was on his way to scale the 5900 metre high Mt. Cathedral peak in Manali. This was a driving point in his life. He realized that he could realize his dreams in mountaineering despite an operated heart. After scaling Mt. Cathedral, he raised his limit to scaling Mount Mera in Nepal which has a height of 6472 metres. “Crossing a strong barrier is something that I have learnt from the experiences in my life. Because, if we train ourselves mentally, our body automatically responds to our demands. We need to have a strong willpower to overcome odds” says Krishna. He eventually climbed Kanchenjunga.

## Double decker flyover at Nagpur

**Nagpur:** The Manish Nagar Railway over bridge (ROB), and the Manish Nagar Railway under bridge (RUB) in Nagpur, both part of a double decker structure, were inaugurated on November 13, after the necessary permissions were granted from the Election Commission. A code of conduct was in place on account of the Graduate Constituency elections that took place on December 1.

The residents of Manish Nagar got a green signal to use the bridges as the bridges were declared open for use. The flyover is about two kilometres long and seven metres wide, whereas the under-pass measures nearly 900 metres in length, 7.5 metres in width and 3.5 metres in height.



- By Akanksha Kumari

## Where there's a butt, there's a message



An activist picking up the cigarette butts

'Chalk of Shame', a campaign led by Pune Ploggers, an NGO, to raise awareness on the cigarette butts littered on the road has gained popularity among citizens. People seem to appreciate the noble initiative carried out by the group in which members of the group, Pune Ploggers, encircle the cigarette butts littered on the streets.



The Pune Municipal Corporation has time and again raised its concerns over unclean and littered streets. Also, as a part of the 'Swachh Bharat' campaign, cigarette butts go unnoticed and seem to be littered everywhere along the streets, green spaces, roadsides, sidewalks; almost everywhere. Cigarette filters are made of plastic fibres (cellulose acetate). “Now, how do you tell people who litter on streets that their carelessness is causing enormous

environmental damage?” says Vivek Gurav, the founder of the group. The Pune Ploggers thus initiated the mission. Under the campaign, the group circles the littered cigarette butts in various public spots in Pune with a neon chalk and a message is written around it which is eye-catching and alarming. “Smoking can be a personal choice, but littering isn't,” he adds. One such message reads, “Phuko par feko math” (smoke but don't litter).

- By Vaishnavi Joshi



# Lost In The Fantastic World Of Anime

*Watching Japanese Anime is more than just entertainment and is a thrilling experience says Aryansahil Innamdar*

Animated films have always caught the fancy of children and adults alike. Cartoons and the art and science of making animated films has evolved on multiple levels since the first animated films were created. Today, the art form has grown into as many designs and techniques as there are animators. One of the most popular and refined styles is Anime. The word anime pronounced as "a-nuh-mei" is the abbreviation of the word animation. Anime is hand-drawn and computer animation originating from Japan. In Japanese, anime, a term derived from the English word animation, describes all animated works, regardless of style or origin. Anime and manga have long been at the heart of Japanese culture, with a consistent wave of popularity between the generations. Over recent years, the popularity for anime and its comic strip counterpart manga has grown considerably in the UK and the West.

Over the last forty years, Anime's craze has lured in millions of fans and has been translated into several languages. Whole generations of viewers all around the globe have grown up and are now



passing it to their children. One of the main reasons why anime has stood the test of time and has grown in popularity across the world is due to its unique ability to grow with its viewers.

The famous anime expert, Takamasa Sakurai, claims that the genre has been

widely accepted due to its unconventional nature, "Japanese anime broke the convention that anime is something that kids watch", he says. Overseas fans of anime claim that they enjoy the intensity of the storylines with the endings being difficult to predict as anime is often targeted at adult audiences. The most recent record break in anime happened during

**my view**

October 2020. Demon slayer, the movie released in over 403 theaters in Japan by Aniplex and TO-HO animations (animation studios) passed the \$100 million mark in just ten

days from its opening. This was the first ever manga-animation series to set such a record.

