



VIEWPOINT

EDITION 02

Where

do our ethics go when a girl victim is vocally called a sexist by our very own elected **representatives?**

● — GAURANG SHETTY

● — CATALYST
INNOVATOR

● — ENTREPRENEUR

PHOTOGRAPHY
CAPTURING EMOTIONS

Why does being in a *Minority* make us weak at all?

Experiments of Mind
with *Love*.

riidl

“MAKE IN INDIA,
START WITH **SOMAIYA**.”

FOREWORD

We are extremely happy to unveil the 2nd edition of the bi-monthly magazine, Viewpoint. Viewpoint is student's opinion on the various events going on in the world.

The 1st edition of Viewpoint introduced you to the various media clubs of S K Somaiya Degree College and the activities organized by them. In this edition of Viewpoint we bring to you the Sapling of Success, Riidl with various other amazing and interesting articles in varying segments throughout these pages.

We are proud to have Riidl in our campus which provides everyone an opportunity to showcase our prodigy to the world. Going on further we have put forth two varied views on Love and we move to the psychology of the mind to the opinions about our country followed by a sports section.

We felt the need to reach to a Hindi article to encourage the development of regional journalism in India, something of which every Indian should be proud of.

Viewpoint gives an opportunity to the students from different streams at S. K. Somaiya, who feel closer to Journalism and wish to participate in the process of our growth and knowledge.

We hope you enjoy reading the magazine and look forward to your opinions and suggestions.

Thank You and Happy Reading!

VIEWFINDER

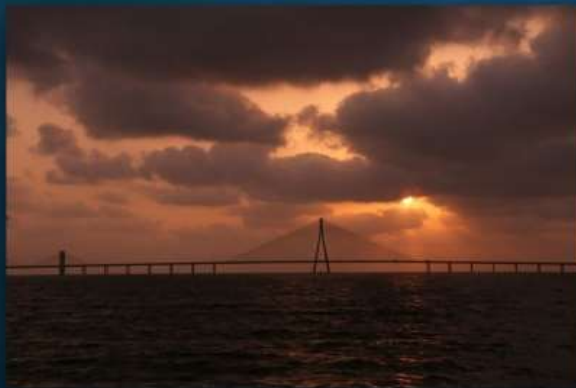
SOME OF THE BEST CLICKS FOR YOU!



VAIBHAV KOYANDE, FYBMM, 2016



ANKUR MOITRA, SYBMM, 2016



SWANAND KETKAR, FYBMM, 2016

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Riidl- A sapling of success!

by GURDIT SOOR, SYBMM, 2016



Research Innovation Incubation Design Labs (RiIDL) is an Innovation Accelerator and Incubator on the Somaiya Vidyavihar campus. Their objective is to promote and facilitate innovation, creativity and an entrepreneurial outlook amongst members of Somaiya Vidyavihar community. It was our pleasure to have Miss Bhavna Pandya, an Innovation catalyst at Riidl, to give us a brief about this ingenious organization.

What was the motive behind starting Riidl?

Riidl was initially started for giving a platform to all the young innovators to do their projects and to practically create products out of their innovative ideas. Riidl provides them with basic instruments along with a place to work at. Usually, the college closes at 5 pm or 6 pm, students did not have any place to go and carry on their work, and Riidl gives them a place to work at.

How does Riidl support and promote entrepreneurship development?

Riidl was initially a maker's space. Then, young innovators had developed the prototypes when we decided to why not to give them a market for their product. It's been 2 years since we started the incubation centre which is there in the Somaiya Campus. We encouraged the innovators to prepare business plans and pitch investors and now we have separate incubators for them.

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by GURDIT SOOR, SYBMM, 2016

How did the idea of Maker Mela came up and what is its importance in the Campus?

Maker mela was inspired by 'Maker Fair' which was first started in Rome and then in Taiwan. We thought of incorporating the same idea as we have makers all over the country in every field. Maker Mela thus became the Indian version of Maker Fair. We started it to inspire and motivate all the makers from every field, i.e. Science, Arts, and Electronics. In last year's Maker Mela, many investors got in touch with the makers in whose products they were interested in which resulted in making the makers happy.

How does patenting ideas help Somaiya as a whole?

Patenting is a very precious thing. There are many students who do not know about patenting. Patents help the innovators to keep their ideas secure. Once they have a patent, they have the full right to market their product and pitch investors. Patents help every Somaiya student to have their own Start-Up with a security that no one can steal their ideas.



