

The
Seshadripuram
a SCOSA
monthly

June 2021 | Volume 1 Issue iv

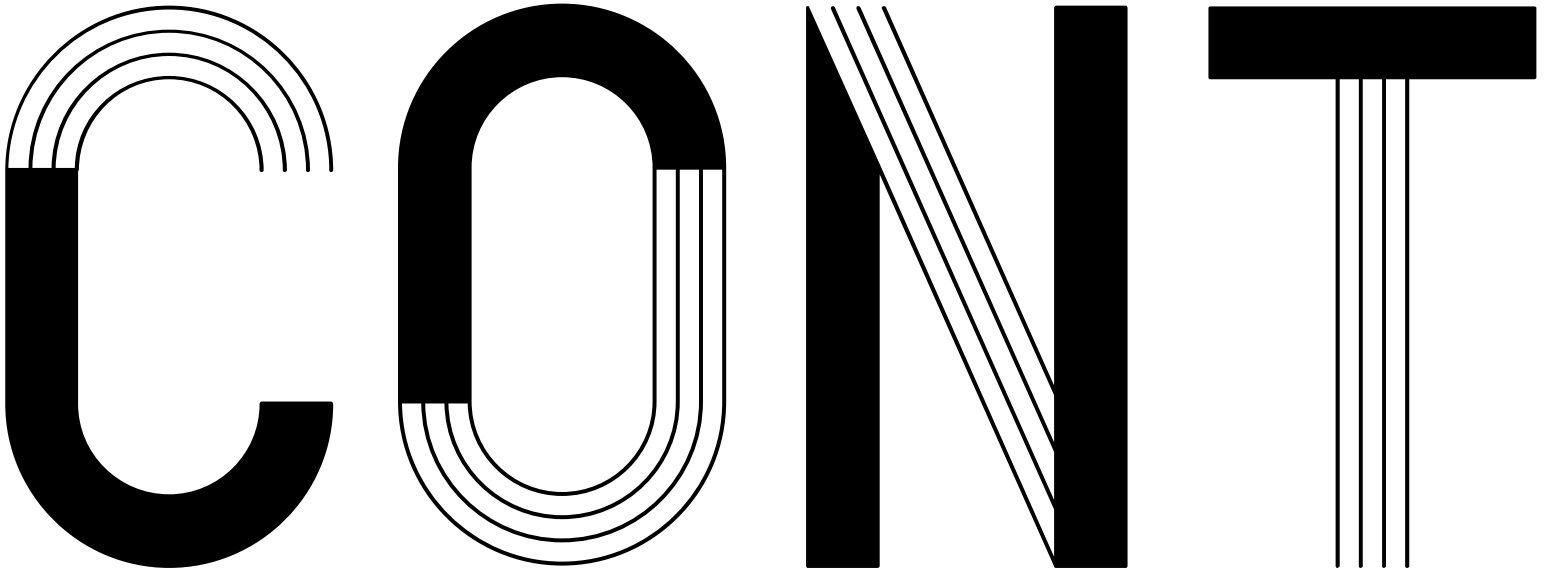
Alumnus Vikas
Badiger on
photography,
sunsets and
B'luru
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SCOSA
Achievers 2021!

ಇನ್ನಾದರೂ ಸ್ವಲ್ಪ
ಅರ್ಥ ಮಾಡ್ಕೊಳ್ಳಿ





SCOSA
Achievers
2021

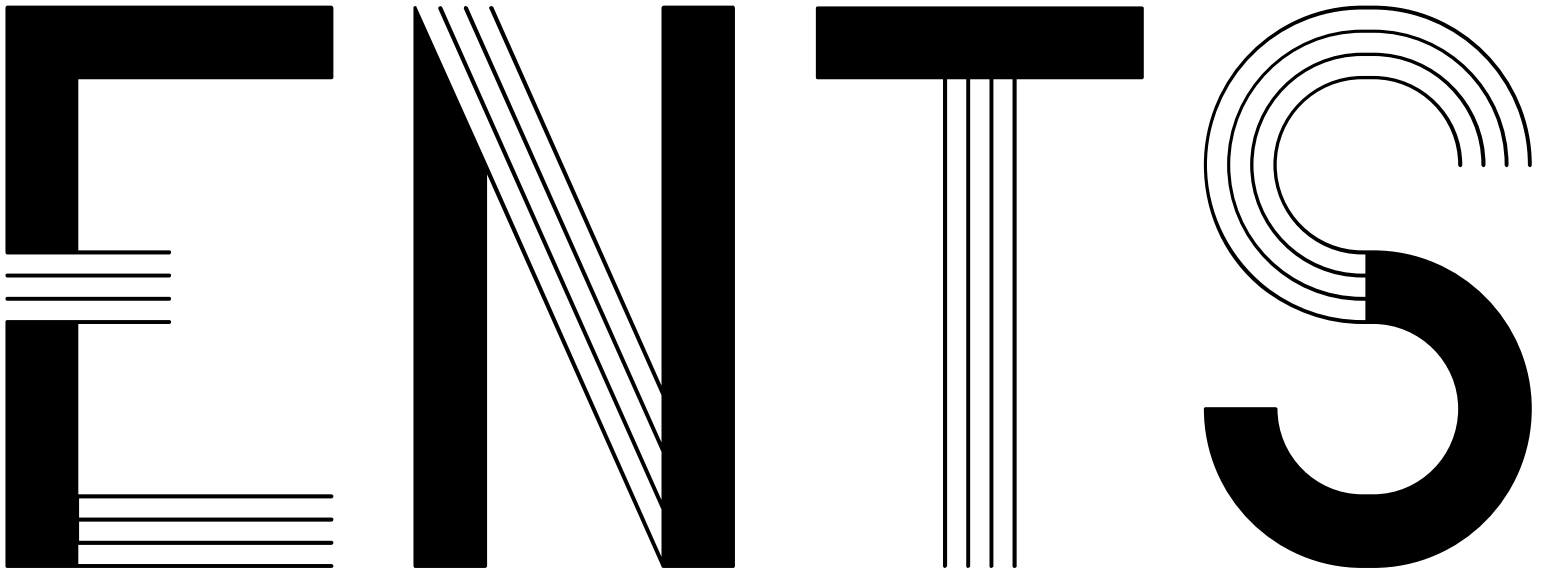
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Magazine designed by Allan Raj, Pranav J. and Raghavan Ravi

Magazine best viewed on desktop with two-page display.

Editorial

One more lockdown and a whole lot more delays—this has been the complaint of the team from the past two months. When we first came up with the idea of this magazine, we hoped to have long discussions regarding design, fonts, and writing, all while meeting face-to-face in the college; we were excited about meeting new people—all of which turned out to be just more online meetings after more online classes.

The one thing that gives us hope that things can go back to normal soon is that the College has successfully organised three vaccination drives for staff and students where a huge percentage of the students have been vaccinated.

We had to end up cancelling the May issue of The Seshadripuram Monthly because of the sudden announcement of lockdown 2.0 as most of us had trouble meeting the deadlines.

This issue is special as it is going to be released during the Annual Alumni Get-together. Even though it is being held virtually it is still better than not having it at all like the year before. This get-together has always been something that I looked forward to every year. The

old familiar faces of my classmates, the banter, the cold badam milk, the “unofficial” get-together that would happen after the Meet. These things now seemed to have happened ages ago.

The other part that I like about the SCOSA Meet is that every year we have a beautiful tradition of old students helping out the college and its students. One of my editorial team members approached me and said that he liked working for SCOSA because he himself was a recipient of the SCOSA scholarship. This shows that your contribution, big or small, monetary or something else, has the ability to change lives, to inspire the current students to do more, to then come back after they graduate to do the same.

Mr Vikas Badiger’s piece on capturing the beautiful sunsets in Bengaluru shows us how beautiful a city Bengaluru truly is. You would also enjoy reading the article by Mr Sachin Banavasi and the poem by Mr Mukund V Koushik. Mr Arjun Ram’s piece on marketing is based off of his experience right out of college in the field.

Please continue supporting us through your suggestions, contributions

and wishes. You can always write to scosa.spm@gmail.com. You can also contact the college office to know how you can contribute to the SCOSA scholarship fund as well.

