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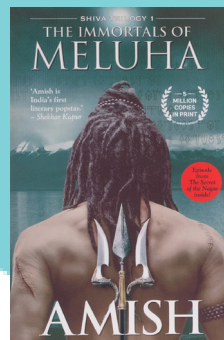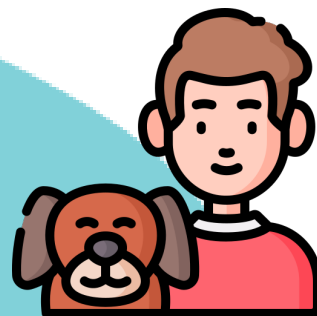
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Editorial

Hello,

What a journey this has been. It's still hard to process that 'The Seshadripuram Monthly' has been going on for 1 whole year now. From Mr Allan Raj putting out the poster for the 'Magazine Committee' to learning the basics of InDesign (credit to Mr Allan again for putting up with me), to putting out 7 issues in 2021, it has definitely been a wild journey. None of this would be possible without Mr Allan, I'd like to show my gratitude towards sir for setting up the stage to do something good for the college and its alma mater.

I would like to thank Ms Pallavi, an alumnus of Seshadripuram College for taking time out of her busy schedule and letting us interview her for the cover article of this issue. Ms Pallavi talks about her time at Seshadripuram and her passion for baking.

Ms Pallavi's article talks a lot about time management while giving the push people need to pursue their passion. I would like to thank Ms Pallavi again for sharing her insights with us.

If you, the reader, feel like contributing to the magazine (articles, art, poems, stories etc.) you can send your piece to scosa. spm@gmail.com. We publish articles in English and Kannada and display art. Our mail is open to queries regarding the magazine. Please feel free to contact us.

The magazine wouldn't exist without the editorial team. I want to express my gratitude to every member of the Magazine's editorial team. I would like to thank Mr Raghavan, for taking up the majority of the work for the design of the magazine. Along with Mr Raghavan, I would like to thank Mr Vaishnav Sunil and Mr Vikram Shenoy for supervising the quality of the content that is published by the magazine. I would like to thank every other student editor, writer, designer, artist and photographer who has helped us in this journey.

I would like to again thank Mr Allan Raj for babysitting us through this whole process. I would like to thank Goutham sir, for being with us in every step taken by the committee. I would like to express my gratitude to the principal, SCOSA members, magazine committee members and everyone else who helped compile and publish this issue. I hope you enjoy reading our work on this issue.

Pranav J
III BCom F
December 2021
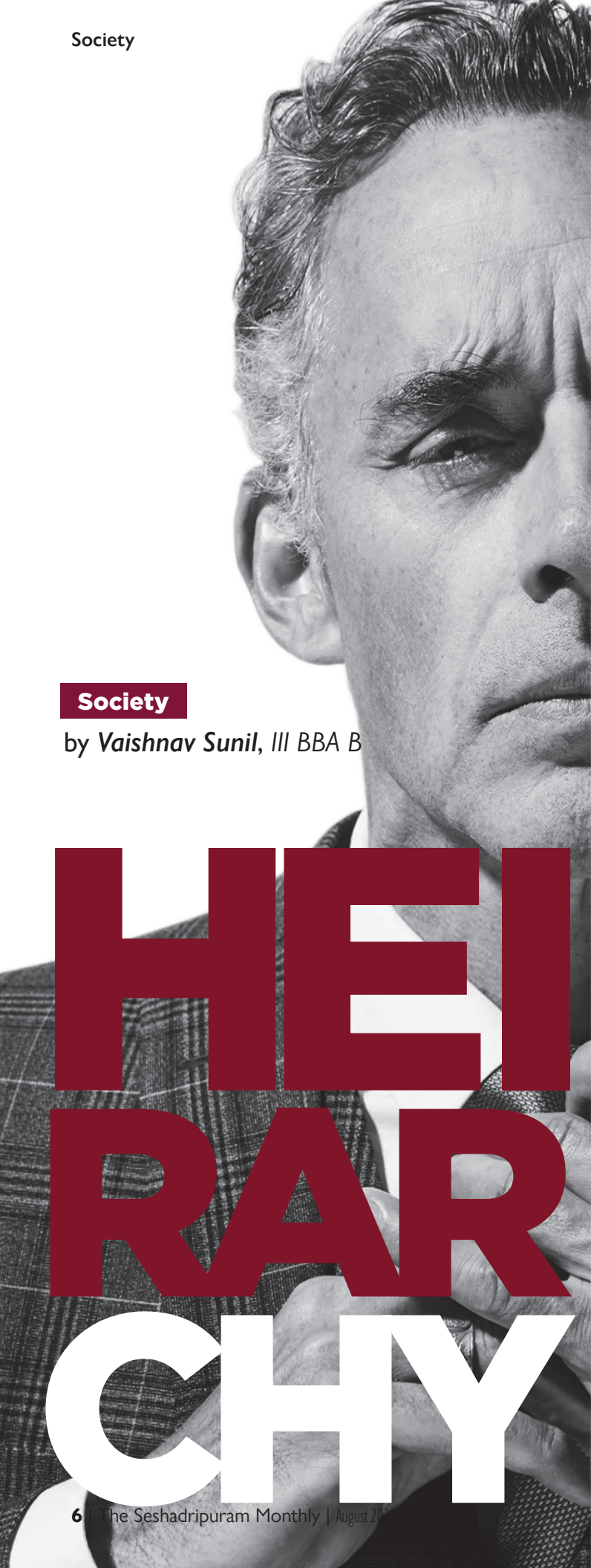
Society

