



# PATHFINDERS...

knowledge explored



**Digital  
Citizen  
of  
Ratnam  
College**

**Prajwal Maruti Waingankar**  
T.Y.B.Sc

**March  
2019**



# Digital Citizens

*When everything was not digital, we read news in paper,  
We listened to a radio, and going to a bank was a chore,  
When everything is digitised, we read news in tablet,  
We listen to radio in a phone, and we do e-banking,  
Are we getting lazy day by day?*

*Are we going too far in reducing burden?  
All this are to be pondered upon, and shed light on our very being.  
We are not lazier than we were in the yore-days, for we have more  
time to do our housework,  
And we have more time to spend with our children,  
Which digitalization is, to us, the Noah's Ark?  
We wish to thank giants of the electronic and software industry,  
And congratulations for having created human's greatest help  
For computers have changed, for eternity,  
The rules of game and the way for humans to do things.*



*Digitalizing is the New Success Mantra*



# Editorial Cover

Welcome to the 10<sup>th</sup> edition of “**Pathfinders**”. We are really proud and exuberant to acclaim that we are ready with all new hopes and hues to bring out the 10<sup>th</sup> issue of our newsletter which is going to unravel the various aspects of our theme “**Digital Citizens**”.

To honour the theme we conducted a competition where the students had to tell us about how well they made use of the digital platforms in their day to day lives and their contribution to this field. This competition was open for students across all streams and the winner of the competition has been featured on the cover page of the magazine. Also the centre spread has been dedicated to the other competitors who have made good use of digital technology. Also keeping in mind the theme, we have an article written by Mrs. Aanchaljeet Kaur (faculty member) sharing her views on how the digital platforms have affected our lives.

**Our new features for this year are:** we have a special column featuring 7 companies who have extravagantly adapted to the new emerging digital era. We have an article by alumnus Mr. Nitin Shetty on how to use social media smartly and the close up with faculty features Mr. Ashok Poojary (Faculty in Accountancy) through which students get to see a completely different yet interesting side of their beloved teacher.

We also bring to you two surveys studying the digital habits of students and faculty members. The findings give interesting insights into how the digital media has become an integral part of our lives.

This edition also gives a review of our annual intercollegiate event “Zerogravity” and the innovative activities by MUSE- The Movie Club.

We hope that you enjoy reading this issue and do give us feedback so that we can improve on the content and make it more interesting.

*Happy Reading!!!!!!*

## **Editorial Team:**

Mr. Rupesh Nambiar (SY.Bcom A)

Miss. Shambhavi Jha (SY.Bcom A)

*Content is Fire, Social Media is Gasoline*



# Navigators



## Mavericks



*Tweet Others The Way You Want to be Tweeted*





*From the HOD's Desk*

*Knowing Ashok Sir*

*Know your Tech Quotient*

*Rendezvous with Alumuns*

*Tech Savy Ratnamites*

*Digital Innovation*

*Get Social Media Smart*

*Impact of Digital Technology*

*Ratnam's Got Talent*

*Zerogravity Report*

*MUSE*

*Mobile is the Digital Gateway for the Real World*

# From the HOD's Desk



**Dr. LATA SWAMINATHAN**

Vice Principal and Head of Commerce Department

Dear students,

It's indeed my pleasure to write this note for the tenth edition of Pathfinders. It's been a decade since Pathfinders was launched and every year it has been a sincere effort on the part of the editorial team to make it a more happy and interesting reading experience to all. Unlike earlier years, this year has been a roller coaster ride for team Masterminds as it tried navigating its way to achieve success. Leadership plays an important role in delivering the outcomes. And this year

getting the team to work in the absence of effective leadership was the biggest challenge. However proactive members taking the lead and achieving the objective is surely creditworthy. I wish that the synergy in the team be maintained. I feel proud that members of Masterminds have the will to win, the desire to succeed, the urge to reach their full potential. These are the keys that will unlock the door to personal excellence.

