

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

# VIGYAP

Issue 5, May 2021

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# RELIVING

# THE JOURNEY

# OF AD 2021

# RELIVING THE JOURNEY OF AD 2021

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## COVER STORY

## RELIVING THE JOURNEY OF AD 2021

By Khadeja Zakariya, Shilpi Padhi and Nikhita Awal

With everything coming to an end except the pandemic, we want to impart you with knowledge that we possess, about college, our specialization and our motives. This edition of Vigyap will help all your queries of how a college is supposed to be.

better. And while we are still in the grips of uncertainty, we have learned a lot and tried to make peace with the ways we work around it. We, the Advertising batch of 2021, understand well the longing to go back to college, and sit in those classrooms again.

Last year, on this day, we were full of anticipation about when college would open its gates again. The wait lengthened from weeks to months, and we counted. We counted patiently. The pandemic was so sudden that we didn't know when it took away our first industry internship opportunity. Many of us had worked hard on our portfolios and applications to get into the organizations of our choice. We have long been waiting for the situation to get

**"These are tough times and they have helped us appreciate better than ever before the importance of face-to-face interaction with peers and industry professionals."**

Being a part of SCMC is an experience that can't be pigeonholed into MS Team meetings and Zoom calls.

These are tough times and they have helped us appreciate better than ever before the importance of face-to-face interaction with peers and industry professionals. Since some of that is not possible right now, this edition of Vigyap intends to be an amalgamation of many insights from seniors, teachers and industry experts

that our junior batches have been missing out on. These insights will allow juniors to get an in-depth understanding of Advertising as a specialization, and help them make the right decisions. It will also allow those who are passionate about Advertising to learn how to go about their career after their final year in college, what internships to pick and how to make the most out of them given the current situation.

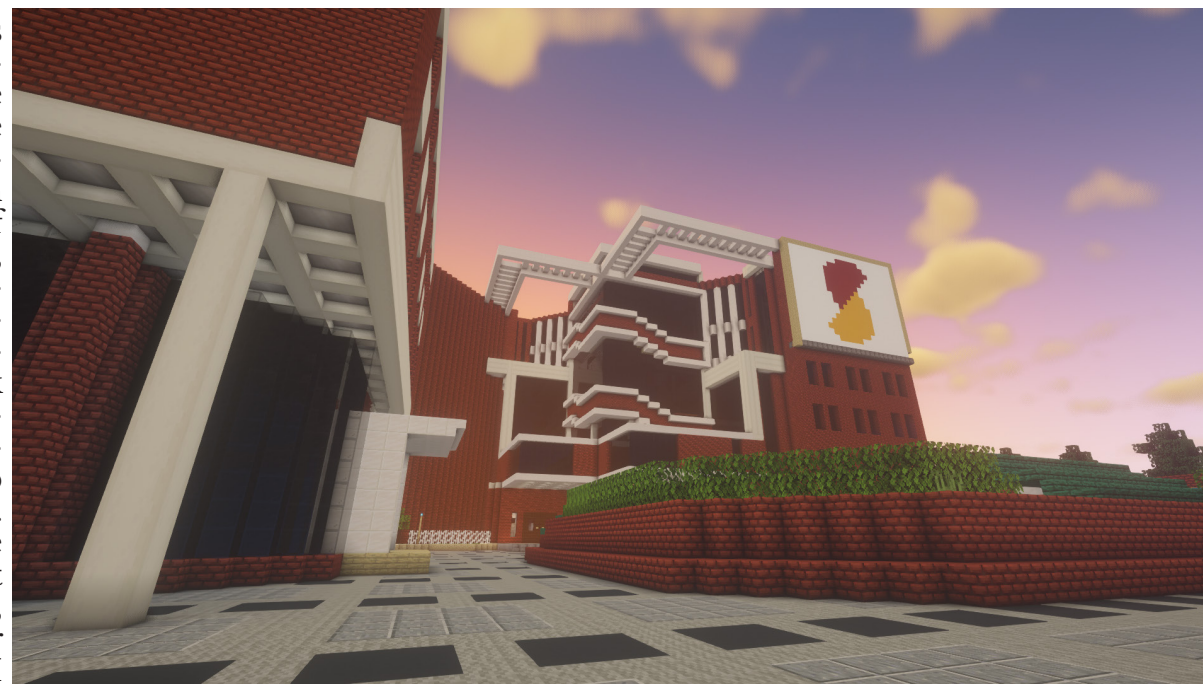
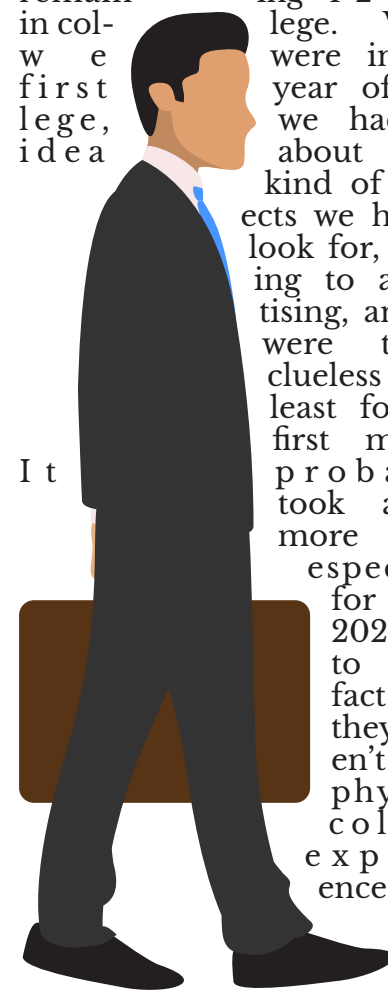
Due to the pandemic, finding jobs & internships can be very stressful and pressurizing, and they can be hard to balance and choose which ones to do. There are a lot of options to choose from in various places to find jobs



