

## ENTHRALLING EVINCES

Hywin Rose Thomas



source:tedxst\_teresascollege

Cynosure is a sixteenth century French word that can be defined as the act of being the centre of admiration and attention. Cynosure was the theme for TEDxSt-TeresasCollege as a part of its mission to help young people overcome their inhibitions in seizing the moment and performing in the spotlight. While the flamboyance of 'Cochym' paid tribute to the stunning city of Kochi, 'Cynosure' brought an authentic experience to the campus grounds with an opportunity for the community to join a global conversation and witness talks by esteemed and informed speakers with resource.

The event, hosted by three Teresian emcees, RJ Renu, Shaheen Nassar, and Salma Shaheer, began at 10:00 am with a prayer followed by an opening cultural performance by the Teresain Dance Club. The TEDx introduction video by Chris Anderson was presented to the audience followed by a welcome address by Sneha Anna George, organiser of TEDx St Teresa's College (Autonomous). The array of speakers for the day included Ms. Gauthami Nair, Dr. Fathima Nilufer Sheriff, Mr. Don Paul, and Mr. Rojin Thomas, all who presented insightful thoughts and introduced new trajectories of action. Ms. Gauthami Nair paved the way for

women who aspire to join the film industry with her directorial debut 'Vritam', all the while doing research in neuroscience at Sree Chitra Hospital, Trivandrum. Drawing on the connection between cinema and neuroscience, the renowned actress and researcher deciphered the various effects cinema has on our neurophysiological structures.

Dr. Fathima Nilufer Sheriff is the CEO and driving force behind 'Therefore I'm', one of the very first wellness beauty centres in Kerala. Dr. Nilufer explained the concept of beauty from the eyes and viewpoint of a dermatologist and shared her experience as an entrepreneur and doctor, running a one-woman show.



source:tedxst\_teresascollege

Mr. Rojin Thomas is a name renowned in the Malayalam film industry for being a scriptwriter-cum-director who has brought to life movies with a breezy and magical quality. Mr. Thomas illustrated how he delicately crafts characters that are relatable and worthwhile, all while being able to drive the viewer's emotions.

A man with a selfless plan, Don Paul is the founder of Destinox Technologies Pvt Ltd., a company that manufactures and markets assistive equipment to help the differently abled. As an entrepreneur and a voice for awareness, he illustrated how technology has been a major player in aiding the disabled community.

Every TEDx Talk was followed by a cultural performance curated by the volunteers, including Naatil Evideya, Three Second Rule, Mentalist Anandhu and Ramzan Muhammed. Attendees were also provided access to various lounges and activities during event breaks, including an Innovation Lounge with a VR and gaming arcade, an Artist Lounge featuring face painting, mehendi art, spot caricature, poetry busking and live music, as well as a Social Lounge for participants to interact with each other.

The programme concluded with a Vote of Thanks by Marianne Joseph, Co-organizer of TEDx St Teresa's College.

## 'ONENESS IN DIFFERENCE'

Shradha Suresh

The installation event of the College Union 2021-22 of St.Teresa's College, Ernakulam was held on 3rd January 2022 at the Platinum Jubilee Auditorium. The College Union was officially inaugurated by Smt. Radhika Venugopalan IRS (Hon. Deputy Director, Enforcement Department). Dr Lizzy Mathew (Principal) delivered the Welcome address, Rev. Dr Sr. Vinitha CSST (Provincial Superior and Manager) administered the Installation, Oath of the office & Unveiling of their Motto- "Oneness in Difference". The College conducted the College Union Election Campaigning in an offline mode and the Union Election in digital mode on the 10th of December 2021. Varsha Venugopal took charge as the Chairperson for the Academic Year 2021-22. Maxlin M Maxy (Vice-Chairperson), KJB Lizbeth (General Secretary), Arunima S Raj (University Union Councillor), Sreelakshmi Jayaprakash Pillai (University Union Councillor), Teja Sunil (ArtsClub Secretary), Jovita CS (Magazine Editor), Krithi Jignesh Shah (Sports Secretary), Nikitha Susan Nelson (Nominated Member), Fathima Nezhin KN (1st Year Representative), Meenakshi Dileep (2nd Year Representative), Rebecca Gigi (3rd Year Representative), Bersheba Elsa Benny (PG Representative) formed the new team of College Union Members.

The Election Process, in its digital mode, was made environmentally friendly with the paper-free method which was quick and convenient.

ONENESS IN  
DIFFERENCE

source:stcollegeunion

Thus the results were brought out in less than five hours, using the digital system.

The College Union is the Student government body of the College. It constitutes of elected representatives of the student community comprising the Chairperson, Vice-Chairperson, and other Secretaries. The Union is guided under the leadership of two Deans, Ms Rosemary Francis, Asst. Professor, Department of Home Science & Dr Swathy Varma PR, Asst. Professor, Department of Economics.

### MANAGER'S MESSAGE



The Department of Communicative English has brought out the 16th edition of Teresian Impact, a bi-annual newspaper produced and published by the second year students in consultation with the faculty of the department. The theme for this year's Teresian Impact is "Freedom of Speech and Privacy pertaining to Online Media". Through this theme, students try to explore about the freedom that is prevailing and how it is being exercised in social media. The safety and privacy concerns arising with the use of social media are explored through these topics by focusing on measures to be taken for safe internet usage and on practicing online accountability. The newspaper provides immense opportunities for students to develop and explore their skills in the field of journalism and media. It is also a sublime platform to inform readers about the various events that took place in our college. The Department of Communicative English continues to set high standards. I congratulate the students and teachers for their hard work and hope they continue this effort in the years to come. May God Bless You.

-Rev. Dr. Sr. Vinitha



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## DIRECTOR'S MESSAGE



Freedom of speech is a constitutional right enjoyed by people in democratic countries around the world. However, like all rights, it is a privilege to be used wisely and with discretion. The words we say should not hurt, harm or provoke. Verbal assault or abuse is a term we often hear these days. It is said to be even more dangerous than physical abuse. According to psychologists, it is possible to cause mental trauma and scar the psyche of a person for life by spewing venom. So freedom of speech is to be used carefully, especially in a country like India, which is home to several communities. The anonymity of the internet makes many think that they can say whatever they want and go scot free. People hide behind fake profiles and find it entertaining to take pot shots at others. Body shaming is something that has become common online nowadays. The perpetrators of this offense do this because of the secrecy offered by the internet. But cyber cells are able to track offenders because every message leaves a digital mark. Netizens should understand that anything put online becomes part of the public domain. So the youth today should think twice before commenting or forwarding posts. Even deleted posts can be traced. One should be aware of the traps that are online to snare unwary users. So use your freedom of speech, but remember that there is no privacy online!

- Rev. Sr. Emeline CSST

## KALAMKARI PAINTING

Nafisa A.K

An online training on Kalamkari Painting was conducted on 22 October 2021 under the Institutions Innovations Council (IIC) of the college. The main focus was centred on encouraging and learning a traditional art form i.e. Kalamkari painting and also how to mix colours in order to bring the pure essence of a traditional Kalamkari painting and how to startup entrepreneurship in designing, painting were discussed in this session by Smt.M.Usha Kamal.

## FREE VACCINATION DRIVE AT ST. TERESA'S COLLEGE

Diya Rasheed

The volunteers of NSS Unit 41 took part in the inauguration of the free vaccination drive, 'Back to College' project on 6 October 2021, launched by MP Shri. Hibi Eden who also presided over the event. The function was inaugurated by renowned actor, Sri. Jayasurya. The first camp was held at St. Teresa's College, in collaboration with IMA Kochi and Soukhyam Charitable Trust. Actor Jayasurya expressed his aspiration for a world without masks to become a reality as soon as possible during his inauguration address. The purpose of this endeavour, according to Hibi Eden, was to get students vaccinated and to bring them to college. The system was implemented on a number of campuses in the Ernakulam district. The initiative was registered using the MP's official Facebook page. Dr. Junaid Rahman of the IMA Cmdre, Ajaykumar and Shri. Renjith Warriar of the Saukhyam Charitable Trust also fe-

licitated the event. Rev. Dr. Sr. Vinitha CSST also graced the occasion with her presence and Principal, Dr. Lizzy Mathew delivered the Vote of Thanks. Program Officers of NSS Unit 41, Dr. Jency Treesa and Dr. Shilpa Jose were also present throughout the ceremony, adding more success to the event.

## FIGHT AIDS!

Diya Rasheed



Source : Shutterstock

Volunteers of NSS Unit 41 observed World AIDS Awareness Day by staging a street play at St. Teresa's Girls Higher Secondary School and in The Arts and Science blocks of St. Teresa's College (Autonomous), Ernakulam. The program was organised in association with the Government Field Outreach Bureau and Cochin South Rotary. The inauguration was carried out by MLA Shri. T. J. Vinod and presided over by Dr. Lizzy Mathew, Principal of St. Teresa's College (Autonomous), Ernakulam. Cochin South Rotary President, Rtn. Hari Krishnan Nair offered felicitations. Program Officers Dr. Jency Treesa and Dr. Shilpa Jose, along with Coordinator Renjith Kumar, who also trained the students for the Street play, and the volunteer secretaries of NSS Unit 41 graced the occasion with their presence.

## KOODE PROJECT LAUNCH

Diya Rasheed

'Kooda' is an initiative by NSS Unit 41 to promote new schemes for the Women and Child Department of the Ernakulam District in association with the Mahila Shakthi Kendra. On 25 October 2021 the official launch of the project took place in the presence of guests Dr. Smithi George and Ms. Amrutha Murali along with the Principal of St. Teresa's College (Autonomous) Ernakulam, Program Officers and NSS Unit 41 volunteers. Volunteer Aleen Juliet took over the function as the MC and Ms. Rosna Johnson, Arts Secretary, proposed the welcome address. The function was presided over by Principal, Dr. Lizzy Mathew following which the screening of the videos for schemes 'Kaithangu', 'Ponvaku' and 'Rakshadooth', which were prepared by the volunteers to raise awareness on various issues that women especially face in these times, took place. A panel discussion by Dr. Smithi (Senior Consultant Gynaecologist, Cooperative Hospital, Kakkanad) was carried out. A Question & Answer session followed the discussion wherein volunteers raised their doubts and got it clarified. The function concluded with the distribution of certificates to those who participated in the creation of the videos. Ms. Amrutha Murali, District Coordinator, District level Centre for Women concluded the event with a note of gratitude.

## ESSAY WRITING COMPETITION

Hywin Rose Thomas

The Writers' Forum, in association with Gandhian Peace and Non-Violence Study Centre, conducted an essay writing competition commemorating Gandhi Jayanti. The last date was 9 October 2021. The topic for the competition was 'Relevance of Gandhian ideals in a post-truth world'. 42 entries were received. The following students were selected as winners: first prize to Jyothilakshmi S, second prize to Sanghamithra M and third prize to Yuthika Murali.

## BEHIND THE SCREEN SNEAK PEAK

PS Malavika

A webinar on "Animation, Film-Making and Visual Effects: Sneak Peek" was hosted by the Department Of Communicative English, St. Teresa's College, Ernakulam. The key speaker was Mr Vinod A S, who is highly passionate about animation, filmmaking and visual effects in cinema. The session was about the productive focusing on the green screen area in animations, types of animations and ways to develop animation in movies and cartoons. The meeting was very well presented with the help of video guide tools showing how animation is created. He also conveyed the need for animations in education and discussed ways of implementing it in the curriculum. The meeting concluded with an interactive session with the participants, discussing their knowledge, interests and concerns.

## BETWEEN THE COVERS

PS Malavika

The Department of Communicative English, St. Teresa's College (Autonomous), Ernakulam in association with the Reading Day Celebrations of the college and in loving remembrance of PN Panicker, organised a book review competition titled 'Between the Covers' on 24 June 2021. Among the entries received, Nineesha Mohan Sankar of III DC Psychology, Jeeva Minu of II DC English Literature and Kripa Rebecca Thomas of II DC Communicative English secured the first, second and third prizes, respectively. The winners were awarded e-certificates.

## BOOTCAMP

Angel Jelson and Diya Rasheed

The Innovation and Entrepreneurship Development Club organized a three day 'BOOTCAMP 2021' from 20 to 22 October 2021. Sukrith B was the resource person for the session which informed the participants on the topic 'Security and Forensics - A Bird's Eye View'. Ms. Alfin Abraham, the speaker on the second day, discussed extensively the contours of 'BlockChain'. The third day saw a deep interaction on Internet of Things (IoT) by Mr. Deepu Job. Teresian students who participated in the Innovators Premier League 2021 (IPL) achieved the 7th position in Kerala and the third position in Ernakulam.

## PRINCIPAL'S MESSAGE



St. Teresa's College (Autonomous) has continuously maintained admirable standards in academics and extracurricular activities. It gives me immense pleasure and a feeling of accomplishment to unveil the sixteenth edition of the Teresian Impact devised by the II DC students of the Communicative English Department. The theme of the newest edition is Freedom of Speech and Privacy pertaining to Online Media. It talks about the various threats, scams and etiquettes to be followed while engaging in the digital spectrum. As an era where life without internet and social media is practically inconceivable, knowing when and where to draw the line is a pivotal duty. 'PARTA' their supplementary, ventilates the issues about online freedom and privacy. The inner pages of the Newsletter enlightens about the important milestones that the College has achieved, as well as the events that were conducted by various Departments. The efforts put in by the team are commendable as it seems a tedious and herculean task to publish a newsletter in the present times. The enthusiasm and avidity put forward by the whole Department with a bunch of competent teachers and team of passionate students are worth great accreditation. I wish them all the best.

-Dr Lizzy Mathew

## The ABC Of Gender

Niviya Liz Lonachan

A webinar titled 'ABC of Gender' was organized by the Department of Economics and Centre for Research of St. Teresa's college, Ernakulam on 13 December 2021. The resource person was Dr. R Ramya, who is currently working as Principal in charge of Sri C. Achutha Menon Government College, Thrissur. She was empanelled as the Accredited Trainer of IMG, Kerala in the areas of Gender and Women Empowerment. Her areas of specialization include Gender Economics, Micro Economics and Econometrics. The session began at 5:30 p.m. on the Google Meet platform. Around 50 participants joined the session. Dr. Thushara George, Associate professor and Research Guide of the Economics department gave the welcome address to all the virtual audience of the event and a brief introduction to the resource person and the topic of discussion.



## HOD'S MESSAGE



The Department of Communicative English is extremely delighted to release the 16th edition of the college bi-annual newsletter, *Teresian Impact*. Conscious of contemporaneity, the theme chosen for the current edition is 'Freedom of Speech and Privacy Pertaining to Online Media'. Any action by an individual on any social media platform can significantly affect their lives for better or for worse. Stalking and harassment, account hacking and impersonation, privacy intrusion for marketing, and privacy downside of location based services are a few of the security concerns to be aware of in this digital world. Any act of speech expressed through these platforms is akin to being etched upon stone and what follows are the modern virtual trends of cancel culture, rumour mongering and institutional surveillance. Our second-year undergraduate students have made an attempt here to address these issues faced by social media users and to endorse their right to free speech and privacy on these virtual platforms. I congratulate the coordination and dedication of our students in bringing out the supplement of the edition 'Parta' which is a Latin term that means to ward off and protect. Our students have exhibited great enthusiasm and commitment in bringing out this edition amidst their demanding schedules. I also wish to applaud and congratulate our team of students and faculty members for their tireless efforts in releasing this newsletter and would truly wish them success in all their future ventures.

- Ms. Remya John

## Boost To Bloom

Nafisa A K

A webinar on Career Prospects for Botany Graduates was organised in association with the Department of Botany and Biotechnology, Newman College, Thodupuzha on 31 May 2021. Shri Ebin P J, Assistant Professor of the Post Graduate and Research Department of Botany, Sacred Heart College, Thevara was the resource person for the day. He gave emphasis on the different job avenues available and also directed the students to make conscious career choices that might come critical in the long run.

