



A Publication of SIES College of Arts, Science & Commerce (Autonomous) (For Private Circulation Only) ₹10/-

Sneak Peek

03 The Dark Truth

- Read about the Crisis of Consumerism.

04 After SIES

- An insight into the real world by our college alumni.

05 Students' Corner

- Get your Gaming update and Fashion check here!

06 Now Streaming

- Read our interview with famous YouTuber BeYouNick.



From the Editor's Desk

GARIMA BHATT
Editor-In-Chief

It gives me immense pleasure to announce Volume 8: Issue No. 2 of SIES Skyline. As always, this wouldn't have been possible without the support of all our readers. I would also like to thank our Principal & Chairperson - Dr. Uma Shankar for providing Skyline with her never ending support. Sincere thanks to our Vice Chairpersons - Mrs Umadevi Kokku (HOD BMS Dept.) and Dr. Lakshmi Muthukumar (HOD English Dept.) for giving me the opportunity to lead Skyline, and take it to new heights. This year Skyline aims to create dynamic content that goes beyond the pages of our newsletter. We have been active on our YouTube channel and students will find some relatable content on our channel in the upcoming days. Apart from that, SIES Skyline has also collaborated with Finshots, an IIM A student initiative, that aims at spreading financial literacy. The Newsletter covers interesting columns like After SIES where we've interviewed College Alumnus - Shankar Mahadevan. We also have an interview feature with the famous YouTube sensation - BeYouNick. The Dark Truth in this issue focuses on Consumerism, and its psychological reasoning and environmental effects.

We are proud to have collaborated with HBO and JP Classes for this issue. All of this has been possible because of the enthusiasm and support of the Editorial Board and the Volunteer Team 2019-20. I would encourage the readers to grab their copies today and send us their feedback for creating more relatable content in the upcoming issues. Happy reading!

Eminence Awards 2019

The South Indian Education Society held its 22nd SIES Sri Chandrasekarendra Saraswathi National Eminence Award Function on December 14, 2019, at Sri Shanmukhananda Chandrasekarendra Saraswathi Auditorium, Sion. The awards were instituted in 1998 in the memory of the late seer of Kanchi, Sri Chandrasekarendra Saraswathi who passed away in 1994. Every year 5 people are honoured for their outstanding contribution.

The award categories are as follows: Community Leadership, Public Leadership, Social Thinker, Science and Technology, and International Award. All the dignitaries present on the dias were congratulated for their work and accomplishments in Sanskrit before they were conferred their awards and presented with the citations. This was followed by a heart felt speech by all of the awardees present. With the audiences support and enthusiasm, the function ended on a high note.

- Amit Pasi, TYBcom



Dr. Uma Shankar
Chairperson, Principal

This issue unleashes a wide spectrum of creative skills that our students portray. Alumni Connect gives a greater impetus to go forth for future academic and non-academic ventures.

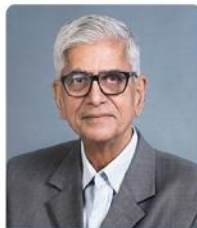


Prof. Umadevi Kokku
Vice - Chairperson

Very glad to see the fresh look that this new Editorial team has given Skyline. They have proved once again that good content is what matters. I would like to congratulate the Editorial Board and the volunteers for embarking on this journey. Happy reading!



Public Leadership:
Shri Nitin Gadkari, the Union Minister for Road Transport & Highways, and Medium and Small Enterprise (MSME).



Community Leadership:
Dr. Devendra Raj Mehta, Founder and Chief Patron of the Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) at Jaipur.



Science and Technology:
Dr. Manju Sharma, the President and Executive Director of Indian Institute of Advance Research in Gandhinagar and distinguished Women Scientist Chair, National Academy of Science India, Allahabad.



Social Thinker/Philosopher:
Swami Avdheshanand Giri, Acharya Mahamandaleshwar of the Juba Akhara.



International Award:
Prof. Huang Baosheng, a Chinese Scholar in Sanskrit and Pali received the award in-absentia for promoting Indian culture.

Meet The Music Maker : Shankar Mahadevan

Q: Shankar Sir, if you had to define music, what would your definition be?

"Personally, music is an extension of me, second to breathing - an extension of my existence. Music is a great companion. When you are a musician you don't need anybody around as music becomes your best friend, keeps you company, gets you thinking and rejuvenates your creative cells too. If anybody is a musician, that person is blessed."