internships but sometimes these options can be overwhelming as well. In the middle of the semester, while assignments are piling up, finding extra work that you actually enjoy doing can take up a lot of time. Vigyap is here to sort out your worries, and to answer "How should I go about this", "What should I take up" and "Why should I take this up".

We chose this topic so the junior advertising batches can get a clear road map of their remaining 1-2 years in college. When we were in our first year of college, we had no idea

about the kind of projects we had to look for, relating to advertising, and we were totally clueless at least for the first month. It probably took a lot more time especially for batch 2023 due to the fact that they haven't had a physical college experience (yet,



which will happen soon hopefully, fingers crossed!)

We wanted to make sure, the junior batches who were planning to take up Communication Management / Advertising, were sure of what they were getting into, as they neared their last 2 years in college. And as this is our last semester too, we also wanted to assure the batch of 2022 and 2023 that the last couple of months of college are not as hectic as they seem. Equipped with the right knowledge of exactly what you plan to specialize in, even in the broad field of advertising, will make the process much easier as you approach your final year.

Lastly, we urge you not to stress; don't feel pressured to take up projects or internships just because your friends are doing so. Everyone needs to be in the right mindset to work, and to understand what they love doing as a profession. All we have to say to you is take your time, and take it easy! Hopefully this magazine edition clears your doubts relating to advertising, and brings things into perspective.

Why did we choose adver-

tising as a specialization? Let me tell you; You learn to tell stories. Every ad campaign is an opportunity to tell a story about a product, service, or organization. As storytellers, we can change perceptions, create emotional connections between marketers and their customers, and even get people to behave differently. You get to work with really fun people. The most interesting people we have ever met are creative writers and designers who develop marketing campaigns; they truly see the world in a different way. Yes, they can be prima donnas, but we'll take the occasional fit of creative pique for their ability to craft messages that capture attention and resonate with the audience. You always have new toys to play with. Social media, mobile marketing, and the web weren't even concepts. It's thrilling to explore these new marketing technologies and help clients use them to build brands and customer relationships. And there's even slicker stuff on the horizon — it's an exciting time to be.

Because fun and play — just as much as hard work — are essential to the advertising process, universally, no matter the brand or category.



# GETTING TECHNICAL

## TIME TO APPLY THOSE STRATEGIES AND BRIEFS

By Shreya Pradeep

The main role of an advertising agency is to ensure that the deliverables of a client are met up to their expectations. The department that overlooks the work being produced for the client is the Account Management team. The Account Management department acts as a mediator between the client and the agency to ensure that the client's expectations are met by the agency, along with communicating the agency's potential to deliver for the client. The main role of an account executive is to overlook major campaigns and to ensure the agency delivers up to the brief given by the client. Let us have an in-depth understanding of the life of an account executive.

### 1. Market Study

The very first necessity of an Account Executive is to be up to date with market trends. Once a client approaches the agency, it is the responsibility of the Account Management team to understand the brief being provided and to ensure that the agency has the potential to meet the deliverables. The Account Executive then studies the client and the entirety of the market to understand how their industry functions and keep a track of all that their competitors do.

### 2. Communicating with the agency

Another interesting way Once the client brief is studied, the account executive communicates the same with the agency. The brief is presented to the strategists and creative team to then brainstorm ideas and share a timeline by which the team can produce solid work to showcase the client. The Strategy team is usually involved when the client is looking to initiate a great campaign. But if clients approach the agency for handling company profiles (Ex- Social Media), the Account Executive shares insights about the company, and the creative team acts accordingly.

### 3. Monitoring the process

Once the client brief has been shared with the internal team, it is the responsibility of the Account Executive to ensure that the team is on track with the brief. Maintaining timelines is a key responsibility because campaign launch dates cannot be pushed aside. Hence, the Account Executive monitors the process by overlooking everything the internal team is doing to ensure that they are on track and that the deliverables can be executed on time as promised. Account executives also help them out if the team is facing any challenges. The executives will also share in their inputs for the work being produced since they have a better understanding of what the client is expecting out of the agency.

