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FOREWORD.

Time is the constant change might sound oxymoronic but it is a fact. Time keeps on changing and along with it changes various other things. Some changes are noticeable instantly and some are gradually noticed after a brief period of time.

The passing time has brought us to an end of one academic year and the beginning of another with new students coming in for their next best years. Team Viewpoint welcomes First Years on everyone's behalf!

Keeping the First Year's in mind, we have dedicated the Cover Story for the so that they could ease out from their shells and make the most of the time of their college life. This edition also focuses on some big events such as Brexit along with views on 7th Pay Commission and the uprising of Self-Financing Courses. Food, Movies and Gaming have also found a way to entertain you.

Viewpoint gives an opportunity to students who feel closer to Journalism and wish to put forth their opinions without hesitation.

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

Happy Reading.

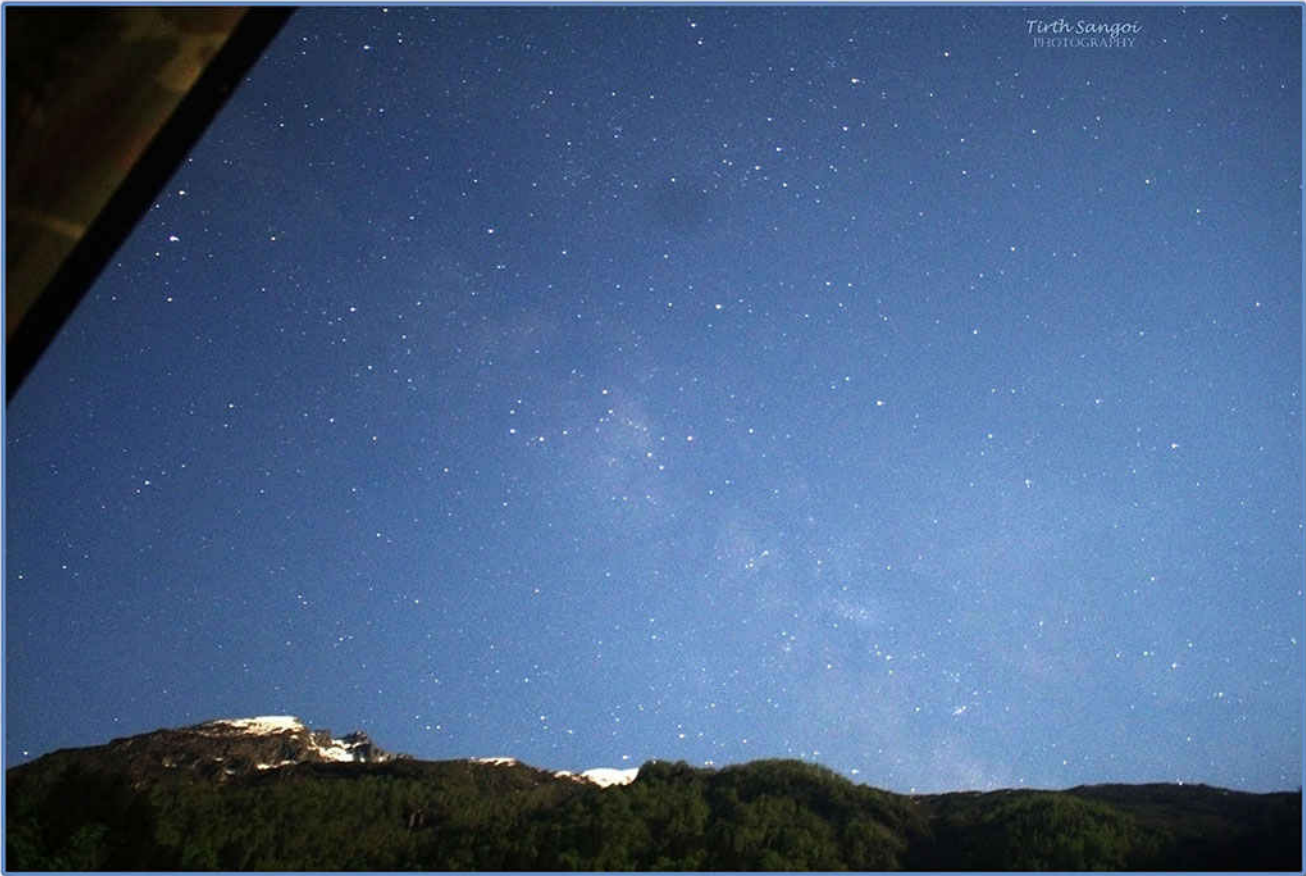
EDITORIALS

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THE MILKY WAY |

by Tirth Sangoi, SY-BMM, 2016-17



Milky way From Pirni, Manali.