This year the theme for Pathfinders is "Digital Citizen". Today the digital technology has brought about paradigm shift in our lifestyle. The use of digital technology also furthers eco friendly practices. This issue of Pathfinders focuses on identifying the tech quotient of students and faculty. It also has made an attempt to identify students who have gone ahead with the digital platform to not only further business or personal objectives but also create a social impact. MUSE the movie club has made a special effort to bring about a change in students so as to make them a more eco friendly citizen. Zero Gravity this year was an event that was completely paperless.

I wish that this effort continues in the years to come and all those associated with Masterminds and Pathfinders take pride in being a part of it. Masterminds hopes that the digital revolution is adopted by the Ratnam family so as to bring about more transparent governance and environment friendly practices.

Hope you enjoy reading this issue.

**Cheers!!!!!!**

*Being Influential Online is the New Power*



# Knowing Ashok Sir

» **Your priceless moment in Ratnam?**

All the picnics with my colleagues

» **One person you wish to meet once in your life time?**

Kamal Hassan

» **Your happiest moment in life?**

When I was honoured by the Vice Chancellor of Mumbai University at SRD Valedictory function

» **If ever a genie granted you three wishes, what would your wishes be?**

- Visit to Disneyland
- Revisit Kilimanjaro
- Plant crores of trees

» **First celebrity crush**

Madhuri dixit

» **Students would be surprised to know that I .....**

Was a matchstick seller on the roads of Kisan Nagar, Thane before I got into the teaching profession.

» **Describe yourself as a teenager in 3 words?**

- Cheerful
- Carefree
- Go getter

» **Your favourite cuisine?**

Zhunka Bhakar

» **Which movie character you relate yourself with and why?**

- Nayak-Anil Kapoor
- Dreaming to change India

» **Your Dream vacation?**

Mauritius



**ASHOK POOJARI**

Asst. Professor (Dept. of Commerce)

*This Digital World is Completely Fascinating to Me*



# Know Your Tech. Quotient (Students)

Masterminds conducted a survey on students to find out how they are connected to digital technology. We surveyed around 120 students across streams to know how they use digital technology in their daily life.

## » Which of the below apps do you use for travelling?

- Google Maps- 50%
- M Indicator- 23%
- OLA- 20%
- Uber-7%

## » Which of the following apps do you use for shopping?

- Amazon- 58%
- Flipkart- 27%
- Myntra- 9%
- Jabong- 6%

## » Which of the below apps do you use for social networking?

- Whatsapp- 62%
- Instagram- 28%
- Face book- 10%

## » Which of the below apps do you use for food?

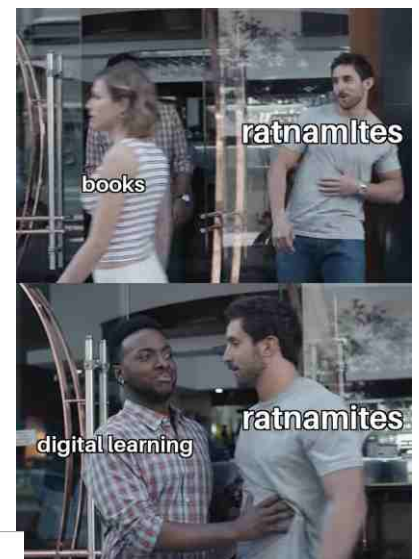
- Swiggy- 60%
- Zomato- 22%
- Uber Eats- 11%
- Box8-7%

## » Which of the below apps do you use for entertainment?

- Youtube-74%
- Netflix- 14%
- Amazon- 12%

## » Which of the below apps do you use for gaming?

- Pub G-36%
- Subway Surfer- 29%
- Candy Crush- 24%
- Counter Strike-11%



Interviewer : do you have any experience in a leadership role?

Me : well, I am the admin for a Whatsapp group



*This Digital World is What You Make of It.*





» Which of the below apps do you use for Music?