# WHERE PERCEPTIONS MET NEW PERSPECTIVES

Hyrwin Rose Thomas



Source : TEDx STC

TED is an acronym for Technology, Entertainment and Design. But for a bunch of students here at St. Teresa's, it was a space where teamwork met enthusiasm to pull off a Dynamic event. What began as an idea in the mind of a few, soon burgeoned into a bigger one and then an even bigger family of over a hundred volunteers. The venture began with TED Circles where students from the college and various other institutions came together for open discussions on diverse topics. From resilience to redefining focus, Circles hosted by TEDx-StTeresasCollege epitomised the TED slogan: Ideas Worth Spreading. The organisation proved its calibre right from the initial stages with the obtaining of the TED licence on its first try. This achievement as the first ever Women's College and only the 2nd Arts College in Kerala to be granted the licence owes itself to the meticulous work put in by the core team. The strive for greater heights by bringing this international organisation to this campus at the heart of Kochi was eventually taken up by every new volunteer. They came in as a raw bunch of students not knowing what to expect and were thrown into a flurry of countless timelines, and never ending meetings for planning and discussion. Avenues were divided, teams and sub teams were formed. Slowly but steadily, each team progressed in their respective areas making TEDxStTeresasCollege stronger en bloc. Every obstacle which presented itself was taken up as a challenge to push oneself to the best of their abilities and this learning curve led to the smooth conduction of Open Mic '21. Conducted on 27th October, it was the first of-line event which invited talents from in and around the city to help spread the essence of the local community through the expression of art. What might appear as the culmination of diligent planning was only the beginning of a long but fulfilling preparation towards the main event. Though the members were caught unaware during this period riddled with losses leaving a lacuna in their hearts, they tried their

best to fill it with the memories shared with their dear friend. December 17th 2021: "Cochym: Nummavazhi x Kochu aazhi" served as a prelude etching itself in the minds of the audience and performers alike. The TEDxStTeresasCollege Team tuned each performance to weave through the fabric of Kochi with a vibrant pair of MCs who elevated the vibe. From power packed dance crews to emotionally capturing melodies, the range of performances manifested the near flawless coordination behind the scenes. Amidst the charging excitement, Artist Sanjay along with Rima Kalingal unveiled the one word which embodied the ethos of TEDxStTeresasCollege: CYNOSURE. As the day drew to a close; when the stage arrangements were taken apart and the curtains were closed, came a time of reflection of how the team had managed through the differences, conquered the difficulties and executed the event diligently. Cue more timelines, meetings and of-line work, Team TEDxStTeresasCollege soon got busy with barely two weeks left until D-Day. Under the operation headed by the Organiser, Co-Organizer and the teacher-in-charges, the Marketing team worked weeks left until D-Day. Under the operation headed by the Organiser, Co-Organizer and the teacher-in-charges, the Marketing team worked swiftly to spread the word, as signatures were placed upon Sponsorship agreements and the budgeting team took hold of the reigns on expenditure. Sketches came to life and the campus was a buzz with the design team working on the aesthetic elements of Cyno-

sure. From the planning to the execution, the executive team worked hand in hand with the Media team to keep the public eye updated with engaging outputs. One by one, the speaker lineup curated by the Content Curation team was revealed to the public via the official website developed by the Technical Team. The Event Management team was responsible for curating the entire experience for the audience while the Operations crew ensured the flawless conduct of each and every area. With each passing hour, the students stood in awe at how every avenue had come together, just like how the carved letters of the logo were arranged to complete the final frame of the stage which would serve as the platform for the world to view what this bunch of driven students had accomplished. The day of the event was a dream come true, with an amazing lineup of performers, speakers, an exciting array of lounges and a spread of delicious food. The feeling of gratification resonated through every member of TEDxStTeresasCollege as they caught sight of the feedback board which had transformed from a blank canvas to one overflowing with positive comments from the attendees. 8 January 2022 stays inscribed as a day which witnessed the fruition of a year long commitment to establish this coveted organisation in this prestigious institution. The TEDx experience was definitely a unique one in that it gave rise to friendships worth cherishing, coupled with a self-discovery journey wherein hidden skills and talents were unearthed. Through it all, the volunteers were equipped to overcome the innumerable challenges posed before them. This roller coaster ride was worth the 13 hour meetings, looming deadlines, and recurring setbacks when we look back upon the many Subhash Park visits, spikes in Caravan's ice-cream sales, and nights spent enjoying the aura of the campus. Ultimately, there is still to experience, more to learn and much more to be grateful for.

## KNOWING FED-BATCH CULTURE

Saierah John

An online session on "Fed-Batch Culture" was held on 28 September 2021. The session was headed by the resource person, Dr Anju KA, Assistant Professor, Department of Food Technology at Saintgits College of Engineering (Autonomous), Kottayam. An introduction to fermentation, its classification and modes of fermentation etc was provided. Fed-batch fermentation is one of the popular industrial fermentation processes which supplements nutrients into the bioreactor periodically or at specific intervals in order to achieve high densities of the cell biomass or products. Its relevance and the various approaches used for conducting this type of fermentation was explained by the resource person. The advantages and disadvantages of fermentation were discussed. The session was very resourceful and informative as students could relate to the theory that was taught to them.

# BRIGHTER TOMORROW

PS Malavika

As part of National Energy Conservation Day, a flash mob was done by the First-year batch of the Communicative English department. A speech was given by Tanisha Lewis, I DC student to highlight the importance of this day and inform the audience on how to consume energy in a more sustainable way. National Energy Conservation Day, celebrated every year on 14 December, is a reminder of India's commitment to clean energy and combating climate change. The students and teachers came together to promise that they will be mindful of energy consumption and usage.

## Non-profit Communications: Challenges and Opportunities

PS Malavika

The Department of Communicative English in association with the St. Teresa's Chapter of the Young Communicators Club and the Public Relations Council of India jointly organised a state-level webinar on the theme 'Non-profit Communications: Challenges and Opportunities' on 23 September 2021. The objective of the session was to provide a better insight into the nonprofit sector and its work culture. The resource person for the webinar was Ms Roshni Robins, Operations Director, Mehac Foundation. The session dealt with the basic concepts of community relations, fundraising and the significance of maintaining relations with the targets and also threw light on everyday challenges faced by employees to function efficiently in a non-profit sector. The session ended with a lively and engaging round of discussion.



Brochure of the webinar

## Laurels To The College

Amanda D'cruz

The Department of Physical Education brought many laurels to the college by securing the 18th rank among the 225 Colleges under the M.G University for overall achievements in sports for the year 2020. This year the department was selected to organize the M.G University Badminton Championship. The other achievements include- Varsha Venugopal of the Department of English secured the silver medal in OGS-KI international E-kata championship. Adheena J.B of the Department of Economics secured the first position in the Ernakulam district Senior Volleyball championship. The college volleyball team won the first position in the Ernakulam district Senior Volleyball championship. Ayisha Almass P.A of the Department of Zoology secured the third prize in the district Yoga championship.



Source : Dept. of Physical Education

# MENTAL WELL BEING IN THE NEW NORMAL

Malavika Lakshmy



Brochure of the webinar

A session on 'Mental Well-Being in the new normal' was held by the Department of Commerce (Self Finance) on 23 September 2021 via the Zoom platform. The welcome address was given by Geethalakshmy A from 3rd B.Com Tax B. The speaker for the session was Ms Shibili Suhanah, therapist, Mental Health and Happiness Manager at ShopDoc, Queer Affirmative Counselling Practitioner and Feminist Therapist. The speaker began the session by asking the students to go through six different images and to point out which

one is the most related to what they are currently feeling. . The session focused on how the pandemic, lockdown period and quarantine affected mental health. She explained why one shouldn't wait for their mental health to worsen before going for therapy, and that getting out of what we are going through will be a much easier process if we approach a professional in the early stages. She introduced what pro-bono services are which are mini-counselling sessions by psychology students, where they listen to a person for free or for a very low price. These are mostly accessed by those who want to go for therapy but are not able to because of financial reasons. This was followed by a Q&A session where students cleared their doubts and queries and also opened up about their suppressed feelings. The session was a very informative one, as students got to know how important self-compassion and self-love is. It concluded with the vote of thanks delivered by Laniya Sajju from 3rd B.Com Capital Market.



## EDITORS' LOG

"May we think of freedom not as the right to do as we please but as the opportunity to do what is right"

-Peter Marshall

Looking back to our journey, we do realize that it had been a momentous one. Months of slog and sweat have finally recompensed. We now reap the rewards of the conjoined endeavours we sow.

With great jubilation, we unveil the 16th edition of the college bi-annual newsletter Teresian Impact. Through our modest attempts, we have tried to explore through the realm of freedom of speech and privacy pertaining to online media. What does freedom mean in the online platforms? Is the freedom of speech being manipulated by people on such platforms? We try to find out the answers to these socially germane questions that are demeaning online media usage in today's world. As a time when 58.4% of the world's population are using these platforms, it is high time that we realize how to flawlessly use it viz safely. Privacy concerns that may be vital in our lives are also canvassed here. We try to find a balance between the excessive dependence upon social media and the usage and practice of online safety and accountability. With much exultation, we also present our supplementary issue "PARTA" which means safe and secured in Latin. It weighs up about the various ways to be aware of the possible threats that you could encounter whilst engaging in activities through the Internet as well as contains R & R corners for readers' pleasure.

We express our immense gratitude to our Provincial Superior and Manager Rev. Dr. Sr. Vinitha, our Director Rev. Sr. Emeline, our Principal Dr. Lizzy Mathew, and Ms. Remya John, Head of the Department of Communicative English for providing us with this tremendous opportunity. We thank all the faculty members of our department who showered us with all the love and support and guided us through the whole voyage. We convey our ceaseless gratitude to the students of our Department who contributed towards the fulfilment of this newsletter without whom it would have been unfeasible. We thank all the juniors and seniors of our department for their staunch and unwavering support as well.

We wish a happy reading to you all. Please do drop in your valuable suggestions about the Teresian Impact through our Instagram handle @teresian\_impact. Ciao and until next time.

- Editorial Board



Aleena Antony and Swathi N

# Traverse through Talents

Hywin Rose Thomas

The 'Open Mic' held on 27 October 2021 marked an important milestone in the journey of TEDxSt-TeresasCollege, as it was the first offline event hosted by the TEDx team. This event was conducted to showcase a plethora of talents while serving as a tool to promote the presence of the college's TEDx community. The program was held at the Platinum Jubilee Auditorium, from 10:30 am to 1:00 pm and witnessed an audience of around 130 members. The event took place with the help of Donut Factory who served as the event's sponsor. To create an interest among the faculty about the event, a potted plant and a token with TEDxStTeresas-College logo was handed over to the Heads of every Department on 25 October 2021. The teachers were given a brief introduction on TED, TEDx and TED St Teresa's College

and were invited to attend the Open Mic event. A total of 34 plants were distributed by the volunteers on the day. On the day of the program, attendees entered the hall after registering at the registration desk following a sanitization procedure. The event offered an excellent line-up of performers - including performances by singers, dancers, instrumentalists, stand-up comedians and even a poet! Khadeeja Zuhaira of II Bachelor of Management Studies and Nikhitha Anna Prince of III BA Economics emceed the event. Social distancing and Covid-19 protocols were followed throughout the program. Overall, the Open Mic '21 event was well-received among the audience and performers, with many volunteers receiving positive feedback from attendees post-event. The event served to be a memorable and valuable experience for the TEDx team behind it.

# You Matter

Saierah John Anchery

The "You Matter" Counselling and Wellness Centre of the Department of Psychology in collaboration with Sasneham Teresian Saanthwana Pariraksha of the College Counselling Cell hosted a program for the final year UG students of the college. The webinar on the topic "Study Smart and Face Examinations with Confidence" was conducted on 3rd June 2021 from 10.00 a.m. to 11.30 a.m. The objective of the program was to address the fears and concerns of the seniors who were feeling stressed due to the ongoing pandemic, lockdown and also anxious about their pending examinations. Dr Thara Sebastian, Retd HoD of the Department of Home Science, St. Teresa's College and a motivational speaker &

trainer led the session. Dr Thara Sebastian imparted valuable insights to students on how to face challenging situations amidst the pandemic, cultivating hobbies and journaling to reduce stress. She also gave tips and techniques on how to manage time and how to recall information and to understand different learning styles. Dr Leena Leon, faculty of Home Science Department, Associate Professor Sujatha R E and Ms. Bindu John, HoD of Psychology department coordinated the program. Assistant Professor Kavya Kollody, Vishnupriya.V and Krishnendu.A from the Department of Psychology hosted the program which saw the attendance of more than 600 students from the senior year.

# Paristhithi Mithra Award 2021

-Alka Padmakumar and Aileen Grace Thomas

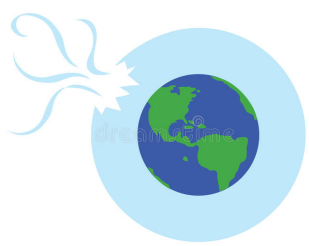
The Paristhithi Mithra Award is instituted by CEERD, St. Stephen's College, Uzhavoor. It is awarded every year for individuals and institutions. The Bhoomitra Sena Club of St.Teresa's College, Ernakulam won the Institutional category award on 7 September 2021. Shri. Sabu Mathew (Principal, OLLHS Uzhavoor), Dr. Danny Mathew M (Alphonsa College, Pala) and Mr. Biju Thomas (St. Stephen's College, Uzhavoor) were the dignitaries when Uzhavoor St. Stephens college announced the Eco-Friendly Award 2021 and the launch of the Research Journal, Oriol-2021. Judges Shri. Sabu Mathew (Principal, OLLHS Uzhavoor), Dr. Danny Mathew M (Alphonsa Col-

lege, Pala) and Mr. Biju Thomas (St. Stephen's College, Uzhavoor) declared the award. Our Principal, Dr Lizzy Mathew will be receiving it on a later date. The Principal acknowledged the efforts of Bhoomitra Sena Club, STEP, UBA and all the departments that coordinated environment-friendly activities in the academic year 2020-21, which helped the college in gaining the recognition. Mr. Bulbandran Adimali won the Individual category award. During the programme, Bursar Fr Jince Nellikattil released the thirteenth volume of the research journal named Oriol. CEERD Executive Director Mr. Thomas KC and Research Cell Convenor Dr. Cincy Joseph led the program.

# OZONE LAYER, PROTECTION & PROTOCOL

Nafisa A.K

A webinar on the topic Ozone Layer, Protection & Protocol was conducted by the Department of Botany and Biotechnology Newman College, Thodupuzha in association with the Department of Botany and Centre for Research St Teresa's College Ernakulam, in order to commemorate the International Day for the Preservation of the Ozone Layer on 16 September 2021. Prof. Dr V. Sivanandan Achari, Professor of Chemistry, School of Environmental Studies, Cochin University of Science & Technology was the speaker for the event. Dr V. Sivanandan Achari



Source : Dreamstime.com

enlightened the participants on the importance of protecting the ozone layer. The webinar focused to bring awareness on the significance of the Ozone layer, the necessity for conserving it and how we can prevent its depletion.

# YOGA FOR WELLNESS

Devika Menon and Riya Theresa

St. Teresa's College, Ernakulam has observed International Yoga Day on 21 June, since 2015. The theme for the year 2021 was 'Yoga for Wellness' which emphasised the importance of practising yoga for physical and mental well-being. The NCC unit organised a 6-day Yoga workshop from 15<sup>th</sup> to 20<sup>th</sup> June 2021. The workshop was hosted virtually on Google Meet and was attended by all the 105 cadets. The event was organised by Capt. Dr. Seleena K. V, As-

sociate NCC Officer, St. Teresa's College (Autonomous), Ernakulam. The inaugural address was presented by the Principal, Dr. Lizzy Mathew. JUO Punya Prathap was the trainer of the 6-day yoga workshop. Ms. Prathap is an alumni of the NCC unit of St. Teresa's College and a trainer at Decathlon. The NCC unit also organised 'Niyama', an online competition including caption writing and crossword competition in connection with International Yoga Day 2021.

# A SEARCH ON RESEARCH

Malavika Lakshmy

A webinar on the topic 'How to do Research' was arranged by the Department of Commerce (Self Financing) on 8 October 2021. The resource person for the session was Dr Angel Blossom Gonsalvaz, Assistant Professor, Department of Commerce and Research Centre, Sacred Heart College, Thevara. She has also worked as Process Associate in Outsource Partners International (OPI), an American based multinational company and has years of research experience and her works have been published in various national and international journals. Dr. Angel Blossom explained about what a project is and how it is different from a thesis. Later she gave a detailed presentation on the topic "Selection of a good topic or title in a project". She also gave a comprehensive explanation regarding the structure of undergraduate research projects. The session ended with a vote of thanks given by Ms. Laniya Saju.

# LET'S RECALL

Hywin Rose Thomas

Every Independence Day, the efforts of Mahatma Gandhi, Bhagat Singh, Jawaharlal Nehru and many others never fail to get acknowledged. The hearts of the people fill with pride when they think of the courage, grit, and determination that these men have shown. But the struggles that Sree Narayana Guru, Chattampi Swamikal, Sahodaran Ayyappan, etc who fought equally in achieving the freedom that people enjoy today are often forgotten. On the occasion of Sree Narayana Guru Jayanti, celebrated on 14 September, the unsung freedom fighters who deserve equal respect and recognition were commemorated. On the day a video presentation about them was organised by the second years of the Teresian AICUF to spread more light about their lives.

# E-BUDDIES PROGRAM

Hywin Rose Thomas

After successfully conducting the E-Buddies programme 2020-21, Teresian AICUF members are back again with the continuation of the programme in 2021-22. This time AICUF collaborated with Jesus Youth Club. 49 students were selected from different Departments to be the E-Buddies for the academic year 2021-2022. The initial meeting was conducted on 7th August. Arrangements were made in such a way that each first-year class had two E-Buddies allotted to them. The newly arriving students of the 2021 batch can contact their respective E-buddies with various doubts, queries and troubles related to college, classes, readings, Moodle, etc. which the first years may have. The E-Buddies promised to put in their best effort to help their juniors.

# BALLARE

Malavika Lakshmy



Brochure of the Awareness Program

'Ballare', an awareness Dance Program was organized by The Consumer Club of the Department of Commerce (Self Financing), St Teresa's College, on 24th November 2021 at the college premises. The main aim of this event was to create awareness on the rights of the consumers. Students participated voluntarily with tireless enthusiasm to make this event a success. The dance was set on the premises of St Teresa's College, with a team of 10 students. Three hours of their energetic moves and efforts paved the way to a wonderful video. Fifteen students were assigned to make posters related to Consumer Rights.

At the end of the event there was a sense of satisfaction on the faces of the twenty five students who participated and the team of teachers who coordinated the Consumer Club activity in making the activity a successful one.