I took this shot at 1 AM where the Milky Way can be figured in south east direction and above you at 3AM. The exposure was f4, 20 sec, ISO 800. You can figure and shot such Milky Way between Januarys and May.



BMM EXPERIENCES & MEMORIES |

by Gurdit Kaur, TY-BMM, 2016-17

After 12 years of schooling and excessive studies, a student arrives amidst the light-hearted and fun-filled environment of Degree College. Degree College doesn't mean that the pressure of studying is totally taken off your shoulders but, it surely ensures that the next 3 years will be the best years of your entire life.

Students and their parents think intently about what career they want to choose and how they are planning to pursue their goals. Many of the students are determined about their career choices but there are few students who cannot decide what they want to do. After attending career-counselling sessions and asking friends and relatives, finally, the life in college begins! The nervous giddiness, the butterflies in stomach and the feeling of meeting new people and making new friends is something unavoidable and amazing at the same time.

Here are few of the BMM alumni who have shared their best experiences with us to make your First Year exciting and memorable!



Kamlesh Deokar



Manav Arora



Shrey Sunil



Aamir Bengali



Gaurav Prabhu

Some of you might see yourself in Manav Arora, an actor and a BMMite of 2014 batch after choosing BMM. Manav says that he realized that he didn't want to get into engineering or do further studies in similar streams of work after his high school. Still, unclear of which field to pursue, he had invested his thoughts into performing arts. He found it creative and captivating. At the end of his junior college, he was strongly specific of getting into acting and found BMM and decided to pursue it.

Shrey, a media planner, explains BMM as a course where enjoyment and the curriculum go hand in hand. It is a perfect balance of theory as well as project work and presentations. These presentations and assignments boost your confidence and you become a good presenter. Further he adds that the highlight of his BMM life was talking confidently in front of the whole class and learning the art of keeping the audience involved in the presentation.



BMM EXPERIENCES & MEMORIES |

by Gurdit Kaur, TY-BMM, 2016-17

[continued]

Parents play an important role in everyone's life. BMM being such a course which gives you complete exposure to the media industry; parents are usually worried about the future of their child. With the changing world, parents have also changed their perception to dream their children as future doctors and engineers. Nowadays parents dream of their children to be happy and support them in every step they take. But, once they see their child happy in doing various activities in BMM, they cannot hide their pride in their eyes!

Aamir Bengali, who is the producer of content and communication at Mangorange Productions, shares how BMM has changed him as a person; "BMM doesn't change you substantially. But, yes, one subject that I was exposed to during my BMM years was Psychology and this somehow channelized my interests. Since then, I began digging deeper into the subject and with time, it has helped me a lot to understand human behavior. Besides, BMM as a course didn't really change me as a person. The change really takes place once you step out of college into the big bad world surrounded by the crème de la crème of the industry. That's when you go through your ups and downs every day and evolve as a person as well as a professional. "BMM only creates a strong base for you, clearing your concepts for the future." He highlights his band, GGRASS, and beams on his memories of playing in front of everyone in the annual collegiate festival.

Kamlesh Deokar, who is well known for creative planning and as a digital and social media specialist says that he backed out from the CAP form submission counter of engineering and chose to do BMM instead! He defines BMM as self-discovery which has played a crucial role in making what he is today.

As a freelance photographer and film-maker, Gaurav Prabhu interprets BMM as freedom of not only studies and education, but also of thoughts and ideas. Being an explorer himself, he believes that BMM allows you to explore and challenge your own limits in learning and achieving something new. According to him, BMM doesn't change you as a person but changes you as a personality.



Aamir Bengali

**BMM only creates a strong base for you,
clearing your concepts for the future.**

BMM EXPERIENCES & MEMORIES |

by Gurdit Kaur, TY-BMM, 2016-17

[continued]

Manav explains that once we graduate from BMM, the perspectives about the industry change completely. BMM definitely gives an idea about the industry but it does not teach you about the struggle one has to face after graduation. Aamir supports Manav's views and agrees that BMM can never have anyone's perspective shaped or chiselled unless one enters the industry and begins to deal with people real-time. It's a fast moving industry and tricks of the trade have to be learnt every day.

Lastly, here are few pieces of advice from everyone:

Aamir Bengali:

WORK WHILE YOU STUDY,
BECAUSE YOU HAVE THE
WHOLE LIFE TO PLAY!

Manav Arora:

Please invest yourself into your hobbies whether they are sports or writing or dancing or anything. Hobbies often become great professions. Stay focused and make sure you have fun. It's quite an entertaining industry!

