



Symbiosis Law School, Hyderabad.

(Constituent of Symbiosis International University)

REPORT OF “DIGITAL INDIA WEEK”

Conducted by the

‘Website, Media and Public Relations Cell’

From

31st August – 5th September

The Website, Media and Public Relations Cell is composed of 4 members led by the Incharge faculty. The four members were selected on the basis of merit and their interview performance. The four members of the cell who represent the rest of the students of the college are:

Nikhil Gangai

Shivani Deodhar

Debanish Roy Chaudhary

Maniswani Sakile

Like every novice needs a guide, so does a cell working on such a big frame. The cell, is led by one of the most important faculty in the college, **Prof. Amit Jatale**.

The cell, works to maintain the name of the college on public domains and social media. The cell is bestowed with the responsibility of managing everything '**DIGITAL**' in the college. The cell has, numerous times, intuitively and skilfully designed banners,

college t-shirts etc. It has also, on multiple occasions, digitally made known to the world the various events that have been conducted by the college.

The cell strives under the guidance of its incharge faculty to raise the quality and standards of the college in its own way.

The cell, motivated by the novel initiative by our beloved **Prime Minister Mr. Narendra Modi**, decided to celebrate the 'Digital India Week' in the College. As a part of this, many exciting event were conducted by the cell to educate the masses and the students of the college about the concept of 'DIGITALISATION' in India. The Day to day report of the activities is as follows:

The day-to-day report of programme is as follows:

30th August

The “Digital India Week” was inaugurated and officially declared as ‘Open’ on 31st of August by our Director **Dr. M. I. Baig**. He encouraged the students to adopt digitalisation in a healthy and greener way. He also encouraged them to spread the message that our beloved Prime Minister envisioned when he started this programme. He asked them to use the electronic media like Facebook, WhatsApp, Twitter etc to spread the message and benefits of digitalisation among the people.

The students were provided with art and craft materials and were encouraged to make posters depicting ‘**Digital India Week**’. The students made many posters and decorated the college premises beautifully by sticking them on the walls outside the classes.

The college was decorated with beautiful and vivid themes and ideas depicting the digitalisation in India. Notice Boards were displayed all across the campus spreading the message of Digital India.



31st August

On 31st of August, the college hosted the '**First National Online Quiz Competition**' which was an online general knowledge quiz that was hosted on the college website. This quiz was organised in collaboration with '**Walnut Solutions**', an organisation founded and managed by two quiz masters aiming to make the world a more intuitive and knowledgeable place in their own way. The quiz was scheduled to go online and live at 4 p.m. on 31st August and was to end at 4 p.m. on 1st September. The members of the Website, Media and PR Cell guided by its incharge, Prof. Amit Jatale kept monitoring the quiz throughout its term. For the quiz, enormous preparations had been done by the members. A **database of all the law colleges and other stream colleges of India was compiled**. This database contained all the contact details of the colleges.

Attractive **e-Banners** were designed by the members and the students to invite students from all across India to participate in the quiz. E-mails were sent to around

400+ colleges inviting them to participate in the quiz. The e-Banners were posted on various social media sites like **Facebook** and various communication apps like **WhatsApp, Hike** etc were used to spread the e-Banners around India. The quiz was conducted as scheduled and we received ----- entries from all across India. Cash prizes of **Rupees 10,000, 7000** and **5000** were announced respectively.

The quiz consisted of **25 questions** and a time limit of **15 minutes**. The participants had to log on to the college website, i.e., www.slsh.edu.in and register for the quiz. Once they had registered, they could give the quiz anytime from 4 p.m. of 31st August to 4 p.m. of 1st September. The winners of the Quiz are as follows:

I Prize: Ms. Amruta Karkhanis

II Prize: Mr. Sagar Shete

III Prize: Mr. Nalin Verma

The quiz went on smoothly without any glitches and was successful. Our aim to organise an online quiz all across India **within a year of the start of college** was successful. We intend to raise it up a notch the next year.

1st September

To commemorate the Digital India Week, an initiative our beloved Prime Minister Shri Narendra Modi started, we the members of Website, Media and PR Cell at Symbiosis Law School, Hyderabad celebrated the same by organizing a **theme making competition**. The theme making competition was named as “**Mapping For Digital India**”. Basically, it was an application developing competition held in line with the purpose of organizing it. Participants were asked to develop an app which they think would cater to the digitalization of our country. Altogether, there were 18 teams who showed their utmost dedication and creativity to develop applications which would benefit the entire community.