- Jio Saavn- 21%
- Gaana Music- 39%
- Wynk Music- 18%
- Hungama Music-12%
- Google Play Music- 10%

» Which category of App do you use the most?

- Gaming-13%
- Social Networking- 37%
- Entertainment- 31%
- Travel-9%
- Daily News & Update-10%

» Do you prefer shopping online?

- Yes-67%
- No-33%

» Which online payment apps do you use?

- Google Pay- 28%
- Paytm-64%
- Phone Pe-8%

» How safe do you feel the online payment apps are?

- Very Safe- 31%
- Not Safe- 17%
- No Idea- 52%

» Do you use digital organizers?

- Yes-32%
- No- 68%

» If yes, which one of the following do you use?

- Google Assistant- 55%
- To Do List-30%
- Notepad-15%

» Which app do you use the most for making online Bookings?

- Book My Show- 71%
- Make My Trip- 8%
- IRCTC-15%
- Dineout-6%



social  
networking



social  
networking



m.indicator,  
ola



goggle  
maps

*Digitalizing is the new success mantra*



# Get Social Media Smart

Change is the only constant in life and it is true to a very large extent. As mankind progressed, the medium of information and communication also changed. This evolution of the medium has grown tremendously in the last decade, with the advent of social media, and it is guaranteed to rise in the coming years. Knowingly or unknowingly, social media has become an integral part of our lives, or rather we have let it become one.

The tribe of social media is increasing daily. Most of the applications in your phone, facilitating interaction between people, can be classified under social media. Facebook, Messenger, Whatsapp, Twitter, Instagram, Snapchat to name a few are some of the most popular names which are a hit amongst different age sizes. The funny part is we jump on to every possible bandwagon i.e. application and create an account, just for FOMO (fear of missing out) if not more. As a media professional from the radio industry, I have experienced the benefits of it first-hand.

## **LAND WITH YOUR DREAM JOB**

Keeping your social media trail clean is important because it is one of the most important tools today for recruiters. Recruiters scan through your profiles on different platforms to corroborate the facts which you mention in your resumes. Anything controversial or objectionable, the corporates might drop the candidate like a hot potato, in absence of a valid, logical explanation.

Similarly, social media can help you in landing you, your dream job. When you're shortlisted for an appointment with a possible recruiter, look for that person/company on LinkedIn, Facebook, Twitter, Instagram (preferably in this order). The information which you'll gather from this secret mission will help you a great deal in impressing the other party and could possibly be the decisive factor between a 'Yes' or the standard HR reply 'We will let you know'. Social media profiles, today, are a reflection of a person's personality. Ensure they don't contradict.

## **EXPRESS YOUR PASSION**

With the advent of social media, it has given voice to and empowered every citizen, big or small, to put their views forward. If you feel strongly about any issue and you have a pertinent point to make, you can highlight that and bring it to the notice of concerned authorities. So, in a way, it gives you a chance to bring a change in your locality/society. Good deeds rarely go unnoticed in the virtual world. People like Afroz Shah (known for his efforts in cleaning beaches of Mumbai) and Irfan Machchiwala & Mushtaq Ansari (known for their untiring efforts in filing potholes) have become a known name across the city due to the power of social media which highlights their deeds.

Similarly, if you are good at something like fine arts or for that matter teaching, platforms like Facebook and YouTube are an excellent source to display it to the world. You create your own channel/page, record a decent quality video and upload it. You never know it might just work in your favour and your content is picked up by different websites/platforms.

## **CONNECT WITH LIKE MINDED**

During my college days, we used to often use the phrase - The world has shrunk due to internet and technology but with the steady rise of social media it has come closer even more. Case in example would be the daily wage labourer



**NITIN SHETTY**  
TECH. GURU

*Digitalizing is the new success mantra*



# Get Social Media Smart

from Kerala whose singing video went viral. It became such a sensation that it reached the doorstep of its original composer - Shankar Mahadevan. Impressed by his talent, Shankar Mahadevan asked netizens to help him in tracing that man down. Within no time, Shankar Mahadevan got his contact details, they got in touch and what happened next are stuff that dreams are made of. The labourer, Rakesh Unni, got to perform before & with superstars like Kamal Hassan & Shankar Mahadevan himself.