Shrey Sunil:

Focus more on your communication, build up your confidence, become a great presenter, get the knowledge part right & you have a secure career in front of you.

Kamlesh Deokar:

Participate in at least 1 extra-curricular activity. Love your seniors. Make the fest happen year on year. And most importantly never ever miss your IV's: D

Gaurav Prabhu:

Don't join BMM if you can't answer one very important question on day one of your class "Why did you join BMM?" It's not about glamour, fame, stardom etc. it's about creativity and knowledge about media.

WITH LOVE,
ALUMNI'S.



KABHI NA BEETEY YE CHAMKILE DINI

by Purnima Thakulla, SY-BMM, 2016-17

On August 10, 2001, Indian cinema gave Bollywood a classic movie named Dil Chahta Hai. Dil Chahta Hai was not only meant to be seen one day and to be forgotten on the next, but it was a story that defined youth. It showcased the journey of three friends and their various transitions in life, be it friendship, career or love. But, the best part about the movie was that we all could relate to the characters in the movie. We could see ourselves and our friends in the faces of Aamir Khan, Saif Ali Khan and Akshaye Khanna in the lead characters. It was all about us.

Dil Chahta Hai was the debut movie of Farhan Akhtar. He was not an actor or a singer then but a common person in the film industry who carried the movie with great elegance. Before Dil Chahta Hai, Bollywood never really had any youth-centric films. We definitely had love stories but something seemed amiss. Farhan Akhtar was the driving force behind this iconic movie. He successfully captured every nuance of Indian youth. Saif Ali Khan who plays the role of Sameer is very dubious with his love life. He falls in love with everyone he meets. The character of Sid, played by Akshaye Khanna was of the son every mother would have thought to have. And Aamir Khan as Aakash, who at times seems to be a spoilt one (remember the conversation between him and his parents at the dining table?). But let just ask ourselves, didn't we all want to live a life just like Aakash?! In real terms, it was Aakash characters which impressed me the most. With this only being his first movie, Farhan took a bold step to show Siddharth falling in love with a middle-aged divorced woman.

It also portrayed the psyche of Indian society while reacting to these kinds of situations where Sid's mother is shocked at his son's confession and also Aakash who calls Sid mad and also laughs off it. The situational comedy made the movie even more light-hearted and interesting.

The music reflected the energy of youth with a perfect mix of love and pain alike. It was spectacular and fresh. The title song became an instant youth anthem which wows the audiences even today. The songs could fit in every genre we want. The music is hummable, foot-tapping as well as romantic. The song which stands out for me is the title track. Its lyrics make me wow every time I hear it. Talking about the performances it seemed that the titular roles were only made for Aamir, Saif, and Akshaye. With their so effortless and natural acting, the trio made the movie theirs. If ever its remake would be made, I can't think any of the actors in the trio's place. DCH was loved by the audience because it reflected real-life situations in the most authentic way as possible. Nothing in the movie seemed over-dramatized. At the time when 'yeh dosti hum nahi todenge' was the ultimate friendship goal, the lead actors made us look at it in a totally different way. It just redefined the meaning of friendship among the youths. DCH also changed the camerawork of Indian cinema. Amazing sound design, lighting was the trendsetter for modern filmmakers. The cinematography gave us iconic scenes of the film wherein the three lead actors are sitting at the Goa fort. DIL CHAHTA HAI was a trendsetter in itself. Because some movies are not only movies but they are legends. The title song had rightly described "*kabhi na beetey ye chamkiley din*".



SELF FINANCING COURSES - NEW CULTI

by Neetu Siani and Surbhi Shah, SY-BMM, 2016-17

BMM

BMS
BFMBAF
BBI BCOM

It is often said, "Time changes everything". True for the words, people have started remolding their perspectives in the academic field as well.

The popularity of self-finance courses has grown exponentially since the Mumbai University launched these creative courses in the year 2000. This year, these lucrative courses have surpassed the traditional courses.

Past records when compared with present statistics, the number of students opting for self-finance courses has doubled over the past two years. While there are many aspirants who seek entry in pure science and arts fields in ranked colleges of Mumbai, many students are inclined towards professional self-finance courses which offer quick employment opportunities. Almost one-third of the applications received by Mumbai University's affiliated colleges for undergraduate admissions was from Bachelors of mass media aspirants. BMS and BMM are neck to neck when it comes to demand for forms amongst students. B Com and BAF are also popular choices.

With changing trend in academics, even the society's outlook has changed in this matter, (which matters more in our country). Quoting it in black and white, many people did not find self-finance courses appealing or rather did not considered them 'good for the honor', while now with flowing time, their approach is also changing. Also, the time has managed to prove a point false, where it was said that media fields and finance fields are not career options for girls, present year classrooms say otherwise.