Anime has been a part of my life ever since I was young watching Dragon ball, Pokémon, Yu-Gi-Oh! And Digimon. OTAKU is a Japanese term for folks with overwhelming interests significantly in anime and manga.

Don't we all have our bad days every once in a blue moon? I'm talking about days when you don't feel like dealing with anyone or anything. Anime is perfect for those kinds of days.

Despite what you feel like watching, there's sure to be an anime to suit the way you're feeling. Anime has many genres, some of which are more lighthearted, sci-fi, or serious than others. You can easily find something to inspire you with hope, or something to cater to your bad mood. One of the most thrilling elements of watching anime is how often a show can surprise you. Sometimes for the better; sometimes for the worse. But if anime followers know one thing, it's the fact that anything is possible. It's amazing how animes can help people grow in life; the power of never losing the light of hope amidst the darkest night, the value of friendship over others, to learn and see things with anew Neverland vision.

"Anime like Pokémon inspired me to be the very best, Naruto taught me to never give up unless and until you reach your goal. Anime like Darling in the Franxx and Sword art online popularly known as SAO, showed me the power of love like how the protagonist battles through every obstacle for the person he/she loves" says an Otaku when asked how it feels to watch anime.

## New Opportunities Business During COVID-19

Covid-19 has hit the globe adversely, a worst economic recession since the Great Depression of 1930's. The pandemic has posed various challenges across all the sectors of the globe. Indeed, a hard road for policy makers and businesses. Traditional approach in business has proved to be ineffective at such hard times. Several crashes have been seen in the stock market with ever changing RBI policies to maintain adequate cash flow in the market. Amongst all the odds, a new pattern has emerged in the market. A major shift towards global digitalization is seen along with increased focus towards innovative ideas in problem solving. With Covid-19 crisis, major focus has shifted towards the virus itself, with survival being the prime necessity of this time. This survival instinct has nurtured various opportunities for many. One classic example being women across the country seen active with their sewing machines, making masks. Even on the large scale, initiatives towards manufacturing respiratory ventilators, N95 masks, vaccine against Covid and accurate diagnostic techniques have been taken. "Aatam Nirbhar Bharat" is not going to be a dream anymore. IIT Madras student's 'Muse Wearables'- a wrist band tracker to detect early Covid symptoms is an inspiring example of young innovative minds. At the level of existing market, two challenges have emerged due to Covid. 1) Contain the losses to minimum with focus on recovery and growth. 2) Ensuring the ease of working for existing and new market players. While addressing these problems, major focus should be on sustainable, practical and innovative solutions with an objective to meet long term goals. During this difficult phase, mutual support and collaboration among individuals and organizations are of utmost importance.

- Mahima Shrivastava

## Spiritual Pursuits

### Self-realization, A Key To Happiness

"One who is steady, who neither gets elated in happiness nor gets depressed when faced with sadness; who is free from attachments, fears and anger is truly the enlightened one", goes a verse from the Bhagwad Gita



Chapter 2, Text 56). Self-realization comes out as a remarkably familiar word. So, how often do we practice it? Maybe, maybe not. It depends on us. Once a person gets to know the worth of self-realization, there is no going back. The feeling of knowing our real self brings out a new vision for self-growth, eternal inner peace and spiritual fulfillment. Plus, the ability to become calmer and more accomplished in our pursuits are just a few of the bonuses

that we receive with self-realization.

Our mind is made up of two things, 'consciousness' and 'energy'. Consciousness is to become aware of our thoughts, feelings, and emotions. The existence of self-realization is in our conscious mind, not as a thought, but somewhere it just exists there. Millions of concepts invade our mind and overshadow our conscious mind, and all these thoughts get converted into worries, stress, tension and anger. If we need happiness in our lives, we need to get rid of these thoughts. While meditating, we try to reach our conscious mind, and those 15 to 20 minutes of meditation are so pure and peaceful that they actually can change our perspective in numerous positive ways. A conscious mind helps us to organize our thoughts, and as we grow into consciousness, it brings out god-like energy. We become aware of ourselves and everything else becomes still.