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by GURDIT SOOR, SYBMM, 2016

Where do you see Riidl in the future, what are your plans?

There are 2 main plans coming up recently. One is the "Fab-Lab which is a fabrication laboratory where the hardware students can get their products fabricated in a proper manner. In India, there are only 4 Fab-Labs right now and Riidl will be having another lab of its own kind in Mumbai. The second plan is "Do It Yourself Biology Lab" which will be India's first Biology lab. This DIY lab will give a platform to biologists. By now, there were platform for makers of hardware and electronics but no platform was made available for the biologists. This DIY lab will give them a platform to create their products which can be funded by our investors connected to us.

Bhavna further concluded by saying that," Riidl was meant to become a helping hand to all the Somaiya students from varying backgrounds. Riidl today is helping in every possible way; from patenting to commercialization and from mentoring them to making a business plan. We want the students of Somaiya to grow and develop their culture and create job opportunities for India. As, 'Start-Up India' has established now, we are also following the same footsteps and support all the start-ups starting in Somaiya."

Viewpoint member Gurdit Soor (right) with Riidl's Innovation catalyst, Bhavna Pandya (left).



picture courtesy: Anil Rajpurohit

'EXPERIMENTS OF MIND'

*is a section in which we experiment with the perceptions of two minds. Different minds perceive different thoughts, understand the same thing in two different ways and interpret it differently. This is how this section will roll- We give a theme to two people and they give us their Viewpoint on it. Simple! In this edition, the theme of Experiment of **Mind is LOVE**. We've two poets describing Love in their very own way. Let's have a look!*

by **DISHITA DOSHI, SYBMM, 2016**

*She lived the swollen truth.
She wiped footprints which you had left.
She squashed her pain in throat,
Not letting her smile disappear.
She smirkingly walked upon the thorns
which you laid,
Mistaking them as rose petals.
She fought your demons with the
sword of perseverance.
She endured molecules of poisonous
love which you injected.
She divorced joyousness and ended up
re-marrying loneliness, yet she sur-
vived.
But you know what?
She ain't alive.
Between dying everyday and a slow
death, she's breathing.*



*Here I talk about an introvert who doesn't believe in sharing her feelings. She is hurt, rather i would say be-
trayed. She believes in writing down
her feelings. As someone had truly
said, "Acha hai likhna, cheekkh bhi leta
hu aur awaaz bhi nahi aati"*

by **HIRAL LODAYA, FYBMM, 2016**

*You are the sun that shines bright
throughout my day,
You are the gravity that holds me
down everyday.
You are the moon that shines through-
out my night,
You are the star that glimmers my
future, oh so bright!*

*You are the reason that keeps me
smiling everyday,
You are my heart beat that keeps me
alive.
You are the blood that flows in my
body,
You are the only one I can see.*

*You're presence makes me feel that I
am not alone,
You're presence in my life makes me
complete.
Because I am the heart and you are
the beat,
They both have to stay together forev-
er to be alive.*



*There is a famous love quote by
Plato, "At the touch of love everyone
becomes a poet". Sometimes it is diffi-
cult in our life to express our love,
emotions or feelings towards a person
directly and in the end we end up
pouring our hidden emotions on to the
paper and it turns out to be a poem.*



The Silence of the Sheep

by YASH DESHPANDE, FYBMM, 2016

How many times have you found yourself in a situation where you neither support what is happening before you nor do you find yourself comfortable enough to express what your opinion about the same is! We tend to remain silent rather than standing against or speaking against the majority when they hold a particular idea which we know either isn't quite in favor of the society or tends to establish something wrong. But have you ever wondered why do you remain silent? What happens to the ever charismatic leader inside you who suddenly prefers to keep sitting on the bench rather than standing up and expressing his opinions? What is that one particular thing that holds you back? Your Psychology? What about your Psychology?

Let's get the clear insight of what is it that runs through us that keeps us down and disallows us to express our own opinions which are in contrast with the majority. Why does being in a minority make us weak at all?

Spiral of Silence Theory:

The Spiral of Silence Theory indicates the psychology behind the rampant spread of Public Opinion. It talks about the Psychological behavioral pattern of people who hold a different opinion about a particular context & the majority (or the public) holds a different opinion. Such people who find themselves 'against the stream' generally choose to remain 'Silent'. People find themselves in a less-self-confident situation when it comes to expressing their opinion which stands against or in contrast with that upheld by the majority. The Spiral of Silence Theory tells us that Individuals have a Fear of Isolation or disregard, which results from the idea that the social group or the society in general might

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by YASH DESHPANDE, FYBMM, 2016

isolate, neglect or exclude these individuals due to their Opinions. This Fear of Isolation or being neglected consequently leads to remaining silent instead of voicing the opinions. Fear of Humiliation may be an additive!