Growing competition and higher scores every year has made the need to become successful more urgent. The specializing fields like BAF, BBI, BMS, BMM, etc. effectuate the same, thus increasing its popularity among the students. Gaining more practical and field knowledge from experienced people of the related field get a first-hand encounter with their work and industries, contrary to the plain vanilla courses where priority is given to theory knowledge.

Shruti Chavarkar who is the HOD of Financial Management Department said that "Earlier the students weren't aware of these self-finance courses. Today if we see, students are more specific while choosing their area of interest and are enthusiastically applying for the same. If someone is interested in finance then they can go for BFM because the syllabus of this course is finance orientated."

Richa Chaudhary
HOD, Dept. of Mass Media

To see an increment every year, in the number of students enrolling for self-finance courses is commendable. Any professional course will give you better kind of horizon and exposure. Therefore the exposure that Media students get in Mumbai is unique. Following their interest indicates that this young generation is more goals oriented and practical.

SWEETNESS OF MOHMD. ALI ROAD |

by Anuj Doshi, SY-BMM, 2016-17

JJ Jalebi has been here at Mohammad Ali road tucked away in the noisy lanes of Byculla since 1947, it is one of the most mouth melting chunks of the locality having brown and fat jalebis unlike the common ones which are golden in colour, thin and crispy. Despite the dark tan color, it gives ones taste buds anything but a charred taste which is surprising as jalebis often turn dark brown on being excessively deep fried. The minute you take the bite you can sense the fresh crisp with the syrupy flavor brimming with the richness of mawa from inside and on the top crowning with the dense heavy rabdi. This exotic fusion is full of flavours and heavenly tempting that after taking the first bite you cannot fence yourself from having it The jalebis particularly at 'JJ Jalebi' have the perfect balance of sweetness and flavor that is scrumptious enough to make someone crave for more.

Pictures Courtesy: Nikhil Deshpande



Jalebi



Malpua

"Gulabjamun aur rabdi" is another famous dish of JJ Jalebi. This unusual black color of gulabjamun again leaves you with a surprise. The juicy sweet dumplings served on a steel plate ornamented with rabdi. This dish serves you a change by not plating you the sugar syrup with the jamun but it serves rabdi in stead of that. This extraordinary richness of

rabdi leaves you with a heavenly taste of the jamun just melting in your mouth and the rabdi brimming with the jamun leaving behind an unforgettable taste in your mouth.

Last but not the least here comes the desert which is the the highlight of festival Ramadan 'Malpua'. These are the best of the malpuas you can get in terms of quality, texture and the taste. The thing which makes this malpua different from the others is the way they deep fry it pure ghee, the soft fluffy and spongy texture of the malpuas which melts like butter in your mouth. This malpua ordinarily are totally yellow in colour and a bit brown from the side which is a bit less soft to eat. This beautiful desert is also topped with the mesmerizing rabdi which is icing on the cake, leaves you with blend of the light sweet malpua and rich, creamy rabdi giving you a perfect balance which a desert needs.

Facts about JJ Jalebi:

- In 1947 Shadab's grandfather bought this shop on Mohammad Ali Road from a Parsi baba for Rs. 250, today they have 4 branches in Mumbai.
- All the recipes are more than 70 years old and still cooked the same way.
- It is the first shop to serve you with eggless malpua and chocolate, mango and many other flavour of malpuas.
- Mehmood, Dilip Kumar, Rajendra Kumar, Kishor Kumar, Mohammad Rafi, Javed Aktar and many other celebrities who have eaten the deserts of JJ Jalebi.
- Vikas Khaana the great chef as we know is the one who gave the advice to JJ Jalebi in 2009 to start with different flavours of malpuas with chocolate, strawberry, etc.



[left] **Shadab Khan**
owner of JJ Jalebi

SHE'S TOO GOOD FOR ME |

by Kavita Nair, Masters Student, 2016-17

Fights in relationships, due to insecurities are only but natural. If you earn more than him, or he simply suffers from an inferiority complex, (given that you are awesome) are major signs of insecurities in men. Indian society as such is patriarchal in nature and given the modern day scenario where women are no longer confined to the four walls of their homes, insecurities in men arise, giving ways to unnecessary complexes that can ruin relationships.