### 4. Seeking Approvals

In order to ensure that the deliverables are in line with the client's expectations, it is always best to inform the client about the progress being made at every step. This is to ensure that the time and effort put into the work by the internal team does not go wasted if the client is not in favor of what has been produced. Hence, the Account Executive gets the concepts shared by the copy team approved by the client before it is put into action. The Account Executive explains the concept to the client and only if they are in favor of the concept, would it be approved, and the team can further experiment with the concept.

### 5. Sharing Feedback

There might be times when the output does not meet up to the expectations of the client or might divert from what the client had in mind after going through the concepts. It is then the duty of the Account Executive to share the concerned feedback with the internal team and revise the deliverables accordingly.

## VISUALS AND AESTHETICS

By Riddhi Gopalani

Aesthetics is a core design principle that defines a design's pleasing qualities. In visual terms, aesthetics includes factors such as balance, color, movement, pattern, scale, shape and visual weight. Designers like to use aesthetics to complement their designs' sustainability, and enhance functionality with attractive layouts. Aesthetics refers to the lines, colors, spacing and more on websites and apps, namely what elements you choose and how you apply them. Attractiveness bias is a short-term effect, because good looks cannot save a product that hasn't been made well. Hence, it's vital that one designs for the user experience and optimize usability, applying well-considered aesthetics to work together with your design's functionality.

When working with aesthetics in visual design here are some things to consider:

### 1. Objectivity and Subjectivity:



Some choices will resonate with people on the basis of their taste, and some choices will be fundamentally wrong - like using bright red on a bright blue background. The way people perceive your visuals could depend on various demographics like culture, age, educational level, etc and hence, research is a must.

### 2. Functionality and form:

The aesthetics of an item must depend on its functionality, and need to be consistent with what people expect to see. Visual hierarchy is a concept that every designer should remember, while trying to arrange elements harmoniously.

### 3. Optimize choice and use of elements:

Use the principles and rules of design to create things and exploit universal truths about how humans perceive things.

4. Context: Always stay connected to what needs to be conveyed. Lower cognitive load is the key. Keeping things simple can be extremely beneficial. To produce a clean, good-looking and highly usable design, you'll often need to make compromises and cut back on what to include.

Design is a conversation between you and your viewers. Captivating them with the help of a story that is being told by your design is the goal. Every element in it has to have a purpose, the design's critical functionality has to take precedence. Unlike art, good design aesthetics should be easily understandable - where users never have to guess what your design means.



# ANALYSIS, RESEARCH, AND INSIGHTS

By Hamsini Narasimhan

Strategy, as we know it today sprouted through 'planning departments' in the 1960s. JWT and Boase Massimi Pollitt were among the first ad agencies to initiate this movement, where planners were primarily responsible for strategic thinking, media planning and intense research. As the movement spread across the industry over the years, the duties of this department became more streamlined, where planners/strategists are now more focused on strategy and insights. Everything else is usually outsourced.

## Is strategy dead?

As an aspiring strategist, one of the questions that often comes my way is regarding the relevance of strategy in today's times. "Why do we need strategists, when we have Google?"

**"While Google may have the answers to all your questions, strategists are required to identify how much of it is right, relevant, and useful to your client."**

At its core, advertising is about creating value for your clients to help them build strong connections with their consumers. Strategists, act as catalysts of this value.

In simple terms, while a team of good players guarantees the capability to win a game; a solid strategy/playbook tailored to their team guarantees victory. While Google may have the answers to all your questions, strategists are required to identify how much of it is right, relevant, and useful to your client. Strategy is not dead but has evolved over the years. At present, it is at the heart of the re-emergence of advertising in the post-pandemic world.

## What do junior strategists do in an agency?

Analysis, research, and insights. Most of the responsibilities under the jurisdiction of strategists revolve around these three words. A typical day would start with waiting for a 'brief'. Depending on the season, they would start pouring in like the rains in Pune during the onset of the monsoon. You would be asked to find 'insights'. The challenge arises where no map guides you to the relevant ones and just when you happen to stumble on something, you will al-

ways be asked to dig deeper. Google? Not really. Insights are obtained by reading thousands of effectiveness papers, watching at least a million ads (asking a friend to translate the languages you do not understand), going through a pile of old briefs and conducting competitive analyses- until you are a living encyclopedia of the client's business.

Seem too hard? It is. However, there will come a stage where all this hustling will pay, your per-

spective will be the thing that matters most. You will be the one drafting those briefs. Your legacy, left behind for the generations of strategists to follow. At that point, it will all seem worth it.

## What is changing in strategy? What should you look out for?

The vast impact of COVID-19 is affecting the way we live. It is forcing us into lockdowns, make behavioural changes and adapt our lifestyles towards the new normal. Therefore, we are at a time that needs sensitivity and real-time understanding. Uncertainty is when strategists are deemed most important.

The new significant challenges posed to the clients due to the pandemic require strategic intervention to be solved. Strategy can provide direction and identify new opportunities beneficial to them. Hence, as a strategist, you have the opportunity to be the modern-day superhero. What are you waiting for?