The Spiral of Silence is considered to be:

- a. Theory about media's influence on perceptions of reality*
- b. Theory about social control*
- c. Theory of powerful media effects, and*
- d. Macro-Social Theory*

The Spiral of Silence attempts to explain how media consumption, interaction among key groups, and opinion expression all mould the society. Over time, a "spiraling" effect will occur, in which a dominant opinion becomes more visible over one or more minority opinions. Regardless of whether the theory is applied to traditional or digital media, communication scholars can agree that the theory makes important contributions towards explaining individual behavior and attitudes arising from media consumption.

The Spiral of Silence is useful to apply in situations when trying to explain why people cover up or change their opinions when in a group setting especially when they think they are alone in their opinions. For example, I'm going out with a new group of classmates for a Birthday celebration to a Pastry Shop and I'm a Brownie lover rather than any other pastry. I'll ensure before going to the shop with these new people that there is at least one person with me who would rather eat a brownie, thus ensuring I'll not be rejected or left alone in my opinions!

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by YASH DESHPANDE, FYBMM, 2016

The media has a significant impact on the Spiral of Silence theory. "Once a spiral of silence is initiated, the magnitude of media influence will increase to higher and higher levels over time". (Baran & Davis, 2012, p. 298). Noelle-Neumann believes that "the media accelerate the muting of the minority in the spiral of silence" and "opinions supported by the influential media are often overestimated"

The internet seemingly levels the playing field, where a minority opinion won't be felt by the individual as a minority opinion and might be voiced in that arena whereas the individual would have avoided expression his opinion in another place of public discourse!

The 'Remaining silent' attitude of people is mainly stimulated by two factors, the first one being the Dominant idea or the Dominant Opinion which is voiced by the majority and the other one being the People's perception about the idea. Here, People's perception plays a greater role in shaking the confidence of the individuals who hold a contrasting opinion.

Several examples of media communication today utilize the Spiral of Silence Theory. The Augustana Confessions page is a current and relevant example for Augustana students that illustrate the Spiral of Silence theory. The Augustana College Confessions page is a social media page where Augustana Facebook users can post their confessions anonymously, and then the post that they submit will remain public. This page is a prime example of how the minority are essentially afraid to be heard. The minority in this case would be those who post the anonymous confessions. The minority fear voicing their confessions to the public when they know their name will be associated.

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by YASH DESHPANDE, FYBMM, 2016

In this particular case, we can see that they have a fear of isolation, or "fear of rejection,"

It is thus natural to see, as one opinion gains the interest of the majority, the minority faces threat and fear of isolation from the society. Its thus like a Spiral Whorl - the opinion of the majority gains momentum - the minority feels more threatened and falls deeper into their silence. The end of the Spiral is the ultimate outcome of the minority remaining silent - the majority opinion becomes a social norm!



picture courtesy: thesociologicalcinema.com

ACHIEVEMENTS

S.K SOMAIYA'S ANNUAL SPORTS DAY 2016



NEHA PUNJABI (SYBMM, 2016)
Discus and Shotput Gold



SOUMYA IYER (SYBMM, 2016)
*100m Gold
200m Silver
Long Jump Gold*



IPL-9 auctions 2 new teams.

by ANUJ DOSHI, FYBMM, 2016

Teams from the western cities of Pune and Rajkot won an auction to compete in cricket's Indian Premier League, replacing two franchises that were banned over a corruption scandal. The T20 tournament's chairman, Rajiv Shukla said that New Rising, a subsidiary of the Sanjeev Goenka group, bagged the Pune franchise, while Delhi-based Intex Mobiles picked up the Rajkot team in open bidding. Mr. Shukla also added that the owners had not paid the usual franchise fees to tournament organisers for the right to field teams, but would instead forgo payments from a central pool of money made up of cash from TV rights and sponsorship. "This speaks to the enduring popularity of the tournament, that instead of us paying them money they are going to pay us," he told reporters after the auction in New Delhi.