Early signs of insecurities:

Insecurities can start as normal conversations, wherein the man begins to question every detail of his working wife's day. An intelligent man will always try to conceal this by stating concern as a prime reason to know about his wife's daily routine. Supposing it's her birthday, then questions like 'Who all wished you?' 'How did they wish you?' 'Whom did you feed the first piece of cake?' are common. He is constantly trying to learn about the people his wife is close to in office. Thoughts like 'she is better than me', and self pity can lead to a plethora of issues. Insecure men tend to try and control their women.



When the number of calls increases:

Insecure men constantly message or call their wives or girlfriends during office hours and get upset if the call is unattended or she doesn't talk much over the phone citing genuine reasons of meeting deadline and increasing work pressure. Questions like 'Why did it take too long answering the phone' or who was she talking to while his phone was on call waiting is another sign is insecurity.

Payal Sharma (name changed) says, "My ex-boyfriend had an issue with my colleagues. As I am a mechanical engineer and my field has more men than women, he was always apprehensive of the people I work with. He almost convinced me to quit my job and take up interior designing as my profession and also enrolled me to an interior design course against my will." She further asserts, "I always thought I could change him, or probably when we are married he would calm down, but after getting engaged to him I realised no matter how much I changed for him, it was never enough. That was when I decided to end the relationship as I started feeling claustrophobic and began doubting myself. And now I am happily settled with a man who loves me for what I am and is equally confident about himself."

SHE'S TOO GOOD FOR ME |

by Kavita Nair, Masters Student, 2016-17



[continued]

Kinds of insecurity:

I) *Financial insecurity;*

One of the major causes of insecurity has a lot to do with the financial aspect of it. If a man is not earning enough or if his better half is earning as much as him or more than him, that leads to further complications. Financial independence of a woman can make her partner feel uncomfortable and he will try even more to control her decisions and way of life. He would likely want to hold joint bank accounts and keep a tab on your expenses and will always want to know when you are spending money on your parents. He might also try to involve himself in the decision making process of matters that might not be related to him, but you alone.

Sonali Mehta (name changed), a professional working at an MNC states, "My husband also earns well, but after my promotion and salary raise, I felt the sudden change in attitude. He is a nice person and always seemed secure but after I started earning more, there were a few clashes for small things like one month I paid the rent and informed him after depositing the cheque. It was a small thing, but I spoke to him about it, luckily he didn't over react but I feel that men probably don't like it if their wives earn more, or are financially independent."

II) *Inferiority complex;*

If the woman is pretty, charming and intelligent and exuberates confidence, then that can also lead to insecurity if her spouse feels incompetent looks wise. Possessiveness in such men increases; suppose at a party he will not be comfortable if she dances with her male friends, or talks to the opposite sex. He will always be worried that she will find someone better than him and leave him.

III) *Issues with intimacy;*

Comparison with the former lover of his girlfriend or wife is another problem that some men face. It is always better not to compare your ex with your current boyfriend or husband, if these signs of insecurity are evident.

How to deal with it?

The intensity of insecurity increases with time. In extreme cases, it is always better to go to a counsellor or seek professional help to avoid further damage to the relationship and the two people involved in it individually as well. Give him the assurance that you value his love and companionship. Do not compare him with your former boyfriend as that will only make him feel more miserable than he already is. Don't doubt yourself when the relationship is not working out. Don't beat yourself up, remember it is not what you lack, it is what he lacks.



7TH PAY COMMISSION - YES OR NO? |

by Sanskruti Salunkhe, SY-BMM, 2016-17



Pay Commission is set up intermittently by the Government of India and gives its recommendations regarding changes in the salary structure of its employees. Since India's Independence, seven pay commissions have been set up on a regular basis to review and make recommendations on the work and pay structure of all civil and military divisions of the Government of India.

The 7th Pay commission was initiated by the Congress party on September 25, 2013. The Finance Minister P. Chidambaram announced that the Prime Minister Manmohan Singh has approved the constitution of the 7th Pay Commission. Its recommendations are likely to be implemented with effect from January 1, 2016. The announcement of Justice A.K Mathur heading the Seventh Pay Commission was done on 4th February 2014.

7th Pay commission is about the increase in the salary of the government employees. The government employees had asked for an increase in their salary earlier when the congress government was into force. But initially congress government had disagreed to it. Later on, they agreed to set up the 7th pay commission. It was finally sanctioned by the Modi government. 7th pay includes 23 per cent salary hike given to the government/semi-government employees.

7th pay is beneficial for the government employees as they get a hike in their salary. But is that really needed now? The hike is no doubt good for government employees but, considering our current economic status, the time chosen by the government to implement is totally wrong. The government employees' salaries are much better as compared to that of a private sector employee. As per the 7th PC report, even at lower levels, salaries in government jobs are

higher than in the private sector. These lower level employees are understood to be Group C employees, who provide assistance to higher level employees. These lower level employees constitute 88.7% of all employees. For example, a general helper, the lowest ranked employee in the government earns Rs. 22,579 per month in a government job but around Rs. 9,000 in a private job.

