



**Darwin**

DARWIN PLATFORM  
GROUP OF COMPANIES  
THE VISIONARIES

# കുടുംബകാലം

DARWIN KUTUMBAKAM



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[www.darwinpgc.com](http://www.darwinpgc.com)



Dear DP Family Members,

Today our company is positioned to lead as we enter the era of hybrid digital platforms. As I write to you, the world is still experiencing disruption as a result of the global pandemic. What we have witnessed over the past year is an acceleration of digital transformation. Every company in every industry wants to build a much stronger digital foundation to fundamentally change the way its business works. There is no going back. In the next two to three years, we expect to see the digital transformation at a rate that, utilizes all kinds of platforms.

The pandemic was a major wake-up for all of us and as an organization, we stood up to face up to the challenge. That despite all the hurdles which the lockdown possessed, We all as a team left no stone unturned to work from the office and sustain the pace of business continuity as if it was any other day.

**Ajay Harinath Singh**  
*Chairman cum Managing Director*  
*Darwin Platform Group of Companies*





Dear Colleagues,

I sincerely request you all to participate wholeheartedly in the making of our next series of newsletters starting from October 10. Please put your mind together to write on various subjects, areas of business, events that took place in our organization to make the newsletter the most happening thing at Darwin Platform Group.

Perhaps the most profound and exciting change our clients are experiencing is the adoption of new business models based on digital technologies that are building and creating Newsletters. I hereby request to all senior managers to come forward and contribute meaningfully to make the DP newsletter a very successful platform for sharing company-wide information to both of our internal as well as external ways.

**Sundeep R Singh**  
*Group Vice-Chairman*  
*Darwin Platform Group of Companies*



# Events & Achievements



  
**Darwin**  
DARWIN PLATFORM  
GROUP OF COMPANIES  
THE VISIONARIES  
PRESENTS  
**BombayTimes**  
FASHION WEEK  
AN INITIATIVE BY THE TIMES GROUP  
POWERED BY  
**streaX**  
PROFESSIONAL



# Events & Achievements



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**S**ocial media will hugely affect the eventual fate of society and human insight and in numerous ways. It has become increasingly pervasive and will just proceed to develop and extend. I recall when I was more youthful and My space was as yet the spot to be. At the point when Facebook



## WHAT IMPACT WILL SOCIAL MEDIA HAVE ON SOCIETY'S FUTURE?

How will it change to perceive the world?

came into the spotlight, individuals didn't know what to do; I saw Facebook and thought I expected to add every individual who lived in my town.

There are a few various ways in which social media will affect the future and change human perception:

### HUMAN INTERACTION

I think one of the main effects that social media will have on the future of society is changing the way that people interact with one another. On one hand, this can be contrary; web-based media gives individuals a choice to post or participate in impolite or fiery conduct supposedly being taken cover behind a PC screen. Others might feel that online media has made them less inclined to have the option to draw in with companions, family, or others in an eye-to-eye climate. How often have you been out and seen individuals simply gazing at their telephones? We so frequently collaborate with others on the web and through web-based media that it tends to have contended that individuals are missing out on the advancement of significant social abilities.

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## SELF-IMAGE

As can be seen, by quickly perusing Instagram or any other visually-based network, people post a lot of photographs of themselves, vacations, workouts, food, or just everyday life. Because of this, people might start comparing themselves to other people. Social media might negatively affect their self-image because they do not have something (whether it be the body, the money, or some other aspect) that someone online has. Some research has even shown that likes on social media can be psychologically pleasing; people can get addicted to the likes, even feeling that they have more of a support system or that more people like them/are proud of them than might be true.

## FLOW OF INFORMATION

Social media provides a quick and easy way to spread news and information online. It is great for up-and-coming bloggers or YouTubers, for journalists sharing stories, or even for controversies like the United Airlines legging controversy. Many individuals around the United States, and all throughout the planet, utilize web-based media as a way of finding news or new stories. While this can be valuable, the new deluge of phony news from the past official political decision should be thought of. For web-based media to turn into a helpful news source, later on, it should be guaranteed that shoppers can trust the progression of data.

## CORPORATIONS AND CUSTOMER SERVICE

Survey findings from 2016 state that when customers contact brands or companies on social media with complaints or questions, 47% expect a response within an hour, and 84% do not wait or want to wait any longer than one day for a response. 32% expect a response within 30 minutes. With an ever-increasing number of clients taking to online media to air their complaints, or even to rate an organization on a site like Yelp, having the option to explore the social circle is basic for brands to endure.