# Safe Food Today for a Healthy Tomorrow

Saierah John

The department of Food Processing conducted a webinar on account of World Food Safety Day on 10 June 2021 based on the theme "Safe Food Today for a Healthy Tomorrow". The chief resource person for the session was Dr. Sanjeev. S, Principal Scientist, Retd. ICAR-CIFT, Kochi. In his session, Dr Sanjeev delivered his message by illustrating the different legislations and food safety policies that are in place in India and globally. He explained basic concepts related to food safety and security that everyone should be aware of. Categorization and information on different microorganisms, toxins produced in food, preventive measures that could be followed, the relevance of temperature control in food etc., were all discussed in this forum. Post-session, everyone was quite enthralled by the depth at which he had taken the topic. The webinar had an encouraging participation of 100 attendees. Thus, it was illuminating and factual with the purpose of enriching the participants with new knowledge and information.



# OTP THEFTS AND INVASION OF PRIVACY ONLINE

Malavika Lakshmy



Source : ythisnews.com

**A** One-Time Password (OTP) is a password that is valid for only one login session or transaction on a computer system or any other digital device. This is done to avoid any malpractices which can often lead to adverse consequences. Nowadays OTP thefts have become common in many places, yet people still don't understand that the OTPs should not be shared as the consequences will be too painful for the person. Recently criminals have found a new way to do OTP thefts by requesting the bank to change the phone number linked to your bank account. A criminal can always find ways on how the crime can be done. For example: the criminal can request a change in the phone number given in the bank and easily invade your privacy. OTP thefts are at its highest in the city of Bangalore which is also the IT hub of India. The cases of OTP thefts are increasing rapidly in the recent years.

Privacy is something which everyone respects and something all individuals enjoy. But do we get privacy online? That is the question that lingers in the minds of most people. Invasion of privacy is a serious issue concerning the internet. Lack of privacy policies and employee monitoring also threaten security.

Another problem is the ability of 'cookies' to watch and keep track of the computer user. Cookies are electronic snapshots transmitted between a web server and the browser software and then stored on the client machine. Cookies enable a web page to adjust its display or other configuration options for users, but they can also be used to trace exactly what documents a user access on the site. They can develop a user profile, and many feel this capability is an invasion of privacy. Cookies can operate quietly in the background and collect information about an internet user without his or her knowledge. The next time you get an OTP, think a few times before you share it with someone else. Ensure that the sites you click on are legal and authenticated. This way you can avoid falling into these scams. OTP thefts and privacy invasions have become a common issue in India. It is our responsibility to protect our own systems from such activities.

# SURVEILLANCE - The New Normality?

Ansu Jimmy

**I**t is argued that modern-day capitalist nations have become 'surveillance societies', where surveillance associated activities are embedded in the core of production, cooperation and societal order. But what does staying in a surveillance society imply?

Surveillance societies are societies that function, in part, due to the extensive recording, storage and evaluation of data on people and corporations in a society. The routine collection of data about individuals with the specific purpose of governing, regulating, managing or influencing what they do in the future. Retail loyalty programmes, website cookies, national identification schemes and routine health screening all qualify as forms of surveillance. Thinking about society using surveillance permits us to mount an ethical and social critique of the data processing practices that are a part of the way the society is formed, ruled and managed. It permits us to question its impact on the social fabric: on discrimination, trust, accountability, transparency and social justice. Moreover, it allows us to interact in debates with regulators, organisations and reporters about the outcomes of their surveillance.

So, in place of considering surveillance as a single all-knowing oppressive force as George Orwell depicts in the novel 1984— we prefer to think of it as something which is woven into everyday life and is more complex and multi-layered. In this hi-tech world of spies is but a tiny aspect of the surveillance society. During the different activities in which we engage during a single day we interact with surveillance at different times. For example, employers collect performance information of the employees. Managers use that information to let

them know how they are performing in their jobs and how they can improve in future.



Source : brennancenter.org

As clients, our transactions are monitored through financial establishments to detect fraud and our choices are monitored by loyalty programmes to allow future marketing campaigns to target us. As mobile phone users, our actions and communications may be tracked for use by the emergency services. Some people use area-based services, along with GPS, to find their way in new places. Surveillance is something that may confer access, entitlement and advantage in addition to something that is dangerous, oppressive and discriminatory. Individuals now actively manage their very own profiles knowing they will be able to customise and improve their services if they do so.

Wherever we discover surveillance it has a tendency to carry out the same function, it allows organisations and governments to control resources, activities and the population. It works via interconnected chains of organisations and infrastructures, aligned to different organisational strategies and purposes. How is surveillance being performed in call centres, where every minute of the day is monitored and recorded. It can be compared to a military setting where armies use unmanned aerial motors to search for the enemy. If surveillance is

an ordinary component of the management and governance of present-day life, then what is wrong with it? Using surveillance to obtain one's aims, regardless of how grand or minuscule, bestows exquisite power. To label a phenomenon as 'surveillance' entails acknowledging that information processing which comes as a part of governance or control in no way takes place on a level playing field.

The risk is that surveillance power will become ubiquitous: embedded within the systems, the structures and interests they represent. Its application becomes taken for granted and its outcomes move unnoticed. As data travels silently throughout global boundaries, among countries, states and within transnational corporations, the effect of surveillance will become even harder to identify, alter and debate. For us, it's far more crucial that this strength, based on the oversight of activities and of personal information, is wielded fairly, responsibly, and with due admiration to human rights, civil liberties and the law.

Wielding surveillance power could have very undesirable effects- global leaders appeal to some supposed greater good such as 'the war on terror' to justify unusual surveillance processes on ordinary citizens. Sifting through consumer information to create a worthwhile consumer manner that certain groups obtain unique treatment based on the capacity to pay while the others deemed 'less valuable' falls aside. Surveillance fosters suspicion in individuals who wield it. It makes a speciality of correcting the negative and it offers a message to people who are watching- that they're now no longer to be dependent on to act in the proper manner.

# Christmas Quiz

Hywin Rose Thomas

**T**eresian AICUF members conducted an online Quiz competition on 22 December 2021. The theme of the quiz was Christmas. There was active participation by the students and more than 25 participants scored above 80%. It was an enthusiastic event which brought out memories about Christmas and shared deep knowledge about the legends, myths and facts.

# Fight against Drug abuse

Pavithra Padmakumar

**T**he program was conducted in association with the International Day Against Drug Abuse and Illicit Trafficking on 26 February 2021 via Instagram. A reel was added to the official Instagram page of the Department of Mathematics and Statistics. The reel mainly focused on how drugs are a threat to human's health and how they can affect one's lives. It also mentions the ways to prevent the usage of drugs. The reel helped to understand the health problems associated with the usage of drugs and ways to prevent them.



# Building Mental Health

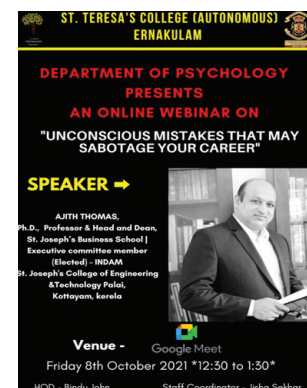
Saierah John Anchry

**S**t. Teresa's College, Ernakulam has joined hands with the CSR activity of Aster Medcity aiming for the health and well-being of the communities living around in association with local government bodies.

The Department of Psychology is one of the community outreach centres working with Aster Medcity in providing mental health services to the people in various grama panchayats of Ernakulam, which includes Varapuzha, Cheranalloor, Kadamakudi and Eloor. Dr Lizzy Mathew, Principal, Asst. Professor Bindu John, Head of the Department and Asst. Professor Vishnupriya Menon were present at Aster Medcity for the inauguration of the Community Extension Centres along with Mr Praveen, PR Head.

# Your Unconscious Mistakes

Saierah John Anchry



Brochure of the webinar organised by the Department of Psychology.

**T**he Department of Psychology held a workshop on "Unconscious Mistakes That May Sabotage Your Career" on 8th Oct 2021. The workshop was conducted by Dr Ajith Thomas, Dean & Head of St Joseph's Business School, Pala Kottayam. The workshop was attended by around 200 participants from both St. Teresa's College and St. Joseph's Business School.

The workshop was based on the inspiring book by internationally recognized executive coach Lois P. Frankel. It covered the distinctive set of behaviours that women learn in girlhood that ultimately sabotage them as adults and how to eliminate these unconscious mistakes that could be holding women back and derailing their career. Some mistakes covered by the resource person included avoiding office politics, multitasking, failing to negotiate, inappropriate use of social media and so on.

# World Communicators Day

PS Malavika



Source : vectorstock.com

**T**he Public Relations Council of India, Kerala Chapter, in collaboration with the Young Communicators Club celebrated World Communicators Day on 28 October 2021, at the Seminar Hall of St. Teresa's College (Autonomous), Ernakulam. Ms Rashmi Roja

# EARLY STEP FOR SAFETY

Diya Rasheed

**A**s part of Breast Cancer Awareness Month, the Rotary Club of Cochin Milan with Rotaract Club of Cochin Milieu and Rotaract Club of St Teresa's College organized a Breast Cancer Awareness Camp on 30 October 2021 at Rafi Memorial Library Hall, Mulavukad Gram Panchayat. The program started with an interactive session with Mr. Akbar, Panchayat President, and Ms. Rose Martin, Vice President of the panchayat, regarding the issues that the villagers of Mulavukad have been facing and projects that can be conducted regarding the same. The Rotactors and Rotarians visited all the ASHA (Accredited Social Health Activist) workers and Panchayat members of all the eleven wards. The women from Mulavukad Gram Panchayat were given awareness on how to self-diagnose breast cancer, how to prevent it, what are the possible causes and the various schemes available for them in the hospitals for the same.

# Women and Health

Saierah John Anchry

**A**s part of International Women's Day celebrations, the Department of Food Processing organized a one-day expert talk on "Women and Health". The resource person was Ms. Ambily K.M, Assistant Professor, Department of Food Technology, Christ College (Autonomous), Irinjalakuda. She explained the importance of women's health, health statistics, nutritional problems, the importance of health in adolescents, micronutrient deficiencies and their complications, and also described the life span development of a female. Thus, this talk proved to be fruitful for young women, letting them know the importance of being healthy and taking care of themselves.



Source: hsp.h.harvard.edu

Thushara, IIS, the Joint Director of Press Information Bureau was the Chief Guest of the ceremony. Dr T. Vinaya Kumar, National President of PRCI, was the Guest of Honour. The ceremony began with the welcome speech by the Chairman of PRCI, Kochi and the Director of YCC, Kerala. The ceremony witnessed the presentation of prizes and awards from various national level competitions conducted by PRCI. The ceremony concluded with the vote of thanks ceremony delivered by Jiby Sadasivan, the Secretary of PRCI.



# I DO & DON'T

In light of the recent surge in domestic violence cases on grounds of dowry, the final year students of the Department of Communicative English, St. Teresa's College (Autonomous) launched their Public Relations Campaign, "I DO & DON'T", intending to redefine the institution of marriage into a safe space that embraces individuality and autonomy.

26 October 2021 marked the official launch of the PR initiative. Smt. K P Indira, the honourable District and Sessions Judge was the Chief Guest for the event, she launched the campaign by revealing the official logo in the Seminar Hall. The session was presided over by Dr Lizzy Mathew, Principal, St. Teresa's College. Based on the countless cases of divorce settlements encountered, Smt. Indira shared her insights on the mental stress faced by children amidst familial conflicts. "Equality and respect are supposed to underscore any relationship," she stated.

## ON TRAVERSING THE LEGAL SPHERE OF MARRIAGE

The final year students of the Department of Communicative English conducted a seminar on marital rights and laws in the premises of the School of Legal Studies, CUSAT, Kalamassery. The seminar was held on 20 December 2021 as part of the PR Campaign 'I Do & Don't'.

The resource person for the event, Sub-Judge Vineetha V., Deputy Registrar, Kerala Administrative Tribunal, Ernakulam, gave an account of the existing laws surrounding married women. She further spoke about how important it is that every individual knows about their rights before entering marital life and the need to be informed about protecting themselves in case of dire circumstances. The students were interactive and asked challenging questions that opened up innovative avenues of thought.

## MENDING NUPTIAL VOWS

In association with "I Do and Don't" and Young Communicators Club and Public Relations Council of India, the Department of Communicative English, St. Teresa's College (Autonomous), Ernakulam, organised an Instagram Live with Reshma Sebastian who is a model and influencer on 29 November 2021 between. "Mending Nuptial Vows, For Better and Not For Worse: Redefining Individual Space In Marriage" was the theme of the event. Reshma Sebastian emphasised the importance of financial independence in a marriage. She also said compromises shouldn't come at the expense of self-respect or crossing boundaries. Again importance on individuality of both the persons involved in a marriage. They shouldn't have to give up on things they love just because they're married.



The campaign intends to spark a change in the current dynamics of marital life that runs on ancestral ideals and notions rooted in patriarchy. By promoting a healthy dialogue with the public on the various issues that arise as a consequence of unhealthy marital relationships, the campaign also aims at redefining the concept of marriage among its target audience people belonging to the age group of 20 to 40 years, within the district of Ernakulam. The students also gave a brief description of the extensive and varied list of engaging activities and events that they plan to conduct as part of the campaign.

As part of the launch, videos featuring a few prominent personalities speaking on the topic were showcased. The event also foresaw the unveiling of the campaign's animated promotion video which spoke heavily on the importance of developing and maintaining intellectual and creative spaces for oneself in marriage and retaining individuality when entering a shared space such as marriage.

## DANCE THE THEME

Final year UG students of Communicative English Department organised a flash mob in relation to their PR Campaign 'I DO & DON'T' on 17 December 2021 in both the Arts and Science blocks of St. Teresa's College (Atonomous), Ernakulam. The vibrant performance succeeded in attracting the attention of a large crowd of teachers and students.

The intention behind this performance was to publicise the PR campaign "I DO AND DON'T" within the college and usher in a fresh perspective on the conventional notions imposed by society on the institution of marriage. With this campaign, the students aim to bring in a change in these broken rules of life and redefine the notion of marriage.

## EMBERS OF CHANGE

In association with "I Do and Don't" and Young Communicators Club and Public Relations Council of India, the Department of Communicative English, St. Teresa's College (Autonomous), Ernakulam, organised an Instagram Live with Maria Dominic, an influencer, on 14 January 2022. She talked about breaking the taboos of divorce, about co parenting and how one shouldn't sacrifice one's happiness for the sake of society's demands. Again, focusing on the importance of individuality and space to grow in a marriage.





# I DO & DON'T

## THE ART OF SAYING NO

*P S Malavika*

In association with the “I Do and Don’t” campaign, the Department of Communicative English, St. Teresa’s College (Autonomous), Ernakulam organised a webinar “Establishing Boundaries and Consent in Marriage” in association with the Young Communicators Club and Public Relations Council of India on 22 December 2021. The event was conducted through Google Meet due to pandemic restrictions. The main speaker of the event was Ms. Swati Jagdish, a psychologist, educator and counsellor. She shared that consent starts from home even when you are a child. Respecting a kid's choices will make them realise that their concerns are valid. If not, and parents force them to do something they do not want to do, kids grow up thinking its okay to let people control you and break boundaries. Thats how most people in a bad marriage think its okay fot their partner to intrude their personal space even without consent.

## ON SUBTLETIES IN THE PORTRAYAL OF MARRIAGE ON TELEVISION

*P S Malavika*

The final year students of the Department of Communicative English conducted a seminar on the portrayal of marriage on television within college premises on 16 December 2021. The seminar was organised as part of their Public Relations Campaign 'I Do & Don't'.

Jeo Baby, a film director and screenwriter, was the chief guest for the event. He spoke on the constricting and conflicting gender roles associated with marriages and their expressions on television. The interactive session was presided over by Dr. Lizzy Mathew, Principal. During the session, he highlighted the importance of having a choice in important life decisions and shared his experiences in making movies oriented at significant social concerns.

## MITERA

*Angel Jelson and Diya Rasheed*

The escalating number of dowry deaths and domestic violence brought to limelight by recent events is not a sudden occurrence. It is an ailment that has been seething and festering within the core of our society’s fabric from the earliest of times, being intricately woven within the patriarchal structures that govern the very fundamentals of familial life. Unfortunately, by design, women end up being the victims of this bigoted system and are forced to become a shell of their true selves or worse, mourned names on a gravestone. As long as we remain keen on ignoring this sliver of self-insight, then, no matter how numerous or profound the laws or amendments churned out, the dilemma would forever infest without cure or relief.

The campaign “I Do and Don’t” was thus born out of a desire to reach out to communities with genuine efforts in bringing awareness and discernment on the institutionalization of marriage and its deceiving norms. The title of the PR Campaign, ‘I Do and Don’t, Mending Nuptial Vows, For Better and Not For Worse’, emphasizes the solitary truth that human dignity and individuality should never be compromised when entering into a public proclamation of mutual love. Individuals in marriage must be granted the freedom to make their own decisions and carve their own intellectual and creative spaces without the need to control or assert their dominance over the other. The dowry culture much prominent in our society further discriminates against women by objectifying them as commodities weighed for their worth in terms of wealth.

The campaign, which began in October, appears to have held several events from the outset to highlight marital options and individuality for both genders, as well as the need to exercise autonomy with dignity. As part of the wrap up of the college’s five month long campaign, the department organised a valedictory function ‘Mitera’ on 4th March 2022 in the Platinum Jubilee auditorium. The chief guest for the event was Dr. K.M. Sheeba, delivered a fierce speech on the conditioning of gender roles in the society. Her zeal was reflected in her words. She hinted at the ways in which women are conditioned to accommodate themselves within the patriarchal structures and consequently, become the propagators of these harmful notions and ideals which they proceed to pass down to the future generations, creating a vicious cycle of violence and oppression.