I hope you enjoy reading all the wonderful work included in this issue. I wholeheartedly thank the principal, the SCOSA committee members, and all the people who helped make this issue happen.



Allan Raj
(BA 2013)
July 2021

NFTS



\$69 million, Art
& still undervalued

by **Vaishnav Sunil, II BBA B**

A JPEG sold for \$69 million? That was not something you would see until the recent NFT craze. So what is all this about? NFT stands for Non-Fungible Token. Buying or collecting NFTs is similar to how people collecting tangible things such as stamps, currencies of other countries, etc. The only difference is that NFT is digital. So you are basically collecting a digital token.

So how do NFTs get their value? NFTs store their value in the forms of cryptocurrency. It is similar to how prices change in a free market. The forces of demand and supply create movement in price. Similarly, depending on the bids placed by buyers on NFTs, the price of the NFT can move. There are also situations where the price of an

NFT is fixed. Think of NFTs as a part of a cryptocurrency blockchain with some extra information stored in them. This extra information is in the form of JPGs, GIFs, MP3s, MP4s, etc. To be precise, NFTs are a part of the Ethereum blockchain. Just like how copies or prints of original artwork are made, NFTs also have copies. The differentiating factor between them is the value they store. The original one will be worth way more than the copies. NFTs have also provided a way for many digital artists to sell their work.

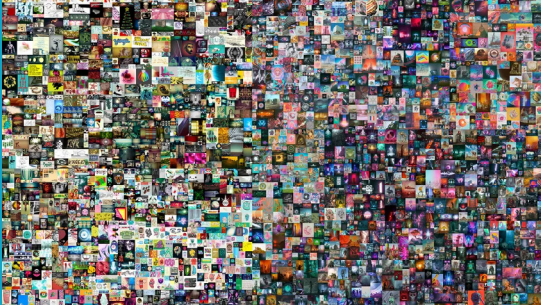
You might have seen memes on how people spend millions on buying NFTs while they can just right-click on the image of the NFT and download it. Doing this is not going to make you rich. You are only getting the image information of the NFT. You are not

getting the cryptocurrency part of the NFT, which is the main component that derives the NFT its value.

OpenSea is a popular website where you can buy and sell NFTs. OpenSea lets users create NFTs of their work for free. But if you want to sell the NFT, though OpenSea does not charge any money on it, you will have to pay an amount called "Ethereum Gas". Ethereum Gas is an amount paid for the transaction of Ethereum. Think of it as a transactional cost. This value will change depending on the time of the day and the market.

One might think NFTs are only for the talented digital Pablo Picassos. But no. Even brands have bought into the NFT culture. TacoBell sold taco GIFs comprising of 25 copies and the whole thing was sold out in just 30 minutes.

Top 5 Expensive NFTs



1. Everydays: the First 5000 Days (\$69.3 million)



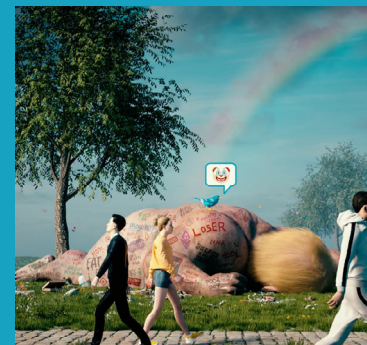
2. Cryptopunk#3100 (\$7.58 Million)



3. Cryptopunk#7804 (\$7.57 Million)



5. Jack Dorsey First Tweet (\$2.9 Million)



4. Crossroads (\$6.6 Million)

So what were in these GIFs for the buyer? Each of these GIFs has a \$500 gift card, which only the original owner can spend. These TacoBell NFTs did not just stop there. They are currently selling in the secondary market for \$3500. The secondary market TacoBell NFTs do not include the gift card. Even NBA has sold NFT collections as NFT cards embedded with the greatest moments from the games. It doesn't just stop at GIFs and JPGs. On the 21st of March 2006 Jack Dorsey, the Co-Founder of Twitter, made

the first tweet on the platform. The tweet read "just setting up my twttr". This tweet was converted to an NFT and sold for \$2.9 million. Despite all these happy-looking sides of NFTs, it still has a side that creates controversies among people. It is the impact of NFTs on climate. NFTs require a huge amount of energy to be created. The energy requirement is so high that it can easily affect the climate given the popular usage. According to a study conducted by a website, an NFT piece called

the Coronavirus consumed 192kWh in its creation. That is the equivalent of one human's average consumption in two weeks. The size of the NFT does not affect this consumption of energy. Just a simple GIF can take up hundreds of kWh. As a matter of fact Ethereum, which is the blockchain of NFTs, alone uses the equivalent of energy consumed by the whole country of Libya. On the identification of this negative side of NFTs and cryptocurrencies, many brands and companies who were

earlier into the cryptocurrency craze are slowly backing out because their priority was the environment.

So, does this mean the NFT mania will be a short-lived spike? It surely is not. NFTs will continue to be created and traded. Developments are being done to help artists make carbon-neutral artwork as sell as NFT. But the big hurdle this research will have to overcome is the basic working principle of cryptocurrency. Only time will tell how it fares. ■

SCOSA Ach



Aparna Rao

BCom, 2000

At Bayer

Head of Shared Services Centre, Bangalore

Started her GBS journey with Hewlett Packard followed by Tesco.

Believes in the capability and value addition of Global Business Services (GBS) and has close to twenty years of expertise in this area.

Part of the Bayer South Asia Leadership Team (SALT) since February 2021

At Monsanto

Joined Monsanto in 2012 and also went on to become a Global Process Owner in 2016.

Member of the CEO's extended team - India Regional Leadership team.

Recipient of the STPI award for 2 years in a row - 'Highest % of differently-abled workforce.

Part of the global talent team and leading the regional talent team for Asia Africa working on communication and engagement, retention, training & development as well as aligning people processes globally.

Education

CIMA in Global Business Services from Hackett.

Completed ICWAI in 2001.

ievers 2021



Chakradhari Rowe

BCom, 2003

Protection and Counter Terrorism Professional from ISA - ISRAEL

Has studied and trained in VIP/Close Protection, Counter Terrorism, Installation Security, Remote Surveillance, Aviation Security, Institutional Security, Personal Security.

He is the only Indian civilian to have trained and certified at ISA-Israel as a P&CT - Instructor, Team Leader & Single Operative.

Member - Global Counter Terrorism Council

GCTC is a think tank consisting of domain experts from across the world including veterans from the Army, Navy, Air Force, Special Forces, Investigating Agencies, Government, etc.

Olympic Security Solutions

Currently he serves Olympic Security Solutions India Pvt. Ltd., a Mumbai based security solutions company as their Chief Security Officer.

Personal Security Education

He is also the creator of India's First Personal Security Education for Women and has trained hundreds of working women and students who have not just avoided abused but also survived it unhurt. He was also invited to sensitise the participants of Mrs Karnataka Pageant on the importance of Personal Security Training to help women stay safe.



Benford's Law

Finance

by **Vikram Shenoy**, II BBA B

BENFORD'S LAW IS A STUDY OF THE first digits of numbers in Real-World Datasets. While one might expect the digits "0-9" to be equally likely to appear in the datasets, this does not appear to be the case. What if I told you that in the results, the digit "1" occurs nearly a third of the time and the digit "9" only 5% of the time? There are a few exceptions where the law obviously will not work as in the Height of people in meters as no one on this planet (Chernobyl peeps excluded) is 8 or 9 meters tall. Though it has a small number of exceptions, it is still widely used and can be observed in the "Total Traded Value" on the NSE/BSE on any particular day, Population/Areas of countries, Credit card transactions, Purchase orders, Loan data, Customer balances, Journal entries, Stock prices, Accounts payable transactions, Inventory prices, Customer refunds etc.

Here is a quick comparison of the Digit Occurrence Percentage of the

"Total Traded Value" on the NSE against Benford's Percentage. It's quite amazing how the "Total Traded Value" represented by the Blue line shows little to no variance from the Benford's Line represented by the Orange line.