Q: Tell us something about your time at SIES.

"I finished my Junior College here, and my wife did her undergraduation from SIES. I used to come to SIES everyday to meet her. So, technically, I have spent 5 years at the college. At SIES, we had wonderful teachers with whom I am still in contact with. I was active in Tamil Association. Also, I fondly remember the main hall where I used to sing *Ghazals* and the Annual Day at SIES where I received the 'Golden Voice Award'. I remember Gurukripa - the legendary extension of SIES, where all of us would hangout and celebrate every occasion. Our life at SIES was full of energy, happiness, and laughter all the way."

Continued on Page 4



Dr. Lakshmi Muthukumar
Vice - Chairperson

The Skyline team has done a great job with not just creative content but also with their choice of items to feature. This issue gives you an insight into Gen-Z right from podcasts to Tik-Tok. Don't miss out the nuggets of wisdom shared by our alumni that cover everything from internships to start ups!

Our English movie channel partner HBO | HBO HD



cultural connect

Cultural Convergence

Cultural convergence is the attitude that two cultures will complement each other as their interactions increase. Essentially, the more that cultures interact, the similar their values, ideologies, behaviours, arts, and customs will be. This trend is noticeable between cultures that are heavily engaged with each other through communication, transportation technologies, and organizational association. Cultural convergence ensures frequent dialogue between countries such as the United States and India via social media, transportation between these countries is relatively easy, and both cultures participate in the same agile multinational institutions like the United Nations, then cultural convergence predicts that American and Indian cultural lines shall blur.

The impact of cultural convergence is also witnessed in the spread of language. English had become an international language of commerce and diplomacy in the 20th century. As more countries adopted English, pathways were opened that recognized cultural convergence. Movies, books, clothing fads, food and other forms of popular culture in the English language became widespread. Technology facilitates cultural convergence. Youth from diversified cultures interact on social media and information websites. Global corporations use the Internet for research and marketing, and adapt to their buyers' needs. However, a generation gap caused by technology exists in many cultures. For decades, the United States was the center of international business. Everyone in the world learned English to compete for survival. Besides, cultural convergence is also witnessed at international sports and musical events. Cultural convergence is thus an inevitable fall out of globalization.

- Vaneeta Rane, (Head of Department, BMM)

The bravery that grew through Ink - African American Literature

"Freeing yourself was one thing, claiming ownership of that freed self was another" – Beloved by Toni Morrison (1987).

When a person becomes free from the cold clutches of another person or a society, everything feels like a blessing of rain, pouring silently on them. Yet they are not fully free as their mind, body, and soul are still reeling from those experiences. It was during the late 18th century that a few writers voiced their brave thoughts. African-American literature reached its heyday in the 1920s Harlem Renaissance when the writers from Jamaica and the Caribbean islands found opportunities to flourish. Initially, African – American literature had escapist themes documenting stories that heroes independence and individuality. The slave narrative dared to bring unspoken issues within the American society out into the open. African – American literature also promoted oral musical traditions such as gospel music, blues and rap, as well as sermons and spiritual writing.

Lucy Terry and Phillis Wheatley were two pioneering writers of this era. 'Bars Fight' is the oldest work by Lucy Terry in African-American literature. Being born into slavery, Jupiter Hammon was the first published Black writer in America. 'Our Nig' is considered to be the first novel published in the United States written by Harriet Wilson. During the 20th century, Richard Wright and Gwendolyn Brooks wrote about racial segregation and black-nationalism. There were also other writers like W. E. B. Du Bois and Booker T. Washington who defied the norms through their writings. In this period of helplessness, pain, and freedom these writers, with the spirit of fearlessness visibilized their invisible race.

“
Black literature is taught as sociology, as tolerance, not as a serious, rigorous art form
- Toni Morrison



- Harsh Vikas Jain, SYBA.