# BRING OUT THE WIX-ARD IN US

By Riddhi Gopalani

**"A website can make or break your brands perception, it provides credibility, the ability to control the narrative, social proof and reach, maximizes ROI, showcases your offers....."**

Digital marketing involves the usage of various tools and analysis of factors, like - search engine optimization, social media, emails, responsiveness, design, user interface, user experience, conversion rates, brand identity, analytics, and monitoring to name a few. Despite the fact that a website is only one slice of the cake, without it, a brand's digital marketing is thoroughly incomplete. It is the backbone of a brand's online presence. A customer always has to be driven towards this backbone, as it houses all pieces of content, communication, and advertisements that the brand has put out. It is the brand's window to the world. Digital marketing and web development have to be worked upon together, keeping in mind all the functions they share. The tactics that are developed need to make sure that the website is always found, available and on point.

What makes a good website?

1. **User experience:** Customers, when visiting a website, need speed

and efficiency. They need ease, as they get frustrated quickly. Your website needs to be user friendly.

2. **Web Design:** A good design urges visitors to spend some extra time on the website. When paired with user friendliness, the visitor will most likely visit again.

3. **Advertisements:** If the advertisements that lead to your website (Pay Per Click and etc) don't have the same look and feel, it creates a disconnect for the consumer. The whole process should be seamless, direct and consistent.

4. **SEO (Search Engine Optimization):** A website without good SEO will not show up as one of the top options to click on, on a SERP (Search Engine Results Page) and won't be able to generate clicks from search engines like Google, Bing, Yahoo and etc. This is critical for organic reach and clicks that drive traffic to your website.

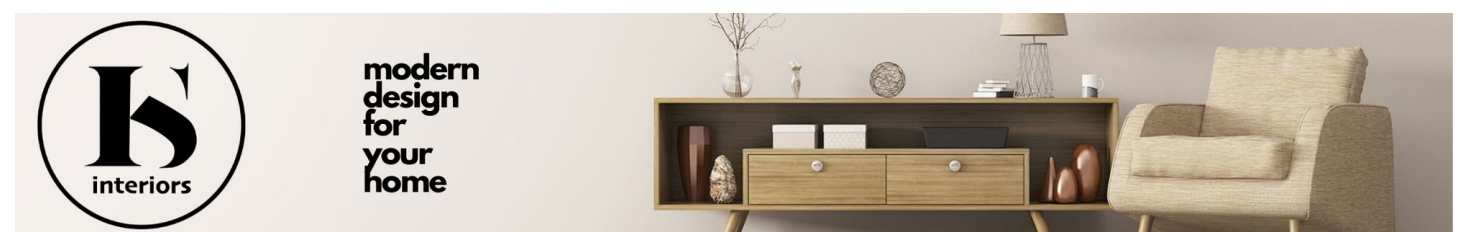
5. **Conversion rate optimization:** Conversion rate refers to the percentage of website visitors that take actions like purchasing a prod-

uct, signing up for a mailing list, saving items in their cart, etc. The design, ease of access and navigation can contribute to the same.

6. **Consistency:** The logo, color, font, images and messages being displayed on the website have to be in sync with the brand and its personality. Consistency allows consumers to relate the different elements that a brand has to offer with each other, it curbs confusion and promotes a positive response from them.

7. **Analysis:** There is no such thing as a perfect website. Your website needs constant updating and reviewing. Every area of it has to be reviewed on the basis of various factors like how long a customer spends on a certain page and how quickly a consumer closes the webpage.

A website can make or break your brands perception, it provides credibility, the ability to control the narrative, social proof and reach, maximizes ROI, showcases your offers, and even gives you the chance to converse with your audience 24/7. The importance of a website can't be overlooked!





# EXPLORING A WAY WITH WORDS (COPYWRITING)

By Saundarya Bhagtani

Copywriting is the art of writing suitable text for a visual, or a graphic, meant for advertising. This may include scripts for ad films, slogans for campaigns, text on a print ad and so on. The ultimate purpose of this copy is to increase brand and product awareness and persuade the consumer to buy the product.

Copywriting is as important as the visual of the ad. And the process of becoming a copywriter does not have to be a slow, developing one at all. That's right. This is something that you will never hear from old school copywriters. But this has been made possible by the ever-growing technology by which we are surrounded by 24x7.

With more and more usage of social media platforms as marketing platforms, the work of a copywriter has translated into writing witty captions on posts, creating catchy 24 hour self-destructive stories, writing short and subtle copies for visuals and infographics. Writing blog posts, or brochures, creating presentations or handling emails would also fall under the work of a copywriter.

Every brand now has a social image where they interact with their consumers on a very personal level. Every campaign which is launched has a new social media requirement added to it. The work of a copywriter is to support all these ideas with words, to translate

what the brand wants to say in simpler and easier terms to their consumers, to make the communication smooth and impactful between the two parties.

Some campaigns also involve ad films, short films or corporate films for their brands. Smaller brands are always on the lookout for people who are



more tech-savvy and friendly with the newer ways of marketing. The work of a copywriter becomes exponentially important here. In this case, the work would involve writing of the script for the film and the dialogues. If the film was to go up on a social media platform, then the post captions would also fall under the work of the copywriter.