Dhoni will not be seen in the Chennai Yellows this year and the shades will be different for the Australian Watson as well. New Rising has agreed to pay around \$US3.4 million annually for the Pune franchise for the next two years and Intex will pay around \$US1.5 million for the Rajkot team. The auction followed the decision by BCCI to ban the

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by ANUJ DOSHI, FYBMM, 2016

Chennai Super Kings and the Rajasthan Royals from the glitzy tournament for two years on the recommendation of a Supreme Court-appointed panel. The 2013 IPL season was mired in controversy after police launched legal proceedings against several officials from the two teams and three Rajasthan Royals' players for illegal betting and spot-fixing. Five players from each of the Chennai and Rajasthan franchises will be drafted and after the auction the final teams have been decided and all the teams are ready to go.



Picture courtesy: google.com



UNITED WE STAND?

by VARUN GAJARIA, B.Com, 2016

Where has our integrity and unity gone? Is it just occasional demeanor of us to act united? A Non-Dalit student in Hyderabad commits suicide and no one cares until the moment it is quoted as a "Dalit v/s Non-Dalit issue" by our media and politicians when the facts suggest otherwise. A cluster of Dalit-student representatives comes together, stands in unison to hold a protest with or without the knowledge of the issue and we say it's a political move? I admit that the politicians and media raked-up this issue but we cannot blame them completely because the students supporting this issue and quoting it as a Dalit issue were well aware of the facts and still went on to make mountain out of mole by relating the victim to a community while his own parents publically said that the student who had committed suicide wasn't a Dalit.

While blaming students for this hokum let's not forget that we as citizens are equally responsible to maintain peace and tranquility by understanding the facts first and then reacting to it. By committing such maim acts we are only dividing ourselves, this country in parts where each part soon will stand for a religion or caste or a section but in all of this division and subdivision, we will have a section that will always be united and that section will be the one of the exploits. These exploits will be those who's only motive will be 'maximum gain' at any cost. You can include the politicians and dishonest bureaucrats and businessmen and whosoever you want but mere inclusion and theory would not change the fact that "we will be divided". And if we stand divided we may fall which is the last thing any man would want to happen. We must remember that it is not the fall that kills us it is the landing that's lethal. So let us never take that fall. Let not the circumstances tear us

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by VARUN GAJARIA, B.Com, 2016

apart. Let's stand together- united and curious forever for the curiosity seduces thought and sensibility and makes us intelligent beings which are probably one of the biggest differences between man and an animal. Let us not forget what we learnt in our history chapters and what we have learnt in years about our freedom fighters. Let us remember that they succeeded because they had one mission and one last dime. If we stand together no politician will ever succeed in dividing us may it be any religion or caste. We must understand that no religion was ever created by god. It was the man who made this classification for better working of society and not disruption but sadly his idea did not do any good in these years but I sincerely hope it does in future or we may have to find struggle and wither around, hoping to find humanity.

I hereby conclude this article with the only palatable hope of not seeing a divided society in the future.



VOICE OF STUDENTS!

by ROSHAN YADAV, SYBMM, 2016

मालदा मे मुसलमानो की मनमानी

मेरा हमेशा से यह मानना रहा है की किसी और की गलतियों को सही करने के लिए खुद गलत हो जाना कतई सही नहीं है। माना हर क्रिया की सदैव प्रतिक्रिया होती ही है। लेकिन यह जरूरी नहीं की गलत क्रिया पर प्रतिक्रिया भी उसी के अंदाज में यानी की गलत ढंग में ही की जाए।

कहानी कमलेश से शुरू हुई थी। और मुझे उम्मीद थी की उसके जेल जाते ही सारा मामला भी अपने आप ठंडे बस्ते में चला जाएगा। लेकिन मैं गलत था। ठंडा होने के बजाय मामले में उबाल आ गया। क्योंकि यहा मामला बहुसंख्यक हिन्दुओं के भावनाओं का नहीं था। जिसके पूजनीय देवताओं का आए दिन बुद्धजीवी अभिव्यक्ति की स्वतंत्रता के नाम पर मखौल उड़ा कर सहिष्णुता की अग्नि परीक्षा ले लेते हैं। अब जब तक लोग शंकर और राम के मजाक पर अपमान का घूंट पीकर शांत रहे। तब तक सब कुछ सहिष्णु-सहिष्णु सा रहता है। लेकिन अगर इन्होंने आजम खान द्वारा ईजाद की गई तकनीक (क्रिया की प्रतिक्रिया) का आवेगवश इस्तेमाल कर लिया। तो समझ लीजिए देश में असहिष्णुता आसमान को छु लेती है।