by *Vaishnav Sunil*, *III BBA B*

HEI RAR CHY

There is a theory that explains the hierarchy system our human brains are programmed to see society in. This theory connects it to the life of a lobster in a community of lobsters. It has been famously propagated by Jordan B Peterson in his book 12 Rules of Life: An Antidote to Chaos. I will be making several references to the same, but you need not have any previous knowledge of the book to get your head around the references. There was a time when Kings used to fight to conquer more land and expand their kingdoms. This desire to establish and gain territory of humans has been seen exactly as it is in lobsters and their behaviour. Lobsters have been observed to fight for territories. A fight usually results in winners and losers. Upon examination of chemicals in the brains of the lobsters who lost this fight, scientists discovered that the chemical changes in the brains of the lobsters lead to them losing confidence just like how human brains react upon losing a similar fight. Moreover, it was also observed that the lobsters who lost the fight for territory also reflected their lack of confidence and low "social status" among the rest of the community of lobsters in their physical postures. So what does all this have to do with hierarchy? It is all about dominance exerted by the other lobsters which lead to the creation of hierarchies.

This dominant hierarchy behaviour is something that branched off humans in an evolutionary sense (lobsters are arthropods) a long time ago. Just like humans, lobsters exist in hierarchies and have a nervous system attuned to the status which "runs on serotonin" (a brain chemical often associated with feelings of happiness).

The higher a lobster goes up the hierarchical ladder, the more serotonin is available. This is also the reason behind the chemical changes mentioned earlier with regards to losing territory. The lost lobsters also face a fall in serotonin levels, which is reflected in their mental and physical states. The more defeat it suffers, the more restricted the serotonin supply. Lower serotonin is in turn associated with more negative emotions – perhaps making it harder to climb back up the ladder. Hierarchies in humans work in a similar way – we are wired to live in them. The nervous systems of humans and lobsters are in fact so similar that antidepressants work on lobsters. One such drug, Prozac, has been shown to block serotonin uptake into serotonergic nerve terminals in lobsters. So yes, because the molecule is the same and the nerve terminals are very similar, the drug does what it was designed to do. But it did not make lobsters happier.

´It´s inevitable that there would be continuity in the way that animals and humans organize their systems,´ Peterson said in an interview. However, we are aware of how society shapes us into the people we are. Even the quantity of serotonin generated by people is affected by a variety of external and internal circumstances. For example, ´stereotype danger´ is a psychological phenomenon in which people are concerned about talents that they connect with members of another group. We now know that negative emotions alter brain activity. According to one study, those who thought of themselves as having a lower social standing than others had different quantities of grey matter in brain areas involved in feeling emotions and reacting to stress than those who did not. This can be seen in the self-esteem and emotional status of someone who considers themselves as a loser. Some people may continue to see themselves as inferior to the guy who bullied them in school, while their brains adapt to this "reality". If we instead choose to believe that all humans are unique and equal – and we have the power to make society fairer – this will change our brains too. It is a clear example of how attitudes can alter both brains and behaviour.

We can choose to replicate the social structure of ancient creatures if we want to cling to the past. However, lobsters´ extended survival is a sign of how effectively they have adapted to their surroundings — and how little that habitat has altered. Human ancestors emerged from the sea, developing lungs, vocal cords, and a variety of other features. We´ve explored continents, developed flying aircraft, and even live on the other side of the planet. Change and challenge are what we want. We also strive to improve and promote mankind by making our society fairer and more balanced. Moreover, there exist other problems if we try to emulate the social structures of animals. Hierarchies abound in the animal realm, with insects displaying the highest amount of organization. These creatures are as similar to humans as lobsters in that they have serotonin and neurological systems. The queen is substantially larger than the males and the sole reproductive female in the world of bees. After being fertilized by multiple men, she lays all of the eggs in the colony. Males are pushed out of the colony after mating season and perish. Would it be okay if we chose to organize society in this ´natural´ way? That would be some food for thought and fuel for some Generation Z Twitter discussion threads.

Humans have displayed striking similarities in terms of neural structure or neural responses and brain chemicals to that of certain animals, birds, and insects. There will be similarities in the working of human societies with certain aspects of certain animal societies. This again goes back to how their neurons react to the situational chemicals produced in the brain. This is a product of evolution. But is this enough to say that humans will display a striking continuity in the way humans and animals organize their societies? I personally would disagree due to the extent of changes human societies have put human brains through, over and beyond what animal societies have achieved, and thus increasing the factors involved in how a hierarchical society is formed and is continued in the human world. ■

Power of Networking

by *Madhurya Sarathy, II B.Com(Hons)*

In dictionary terms, networking is the exchange of information and ideas with people of common concerns. But this definition is way too formal and sounds cliche. According to my terms, networking is not only about trading information but networking is something that supports people to build strong, long-term, and mutual relationships with the people we meet on a regular basis.

Often networking is confused with talking or chatting with someone. But these two phrases are completely different and far-fetched. We can talk and chat with anyone but networking is more deep-rooted and a much wider term.

When it comes to networking, attitude is everything. If you're positive and passionate, people will tend to spend time with you. If you're a gloomy and pessimistic person, people will avoid your company. That's the power of networking. Networking is also a way that helps you to associate with people of common or special interests which indirectly helps you for your growth and development. After all, the stronger the relationships, the greater the opportunities. In today's world, networking is very underrated. You can get rich by just having the right conversation with the right person. Networking is the key to a lot of opportunities passing through in life. Do remember that your network is your net asset. This is why networking is so important.