*Source- i\_do\_and\_dont*



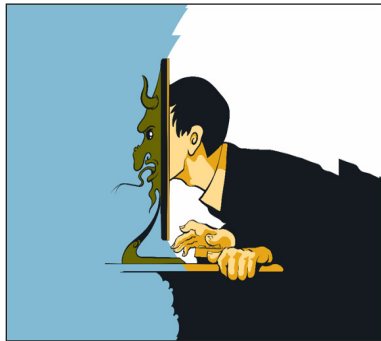
# TROLLS- THE GOBLINS OF SOCIAL MEDIA

Aleena Antony and Aileen Grace Thomas

Trolls have gained so much of our love that we engage mindlessly in enjoying them, unbothered by how sadistic and undermining some of them may be. The right to freedom of speech and privacy applies to everyone, regardless of one's profession or identity, but in a few cases, it can't be completely exercised, especially for celebrities. Celebrities are considered public figures and are under constant surveillance. Freedom of speech has been regarded as a crucial and defining feature of liberal democracy but that doesn't inescapably save freedom from consequences. Trolls, memes and such satirical and skeptical commentary can be used in the most Promethean and laughable ways, capable of taking weary and dog-tired minds away from daily drudgery. They can bring new perceptions and refined angles to look at conventions and more. Many popular Instagram and Twitter pages showcase multitudes of such satirical pages, where quick-witted content is constructive. Many memes are weirdly and surprisingly relatable to our daily lives so much that we share them far and wide. This relatability and feeling of belongingness are what nourish them so much. Undeniably, such feel-good posts are worth all the love and hype users give them.

With privileges like anonymity, uncontrollability and lack of real-time communication, trolls feed on the attention and discussion that breeds on them and one can even say that it has changed the personality of the internet as such. Timothy Garton Ash argues that 'free speech has never meant unlimited speech – everyone spouting whatever comes into his or her head, global logorrhea'.

A troll is someone who writes deliberately controversial comments online,



source: online morderation

with the aim of provoking a reaction or manipulating others' perception, often targeting celebrities, probably thinking they'll never come across it. However, often, those celebrities do see the mean comments but are peculiarly hesitant or reticent to deal with trolls, due to the belief that calling it out will only escalate the conflict and exacerbate the problem. In a way, it actually leads to the suppression of one's freedom of speech. All the way from celebrity and mob popularity to downright personal vengeance, trolls and hate posts can demean and crush the victims far worse than we can imagine. Trolls can often create a hostile online and sometimes offline environment for their victims. The psychological impacts of trolling include depression and anxiety. Being 'targeted' has become a nightmare for all known and influential social media users. The targets are often left devastated and ultimately, many are led into questioning their art and metier. For example, Australian television host Charlotte Dawson committed suicide, one major reason owing to the brutality of trolling. An individual's decision to

take their own life cannot be attributed to a single factor, but the online abuse that Dawson faced probably didn't help her condition. Furthermore, the social media platform itself gains an unpleasant name and notoriety, all thanks to the trolls and memesters. Online platforms have been influential in dissolving the traditional boundary between the public and private spheres. With the rise of social media, the distinction between what one would say and do in private and in public has become thinner. The benefits of this development are expressed in the mission statements of various prominent social media platforms, for example, YouTube ('Our mission is to give everyone a voice and show them the world'), Twitter ('Our mission: Give everyone the power to create and share ideas and information instantly, without barriers'), and Facebook ('Facebook's mission is to give people the power to build community and bring the world closer together'). Social media platforms like these have proved important in democratizing access to information and the right to self-expression around the world. However, the expansion of the public sphere into the realms of formerly private opinion has also given rise to an increased potential for the clash of beliefs and uncensored expression which can hurt the sentiments of others. Also being a celebrity doesn't imply that their lives should always be public, they are normal people, who may want to keep a few things private but aren't given the private space to. Back in 2014, Apple's popular iCloud service went through a security breach through which Actress Jennifer Lawrence,

model Kate Upton, baseball star Justin Verlander, actress Kirsten Dunst, and a few other celebrities' photos and data were attacked and distributed online. Another example is that of Ghostbusters film series fame Leslie Jones, who was publicly harassed on Twitter and had her website hacked. Just like how a coin has two sides to it, trolls have a small advantage too. Many underrated stars and commoners have gained fame through trolls.

A humble appeal to all dear accomplished and masterly trolls and memesters- keep your sadistic side at bay, and let your artistic side thrive!



source: istockphotoes.com

## Online Media Cheating; A Quick Money-Making Scheme

Nazia T M

Nowadays, even children are familiar with the use of the internet and online media. Online media helps to provide people with newly updated information within seconds, helps with studies by giving access to digital applications like Byju's and other such resources, and it is also eco-friendly. The internet has made our lives easier by giving us quick access to buy whatever we want from wherever we want. Amazon, Myntra, Swiggy, Zomato, Nykaa are some of the most used digital applications. Due to the usage of online media, life has become easier during this pandemic as people don't have to step outside to meet their basic needs.

Some of the common comments we hear with the emergence of online media are how it has made life easier, and occasionally, you come across a scam. Let's admit it, online media has been tremendously useful these past few years, but everything has a downside to it. One of the common scenarios related to Online Media would be the increase in the cases related to online scams and frauds.

Online frauds have been increasing in number for the past few years, people are being robbed of their hard-earned money within a few seconds. Even though the cyber security community has been working hard to keep such crimes off the online platform, there are quite a few such cases that escape these watchful eyes.

Recently, a man residing in Panchkula, Chandigarh was cheated online. He was defrauded of Rs. 75000 under the pretext of giving him a personal loan. While he was still yearning for more money, he had realised that he had been cheated and had immediately filed a complaint. Another recent incident took place in Noida, a man was defrauded of Rs. 9.9 lakh while trying to get his flight ticket rescheduled.

The victim was asked to share an OTP and upon doing so, a total of twelve transactions took place amounting up to 9.9 lakh being deducted from the victim's bank account. These situations are examples of how online fraudsters prey on people who are

## INFLORE 2021- FASHION DESIGNING

Amanda D'cruz

The students of I B.Sc. Apparel and Fashion Designing participated in the corporate walk for the International Management Fest 'Inflore', 7th Edition held from 14 to 16 of January 2022 at Rajagiri Business School and Rajagiri College of Social sciences, Kochi, Kerala and secured the first prize. The participants of this fest were Adhithya Biju, Ann Maria Devasia and Athira Jojo.



source: stcollegeunion

## FREEDOM FROM FEAR

Aleena Antony and Swathi N

Bodhini is an NGO working in the space of online safety, child safety and healing, predominantly in the spaces of sexual violence for the past six years. It started as a movement in 2014 against sexual violence and cyber abuse. They have been working mainly in the spaces of preventive education and awareness in the spaces of online safety and healing, firmly believing that every individual has a right to a life free from fear, thus making



source: shutterstock.com

"freedom from fear" their tagline They focus on online safety, child sexual abuse, healing and wellness, sexual abuse and environmental issues. Started in as a project of rotary Cochin Metropolis in 2015 to connect people to available helplines, Bodhini started to expand to fill the need in that space. They were initially working on violence against women and children, when they also realised that gender bias has no space in safety issues. So, Bodhini became wholesome in dealing with body safety issues, more so related to abuse and sexual violence. Following the track of online safety issues which came to their attention,

they stepped into the spaces of online safety especially as there was minimal information available for the same. They have been working on awareness sessions for prevention and empowerment in the spaces of body safety, online safety and healing in schools, colleges and corporates; counselling for victims; creation of resource materials, and advocating for policy changes. They have helpline numbers running alongside short films on YouTube and dedicated numbers for tele-counselling by psychologists. Their resource materials are being used by governments, UNICEF India, law enforcement, in court premises and other NGOs. They also do consultations for governments, UNICEF India, law enforcement and commissions. Here they share with us their thoughts about online safety and accountability. **What does the organisation basically offer and how do the public access your service?**

Bodhini works mainly on creating awareness in the spaces of online safety, body safety and healing, predominantly in the spaces of sexual violence and abuse. We work on the principle that once there is awareness given in the right way, children can and will take care of their safety online, just as they can offline too. We have added a module on healing to the sessions as we believe that life is not to be defined by something bad that happened to you or to be held back in fear or guilt; that each life should be able to move forward to better spaces ahead. Along with this there is material on our social media handles and website which

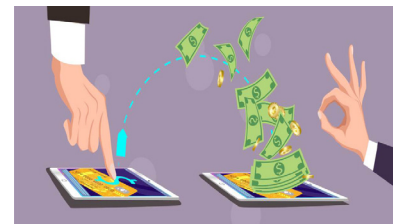
would help in keeping individuals safe as well as helping them move forward. When you share the resource material, you would be helping at least one life around you heal and move forward along with keeping a lot of others safe.

### What is a message you can give today's youth to prevent such problems?

Our message to the youth would be that- The internet is a beautiful space but try to- Behave online like how you would like to be treated online and offline. Give and take respect. Don't share or believe messages without verifying them. Try not to share or take in, hate inducing, negative messages. It only increases negativity in your lives. Others' likes and shares are not what should be defining your life. Practice digital wellness and online wellbeing and make sure your gadget use is mindful. Do not stalk anyone on social media. It will impact your mental well-being. Be smart and aware of pitfalls online. Keep in mind whether five years from now you want the message to be there if you post something. Understand that there is no private message online. Anything posted online stays there forever. Considering the increasing search for child sexual abuse material online, do not share photos/videos of children that seem provocative. Don't let life be defined by what you see online. Do contact Bodhini for any assistance you need at 889 132 0005 or help@bodhini.in. We are always here extending our helping hand.

naive, innocent and are in dire situations. Some ways to escape these sorts of online frauds are by steering clear of sketchy sites and calls from unknown numbers. Scammers are often smart and coax people into sharing their personal bank details, telling them that they've either won a gift or some sort of lottery.

Other ways to avoid fraud include asking for an official identification badge



Source: colorado.edu

of the person contacting you or confirming the legitimacy of the website. Scammers often are common people who are just in it to make some quick money by scamming innocent people, and asking them for an official identification or verification would make them conscious that their plans might not be going down the path they wanted to.

It is important that people use a safe and secure browser, often using these might help ward off fraudulent websites as much as possible.

## Documentary On Kerala State Formation

The students of II B. A History and II M. A History published a documentary on 1 November 2021 in association with Kerala Piravi. The video provides information about Kerala State formation after Indian Independence. The documentary was made with the guidance of Dr Vineetha. T. Tharakan (HOD), Dr Stancy. S, Smt. Rosemol Xavier, Smt. Jacqueline Deepika, Smt. Mintu Judson, and Smt. Sushasree. The video was really beneficial in all terms and was really interesting.



Source: Designcrowd



# IMPARTING RESEARCH CULTURE AMONG STUDENTS

Malavika Lakshmy

The Department of Commerce (Self-Financing) hosted the first session of the webinar series on “Imparting Research Culture Among Students” on 25 September 2021. Dr Vineeth KM, the Assistant professor of Commerce Department of Collegiate Education, Government of Kerala was the key speaker of the programme. The welcome address was given by Ms. Aysha Anaz PA. Dr Vineeth briefed the UG and the PG students about the things which should be kept in mind while doing research in different fields. One among them was defined by Dr Albert Szent Gyorgyi, Nobel prize winner “Research is to see what everybody else has seen, and to think what nobody else has thought”. He gave a description regarding matters such as the research process, basic requirements for good research, types of data in research etc.

The speaker advised the participants to use the theoretically learned tools and methods to apply in a practical sense. He emphasised on avoiding plagiarism in research and highlighted it should be one's own. While talking about literary reviews, he mentioned the significance of referring to journals and articles to get clear ideas. The session gave in-depth knowledge to the participants

and created awareness regarding research. The concluding speech and the vote of thanks was rendered by Aysha Anaz PA.



source:dcu.ie

The Department of Commerce (Self-Financing) hosted the second session in the webinar series on “Measurement, Scaling and Questionnaire Design” among the students on 1 October 2021. Dr.Vineeth KM, Assistant Professor of Commerce, Department of Collegiate Education, Government of Kerala was the guest speaker for the event. The welcome address was given by Rajani Jayapalan.

Dr Vineeth explained the concept of measurement and scaling, type of scales, sample size and questionnaire. He provided a brief description regarding matters such as measurement and scaling, the primary scale of measurement etc. The speaker explained with an example-“Do celebrity endorsements

create purchase intention”. He also discussed how to create effective Google forms in a psychological manner and analysis of collected data. The session gave the participants deep insight into the topic, created awareness and was effective and informative. Towards the end of the session, Rajani Jayapalan was called upon to propose the vote of thanks for concluding the session.

The Department of Commerce (self-financing) hosted the third session of the webinar series on “Data Analysis” among students on 2 October 2021. Dr Vineeth KM, Assistant Professor of Commerce, Department of Collegiate Education, Government of Kerala, was the speaker of the event. The welcome address was given by Linda Rose. The speaker explained the concept of data analysis, how to interpret data and how the data collected can be simplified by using an excel sheet. He explained the cleaning of data, coding of data like A1, R1, etc, Value labelling, Skewness, Kurtosis and the Chi-square test, among other topics.

He illustrated the software by taking the data collected on celebrity endorsements and interpreting the data and shown in different figures and tables and made the students understand the significance. Towards the end, Linda

Rose was called upon to propose the vote of thanks for concluding the session.

The Department of Commerce (Self-Financing) hosted the fourth session of the webinar series on Academic Writing among the students on 3 October 2021. Dr Vineeth KM, Assistant Professor of Commerce, Department of Collegiate Education, Government of Kerala was the speaker of the event. The welcome speech was delivered by Reshmi. The speaker explained the concept of Academic Writing, How to Present the data, How the structure of the data should be maintained etc. He also showed the participants how to use the UGC care list. He further explained Types of Academic Writing, the Structure of a thesis and the Structure of the research paper by the IMR(A)D Framework. He further explained the points to consider while one prepares the data like concerns for originality, Citing the sources, Reference to important Contributors, Punctuation, grammar etc. Towards the end, he showed the participants how to use Emerald Insight. At the end of the session, Reshmi was called upon to propose the vote of thanks.

## #Unhustle the Hustle

PS Malavika

The release of the 15th edition of the Teresian Impact, the Bi-annual newsletter of the College and inauguration of Film Club activities for the academic year 2021- 22 was conducted on 8 November 2021. The programme was graced by Mr. Viju B, Editor, Times of India and author of ‘Flood and Fury: Ecological Devastation in the Western Ghats’ on the topic ‘Communication Crisis: The Necessity of Eco Journalism.’ The theme of the Teresian Impact for the edition was ‘Hustle Culture.’ Hustle culture refers to the mentality that one must work all day every day in pursuit of their professional goals ignoring other aspects of life. The supplementary paper was titled ‘Hidasta’ which means slow down in Finnish. Various articles on this theme and reports from all the Departments of coll-

age were written and compiled by the students of II DC Communicative English.

Ms. Neeraja Sunny, faculty of the Communicative English department delivered the welcome address. Following was the address by Dr.Lizzy Mathew, Principal. After that, Chief Editors of 15th edition of Teresian Impact, Aileen Grace Thomas and Diya Rasheed spoke about the theme and what all can be expected from the newsletter. The resource person gave insights on the topic ‘Hustle Culture’ during the webinar. He also spoke about his experience as journalist and journey of authoring his book. The session was followed by an interactive discussion with the students. During the session, he inaugurated the Film Club 2021-2022 as well.

## Hate Speech and Online Abuse- is it a violation?

Nehla Mather

According to Article 19 (1) (a) of the Indian constitution, “Every-one has the right to freedom of speech and expression”. It allows the citizens, “the right to express one's convictions and opinions freely by word of mouth, writing, printing, pictures or any other mode”. It also includes “the right to propagate or publish the views of other people”. But does that mean one has the right to speak or publish without responsibility? Providing freedom of opinion and expression should not be considered as a license to use all possible uses of language. It also does not mean preventing punishment for those who abuse this freedom.

Hate speech and online abuse have now become major issues when it comes to online media platforms. Can these be considered violations? Speech that is offensive but which does not cause risk is generally not regarded as a violation of human rights. On the other hand, “if it poses any threat, discrimination or violence against an individual or a group based on race, religion, ethnicity or other factors” is considered a violation. Hate speech which is propagated through tweets, YouTube videos, Instagram posts, Facebook posts and other online platforms gives rise to grave dangers and serious setbacks. The victim may experience problems like anx-

xiety, self-harm, suicidal thoughts, fear for their lives etc.

Online abuse is the next major issue that poses a serious threat, especially against children and young people. The abuse which happens on the internet, through chats, social media posts, or online games may be in the form of cyberbullying, grooming, and sexual abuse, just to name a few. The internet helps children and young people to play, learn and connect. But, at the same time, it can cause severe harm to them if not properly utilized. Children may face the risk of online abuse from people they know or from strangers. However, there are cyber laws in place pertaining to online abuse which people can use to seek redressal against these violations.

“Although there is no specific legislation in India which deals with social media, there are several provisions in the existing so-called cyber laws that can be used to seek redress in case of violation of any rights in the cyberspace, internet and social media”. Thus, both hate speech and online abuse can have long-lasting effects on the victim or the party. As a result, they become a threat to the protection of human rights and a violation of law and order. This in turn can adversely affect the solidarity of a democratic nation.