Likewise, look out for people who share similar interests as you, look at their body of work and learn their traits. Create your original work, show it around for feedback and be open to criticisms. You can send your work to them along with a small note and you might just strike gold!

## **MAKE IT A LEARNING TOOL**

Social Media is a great place to learn too. You can rely on help from social media tools to gain knowledge and put it to use in real life, except for matters relating to health. I learnt MS-Excel from Facebook, honestly. Just type the subject matter you need help in and you will get all kinds of information – like Did anyone face a similar problem? Who faced it first? How the solution was derived? There are so many experts out there in the virtual world that offer expertise in every domain that you are spoilt for choices – from cleaning to cooking, from carpentry to car washing, from make-up to music, everything is at your disposal. It is upto you how do you want to put such varied expertise to suit your needs. One of the hottest stars on the Indian music horizon, Darshan Raval learnt guitar from YouTube. His passion for music coupled with hardwork and dedication towards his craft makes him one of the most sought after singers in Bollywood.

## **COULD BE A SOURCE OF EARNING**

Social media tools, through their constant evolution, have also turned out to be a great source of earning. It has given rise to a new club called 'Social Media Influencers'. If you have a novel concept which has potential - create content out of that, put it out for public consumption and the more likes, shares & followers you get, better are your chances of getting noticed. BeYouNick, Malishka, PrajaktaKoliMumbikerNikhil, Bhuvan Bam, to name a few, are some of the biggest names in this category. When they started out, even they did not imagine their passion would earn them money from different platforms, take them places nationally & internationally and collaborate with some of the biggest brands. Brands are always on the lookout for people who can get them organic likes & reach. They not only need a piece of Shah Rukh Khan & Virat Kohli but also these influencers to gather eyeballs. But the trick is to be consistent in your efforts, patient with results & take the verdict in your stride. Good clean content which can be consumed by major age groups will always work. Stay away and refrain from sharing any content which is offensive, provocative & false.

Social Media, whether you like it or not, is already using you. The algorithms of these applications are designed in such a way that they keep a minute track of your activity and promote stuffs similar to your online activities. That's why, whenever you download any application or create a social media account, it asks for multiple permission to use your contacts, location, etc. so that they can detect your online pattern and then when you google anything, you get ads related to your search. So, it's never too late to return the favour and use these social media tools to stay relevant and, at times, ahead of the competition.

*The world is your oyster, folks! Carpe Diem!!!*

*Digitalizing is the new success mantra*



## TECH SAVY RATNAMITES



The ever dynamic and zestful Mrunal Deshpande is a Social Activist, who runs her own NGO based in Powai. She works majorly in the field of education for the underprivileged and has developed an App with her team which enables teachers across schools to share learning material. Also a Lover of the English language, she writes a personal blog [mrunxld.wordpress.com](http://mrunxld.wordpress.com) on her experiences with life. A go-getter, she partly manages her father's Hospitality business based in Alibag [saiarcady.com](http://saiarcady.com), their online portal to manage bookings.

Social Media Enthusiast, Ganesh Iyer is an avid user of all contemporary social media platforms for various purposes, the first being his personal fashion blog [styleandstrikedot.wordpress.com](http://styleandstrikedot.wordpress.com), he also used them to promote his college fest MANTRA and manage its PR. Photography is another of his hobbies, which he pursues and posts his best clicks. Apart from this, he also assists his father in the management of their Catering Business, using their online portal [www.asrcaterers.org](http://www.asrcaterers.org).