Networking is not only career lifeblood, but it's the part and parcel of our lives. You can have the best skills or concepts but if you are not capable of establishing or building new connections then your efforts are going to stagnate quickly. Henceforth, networking skills are essential and predominant both for your personal and professional life.

So here are 5 key tips which can help you to build strong connecions with people that make networking as easy as ABC!

- Be genuine when you meet new people.
- Project positive vibes.
- Be sophisticated.
- Watch out for your words.
- Finally, get better at networking games.

These are the 5 ways to ace your networking skills. These tips help an individual to become a super-connector. By applying these simple steps a person can be more approachable. The networking suggestions offered above are merely the tips to break the ice, it is you who has to come up with several new ideas to initiate a connection. But How? By visiting a library or a bookstore and grabbing some excellent books on networking and applying and adapting those ideas in your real-life can help you to build a strong network.

Remember that networks are built over time and it's not instant coffee. So be patient! Build a powerful relationship and nurture those relationships and continue to expand and strengthen them. Folks, Rome wasn't built in a day but they worked on it every single day, every hour. This simple thought applies to networking also. Work on it consistently and rhythmically. Great things take time!

Now, go ahead! Select a few networking techniques and implement them in the right way.

On a final note, sharpen your networking skills! Be a firm networker. ■
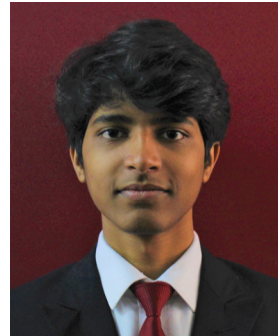
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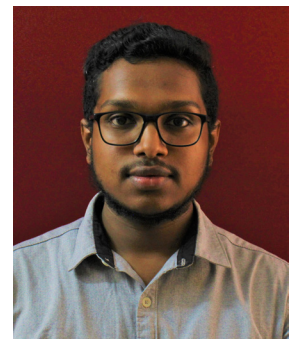*Secretary*

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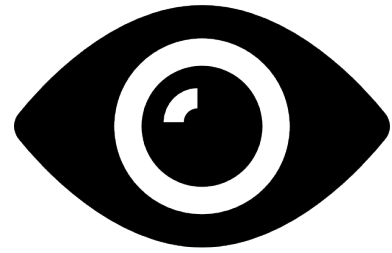*Member*

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Alumn

Having lost my supportive father at an early age my mother took care of me and my younger brother. She was very supportive and stood with my choices most of the time. Being a working woman, she imbibed self-confidence and independent decision-making capability in me subconsciously. With a single earning parent I knew that it would be very difficult to afford two kids´ education. I was wondering what to pursue as a career choice. During this time my uncle came like a godfather and gave me a newspaper cutting about the Chartered Accountancy course and he also explained to me the path to achieve it.

Then my goal was to become Chartered Accountant and simultaneously complete B.Com in Seshadripuram College. I received immense support from all my teachers and management in B.Com and they all supported for me to cope with both the B.Com exams and IPCC classes. I got the highest marks in Principles of Management and I was awarded by Seshadripurm College for this.

I completed CA Foundation and Intermediate (IPCC) in my 1st attempt. But the final exam was not an easy task. At the time my greatest motivation was my mother and my uncle who was with me and always believed in me. It took almost 3 years with 6 attempts to complete the CA final. If I am successful now it's because of my mother and uncle who always supported me. My mother never pressurised me to marriage and allowed me to fulfill my dreams. I was not stepping out of the house while preparing for the exam for almost 6 months. It was hard when all your friends were enjoying it and I was not going out as I would lose my concentration on my studies. But all the support from my mother and my hard work paid off when I cleared CA Final and finally became CA Arpitha BP. When my mother got to know my result she cried out of happiness. Seeing her more than being happy, I was satisfied that finally, I became a CA. Now I am practicing Chartered Accountant with my own firm. ∎
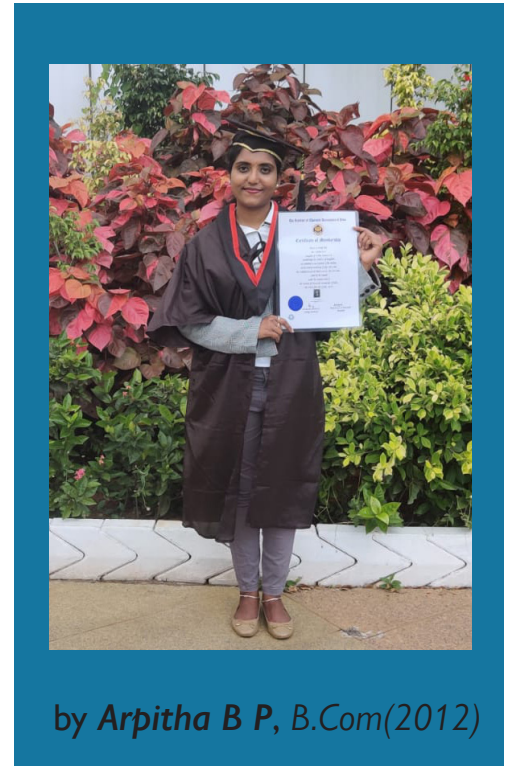
by *Arpitha B P*, B.Com(2012)

by *Hetal Dhirawani*, B.Com

I'm Hetal Dhirawani and here's my journey.

Being the most ambitious girl I dreamt of always flying. I love to travel and I am the biggest fan of IPL games. I dream to live life to the fullest and I have always believed in the quote – "you live life only once if you do it right, once is enough".