Definitely, the 7th PC is good for a government servant but if we check the efficiency of all the government employees, it doesn't really go well. First of all, there is no specific tool present in Indian system to measure the efficiency of the working of a government employee. Thus such hikes are only on base of inflation, which is incorrect. The efficiency of an employee should also to be taken into consideration before giving any salary hike. There are many benefits of the 7th PC which will assist the pensioners as well but it is unfair on the part of the private employees who work for the same work hours or sometimes even more than the working hours of a government employee. The commissions given to the workers are a part of the funds which is paid by every common man in the form of taxes for the betterment of the country and not for the up-gradation of other employees and making their life a little more luxurious.

The facts about the 7th pay commission are all out in the public domain but still its success or failure largely depends on individual sentiments as to how this has or has not made a difference to their lives.

Ankur Moitra, 19, a TY-BMM Advertising student is a wildlife photographer and traveller. As a child, Ankur used to observe the wildlife and watch television shows about animals, birds, and insects on National Geographic, Animal Planet, and Discovery Channel. Nature gave him peace and thus he chose to capture wildlife rather than humans. Today, when Ankur's photographs are displayed internationally and in various magazines, he feels proud of himself and wishes to work harder to be among the top photographers. The fact that his photographs are portrayed internationally, motivates and inspires him to continue wildlife photography as a profession and start an eco-tourism business in the future.



Accepted by **INDIAN DIGITAL TOUR INTERNATIONAL CIRCUIT 2016**
for International Photo Exhibition



FEATURED BY DISCOVERY CHANNEL INDIA

BREXIT= वरदान या अभिशाप |

by Navaldeep Singh, SY-BMM, 2016-17

बीते दिनों एक विषय बहुत चर्चा में रहा। जहाँ देखो लोग बस उसी की चर्चा में व्यस्त थे। फिर चाहे वह सोशल मीडिया हो या चाय के ठेले, लोगो को मानो अपना ज्ञान प्रकाशित करने का मौका सा मिल गया हो। हर न्यूज़ चैनल बात कर रहा था इसी विषय पर और कुछ ऐसे महानुभाव भी थे जिन्हें शायद इस मामले के बारे में पता चाहे रती भर न हो वह लोगो को चीख चीख कर कुछ इस तरह से बता रहे थे जैसे की उनके घर में कोई सांप घुस गया हो। आप सोच रहे होंगे कि मैं किस बारे में बात कर रहा हूँ, दरअसल मैं बात कर रहा हूँ BREXIT के बारे में। तो जनाब अब ये कोनसी नयी बीमारी आ गयी, इसके बारे में तो कभी नहीं सुना, तो भैया यहाँ किसी बिमारी की नहीं बल्कि बात हो रही है ब्रिटेन के यूरोपियन यूनियन से अलग हो जाने की, जिसे आसान लफ़्ज़ों में लोग कहते हैं 'ब्रेक्सिट'।

ब्रिटेन उर्फ यूनाइटेड किंगडम ने सन् 1973 में यूरोपियन यूनियन से करार किया था। इस करार के तहत सभी यूरोपियन देश कारोबार में एक दूसरी की सहायता करेंगे, इसी सन् यूरोपीयन यूनियन में एक 'कॉमन मार्केट' की स्थापना की गयी। ब्रिटेन इससे पहले भी दो मर्तबा सन् 1963 और सन् 1967 में यूरोपियन यूनियन में शामिल होने की नाकाम कोशिश कर चुका था। इस बार उसकी कोशिश तो सफल रही परंतु विरोधी पार्टियों द्वारा तब की ब्रिटिश सरकार को खरी खोटी सुननी पड़ी। इसके बाद ब्रिटिश सरकार ने यह फैसला लिया कि ब्रिटेन के यूरोपियन यूनियन में रहने या न रहने का फैसला ब्रिटेन के लोग लेंगे। इसलिए 1975 में एक ऐतिहासिक जनादेश की घोषणा हुई जिसमें लोगो ने सरकार को अपना फैसला सुनाया। विरोधी पार्टियों के लिए ये फैसला निराशाजनक रहा क्योंकि जनता ने 67.2% बहुमत के साथ यूरोपियन यूनियन में ब्रिटेन के बने रहने के फैसले पर मोहर लगायी।