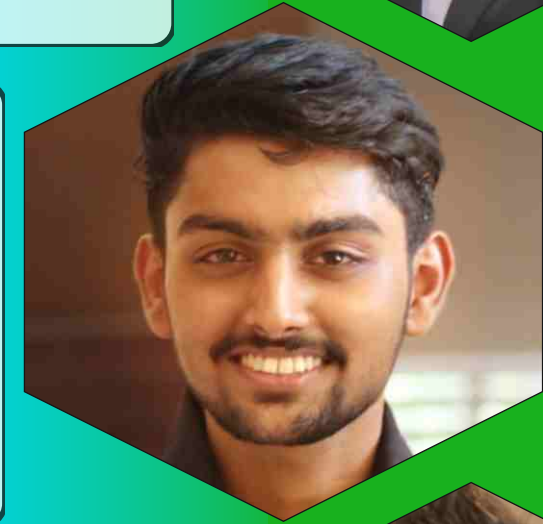
Bharat Pople of SYBA has a humble personality. He runs a leased website for selling mobile phone covers under his firm name Ganesh Enterprise. He is involved in the DTP work, does photography and makes necessary digital materials for various events of our College like Zero Gravity, Startup, and Mantra. He is also into IT services that relate to hardware and software too.

A social entrepreneur who has developed a user friendly android app named "NIVALA" which allows the users to upload the image and the necessary details about the left over/excess food with an objective to avoid food wastage and to share it with the needy ones. This app is launched on the playstore and has been downloaded and used by 90 people. He has also developed an app named "intelehealth" providing users with the information about clinics with certain medical facilities near them. Learning java programming App which helps the user to learn and update himself or herself with java programming. Learn Kannada app helping the users to learn the Kannada language..



The young ambient Durai Thevar has made digital promotional materials for Zero Gravity, NSS and Id cards for Talent Parade. He has also developed the website for his B2B online shopping website named [Yokrazy.com](http://Yokrazy.com). He has promoted this website through social media like Instagram, Facebook, Twitter, What's app and YouTube. He also makes use of Music Apps, photo editing Apps and Video making Apps to promote his B2B website.

The socialist of TYBSc IT, Divyash created a website called "eBuyBD" containing products like footwares, t-shirts, perfumes, watches, etc. Also a clinic management system to manage the record of doctors, tests, patients, bills etc with an objective to reduce the manual burden and an app for event management for the creation and development of events which involves studying of target audience, devising the concept of events and coordination of technical aspects.



The tech girl of our college Sarla of SYBcom B is ineluctable when it comes to digital media. She is involved in various technology stuff such as having her own blog created through an app. She is connected with Quora, and also helps in the registration of pancards for not so tech literate citizens through the website [www.pancard.in](http://www.pancard.in) and provides facilities like filling GST returns and tax related forms online.

The young enthusiast from TYBSc, Vishal Yadav developed a website called "letsshopping.in" featuring electronic gadgets of various types, "Apna booking system" website to provide user ID with the information regarding the train status, its reservation etc. Digital communication apps called Q-minicate to facilitate communication by computers synchronous transfer mode and a website called healthcare and fitness. An app under the Google maps called vehicle tracker and friends locator which helps to locate vehicles and friends in different countries. He has also developed a library management website









# Know Your Tech. Quotient (Faculty)

We conducted a survey on our teachers to find out how they are connected to digital technology. We surveyed 30 teachers across streams to find out how they use digital technology in their daily life.

» Which of the below apps do you use for daily news and updates?

- Google News- 50%
- Times of India- 40%
- Hindustan Times- 10%

» Which of the below apps do you use for travelling?

- Google Maps- 53%
- M Indicator- 27%
- OLA- 20%

» Do you prefer shopping online?

- Yes-60%
- No-23%
- Maybe- 17%

» Which Products do you prefer buying online?

- Food-17%
- Clothes-29%
- Cosmetics-11%
- Accessories-20%
- Groceries- 14%
- Gadgets- 9%

» Which form of learning do you prefer?