Application in Fraud Detection

The Indian Audit & Accounts Department is known to have been using this Mathematical Law to sniff out Tax Fraud. Many folks who happen to cook their books a little, call attention to their obsolete creativity by using too many amounts that start with "8" & "9" and omitting the amounts that start with "1" & "2". Savvy Accountants know what to look for and find fraudulent people out. Though Benford's Law might indicate that there might be something fishy with someone's books and call for a review of the audit, it can't be used in isolation to call someone a fraud. So the next time you're upset without your taxes you know what to do ;) ■



I've even created a spreadsheet to help you better understand Benford's Law. Scan the QR code to get the Spreadsheet.

Coral Relief

Environment

By **Shraddha Anil**, II BCom F

The blue planet is known for its diverse lifeforms and abundance of resources, well it was known for these things before. Now it is mostly known for being incompetent to sustain life forms of any sort in the near future because of overexploitation. In today's time and day there are several important issues to look into such as climate change, global warming, loss of flora and fauna, depletion of rainforests.....the list goes on. One of them is depletion of coral reefs. This is something which not everybody is aware of. So what are coral reefs? Coral reefs are living organisms that feed on algae and tiny fishes. They are known as the 'rainforest of the sea', they can be found at the surface as well as at the bottom of the sea. One can find them in bright vibrant colours. It is known for being the home to various species of fishes and invertebrates.



CORALS
2498



REEFS
325982

via coralwatch.org
Data as of 01/06/2021

WHERE CAN WE FIND THEM?

They can be found in between the Tropics of Cancer and Capricorn, in the Pacific Ocean, the Indian Ocean, the Caribbean Sea, the Red Sea, and the Persian Gulf. Lately these coral reefs are depleting at an alarming rate and almost half of them are severely damaged. All of this is the result of a rise in unethical human activity. Studies claim that within a few years they'll completely vanish. We might be the last of the generations that get to witness them. Coral reefs are sensitive to change in temperature, warmer

temperatures tend to damage or kill them. Increase in levels of global warming, emission of greenhouse gases and CO₂ is one such cause that contributes to rise in temperature. Acidification is one more cause contributing to damage of the coral reefs. What is acidification? The emissions of global greenhouse gases and CO₂ into the atmosphere are absorbed by the ocean which leads to acidification. Another such activity is bleaching which has been practiced for a very long time by people across the globe. Bleaching

is also known to increase the water's temperature. Corals are said to adapt to the natural climatic changes but it cannot sustain direct damage of any sort. Corals are a major tourist attraction, when these tourists get to look at them up-close they sometimes tend to step or sit on them for rest. This damages the beds of these corals. Apart from this, water pollution caused by sewage waste and factory outlets. Plastic thrown into the ocean is also one of the reasons for damage. Here arises the question

WHY SHOULD WE BE CONCERNED ABOUT THE DEPLETION OF THESE CORAL REEFS?

Coral reefs play an important role to those who stay near the coast. Since it is a tourist attraction, it is a source of income and food for people living there. It is known to act as a natural barrier in case of storms, typhoons, tsunami etc. Apart from this it is used for medicinal purposes which helps in treating cancer. We all know that fishes are a big part of the food chain and it's amazing how almost 25 percent of the ocean species live in coral reefs yet they cover less than just 0.1% of the ocean. So, more the depletion of the coral reefs, the more it disrupts the food chain. Hence, coral reefs are necessary to maintain a balance in the ecosystem.

QUOTE

"Children born today may be the last generation to see coral reefs unless we do everything to limit warming to 1.5C, we will lose 99% of the world's coral reefs"

David Obura

Chair of the Coral Specialist Group in the International Union for the Conservation of Nature.

CORAL REEFS IN INDIA

Gulf of Mannar
Palk Bay
Andaman and Nicobar
Gulf of Kutch
West coast
Lakshadweep

Firstly, we can gather information and create awareness among people regarding this issue. We can adopt the 3R's rule- Reuse, Reduce and Recycle so that we reduce pollution as much as possible. We can give in donations to organisations involved in rebuilding and protecting the reef. Or we can also choose to register and volunteer in such programs. These small contributions made by us now will create a large difference then.

HOW CAN WE DO OUR PART IN ORDER TO SAVE THEM?



Chasing Sunsets *in Bengaluru*

Cover Article

By **Vikas Badiger** (BCom 2015)
Founder, Faces of Bengaluru





As a kid, I was very detached from nature. Maybe because I was born in a city which was called “Garden city” at that time and had greenery all around, and never really paid attention to it or because of what I first chose as my passion i.e cricket. This meant that I had very few reasons to stay bonded with nature. Then, I

started travelling with my uncle. These were the places that I had only heard of and these changed me as a person.

In 8th grade, the days when phones were becoming a thing, we were going on a trip to Madikeri (Coorg) and I took my mother’s “Fly Mobile” with me. On our way back from Madikeri to Bengaluru, we were driving through the sunset and that was probably my first experience of feeling a sunset. I would’ve seen a lot in Bengaluru but

Outside the MG Road Metro Station, the city never disappoints if you’re looking for a beautiful sky.

there was something different this time, the orange and reddish rays on my hands, maybe the woods or maybe just the calmness it brought. I quickly took my 2-megapixel phone camera out and took a picture of that. Of course, it was shitty, of course, it was overexposed but that was a memory I wanted to save. I came back, showed it to my dad and he surprisingly framed it. I was happy that it was framed but I also knew that I had found a way to bond with nature.

In 2013/14, while I was doing my graduation in Seshadripuram College, we would go to fests that went on till evenings and as we returned back to our homes, I would stop my two-wheeler at a place where the sunset would be visible and watch and then head back home. I was considering taking up photography and was still not sure how it would pan out as a passion for me. Though I picked up a camera and started shooting, chasing sunsets was never a thing back then as Instagram was not what it is today. I would randomly shoot unrealistic HDR images of sunsets around cityscapes and this was only if I were to witness that.

I think it all changed once I went to Italy for my masters. Europe has been known for its dramatic sunsets and to witness those pushed me to experience it and not just photograph it. I remember one evening in Paris when I was walking around the city, someone there told me that the sunset that day would go on till 9.30 PM. I quickly went to the Touré Eiffel, kept everything ready and experienced one of the best sunsets one could witness. I think a part of me was left there at that moment and another part of me revived.

Coming back to Bengaluru in 2017, I continued that tradition of chasing sunsets and it started to grow on me. 2017 was the time when photo walks in the city were a huge thing and me with a friend of mine—Manish, who ran a community



(above, left and right) The skylines have the ability to take your breath away even when you are breathless after climbing stairs to reach the viewpoint.

(below) Even when overcast, the evenings can be beautiful.

page called *IGersofBangalore* climbed 37 stories of an under-construction building and waited 3 hours for the sunset. We had never experienced something of that sort before in Bengaluru.

I think there is something different about the sunsets that only attracts a niche crowd to enjoy it. I'm still figuring out why but also doesn't mean I stop shooting it. Every time I find a sunset, I make it a point to stop, stand and experience it before I move on with my work. Maybe one day I'd have an answer, but till then I'll let my pictures speak for themselves. ■

You can follow Vikas Badiger on his page [@facesofbangaluru](https://www.instagram.com/facesofbangaluru) on Instagram



Food

By *Disha Srinivas, II BCom F*

COFFEE

As soon as you hear the word coffee you are reminded of the aroma of freshly roasted and ground coffee beans that transports you to a completely different world. Who doesn't love the taste of coffee? A lazy morning? Coffee is always there to get you in the right mood. Love reading books or enjoying the rain? Coffee is always there to partner with you.

Coffee is one of the world's most liked and celebrated beverages. It's a brewed drink prepared from roasting coffee beans, the seeds of berries from certain coffee species. When the berries turn from green to bright red in colour, they indicate ripeness which are then picked, processed and dried. The dried coffee seeds are then roasted to varying degrees, depending on the desired flavor and are sent out for sale.

International Coffee Day is celebrated on 1st October every year, it's an occasion that is used to promote and celebrate coffee as a beverage. This day is also used to promote fair trade coffee and to raise awareness for the coffee growers.

Coffee is a versatile drink that is served both hot and cold. There are more than 50 varieties of coffee around the world. While the world's most popular types of coffee include Espresso, Mazagran, Eiscaffee, Macchiato, Cappuccino, and Amaricano. India celebrates its traditional filter coffee the most.