## Is Social Tracking Not An Invasion Of Privacy?

Mariam Sara Joe

Social media has become a popular and quickly growing knowledge and interaction outlet where people can freely gain information and express their thoughts. We live in a time and age where information

set up a private account so that strangers will not have access to your profile. Don't Click on Fraudulent Links, Videos, Photos, or Messages.

Trust your instincts and do not click on any links that look suspicious. Such



source:stockimages

is just a button click away. We are swarmed by information on all sides. We read, understand, and then speak our minds out about it. Social media is now one of the biggest elements that we live with and cannot ignore. During the past decade, Myspace and Facebook have kicked off a new era of social media seen by many as a defining venture of this generation. Media and networking have become vital in one's daily life. Before we decide whether social media has irreversibly eroded privacy, it is important to define what privacy is and also understand how social media works. Privacy is described as freedom from an unauthorised intrusion, or quality of being apart. Social tracking is a way in which social media platforms tend to track various things about the way that people use networking sites. They keep track of the people that you follow, the advertisements you watch, the posts you like, statuses or photos you post, and also the profiles that you visit the most. They can analyse this activity to find out more about the type of person you are and what content can be shown to you. Here are a few things you can do to ensure some amount of safety for yourself on the web -

1. Change your Privacy Settings. You can choose who accesses your profile, stories and content on your account through the settings feature on most social networking sites. You can also

links come with sentences devised to attract the attention of social media users. Avoid any questionable links that you come across and block any account which shares such links.

2. Be Careful of What Your Friends Post Online.

Even if you take care of your privacy settings, it does not mean that those around you have taken the same precautions. You can untag yourself from any photos that your friends post if you do not want it to be associated with your account.

3. Read Pop-Up Notices About Cookies Before Clicking Accept.

We are all guilty of mindlessly clicking ‘allow’ or ‘accept cookies’, but you would be surprised by the things hidden in the small print. Make sure that you are comfortable with what they can do with your data before clicking accept. It is also a good practice to read through the terms before agreeing to something in order to protect yourself in the future.

4. Be Responsible and Reserved Online Think about what you post. Only post pictures, videos or statuses that you feel comfortable remaining on the internet forever. You can ‘delete’ them, but they can always be retrieved. Anything that you post on the internet will remain there forever. Consider how future employers, family members and your enemies could view the information that you post on social media.

## VIRAGO '21

Shraddha Suresh



source:stccollegeunion

Virago', the college magazine of 2020-21 was released on 20 October 2021 by Dr B. Sandhya IPS, Director General of Police. The event was streamed live on the Internet due to the Covid restrictions that prevailed at the time. The name Virago means strong, bold and powerful womanhood.

The event started off with the welcome address by Dr Ursula Paul (Staff Editor and Head of the Department of Mathematics) and the presidential address was delivered by Dr Sr. Vinitha CSST (Provincial Superior and Manager of St. Teresa's College). The Key address was delivered by Dr Lizzy Mathew (Principal), followed by a note from the Magazine Editor Ms K J B Lizbeth. The first copy of the magazine was given to Rev. Sr. Ashrita (Retired Senior Librarian). Ms Lekshmy Das and Ms Adithya Mohan, two Teresian promising writers who recently published their debut book, were honored at the event. Ms Maxlin.M.Maxy, the University Union Councilor, gave the vote of gratitude at the end of the ceremony.

## MENSTRUAL HYGIENE DRIVE

Saierah

The Department of Psychology, St. Teresa's College, Ernakulam conducted a Menstrual Hygiene Drive on 28 October 2021 in association with Aster Medcity Community Outreach, Kochi. Ms Betty Panackal Joseph and Ms Shilmy Mary Xavier from the Nursing department of Aster Medcity took a detailed session on the use of menstrual cups as a sustainable method of menstrual hygiene. The resource persons spoke about how menstrual cups were budget-friendly as it is reusable, safer than tampons, holds more blood than sanitary napkins and tampons, and are eco-friendly. The different methods of using and removing the cups were also demonstrated through a video presentation.

The session was highly interactive as the resource persons addressed the questions and concerns raised by students, faculty and non-teaching staff who attended the program.

At the end of the session, the Aster Medcity community outreach team consisting of Mr Praveen Narayanan (SR. Executive, Aster community Connect), Ms Sreeveena (Coordinator, Aster community outreach), Ms Malavika Unni (trainee) distributed free menstrual cups to all the 80 participants.



Brochure of menstrual hygiene drive



## Upskilling through VSET

Pavithra Padmakumar

The Department of Management Studies conducted a VSET (Victory through Skill Enhancement Training) valedictory program for the final year PGDM - Business Analytics students of batch 2020 - 2022 on 17 November 2021. The Head of the Department felicitated the trainer Mr. Dipu Jojo, Manager of Communication - 'Beyond Classroom'. Proceeding to that, Mr. Dipu shared his generic observations, comments, suggestions, areas to get improved regarding the students of this batch. Sir announced the toppers in three categories such as Video CV, LinkedIn Profile, and Mock Interview. In the first category, Video CV, the toppers were Brinla Maria Babu and Merin Biju. In the second category, LinkedIn Profile, the toppers were Jayashree and Aswathy Pushpangadan. In the third category, Mock Interview, the toppers were Jayashree and Benicy Elsa Mathew. The session concluded with a vote of thanks by Ann Treesa of PGDM-BA 2021.

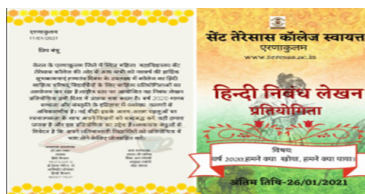
## MANAGE YOUR FINANCE

Malavika Lakshmy

The Masterclass on personal finance hosted by the Department of Commerce (Self Finance) took place on 11 December 2021 in Google Meet. The session started with prayer by Ms. Georgina George. The resource person for the day was Mr Adithya Arora who is a young entrepreneur and the CEO of Faad Network and the youngest Padma Shri nominee. The webinar focused on how students can make use of opportunities around them to create a source of income for themselves. The session began by asking interesting questions to students on their saving and money habits. He gave an overview of how students should utilise the money made based on the 50-30-30 rule. Through descriptions of his life experience, he detailed how he earned money during his college and school days. The session included small tips and advice on how to handle money as a college student. This was followed by a Q & A session, where students cleared their doubts and queries. The session ended with Ms. Ridhi K S delivering the vote of thanks.

## NATIONAL HINDI ESSAY COMPETITION

P.S.Malavika



Source : Dept. of Hindi

The Hindi Association organised a national level essay competition on 26 January 2021 as a part of the Republic Day celebrations. 41 students from various parts of Kerala, Tamil Nadu, Maharashtra, Telangana and Delhi participated in the competition. Meenu Noushad (St. Peters College, Kolenchery) and Bhanu Prakash Pathak (The English and Foreign Languages University, Hyderabad) secured the First and Second positions respectively in the competition. The winners were awarded cash prizes with certificates.

## EPIPHANY

Malavika Lakshmy

The department of French celebrated Epiphany on 6th January. The number of participants partaking in the event amounted to 54, which included students of second and third - year BA French, first and second -year MTTM as well as the faculty of the department of French. The program commenced with an exegesis by faculty member Ms. Fadette Badie d'Arcais, who elaborated on the history of Epiphany and how it is celebrated in France. Epiphany is a juncture of faith and celebration for Christian believers all around the world. It is celebrated globally in variegated manners. Epiphany comes soon after Christmas (6 January), wherein the Christians commemorate the wise men or the three kings who visited baby Jesus upon his birth. The session was fun and fruitful for the students as well as teachers.

## NCC DAY

Riya Theresa Das

The National Cadet Corps (NCC) is the youth wing of the Indian Armed Forces and the largest uniformed youth organisation in the world. NCC day is celebrated every year on the 4th Sunday of November since 1948. The raising day is being celebrated all over the country with cadets participating in marches, blood donation camps and social development programmes. The NCC Unit of St. Teresa's College (AUTONOMOUS) Ernakulam under the guidance of ANO Capt. Dr. Seleena K V and BN NCC Ernakulam Group, Kerala and Lakshadweep Directorate Celebrated 73rd NCC Day on 28 November 2021. As part of it, a flag hoisting ceremony and Run for health was also conducted. The event was inaugurated by the principal of our college, Dr. Lizzy Matthew.

## BEGINNING NEW STEPS

Malavika Lakshmy



Source : depositphoyos.com

'It is always the start that requires the greatest effort.' On 8 November 2021, the Department of Commerce (S.F) observed the inaugural ceremony of 'Entrepreneurship Development Club (2021-22)' through the Google Meet platform. The ceremony and webinar on 'Relevance of Entrepreneurship' commenced jointly. Ms. Vaishnavi Nair of B.Com C batch welcomed the speaker of the day, Mr Anoop Balakrishnan, co-founder and CEO of Agri-ma Infotech India Pvt. Ltd. popularly known as 'Recipe Book'. He shared his start-up journey with the young aspirants and encouraged them to implement an idea forthwith. He reflected his profound knowledge on the topic and highlighted the benefits of getting out of one's comfort zone. Mr Balakrishnan believes that entrepreneurship education nurtures unconventional talents, instils confidence and stimulates the economy. During the session, the speaker made it clear that entrepreneurship is a dynamic force and entrepreneurs are prime movers of innovation. The session ended with a round of discussion. The participants were highly motivated by the webinar. The session ended with the vote of thanks, delivered by Irene Sarah Jacob from B.com A batch.

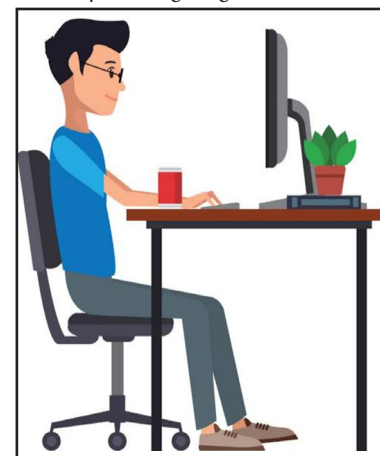
## IS PRIVACY PROTECTION- A MYTH?

Natasha Mary Benny

With the development and popularity of social networking sites, cybercrimes have increased immensely. It has become necessary for the country to prioritize the issues and make strict laws with the developing technology. Social media is becoming a great interest of individual users, many of whom fall prey to unknown people with whom they mingle through their online registered profile. Their friends list or contact list includes some unknown friends. Social media offers some privacy measures regarding this, but it is ultimately their decisions that often lead to trouble. Many forms of social media like blogs, micro - blogs, wikis, social networking sites, widgets, and virtual worlds exist which facilitate the sharing of ideas, thoughts and information. Social networking sites such as Facebook, Twitter, Whatsapp, and Myspace have become in vogue in these past few years. But in order to use a social networking site and decry other people's posts the person has to first create a profile. The main purpose of these social networking sites is to establish a kinship in the virtual world. But little did the users know that this boon was accompanied by crime too.

The concept of cybercrime emerged during the 1990s and has climbed the ladder, reaching a whole new level. However, it is we who have signed the deal with the devil, and now our privacy is being compromised. IP address, keywords used in searches, websites visited which seem harmless, information that we share on social media, online transactions, cookies collecting user browser history, and mobile registration details about an individual are all open for access with each use of the internet. The sites instantly record our personal details. They do so because, the more personal information they provide, the more attractive they are to potential advertisers. As a result, cases of identity thefts, sexual predators, unintentional fame, cyber stalking and defamation have begun to be more common. Scams and viruses such as Koobface, which stole personal information of Facebook users and wrong people, have also been reported. Version 5 of HTML code is reported to provide advertising companies access to users' online activities such as texts, photographs, e-mails and many more. Usually, youngsters are the ones who easily fall prey. Nowadays,

they don't even hesitate to share their personal details with individuals whom they don't even know, often due to the lack of adequate mental maturity and capacity to judge right and wrong. As a result, these sexual predators and identity thieves are easily able to hunt them down. This lack of efficiency of social networking sites and the day - to - day crimes taking place in cyberspace have forced us to critically think about what we really want to share and how our information is being handled. Therefore, the privacy policies should be read very carefully before giving consent.



Source : VectorStock.com

## The need to be schooled for a Gen Z Future

Alka Padmakumar

It has, by now, become a situational joke how irrelevant our school education system is becoming. By 18, an Indian youth typically knows little to nothing about how banks function and yet, can name all the British rulers. The system has somehow failed in prioritizing the list of skills a graduated teenager should develop to survive in the real world. And here is why social media tops that list. On initial thought, including social media as part of the academic syllabus sounds too unorthodox to even be possible. But such changes have been made before and can be made again. Times are changing. Of course, we shall address the elephant in the room - the skepticism surrounding the idea. One of the main reasons for criticism on the need to teach students on the dimensions of social media (that it is not a necessity to be incorporated into a syllabus) has its roots within the years of conditioning Indians inherit, insisting that academic success is predestined only for those who follow a specific path. In a heavily populated developing country; art, poetry, love and morality took a backseat for infrastructure

judiciary, statistics and medicine. However, no man is an island. The human urge to make connections had reached an all - time high with the outbreak of social media. It has reached a point where humans complain about its negative impact and how the absence of awareness has led to the downfall of teenagers and young adults in particular. Their excessive usage and dangerous virtual behaviors only plead our own cause to reiterate the importance of being appropriate when posting online and the extent of the accessibility the internet offers. When you start teaching social media, the thought processes that follow allow them to understand morality, politics, sociology, economics and almost any other academic discipline. If a class of naive pre-teens is educated on the disgusting male gaze on the internet, the intriguing discussions that would take place in that class debates on why it is tolerated, and how with every answer comes new questions is awe - inspiring. Why are people so intrusive? How are their beliefs wrong and unjustifiable? Thus, vast concepts such as the patriarchal norms, invasion

of privacy, feminism and privileges can be easily grasped along the way. And this is where politics becomes personal. Most importantly, the aspects of social media that the children know would never be as futile or random as they are now. They would be cherry - picked to be adapted as academically valid text. Being vocal about our cause is the need of the hour for people in positions of power to bring about change, especially considering how the post - pandemic era would possibly resort to an even more digitized world. Social media can provide unfathomable significance for engagement in a literate environment. Thus there is minimised difficulty and no doubt regarding the immediate need for students to be able to create a safe and positive digital footprint as a result of a wholesome learning experience. So, for a conclusive answer to our million dollar question here: Yes, it is absolutely indispensable that subjects such as social media studies be added for the relevance in students' life and future benefits, and for us as citizens to be more vocal regarding a change in the current situation.

## SOCIAL MEDIA REGULATIONS IN INDIA

Riya Theresa Das

The best way to define Social Media is to divide it into two terms: social and media. Media is an instrument of communication, like newspapers, radio or TV. So, Social Media would be an instrument for social communication. In India, social media platforms come under the purview of the Information Technology (IT) Act. Social media platforms such as Instagram, Facebook and Twitter are not just a mode of entertainment or communication, but today they have evolved into an area of trade and commerce activities as well. They have upheld the basic criteria of transmission of information. It has also accommodated a space for people to freely express their views as well as opinions.

Information Technology (IT) Act provides 'intermediaries guidelines' which were notified under the IT Act and the Indian Penal Code. There are so many specific laws to regulate the content available online, which are a few articles and sections that regulate the content available online such as Sections 67A, 67B and 67C of the IT Act. This section provides penalties as well as imprisonment which are to be imposed on anybody who has transmitted or published any kind of obscene materials or any fake news which is against the public. For this, the Central Government has also provided the power to sue directives and to block certain information to be in public access, under Section 69A in the IT Act.

## KALANJALI 2021

Shradha Suresh



Source : castlegarsource.com

The annual presentation of talents of first-year students, 'Kalanjali 2021,' was held in the college Platinum Jubilee Auditorium from December 6 to 8, 2021. The Talent Show is an opportunity for first-year UG and PG students to showcase their abilities in areas such as music, dance, drama, literature, oratory and fashion. The event was a big success and the students actively participated in the activities that were set up for them.



# SCROLLING IT SAFE

Devika S Menon

Privacy violation is mostly seen in social media platforms. Hacking, spamming, leakage of personal information, fake accounts, identity theft, virus threats etc are the major threats while using social media. Facebook is one of the social media apps that give less importance to the privacy of its users. FB has been changing its privacy policy to expose more personal information to a huge number of advertisers and marketers. The leakage of the personal information of users though Facebook has become a major issue. It has been reported several times that certain Facebook parented apps are leaking identified information of their users, to advertising and Internet tracking companies without the knowledge and permission of the users. Thus online privacy and safety are put at risk. There are several ways advertisers can invade social media privacy, take advantage of the data and make the users targets for their ads. Many cases have been reported against the violation of privacy in social media. Virus threats

can invade your privacy on the Internet and they can do much damage to a person's computer as well.



Source: www.self.com

Spamming can also affect the privacy of people. Social spam is unwanted spam content appearing on social networking services and any website with user-generated content. Emails are sent to people to invade their privacy. Another major issue is hacking. Though hacking is illegal, many cases have been reported because of it. Hackers use some kind of software to steal your personal data. When personal information online such as name, credit card number, bank details, and location, these things are at risk of being used by other people. Privacy violations can-

not be fully evaded but measures can be taken to protect ourselves and our privacy in social media. Adding two-factor authentication, reading carefully before clicking, putting secure passwords, installing antivirus software in personal device can protect the user from privacy violations. Always try to keep private information to yourself and don't use public storage for personal data. Online investments and banking transactions must be done through reliable sources only. Online shopping must be done on reliable websites only which have credibility and authenticity, and avoid giving information to those websites which don't seem to be genuine and authentic.