- Books-46%
- Digital-54%

» Which app do you use for Learning/Reading?

- YouTube Videos-40%
- Kindle-3%
- Wikipedia-23%
- Online Materials- 10%
- All of the above-53%
- None of the above-3%

» Which online payment apps do you use?

- Google Pay-27%
- BHIM-14%
- Paytm-40%
- Phone Pe-19%



What do you think?



*Digitalizing is the new success mantra*



- » How safe do you feel the online payment apps are?
  - Very Safe- 52%
  - Not Safe- 25%
  - No Idea- 23%
- » Do you use digital organizers?
  - Yes-46%
  - No- 44%
  - Maybe-10%
- » If yes, which one from the below do you use?
  - Google Assistant- 13%
  - To Do List-37%
  - Notepad-40%
  - Google Calendar-10%
- » Which app do you use the most for making online Bookings?
  - Book My Show- 45%
  - Make My Trip- 10%
  - IRCTC-40%
  - Dineout-2%
  - None-3%



*Digitalizing is the new success mantra*



### Students

**Popular Apps amongst Students were:** Google news, Google Maps, Amazon, Whatsapp, Swiggy, Jio Saavn, Bookmyshow, YouTube for entertainment, PubG for gaming and Gaana app. 56% prefer digital resources for learning and there are 13% who do not use digital resources for learning at all. Wake up folks !!! which world are you guys in? 44% preferring You tube for learning indicates that students prefer the audio visual mode. So teachers are you reading?? Only 32% students use digital organisers. No doubt we see very few organised beings on our campus. 67% prefer shopping online and clothes being the most bought on line product. Looks like the feel of the fabric and fitting dont matter much. Though 17% surely think that these on line payment Apps are not safe and 52% students are not sure whether these apps are safe, yet they use them. So we do have large risk takers amongst us.

### Teachers

**The popular Apps amongst faculty members were:** for reading news they prefer -Google news, for travelling- Google Maps, for shopping – Amazon, for social networking- Facebook (unlike Whatsapp in case of students), for ordering food- Zomato- , for entertainment- YouTube, for Gaming-Candy Crush, for online bookings- Bookmyshow and for music- Gaana. 60% preferred shopping on line and like students the teachers also preferred buying clothes on line the most, The most popular organiser was the notepad. More than 50% teachers prefer digital learning resources though there are 3% who do not use them at all. So well there are lot of similarities between students and teachers in the use of digital platforms.

*Digitalizing is the new success mantra*





# Rendezvous with Alumnus...

» **In which year did you Graduate?**

I graduated in the year 1997

» **What are you doing right now?**

Currently I'm running my jewellery business

» **What made you choose Ratnam College?**

I started my Studies from sunbeam school and then joined National School. Hence coming to Ratnam College was a natural progression.

» **How has Ratnam helped you achieve what you wanted to?**

Ratnam helped me in many ways. The teachers taught me discipline and also supported my learning in many ways. I would like to mention our beloved founder.

Dr. R. Varadarajan whose enthusiasm and personal touch motivates students a lot.

» **Did Ratnam meet your expectations?**

Yes

» **Three Qualities that describe Brand Ratnam.**

a) Best Teachers                      b) One of the best colleges in this area      c) An ocean of opportunities

» **How has Ratnam changed over these past years?**

Ratnam has progressed very well and its growing more than our expectation

» **Best memories of Ratnam college?**

Almost everything- the campus, canteen, library, teachers, NSS Camp, picnics. All my college memories were very endearing.

» **What is one of the lesson that Ratnam has taught you?**

Be honest and sincere, you will achieve everything

» **The thing that you miss the most about Ratnam?**

Our teachers and friends

» **Message to Ratnamites**

Be honest and focussed, you will achieve everything like our Founder Dr. R. Vardarajan

» **As the current President of the Alumni Association what plans have you made?**

I want to do something special for our college so that it makes valuable contributions to the society.