The rules of the competition were quite simple and the evaluation criteria was based on the innovativeness, creativity and the utility of the app. All the participants lived up to the expectation. Even though it was very difficult to choose a winner but finally we managed to select them. The winners were as follows:

I Prize: Himani Patel, Aryaman Singh, Vaishnavi Agarwal, Tammanna B.

II Prize: Rajat Ratna, Souryan Bhattacharya.

III Prize: Doyel Basu, Kousini Gupta, Yashodhara Roy.

2nd September

The Digital India week was held in our college from 31 August 2015 to 5 September 2015. The Website, Media & PR Cell conducted a 'Poster Making Competition' on 2 September 2015 as a part of the Digital India Week. The competition was basically depicting the '**DIGITALISATION**' in India on posters.

9 groups of enthusiastic students participated in the competition. The member limit for each team was 5. The students got to know more about the digitalization and the **impact of Internet** apart from the use of social networking sites and other messaging platforms like WhatsApp hike etc. They honed in on their artistic skills and made posters that were unimaginably beautiful and at the same time delivered the message of 'Digitalization' perfectly. The campus was beautifully decorated with the posters made by the participants and we even planned to use them in the rally which was to be conducted on 4th September 2015.

The poster making competition was tough to judge and the students who were participating in the competition were enthusiastic about the concept of '**Digital India**' and each one of the groups had a message to deliver. A message that got through to a lot of people. Looking at the dexterity of the participants, it was really difficult for the judges to decide the winner. But, our learned judges were very skilled and were successful in selecting the sole winner whose poster stood out among the rest. The winner was

Winner: Akshay, Soumya, Siddhant, Tameem, Amrita.

3rd September

On 3rd September 2015, we, the students of Symbiosis Law School, Hyderabad conducted a Street Play as a part of Digital India Week. Senior students of 2014-19 batch along with the students of 2015-20 batch took part in the street play and displayed their talent. The street play was basically an awareness program regarding Digital India Scheme that was started by our H'ble Prime Minister Mr. Narendra Damodardas Modi on 01st July 2015. In the play we tried to depict how things are changing rapidly in the world. How rapidly digitalization is taking place. The different themes for the street play were Digitalization in Television, Education, Banking and Communication. In the television theme, we showed that earlier there was only one television and numbers of viewers were more. There was only one channel and when a movie was telecasted, people get excited as that was the only source of entertainment at that time. If the movie stops in the middle due to some problem, basically because of the antenna problem, people gets annoyed and starts hitting the

television. In those days, technology was not that much advanced. Then further in the modern era we showed how chaos takes place for the control of the remote to watch television. Grandfather wants to watch news and children want to watch cartoon and on the other side teenager want to listen to the songs. Through this we can see the variety of channels and the taste of people according to their generation. Since the number of channels is more, we get to see all the shows and stuffs that are happening all over the world.

Now comes the second theme of the show and that is digitalization in the field of education. Earlier when a student wanted to study then he/she learned from the teacher. Facts about the world or even the basic knowledge of any particular subject were learned through text books. Learning took place in the classroom. Whatever query a student has, he/she asks the teacher and teacher used to give the answer in the class itself. Teacher has to answer as he/she was the only source of knowledge for a student apart from a text book. Teachers also asked questions and the students

answered them. Any information about any part of the world, or any faraway places was found in the books only. But same is not the scene in the modern world. Today, students learn from the teacher but apart from her they used to learn from each other, the internet, books, movies, any third person whether he/she is a part of one's school or not etc. Today technology is advancing very fast. In the play we showed that a village girl is there who wanted to study but her mother does not allow her to study and instead she is asking her daughter to look after the kitchen work. The girl is giving preference to rote learning instead of understanding the particular subject. Then a man comes into the scene. He belongs to the same village. He went to the city and got some job there. He comes and convinced the mother to let her daughter study. This man gives one laptop to the girl and asks her to study with help of laptop. Now, this shows the technological advancement in today's world. Earlier books and teachers were the only source of knowledge but today we have various options to gain knowledge. Students are learning through enquiry. Students explore, experiments, investigate new

ideas and all this is possible through internet. Through this scene we also spread the message, 'Agar ek ladki padhti hai toh pura pariwar padhta hai (If you educate a girl, you educate a family) and also 'Padhega India tabhi toh badhega India'.