The wild-spread privacy attacks can be stopped by being careful. One must be aware of the Internet privacy laws and must report any issues immediately so that it does not get worse. Be wise folks, there is nothing like "100% Privacy" in social media; eyes open and fingers crossed!

# FUELLING THE FIRE TO LEARN

Malavika Lakshmy

"The struggle you are in today develops the strength you need for tomorrow." Realising the importance of scholarships in the academic scenario. The Department of Commerce, Commerce Association and Entrepreneurship Development club organised a webinar on 'International Scholarship Opportunities for Competent Graduates and Student Entrepreneurs' to make students more aware of the different scholarship schemes available. The webinar was held on 11 November 2021. Miss Vaishnavi Nair of B.Com C batch welcomed the speaker of the day, Mr Thomaskutty Joseph, founder and CEO of Cargo E-Connect, Member of International team for Project Development, Asian Development Bank, Philippines. He shared inputs on his

journey as a student and founder of a Logistic Management Company. Mr Joseph encouraged the participants to "always take a decision with your family, for your life". Further speaking on the topic, the speaker made it clear that academic qualifications contribute just 50% to the eligibility criteria for a scholarship. He explained the various other criteria to be looked upon while applying for an international scholarship.

The resource person motivated the students of UG and PG programmes to look up opportunities for availing academic scholarships. The webinar ended with a round of discussions. The vote of thanks was delivered by Miss Irene Sarah Jacob from B.Com A batch.

# DIGITAL EQUITY FOR ALL

Diya Rasheed

International Day of Older Persons was commemorated on 1 October 2021 by the NSS Unit 41 of St. Teresa's College (Autonomous), Ernakulam. As part of the occasion, the students released and circulated a poster to spread the intent of the day which was to raise awareness about the importance of healthcare and social services for the elderly. The theme for the year was 'Digital Equity for All Ages' which emphasises the importance of the elderly having access to a manner of meaningful involvement in the digital world. The commemoration also emphasised the need to provide the elderly with access to the dynamics of the digital world and assisting them in becoming active participants to attain independence.

# INTRODUCING CANCEL CULTURE Gone Too Far?

Megha.M and Nilu Elizabeth Joseph

Cancel Culture? Is it a method of holding people accountable for harming others? Is it going too far?

Cancel culture occurs when a group of people exclude someone for doing or saying something unacceptable. 'Call-out Culture' has been used as part of the #MeToo movement since 2014. The phrase 'cancel culture' has been popular since late 2019, primarily as a recognition that society is responsible for unpleasant behaviour. These days, the phrase has become an acronym used by American conservatives to refer to what is perceived as a disproportionate reaction to a politically false speech.

It typically follows the following pattern: call out - debate - cancel. On social media, a well-known individual is called out for destructive actions or statements. People debate whether or not this individual should be allowed to remain in the community. The "cancelled" individual may suffer penalties for their conduct.

What happens when someone gets cancelled? It is now quite a common sight, where people, particularly celebrities or people in the mainstream come forward with a public apology for their actions when they are severely criticised for it.

Other serious actions may include losing one's job, paying a penalty or even losing the social media account. Some of the recent incidents include Myka Stauffer, a video blogger, who had to apologise teary-eyed on her YouTube channel for giving up her adoptive kid to another family after he was diagnosed with autism. Donald Trump was permanently banned from several social media sites after the Capitol Hill riots. However, one's take on it is completely personal. For some, it might feel like a violation of free speech. It's an attempt to stifle opposing or 'politically incorrect' viewpoints. Pope Francis said that cancel culture is "a form of ideological colonization, one that leaves no room for freedom of expression", saying that it "ends up cancelling all sense of identity".

It makes individuals fearful of expressing their opinions with fear of being humiliated. On the other hand, there are some people who consider it as "consequence culture", where people have to pay for their actions. In a larger picture, they often associate it as a process through which marginalized communities hold people accountable for causing them harm or distress. It in a way also teaches people to be careful

their words and actions. In some cases, like sexual assault, workplace harassment, or racism, it's clear cut: someone crosses a line and people say, "Enough is enough!" But in other cases, the backlash against the person far outweighs any damage they did to the community.

For many, cancel culture has become a tool for social justice. Ordinary people who had to go through misfortune can fight back with greater support in millions supported social media platforms. This usually brings out justice to the victim too.

Cancel culture is a phenomenon that has a far-reaching effect on the culture of our nation and its people. From politicians to famous authors, sports figures, entertainers, and everyone in between, cancel culture is dangerous because it seeks to deny someone the freedom of speech. It stifles dissent and creates an environment of fear in the minds of those cancelled by the public. There have been instances of victory and backlash when it comes to cancel culture. Is it really necessary to end someone's career for a silly mistake they made and already apologised for? Should you stoop so low and destroy yourself as well as the other person? Let this be the food for thought.

# KOCHI ECOSYSTEM CHALLENGE

Aileen Grace Thomas and Alka Padmakumar

The 'Kochi Ecosystem Challenge', which was conducted on 4 June 2021, is a new initiative of the Kochi Municipal Corporation. The corporation launched the project in collaboration with the Haritha Kerala Mission and Suchitwa Mission in association with St. Teresa's College, Ernakulam and Head of the Environmental Division of Kochi Municipal Corporation. Mr. Sunil Mon J, the Chairman and Standing Committee Member of Town Planning delivered the welcome speech. Rev. Dr. Sr. Vinitha, the Provincial Superior and Director of St. Teresa's College, gave the presidential speech for the program. Kochi Ecosystem Project planning was explained by Mr. V A Sreejith, the Chairman

and Standing Committee Member of Education and Sports. Later, the honourable Mayor of Kochi Municipal Corporation Adv. M. Anil Kumar launched the 'Kochi Ecosystem Challenge' program. Ms. K S Ansiya, the Deputy Mayor of Kochi Municipal Corporation, officially released the logo of the project. Film artists Indrajith Sukumaran and Poornima Indrajith are the two main ambassadors of this initiative and their presence brought more colour to the program. Many eminent speakers shared their thoughts and made the session fruitful. The event reached its conclusion with the vote of thanks by Mr. A S Naisam, the Secretary of Kochi Municipal Corporation.



# E-LIBRARY

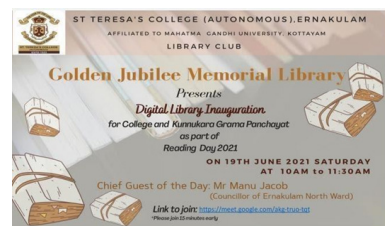
Devika S Menon

In accordance with the National Reading Day 19 June 2021, to honour P.N Paniker, the Golden Jubilee Memorial Library Club of St. Teresa's College conducted a virtual meet. Sr. Divina, the librarian-in-charge, delivered the welcome note. Rev. Dr. Sr. Vineetha CSST, Manager of St. Teresa's College, presided over the meeting. She addressed the importance of a digital library in the pandemic times, and spoke on the initiative taken by the college in creating a digital library. The staff coordinator of the library club, Dr Sreeja V. G, discussed the activities of the library club.

Sri. Manu Jacob, Ernakulam North Counsellor, inaugurated the library club activities for the academic year 2021-'22. Rev.Sr. Emiline CSST, Director of St. Teresa's College inaugurated the college digital library 'E-LIS' and Smt. Kavitha V Babu, standing committee chairperson of Kunnukara Panchayat inaugurated the digital library 'E-THAALUKAL' created by the club members for Kunnukara Panchayat. The chief guests of the virtual meet

appreciated the sincere efforts of the college and club members and the initiative put forward by them. Dr Nirmala Padmanabhan gave the felicitations. Meenakshi V.S, a club member delivered the vote of thanks for the meeting.

The club also conducted a Quote Writing competition, Quiz and Storytelling competition in association with the reading day celebration. The winners of the storytelling competition (English) were Anula Menon, B.Com Taxation (First position) and Minna Miriya, B.Voc Food Processing (Second position). Irin Meleth, Alina Rose P.S and Parvathy M P won first, second and third positions respectively in the quote writing competition. Certificates were given to the winners.



Brochure of Digital Library Inauguration

# WOMEN AND POLICE

Malavika Lakshmy

Women's safety, security and empowerment are some of the most extensively propounded and currently relevant topics of discussion. The society is plagued with multiple and deep-rooted social and cultural dimensions of atrocities against women. To throw more light on the matter and to prime the students to outbrave and deflect the various atrocities against women, the Department of French organised a webinar on 'Women and Police', on 24 September 2021. The webinar panel consisted of 5 resource persons, from various appellations of the Kerala police force. The main resource person, Ms Aiswarya Dongre IPS, Deputy Commissioner of Police (Law and Order and Traffic) flagged off the webinar and provided a brief explanation on various jolting and repugnant acts confronted by women and encouraged the students to be agents of defiance themselves. The next resource person, Ms Anila K, Sub Inspector of Police (Hill Palace Police Station) elucidated upon the various schemes and projects initiated by the government to ensure the safety of women. Ms Vidhya V, Sub Inspector of Police (Ernakulam South Police Station, Thevara) expounded on the acts of depravity endured by women from among their families.

# PRIVACY IN A PARALLEL DIGITAL UNIVERSE

Diya Rasheed

For many years, the immersive three-dimensional digital world has been left to the cinematic experience. However, the emergence of the metaverse presents an opportunity to translate everyday activities – working, attending a concert, travelling, shopping, socializing – into a parallel digital universe. The metaverse is an abstract concept that uses a digital environment to permeate the boundaries of our physical world. Instead of reading this article, you could be immersed in it. By utilizing technologies such as virtual reality, augmented reality and blockchain, the metaverse is able to provide elements such as 3D avatars, digital assets, and various events to support a virtual economy and facilitate social relationships. While this concept may seem futuristic, certain aspects of the metaverse are already here. Popular examples include a 3D virtual world platform and 3D open world game. There are also major gaming companies developing their own versions of the metaverse.



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Nazia T.M  
Pavithra Padmakumar  
Riya Theresa Das  
Saierah John Anchery  
Santhipriya M

LA NAVIDAD

Shraddha Suresh



Source : College Union STC

'La Navidad', the Christmas Celebration 2021 of St.Teresa's College (Autonomous), Ernakulam was conducted on 22 December 2021 at 11 am in the Platinum Jubilee Auditorium. Antony Varghese (film actor) and the crew members of the Malayalam movie 'Ajagajantharam' were present as the Chief Guests of the event.

Rebecca Gigi (3rd Year Representative) delivered the welcome address. Rev. Dr Sr. Vinitha CSST (Provincial Superior and Manager) delivered the Christmas message for the year and Rev. Sr. Emeline CSST delivered the Director's message. An interactive session with crew members of team 'Ajagajantharam' followed the felicitation. Students spoke with the crew and they responded to the students' questions. The gathering was followed by cultural activities organized by the College Student Union, which included a visual feast from the STC Dance Club and a stunning ramp walk from the STC Fashion Team. The Chief Guests grooved with the students to the refreshing beats of a song from their movie. The event, full of vibrance and cheer, was a come-back for the campus as for a long time offline celebrations were on a halt. The event was filled with fun and enthusiasm for the students as well as the teachers.

I - CONNECT - ENERGY EFFICIENT KUMBALANGI

Saierah John Anchery



Source : I-Connect, STC

'I - CONNECT – Initiatives for the Conservation of Nature and Energy' was launched by the Department of Physics, St. Teresa's College (Autonomous), Ernakulam. This initiative was coordinated by Teresians in 2017 to build up a responsible generation working towards the cause of conservation of nature and energy. 'I- Connect' works with the Kumbalangi Panchayat in implementing the SAGY scheme for the overall development of the Panchayat. The long-term objective of this scheme is to build a Model Panchayat with zero bulb waste and simultaneously provide sustainable livelihood to women's self-help groups. They also aim to do the energy auditing of the government institutions of the Panchayat. To promote the use of energy-efficient lighting, I-Connect conducted a workshop on LED bulb assembling and repairing for the

members of local self-help groups of Kumbalangi on 10 December 2021. The workshop focused on assembly, maintenance and repair of reusable LED bulbs. The aim was to enable the beneficiaries to become entrepreneurs of LED, prepare a business plan for the same and facilitate the setting up of an LED clinic for the manufacture and repair of LED lights. I-Connect in association with the Energy Conservation Society has completed the energy audit of the Kumbalangi Grama Panchayat Office. Data collection of all the electrical gadgets and equipment was done on 21 December 2021 by four student members of I-Connect and the completed report was handed over to Sri. Arif Mohammed Khan, Honourable Governor of Kerala on 13 January 2022 in a public meeting of the inauguration of Sansad Adarsh Gram Yojana (SAGY) in Kumbalangi.

EMBRACING THE DIFFERENCES

Niviya Liz Lonachan

An exclusive webinar session for the students of the Departments of Sociology and History of St. Teresa's College (Autonomous) Ernakulam was organized by Mahila Shakti Kendra, in association with the Ministry of Women and Child Development on the topic 'Gender Awareness' on 15 July 2021. The program aimed at spreading awareness about gender and related concepts to students. The session began with the welcome speech by Arya Dileep, Women Welfare Officer, Mahila Shakti Kendra. Dr. Premna Manoj, officer, Vanitha Shishu Vikasana, inaugurated the session. She discussed how critical the subject is in the present environment and expressed her delight that Mahila Shakti Kendra was trying to address it. Felicitations were offered by Mrs. Deepa M S, Vanitha Protection officer followed by Mrs. Maya Lekshmi, ICDS program officer and Dr. Lizzy Mathew,

Principal of St. Teresa's College, Ernakulam. A session by Dr. K M Sheeba, Professor and HOD of the Department of History at SSUS, Kalady was well received by the participants. Another interesting session by Mr. Mayakrishnan, Advocate, High Court followed it. Both of their sessions discussed patriarchy and how one is a part of it even sub-consciously, as well as the wider topic of gender, which included discussions on the fact that there are more than two genders and the distinction between gender and sex. There has been a lot of progress in the last few years, and that today everyone gets an opportunity regardless of gender or sex. The webinar was successful in providing the participants a new perspective on the topic of gender. Amritha Murali, District Coordinator, Mahila Shakti Kendra concluded the event by delivering the vote of thanks.

CHOCODREAMS

Saierah John Anchery

As part of World Chocolate Day, the department of Food Processing organised a competition titled 'Choco Dreams - An Innovative Recipe Contest' aimed to provide a platform for the young contestants to showcase their culinary skills in chocolate making. The competition was open to the public and entries flowed in. Parinitha Nanda, a student of Padmashree Institute of Management Sciences, Bangalore acquired the first position for preparing chocolate mousse. Anula Menon, a student at St. Teresa's College, Ernakulam acquired

the second position for preparing chocolate popcorn. Both exhibited their desserts beautifully with flair.



Brochure of 'Choco Dreams'

RENAÎTRE-2k21

Devika S Menon

World Tourism Day is commemorated on 27 September every year with the object of raising awareness about covering the social, political and economic contribution of tourism towards gaining sustainable development goals. Every year on this day, St. Teresa's College, Ernakulam organises the World Tourism Day Celebration to foster cognizance amongst the students pertaining to the significance of travel and tourism. This year's program named 'Renaître-2k21' was organised by the French Department and Evergreen Tourism Club in association with DTPC Ernakulam, in its endeavour to accentuate the significance and momentousness of tourism as an apparatus for cultural enlightenment as well as global development. The program spanned over three days, commencing on 27 September 2021 and concluding on 29 September 2021. Six dignitaries from various niches pertaining to tourism were engaged in the event, bearing their insight and knowledge on travel and tourism. On the first day, the guest of honour, Mr Rajesh P R, an approved regional level tour guide, expounded on the significance of the tourism industry and UNWTO. The resource person elucidated upon the scope of tourism and the job opportunities available in the sector amidst and after the pandemic. The resource persons for the second day were Mr. Vijayan and Mrs. Mohana Vijayan, the tea shop owners, who, in the last few years, transpired to be one of Kerala's most celebrated globe-trotting duo. They shared their experiences from travelling across the globe and the trials they confronted en route. On the third and final days, the session provided the participants with an opportunity to interact with three bravuras in the field of travelling and innova-

tion- Ms. Lakshmi Menon (social entrepreneur), Ms. Nidhi Sosa Kurian (solo traveller) and Ms. Geethu Mohandas (Founder-LETSGOFORACAMP.com, Trainer at Responsible Tourism Mission, Kerala Tourism). They recounted their experiences as women travellers, elucidated upon the prospect of women travellers and broached the hindrance of the same owing to lack of amenities imperative to women, such as toilets etc. Ms. Lakshmi Menon introduced her new venture, 'Toiless', which is an endeavour to ensure toilet services to women across Kerala. The panel encouraged the students to outpace all inhibitions and travel and explore the world to cherish and nurture one's psyche. After the conclusion of the panel discussion and interaction, a presentation portraying the team of students who put forth a concerted effort in organising the program was displayed. Aside from webinars, an array of competitions namely, Cultural Dressing competition, Photography competition and Travel Movie quiz, was conducted to explore the creative and intellectual prowess of the students. The results of the same were announced after the webinar on the third and final day. In the cultural dressing competition, Sreemuthulakshmi M and Sana Elizabeth Varghese of II BA French emerged as first and second prize winners respectively. In the photography competition, Fathima Harsha of II BA French was declared as the winner and Monica received the second prize. In the travel movie quiz, Azna and Aleena of I BA French were recipients of first and second prize respectively. With the declaration of winners, the event concluded by imprinting a zeal on the students to explore the world.