**DEVENDRA KOTHARI**  
President of Alumni Association

*Digitalizing is the new success mantra*



## OMO'S SMALL PEG



The washing detergent brand came up with a new device known as Peggy which provides consumers with the information on the best time to do washing as per different weather conditions. This device is synced with the user's phone and notifies the customers about the changes in the weather condition. This device features light humidity and temperature along with the Wi-Fi module. The device also features a USB charging port and has an inbuilt battery.

## TESCO'S FACE SCANNING TECHNOLOGY

This technology was introduced by the famous multinational chain "Tesco". This technology was installed at petrol stations personalising advertisements to individual customers once they reach the cash counter. This technology was created by Amscreen. It identifies the customer's gender and approximate age and then shows their personalized advertisements.



## EBAY AND MYER'S FIRST VIRTUAL REALITY SHOP



EBay with the help of Myer launched a VR technology that allows the customer to browse more than 12,500 products using EBay's sight search. This technology connects to the existing eBay website which can be accessed by a new eBay V.R store app. Once the app is downloaded customers can enjoy their shopping experiences.

## CHERRY RIPES OOH DISPLAYS

Mondelez's cherry ripe time targeted OOH campaigns were displayed at petrol stations managed by Val Morgan. The technology tapped into data to identify when the target audience is most likely to be paying attention to the screen while at the petrol pump and combines with Val Morgan's real time audience measurement system to determine if the viewer is within the demographic before serving the ad.



*This is The Fascinating Digital World*



## IKEA'S AUGMENTED REALITY INTERIOR DESIGN



IKEA stores, the global chain brought in an amazing reality app which works like a virtual interior designer. Using the app consumer can virtually plan their furniture according to their needs. It provides e- catalogues where in the consumers can choose the image and the camera of the device uses the book to gauge the correct scale for the product shown on screen.

## L'OREAL'S MAKEUP GENIUS APP

L'ORÉAL

L'Oréal took the initiative to launch a Makeup genius app which allowed women to virtually try on its cosmetic products using augmented reality technology. This app was used in films and gaming industries. This technology was of great use to the women as their smartphone or Ipad camera turned into a virtual mirror where they tried L'Oréal products in real time.

## VIVID 3D FACIAL RECOGNITION



Vivid Sydney, Sydney's creative light festive is used at an interactive level with Intel's new 3D facial recognition technology. The eyes on the harbour installed at Daley harbour uses Intel's real sense technology to capture the faces of the visitors in 3D project



# Impact of Digital Technology



**Mrs.AANCHALJEET KAUR**

FACULTY B.COM(A&F)

## HOW DIGITAL PLATFORMS HAVE AFFECTED OUR LIVES?

We live in a world of algorithmic sorting and decision making. The technological advancements in communication and information processes have greatly impacted our daily lives and have been the driving force of social evolution for the last several decades. Ever since the internet entered our lives, we have seen a rise in what has been termed “Social Technologies”- essentially any application of technology that facilitates interaction.

With the plethora of social media websites and automated services available to us and accessible through a single pocket advice, the way we interact with each other has

completely changed. How have these affected humans as social beings? Have we improved our engagement or has it suffered because of technology?

Carolyn Heinrich, professor of public policy, education and economics at Vanderbilt University wrote, “If someone would have told me I was going to spend 10-12 hours in front of a computer most days to do my job. I would never have chosen my current occupation, but it seems like most jobs these days require constant use of computers. Digital media should be seen as a vehicle to facilitate communication- not replace it completely

A report published by the world economic forum provides interesting insights on how people across the globe use social media and how it has affected our lives. Results show that the effects of technology on social interaction differ across countries. Generally, people from developing countries perceive effects of social technology of location, though, people mostly agree that social media helps them maintain relationships with their friends.

The evolution of social media changed both technologies and the way consumers use them. The camera that used to simply snap pictures has become the lifeblood of everyday users into content creators allowing them to share visually-inspiring images with friends and followers across platforms.