LA VIE DE MUMBAI

*Réveillez-vous réveillez-vous
c'est la ville qui ne dort jamais
Vite, vite, vite,
la vie de Mumbai est très rapide.
Les trains n'attendent personne,
mais les passagers donnent toujours un coup de main.
La malbouffe est la plus préférée,
Vous pouvez tout trouver ici.
Ils sont juste de belles personnes avec de beaux problèmes,
Et les habitants sont son coeur.*

THE CITY OF MUMBAI

*Wake up, wake up,
This is the city that never sleeps.
Quick, quick, quick,
The city of Mumbai is very fast.
The trains wait for no one,
But the passengers always lend a hand.
The street food is the most preferred,
You can find everything here.
They are just beautiful people with beautiful problems,
And the people are its heart.*

- Karan Koshy, FYBMS.



THE DARK TRUTH

The Crisis of Consumerism

As I was scrolling through Twitter on my smartphone screen, I came across a tweet by a seemingly angry but prudent user that read, "The wrong Amazon is burning." That was also when I heard a notification and involuntarily reacted by swiping down to see a "Hurry up, only 5 left in stock!" message from an online shopping app. I had this inexplicable urge to respond to that notification. However, I didn't have to because I had already ordered a similar product from another e-commerce website 2 days earlier. All of this resulted in over an hour of mindless scrolling through a broad array of products that I never considered necessary, checking their ratings, reading the reviews, and the worst of all, adding them to my wish-list!

Consumerism has somehow become a default routine. One could say that consumerism has consumed us. The modern society functions largely on capitalism and this capitalism needs a consumerist culture to thrive on. We are constantly bombarded by advertisements and billboards of ostentatious clothing, appetizing food, the latest smartphones, and fancy cars. You name it and we have it popping up as an advertisement somewhere. Companies appeal to the rising vanity and self-indulgent attitude of people. The nascent dream of a lavish lifestyle is being sold to the masses who are ready to give an arm and a leg to make it happen. Using this to their advantage to introduce more products into the already saturated market creates nothing but an environmental hazard.

There is a rising concern about climate change. The damage created because of indiscriminate exploitation of natural resources for mass production is irreversible. Besides, consumerism has also led to problems like obesity and over-indulgence leading to lower happiness and general satisfaction levels in people. With all these cons prevalent, consumerism is also the key to economic growth that promotes a better standard of living. While companies need to be less reckless about their advertising and its impact on people, it is also important for consumers to be more mindful and contemplative about the whole purchasing narrative. To sum it up, let's strive for a society that feels more comfortable seeking clinical therapy rather than retail therapy just to satisfy the vain urges that arise.

- Kirthana Murali, SYBMS

Public Speak



John Mathew,
SY BMM

Celebrity endorsements make the products trend on social media. This leads to a consumerist anxiety that makes us want to keep up with the changing trends in fashion and technology. For e.g. the fidget spinner fad. Due to its rising popularity on social media and in order to belong to a certain group I purchased it.



Rucha Bhide,
TY BA

The use of psychology in consumerism is actually beneficial to the manufacturers and marketers as they can sell their products by anticipating the customers' needs. Knowing the reason behind a customer's need to buy a product aids them in understanding what needs they have to cater to, which helps them design, and later sell their products in that way. So I believe as consumers, we should be a little aware and only then can both the parties be benefited.



Vignesh Reddy,
SY BSc CS

One of the most harmful effects of consumerism is the credit culture. This puts people in debt which means they need to work extra hard to pay it off. This has a consequential effect on their personal relationships with friends and family, and what does one do to deal with it? Retail therapy - you end up buying more stuff. People need to become aware of this habit and stop it before its too late.

Marketing Psychology: Do buyers have a choice?

Every market today is flooded by a colossal variety of products - some of them being almost identical to one another. Yet, we witness an increased preference for some products. Why does this happen? Consumer Psychology believes that there are many factors at play here. Sometimes, it is as complex as your past experiences and sometimes, it is as simple as your colour preference. Marketing Psychology aims at increased profits and benefits from subtle manipulations of the consumer's psyche. A popular technique is the "Nudge Theory".

The idea is to subtly encourage people into making the right choice. At restaurants, we see one option is significantly more expensive than others. The owners don't expect many customers to buy this item and make the second most expensive option seem like a bargain which is a win for

them. Another technique is the "deadline technique". In this, the last date is announced until which a particular product will be available. It aims at manipulating people into buying the product so that they don't miss out on it. We need to ask ourselves - "Do we really have a freedom of choice or do these strategies influence us?"

