

VSIT EXPRESS

MAADHYAM SPECIAL EDITION 2024



Mediascape 360°

October 08, 2024



Maadhyam is a media conclave organised by the Department of BAMMC of VSIT. It serves as a platform for transfer of knowledge to the future generation of media and mass communication. Renowned personages from different fields are invited as guest speakers to motivate the students with insights from their experiences. The theme for Maadhyam 2024 was Mediascape 360°. This special edition of VSIT Express dedicated to Maadhyam 2023 dives back into the event and provides glimpses of the fruitful exchange.



Dr. Kurush Dalal on Traditional Media and Nutrition

Dr. Kurush Dalal expressed his gratitude for the invitation and engaged the audience with insights into the evolving landscape of traditional media. He noted that while television and newspapers have become relics of the past, radio is currently experiencing a resurgence. Humorously, Dr. Dalal highlighted the three essential activities for life: breathing, sleeping, and eating. His discussion took a broader perspective, touching upon pressing global issues such as the ongoing non-vegetarian controversy on social media and the current Israel-Palestine war. Dr. Dalal also addressed the critical issue of Vitamin D deficiency and emphasized the profound impact food consumption has on individual behavior. He stressed the importance of iodine in maintaining a healthy lifestyle and advised the audience to understand their body's macro needs, which include vitamins, nutrients, minerals, carbohydrates, fats, and protein. In an effort to debunk common dietary myths, Dr. Dalal dispelled the notion that one should not eat fish with milk. Additionally, he shared an intriguing tidbit about Vada Pav, tracing its origins back to Portuguese cuisine, thereby highlighting the cultural exchange in culinary practices. Overall, Dr. Dalal's talk provided a comprehensive view of the intersection between media, nutrition, and their implications on society. His engaging style and depth of knowledge left a lasting impression on the audience.

- Mahesh Iyer & Anushree Gaikwad



From Stage to Screen: Prasanna Ketkar's Unstoppable Acting Journey



Actor Prasanna Ketkar began his acting career in July 1986 and has since established himself as a talented actor in theatre, television, and films. Born and raised in Pune, he is fluent in multiple languages, including Hindi, English, and Gujarati. Over the years, Prasanna has built a versatile career, playing various roles, with a special focus on characters like police officers and inspectors.

Before fully transitioning to acting, Prasanna worked in marketing for Johnson & Johnson while simultaneously being involved in theatre. His passion for acting eventually led him to pursue it as a full-time career. In 2002, he made his debut in Bollywood with *The Legend of Bhagat Singh*. Over time, he gained recognition for his roles in films such as *Khakee* (2004), *Apaharan* (2005), and *Drishyam* (2015), where he played the role of Senior Inspector Shrikant Prabhu. One of Prasanna's most prominent roles was in *Tanhaji: The Unsung Warrior* (2020), where he demonstrated his versatility as an actor, moving away from the police roles he had become known for. Prasanna often speaks about the challenges faced in the acting industry. He highlights that earlier, door-to-door auditions gave actors more chances to explore diverse characters. However, with the industry's increasing competitiveness today, it has become harder to stand out. He emphasizes the importance of LET—Luck, Efforts, and Talent—in shaping one's acting career. He also reflects on the glamorous nature of the profession, acknowledging how quickly fame can come and go.

Prasanna has had the privilege of working with renowned actors like Amitabh Bachchan and Ajay Devgan. He believes in the importance of constant practice and evolution, whether in films or theatre, and stresses the importance of rehearsals and retakes to refine performances. He continues to evolve and explore different aspects of his talent, all while maintaining a strong presence in Indian cinema and theatre.

- Vaishnavi Veturkar

Youtuber Suyog's Insightful Conversation with Students



Youtuber Suyog, the host of a rising podcast (वायफळ), delivered an engaging presentation today, offering key insights from his personal and professional journey. Known for his ability to blend deep reflection with creativity, Suyog captivated his audience with a mix of personal stories, lessons, and even live beatboxing and rap.

The core of his presentation focused on four major themes:

1. Ek Sponge – emphasising the importance of absorbing knowledge and experiences like a sponge throughout life.
 2. Body of Work – highlighting how consistent effort over time creates a substantial portfolio that speaks for itself.
 3. Newness – urging individuals to embrace change and continually seek novelty in their approach to life and work.
 4. Bonus 10,000/2 – a unique lesson on smarter ways to navigate challenges, though not the only way.
- Following his thought-provoking talk, Suyog opened the floor for a Q&A segment, engaging directly with audience members. He concluded the event with a lively performance, incorporating beatboxing and rap, leaving the crowd inspired and entertained.

As Suyog's podcast continues to grow in popularity, this showcased his distinctive blend of wisdom, energy, and creativity, making him a thought leader in his field.

- Dipesh Surve & Mudit Kalappa

Varsha Dandale Reflects on Late Entry into Acting and the Art of Performance



Actress Varsha Dandale shared her inspiring journey into the entertainment industry, revealing how she embraced acting at the age of 35. In a candid conversation, Dandale opened up about her experiences, the challenges of starting later in life, and the valuable lessons she has learned along the way.

Entering the world of acting at a time when many already have years of experience, Dandale defied conventional norms. Her late entry, however, never deterred her. Instead, it fueled her passion and determination to succeed in the industry. "I might have started later than others, but I embraced every opportunity to learn and grow," she said.

Dandale talked about how her approach to acting evolved over the years. She focused on honing her skills, studying performance techniques, and developing her own unique style. "Acting is not just about delivering lines," she explained. "It's about embodying emotions, understanding the character, and truly connecting with the audience."