*Digitalizing is the new success mantra*





# Impact of Digital Technology

In the very beginning cameras were still limited and were primarily being used to capture images of loved ones and momentous events. Flash forward to today and you will find a visually driven society where almost everyone carries a camera in their pockets. Thanks to the development of smart phones.

## **\*\* Social Interaction moves Online \*\***

Facebook, LinkedIn, twitter, Instagram, Snapchat all these platforms share common friends from different countries on their birthdays or any other social occasion instantly without worry about missing anything since everything is online.

There are several factors that influence fact development and adoption of innovations. As the world population grows, so does the number of internet users across the globe. Software applications have been increasing in terms of capabilities, but also decreasing in complexity of use.

All these leads to some interesting results- for one we spend more and more time online( we tend to spend more time on tech than sleep). However, evidence shows we still prefer human interactions.

Consumers share all aspects of their lives- where they were, what they were wearing, etc. The rise of early social channels like MySpace and Facebook provided a platform for consumers to easily share content and its early success drove further innovation with the likes of Instagram, Pinterest and Snap chat. As consumers continue to center much of their lives on creating and sharing, it has significantly impacted how they interact with brands and make purchasing decisions. Commercials on Television may still be effective. It can often be skipped due to paid platforms like Netflix and Amazon services like DVR, whether consumers are browsing through a friend's recent post or their favourite bloggers feed. These actions help inform buying decisions because people are influenced by what they see. The difference between Television and online is that the digital world offers the ability to take action from within the device that already is in hand and no need to power up the computer, reach for the phone or walk to the nearest store.

Digital platforms no doubt have brought people and businesses closer virtually but in reality have created gaps between them.

*Digitalizing is the new success mantra*



# MUSE: The Movie Club

## *“ I WILL CHANGE CAMPAIGN ”*

“I will change” students campaign by MUSE started on “1 jan 2019” and ended on 31 jan 2019 . Between this 30 days period they had to take a resolution to change any of their habits to become more eco-friendly person and practice it for 30 days . Then they had to take a picture of their eco-friendly habit and send it to our , email id: [watch.think.share.2019@gmail.com](mailto:watch.think.share.2019@gmail.com)

Many students participated in this campaign and amongst the participants the winner is “pooja chavan” she has changed her lifestyle in many ways like making the decompost by herself with her mother , putting kitchen waste in plants , using steel bottle, cloth bag etc.



*Digitalizing is the new success mantra*



# ZEROGRAVITY 2018-19

We organized zerogravity with the theme of digital citizen on 26th & 27th of September 2018 & it was in 7th year of its glory. Events were conducted paperless and all games were conducted on an online platform. Out of the 4 game conducted 2 were even played off campus. The entry fees also came to us through paytm.

The intracollegiate event on 26th September 2018. Around 260 students from our college enthusiastically took part in the evens of zerogravity. The intercollegiate event was conducted on 27th September 2018 and 42 colleges participants from all over Mumbai. We also have participants from other states such as Tamil Nadu , Karnataka, Shimla , Andhra Pradesh and Kerela . This time we took our fest ZEROGRAVITY on an international level and got participants from overseas as well such as Tokyo, Australia , Canada , Dubai , New Zealand , Bahrain , Russia as well as Georgia. Following are the games played on both the days :

- Digi-scout
- Brainbooster
- Guess to win
- Pubg

Prizes comprised of certificates, cash prize and gift vouchers . . This year's zero gravity was sponsored by garment factory , perfect gym , Riya Suzuki , Zoot , Domino's , mi mumbaikar and filmy planet. Filmy planet also conducted auditions for web series in our college .

*Digitalizing is the new success mantra*



Presented By  
**MASTERMINDS**  
DEPARTMENT OF COMMERCE  
N.E.S RATNAM COLLEGE OF ARTS, SCIENCE & COMMERCE  
BHANDUP(W), MUMBAI