1975 से 2016 तक बहुत मौके ऐसे आये जब कई राजनैतिक संगठनो ने ब्रिटेन के यूरोपियन यूनियन में बने रहने पर प्रश्न चिन्ह लगाये। सरकारें आयी और सरकारें गयी पर ब्रिटेन यूरोपियन यूनियन में वैसे ही बना रहा। 2007 में हर राज्य को यह अधिकार मिला की वह यूरोपियन यूनियन में अपनी सदस्यता रद्द करना चाहे तो कर सकता है। तब ऐसा माना जा रहा था कि बहुत जल्द ब्रिटेन अपनी सदस्यता रद्द करने वाला है। राजनैतिक संगठनो में इसकी चर्चा होने लगी और विशेषज्ञो ने इस पर अपनी राय देना शुरू कर दिया। उस वक्त की सरकार ने यह तय किया कि इस समय यूरोपियन यूनियन से निष्कासित होना गलत होगा।

2016 जून में इस विषय पर फिरसे जनादेश बुलाया गया पर अबकी बार जो हुआ उसकी कल्पना शायद न ही किसी विशेषज्ञ ने की होगी और न ही खुद ब्रिटिश सरकार ने। अबकी बार के जनादेश में 52% लोगो का मानना यह रहा कि अब ब्रिटेन को यूरोपियन यूनियन से अलग हो जाना चाहिए। हालाँकि 48% लोगो ने यूरोपियन यूनियन में बने रहने के फैसले पर मोहर लगायी परन्तु जनादेश में इन लोगो की सोच को पटखनी मिली। अब देखना यह की इस जनादेश का ब्रिटेन की आर्थिक व्यवस्था पर क्या असर होता है, खैर अब भी ब्रिटिश सरकार के पास पुरे 2 साल का वक्त है यूरोपियन यूनियन से करार रद्द करने का। जहाँ ज़िन्दगी में दो लम्हें भी चैन से कट जाने का भरोसा नहीं वहाँ दो साल में क्या होगा कहा नहीं जा सकता। और कुछ हो न हो #Brexit बहुत लोकप्रिय होने वाला है।

GAMING - THE INDIAN TREND |

by Kunal Parmar, TY-BMM, 2016-17

Gaming is something which has no career. It's time-pass. You cannot make money out of Gaming. Gaming gains no attention. Gaming is mainstream. You get no respect as a gamer. "Ladki wale dekhne aayenge toh kya bolega? Mai Gamer hu?" Arey, aukaad hi kya hai gaming ki ?

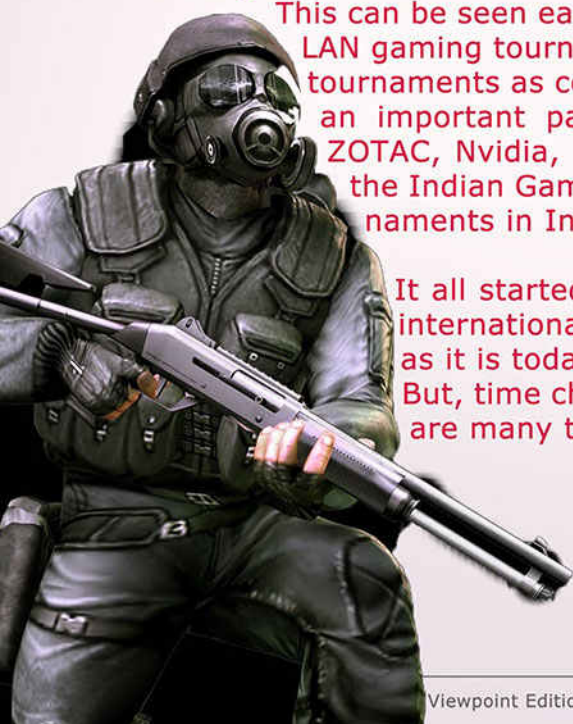
COMPLETE MYTH. BHAI, KAAFI AUKAAD HAI HAMARI.

eSports does not only mean electronic sports, it's more than that. eSporting is a career. Games like Counter Strike (CS), Dota2, Counter-Strike: Global Offensive (CS :GO), League of Legends (LOL), etc. have been emerged as the industry giants. One of the oldest PC game, Counter-Strike, which was released in 1999 is still the most played game in the world. Gone are the days when we as kids, dedicated and focused, used to play Mario & Contra just for fun. Today, it's a career option.