How many times have you walked out of the store with a product only because the description/appearance seemed attractive? Most of us fall prey to deceptions and are often persuaded into buying products that we might use, but do not need. As smart consumers, we need to be aware of our purchase choices and not be manipulated by such marketing tactics.

- Vinita Bhatt, SYBA



AFTER SIES

Meet The Music Maker : Shankar Mahadevan (...in continuation)

SIES Skyline got the opportunity to interview SIES Alumnus and Singing Sensation - Shankar Mahadevan. In a candid conversation he shares details about his time at SIES, talks about the music industry and the ever changing cultural shifts in musical taste. Here is an excerpt from the same. You can find the full interview on our blog at sieskyline.wordpress.com

Q) How does it feel to create music? Which is your favourite song?

"Creating a song is like giving birth to a child where you are the creator, the mother. You give birth to a tune – that's an amazing position to be in. I have been in that position many times in the last 25 years along with my partners Ehsaan and Loy. I think, creating music is the biggest high that a musician can get. In the morning, all you have is a tune without melody and by the evening you've created something new which in a few months is playing in everyone's house all over the world and people are appreciating it! Being able to create music is an amazing God-given gift. A mentionable tune is 'Kal Ho Na Ho' - a simple tune is always difficult to create."

Q) What according to you is on the other side of creative block?

"During creative block it is the time for you to chill, relax, watch a movie, eat some food, have a cup of coffee and chat with your friends! After the block, what happens is a revelation. On the other side of creative block is a new discovery."

It is an amazing time to be musicians today as you can directly get in touch with your listener. You are not dependent on anyone to promote you.



Q) How similar or different is Bollywood from the music industry in the South?

"There is a slight difference. In the South, they are more open to adventurous melodies, whereas somehow, the Bollywood/Hindi industry is still very insecure and scared of the fact that a difficult melody might not become popular. They think that the music has to be commercial enough to sell. I don't subscribe to it because I feel it's a wrong viewpoint. When you go to the South, you have very interesting, adventurous and *raga* based melodies which are not only accepted in the industry but also by the people now."

Q) What advice would you like to give to the budding talent of our nation?

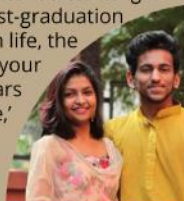
"It is an amazing time to be musicians today as you can directly get in touch with your listener. You are not dependent on any music company, label or person to promote you. You should aspire to become more than just a playback singer in a film. Now is the time where you can launch yourself as an independent artist, do music which isn't for the movies, where a Hero lip-syncs your songs. You can now become a singer/performer/composer with your own identity and create value there, and can also monetize it. So now is the time to make all this happen, make use of that."

- Garima Bhatt, TYBMS.

'It was during our respective internships that we realized how less inclined we were towards a corporate job. While baking has been my passion since childhood, it wasn't until the final year that I got serious about turning it into a career. After the first poster release of 'SAY AA' I finally found something interesting enough to invest my full time and energies in. With my baking skills and Reuben's expertise in digital marketing, we both found our common interest. We are now building a brand together that aims at providing fresh and affordable products,' says Shreya.

'Initially, we both had planned on doing an MBA in marketing but after developing varied interests we realized it's better to gain some practical knowledge before pursuing post-graduation degrees. Once you know what you want to do in life, the selection of the university/college to pursue your dream becomes easy. Studying in SIES for 5 years has been a learning and humbling experience,' adds Reuben.

Shreya Singh & Reuben Rodrigues,



'My after SIES plan worked out well for me. Taking up VAPT (exam) to gain good industry knowledge in the field of cybersecurity helped set my career in the right direction. What we study in our books and the application of the same in the industry is quite different, and so it is important to gain practical experience to bridge this gap. I'm currently working with ICICI Lombard as a cybersecurity analyst and consultant – you see planning well in advance does pay off! All of this has been possible because of the support I got from SIES. It isn't just a college but a big extended family that prepares you well for all the life skills you'll need. You get to learn about management, team-player attitude and leadership apart from your academics and that's good exposure. From my 5 years at SIES I've gained quite a lot.

The experiences, the memories and the friends that I made here make me feel grateful. My advice to the students would be to study not to pass an exam but to gain knowledge that will help you in getting placed.'

Rishabh Shetty, CS.



ALUM CONNECT

Jeet Shah, BA Politics.