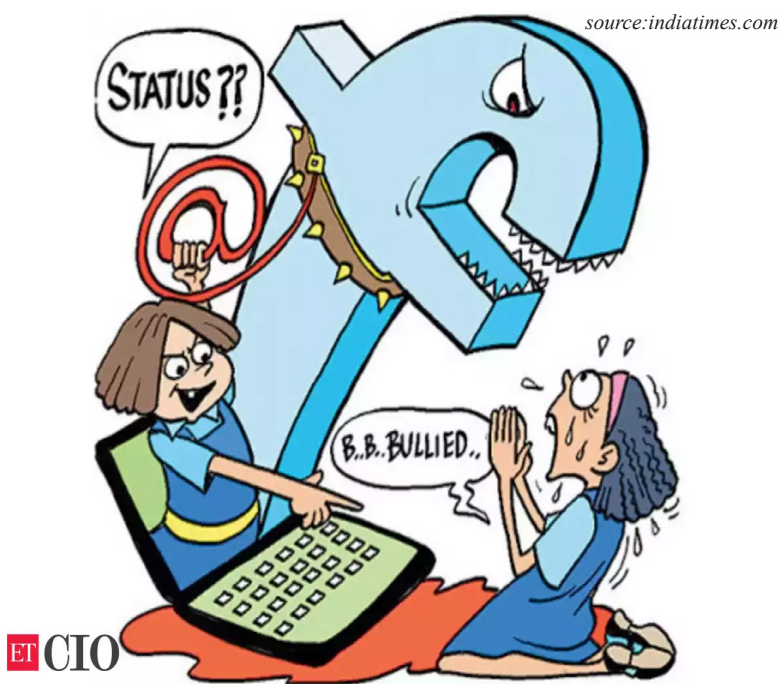




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# Expression on the Web- The Nasty Duality

Kripa Rebecca Thomas



not absolute freedom. It carries with it distinct duties and responsibilities and therefore may be subject to certain restrictions of the law. It does not give citizens the right to speak or publish without responsibility. It is not a license that provides security to use or abuse the freedom and does, in fact, punish those who misuse it according to restrictions outlined under Article 19(2). As rightly said, with power comes great responsibility!

The term 'media freedom' extends the traditional idea of freedom of the press to electronic media, such as radio, television, and the internet. Free media helps to ensure that the democratic principle of publicity, also known as transparency, is attained. Publicity refers to making information about the operations of government open to the public, providing opportunities for public debate and perusal of matters of public concern.

A free press is necessary for democracy as it contributes to the knowledge of the citizens, helps the people communicate with their representatives to better the working of the government and allows citizens to bring to attention any violation of their rights and enables the policymakers to understand how their actions and policies are being viewed by the public. It is related to the transparency of political processes and decisions. The populace would have enough information to form their own opinions with such freedom. It limits the power the government could hold over the people.

The disadvantages of virtual press freedom are caused by the misuse of such

freedom. A responsible media would understand its accountability to the people to follow high journalistic standards and respect them. However, press freedom also allows for inaccurate news or news that was written without adequate research to be disseminated among the public, thus continuing to keep the public in the dark. What makes it worse is that the public may now believe they have the correct information when the truth is quite the opposite. The publicity offered by the press has provided terrorist groups the coverage that they wish for. Many even believe that this publicity provides such groups with the "oxygen" it requires to survive. For example, soon after the Al-Qaeda attacks in New York City and Washington D.C., in September 2001, which was widely featured on international media, many American politicians and political parties argued that their existing legislation failed to protect the public against terrorism. Such an observation could be used as a justification for restricting the media.

Unrestricted online media also allows for hate speeches - abusive or threatening speech or writing that expresses prejudice against a particular group, especially based on religion, race, or sexual orientation. Such hate speeches have even led to some gruesome scenarios, such as the anti-Muslim mob violence of 2019 in Sri Lanka where a leader of a Sinhalese nationalist group called to action others of his community against the Muslims, claiming that they are taking over the country with their high population, with a simple video posted on YouTube, Facebook, and Twitter.

This led to wide scale riots in Kandy district. The video was made on false claims as Muslims make up only a minority of the country's population (9%), against the 75% made by Sinhalese Buddhists.

Online media has become an indispensable form of communication through which individuals practice their right to freedom of speech and expression with the free flow of information. The world has recently begun to see a growing movement of people who are advocating for change, justice, equality, and respect for human rights. In such movements, online platforms often play a vital role with people connecting and creating a united stand for a cause. Today, it has become necessary to foster the independence of such media and ensure that access can be gained to them. With the growing use of social media, freedom of speech and expression has come to be universally recognized as a fundamental human right.

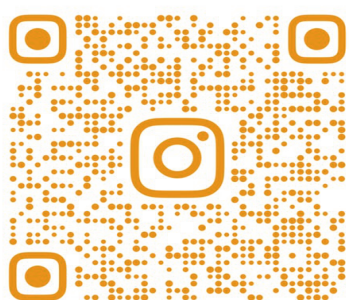


source: wired.com

The term 'freedom of expression' has existed from around the Athenian Greek era about 2400 years ago. The Constitution of India guarantees this freedom to all citizens according to Article 19(1)(a) - "All citizens shall have the right to freedom of speech and expression". Surprisingly, in this lies hidden, the freedom of the press. This can be considered as one of the cornerstones of a democratic government. The freedom to criticize and express a difference in opinion is part of one's freedom of speech. If the citizens of a nation lack the freedom to express themselves, then their other civil and political rights mean nothing. Hence, such freedom is paramount in

a functional democracy.

In November 2015, various Indian language writers brought out and registered their dissent in the light of attacks against freedom of expression, (the "rising intolerance in India") by returning their Sahitya Akademi awards. Evidently, the argumentative and skeptical Indian, who has been speaking out since the ancient days against injustice, continues to dissent. Such an attitude is still inherent in the Indian psyche. Unfortunately, according to the Press Freedom Index, India's rank in 2020 made a slight decline to 142 from 140 in 2019. The 2021 rank also remains the same. The freedom of speech and expression is not as simple as it may seem as it is



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# Into the cyber world: known and unknown

Nilu Joseph and Megha M



Source:thehustle.co

**B**inoy Joseph is an assistant sub-inspector of police working with the cyber dome. He joined the service in 1998 and has been a part of the cyber cell since its inception in the year 2008. Mr. Binoy Joseph has shared his thoughts and viewpoints about cybersecurity and online privacy with the readers.

**Do we really have online privacy? Your opinion.**

Yes, I feel it is an important issue which needs to be addressed since we are losing our privacy, day by day. We have to be aware of the fact that our data, both financial and personal, is being collected, tracked or stored. It truly depends on the number of details that are exposed when you are connected online. Privacy being a right, we need to fight for it, taking precautionary measures. The way we use the internet is directly proportional to our online privacy. The way we handle our social media profiles is also an important factor. Seldom do we forget to check their privacy policies. Hence taking precautionary measures can save us from uninvited trouble.

**What are the biggest cybersecurity threats right now?**

Ransomware attacks could be seen as the current biggest threats we are facing right now. Specifically talking about incidents, “WannaCry Ransomware Attacks” in May 2017 was a worldwide cyberattack by the WannaCry ransomware crypto worm, which targeted computers running the Microsoft Windows operating system by encrypting data and demanding ransom payments in the Bitcoin cryptocurrency. According to statistics, every 11 seconds, there is a ransomware attack detected. The average amount of ransomware reported transactions in the year 2021 was 2 million dollars. The cyber threat landscape moves fast and such crimes are only going to increase, hence ensuring safety will be a concern. Another important threat that we face today are cloud threats. Today companies all around the world are resorting to cloud infrastructure to store and handle their data. we face today. Social engineering is an attack vector that relies heavily on human interaction and often involves manipulating people into breaking normal security procedures and best practices to gain unauthorised or physical locations or for financial gain. Human error is the biggest reason for data breach; hence

authorized access to systems, networks or physical locations or for financial gain. Human error is the biggest reason for data breach; hence it is often misused by such hackers.

**Can we detect an attempted or successful cybersecurity incident?**

Every day is a new obstacle. With the arrival of newer technologies day by day, we find it difficult to stay updated. The detection of a new threat depends upon the cyber security policies and measures that are practiced in an organisation. In our country, it is a common sight to see the ignorance of cyber security aspects in a situation. Hence investing in cyber security professionals and availing the services of newer technology, implementing the right policies and measures can help detect such crimes at a very early stage itself.

**What are the most common cyber security cases in Kerala and how are their number of cases every year like?**

There has been a paradigm shift in our digital life since 2019. Our lives have been confined to our homes to a large extent, where physical interaction with the outer world has become zero and we were willingly or unwillingly connected to the virtual world on a larger scale than before. The number of internet users have skyrocketed in the pandemic world, hence the number of cybercrimes reported have also increased. More people resort to making payments and other bank transactions via the internet. This has resulted in the high rates of banking frauds in the past three years. Other frauds include receiving messages in the name of OTP's, Aadhar updating, KYC updating etc. Online job frauds, social media defamation is also not a thing of the past in Kerala.

**What are the legal procedures to file a complaint if we have been scammed?**

For catching hold of online fraudsters, anyone who feels they are scammed can immediately dial the toll-free number 155260 and can avail the help of professionals. They will in turn block the transaction and take necessary measures to catch hold of the culprit. Time is everything. Sudden action is necessary so that the perpetrator doesn't have enough time to withdraw the money through such fraudulent acts. The next steps could include filing a complaint in the cyber police stations in the 20

police districts set up in various parts of Kerala. Taking the case of Ernakulam district, Ernakulam city and rural police stations can be availed. The Ernakulam city station comes under the commissioner and the cyber police station in the city is situated in the Info Park. The cyber police station works under an inspector of police. A complaint can be filed in person as well as via mail with adequate information regarding the transaction, considering the pandemic situation.

**Can you recollect one of the most challenging cases that you had to deal with as a Cybercell officer?**

Since there is a limitation in disclosing certain details, I will stick to the outer details about such cases. Definitely terror related cases are the most challenging cases that we have come across. Some other cases would include catching hold of paedophiles, under the “P Hunt” exercise by The Kerala Police practiced in a gap of every 2-3 months. In such cases, The Police have to come in contact even with the dark web to catch hold of criminals. There is another branch of police, specialised to deal with drugs and narcotic cases. It requires ample time and patience to catch hold of such criminals, sometimes the police may even have to pose as buyers until they get to arrest the culprits. Banking frauds also have a special team in the police. This makes dealing with each case different from the other.

**Which are the most important laws pertaining to cyber security that people are mostly unaware of?**

First of all there is a common misconception that whatever you write on the internet is seldom considered as an offence. Just like Article 19 of the constitution enshrines certain freedom to Indian citizens, there are certain restrictions too. One being defamation- you are not supposed to defame a person through digital media. So, any obscene message sent to a person counts as defamation and it is an offence that can be prosecuted under the cyber law. Piracy is another offence people are unaware of. Anti-piracy laws are rarely respected. The moment a new film is released, links for the same are available in Telegram. Any copyrighted content pirated and shared is an offence people consider lightly.

**What are the current developments in information security?**

Anything and everything is connected

to the internet now. Our home has become smart. All gadgets are connected to the internet- this is called internet of things (IoT). This is a major development as well as a major threat in information technology. The challenges pertaining to this are the issues concerned with piracy. Next development is Artificial Intelligence. Digital currency is also a challenging domain emerging in the cyber world. Bitcoin, Blockchain technology are all associated with the digital currency. These are the current developments in information technology according to me.

**How can one keep oneself safe from cyber scams?**

If you look at the cyber scams, like OTP fraud or banking transaction issues, the emotional manipulation they project through the messages are to be aware of. The notifications coming to your phones and emails are with highly sensitive offers or account security concerns that push you to immediate action without thinking critically. The amount of urgency present in these messages are high. You must be very careful about the messages on transactions, offers and bank accounts. Next is the excitement factor like offering gift coupon cards, lucky spin wheels etc which triggers optimism. We overlook all the potential downsides and go for it. Another factor is fear inducing messages- virus attacks on your system, alerts in your bank accounts, messages stating your sim is about to get blocked etc trigger a fear in us. All these messages manipulate your emotions. So be extremely careful while receiving such messages. Think before moving forward with such messages and never disclose your bank account details through phone or mail. Campaigns for the same are done by police and cyber officers. No authority or officers ask for OTP, CVVs over the phone. Never download any screen sharing apps on anyone's request. Be vigilant on clicking unauthorised links as messages. Check for authenticity and credibility always.

**As girls, in an unsafe world what are a few tips to how to respond in a cyber security emergency?**

Girls are of course vulnerable to cyber-attacks. If it is an inappropriate message or one that is making you uncomfortable in any way, immediately report it. If you don't report, block, ignore or unfriend the attacker in the first instance itself, if not the perpetrator takes this opportunity for granted and continues the abuse or attack. You need to have the instinct to block and report the attacker. No need to interact with the person the very moment you feel uncomfortable. In case of emergencies while travelling, Kerala police have an app “Nirbhayam”. The moment you press the help button for 5 seconds the alert message reaches the control room near you and help is sent right away. Never share your passwords with any person no matter how close you are.

**Hate speech and online abuse- Looking at the predators, what is the usual conclusion in most cases? Pertaining the age group, motive etc..**

One thing you must understand is that whether it is online abuse or hate speech you are facing on the internet, it is a defamatory offence that whether it is online abuse or hate speech you are facing on the internet, it is a defamatory offence. It is of course punishable under the existing IT act. It is of course punishable under the existing IT act. The point I would like to emphasise here is that the police cannot take direct action here. The court must identify what's hate speech and defamatory, then the court will assign the case to the police.

operation ‘P hunt’ is a dedicated unit to investigate child related cyber issues. The unit is called CCSE (Counter Child Sexual Exploitation unit). There's an inspector and set of officers exclusively assigned to investigate child predator related issues.

**It is a common scenario today to see women and young girls fall prey to online predators, promising them a life or other. However, the conclusions in most cases are more or less the same. The victim either suicides or ends up in mental agony. What is your take on it? What message would you like to convey to the young girls of this country?**

Most girls end up depressed or in mental agony when intimate pictures are circulated by the attacker. The moment you share anything on the internet, it becomes a digital footprint, and cannot be erased. Even if we catch the culprit, the damage has already been done. So, my message to girls is never ever share anything that's personal or intimate over the internet. Take up online accountability and make safe and effective use of it.

## SCAM ALERT!



Neha Nitin



Source:coindexk.

**H**ave you ever wondered if the social media that we use on a daily basis is filled with surprises and tricks that can be dangerous to our personal life? YES! Scammers are hiding out on social media using different kinds of ads and offers to market their scams- even a simple forward message can leak a lot of personal details. The Internet is a vast and wide world which doesn't take much of efforts and time to reach out and connect with people. Click baits, which are contents whose main purpose is to attract attention and encourage visitors to click on a link and drive traffic onto a particular webpage, are one of their main ways of reaching out. They make them look so real and credible that the internet users have a hard time understanding which is fact and which is fiction. There are many kinds of social media scams like impersonation scams, online dating scams, sweepstakes and lottery scams, quick money-making and work from home scams. Their main goal is to trick people into parting with money or revealing sensitive personal data. Various techniques like creating fake profiles, phishing, robocalls and computer pop-ups are used to collect data. Lead lists are a large contact directory that large sales and marketing teams use to send out cold mails and calls to get their products and services sold. A recent study by SocialCatfish.com showed 10 social media apps and platforms that were used to scam people online with Facebook at the top, having had 152 victims.

It is our own responsibility to keep ourselves and our data safe by not falling into these kinds of scams. Keep changing your passwords, never share your personal details with others, don't fall for click bait, check whether the website is secured and legitimate, protect your devices from viruses and malicious programs, and be vigilant all the time. Be aware, be safe!



# PRIVACY IN THE PUBLIC DOMAIN

Aashitha R Prabhu and Amanda D'Cruz

Sounding ironical? Well, over the years, social media has grown so much, so has the risk of data breaches. There is a lot of information shared online and as more information gets stored online, there is an increased danger of hackers digging your data and exploiting your privacy.

Every second, the number of online users facing cyberstalking, and other issues like social profiling, third-party information sharing and warrantless searches become countless. So, privacy becomes one of the most feared and haunting problems in our social and screen life. Social media platforms now provide users with more privacy protections. Despite all these protections provided, problems still lurk around the corners.

Protection from online scams is a very important matter that every individual from all age groups should have a basic knowledge about in this digital era. Security threats can happen in various forms ranging from surveillance through mobile phones to fraud calls and messages. Hence, while exploring the internet, we should be very careful in each small step we take. Some of the steps to protect yourself from such security threats are mentioned below:

1. One of the easiest steps individuals generally rely on is setting a password for the device. The word may sound simple, but we should know that small raindrops make a sea. The idea is the same when it comes to passwords and we should be careful even in setting up a password. Increasing the length of the password is the best and most simple way to protect your password, or else you could create your password with Morse code. (Either of two codes consisting of variously spaced dots and dashes or long and short sounds used

for transmitting messages by audible or visual signals) As the password becomes longer it becomes tougher for hackers to break through an individual's privacy.

2. Public networks are not used to help you when you are outside your house, but it's the other way around. Through Public networks, the source could easily access your data and use it maliciously. VPN is the best security measure to protect you from this. It can help you protect from the drainage of data as well as secure your phone from other companies from mining into your browser. It also provides fast and private access to the internet. You can protect your personal social media accounts just by connecting to VPN.