Brazil is the world's largest coffee producer, followed Vietnam, Colombia and Indonesia while India stands in the 8th position. Coming to coffee production particularly in India, its production is dominated in the hill tracts of the south Indian states, with Karnataka producing 71% followed by Kerala with 21% and the latter by Tamil Nadu. Coffee Plantations in the south also act as an amazing tourist attraction and hence helps to generate tourism revenue.

The world's most expensive coffee is Kopi Luwak coffee. It is made from coffee beans plucked from civets' feces. The beverage is made from coffee beans that are partially digested and then excreted by the civet, a catlike creature. Although it's a form of processing rather than a variety of coffee, it's been called the world's most expensive coffees in the world, with retail prices reaching US\$ 100/kg for farmed and US\$ 1,300/kg for wild collected beans.

This beverage when consumed in the right amount has improves mood and feelings of general well-being by increasing testosterone. It also enhances long-term memories, increases energy by combining the effects of caffeine and high- powered fats. Reduces the risk of stroke and decreases the risk of mental Problems. ■



ಇನ್ನೂ ದರೂ ಸ್ವಲ್ಪ ಅರ್ಥ ಮಾಡ್ಕೊಳ್ಳಿ...

Written by **Sachin Banavasi** (BA, 2012)

ನೀನು ನನ್ನನ್ನು ಅರ್ಥ ಮಾಡ್ಕೊಳ್ಳೋದೇ ಇಲ್ಲ. ಅದೇನು ಅಂತ ನನ್ನ ಇಷ್ಟಪಡ್ತಿಯೋ ಏನೋ ಈ ಮಾತನ್ನು ಜೀವನದಲ್ಲಿ ಒಮ್ಮೆಯಾದರೂ ಕೇಳಿಸಿಕೊಂಡೇ ಇರುತ್ತೇವೆ. ಪ್ರೇಮದ ಪಾಶಕ್ಕೆ ಬಿದ್ದವರಿಗಂತೂ ಇದು ದಿನಬೆಳಿಗ್ಗೆ ತಪ್ಪದೇ ಕೇಳುವ ಸುಪ್ರಭಾತದಂತೆ. ಪ್ರೇಮಿಗಳಿಗೆ ಮಾತ್ರ ಈ ಮಾತು ಸೀಮಿತವಾಗುತ್ತದೆ ಎಂಬುದು ನನ್ನ ಅಭಿಮತವಲ್ಲ. ಏಕೆಂದರೆ ಮದುವೆಯಾದ ಮೇಲೆ, ಗೆಳತನದಲ್ಲಿ ಅಥವಾ ಇನ್ನಾವುದೋ ಸಂಬಂಧದಲ್ಲಿ ಈ ಮಾತನ್ನು ಎದುರಿಸಬೇಕಾಗುತ್ತದೆ. ಇದೇನೋ ಸರಿ ಆದರೆ ಈ ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು ಅಂದರೆ ಏನು? ಅದೇನು ಪಿಎಚ್.ಡಿ. ಸಂಶೋಧನೆ ಮಾಡಿದಷ್ಟು ಕಷ್ಟವೇ? ನನ್ನನ್ನು ಕೇಳಿದರೆ ಹೌದು ಎಂದೇ ಹೇಳುತ್ತೇನೆ. ಏಕೆಂದರೆ ಹೊಸದೊಂದು ಆವಿಷ್ಕಾರವನ್ನೋ, ಸಂಶೋಧನೋ ಖರಾರುವಕ್ಕಾಗಿ ಮಾಡಿಬಿಡಬಹುದು. ಆದರೆ ಈ ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದಿದೆಯಲ್ಲ. ನಿಜಕ್ಕೂ ಕಷ್ಟ ಕಷ್ಟ. ಮನುಷ್ಯನಿಗೆ ಮಾತ್ರ ಉನ್ನತ ಮಟ್ಟದ

ಅರ್ಥೈಸುವ ಗುಣವಿದೆ. ಆದರೆ ಆತ ಎಷ್ಟರ ಮಟ್ಟಿಗೆ ಅರ್ಥೈಸಲು ಸಾಧ್ಯ? ಒಬ್ಬ ವ್ಯಕ್ತಿಯನ್ನು ಇನ್ನೊಬ್ಬ ಎಷ್ಟು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳಬಲ್ಲ? ಶೇಕಡವಾದರೂ ಲೆಕ್ಕದಲ್ಲಿ ಹೇಳಬೇಕೆಂದರೆ 90%? 80%? ಇಷ್ಟೆಂದು ನೀವು ಭಾವಿಸಿದರೆ ಅದು ನಿಮ್ಮ ತಪ್ಪು. ಸಮೀಕ್ಷೆಯ ಪ್ರಕಾರ ಒಬ್ಬ ವ್ಯಕ್ತಿ ಇನ್ನೊಬ್ಬ ವ್ಯಕ್ತಿಯನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು ಕೇವಲ 20%!

ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದರಿಂದಲೇ ನಾವು ಮನುಷ್ಯರು ಎಂದೆನಿಸಿಕೊಳ್ಳುವುದು. ಆತನಿಗೆ ಅದು ವರವೆಂದೇ ಭಾವಿಸಬಹುದು. ಬೇಕಾದರೆ ಒಮ್ಮೆ ಗಮನಿಸಿ ನೋಡಿ. ಹುಲಿ, ಸಿಂಹ ಇತರ ಕ್ರೂರ ಪ್ರಾಣಿಗಳ ಬಳಿ ನಾವು ಪ್ರೀತಿ ತುಂಬಿದ ವದನವನ್ನು ಹೊತ್ತು ಹೋದರೆ ಅವೂ ಕೂಡಾ ಪ್ರೀತಿಯಿಂದಲೇ ಹತ್ತಿರ ಬರುತ್ತವೆಯೇ? ನೂರಕ್ಕೆ 99% ಅದು ಸಾಧ್ಯವಿಲ್ಲ. ಏಕೆಂದರೆ ಪ್ರಾಣಿಗಳಿಗೆ ಅಂತಹ ಮಟ್ಟದ ಅರ್ಥೈಸುವಿಕೆಯಿಲ್ಲ. ಮನುಷ್ಯನಲ್ಲಿ ಅರ್ಥೈಸುವಿಕೆಯ ಗುಣ ಹಂತಹಂತವಾಗಿ ಬೆಳೆಯುತ್ತದೆ. ಮಗು ಚಿಕ್ಕದಾಗಿದ್ದಾಗ ಅದಕ್ಕೆ ಏನೂ ತಿಳಿಯುವುದಿಲ್ಲ. ಆದರೆ

ನಂತರದ ದಿನಗಳಲ್ಲಿ ನಮ್ಮ ಭಾವನೆಗಳನ್ನು ನೋಡುತ್ತಾ ಅದು ಕಲಿಯುತ್ತದೆ. ಕ್ರಮೇಣ ನಮ್ಮ ಭಾವನೆಗಳನ್ನು ಅದರ ಮೊಗದಲ್ಲಿ ಕಾಣಬಹುದು. ನಾವು ನಗುತ್ತಾ ಮುತ್ತಿಡಲು ಮುಂದಾದರೆ ನಮಗೆ ಸಂತೋಷವಾಗಿದೆ ಎಂದು ತಿಳಿಯುತ್ತದೆ. ಅದೂ ಸಂತೋಷ ಪಡುತ್ತದೆ. ನಾವು ಮುಖ ಸಿಂಡರಿಸಿಕೊಂಡಿದ್ದರೆ ನಮಗೇನೋ ತೊಂದರೆಯೆಂದು ತಿಳಿದು ಸುಮ್ಮನಿರುತ್ತದೆ. ಹೌದು ಅರ್ಥೈಸುವಿಕೆ ಜೀವನದ ಪ್ರತೀ ಸೋಪಾನದಲ್ಲಿಯೂ ಹಾಸುಹೊಕ್ಕಾಗಿದೆ. ಹಾಗೇ ಒಮ್ಮೆ ಯೋಚಿಸಿ ನೋಡಿ ಮನುಷ್ಯನಿಗೆ ಅರ್ಥೈಸುವ ಗುಣವೇ ಇಲ್ಲದಿದ್ದರೆ ಏನಾಗುತ್ತದೆಂದು. ಯಾರಾದರೂ ಗದರಿದಾಗ ನಮ್ಮ ಪಾಡಿಗೆ ಸುಮ್ಮನೇ ಬರುತ್ತಿದ್ದವು. ಅವರು ಏಕೆ ಹಾಗೆ ವರ್ತಿಸುತ್ತಿದ್ದಾರೆ ಎಂದು ತಿಳಿಯುವ ಪ್ರಯತ್ನವನ್ನೇ ಮಾಡುತ್ತಿರಲಿಲ್ಲ. ಮಾನವನ ಸಂಬಂಧ ಉಪ್ಪು, ಹುಳಿ ಇಲ್ಲದ ಸಪ್ಪೆ ಅಡುಗೆಯಂತಾಗುತ್ತಿತ್ತು.