'From studying commerce in high school to take up Arts for my graduation and choosing acting and performing as my career, it feels like I have come a long way. Taking up Arts was the best decision as it gave me time to think about my interests and analyze my options. During my days at SIES, I participated in various college activities, got a lot of exposure and developed an interest in different things. College is for making mistakes and learning from them because once you come into the real world these mistakes will cost quite a lot. My advice would be to have faith in yourself and realize that grabbing every opportunity coming your way is difficult but worth it at the end of the day. My after SIES experience includes hustling and working hard. Apart from my acting practice and performances I also have a start-up that keeps me busy throughout the day. So yeah, I'm busy hustling hard.'



Rosario Reuben Fernando, BMM.

'I had no idea what I was going to do after my graduation. Luckily, one of my friends got me placed as an assistant photographer in "Gully Boy" and that's how my freelancing photography journey began. Now, I get to work on a daily busy with A-listed Bollywood celebrities and media professionals, I get a chance to learn new things on a daily basis. I plan to pursue my Masters in Advertising/Filmmaking. One thing that I've learned during my work is to finish the work before the deadline so that you can put in more effort while rechecking and then submitting the perfect final copy. At the end of the day, if you can be patient and work hard then you will see the results. Be ready to learn new things and acquire knowledge – consistently.'





5 STUDENTS' CORNER

THE GAMING INDUSTRY LEVELS UP

It is 2010, you return home from tuition, fire up your Famiclone console, pick up that "9999 in 1" cartridge, insert it into the console and voila! You are into the game selection menu. Fast forward 5 years, you are trying to complete the 'helicopter mission' in Grand Theft Auto: Vice City, 3 years later you are chilling with casual games like Angry Birds and Temple Run. Let's time travel to the present. Here we are, enjoying PUBG and Fortnite with console-level graphics on our smartphone!



The video game industry has changed drastically during the last couple of decades. Advancement in hardware architecture and software optimization has paved the way for making the visuals of the game photo realistic. But one of the major factors that have led to the boom in the videogame industry is the target audience. Kids nowadays no longer find video games about a yellow ball getting chased by ghosts any fun. Developers had realized the huge potential of this new market. Sony, Nintendo launched their own game consoles and came up with new and unique genre/ gameplay styles which took advantage of the new hardware. One of the most influential 3D games was GTA III. This game single-handedly revolutionized open world games with great attention paid to the character, storyline and the environment.

In the meanwhile, the mobile gaming market was slowly taking shape. Just the idea of taking out your smartphone and completing a level of Angry Birds while you are waiting for the bus was appealing to the user. So game developers started developing simple but addictive games like Flappy Bird, Candy Crush, etc. These simple games also served as an entry point for inexperienced gamers. Advertisements and in-app purchases became the new revenue system. Now the developers didn't have to invest a large amount in distributing the games to the game shops, everything could be done online. We are at an age where technology is a societal constant. In particular, life would not be as it were if not for video games. While yes, one may think that video games don't seem important as other modern-day conveniences, we neglect to think about just how much video games influence our thinking and way of life.

- Inbasagar Nadar, TYBSc - CS.

The Department of Computer Science in association with Utkarsha present **ZIEGERS** - an intercollegiate fest.

Participants can register for the following events:

Codex: Programming and Debugging

Technutz: Brain Teasers

Gaming: PUBG, FIFA and COD

For registration and more details you can connect with us on instagram or facebook @ziegerscs

Fashion in the Fast Lane

"Fashion is like eating, you shouldn't stick to the same menu."

-Kenzo Takada.

The fashion industry is witnessing a new trend - Fast Fashion. It essentially means that brands are now making widely inexpensive garments available at a faster rate. Zara, a very prominent fashion brand seems to be the flag bearer for this. Zara has pioneered and perfected fast fashion, which has allowed it to built a 20 billion dollar empire. In order to face the competition, other brands, like H&M and Benetton, also started to follow its lead. These brands release new clothes every week, that is 52 times a year!