-Ritika Wagh



WHERE DREAMS TURN INTO REALITY  
ISC,a media school with niche

A media career is all about exploring one's own creativity, using various abilities and working on different avenues in media and entertainment. The thrill and adventure of going through the creative process is nothing short of a roller coaster ride and media activity pumps adrenalin. Media careers are meant for the passionate and the dedicated. They are meant for students with creative interests in film making, advertising, PR, Radio, Television and Journalism. A trained media professional is always in demand in the industry. The Indira School of Communication is a front rank media school with a niche and produces highly driven and dedicated media trainees. It offers a healthy mix of practical and academic coursework along with plenty of opportunity to explore one's creative instincts and abilities.

ISC bears a unique blend of creative and innovative practices. Established in 2004, Indira School of Communication has come a long way from its modest beginnings and is today amongst the finest media schools of the country. ISC has been adjudged the best media school twice consecutively and offers undergraduate and post-graduate programs in media studies with specializations in Advertising and Public Relations, Film and TV production and Print and Broadcast Journalism. A look at the various specializations at ISC:

Advertising and PR

It's all about advertising and Public Relations, both of which come

#StudentSpeaks



Aryansahil Innamdar  
Second Year BBA

"Life is like a roller coaster; full of twists and turns, ups and downs, full of surprises. Our college life is just as exciting, where we experience ups and downs like being on a roller coaster ride. It's been a year and a half since I've joined ISC, there were exciting moments along with stressful, anxious, nervous, frightening and victorious moments. Creativity, discipline, passion, out of the box thinking and finally initiative are the 5 keyfactors I learnt from Indira School Of Communication.

under the broad field of Mass Communication. Both advertising and Public Relations are aimed at creating a buzz about products, services, and brands (including individuals).

Radio, Television & films

At ISC, one can expect excellent teaching from staff with a range of skills, from active film makers, editors, radio jockeys to former and current professionals from media industries. Students also benefit from the State- of- the- Art Auditoriums and performance spaces that are flexible to fit to everyday practical project needs. Students at ISC often contribute to group level photography and shooting projects, events, to in-house newspaper publication.

Journalism

Journalism is a career for the curious. Every day journalists wake up to do different things. They get paid to investigate new topics or events occurring in the world. One learns something new every day as a journalist, which is what makes the career so rewarding. The journalism specialization not only teaches students how to find and report news, but also how to create other types of media using the latest technology. The program at ISC gives insights into several fields, including, the law and ethics of journalism and also the techniques to produce digital, broadcast, photo and print content.

Placement Support at ISC

The objective of ISC is to build a platform for quality placements through grooming young professionals and managers. Projects and other activities at ISC greatly enhance the chances of placements. on behalf of the students, the Placement Cell applies for internships and jobs, and helps to train the trainees in employment communication. Workshops by reputed professional trainers groom trainees to approach their career hunt in a serious, proactive and professional manner, and successfully so.

ISC at a Glance

- A total of 16 years of experience in nurturing students into leaders
- Specialized programs aimed at making specialists in Advertising, Public Relations, Film
- Unmatched global exposure.
- Industry alliances with Gryphon, offering placements and industry expertise
- Unique Alumni connect support and workspace support
- Incomparable industry exposure by regular celebrity and industry experts' visits,
- Hands on working experience on practical projects
- Ample internship opportunities.
- Unmatched campus life