ವಸ್ತು, ಸ್ಥಿತಿ, ವ್ಯಕ್ತಿ ಇವುಗಳನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳಲು ನಿಮ್ಮಿಂದ ಸಾಧ್ಯವೇ?

ಹಾಗಾದರೆ ನೀವು ನಿಜಕ್ಕೂ ಯಶಸ್ವಿ ವ್ಯಕ್ತಿಗಳಾಗುವುದರಲ್ಲಿ ಅನುಮಾನವಿಲ್ಲ. ಆದರೆ ಯಾವಾಗ ನಾವು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳಲು ಎಡವುತ್ತೇವೋ ಆಗ ಬದುಕಿನಲ್ಲಿ ವಿಫಲವಾದಂತೆ. ದಂಪತಿಗಳ ನಡುವೆ ಮನಸ್ತಾಪವೇಳುವುದೇ ಇದರಿಂದ. ಒಬ್ಬರನ್ನೊಬ್ಬರು ಅರ್ಥೈಸಿಕೊಂಡು ಬದುಕುತ್ತೇವೆ ಎಂದು ಪ್ರಮಾಣ ಮಾಡಿ ವಿವಾಹವಾಗುವ ಅವರು, ಬದುಕಿನ ಯಾವುದೋ ಒಂದು ಘಟ್ಟದಲ್ಲಿ ವಿಫಲರಾಗುತ್ತಾರೆ. ಕೆಲವೊಮ್ಮೆ ಮನಸ್ತಾಪ ಉಂಡು ಮಲಗಿದ ಮೇಲೆ ಮುಗಿಯಬಹುದು ಅಥವಾ ಕೋರ್ಟ್ ಮೆಟ್ಟಿಲೇರಲೂ ಬಹುದು. ಪ್ರೇಮಿಗಳಲ್ಲೂ ಇಂತಹದೊಂದು ವಿಫಲತೆ ಕಾಣಬಹುದು. ಪ್ರತಿದಿನ ತನ್ನ ಹುಡುಗಿಗೆ ಕರೆ ಮಾಡಿ ಊಟ ಆಯ್ಕೆ ಬಂಗಾರ ಅಂತ ಕೇಳುತ್ತಾ ಇದ್ದ ಹುಡುಗ ಯಾವತ್ತೋ ಒಂದು ದಿನ ಆಫೀಸಿನ ಬ್ಯುಸಿ ಷೆಡ್ಯೂಲ್ ನಲ್ಲಿ ಕೆಲಸ ಮಾಡುತ್ತಿರುವಾಗ ತನ್ನ ದಿನನಿತ್ಯದ ಪರಿಪಾಠವನ್ನು ಮರೆಯ ಬಹುದು. ಅಥವಾ ಆಕೆಗೆ ಇಷ್ಟವಾದ ಗಿಫ್ಟ್‌ಅನ್ನು ನೀಡದೇ ಇರಬಹುದು. ಆಗ ದೊಪ್ಪನೆ ಬೀಳುವುದು ಒಂದೇ ಒಂದು ಮಾತು ನೀನು ನನ್ನನ್ನು ಸರಿಯಾಗಿ ಅರ್ಥ ಮಾಡಿಕೊಂಡಿಲ್ಲ. ಈ ಮಾತು ಕೇವಲ ಹುಡುಗಿಯರಿಗಷ್ಟೇ ಅಲ್ಲ. ಹುಡುಗರಿಗೂ ಅನ್ವಯವಾಗುತ್ತದೆ. ಅವರೂ ಇಂತಹದೊಂದು ಮಾತನ್ನು ತಮ್ಮ ಸ್ಟೀಟ್ ಹಾರ್ಟ್‌ಗೆ ಹೇಳಿಯೇ ಇರುತ್ತಾರೆ.

ಜಗತ್ತಿನಲ್ಲಿ ನೂರಕ್ಕೆ ನೂರರಷ್ಟು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವವರು ಯಾರೂ ಇಲ್ಲವೇ ಇಲ್ಲ. ಮೊದಲೇ ಹೇಳಿದಂತೆ ಕೇವಲ 20% ಮಾತ್ರ ನಾವು ಇತರರನ್ನು ಅರ್ಥೈಸಲು ಸಾಧ್ಯ. ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು ಅಷ್ಟು ಕಷ್ಟನಾ? ಅದಕ್ಕೆ ಕಾರಣ ಏನು ಎಂದು ಹುಡುಕುತ್ತಾ ಹೋದರೆ ಕಾರಣ ನಿಮ್ಮ ಮಗ್ಗುಲಲ್ಲೇ ಇದೆ. ನಾವು ಒಂದು ರೀತಿಯ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಬಿದ್ದಿದ್ದೇವೆ. ಬೇರೆಯವರು ನಮ್ಮನ್ನು ಅರ್ಥೈಸಿಕೊಂಡು ಅವರ ಹತೋಟಿಯಲ್ಲಿರಿಸಿ ಕೊಳ್ಳುತ್ತಾರೆಂಬ ಭಯ ಉದ್ಭವವಾಗಿದೆ. ಅದಕ್ಕಿಂತೇ ನಾವು ನಮ್ಮ ನಡವಳಿಕೆಯನ್ನು ಇತರರ ಮುಂದೆ ಪಾರದರ್ಶಕವಾಗಿ ಪ್ರದರ್ಶಿಸುವುದಿಲ್ಲ. ಇವತ್ತಿನ ಮಟ್ಟಿಗಂತೂ ಅದು ವಿಪರೀತಕ್ಕೆ ಹೋಗಿದೆ. ಪೋಷಕರು ತಮ್ಮ ಮಕ್ಕಳನ್ನು ಯಶಸ್ಸಿನ ಕುದುರೆಯ ಹಿಂದೆ ಓಡಿಸುತ್ತಿದ್ದಾರೆ. ಮಕ್ಕಳಿಗೆ ಓಡಿ ಓಡಿ ಸುಸ್ತಾಯಿತೇ ಹೊರತು ಯಶಸ್ಸನ್ನೂ ಸಿಕ್ಕಿಲ್ಲ. ಕಾರಣ ಈ ಓಟದಲ್ಲಿ ಅವರು

ಮಾನವ ಸಂಬಂಧಗಳನ್ನು ಮರೆತಿದ್ದಾರೆ. ಇತರರ ಜೊತೆ ಭಾವನಾತ್ಮಕವಾಗಿ ಬೆರೆಯುವುದನ್ನು ಕಳೆದುಕೊಂಡಿದ್ದಾರೆ. ಈಗಿನ ಅದೆಷ್ಟೋ ಮಕ್ಕಳನ್ನು ಕಂಡಿದ್ದೇನೆ. ಯಾರಾದರೂ ಮನೆಗೆ ನೆಂಟರು ಬಂದರೆ ಸುಮ್ಮನೆ ಹೋಗಿ ತಮ್ಮ ಕೋಣೆಯಲ್ಲಿ ಕೂತಿರುತ್ತಾರೆಯೇ ಹೊರತು ಜಪ್ಪಯ್ಯ ಎಂದರೂ ಎದ್ದು ಹೊರಗೆ ಬರುವುದಿಲ್ಲ. ಹೀಗೆ ಒಳಗೆ ಕುಳಿತುಕೊಂಡರೆ ಹೊರಗಿನ ಪ್ರಪಂಚವನ್ನು ಅವರು ನೋಡುವುದು ಯಾವಾಗ? ಬೆರೆಯುವುದು ಯಾವಾಗ? ಮತ್ತೆ ಕೇಳಬೇಕೆಂದರೆ ಅವರು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದು ಯಾವಾಗ? ಈಗಿನ ಅದೆಷ್ಟೋ ಯುವಕರ ಆತ್ಮತೃಪ್ತಿಗೆ, ಖಿನ್ನತೆಗೆ ಪ್ರಮುಖ ಕಾರಣವೇ ಇದು.