Observation, she emphasized, plays a pivotal role in acting. Dandale credited her growth to keenly observing people and situations in everyday life, which helped her develop a deeper understanding of human emotions. "As an actor, you need to absorb everything around you—expressions, body language, subtle emotions. That's what makes your performance authentic."

She also reflected on how acting requires constant emotional expression and the ability to portray a wide range of feelings convincingly. "Acting is about being vulnerable and open, but it also requires a strong understanding of technique to make emotions believable on screen." Dandale's journey stands as an inspiring example that it is never too late to pursue one's passion. With her commitment to continuous learning and her insightful approach to acting, she has firmly established herself as a skilled performer in the industry.

- Anuli Phulpagar

Hrishikesh Joshi Reflects on His Journey in Media



Actor Hrishikesh Joshi opened up about his journey in the media industry, sharing personal anecdotes from his childhood in Kolhapur to his rise as a trained actor in Mumbai. Born and brought up in the culturally rich city of Kolhapur, Joshi spoke fondly of his early experiences and how his love for the arts was ignited at a young age. Driven by his passion for acting, Joshi took a bold step by pursuing formal training. He appeared for examinations at the prestigious National School of Drama (NSD) in Delhi, where he sharpened his skills. Upon completing his training, he arrived in Mumbai with dreams of making it big in the world of cinema and television.

However, Joshi's journey in Mumbai was not without its challenges. He candidly spoke about his struggles in the highly competitive industry, recounting the tough times he faced when he arrived in the city. "There were days when it felt like nothing was working out," he shared, reflecting on the emotional and physical toll it took. Despite the odds, Joshi remained inspired by the art form and persevered, drawing inspiration from both his personal experiences and the performances of great actors.

One of the notable highlights of his career was working with Bollywood star Abhishek Bachchan on a web series. Joshi described the experience as enriching and motivating, learning from his co-stars while adding his unique flavor to the roles he portrayed. Having collaborated with numerous high-profile celebrities, Joshi shared valuable advice for aspiring actors. He emphasized the importance of professionalism, noting the pros and cons of working in such a high-stakes environment. "It's easy to get overwhelmed, but professionalism and maintaining a strong mental and physical state are key to survival in this field," he said. Joshi also stressed the significance of hard work and dedication in achieving success. He reminisced about the grueling schedules that required him to travel frequently between locations, often at the cost of sleep and personal time. "There were sleepless nights, but I knew it was necessary for my career," he said, further elaborating on the importance of maintaining a healthy lifestyle—both physically and mentally—as an actor.

Above all, Joshi advocated for authenticity in the media industry. "It's essential to create your own vibe and be yourself," he advised, highlighting the importance of individuality in a space where many try to conform. As he concluded his talk, he left the audience with an inspiring message through poetry, emphasizing the power of perseverance: "People who try never fail."

Hrishikesh Joshi's journey is a testament to the fact that while the road to success in the media industry is fraught with challenges, hard work, dedication, and authenticity remain the cornerstones of a lasting career.

- Janhavi Naik

Chief Growth Officer of OMG India, Anand Chakravarthy on Careers, AI, & the Future of Work



Chief Growth Officer of OMG India, Anand Chakravarthy, a prominent professional in the field of AI and digital marketing, addressed students at a recent event, offering them career advice and insights on industry trends. He was introduced by the event anchors and felicitated by Rumeli Sharma. Chakravarthy emphasised the importance of internships, continuous learning, and adapting to the rapid changes in technology and work culture.

Chakravarthy, who completed his post-graduation in AI and Machine Learning (AI-ML) in 2022, encouraged students to start gaining industry exposure early through internships. "Get exposure as soon as you can," he advised, stressing that internships provide valuable insights into the industry and real-world experience. He highlighted that the career journey of today's students will witness significant disruption. "Re-educate yourself constantly," he urged. Chakravarthy suggested that students take advantage of free online courses to stay updated with evolving trends and technologies.

Speaking on the changing dynamics in advertising, he noted that clients now prioritise innovative and viral content over traditional TV commercials. As an example, he referred to the digital marketing campaign PUMA executed for its 10-year anniversary, featuring social media personality Orrey. "They didn't rely on billboards or commercials but focused on digital content," he explained, underlining the shift in advertising strategies. Chakravarthy recommended that students begin their careers with smaller agencies. "Smaller agencies think differently from traditional media. The roles are evolving," he said, pointing out the rise of new positions like creative technologists.

Acknowledging the challenges of balancing work and life, Chakravarthy shared his candid perspective on the chaotic nature of professional life. Drawing on the concept of "996" in China, where employees work from 9 AM to 9 PM, six days a week, he stated, "Don't expect work-life balance. Learn to switch off work occasionally, but know that advertising is a service industry—your client's needs come first." Chakravarthy emphasised the need to align expectations with the realities of a demanding work environment. "There's no such thing as easy money," he warned, urging students to approach their careers with clarity and resilience.

When asked whether India could implement the "right to disconnect" policy, Chakravarthy offered a global comparison. "Australia's population is around 23 million, while Mumbai alone has over 22 million people," he said, implying that India's scale and competitive environment present unique challenges. He cautioned students to focus on competing with major global economies instead of smaller countries, noting that even France, with its work-life policies, is grappling with economic slowdown.

Addressing concerns about AI, Chakravarthy encouraged students to embrace it. "AI is not something to be afraid of. Try every free tool you can find," he advised. He emphasised that AI and ML are integral to digital marketing, simplifying processes and enhancing efficiency compared to traditional media methods. He concluded with a reminder: "As you walk out of college, you'll just begin learning. Keep learning and building new skills continuously."

Chakravarthy's address provided students with practical advice on internships, work-life dynamics, and the need to stay updated with technology. His insights reflected the shifting landscape of the digital world, inspiring students to embrace change, develop new skills, and approach their careers with dedication and adaptability.