ISC Alumni speak about  
Thier Alma Mater



Papia Nath  
Alumni- ISC 2005-2012

"ISC has been a second home to me since I stepped out of home for my further studies back in the year 2005. I have spent some wonderful 7 years in this beautiful campus among some of the most wonderful people. With all the extra co-curricular activities, the college made sure that we never missed out on any fun element. Be it on Dandiya night, DJ night or our very own GUSTO! ISC has helped me shape my career and have a strong vision in life. Even after passing out in the year 2012 and having a Post graduate degree in Mass Communication (specialising in Advertising and Public Relations), I still carry all the knowledge and strong work ethics which the faculties had imbibed in me. Our beloved Chairperson, Dr. Tarita Shankar, whom I lovingly and fondly call 'Tai' has always been my idol and inspiration. ISC is doing exciting things under the leadership of Prof. Renu Garg. Also, I have learnt a lot from all my teachers. I started my career as a CRM manager in Mumbai and eventually got associated with a couple of companies there. Today, I am proudly working as Director Public Relations for a building materials firm in my hometown, Guwahati. I hope and wish someday I get an opportunity to be of some service to my institute. Good Luck ISC my beat wishes are always with you!"

-Papia Nath, Director, Public Relations, Marble Centre, Guwahati

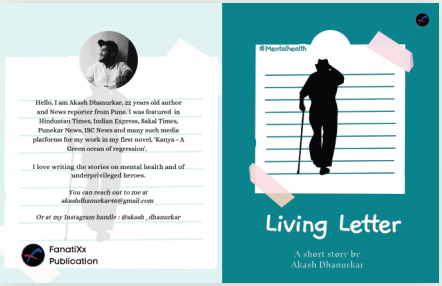
"One of the most interesting stages in life in which you get an opportunity to explore life better is the 'College Phase'. I am so thankful that I experienced this stage while at the Indira School of communication. The three years that I spent at the college has transformed me to be a better and a confident person. My journey at ISC has taught me one fundamental thing; life is unpredictable. It can bring any surprise or at times disappoint you. College life prepares us for all of this. It is a perfect blend of joy and hardships. I thank ISC for having given me a lot of great experiences and surprises."

-Sahilaryan Innamdar, Sr.Exec, Social Media



Sahilaryan Innamdar  
Alumni- ISC 2013-2016

ISC student authors book in lockdown



Akash Dhanurkar, a third year student of ISC, published his second book during the Covid- 19 lockdown in the month of July 2020. He published his book Living Letters, which revolves around the subject of mental health. This topic is more relevant now than ever before.

Unfortunately, depression and anxiety is on the rise among people. Instead of living a stress free life, people spend most of their life being worried and frustrated about it. Living letters is the story of a psychiatrist who counsels people suffering from depression. He gets diagnosed with heart disease and cancer as well. In the last stage of cancer, he finds himself depressed and afraid. The letter in the book is impactful and beautifully written. This book is well written and language is simple and easy to understand. As the story is short, one can read it in one go.

ISCians given Film Making sessions

Students of Indira School of Communication enjoyed an online workshop by filmmaker Wasimbarry Maner in December 2020. The online sessions which



Wasimbarry Maner

to her experience of attending the informative were attended by film making session, Sharmin second year and third year Oanali says, "Thanks to ISC for students. The workshop offered arranging such valuable and glimpses into the film industry the industrial knowledge driven entire process of film making. Says lectures."

Asim Innamdar, a third year ISC student, "The workshop provided us with detailed information on film making, and Wasim Sir himself is a great example by himself." While referring



# A *Messiah* of hope and help for the pandemic-hit

*Celebrated film actor, Sonu Sood, initiated major help to the migrant workers and people hit by the Covid - 19 pandemic reports Sharmin Oanali*

When the country went into a lockdown mode in the month of March 2020, during the pandemic, construction workers and migrant labourers were rendered homeless. Migrant workers lost all the means of survival and had no option left other than to walk long miles on foot to return home to their native towns and villages. In April, restaurateur Neeti Goel and film actor Sonu Sood, while driving through Wadala in Mumbai, saw a group of 500 migrants under the Eastern Express Highway. Talking to them they learnt, the migrants had not eaten for two days. Nevertheless, they were determined to walk home to



their villages in Karnataka because work and supplies had run out in Mumbai. "We convinced them to stay put and offered to give them food until we figured out a way to