Gaming is the new trend in today's world. There have been rumors that the football team, Manchester United, are planning to take over an eSport team. As per the Dota 2 prize pool tracker, the prize pool for The International 2015 (Dota2) was \$18,429,613. The final of this tournament was telecasted on ESPN which was between CDEC (Chinese Dota Elite Community), a Chinese e-sport team and Evil Geniuses, a US e-sport team. Gaming is very popular in other countries. U.S now recognizes eSports players as professional athletes (forbes.com). The overall earning of Peter Dager, an e-Sport player of Dota 2, is \$2,178,940 (as per esportsearning.com)

Gaming is THE CAREER when it's not India. However, this phenomenon is changing. This can be seen easily by the increasing craze and number of attendees in the LAN gaming tournaments. Earlier, there were not even a handful of Gaming tournaments as compared to the outsiders and now India is considered to be an important part when Gaming is considered. Gaming companies like ZOTAC, Nvidia, Antec, Gigabyte, G2A, are tapping on the opportunities of the Indian Gamers by investing their time and money on the gaming tournaments in India.

It all started in mid-2000's when players from India started attending international gaming competitions. Conditions back were not as good as it is today since gaming was no-where considered as a career then. But, time changes everything and so did Gaming in India. Today, there are many tournaments coming up with huge prize titles.



GAMING - THE INDIAN TREND |

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[continued]

Some recent tournaments include,

- . Chandigarh Gaming Festival
- . ESL India Premiership – total prize pool: INR 42 lacs
- . Taiwan Excellence Gaming Cup – total prize pool: INR 2 lacs
- . NovaPlay 1

“Enough for you to start off a career in Gaming”

While some of the eSport teams disbanded, new teams kept coming. Teams like Team Brutality, Beyond Infinity (Dota2), Invisible Wings (Dota2 & CS:GO), and many others are collectively adding up to the Indian Gaming community to grow. Teams are continuously participating in the global events and try to make their presence in each and every way possible. These professional teams are now backed by their respective sponsors.

Tournaments overall add to the Gaming community of India. Organizations like NODWIN Gaming, R4idforce, AFK Gaming, TalkEsport and few more are working day and night towards the better future of Gaming in India. This has also opened up many opportunities for the one's interested in gaming or who wishes to, be directly or indirectly, get engaged in this industry. For instance: Alien-h-Casting. “We brought Hindi Casting into existence, took it to International level and molded it in a domestic way”, reads their facebook description.



TOTAL CASH PRIZE POOL - INR 42 LACS / US\$ 64,000

CHALLENGER #1

29th & 30th JULY, 2016
ALPA BACHAT BHAWAN, PUNE

GAMING - THE INDIAN TREND |

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[continued]

"At Alien-h Casting we are on a mission to revolutionize shout casting in India. We brought Hindi casting into existence and took it to a global level. We have already established a strong foothold in Counter-Strike: Global Offensive a the loyal audience and brilliant casters showcasing their talent which would have been otherwise undiscovered. We already have a dedicated team of casters and content writers who are working hard to achieve a similar feat in Dota-2 and League of Legends. In the near future, we are planning similar events of even greater magnitude in cities like Bengaluru, Mumbai, Delhi; our only objective to connect as many gamers as possible!" said Preet Arora, founder and manager at Alien-h-casting.

The event was a pure treat for gamers and enthusiasts alike. I hope we have more of these, states Ravi Inder Singh (Gamer/PC Enthusiast), on attending Chandigarh Gaming Festival.

Considering Mumbai, events like Indian Gaming expo (IGX), Comic-Con, weekly eSports tournaments organized by Games The Shop, gaming and eSports is in big demand. Besides, Chennai, Kolkata, Bangalore are the other cities where Gaming is booming exponentially.

Relations between Gaming and India has been tough in the early 2000's. However, we cannot deny the fact that it kept growing from there. With the participation of team ATE Gaming in international tournament's like World Cyber Games (WCG), India has been looked as a country with great gaming opportunities. So, how about being a Gamer....eh?

Source: Digit.in

Is India heading towards an eSports boom?

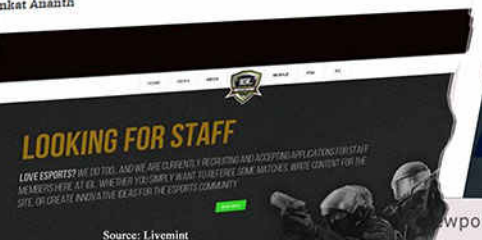
Flipkart's Gaming Online Championship may be the beginning of something very big. Major names like ESL are headed to the Indian shores.

eSports comes to India with the Indian Gaming League

eSports, while big in the West and Asian markets like South Korea, is yet to make a mark in India

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mkat Ananth



Flipkart debuts in eSports launches 'Flipkart Gaming Online Championship'

The increase in adoption of gaming across the country led to the design of an event

ANI | Bengaluru
June 3, 2016 Last Updated at 14:00 IST