A lot of people take up copywriting as a part of their free-

**“And the process of becoming a copywriter does not have to be a slow, developing one at all. That's right.”**

lancing projects as well. Looking for a copywriting job is as dynamic as working the job. Copywriting gigs can be found on a lot of freelancing websites like Fiverr, etc. Copywriting leads for a number of ad agencies, or small businesses can also be found on websites like LinkedIn, Internshala, etc.

Whether you are writing your first copy or your fiftieth, always pay attention to what the client exactly wants. Keep in mind the platform for which you will be writing. Keep your copy direct, short and exact, and never look at templates before doing your work. Clients look out for people who can speak for the brand.

Living in the pandemic, a lot of brands have ramped up their digital marketing campaigns. This translates to more and more advertising online than offline. This has also increased the need for copywriters in the industry. Remote working for copywriting is very feasible for both the brands and the copywriter. There are a lot of opportunities waiting out there for you. Starting something as easy as a blog post today, might land you a job in copywriting. Maybe this is the productive thing that you do today!

# ANUKRAM: BRIDGING THE GAP BETWEEN THE INDUSTRY AND ACADEMICS

By Hamsini Narasimhan

Anukram, in Hindi roughly translates to “order”. Needless to say, the event was meant to bring order into the professional lives of the students of SCMC- by providing a platform to interact with experts and gain insight into the media industry. Industry experts of all the specializations that the institute offers, including Journalism, Advertising, Public Relations and Audio-Visual Production are invited to give lectures on personalized topics revolving a central theme on what is traditionally a two-day event.

## Anukram 2020

Anukram 2020 was held in February, where the students and faculty had the opportunity to interact with veterans from the industry, who took the time to address every query that was raised by the students. The central theme of this edition was millennials. The work of various notable alumni, as well as current students at the institute, was also screened. This included short films, ad films, degree films etc. that were recognized by film festivals, bureaus both within the country and globally.

## The day it all began

The first day of Anukram 2020, saw interactions with five experts spanning across all four specializations. The first guest of the day was Mr Anant Rangasami, the editor of Storyboard and senior editor at FirstBiz.com spoke on

‘Journalistic duty vs content for the audience. Is there a line to draw?’ Following this, Mr Amitabh Sinha, the editor of Indian Express, Pune shared his opinion on the topic, ‘How to break the news and attract

**“Needless to say, the event was meant to bring order into the professional lives of the students of SCMC”**

audience in the age of immediacy?’.

The next guest, Amanat Khullar, highlighted the shift in the behaviour of consumers in the millennial context. The guest that followed, Siddharth Sikchi, Associate Director at Dentsu Webchutney diverted the attention of the audience towards the relevance of influencer marketing. Finally, Parthip Thayagarajan, CEO of Wedding Sutra focused on the growing relevance of wedding planning in the digital age. This was followed by an entertaining performance by SCMC's theatre society, Raahi- to end things on a good note.

## The day that followed

The second day of Anukram 2020 also revolved around the same theme, where the audience saw interactions with six industry experts. The first of day two began with interactions with film critic, Baradwaj Rangan regarding creating impactful content followed by a perspective on the influence of advertising on millennials by

Sanchari Chakrabarty, Strategy Director at DDB Mudra. The third guest of the day was Mr Kevin Lee, Editorial lead at Yuva, who drew a comparison between fiction and non-fiction in cinema. Sukumar Menon and Sakshi Arora, the following guests spoke about the significance of FOMO (fear of missing out) and advertising to the millennial audience. Finally, Jai Sharma who was worked on blockbusters including 3 Idiots and ZNMD gave strong words of advice to audio-visual aspirants. This day too was graced by a performance by Raahi.

To further initiate a louder dialogue, the speakers were seated on stage for a Q&A session with the students. As a result, we now have future media professionals who are better equipped to take on the world!





# RELATABLE AND NOSTALGIC DISSERTATION AND AGONY

By Saundarya Bhagtani

Back in 2019, during my second semester, when we received Google survey forms on the college group from our seniors, it was very intriguing to know that actual research papers and theses were being written. And in merely two years of time, we would also be doing the same.

This time arrived sooner than anybody imagined. But it is nothing how we imagined it to be. The agony began when I had to decide on a topic and I could not think of anything. But that was just the tip of the iceberg. What followed was an excel sheet I did not know existed in one of the group chats and unraveled a whole new set of deadlines of dissertation chapters.

With the ongoing pandemic and declining mental health, along with our assignments came in this mega assignment, the Dissertation. The break-up and word structure gave importance to all the chapters in the dissertation, but I realized most of my work was done the day my topic was finalized. How and What were the major two questions I had in mind regarding my dissertation. Topic finalization took away the What, now I had to only figure out How to work things along.