organize transport for them," says Goel, who co-founded Khaana Chaiye, an initiative to distribute meals to the jobless and displaced migrants in the city during the lockdown. Her friend, Sonu Sood came forward with help. "Sonu made a few calls to sort out permissions and I got in touch with an agency who was ready to give us 10 buses to take this group to Belgaum, provided we signed an indemnity bond to protect them from police curfews," reminisces Goel. When the first lot of buses

took off on May 6 carrying 500 migrants, Sonu became the face of pandemic rescue in India, with migrants reaching out to him for support there on. Sood earned accolades from all over for his noble initiative. According to reports, people of Dubba Tanda village of Siddipet district in Telengana have dedicated a temple to Sonu to recognize the humanitarian work done by the Bollywood star. Responding to the immense popularity earned by him in this period, Sonu says, "I never really saw it as being a

real-life hero, as people have very kindly called me. We were doing what we thought was right.", Sonu has remarked in online interviews. That it would turn into a movement, we hadn't anticipated. I believe it is the prayers of the families waiting for their loved ones to come home that did the trick. We have become part of so many families, in a way," After the first successful Ghar Bhejo campaign, the pair officially adopted all Shramik trains originating from Mumbai to provide food and water to migrants going home. As time went by, they even organized *Iftar* during Ramzan, fed cats stranded on Filmistan Studio grounds and even provided drinking water and footwear to Don Bosco shelter in Borivali. All the projects were run under Goel's 35-year-old family trust.

The actor helped over 20,000 migrants, donated 25,000 face shield to police.

He installed a mobile tower in Haryana and gifted mobile phone to students.

## A rare passion burns bright



Match boxes are mostly found in trash after use. In fact, people even love crushing the boxes beneath their feet, but Vinayak Joshi, a 69- year old resident of Thane, owns a record of collecting more than forty thousand matchboxes since 1980. He nourishes a passion for Phillumeny, the hobby of collecting different match-related items like matchboxes, matchbox labels, matchbooks, matchcovers, matchesafes, etc. even as the world revolves around internet-based apps and modern gadgets. Vinayak Joshi has set an unbelievable record of collecting 45,000 matchboxes, with each matchbox differing in size, pattern, design and year of manufacturing. His jaw dropping collection also includes palm-sized matchsticks that were used in the late forties. In a telecon to I - View, Vinayak says, "Everyday, a new pattern or type of matchbox is found, which further becomes a part of a massive collection by the artists of 'Phillumeny'. I discovered this hobby of collecting the match stick boxes from my son. My son used to collect the match stick boxes thrown on the streets. He kept collecting the boxes with different visuals



and designs." Continuing further, he says, "Later, when he grew up, he did not get much time to drive his hobby due to his education, just like every child who loses his interest after getting entangled in stressful studies. Thus, I thought of continuing his work. Out of my busy schedule, I loved dedicating time towards collecting the match boxes when I was on my business meetings. The boxes have been collected from different cities and states in and across India." On being asked what motivated him to set this massive record of collecting the 40,000 plus match boxes, he says, "I did not aim anything; I just kept collecting the boxes, and eventually it became a massive a record." Vinayak Joshi also organizes exhibitions across the country to display his massive collection to inculcate the importance of developing a hobby and to nurture a passion in the minds of the youth. He stresses that all of this is done from his personal earnings. However, he adds, "The only reason I organize these exhibitions is because I want to send a message to the younger generation that dedicating your time to any hobby away from formal education and work can result in a stress-free life,'. Apart from the match box collection, he is involved in collecting different types of bottle openers. Close to 500 different types of bottle openers are found in his vault. He says, "Now, along-side the match box collection, I am also involved in collecting bottle openers and currently having displayed 500 openers, I can be proud that most of them are at least fifty years old."

- Akash Dhanurkar

## State govt. eases travel curbs

The Government of Maharashtra has eased restrictions on travel and tourism in Maharashtra under the unlock 'mission begin again'. In a circular released in the public domain by the government of Maharashtra, tourist places in the



state are opened for the public. The government has made the following guidelines necessary for tourists to follow along with safety and social distancing guidelines of COVID - 19.