One of the major reasons for the rise in this trend is social media. Every event needs to produce a photo that is #litAF for Instagram and then you cannot repeat that outfit. **The average consumer is buying far more than what he bought years back but is keeping that purchase for only half as much time.**

Fast Fashion essentially aims at providing runway clothes in street pricing and shopaholics couldn't be more excited. However, next

time you buy that jacket, just because it was a cheap deal, you may just end up killing the planet! Yeah, that's right. The fashion industry is responsible for 8-10% of global carbon emissions - more than all international flights and maritime shipping combined. From the release of untreated dyes into local water sources to worker's low wages and poor working conditions; the environmental and social costs involved in textile manufacturing are widespread. The fast fashion industry is responsible for producing 20% of global wastewater. You may think that giving away your clothes to the homeless is the best solution, but the truth is that more than 80% of these clothes end up in landfills, thus creating more pollution. With current technologies, it would take 12 years to recycle what the fast fashion industry creates in 48 hours.

Here are some ways in which you can avoid having the death of the planet on your conscience: Know your brands well, recycle, reuse and rent, shop local and always read the label. Remember, to err is human, to repeat (your outfit) is divine.

-Shrishti Gupta, SYBMS

TikTok on the clock, it is trending on the block!

You may be unaware of this, but TikTok was one of the most downloaded apps in 2018 dethroning the likes of YouTube, Instagram, and Snapchat. Recently, it crossed 1.5 billion downloads, petrifying its most fierce competitor, Instagram which launched a new 'Reels' feature in Brazil, a mimic of TikTok, as retaliation.

What exactly is TikTok? It is a video sharing platform where the videos are only 15 seconds long, based on varied themes. This is quite similar to what it's already existing counterparts have to offer. It makes one wonder how this app, owned by a Beijing tech-based company, has risen to such a paramount success in such a short time? One of the major reasons for their booming success is their celebrity endorsements. The app is used and liked by several celebrities such as Jimmy Fallon, who helped the app to gain its popularity. In November 2018, he started the #Tumbleweedchallenge while urging fans to post it on TikTok. This challenge went viral garnering 8,000 entries and 10.4 million engagements within a week.

TikTok has celebrity partnerships in other regions as well; in Japan, it roped in celebrities like Watanabe Naomi and in India - Aashika Bhatia. Another key factor for its success is the use of local content as a linchpin, despite it being a global app. Ergo, is it just these silly entertainment videos that are getting TikTok to the top of the race? While being 'dominant', there's more to it.

Just a while ago, TikTok ventured into the eLearning market of India with the #EduTok program. Under this program, they are planning to introduce an original educational show aimed at fitness enthusiasts, and push learning videos in partnership with educational institutes like Vedantu, Toppr, Made Easy and Gradeup. These bite-sized clips cover a range of topics, from school-level science and math concepts to learning new languages. The social app is also planning to add in videos on health and mental awareness and motivational talks. It is also collaborating with media platforms like Josh Talks and non-profit start-ups like Nudge Foundation to mentor about 5,000 people from across India. Josh talks had been able to reach more than 35 million users in less than 2 months, a feat that could never be achieved when in collaboration with other platforms. This is one of the best marketing ideas that TikTok has come up for the country, as it would help them repair its brand image among the local authorities in India.

Earlier this year, the app had some clash with Indian courts, which banned TikTok, alleging that it was introducing and promoting graphic content. Although the ban was later lifted, this program comes as a tool for mending fences with local authority expanding its reach within India. It will be interesting to see what else this app has in store for the future of social media and the marketing world at large!

- Ashwati Sunilkumar, FYBMS.

6

NOW STREAMING

SIES Skyline got the opportunity to interview trending YouTuber Nikunj Lotia popularly known as BeYouNick. Read all about his journey as a YouTuber, his thoughts about millennials and his advice to budding content creators. Here's an excerpt from the same :

Q) What starts as a hobby eventually becomes a job. Has YouTube become a job for you?

"Job, strictly in terms of it as being as the primary revenue source – yes. Making content is a full-time job for me and my team. We create content for YouTube, Facebook, Instagram, among other among other platforms. It did not quite start as a hobby, but more as a drive for never wanting to work for someone else, and entertaining people with some fun, relatable stories."

Q) Between then and now, how far has YouTube come?

"Today, almost 80 years of content is being uploaded every single day on YouTube. That amount of content, be it to entertain someone or to learn or hone a new skill, is tremendous and we are all just seeing the tip of the iceberg. As far as YouTubers are concerned – well there's an audience for every niche. We have seen interesting people evolve into key opinion influencers while pursuing their art form. My ability to share a joke or tell a funny story was limited to my social circle. That has now become an extended group with millions of viewers around the world who not only watch it but share a laugh with their friends."