ಇದಕ್ಕೇನು ಪರಿಹಾರವೇ ಇಲ್ಲವೇ ಎಂದರೆ, ಪ್ರತಿಯೊಂದಕ್ಕೂ ಪರಿಹಾರ ಇದ್ದೇ ಇದೆ. ನಾವು ಯಾರನ್ನೂ ಸಂಪೂರ್ಣವಾಗಿ ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳದಿದ್ದರೂ ಪರವಾಗಿಲ್ಲ. ದಿನನಿತ್ಯದ ಬದುಕಿಗೆ ಬೇಕಾದ ಮಟ್ಟಿಗೆ ಅರ್ಥೈಸುವ ಗುಣವಿದ್ದರೆ ಸಾಕು. ಹಾಗೆಂದು ನಿಮ್ಮ ಸಂಗಾತಿಯ ಪ್ರತಿಯೊಂದು ನಡೆಯನ್ನೂ ಆಳವಾಗಿ ಗಮನಿಸಬೇಕೆಂದೇನೂ ಅಲ್ಲ. ಅವರಿಗೆ ಋಷಿ ಕೊಡುವ ಸಂಗತಿಗಳು ಯಾವುವು, ಅವರಿಗೆ ನಿಮ್ಮ ಯಾವ ವರ್ತನೆ ಇಷ್ಟ ಎಂಬುದನ್ನು ಗಮನಹರಿಸಿ. ಕೆಲವರು ಜೋರಾಗಿ ನಗುತ್ತಾ ಇರುತ್ತಾರೆ ಇದ್ದಕ್ಕಿದ್ದಂತೆ ಸಪ್ಪಾಗಿ ಬಿಡುತ್ತಾರೆ. ಸುಖಾ ಸುಮ್ಮನೆ ಈ ವರ್ತನೆ ಕಂಡು ಬರುವುದಿಲ್ಲ. ಅದಕ್ಕೆ ಕಾರಣವೊಂದು ಇರುತ್ತದೆ. ಅದನ್ನು ಕಾಲ ಕ್ರಮೇಣ ಒಡನಾಟದ ಮೂಲಕ ತಿಳಿಯಬೇಕು. ಕೆಲವೊಮ್ಮೆ ಮುಖದ ಮೇಲೆ ಒಂದು ಅಸಹನೆಯ ಭಾವ ಹಾದು ಹೋಗುತ್ತದೆ. ಅದನ್ನು ಗುರುತಿಸಲು ನೀವು ವಿಫಲವಾದರೆ ನೀವು ಅರ್ಥೈಸುವುದರಲ್ಲಿ ಸೋತಂತೆ. ಆದ್ದರಿಂದ ಮಾತನಾಡುವಾಗ ಕಣ್ಣನ್ನು ಗಮನಿಸುವುದು ಸೂಕ್ತ. ಸಂಬಂಧಗಳಲ್ಲಿ ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವಿಕೆ ಅತೀ ಮುಖ್ಯ. ಅದರಲ್ಲೂ ತೀರಾ ಎಮೊಷನಲ್ ಘಳಿಗೆಯಲ್ಲಿ ಆ ಅರ್ಥೈಸುವಿಕೆಯಿಂದ ಸಂಬಂಧಗಳು ಇನ್ನೂ ಗಟ್ಟಿಯಾಗುತ್ತವೆ. ಉದಾಹರಣೆಗೆ ನಿಮ್ಮ ಪಾಠ ಸ್ನೇಹಿತನೊಬ್ಬ ತನ್ನ ಪ್ರೀತಿ ಪಾತ್ರರನ್ನು ಕಳೆದುಕೊಂಡಿರುತ್ತಾನೆ. ಅದು ಆತನಿಗೆ ನೋವಿನ ಸಂಗತಿಯೇ ಹೊರತು ನನಗಲ್ಲ ಎಂದು ನೀವು ಸುಮ್ಮನಿದ್ದು ಬಿಟ್ಟರೆ ಆತನ ಜೊತೆಯಲ್ಲಿ ಇನ್ನೆಂದೂ ಅರ್ಥಪೂರ್ಣ

ಸಂಬಂಧ ಬೆಳೆಸಲು ಸಾಧ್ಯವಿಲ್ಲ. ನಮಗೆ ಬೇಜಾರಾಗಿದೆಯೋ ಇಲ್ಲವೋ ಆತನ ಭಾವವನ್ನೇ ನೀವೂ ಪ್ರದರ್ಶಿಸಿ ನೋಡಿ, ಆತ ಭಾವನಾತ್ಮಕವಾಗಿ ಸಂಪೂರ್ಣವಾಗಿ ನಿಮಗೆ ತೆರೆದುಕೊಳ್ಳುತ್ತಾನೆ. ಒಂದೇ ಜಾತಿ, ಒಂದೇ ಟೀಸ್ತು, ಒಂದೇ ಅಂತಸ್ತು ಎನ್ನುವುದಕ್ಕೆ ಆತ್ಮೀಯ ಗೆಳೆಯರೆನಿಸಿಕೊಳ್ಳುವುದಿಲ್ಲ. ಬದಲಿಗೆ ಅಧೈಸುವಿಕೆಯ ಮಟ್ಟದಲ್ಲಿ ಗೆಳೆತನದ ಸಂಬಂಧ ವೃದ್ಧಿಗೊಳ್ಳುತ್ತದೆ. ಮನುಷ್ಯನ ನೋವಿನ ಕ್ಷಣಗಳಲ್ಲಿ ಆತನ ಮುಖವಾಡ ಕೆಲಸ ಮಾಡುವುದಿಲ್ಲ. ಈಗಲಾದರೂ ತಿಳಿಯಿತೇ ಒಬ್ಬ ವ್ಯಕ್ತಿಯನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದರಲ್ಲಿ ಎಷ್ಟು ಉಪಯೋಗವಿದೆ ಎಂದು? ಇಂದಿನ ಜಂಜಾಟದ ಬದುಕಿನಲ್ಲಿ ಸಂಬಂಧಗಳ ಗಟ್ಟಿತನದಿಂದ ನಾವು ಸದೃಢವಾಗಲು ಸಾಧ್ಯ. ಏಕಾಂಗಿಯಾಗಿ ಬದುಕುತ್ತೇನೆ ಎನ್ನುವುದು ರವಿಚಂದ್ರನಾರ 'ಏಕಾಂಗಿ' ಸಿನಿಮಾದಲ್ಲಿ ಮಾತ್ರ ಸಾಧ್ಯ.