### Use of Aarogya Setu app

- Aarogya Setu enables early identification of potential risk of infection, and thus acts as a shield for individuals and the community.
- With a view to ensuring safety, all tourists (except Foreign Nationals) to ensure that Aarogya Setu is installed by all having compatible mobile phones.

- Agency Reports

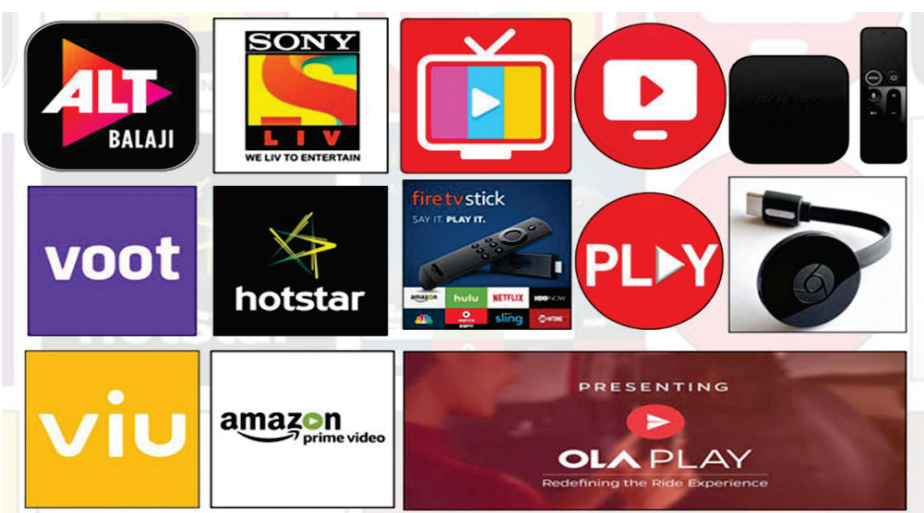


OTT platforms turn the tables in 2020

With the pandemic standing firmly in the way of screenings in theatres and multiplexes, India has started showering attention, time and money on internet- based streaming platforms. TV and film actors have now acquired the status of household favourites.

A report by Sharmin Oanali

The year gone by, 2020, humbled humans all around the world. It made us realize how little we are. The world is finally accepting the fact that life post Covid-19 will be different. With almost everything shifting to virtual space, it's natural that cinema, the biggest entertainment medium in the world went digital too. The consumption of online entertainment content has exploded during the Covid – 19 lockdowns. It is reported that between March and June 2020, Over-The-Top (OTT) platforms like Amazon Prime, Netflix and ALT Balaji saw a sixty-five per cent increase in subscriptions while Zee5 registered an eighty per cent increase. This shift had already begun long back propelled by a rise in the standards of living, evolution of smartphones, affordable Internet connectivity coupled with increasing net penetration in rural areas. Content is now king in the real sense as it is personalized and provides an opportunity for wider and focused usage. Movie watchers can view the first half of a horror film, and later the second half of a romance to end the day on a good note. OTT



platforms come with oodles of freedom. They cater to over 200 countries worldwide, while the cinemas screening Hindi films, all together, may amount to a few thousands at best. Let alone the other advantages like worldwide release with sub titles. It is, hence, not surprising to see the threat to cinemas from OTT players. The ongoing pandemic has made the rift wider. Three in four Indians prefer watching a movie on various OTT platforms in the times of social distancing, as compared to just one in four who would still love to go to a cinema hall. Amazon Prime first set the trend by

streaming Amitabh Bachchan starrer Gulabo Sitabo in 213 countries with subtitles in many languages in June 2020. Many films followed suit and the trend continues. Some of the recent films that released on OTT are Laxmi, Ludo and the latest, is Coolie No 1. Bollywood fans had witnessed Nawazuddin Siddiqui, Saif Ali Khan, Manoj Bajpai, Radhika Apte, Huma Qureshi, Emraan Hashmi in recent years deliver power-packed performances in web series. These series now own a cult status amongst the audience. However, in 2020, people saw a new set of actors making their digital debut on

the OTT space. They include Abhishek Bachchan, Karisma Kapoor, Naseeruddin Shah, Sushmita Sen etc.