Q) What do millennials have that the Gen-Z lacks?

"It will be an unfair comparison as each generation brought with it its own acumen. The one aspect that I think we millennials were gifted with is that we saw the transition when it comes to the world of the internet. We saw it take birth, adapt to utility and then evolve into entertaining people and constantly turn into newer things. That know-how of how things were before, gifted with the dreams of what it could become and seeing it as it happens is something that has impacted this generation."

Q) What advice would you give to youngsters interested in YouTubing?

"First and the only relevant advice is to Subscribe to BeYouNick. Jokes aside, I would ask them to focus on their content. Content is the King. It's not the cameras, the music or anything. It is all a game of content. No high-end camera or equipment will help if your content doesn't relate with the viewers. At the same time, there is no point in doing something that doesn't come to you naturally. So if you are a singer – sing your heart out, if you aspire to be a teacher – teach! Be authentic! Be You! Be YouNick!"

- Shresti Ande, TYBMS.

Catch up on his full interview at our blog on siesskyline.wordpress.com

I create
something that
I would like to
watch.
Always.
-BeYouNick



Podcasts: The New Mode of Storytelling.

Podcasts are single shows or loosely linked series of audio/video recordings released in an episode format. Most podcasts are audio-only programs with one or more people talking. It can be about anything right from comedy shows and banter to well-researched non-fiction and other information bulletins. Anyone can broadcast and create multimedia, multi-channel content, and produce and distribute their media outside the traditional media distribution networks. No wonder the phrase "everyone has a podcast" has become quite the famous Twitter punch line.

The human mind thinks in stories. From a young age, our brains gravitate towards narratives. The human intellect has a keen affinity towards stories that makes it easier for it to process the narratives and ideas. We tend to retain information better when it is a part of a narrative. Podcasts offer an incredible opportunity to share stories that relate. Most accounts suggest that podcasting was invented by Dave Winer. However, they were popularised by MTV personality 'Adam Curry' - known as the "Podfather" through his show Daily Source Code. The popularity of podcasts is because of the diversified genre options for the listeners. Another reason is the concept of visualization that the listener develops when listening to the podcasts. The theme is different from FM radio as the programs played here are systematic, on particular topics and yes – available on demand. These podcasts don't fit inside any pigeonhole descriptions.

The podcast culture is steadily developing with many mainstream celebs taking over the platform and engaging with the audience. These podcasts are either available for free listening or could cost a subscription fee. Some channels to find good podcasts are iTunes, Spotify, Apple Podcasts, Google Podcasts or Saavn. Podcasts can also be savored through specific websites and apps.

How to create your own podcast:

1. Select the topic that you want to talk about.
2. Use a microphone to record your podcast and then edit it. Use MP3 audio files.
3. Design some artwork and write a description to 'brand' your podcast.
4. Select the channel on which you want to host it.
5. Syndicate these audio files into what is called the 'RSS feed'.

You are good to go!

- Anushka Katrekar, SYBA.



OFF-BEAT



A Peek into the Future



Visions is the annual intercollegiate fest of SIES College of Arts, Science and Commerce (Autonomous), organized by the sheer efforts, contagious enthusiasm and zeal of the students. In the year 2018-19, Visions highlighted *Ashwatthama*, the legendary character from *Mahabharata*. Thereby glorifying the immortal and everlasting essence of Visions, immersed in the aura of *Ashwatthama*. Stepping into its 28th year, Visions is peeking into the future with *Gravitas - The War of Realms*. This year it is embarking its journey towards the gleaming future, in a high-spirited yet competitive atmosphere of the realms. *Gravitas* embraces its roots, which lay entangled in the mythological tales of the vast universe. Join in on the fun on 3rd and 4th January, 2020.