ನೀವು ಎಂದಾದರೂ ಗಮನಿಸಿದ್ದೀರಾ? ಕೆಲವರನ್ನು ಕಂಡು ಅಯ್ಯೋ ಪಾಪ ಎಂದುಬಿಟ್ಟರೆ ಸಾಕು. ಅವರು ಒಂದಷ್ಟು ಮಟ್ಟಿಗೆ ನಮಗೆ ತೆರೆದುಕೊಳ್ಳುತ್ತಾರೆ. ಮೂರು ಬಾರಿ ಅವರಡೆಗೆ ಮರುಕ ತೋರಿಸಿ ಬಿಡಿ. ಅವರ ರಹಸ್ಯಗಳೆಲ್ಲವನ್ನೂ ನಿಮ್ಮಲ್ಲಿ ಹೇಳಿಕೊಂಡುಬಿಡುತ್ತಾರೆ. ಆದರೆ ಇದು ಸಂಬಂಧ ವೃದ್ಧಿಗೆ ಪೂರಕವಾಗದೇ ಮಾರಕವಾಗುತ್ತದೆ. ನಿಮ್ಮನ್ನು ಅವರ ನಿಯಂತ್ರಣಕ್ಕೆ ತಂದು ಕೊಳ್ಳಲು ಮಾಡುವ ಕುಟಿಲ ತಂತ್ರವದಾಗಿರುತ್ತದೆ. ಅಂತಹವರನ್ನು ಖಂಡಿತಾ ನಂಬಬೇಡಿ. ಮತ್ತೆ ಇನ್ನೊಂದು ಮುಖ್ಯ ಸಲಹೆ ಎಂದರೆ ನಿಮ್ಮ ಕೆಲವು ವೈಯಕ್ತಿಕ ವಿಚಾರಗಳನ್ನು ನಿಮ್ಮಲ್ಲಿಯೇ ಇರಿಸಿಕೊಳ್ಳಿ. ಅದನ್ನು ಬಿಟ್ಟು ಎಲ್ಲವನ್ನೂ ಮುಕ್ತವಾಗಿ ಹರಿಬಿಟ್ಟರೆ ನಿಮ್ಮ ಜುಟ್ಟು ಬೇರೆಯವರ ಕೈಯಲ್ಲಿರುತ್ತದೆ. ಇತರರು ಆಡಿಸುತ್ತಾರೆ, ನೀವು ಆಡುತ್ತೀರಿ. ಹಾಗೆಯೇ ಇನ್ನೊಂದು ಮಾತನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳಿ ನೋಡಿದ ತಕ್ಷಣ ಯಾರೂ ನಿಮ್ಮನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಳ್ಳುವುದಿಲ್ಲ. ಆದರೆ ನಿಮ್ಮ ಇಷ್ಟಕಷ್ಟಗಳನ್ನು ಯಾರು ಬಹುಬೇಗ ಅರಿಯುತ್ತಾರೋ ಅವರು ನಿಮ್ಮ ಆಪ್ತ ಗೆಳೆಯ ಗೆಳತಿಯರಾಗುವುದರಲ್ಲಿ ಅನುಮಾನವಿಲ್ಲ. ದಯಮಾಡಿ ಇನ್ನಾದರೂ ಸ್ವಲ್ಪ ಅರ್ಥಮಾಡ್ಕೊಳ್ಳಿ. ■



THE PANDEMIC— A PERSPECTIVE

by **Neha Paleja**, *President, Student Council*

Covid-19 (Corona Virus) started in China in 2019 as a pneumonia-like disease that took the monstrous image of a pandemic that spread worldwide. Due to this, India announced its first lockdown in March 2020. This changed a lot of lives, making people experience something they would never experience otherwise.

The country saw dead fear everywhere, the fear of unemployment, the fear of homelessness, the fear of losing lives.

Many business ventures and enterprises saw severe losses, some had to shut down their businesses, people experienced income shrink and many became unemployed. Thousands of people started returning back to their home-towns, even when there were no means of transport they even started to return by walk. In this hard time, many individuals and organisations stepped forward lend a helping hand to help these people.

Many enterprises and business ventures had to be shut down with which many dreams were crushed. In this time of difficulty, the government announced subsidies for industries and commerce to ease the flow of transactions.

The markets witnessed a downfall, almost every industry was hit due to the pandemic. Yet, the people's trust remained unshaken and the markets witnessed people still investing in securities. Telecom and Technology industry boomed and now, everything from education and shopping to work and business is happening "in-line".

The pandemic took away many jobs, made many people homeless, made people spend lakhs of rupees for their health and treatment, took away thousands of lives and also abandoned hundreds of children, partners, parents and even animals.

But everything has another side of it. Amidst all the chaos, the world got an opportunity to connect to our family, try something new and a chance for the nature to heal. People realised the value of hunger, loneliness, freedom and above all, we realized the value of all those tiny things that make us happy.

Not everything can be replaced, some cuts can never heal but we can always try to see the beauty in these cuts and learn to rise again with a new perspective. ■

Gen Urobuchi's

Psycho-Pass

Review

by **Ayush Srivastava**, II BCom F

Psycho Pass was one of the first few anime I had watched. I wasn't accustomed to the anime world then and did not understand the anime in its true sense as I was too young and new to anime. But after few years of watching anime

I was starting to

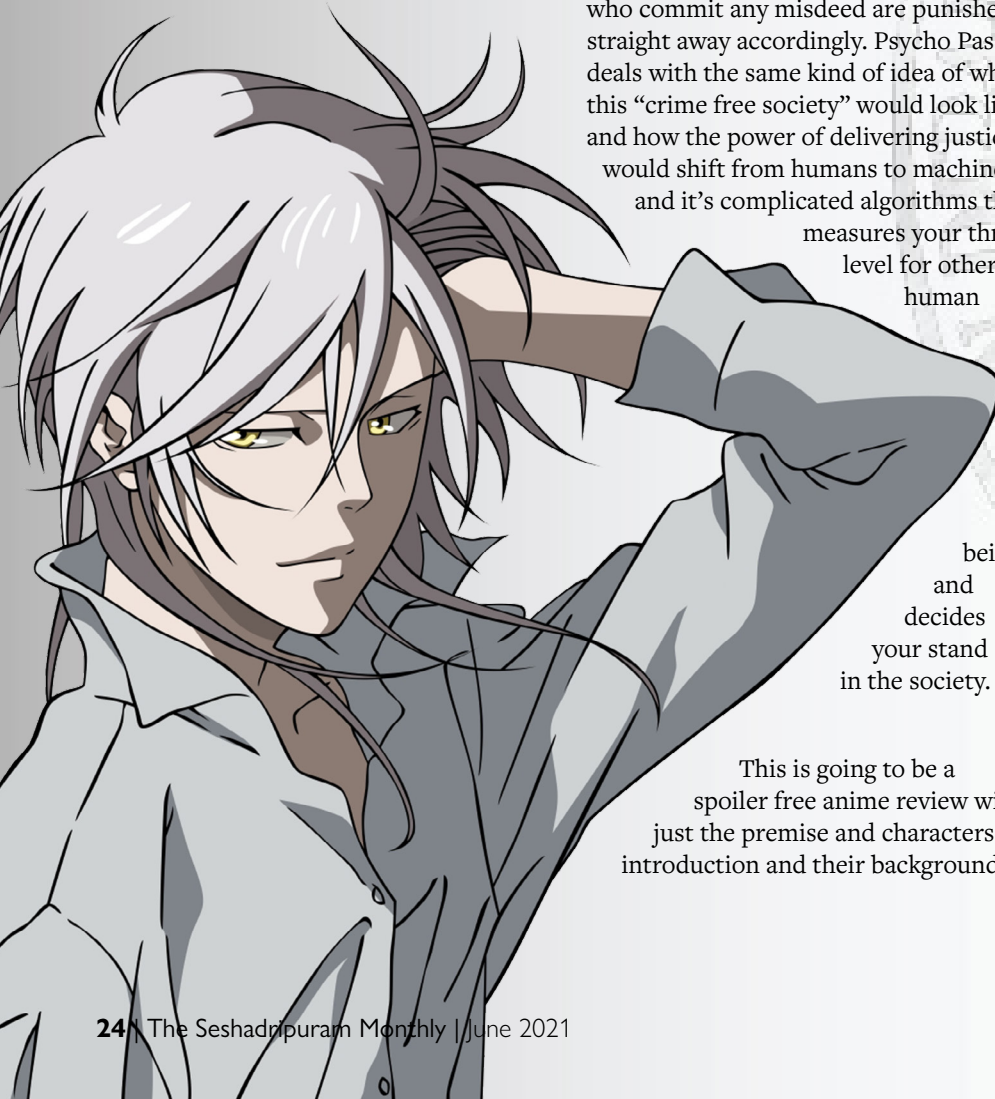
understand how progressive and way ahead of its time this anime was. This anime has been setup in 22nd century in Japan. It showcases a world where the way of delivering justice and dealing with criminals has totally changed. We all have thought about it at some point in our life to live in a society which is peaceful and crime free, and those who commit any misdeed are punished straight away accordingly. Psycho Pass deals with the same kind of idea of what this "crime free society" would look like and how the power of delivering justice would shift from humans to machines and it's complicated algorithms that measures your threat level for other human

beings and decides your stand in the society.

This is going to be a spoiler free anime review with just the premise and characters introduction and their background.