3. Being a woman and exposing yourself even a little bit can lead to unprompted harassment and threats of violence pointed against you even if your account is private, this can make you feel insecure. The best way to curb this is to report and fearlessly speak against it. Be honest if you're not comfortable - if you're uncomfortable when your friend posts something online, tell them. Likewise, stay open-minded if your friend feels the same way.
4. Knowing to manage your friends' list - if you're a blogger or a social media influencer, you could create an open profile and encourage broad participation, if not then it's always better to keep one's profile secured by keeping an arm's distance from fake accounts and spam alerts

5. Turn location services off on your phone when not needed.
6. Don't download content from sites

that are not trustworthy. These may contain malware

7. All smartphone users are constantly being monitored through various apps and companies. The best way to look after this is to be careful of what you say online.

8. Even while sitting comfortably in your gaming chair, you should be vigilant in terms of your digital privacy. In that case, remember that we should not communicate personal information with friends, since not everyone is trustworthy.

9. It is a good safety measure to only use verified apps. This is because even if mobile phones prove to be helpful, they are not helpful in terms of digital privacy. It's important to verify the apps before using them.

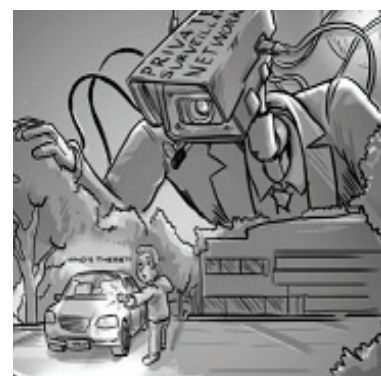
10. Someone who tries to gain remote access to your computer would mostly be a scammer (a person who commits fraud or participates in a dishonest scheme). They may do malpractices such as downloading a virus and they would demand a huge ransom from the user to help them access their service. The best way to avoid such people is not to communicate with them.

11. Do not bite the bait! - don't click any attachment, link, or picture which is not relevant or if it is not sent by request. Such contents may have come from unidentified contacts, which could prove fraudulent. They are used to lure the users and take personal information; they are likely to borrow money from your account too. No social media would be responsible for such third-party apps.

12. Do not blindly respond to calls, SMS, and email. This is said so because such emails and messages force us to disclose financial details. The fraud callers may make us feel that they are employees of big companies and

ask you personal details pointing out things like card expiry, free cashback etc. Sometimes they may take your bank details and draw money from the account without your knowledge.

13. Never share sensitive and personal information, to any stranger or any third party claiming to be the representative of a bank. Always remember that banks do not ask for such sensitive information, and such mistakes can make you broke.



Source-websense.com

## PRIVACY POLICIES & ISSUES

Kavya Subramanian

A privacy policy is a statement that discloses some or all of the ways in which an individual's data is to be collected, disclosed and managed by a website. Personal information can be anything that can be recognized about a person, not limited to their name, address, date of birth and marital status.

Like two sides of the same coin, privacy policies too, come with their own pros and cons. If a child uses various kinds of apps and websites without the permission of their elders, privacy measures could protect them from information that is inappropriate according to their age limit; it makes it easier to ignore the unwanted information on websites, apps, etc; it allows the person to stay anonymous according to their choice. At the same time, privacy measures make it easier for people to steal writings- anyone can copy and paste the text and publish it on websites or apps. Owing to the privacy measures, it is difficult to find who is stealing it.

Have you ever actually read an app's privacy policies before giving permission to it? Most of us have not. When a person installs an app, they give permissions for the terms & conditions/ privacy policies without reading it. Some people read the privacy policies but will struggle to understand them. Each and every app or website has its own privacy policy. When a person installs an app there would be some information which is not always necessary such as location, phone number or allowance to camera etc, which would be asked by them and we would permit them. These phone apps can track our information due to the permissions that we give. Various apps ask permission for the camera, microphone, call logs, location or storage. Prominent social media sites such as Facebook and Instagram use location technology. This use of tracking methods also poses threats to digital privacy.

Certain other problems regarding privacy can be solved through the phone settings or in the app settings themselves. We can change the permission by going directly to the settings and can make changes there itself. Most of the changes that everyone makes would be regarding the permission to the camera, location, and phone number. Privacy partially overlaps with security which can include the protection of information about his/her personal life.

## IS CYBER LAW WORTHY OF A COMMON MAN'S TRUST?

Pavithra Padmakumar

To what extent do we actually trust the cyber world? "We" here refers to the common man whose life now completely revolves around the influence of the Internet. Cyber law, also known as the internet law, regulates how people use the internet. There are different types of cyber laws. A few of these are criminal laws, civil laws, digital laws etc. Cyber laws can be defined as any law that involves how people use gadgets, the internet and other technology.

When the Internet initially came into existence, the founders of the internet did not conceptualise it as something that could be transformed into something to be misused for criminal activities. Today, we come across countless frustrating things happening in cyberspace. Though the anonymity of the internet has helped in the freedom of expression, it has also played a significant role in engaging in a variety of criminal activities. Quick-witted and tech-savvy people have been enormously misusing the internet to perpetuate criminal activities in cyberspace.

What are the major areas of cyber law? Defamation: We can see that a large number of people use the internet or social media as a platform to express what they feel. But when people use the internet to pass on inaccurate information, that could lead to defamation. Defamation is the oral or written communication of a false statement about another that unjustly harms their reputation and usually constitutes a tort or crime.

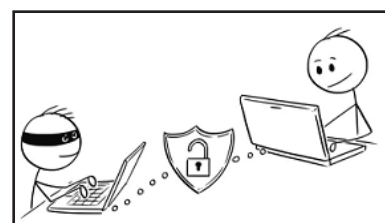
Stalking and Harassment: Sometimes, people who do not have a name, face, personality or conscience on the internet target another individual and abuse them. They may violate both criminal and civil laws.

Freedom of speech: Freedom of speech is an important area of cyber law as it allows people to communicate blatantly. It is important that cyber lawyers guide their clients to broadly express their views including laws that prohibit obscenity.

Technology is always a double-edged sword it can have both favourable and unfavourable consequences. Although technology mostly emphasises the good sides of the internet or any such platforms, a lot of manipulations also take place knowingly or unknowingly. Hence, it should be the duty of the three stakeholders-

- i) the rulers, regulators, lawmakers and agents,
- ii) internet or network service suppliers, and
- iii) the users - to take care of the information security playing their role within the limitations that have been permitted and ensuring obedience.

Though now there are ample laws and regulations to deal with Cybercrime, there is a need to update these laws as rapid technological developments are taking place and criminals are inventing new techniques of committing cybercrime. Coordination amongst law enforcement agencies at the National and International level also need to be intensified for effective cybercrime control.



Source-istockphoto.com/

## PRIVACY TRADE OFFS

Jaganya Srikumar



Source-newlaborforum.cuny.edu

The digital world is everywhere and is expanding over time. Some argue that the days when one can blindly live under the trust of privacy are lost, others fear that we have gone too far beyond the limits. No one can raise an argument on the concept of privacy being revolutionised. The wide usage of the internet favoured the marketers in expanding their marketing tools such as digital data. Many among us are fond of browsing through e-commerce. But, have you ever wondered how these ads make it to our social media feeds so soon? Here's the reason: with the cookies that you see on every site and with the constant sharing of personal information, knowingly or unknowingly, you are endlessly being watched! Your privacy is being traded off to third parties. Thus, we become the products and our data, their service. For long, advertisements have played a crucial role in stimulating favourable responses from the public. Traditional ads used to play a passive role, whereas targeted ads have evolved and expanded to the exact opposite. Their effectiveness has helped advertisers go beyond the traditional forms of media, such as print newspapers.

As a result, ad networks or advertisers constantly go after customers collecting and sharing information pertaining to them. Multinational companies and corporations like Meta, Twitter and Google draw in a massive amount of our data and convince their advertisers that it is more likely to hit the potential buyers than the existing competition.

While it sounds congenial to show ads that are pretty custom-fit to our needs, things can get pretty

awkward when you are showing a YouTube video to your friend and suddenly a pre-roll ad pops up, relating to sensitive content for which your search intention was innocent. To cite an example, we often have to strike up an embarrassing conversation when someone else takes your phone or computer which you have been using the whole day for idle browsing and shopping. Thus, the internet turns out to be a surveillance nightmare when what you browse is spotted everywhere!

Advertising has changed so much in its nature and true purpose that placing one's trust in them has become questionable. The content we see every day online is based on our demographic information, interests, and other varied reasons. This is how corporations work, by factoring in our location, personal preferences and the account with which we operate in order to generate search results. Businesses in the modern era work with very little ethics. Personalization of ads has made people unaware of where to draw the line between what is right and wrong. Consequently, we are lured into their traps. For instance, the unhealthy manner of eating in young children.

Most of them don't know any better when they are presented with images of fast foods and cakes while watching videos on their favourite YouTube channel. The frequency with which children are exposed to advertising is perturbing as these innocent beings are constantly the objects being preyed upon!

As we observe Data Privacy Day on 28 January, there are many ways to safeguard and limit the ways in which the digital footprint cannot be misused. However, many hold onto the idea and belief that since the data is already readily available in the most accessible form in the hands of big organisations such as Meta, a world of democratically shared information is right around the corner. Unaware of the currency that they have been exchanging for convenience, targeted ads and content algorithms tend to thrive, creating new opportunities to misuse data. While digitalization has been growing more into the real world, laws regarding privacy are slowly becoming outdated. Thus it is only when the consumers become aware of their data rights that a safe and sound digital platform can be presented in front of us.



Source-dribbble.com/



# THE SOCIAL DILEMMA

Swathi N

Social media is a simultaneous Utopia and Dystopia. It can civilize, it can cause utter chaos. The vicious web behind it deflates and inflates human capability to an extent where it is difficult to entirely place it on a positive or negative side. But turning a blind eye to its banes, it has grown immensely in the past years. An eye-opener is definitely the need of the hour.

Vicky Curtis, David Coombe, and Jeff Orlowski co-authored The Social Dilemma, a documentary-drama directed by Jeff Orlowski. The film depicts the perils of social media and how it is designed to manipulate and influence the human psyche.

Former employees of today's main social media networks are interviewed in the film. Many people who were instrumental in the early stages of organisations like Facebook, Google, and Twitter have left these organisations due to ethical concerns. To name a few, Tristan Harris, Jaron Lanier, Tim Kendall, and others are among them. Former employees of this site made alarming admissions that sparked outrage throughout the entire population of social media users. "Never before have a few technological specialists influenced billions of people in less than 2 hours," they correctly stated.

What is the dilemma that we are talking about? Well, we can't picture a day without Social Media now that it has become such a vital part of our lives. But, despite being entirely absorbed in the virtual world, we are obli-

ous to the repercussions of living in one. How many of us are aware of what is going on behind the screen?

"If you are not paying for the products, you are the product," as the phrase goes. Individuals are drawn to social media platforms for a variety of reasons. They test their sites on humans to see what makes users spend more time on them and then develop their sites accordingly. The more time we spend on their site, the more advertisements we see.

The attention that these advertisements attract is monetized. Note that addiction is built into the basic design of social networking sites, which is the key to better profit.

We are constantly being watched. Our behaviours are being recorded every second we are online. What do we view, how long do we spend on each photo or video, who do we interact with, what types of videos do we enjoy and so on. The information they acquire isn't sold; instead, it's put to a higher level purpose that's vital for such sites. Our personal information is gathered in order to create an 'attention extraction model' that can predict our next move. App predictions, advertisements, and autoplay suggestions, among other things, are the outcome of such data records.

Social consequences: The power of social media to bring out the worst in society is its most damaging aspect. It has the potential to cause complete anarchy, degrade mankind, and destroy civilization's entire foundation. In the past, social media sites have been acc-

used of even election manipulations.

Personal consequences: This is the worst possible blow to social media. If not used appropriately, it will steadily decay our capacity and turn us into weaker beings. Overuse of social media can lead to decreased attention span, addiction, mental health difficulties, physical health issues, and a lack of confidence in taking risks, among other things.

The solution might come from either side. Detachment from social media platforms is the greatest approach to go on a personal level. Disable all notifications, set time limits, and use more private platforms such as Qwant, DuckDuckGo, Brave browser and others. Experts recommend that you avoid using your phone 30 minutes before and after bedtime. Concentrating on real-world issues will be really beneficial.

The designers behind these platforms should choose change at the organisational level. People would be more likely to use these platforms for development rather than degradation if they were designed in a more secure, private, safe, and useful manner.

On to the brighter side' Tristan Harris launched the Centre for Humane Technology with the goal of bringing about such a transformation. They're about to have a significant impact on these businesses and change the way they function. Let us hope that by taking the necessary measures, we will be able to achieve success. They feel there is yet hope for a better future; after all, it is better late than never.

## THE TRAUMA THAT FOLLOWS

Sraddha Suresh

Bullying is described as seeking to harm, intimidate, or coerce (someone perceived as vulnerable). It is the mistreatment by someone stronger or even a stranger on a comparatively vulnerable person. The trauma can follow you forever emotionally, mentally and even physically.

Cyberbullying is the bullying that occurs through online devices such as mobile phones, laptops and tablets. Cyberbullying can take place online through social media, forums or gaming where people can view, participate in, or share content. Cyberbullying is often characterised as sending, uploading, or disseminating offensive, harmful, or false content about another person. It can comprise insensitive comments caused by revealing intimate or private information about another individual. It can often cross the line into illegal or criminal action.

A person's permanent presence on a social media platform is created by a post or detail published by them. This could even be negative in nature. Cyberbullying can damage not just the

bully's and the victim's online reputations but also the reputations of those who are linked with them.

Cyberbullying can have a very detrimental impact on the victim as they have to go through a series of emotional rollercoasters which can, in turn, lead to harmful effects on their mental health. It can even be said to have a much worse impact than face-to-face bullying as it leaves very little space for the victim to defend themselves. It is often anonymous, leaving the victim very little chance to find the identity of the attacker without external help.

Bullying, whether traditional or through online media, can be a significant source of stress in a young individual's life.

It can leave serious ramifications on an individual's life such as portraying gloomy feelings, avoiding social media and digital devices, consuming drugs or alcohol, avoiding friends or social gatherings, showing withdrawal symptoms etc. To an extent, it can even cause mental breakdowns and suicidal thoughts. Cyberbullying can cause

physical problems such as insomnia and unhealthy eating habits as a result of intense feelings of stress and anxiety.

As cyberbullying has grown more common due to technical advances, many countries have updated their laws to include or specify cyberbullying offences. In India, there is no explicit legislation that allows for cyberbullying laws, yet measures like Section 67 of the Information Technology Act deal with cyberbullying in some way. Section 67 stipulates that publishing or transmitting obscene content in electronic form is punishable by up to five years in prison and a fine of up to ten lakh rupees.

As the number of internet users are on a greater rise, the need for such laws are very much important for the security of its users. The above mentioned laws assure accurate safety and protection for its users on providing them a protected space. Thus, having a safer environment both in the physical world and the internet is equally important for its users to feel guarded, and these laws help us feel secure.

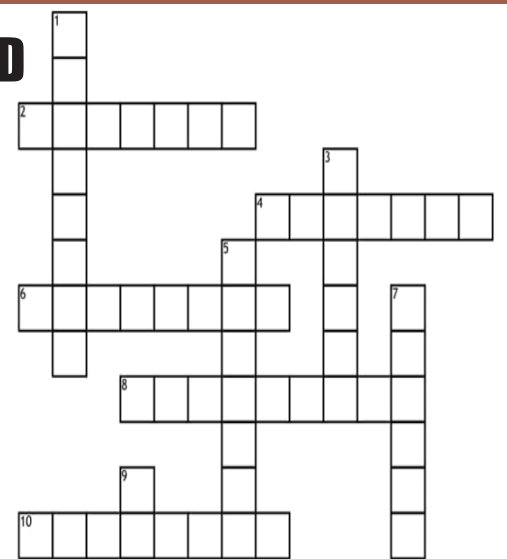
## POPCORN CORNER

Here is a bunch of movies that you can binge which are based on cyber crime and may educate you on the importance of privacy in online media

**THE ITALIAN JOB (2003)**  
**HACKING DEMOCRACY(2006)**  
**BOURNE ULTIMATUM(2007)**  
**HACKTIVISTS(2012)**  
**MICKEY VIRUS(2013)**  
**THE IMITATION GAME (2014)**  
**EX MACHINA(2014)**  
**KILLSWITCH(2014)**  
**ZERO DAYS(2016)**  
**SNOWDEN (2016)**  
**IRUMBU THIRAI(2018)**  
**CYBER CRIME(2019)**  
**THE GREAT HACK(2019)**  
**C U SOON(2020)**  
**HACKED(2020)**  
**CHATURMUKHAM(2021)**  
**OPERATION JAVA(2021)**



## CROSSWORD



ACROSS

2. The word "Barcamp" was used for the first time on social media alongside what symbol?
4. This social media site was originally meant to be called "friendstalker".
6. What is the most popular social media site in the UK 217 with 32,000,000 users?
8. Adult users have doubled since 2012 on what social media site?
10. What is the social media term for someone wanting to see more of your social media content?

DOWN

1. 93% of users on which social media site have sent another user a picture of their drink?
5. What social media site has 10 million users with the average person logging in 11 times a day?
3. This site started as a dating site?
7. As of January 2014, there have been 163.9 million blogs and 72 billion posts on what site?
9. What is the job called when people make videos of their daily life?

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