Utkarsha, the annual intra-collegiate fest of the college will be held on 2nd & 3rd January, 2020. Various departments in the college have come up with exciting events for the students to participate in. Make sure that you participate in the events and make it a success. Some behind the scenes pictures:



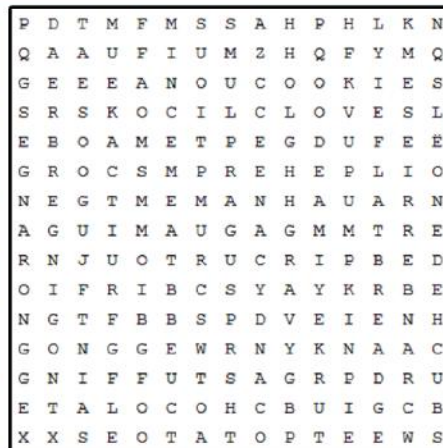
Skyline collaborates with Finshots

SIES Skyline has collaborated with Finception for their weekly newsletter Finshots. The subscriber gets a concise wrap up of the most important Business and Financial news of the week. About Finception: It is a Fintech startup that envisions to make financial news more accessible to the masses and is backed by Zerodha's Fintech fund - Rainmatter. An initiative by the students of IIM Ahmedabad, the e-newsletter aims to provide their readers with precise and concise information that will not only keep them updated with the current financial affairs but also help them prepare for placement interviews, group discussions, and also entrance exam preparation (like CAT) by helping them polish their current affairs.

Subscribe to Finshots today!

We are glad to announce the members of the Editorial Board for the year 2019-20

Dr. Uma Shankar	Chairperson
Mrs. Umadevi Kokku	Vice Chairperson
Dr. Lakshmi Muthukumar	Vice Chairperson
Garima Bhatt	Editor-in-Chief
Shresti Ande	Joint Editor
Shrishti Gupta	Associate Editor
Aman Shukla	Associate Editor
Jincy Jose	Associate Editor
Tanaya Diwanji	Sub Editor - Content
Pritish Murugan	Sub Editor - Content
Inbasagar Nadar	Sub Editor - Creatives
Pranav Nair	Sub Editor - Creatives
Zian Mulla	Sub Editor - Creatives
Nehal Asgar	Sub Editor - Marketing



WORD SEARCH

Spot your favourite Christmas treats here!

Words:

- Chocolate
- Cookies
- FruitCake
- GingerBread
- Nuts
- Oranges
- PumpkinPie
- SweetPotatoes
- Turkey
- Eggnog

Holiday Gift Ideas

For the Budget-Conscious Grad Student

www.pfdcomics.com
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“Winners Never Quit and Quitters Never Win”

J. P. CLASSES

HSC RESULT 2019



SATISH YADAV

PCM :
96 %

100/100 MATHS
1ST IN MAHARASHTRA
BOARD

PHYSICS

SATISH YADAV : 97
NIRAV SOLANKI : 97
YASH UPADHAYAY : 94
PRIYA YADAV : 93
PRATIKSHA DARVRE : 92
JUGAL SUTHAR : 91
RIDHAM BHEDA : 91

CHEMISTRY

ABHISHEK MISHRA : 92
SATISH YADAV : 91
MANDAR MISTRY : 88
SHAHIN NOYDA : 86
NIRAV SOLANKI : 84
GAURI SAWANT : 81
GAURI SHARMA : 80

MATHS

SATISH YADAV : 100
MANDAR MISTRY : 99
GAURI SHARMA : 96
YASH UPADHAYAY : 95
SHAHIN NOYDA : 94
DEEPAK SHARMA : 93
GAURI SAWANT : 92

BIOLOGY

GAURI SAWANT : 96
LAVNYA SALIAN : 93
GAURI SHARMA : 90
ABHISHEK MISHRA : 90
MANDAR MISTRY : 90
SHASHANK PATIL : 87
NIRAV SOLANKI : 86

MHT-CET 2019



TANMAY MANJREKAR
PCB :
99.81 %



JIGAR GOKANI
PCM :
97.83 %



ATISH MAHANTO
PCM :
94.54 %



ALI ASHRAF
PCM :
97.83 %



UDESHE KUSHTE
PCM :
93.84 %



SHAKSHI SINGH
PCM :
91.23 %

NEET 2019



ABHISHEK
MISHRA
577/720



NIRAV
SOLANKI
527/720



DHEERAJ
YADAV
519/720



SACHIN
SINGH
90.98 %



SANJEEV
TIWARI
90.50 %



DEEPAK
YADAV
90.23 %

JEE MAIN 2019

BRANCHES : SION | ANTOP HILL | BORIVALI

CONTACT US : 8097722284 / 8104683997 / 9768981230

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