The process of writing this dissertation was

very lengthy and it unfolded a series of emotions, all unrelated. When sometimes it felt like the hardest thing to do, it also felt like an escape from reality. When the World was falling apart, I had a little thesis of my own, on a topic I always wanted to research about. It felt like the closest thing to the old normal that we all terribly miss. It also served as a reminder as to why I came to this college and chose Advertising as my specialization, reminded me of simpler times.

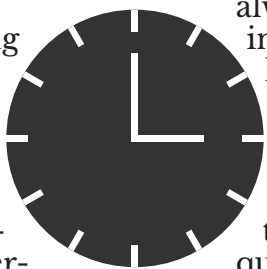
Beginning to write a dissertation is easy, ending it is not. Through the process, if the momentum is lost, then it is very hard to bring it back. Especially in a pandemic. But the one thing I learnt, which always worked, was that taking stress is never going to be helpful. I faced multiple hindrances like my writing felt inadequate, my research felt insufficient and I lost track quite a number of times. All these problems also made me say I hate my

dissertation more than anything else.

But I realized that there was only one way to overcome all these problems which was to not stress over them. No good thing has ever come out from stressing over problems. So I identified all my difficulties, focused on where I was lagging, took help from my mentor and my seniors and started working on them. In a matter of days, I did not feel the need to hate my first thesis ever.

Another idea that fails often is long term planning. I realized quickly that this dissertation is not going to take 1-2 days like my other assignments and it will not write itself. Working on it step-by-step, chapter-by-chapter made it way easier. The need to procrastinate also vanished when I broke down my work and did not stress over 40 pages.

With the lack of resources and motivation, writing this dissertation was harder than I thought it would be. But while working on it, I surprised myself with the ideas I came up with. It was the easiest thing to bring back the productivity lost through these times. Once in the swing of working on it, I did not want to stop. It brought back the feeling of wanting to do something. It brought back the feeling of being a college student.



# A DAY OUT AT THE MALL BUT KEEPS YOUR EYES PEELED

By Srijan Chakrabarty

Seldom do students show up at Phoenix Mall as soon as it opens at 9am unless there's a Shah Rukh or Marvel Movie running first day first show or it's an emergency. But that wasn't the case this time, unlike every other time where phoenix mall acted as an escape this time we were there to study it, to soak all of its marketing goodness in.

It's not every day that you get to leave the class and venture out into a mall while legally getting attendance for it. This was a supercool assignment we had to do.

It's funny how much perspective can change the way you look at the same thing you are used to seeing 4 times a week. Always knew that the Adidas store was sandwiched between Reebok



and Nike and surrounded by others like Asics, Skechers, Fila and Puma but when you go with

the motive to understand marketing it all starts to make sense.

Suddenly the placement of Star Bazaar where it was made sense as it was the most easily accessible location from the south gate and even had a custom traveller made for all the shopping carts. Cookie Man's positioning never made sense to me, it was smack dab in the center of nowhere but when you change the way you view things you realize that middle of nowhere has the most footfall. Even the location of the bathrooms, which you can never find otherwise, now made sense.

This was a great assignment which gave us a hands on look at retail placement in large scale malls.

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# THE SECRET SAUCE FOR SUCCESS IN SATRANG

INTERVIEW WITH ISHIKA SHARMA AND KRISHANGI GHAI

CULTURAL COORDINATORS OF SCMC BATCH OF 21

By Shreya Pradeep

Satrang was SCMC's very first virtual fest that was hosted in September 2020 by the students of batch 2021. It was a weeklong fest that had events of multiple art forms and activities. The event was clearly a grand success, due to the thorough planning and coordination by the organizing committee of Satrang. Krishangi Ghai, and Ishika Sharma (Cultural Coordinators, 2021) shared their experience while hosting the fest and the run of emotions that they went through.

**Q1. When was Satrang born? And what is the story behind it?**

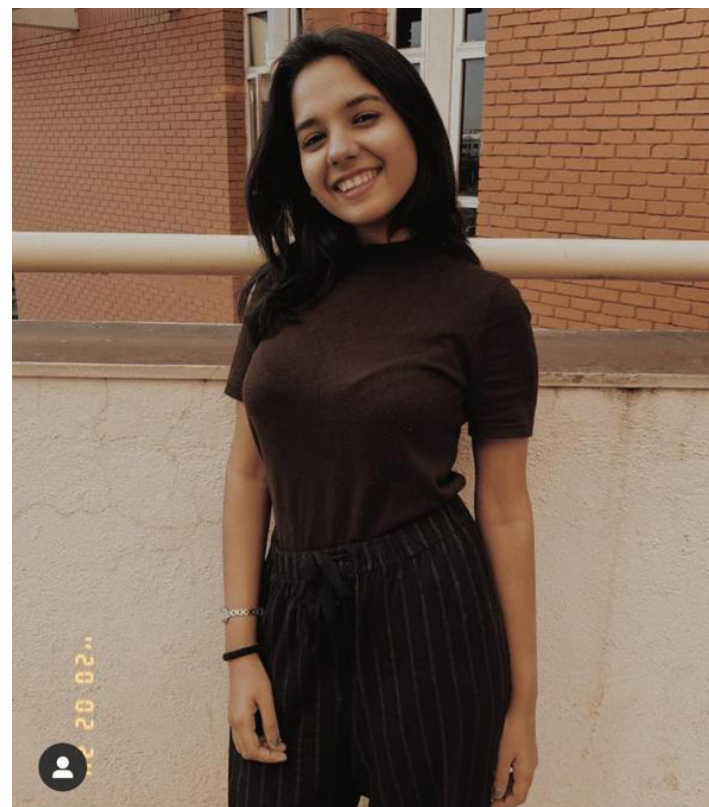
Satrang started with batch 2020 in December 2019. Back then we were assisting Batch 2020 to host the event but due to certain constraints, the event could not take place. The idea was to host a large-scale inter-college event by SCMC without compromising the existing fests that