Now the next scene shows the effect of digitalization on banking. Earlier, in village's one zamindar used to lend the money to the villagers as loan and in turn takes his land documents as collateral. But the problem with these zamindars of the olden days was that they used to charge high amount of interest on the loan. Later on banks came up in cities providing loans by charging minimal amount of interest. In the play it was shown how banks function, what all process takes place in order to deposit or withdraw money. Now comes the next generation and the present generation, the "e-generation" where two girls go to shopping mall to buy a dress and there the debit card swipe machine doesn't work then they rush back to the ATM center where even the ATM doesn't function. One of the girls educates the other girl that even payment can

be done through e-banking. This shows how fast the technology is evolving and made an individual's life easier day by day.

Next phase of digitalization was the communication. The mode of communication in the past was soldiers of the kings who used to send war notifications and on the other hand pigeons were used to send the message of love by tying the letter to its feet. Later on the postal services were introduced to send letters. A girl who has applied to 3 universities waits for her confirmation letter. While talking to her mother the postman arrives and gives the girl a letter in which she gets her seat confirmed. Next scene was of the modern generation where face to face conversation was just one click away. Two lovers converse with each other through video conferencing. This shows how easy it is to stay connected to each other even though you are miles apart.

4th September

On 4th September 2015 Symbiosis Law School, Hyderabad conducted a rally as a part of Digital India Week. The rally was conducted in the nearby village, viz. Mamidipally. All the students of SLS, Hyderabad witnessed their presence in the rally along with the faculty members, our Director Dr. M. I. Baig and our Deputy Director Dr. Sukhvinder Singh Dari. It was basically an awareness program in which we tried to make people (village people) aware about the different-different schemes that are being present in the Digital India Program. We distributed brochures, pamphlets and fliers among the people which was printed in their local language i.e., Telugu.

The programme started with the welcome of the Mahabubnagar District Collector and also District Magistrate, Dr. T. K. Sreedevi. On the same day we inaugurated our 'Digital Aid Center' with an aim to help the local villagers in filling up the forms or providing help by giving information of the different schemes that are being given in the Digital India Program. Digital Aid Centre will be active every weekend. Dr. T. K.

Sreedevi inaugurated the Digital Aid Centre followed by her felicitation ceremony and a speech delivered by her. Just after that the rally started from our college premises to the village. The place in the village where the program was conducted was 2 kilometres far away from our college so the students and the faculty walked towards the village with two banners and placards in hand. On the way we distributed the brochures and fliers to the villagers and told them about Digital India. Then we reached a place where a stage was set. The Gram Sarpanch arranged a small program for us and there our senior-most faculty member Dr. Shankar Rao Sir held the mic to address the villagers as he is a localite and knows Telugu language so it became easy for the villagers to understand what we were trying to convey through this awareness programme. Later on refreshments were distributed among the villagers and the programme came to an end.













5th September

We ended the celebration of 'Digital Week' on 5th September. We concluded the celebration on a high note; the occasion was graced by multiple personalities; Justice P. S. Narayana, the Chairman of the Telangana Water Tribunal, Dr. Harold D'Costa, an esteemed lawyer with expertise in cybersecurity, Harshvardhan Reddy, a youth activist and Dr. Purshottam Reddy, graced the occasion and felicitated the prize winners of the competitions that were conducted throughout the week. Dr. Harold D'Costa gave an interesting speech regarding '**Maintenance & Security of Digital Data**' and educated the audience as to how to secure their personal data. 5th September also being the auspicious occasion of Teacher's Day, the teachers were awarded with various awards for their dedication.

The 'Digital India Week' came to an end and the programme ended on a successful note. Being the first programme to be organized by our college on such a large scale, it was successful in achieving its motives. It was successful in educating the masses about

the benefit of digitalization and managed to promote the idea of 'digitalisation' in the day-to-day life of the common man.

The celebration, also created awareness among us regarding the greater and more judicious use of the internet. It was a small step taken by the students of our college but it was important as it heralded the digital era in India.