I proudly come from a middle-class background and an orthodox family where women's education isn't a priority. My parents and brother ensured to educate me in one of the leading institutes of Bangalore - Seshadripuram college.

Pursued my PUC and degree here with talented lecturers. This college fulfilled my dreams. I cracked my interview in the top leading investment bank. I got through my fears and my dreams turned into reality when I got my first paycheck. The journey wasn't easy. Where men are considered to be the face of professionalism and success. When people hear the word "Manager" it is directly inclined to male managers. As a woman, I made my mark by becoming the Manager and Vice President in the top leading investment bank and I can proudly say that I run the show.

In my 10 years professional journey, as a women leader, I believe that you shouldn't wait for a chance to be given to prove yourself. Grab the opportunity and show the world. Being a woman has and will never be easy, but being a women leader will be easy if you desire to.

Onwards and upwards always! ∎

Joy
and a
Job

by *Pallavi Chittem,* *BCom(2017)*

"*What pushed me forward to take up baking was seeing self-taught bakers managing their business online.*"

What made you join Seshadripuram?

I was initially supposed to join MCC but since my best friend joined Seshadripuram I got in too. To be honest, joining Seshadripuram college has been one of the best decisions I've ever made because it's a place where we can see people from different backgrounds come together as one and it provides us with a platform to test one's skills and abilities.

How were you in college?

I was someone who was study-oriented. I never really took part in any of the activities during my first semester, my only focus was on my academics and bunking classes never came into the picture. But after my second semester, I was a completely different person, I barely attended classes. I started taking part in various activities and I took part in the Best Manager event for two consecutive years. This helped me realize my strong points and capabilities. While participating in events one looks for progress and progress according to me is owning something completely. I did see some of it during the journey from not participating to participating but I regret not taking part from the beginning, because only if I would have taken part I could have become the head of the organizing team.

Has Seshadripuram influenced your business in any way?

Definitely. To some extent, it did have an impact. The people around me influenced me to the maximum. I can see most of my friends from college are active and juggling between various things like working at a bank and taking tuitions at a higher grade later, handling pages online and so on Looking at them handling so much with ease has inspired me a lot.

Juggling between a desk job and baking

One thing that passion teaches us is maintaining discipline. I always make sure to maintain my schedule accordingly. Since I cannot mess up with my MNC job the whole plan is built around what my working hours are going to be so that I can meet the needs on both ends.

Journey of becoming a baker

I started baking in the year 2020. Cooking has been an integral part of my life since childhood. It initially started with me baking brownies and cupcakes using a cooker. Later I developed a bigger interest in this during the lockdown. What pushed me forward to take up baking was seeing self-taught bakers managing their business online. The thought that I had while seeing them live their dream as if they can, why can't I? May 7th was when I actually started baking. The first-ever cake I made was on mothers day, it basically changed a lot for me. That cake was the turning point In my life because it was after that cake I started receiving orders and compliments from several people which motivated me to take up baking more seriously. In 2020 I got into one of the best culinary schools in Bangalore but because of the lockdown, I couldn't get loans. The lockdown has been one of the biggest hindrances in pursuing my dreams.

Describe Seshadripuram with one flavor of cupcake what would it be?

Mini cheese cupcakes because it's something that has to be consumed after 8 hours which makes me relate it to the time I spent in college. These cupcakes do not taste nice in the beginning but after a few hours, it probably is going to be one of the best flavors that one might have come across. Similarly in college initially I did nothing but towards the end, I started participating and made the most of whatever time I had left in college which made me feel good about myself.

Word of advice:

It's hard to juggle between the two, I sometimes have sleepless nights. I recently changed my place of work to which I'm starting to get the hang of. Whereas while I was at my previous organization where I worked for 4 years, managing both the jobs seemed easy as I was adjusted to the environment, work and time. There are days when I get 2-3 orders at once, since it's too much to handle with the desk job I just take up one order and my full attention and focus on it instead of taking up 2-3 at once and not giving it my full. So my advice to the readers out there is to take one step at a time because handling too much at once will disrupt all of it.

Future plans

Working in a corporate is a source to fund my dreams. I soon plan on pursuing my master's in pastry art somewhere abroad and then start full-time baking on its completion. I plan on being a home baker and not going commercial. Because with going commercial comes a lot of responsibilities. It's not like I do not want to take responsibilities up, I do. But as of now, I want to take things slow, provide my customers with utmost quality and happiness with my cakes and maintain the proper balance of everything around me. In the future, if I do get an opportunity of doing something big I will make the most of it.

Following your passion comes with a lot of hindrances and criticism. Along with this comes financial pressure and support, after my 10th I wanted to take up a culinary course but that didn't happen as I come from a background where one is criticized for pursuing anything apart from engineering or MBBS. I was criticized for taking up commerce during my 11th and 12th. But nothing made me give up the idea of starting baking someday. I plan everything accordingly and maintain budgets so that everything goes smoothly and I do not have to worry about funds required for my daily needs or baking.

UNDER THE SPOTLIGHT

Report

"*As a person who barely spoke anywhere to end up connecting with people, I can confidently say that Spotlight will bring out a better version of yourself you thought you didn't have.*"

— *Sai Karthik, II BBA B*

Report

by *Riya Singh, I B.Com F*

The title can be best justified by understanding how being sporty can get you places, not (just) in terms of the cliché 'wins' but in terms of experience and the entire process as when we live through the process, the former follows suit and even if it doesn't, what's earned and learned in terms of experience is unobtainable otherwise.