The show has been set in future world where a simple cymatic scan by sibyl system determines the potential of a person. This cymatic scan show various indexes which determines what kind of job would be the most suitable for a person and various kind of skills they could excel in and the latent abilities they possess. Crime coefficient is one of the index of cymatic scan of a person which is a numerical measure that shows the probability of the said person to commit a crime. The Public Safety Bureau (PSB) is a service branch of the Japanese government responsible for law enforcement. The PSB uses the crime coefficient in order to determine if the target is a latent criminal or a full fledged one. If the coefficient of the target is ranging from 0-100 he is said to be harmless and no action is to be taken, if it's ranging from 100-299 he is to be paralyzed by the dominator (future police handgun) and bring into custody and if it's ranging above 300 then the dominator sets itself in a lethal mode which executes the target on the spot. It's the Sibyl system that has made all of it possible.

The best thing about Psycho Pass is it's well written characters, some of whom we see developing throughout the series and some whom we just try to understand throughout the series. First we have Akane Tsunemori, a new investigator of the Criminal Investigation Department (CID) of PSB. She comes up as a really bright girl who is very ethical



with her work and moral values and is very sure about the idea of justice. She is very ideal and intelligent yet naive, could be because of her young age and that she has not dealt with the real stuff yet but as the story goes on and she faces many grave sinisters, we see that she is able to withstand the challenges and able to develop her naive nature and becomes someone really reliable.

Helping her in the cases and doing all the brutal work is one of the Enforcers working under her, Shinya Kogami. As the one who's experienced with the dark side of society he is very intelligent, calculating and physically adept to do the job. Enforcers are basically like the police dogs. They are the people whose crime coefficient has reached a threat level because of any uncertain event in their life. But instead of execution or an arrest government recognises their talent and use them as the enforcers to catch the criminals because no one can understand what would a criminal do next better than a criminal. Then we have Ginoza, a veteran inspector and senior to Akane. He is upright about his unbending beliefs about criminals and the punishment to be given to them and Masaoka, an experienced Enforcer who was a detective but was deemed a latent criminal. We are also introduced to enforcers Kagari, Yayoi and Shion, the bureau's analyst. None of these characters are unimportant and unimpactful, Psycho Pass has given depth and relevance to each of these characters.

The show raises a question if human beings are born good or evil? And where does its true nature lie. Do we really want to serve justice because that's what we feel is right and that's what being a human means or it's just a show to make ourselves look righteous. It also stresses on a fact that how much do we really wish to depend on the future technology or do we act based on our human instincts and the inner voices instead of following some calculated algorithm which no one in public actually knows how it works.

Overall I just want to say that Psycho Pass has a very unique touch to it and it's hard

that you might have seen something similar already. The pacing of the show is great and it'll keep you engaged throughout the series unless you don't mind watching some mild gore as it has some

explicit scenes which can be disturbing for some viewers, in that case you can watch the

censored version. The animation art is really great and the both the opening and ending songs will stay in your mind for a long time even after finishing the anime. Though the anime is just 22 episodes long it has lots to offer. ■



ಬದುಕು ಜಟಕಾ ಬಂಡಿ

Poetry

by **Mukund V. Koushik** (BCom 2014),
Assistant Professor,
Department of Commerce and Management

ಜನಿಸಿರುವೆ ನೀನು ಭವ್ಯವಾದ ನಾಡಲ್ಲಿ,
ಭಾರತ ಮಾತೆಯು ನೆಲೆಸಿರುವ ಊಡಲ್ಲಿ.

ಸಂಕಟ ವೇದನೆ ದೇವರ ವರವು,
ಸಲಿಯಾಗಿ ಅರಿತರೆ ನಿಗುವುದು ನಿಜವಾದ ಅರಿವು.

ಬಾಳಿನ ಗೋಳು ಕರ್ಮದ ಆಟ,
ಗಮನಿಸಿ ನೋಡು ಇದು ದೇವರ ಆಟ.

ಜೀವನ ನಾಟಕ ಮುಗಿಯದ ಪಯಣ,
ನಾಟಕ ಮುಗಿದರೆ ವ್ಯಕ್ತಿಯ ಮರಣ.

ಗೆಲ್ಲಲು ಮಾಡು ನೀ ಹಲವಾರು ಸಾಹಸ,
ಗೆದ್ದರೆ ನಿನ್ನದೆ ಭೂಮಿ ಆಗಸ.

ಇದ್ದಾಗ ನಿನ್ನಲ್ಲಿ ಯೌವನದ ಶಕ್ತಿ,
ಮನದಲ್ಲ ಅಡಗಿರಲಿ ದೃಢವಾದ ಭಕ್ತಿ.

ಕೈಲಾದ ಸಹಾಯ ನೀ ಎಲ್ಲರಿಗೂ ಮಾಡು,
ಮನದಲ್ಲ ಮೂಡುವುದು ಸಂತಸದ ಹಾಡು.

ತಿಳಿದು ನೋಡು ನೀ ವೆದಗಳ ಸಾರ,
ಆ ದೇವರೆ ಹಾಕುವ ನಿನ್ನ ಕೊರಳಿಗೆ ಹಾರ.

ಮೂಡಿದರೆ ಎಲ್ಲರ ಮನದಲ್ಲ ಸದ್ಭಾವನೆ,
ಮಾಡಿದಂತೆ ಸಕಲ ದೇವತೆಗಳ ಆಹ್ವಾನ.

ಸಂತಸ ಮನದಲ್ಲ ಹೂವಂತೆ ಅರಳಲಿ,
ನೋವುಗಳು ಚಿಂತೆಗಳು ಮಂಜಂತೆ ಕರಗಲಿ.

ವಂದಿಸಿ ಪ್ರತಿದಿನ ದೇವರ ಮೂರ್ತಿಗೆ,
ಪಾತ್ರನಾಗು ನೀನು ಯಶಸ್ಸು ಕೀರ್ತಿಗೆ.

ಆ ದೇವರು ನಮಗೆಲ್ಲಾ ಒಲಿದು ಬರಲಿ,
ಸುಖ ಶಾಂತಿ ನೆಮ್ಮದಿಯ ಜೀವನ ತರಲಿ.

You are not Optimizing

Marketing

By **Arjun Ram** (BCom, 2020)

Digital marketing is the marketing of products or services using digital technologies via the internet, social media, mobile phones, or any other digital medium. In contrast to conventional promoting techniques like print, bulletins, and TV, computerized showcasing is principally information driven. Numerous well known advanced publicizing stages today give admittance to battle reports to complete information investigation.

Digital
Marketing
X
Traditional
Marketing

necessities of every individual site guest.

Depending on our career choice what we study is not what we might end up doing at work.

When I entered one of the leading Digital Marketing Agency in Chennai for an Internship, I thought Digital Marketing itself is a department but I learned it to be not. There are various departments that goes hand in hand to keep the function of Digital Marketing intact.

With the consolidated powers of both the web and innovation, Digital Marketers today can gather and examine the information of various client conduct or client commitment, empowering them to work with more customized substance and notices toward unmistakably characterized crowds for better commitment and results.

EXPERIENCE

There is Someone whom I know personally, started his career in Digital Marketing industry with INR 8,000 per month as his first salary as an ads person. Within a span of 5 years he grew up to be placed as a Senior Ad Strategist in one of the leading Digital Marketing Agency in India with INR 80,000 Per month. The growth is exponential and it doesn't require a degree but it needs passion, common sense and the urge to learn.

There are no set rules for Digital Marketing. Marketing is a creative space this is especially true in case of Digital Marketing. In Digital Marketing can help the advertisers to target specific audience who are more likely to take action

In traditional methods it's hard to target a specific age group. For example newspapers and TV are consumed by different age groups.

In Digital Marketing we can specifically target a particular age group in Facebook, Instagram and other platforms. Digital Marketing has changed consumer behaviour.

Digital marketing has also accustomed consumers to a personalized shopping experience. Today, they would prefer not to invest a lot of energy investigating and buying their ideal items. Brands have understood this adjustment of purchaser conduct, and they have outfitted their internet advertising and marking procedures towards giving a customized insight to all shoppers by curating customized content. This tailors the whole shopping experience to fit the

DO YOU WANT
A CAREER
IN DIGITAL
MARKETING?

**THESE ARE
POSTS YOU
CAN WORK AS**

- SEO
- Digital Marketer / Ads
- Social Media strategist
- Digital Content Creators
- Content Writer
- Business Development

Art Corner



“Portrait of a Girl” white pencil on black paper by
Deepesh Vernekar (BCom, 2014)



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