दरहसल यह मसला उस सम्प्रदाय से जुड़ा था। जिससे समाज का हर तथाकथित लबिरल तबका खुद को तब जोड़ लेता है जब वह पीड़ित होता है। लेकिन जैसे ही यह समाज आरोपों के कठघरे में खड़ा होता है। तब यह वर्ग अपने फेवकिल के जोड़ को तोड़ उनसे जुड़ा होकर दूर कहीं बैठ जाता है। आपके के मन में गर यह सवाल उठ रहा है की आखिर यह सारी जोड़ तोड़ किसलिए? तो आपके अज्ञानता के अंधेरे में जानकारी की ज्योत जलाते हुए बताना चाहूंगा की यह सारी नूराकुशती है धर्मनिरपेक्षता का खतिब जीतने के लिए। ऐसा है न की हमारे देश में धर्मनिरपेक्ष होने का सीधा संबंध हिन्दू वरिधी और मुस्लिम प्रेमी होने से हो गया है।

पछिले दिनों कमलेश तिवारी ने कुछ कहा था। ऐसा जसि मैं खुद नहीं कह सकता। उसने जसि के संबंध में अपमानजनक बयान दिया था। उसका संबंध उसी सम्प्रदाय से था जो इस देश में असहिष्णुता से पीड़ित था। अब जब बयान अपमानजनक था तब जाहरि है की भावनाएं आहत होंगी ही। लेकिन जब कुछ लोगो ने उसे चौराहे पर खड़ा कर फाँसी देने की मांग कर डाली। तब काफी भूली-बसिरी बातों से समय का पर्दा हट गया। याद आया की यही वो लोग है जो कभी आतंकवादी को मली फाँसी के वरिध के लिए मानवाधिकार का आधार लेते है। याद आया की यही वह लोग है जो कहते थे अगर कोई गाय का मांस खा भी रहा है तो उसे सजा देने का हक भीड़ को नहीं न्यायालय को है। याद आया की यही वह लोग है जिन्होंने दादरी को बाबरी से जोड़

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by ROSHAN YADAV, SYBMM, 2016

पूरे हनिदू समाज को असहषिणुता के आँगन मे खड़ा कर दिया था ।

आजम के आरएसएस को लेकर दिए गए नदिनीय बयान के वरिध मे कमलेश ने जो अपमानजनक बोल बोले उसके बाद उसपर यूपी पुलसि की त्वरति कार्यावाई के उपरांत लगा की समय के पहयिे तले यह सारा का सारा मामला दब जाएगा ।लेकनि वैसा कुछ भी नही हुआ ।अपमान की आग अंदर ही अंदर सुलगती रही ।जो अब कभी मालदा तो कभी पूरणिया मे लाखो के हुजूम द्वारा मचाए जा रहे उपद्रव के शक्ल मे बाहर आ रही है ।सवाल यह उठता है की जब इस तरह का भारी हुजूम सड़को पर मनमानी करता फरिता है ।तब हमारे देश की मीडिया को साँप क्यों सूँघ जाता है ।क्या अगर मालदा की भीड़ अल्पसंख्यक न होकर बहुसंख्यक होती तब भी क्या इतनी ही खामोशी छाई होती देश के साहित्यकारों और तथाकथति बुद्धजिीवी वर्ग मे ।

यु-टर्न का इस्तेमाल पहले वाहन चलाते वक्त ही कया जाता था ।लेकनि पछिले कुछ समय के राजनैतिक घटनाक्रम पर नजर डाले तो मालूम पड़ता है की आजकल मोदी से लेकर अरवदि जैसे नेताओ के अलावा भी कई लोग इसका इस्तेमाल धड़ल्ले से कर रहे है ।देश मे बुद्धजिीवी होने का एकाधिकार रखने वाले वामपंथी दादरी पर जसि तरह का वथिीग वलिाप कर रहे थे ।आज वही मालदा और पूरणिया जैसी घटनाओ पर खामोश है ।दादरी को बाबरी से और उस भीड़ को हनिदू से जोड़ने वाला जमात आज लाखो की भीड़ को धर्म वहीन बताने मे जुट गया है ।वैसे यह दोगलापन पुराना नही है ।बस रह रह कर अपने नए नए रूप बदलकर गाहे बगाहे ही हम सब के सामने अपनो उपस्थति दिर्ज करता रहता है ।