Spotlight was an array of events hosted by Lakshya, The Commerce Management Club of our own college. At first, I personally was reluctant to sign up for these events, given I'm a first-year but when I did, I had so many takeaways from the entire process and as brownie points, I got to meet a lot of interesting student counterparts, which makes it all worth it.

Talking about the array of events that were hosted by the forum; Business Quiz, Mock Stock, Marketing, HR, Financing, and the Best Manager, was what pan Spotlight was about in a nutshell. At first, I and presumably a few if not a lot of us were vexed about not going through the rounds that these events had as qualifiers but the student coordinators were extremely supportive and accommodative, which in turn helped us turn stoic and enjoy the process and not worry about the outcome at all.

I enjoyed being a part of all the events mentioned hitherto, but the Best Manager (BM) tops my list and as quirky and unusual the reason may sound, it really did help me tap into spaces that I wouldn't have otherwise

as getting out of one's comfort zone isn't a voluntary and daily affair. We had external judges on day 2 of BM, or let me rephrase it, not-so-external, as they were alumni of our college, and their observations were bang on.

For the rest of the events mentioned above, people teamed up into twos or threes. After doing both team and solo events, respect for working both with a team and solo surged up within me, for both have their own pros and cons. That's yet another takeaway.

We all had absolute fun being a part of these events as that zest was visible, crystal-clear. All the events, ranging right from Mockstock to Finance were extremely nutritional in terms of the mental feed that we all need, both in terms of our professional and student life.

To the many of us, these events seemed alien and undoable, but the student coordinators made it all easy and it didn't seem that alien anymore, and that's the best part about tapping into zones unknown; you never know what's in there for you, which exemplifies the entire process all the more and fills it with an element of zing.

We often discount and overlook opportunities and times where/when we could've explored an arena which we wouldn't otherwise, and most importantly, the memories that the former offer are what we carry when we're done with college. ∎

DECEMBER FOOTBALL ROUNDUP

Sports

by *Pranav Jagadeshan, III BCom F*

This month's football has been spectacular with a lot of upsets in the mix. With teams like FC Barcelona being stuck in quicksand, losing out on a place in the UEFA Champions League round of 16 and some absolute trashings, with Manchester City's 7-0 victory over Leeds United at the Etihad. Some managerial issues with the Champions League caused a bit of drama as well. Let's get into the standing of the big 4 of football and some exciting games you missed this month.

LA LIGA

The Spaniards have had their own share of exciting matches this month. Few unexpected stars for teams and a few letdowns as well. Sevilla performs swimmingly with a not so surprising win against Athletico Madrid, who have lost 3 out of their last 3 in the league. Barcelona scrapes through to secure 7 points in December of their last 3 games sitting in 7th (Yes, 7th, the Catalonian giants sit below UEFA Europa Cup slots). Real Madrid leads the league with 5 points in their hands with a 9 game unbeaten streak. Real Madrid sits on the throne in 1st place, followed by Sevilla, Real Betis, Rayo Vallecano, Athletico Madrid and Real Sociedad in that order. Real Madrid's Karim Benzema leads the goals scored this season(13), consistently poaching goals for the galacticos with support from Vinicius Jr.(10), performing the best he has since joining Real Madrid.

🏆 PREMIER LEAGUE

The main league from England is currently a three-horse race, with Liverpool, Manchester City, and Chelsea being comfortable ahead of the rest of the pack. Liverpool and Man City keep their run consistent with a perfect run in December. Liverpool performs on par if not better than Man City dopping 0 points this month. The third horse in the race, Chelsea, had a few difficulties this season dropping 5 points in their last 5 games. These teams are 8 points clear or more of Arsenal, West Ham, and Man Utd. in a close battle for 4th. Tottenham and Wolverhampton follow them in 7th and 8th. Liverpool dominates player stats with the top 2 scorers in the league, Mo. Salah. and Diego Jota at 15 and 9 goals respectively.

🔷 SERIE A

Italy has also had its fair share of disappointment with Turin's pride, Juventus, letting its fans down and placing 7th. The rivalry from Milan between Inter and AC, after taking a break during the Juventus supremacy, are back with Internazionale being only 4 points away from a closely following AC Milan. Milan dropped 2 points against 14th place Udinese, easing the title race slightly. Atalanta follows AC Milan being only 6 points behind Inter after a demoralizing 1-4 defeat by Roma. The Italian league is as entertaining that ever with 2 legendary teams rising after a rough patch in their careers, making it one of the best-contested leagues.

🔵 LEAGUE UN

Feels like Deja Vu, The French league being overwhelmed by their capital team, Paris Saint-Germain is 13 points clear of 2nd place Marseille. Rennes follow Marseille closely being only 1 point behind. The UEFA Europa League competition in France is very tight with Nice, Montpellier, Lens, Strasbourg, Monaco, Angers, Nantes and last season Champions LOSC Lille all battling it out for the 4th and 5th. Jonathan David from Lille leads the goal-scoring table after slotting 11 past French league men between the sticks.

🟥 BUNDESLIGA

It is Bayern Munchen again, it has been Bayern since 2013 in Germany. The club from Munich has been the champions for a long time and have no plans of giving it up. They stand 1st with 43 points, in 2nd with 34 points stand Borussia Dortmund. Leverkusen, Hoffenheim, Frankfurt follow the German giants in 3rd, 4th and 5th respectively. Robert Lewandowski has scored 19 goals this season in the Bundesliga and has been a huge factor for Bayern's success this season. The hype around Borrusia Dortmund with their prodigy, Erling Braut Haland has been immense. The league feels unchanged from the past decade with the same winner but still has had quite a few nail-biting ends and thrillers.