The secret behind the booming of OTT platforms during the pandemic is that these platforms have already had a strong foundation and are not mere startups. They have been around, catering to global viewership for a long time. Take for example Netflix. The platform started out in 1997 with selling and renting DVDs. While keeping the rental business going down, it got into the streaming business in 2007 and eventually, creating its own content by 2013. With OTT, entertainment has made its way into our drawing rooms, bedrooms, parking lots and even classrooms. What tops it all is that OTT spoils us with choice.



Binge Watch and Be Happy

For avid binge-watchers or people who like watching films and web-series, there are a few shows that are perpetually on the 'preferred' list. Top seven such web series that are highly recommended by our critic, binge watcher, Aditya Iyer



Some recommended English Series:

- 1) **Breaking Bad(2008-2013):** A five season-long series with a gripping story and amazing characters, Breaking Bad is a series about a regular high school chemistry teacher with good moral values. Watch the show; it's worth your time.
- 2) **F.R.I.E.N.D.S (1994-2004):** Not a show for everyone...Not if you don't want to form a bond with the characters over the course of time and many seasons. It is said that any random episode of this sitcom can be enjoyed from the middle, without being watched from the pilot episode.
- 3) **Brooklyn Nine-Nine (2013):** A sitcom involving a bunch of

- funny and quirky cops. The show is purely meant for a tickle, to lighten up. Two seasons into the show, you'll form a bond with the funny and lovable characters.
- 4) **Game of Thrones (2011-2019):** A series with a huge world within itself, similar to the likes of the Wizarding World and the Marvel cinematic universe, the eight season-long series is a great watch for the most part, but it is also known for its infamous 'Bad final season.'
- 5) **Mirzapur (2018):** This series based on the fictitious Mafia of Mirzapur has some very strong acting performances and a great storyline. Unlike others

- who say that the second season isn't as good as the first one, the second season is more binge-worthy than the first.
- 6) **Kota Factory (2019):** This YouTube series by The Viral fever is a must-watch, as it perfectly depicts the lives and the struggles of teenagers studying for competitive exams in Kota, Rajasthan.
- 7) **TVF Pictures (2015):** An amazing story about four friends, and their journey of starting a start-up. TVF pitchers have excellent writing and acting performances. It remains as a classic web series.
- 7) **TVF Pictures (2015):** An amazing story about four friends, and their journey of starting a start-up. TVF pitchers have excellent writing and acting performances. It remains as a classic web series ever since it came out in the first wave of Indian web series back in 2015.





Football Legend, Deigo Maradona, Bids Adieu

Despite what humanity has faced in 2020, the whole world went into mourning after the news of the sudden death of one of the greatest football players of all time, Diego Maradona on November 25, 2020. The Argentine legend died after a heart attack at the age of 60.

Tributes poured in from all quarters, not just from the football world, for the man who became famous for his 'Hand of God' goal against England in the quarter-finals match of the 1986 FIFA World Cup.

Diego Armando Maradona was born on October 30, 1960 in Buenos Aires, Argentina. He was the fifth of eight children born to a Roman Catholic family. His parents were Diego Maradona Senior and Dalma Salvadora Franco. Maradona grew up in a poor but a loving and supportive household. He received his first football at the age of three and soon fell in love with the game.

His talents were recognized early. At the age of eight he joined his first team, Las Cebollitas (The Little Onions) that went on winning 136 consecutive games and a national championship. By the age of 14 Maradona signed with Argentinos Juniors and just before turning 16 made his first-division debut in 1976.

