

Maniben Nanavati Women's College Awarded Best College 2018-2019 Affiliated to SNDT Women's University

Department Of Psychology

Presents

PSYCHOPHONICS

2021

Juxury is //ecessity

Thoughts from the Online Campus in the New Normal

Event In-charge:

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Introduction

Juxury vs //ecessity

Thoughts from the Online Campus in the New Normal

The pandemic and the work from home requirement have taught us many lessons and many new perspectives.

The youth especially have been exposed to issues they never had the time to think about before.

One such important question in these times is - Are our needs really our wants? We seem to have come to a point where we no longer can see the difference between what we 'want (luxury)' and what we 'need'.

And no matter how luxurious our lives become, it's the basic needs that keep us happy, and we are realizing this more and more during the pandemic.

Jeneral Juidelines

- Instructions should be followed.

 If not, the submissions will be disqualified.
- No use of vulgar language or any offensive content related to any gender, caste, or religion.
- Only original ideas will be accepted; plagiarized content will be disqualified.
- Word documents (for Cine-smart and Marketology)
 have to be uploaded on the submission form.
 Add your Name, College, Contact number,
 and Email ID on the document.
 Font size 12, Font Times New Roman.
- Marketology word document has to be mailed along with Ad

Jeneral Juidelines

• Posters (for Poster-ristic) have to be uploaded on the submission form.

Rename the file as "name, college name" before submitting it.

- Video (for Laugh It Out) has to be mailed on the given email ID with proper details Name, College, Contact Number, Email ID.
- No age restriction; only for students currently studying psychology
- In case of any doubts, contact the in-charges
- Last Date for Submissions: 12th June 2021

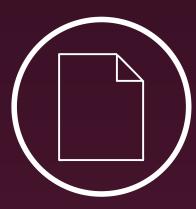


Movies have not only been a reflection of the society but have also persuaded/influenced us to look at things differently. Do you think they have also contributed to how we define needs and luxuries? Hasn't Bunny, Naina, Aditi and Avi's trek influenced you to go on a trek with your friends, at least once?

Analyze how some of them have changed luxuries into needs in real life.



No. Of Participants: 1



Format: Word Document



Cinema: Hollywood/
Bollywood



Word Limit: 800 Words



Criteria:

Content, Clarity of thoughts, Relation to Psychology, Analytical skills

IN-CHARGE - NUPUR HATHI



+91 81698 75355



Cinesmart.psychophonics@gmail.com



Have you seen humans depend on technology ever, as much they do today? Or did you ever imagine there would be spas for pets?

But these are fairly common practices today and some might even be considered needs.

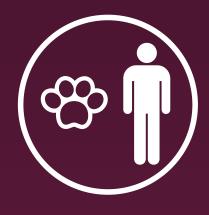
Share your humorous take on the evolution of needs and luxuries through a video.



No. Of Participants: 1



Duration: 2/3 minutes



Script on: Human and/or Animals



Criteria:
Choice of words, Humor,
Content, Time limit

Send in your entries to the e-mail id provided below

IN-CHARGE - SAPNA YADAV





video.psychophonics@gmail.com



Are present luxuries just needs of the future?

Imagine today's luxuries turning into needs in the future and show it in the form of a poster.

Instructions:

- It can be hand-made or digitally designed.
- Rename your file as Name, College name' before submitting them.
- Submit scanned copies of the hand-made poster.
- Submit the digital posters in jpg format.



No. Of Participants: 1



No. Of Enteries: 1



Criteria:

Relevance to the theme, Originality, Creativity, Comprehensibility.

IN-CHARGE - SIMRAN KAUR SIDDHU





Poster-ristic.psychophonics@gmail.com



Awareness is no longer about rallies, banners, and slogans. It is about reaching the masses effortlessly and ensuring their attention is on you. It is about marketing the problem to make people aware of its existence and give the solution. Therefore, as an aspiring mental health professional, if you want to create awareness and have a tinge of creativity, this competition is just for you!

Make a short Advertisement to promote mental health and its importance

Instructions:

- Create a short ad to showcase the importance of mental health Prepare a word document of max. 100 words, mentioning the inspiration, thought, and idea.
- Participation Individual and group both allowed. Group:

 min. 2 or max. 5 members
- A catchy tagline gets a bonus point. The video should not exceed 1 minute.
- The video should be sent in MP4 format only.



No. Of Participants: Individual or Group

(maximum 5 participants)



Criteria:

Idea/Concept, Storytelling,
Originality,

How conveniently it reaches the masses

& Relevance to the topic

Marketology ads and the Word document have to be mailed to the id given blow

IN-CHARGE - ARCHANA BAITALIK



+91 83691 02503



Marketology.psychophonics@gmail.com



Registration Link: <u>shorturl.at/ekxFo</u>

Submission Link:

shorturl.at/dmrMO

Last Date for Submission: 12th June 2021

Contact (//8!



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- © apsychophonics



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Department Of Psychology

hank you!

Looking forward to having you on board with us!