⚽ CHAMPIONS LEAGUE

The group stages of the UEFA Champions League has just been settled, deciding the top 16 teams from all of European Club Football. The round of 16 draw was conducted on the 14th of December 2021 and it was conducted twice. The first draw was discarded due to a series of errors on UEFA's side. The first error occurred when Manchester United were drawn against Villareal, which shouldn't have happened as they were in the same group. Manchester United's ball was not placed in the bowl to be picked against Athletico Madrid. This error went unnoticed and when UEFA realised this, they conducted the same round of 16 draw a few hours later. This deprives us of the Messi vs Ronaldo spectacle, but the new fixtures are quite spicy of their own.

Session on P

Sexual Ha

Ankura, Forum for Women Empowerment, took up the initiative to organize a session on POSH and ICC for students in order to get them acquainted with the different laws and regulations that the constitution of India has in order to protect the respect and dignity of each and every individual. It was a 3-day event that was held on 26th November 2021, for the 1st year students, on 14th December for the second-year students, and on 15th December 2021 for the final year students respectively.

The program was exclusively conducted for the students of all the years of the college. The program was headed by a resource person, Suja Sukumaran, Co-Head; Rehabilitation and Reintegration, Enfold Proactive Health Trust. The program was attended by students from different steams. The event was organized to motivate the students into learning & respecting each other's personal space at the workplace and the right way to voice out any kind of harassment that was faced. It also covered Awareness of Sexual Harassment and POSH Act,2013 (Prevention of Sexual Harassment)

The guest speaker Suja Sukumaran, gave us her valuable insights and thoughts on the Internal Complaints Committee (ICC) and its importance of it in every workplace not just in college. She covered various different topics during her speech. Which includes how gender-biased treatments are to be faced in society, Honor and Shame, Personal space zones, learning to say "No", and many more interesting and relative topics were covered in the session.

Examples based on true events that occurred in the society we studied by the students to understand the changing

Prevention of

Harrasment

by **Disha Srivinas,** III BCom B

Session on prevention of sexual harrasment by Suja Sukumaran

mindset of the patriarchal society. Interactive examples were given by the resource person with the help of students volunteering to be a part of the activities.

The Program threw light on the insights of the POSH Act,2013; Rights to safety and dignity, and the Vishakha Guidelines. We were made to know how the Internal Complaints Committee (ICC) was to be created and the number of members to constitute in the Committee & their Structural hierarchy was also discussed. We were also educated about the Grievance Redressal Process. The duties of the ICC and how to take the required actions;

were also discussed in the program. After the informative speech by the resource person, the floor was open for a round of question-and-answer sessions. Where there was a healthy discussion of the above topics. All the students who attended the program were awarded an e-certificate for their active participation.

The feedback was collected from all the participants to know the effectiveness of the program. A positive response from the students was received, regarding the program that was conducted. It helped them to understand the different perspectives of personal space and the importance to speak

up or voicing out any kind of harassment that they experienced personally or something that could be seen happening with any third party.

The program was very essential; especially for the final year students as a majority of them would enter the corporate workforce in the following years.■

Human and Animal Bond

by **Pragya Sharma,** *I BCom H*

Humans are animals that have evolved into their current form over time. Throughout history, there has always been a deep bond between animals and people. The majority of the drawings from the Stone Age depicted animals rather than people. Wild and ferocious animals captivated humans. They would kill wild animals and use their fur to cover their bodies and add jewelry to their bones. Later, a belief system known as animism became popular. Animism is the concept that all living and non-living things are spiritual beings. Early humans may have worshipped some animals as gods at this time. Many animals have been pushed to extinction as a result of climate change over the years. Humans started hunting smaller animals and growing plants.

Domestication began with cats, dogs, cattle, goats, sheep, and horses. Wolves are thought to be the earliest domesticated animals, as they assisted them in hunting and guarding responsibilities, as well as sharing the food that was later gathered.

As time passed, the human-animal bond grew stronger. Animals provided protection and service to the people and in return, humans would take care of them. Many other animals are now trained to work with us, helping us, especially the ones with disabilities. Being in the company of animals can help a person's social and emotional well-being. They provide us with love and company. Whatever mood their owners are in, they never forget to adore them.

Most importantly, having a pet is extraordinary. They instill in us a sense of responsibility, alleviate loneliness, and bring comfort. Adopting an animal, whether it's a dog, cat, ferret, or bird, gives joy to any household. ■

NETFLIX

AN ATTEMPT AT THE INDIAN MARKET

Lifestyle

by *Yash Kapasi*, I BCom G

Netflix is an American subscription streaming service and production company launched on August 29, 1997, founded by Reed Hastings and Marc Randolph in Scott's Valley, California. It offers a library of movies and television series through distributions as well as their own productions, known as 'Netflix Originals'. Netflix initially sold and rented DVDs by mail. The sale was eliminated within a year as they wanted to focus more on the DVD rental business. In 2007 Netflix introduced streaming media and video on demand. The company expanded its business to Canada followed by Europe, the Middle East, Africa, and Asia. Netflix entered the content-production industry in 2013 with a debuting series "The House of Cards" and now Netflix has the best movies and television series. A few of my personal favourite shows streaming on Netflix are Stranger things, Friends, Money heist, Dark, Squid Games, and Guilty. Some of their shows that have had the most views are Money heist (70 million views), Maid (67 million views) Sweet tooth (60 million views), Fate (59 million views), etc. They are known for their unique and creative content which outstands from other OTT platforms. They have set high standards in the entertainment industry. Though the primary target market of the company is people with high income living in urban areas,

it has managed to capitalize $214 million paid consumers worldwide and has a revenue of over $25billion. One of their best marketing moves to penetrate deeper into the market was providing a month of free subscription so people could experience the quality of their content. They cut down their costs from Rs 499/month to Rs 149/month to obtain a huge audience in India.