The pinnacle of Maradona's career came as a member of



the Argentinean national team. He made appearances in the world cups of 1982, 1986, 1990 and 1994. The World Cup of 1986 being the highlight of his career. He singlehandedly won the game against England by two unforgettable goals, one scored unjustly by hitting the ball with his hand and shrugging it off by calling it 'The Hand of God', and the other scored based on sheer skill to dribble



past a sea of defenders to find the back of the net. He played 490 official club games during his 21-year professional career, scoring 259 goals; for Argentina he played 91 games and scored 34 goals. Despite the popularity of the legend who rose from humble beginnings to reach the apex of stardom on an international stage, Maradona's career was marred by a pair of high-profile suspensions for drug use.

Maradona broke the hearts of millions of his fans in 1997 on the eve of his birthday by announcing his retirement. Retirement to Maradona didn't mean farewell to football. In 2008, the footballer signed as the coach of the Argentina national team. He coached the team until the 2010 world cup. In 2011 he got hired as the coach of the United Arab Emirates club Al Wasl. Sadly, that didn't end well for him and he got fired the following year. News of Maradona's death on November 25, 2020 left the world in disbelief, at the age of 60, the timeless legend had left us forever. Maradona passed away from a heart attack while recovering from an emergency brain surgery. Brazilian legend Pelé was one of the first soccer stars to honour Maradona after the news of his death broke. Pelé reportedly said "I have lost a dear friend, and the world has lost a legend. One day, I hope, we will play soccer together in the sky".

- Sharmin Oanali

Indian team sports retro look

Quite often we hear the phrase, 'Going back to the roots.' Indian Cricket has indeed gone back to its roots. Shikhar Dhawan had flashed the first look of the new team India jersey, on his social media handle before the currently ongoing Australia series of ODI and Test Matches commenced. The jersey is very similar to the one worn by Sachin Tendulkar, Mohammad Azharuddin, Krishnamachari Srikanth, Kapil Dev, Ravi Shastri, Javagal Srinath, and all the gang during the World Cup 1992.

Earlier, when the team was set to leave for Australia, the team members shared photos on the internet wearing personalized PPE ki



f those kits, it seemed that the team might go back to the classic retro look. However, nothing was confirmed yet. Interestingly, it so turned out that the look is not the same and a lot of space is covered by brand sponsors. No complaints there. May it be so. This navy blue does not just represent two different eras of Indian Cricket, but also the two sides that are equally capable of making a mark in the world of Cricket.

- Harsh Adwani

Cycling for Fitness and Change



During the Covid -19 Pandemic, an unexpected phenomenon was noticed all around the world. People couped up at home finding refuge in cycling to maintain a healthy balance between physical and emotional health.

of India with an intention to inspire Indian citizens to adopt cycling in their cities. The aim of Cycles4Change is to create extensive cycling networks through low-cost interventions such as pop-up cycle lanes and traffic calmed or non-motorized roads. The challenge was

The #C4C Challenge initiative was taken by the Smart City Mission, Ministry of Housing & Urban Affairs and Government

launched on June 25, 2020 to be carried out in two stages. Ashik Jain, a city-based cycling enthusiast, who is also appointed as a Bicycle mayor by an Amsterdam based social organization that aims to promote cycling throughout the world says, "Indians reach out to gyms in cars and think that is fitness. The part that cycling and walking plays in one's fitness routine is almost forgotten. So, under the initiative of Fit PCMC and #C4C, we aim to raise awareness on the environmental and health benefits of pedaling and walking daily."

-Sharmin Oanali

From I-view Incharge



Dear Students, We are glad to present the eleventh edition of I View. Our team has put in great efforts. We are thankful to Prof. Renu Garg, Director, ISC, for her valuable guidance and the entire staff of ISC for the support and cooperation.

Best Regards  
Surhuda Kulkarni, Faculty incharge, I- View

A message from the writers

I-View itself is a great experience and a challenging task. During this entire span, we all got a gist of how the field of journalism works. All of us got equal opportunities to share and inculcate ideas for this newsletter. We would like to thank Prof. Surhuda Kulkarni for giving us this astounding opportunity and Prof. Renu Garg for being a backbone.

Team I-View