we already had. Unfortunately, due to some time and budget constraints, the event had to be kept on hold. Initially, it was named Panchranga which we were honestly not in favor of. We then allowed our batch to decide a name and that's how Satrang came to light.

**Q2. With the sudden lockdown that happened, did you give up on Satrang? Was there ever a time when you believed that this cannot be held online?**

Since 2020 could not work it out, we took charge of the fest and started customizing the event. Our club heads were chosen and the first task they were given was to ideate for Satrang. Departments were made and work was distributed accordingly. And then the sudden lockdown came out of nowhere. Even then, we assumed that we would be back soon. Unfortunately, it lasted for way longer than expected. Around June, we processed the fact that it is not going to happen. Even if we did go back, the pandemic would not allow us to hold an event.



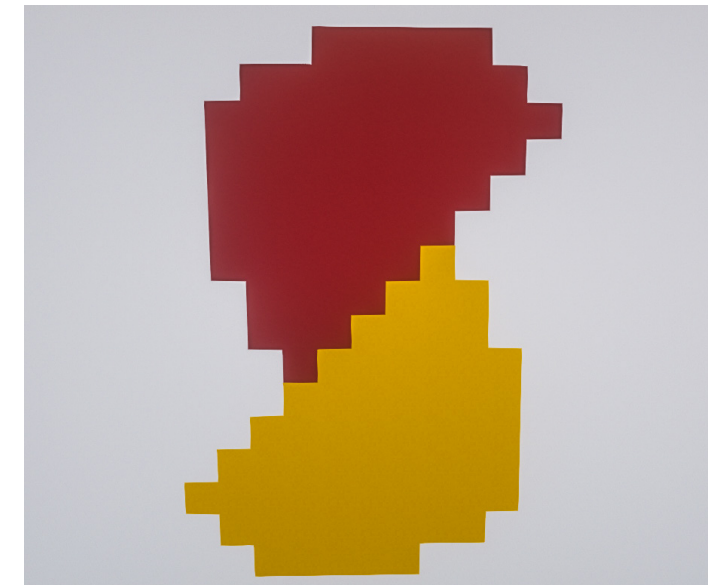
The three of us once got on a call to discuss the orientation for batch 2023. That was when one of us suggested making Satrang happen, to which all of us unhesitantly got on board. It was literally a 5 minute that brought Satrang back into the picture. This was the perfect opportunity for the juniors to connect with everyone. We then shared it with the juniors, and everyone was on board. Even though we knew that hosting an event online was going to be tricky, everyone was optimistic.

**Q3. Can you share how you managed to virtually connect with everyone from different parts and form a team?**

Thanks to Zoom and Google meet. Most of the communication was through these platforms and otherwise via normal phone calls. We were sure that if we discussed it with the internal team as a whole, it would become chaotic and not everyone might be able to contribute. So, the three of us divided ourselves and handled some departments individually. We allotted time for each club to discuss. The three of us would be then get together and share what the plan is, would it be feasible to do so, would it be interesting enough, etc. Once the event schedules were out, separate WhatsApp groups for each event were created so that the participants could ask doubts anytime they wanted. The only important criteria we had was to ensure that the events can be virtually adaptable. Once everyone got clarity about each of the events, we then pitched it to the college for approval.

**Q4. How long did it take to surpass the planning stage? What were the important factors that you kept in mind while planning?**

It took only a maximum of a month and a half to



plan the event since the base was already done before the lockdown. All we had to do was to modify the rules in such a way that it could be done virtually. Treasure Hunt and Quiz would have been the most tiresome to organize. We had to ensure that we were all active and can provide the participants with hints asap because the event was all about the time. So, we can't afford to mess it from our part. We had to ensure that the questions were interesting yet doable. We also spent some time scheduling the event because we wanted the students to participate in as many events as possible and had to schedule it in such a manner that no two events were clashing. And we also got permission from the college to dedicate that entire week just for the event as we did not want the participants to worry about missing classes. Since we know what it takes to plan an event, we also discussed how to manage it in a time of crisis. So we can confidently say that we had planned it all. The team spirit was extremely high.