Netflix has a few competitors like Amazon Prime Video, Disney Hotstar+, ZEE5. The popularity of OTT streaming platforms has recently seen a huge spike during the pandemic. People spent most of their time exploring different genres on such OTT platforms. It has made people realize the importance of entertainment in life.

Netflix is trying its best to cater a large number of people to watch their content by reducing their subscription charges and by adding a lot of new contacts on a regular basis. Due to the vast exposure of Netflix to Indian audiences, the popularity of English and other foreign language content has earned a lot of viewership. To the majority of the youth today, staying home and binge-watching shows on such platforms have become a trend. ■

Did you know?

Netflix's original name on paper was Kibble

Netflix pays their employees for binging shows at home

THE METAVERSE

Mark Zuckerberg's keynote address at Connect 2021 popularised the term metaverse which isn't a new concept. The term ´metaverse´ was originally used in Neal Stephenson's novel Snow Crash, published in 1992. Metaverse is a combination of the Greek word Meta and the English word universe. Meta is commonly used as a prefix in Greek to denote ´beyond´. Metaverse is what appears to be a small-scale urban area generated using code where people can have life-like experiences.

Technology

by *Dhatri L, II BCom H*

TRAITS

- It is a three-dimensional universe.
- The metaverse is a simplification of reality.
- Other users represented as avatars
- Connecting people

NOW

The virtual real estate sold for $4.3million in the sandbox resulting in breaking the world record for the most expensive metaverse property sale. A random user paid $4.5 million to become Snoop Dog's neighbour in the metaverse

&

FUTURE

Microsoft co-founder and billionaire Bill Gates predict most workers will take their virtual meetings within the metaverse in the next two or three years. Gates said that adoption of metaverse meetings would be slow because many people lack the tools to fully immerse themselves in the experience such as virtual reality goggles. Despite the great technological breakouts of all the previous decades. Simultaneously the rise of massively multiplayer online role-playing games has drawn millions of players online where they spend countless hours each year living, trading, fighting, and dying. Players learn how to personalize and create in virtual places as well as how to transfer that value to the real world.

PROS

- Connects people around the world and brings them together
- Creates a lot of fun
- Makes the experience more enjoyable and interesting

CONS

- Generates addiction
- Makes you lose control of time
- Separates you from the real world
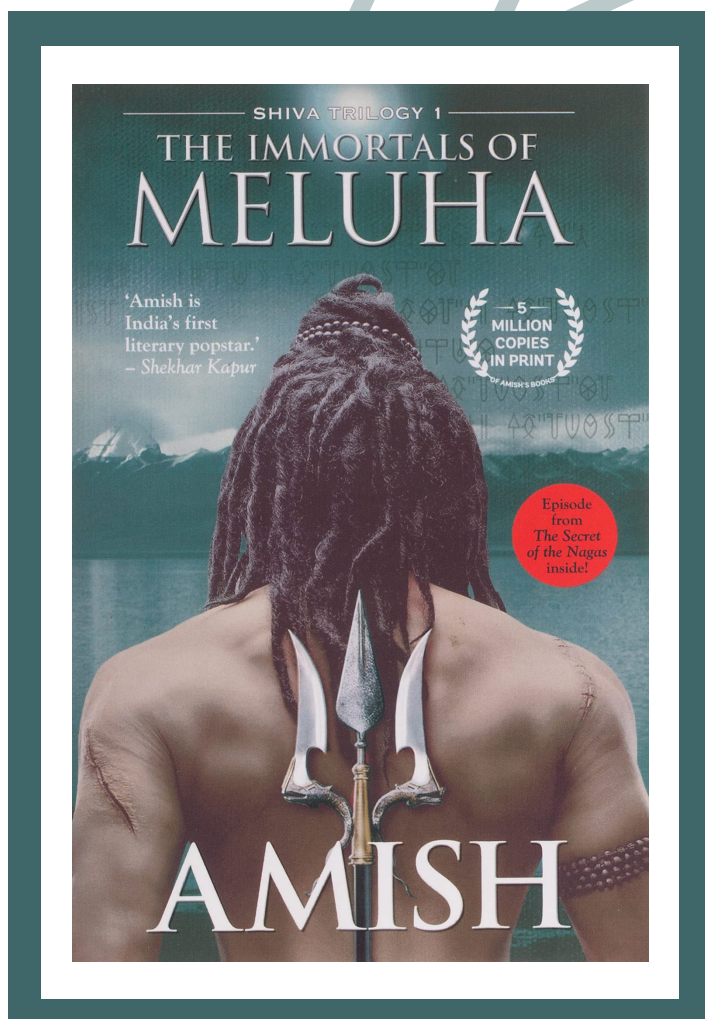
Book Review
On
The Immortals of Meluha

by *Disha Rai*, II BCom(Hons)

The Immortals of Meluha is one of the best books penned down by the Amish. It is the first novel of the Shiva trilogy series by Amish Tripathi, which is followed by 'The Secret of The Nagas' and 'The Oath of The Vayuputras'.

The narrative takes place in Meluha and begins with the arrival of Shiva. The Meluhans consider Shiva to be their famous rescuer, Neelkanth. Shiva resolves to aid the Meluhans in their struggle against the Chandravanshis, who have joined forces with a cursed Naga; but, throughout his journey and the ensuing battle, Shiva discovers how his decisions reflect who he wishes to be and how they have severe effects.Indian mythology has been given a humanized form. It is a story of a simple man, Shiva, who has all the emotions, good deeds, and bad deeds, fun-loving and at the same time serious when it comes to business.

The author hasn't made any character superior or inferior to others in terms of gender, caste religion. every single character has been given an equal amount of weight. Not only that, but it also breaks stereotypes. Shiva falls in love with sati for her bravery, The Prime minister is also a female. each character in it teaches different aspects and gives insight into life.

The most crucial thing you learn from this book is "No person is evil, it's the ideology and belief". it also quotes down the scientific reasons behind a few rituals that have been followed. The story roams around so many raging problems of the current day-to-day life and speaks up for the eternal debate that every coin has two sides, the sun, and the moon both remain on the same sky side by side yet so contrasting. This is not the story of Shiva, the God! This is not a lesson in history.it conveys to you that it is not the caste that you are born in or the place you come from that decides how are going to be treated in society, but it is the good deeds that keep you above everyone else. The story is a perfect blend of modern-day mechanics and Hindu mythological legends.

The book is overall a good read. It hasn't exaggerated the Indian myths. Read it to learn why Meluhans are regarded as immortals and how an ordinary man's acts recast him as Mahadev, the God of Gods, as well as to discover what surprise awaits you at the book's conclusion. ■

ASSASSINS
CREED

by *Ayush Srivastava, III BCom F*

Assassin's Creed is one of the very few game series that had me go back and replay them just so that I can understand it in its true sense and with much more clarity but always leaves me with even more questions after playing it over and over, and maybe that is the real beauty of these games, that these are just not the mindless, going allover killing everyone and exploding stuff but something so sophisticated which forces you to think, it helps us in bringing some perspective in our lives and there is lots to learn from the main characters of these games, not all of them have a very good and smooth life, they all make mistakes and all of their action have consequences. Maybe it looks like too much thinking for a game but believes me once you start playing them, you will understand what I am talking about. The plots of these games could be one of the hardest to understand and requires your total attention to the details and cutscene to be aware of what you are actually trying to achieve by your actions and if not paid attention, you will lose track and eventually find it boring, confusing or repetitive, especially the first few games which were purely story-driven.

In this review, I am going to talk about the game which started it all. The first game of this franchise,"Assassin's Creed". I will brief you on the premise of the game so mild spoilers ahead. The game has two stories in it, the one which takes place in the present world and the other which takes place in the past.

It starts with you playing Desmond Miles, who is a bartender in New York. He is kidnapped by a shady organisation called "Abstergo". It's run by an old man named Warren Vidic. As the game progresses you get to know that the Abstergo organization is just a fake front for a faction called "Templars". Templar's sole objective has always been to take hold of everyone's freedom and by doing that they plan on establishing peace in the world. Assassin's on the other hand are Templar's rival faction who believes that there can never be a peaceful world without freedom and gives importance to free will above anything else. The rivalry of Assassin's and Templars have been going for centuries and still prevails even in the modern world.

Later in-game you also find out that you are the successor of the Assassin's brotherhood, and the reason Abstergo kidnapped you was to force you to enter in a machine called Animus which allows you to relive your ancestorial memories by using the genetic code in your DNA. They are doing this because your ancestor, an assassin in the 12th century, "Altair Ibn La-Ahad" possessed a powerful artifact called "The Apple" which is one of the many "Pieces of Eden"(the one who possesses these artifacts has the control over humans and the reality) so that Templars can find out the location of the artifact. After you enter animus, the game starts with you playing as Altair in the 12th century.

Altair is in Solomon's temple and looking for the apple with his comrades only to see Robert De Sable, the leader of Templars, get to it first. The Altair after seeing this cannot keep his patience and disregards his comrade's suggestions. He goes directly to attack Robert but fails to do so and loses his friends to Templars because of his carelessness. They get in a tight spot but Altair somehow manages to escape but his friends are left behind.

Looking at Altair's action, Al-Mualim, the leader of Assassin's order, reprimands Altair and demotes him to the lowest of rank, stripping him off of all his achievements and making him to start everything from scratch. Altair is now made the novice as if it was his first day in the order. According to Al-Mualim, this punishment was nothing, instead, he should have been killed, but that would just be a waste of his time and Altair's talent so he is given another chance to restore his honor and earn his way up the rank.

Altair is given a job to assassinate nine renowned leaders who are disrupting the order of Assassins. He travels to three different cities and gathers information to find each one of them to assassinate. With each kill, his rank goes up by a certain level and in their dying moments, all of them makes confessions (it is normal to have a short conversation with the main target in their dying moments) about how their ideas were to only for the people and to create an ideal world. By hearing all their confessions Altair starts questioning himself if what he is doing is really the right thing to be done.

The Assassin's Creed takes a very philosophical approach in its story building to make you assess the situation and ideologies of both sides. The game also has many real characters for example all the targets that you are given the job to assassinate are the real historical figures who died in 1191. You will like Assassin's creed if you are into stealth gameplay or history or both. Considering that it was released almost 14 years ago the game has aged well according to me. There was not a game that could come close to it in the detailing that has been done in its environment and is still presentable in today's time. I would recommend everyone who is interested in stealth, history with a touch of philosophy and modern science, and Parkour-ing across the ancient cities to play Assassin's creed.∎

Art Corner

by *Roshan D S*, *II BCom A*