**Q5. What were your main challenges while organizing Satrang?**

Honestly, nothing specific that we can think of. For sure coordinating and passing information was a task. But the fun we had while doing it overlooks all these challenges. We did feel some pressure because this was the first time hosting an online fest and we wanted to prove that we could pull it off.

**Q6. Given a chance that you get to host Satrang 2.0, what would you do differently?**

Definitely would love for it to be an offline event. And push our limits and host it on a larger scale. We would not do anything different but might expand for the better.



# IN TRUE SPIRITS

INTERVIEW WITH JAINIL SHASTRI AND RIYA ROHATGI

SPORTS COORDINATORS OF BATCH 2021

By Srijan Chakrabarty

In True Spirits more popularly known as ITS is one of the annual highlights at SCMC where the whole batch comes together for three days of non-stop sports, support and obviously Pre-ITS Marketing. No other event brings people together like ITS. A feeling of unity is imbibed in everyone, participant or viewer, over the course of that one month. The day begins at 5am and ends at 11pm with normal college on two days and only events on one day but at no point in this 18 hour stretch does the energy and enthusiasm of any individual die. Such is the vibe of ITS.

We got together with the Sports Co-coordinators of Batch 2021- Jainil Shastri and Riya Rohatgi for their views and memories from ITS.

## What Does ITS Mean to you?

One of the most interesting events in SCMC life has to hands down, undoubtedly, with a big win margin has got to be ITS. It is one event where literally all the students of the institute, doesn't matter which batch, if they play sports or not, it doesn't matter cause ITS still makes everyone come alive! In first year you get to experience what an event it is. 3 or 4 days of total sports where batches compete against each other in a 3 way battle for all sports. The



hype, the drama, the excitement is all what the seniors tell you till the events comes close. Once you take part in the event, all you're waiting for throughout the year is for the event to come back again. It is something worth skipping classes for and practicing for! The rivalry that is created between all the batches is intense and all you want to do is win and nothing else. Friends don't matter anymore, colleagues don't exist anymore, it is just you with you batch and others against you. You wouldn't want to lose at any cost, as you know the how badly it means to the entire batch, and that's what it means to you.

## What is your Favorite moments from ITS ?

Favourite moment from ITS was when, Box Cricket was removed from the tournament but with much determination and to hold a true spirit towards the game, 21 batch strived to bring it back and play the match.

The way the whole batch and my team players came together in support of the game, and that was a commendable moment for me as a captain.

Truly an emotional and inspiring moment.

What are some of the obstacles faced while or-



## ganizing an event such as ITS which is spread over three campuses?

Organising an event like ITS is harder than it may sound. Even though most of it is played inside the institutes vicinity, there are still a few events that are to be held outside somewhere else like swimming, badminton and table tennis. Getting all the students from all the batches together is also a task as well. There is much more than sports that goes on in ITS. It is also the time where all the batches design batch jerseys for themselves and get it printed and made as well. Getting the details from all of your batchmates and finally pooling in all the money and giving it to the vendor is a task as well. We often forget it's a sporting event because of the so much extra

work here and there that we would do. But that makes it more fun and makes us more eager to look forward to the event. Booking grounds causes the maximum chaos as there are other institutes that may have booked the grounds earlier and you booking and ITS dates might not match. So troubleshooting and brainstorming to find solutions is always a part of the event that is ITS. It's a race to the finish during the events for everyone but it's a race to the finish for the sports co-ords from planning stage itself.

## How does it feel missing an ITS amidst the pandemic?

The ITS that we missed out on wouldn't just be an ITS but would also be this Batch's last ITS and among the plethora of memories that we couldn't make in our third year ITS becomes another nail in the coffin. Personally as Third Year Sports Co-ords not only did we miss out on the whole experience but there's also the part where we hype up the new First Year batch for ITS, show them past videos, tell them all the stories and tales of rivalry from past ITS's and hype them up for it which is also a big thing we missed out on.





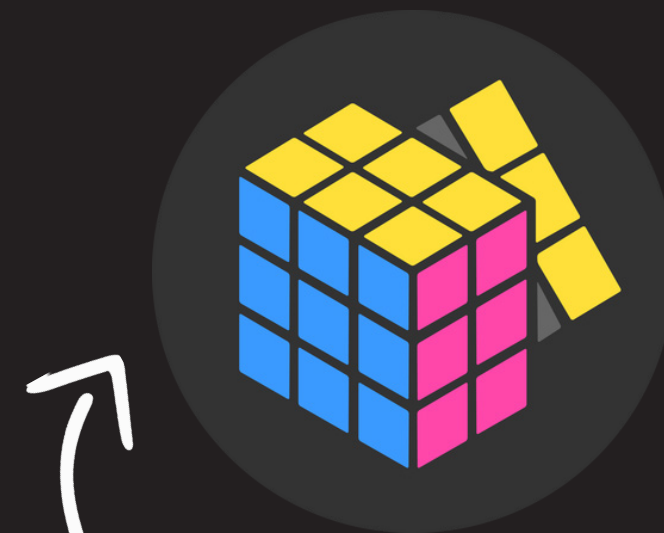


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