On the off chance that brands react contrarily or discourteously to clients, don't satisfy assumptions, or even neglect to react by any means, that client isn't probably going to emphatically survey or rate the brand via web-based media.

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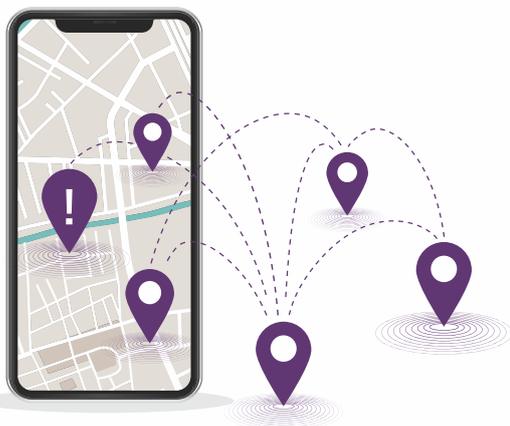
# SIGNIFICANCE OF IoT IN MEDIA

IoT will have a great impact on the Media industry as well, apart from the other sectors, be it any kind of Media. However, the major impact will be on electronic media. Nowadays, social media platforms such Facebook, Twitter, YouTube, Instagram, etc playing a vital role in the life of common people from Corporate to Government. Coupled with the power of IoT, media will do wonders for sure. It will like omnipresent, prevalent almost everywhere.

The following will be the Importance of IoT in Media and which will take it beyond imagination:

## BETTER & ENHANCED BROADCASTING OF NEWS

The quality of broadcasting will be enhanced to a great extent coupled with the use of IoT-connected devices. The viewer and audience will have altogether a mind-blowing experience. The live coverage quality of any event or performance will reach an all-time high when IoT-connected devices come into full action. For example, look at the live coverage of IPL (Indian Premier League) has gone to the next level for sure. The super-high-quality camera gives wonderful live coverage of the Cricket match. This way the TV audiences are getting instant gratification and great delight.



## BETTER NAVIGATION

The navigation of any kind (road, water, air, or space) will be better and safe with Google when connected to IoT devices. It will provide accuracy, consistency to any kind of navigation. It will provide real-time traffic information to the navigators and thereby helping them make wise decisions always and refrain from committing any type of mistakes or accidents.

## VIRTUAL BROWSING WILL MINIMIZE PERIOD

Online shopping has already gained momentum and popularity among common people across the world. It has benefited many businesses in reducing operating costs. The virtual browsing with IoT-enabled devices to various e-commerce websites will benefit the online shoppers in doing the smart purchase with less consuming time. The customers can do the virtual shopping through video calling and surely will have enhanced the experience and eventually will make a better decision.



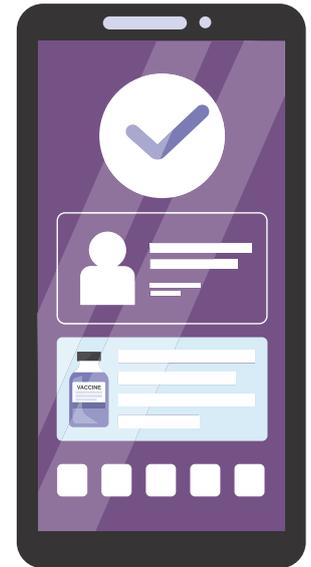


## PRIVACY

The so-called privacy of the common people will not die. However, people's conception of privacy will gradually become more and more sophisticated and predefined in the digital age. It will be totally on the people's choice when to be socially active and when not to be.

## HEALTHCARE

The healthcare industry will be benefitted to a great extent with the help of social media tools. The patients will be able to connect with the best of doctors all over the world instantly without any hassle using social media tools. The IoT-connected devices will help in better diagnosis with more accuracy. People can share their personal healthcare information with their concerned healthcare professionals instantly through social media tools and live a better and healthy life.



## REDUCTION IN OPERATING COST

The IoT will reduce the cost of operating in the Media Industry to a great extent. These days' media do not have to visit the world to gather the news. The technology is doing the trick and hence the common people are sharing the news video to the news house or News Agency from their handset. Hence, the news agency can show such videos with slight formatting or editing. These days' smartphones are equipped with various features to do multiple tasking such as video recording, voice recording, photography, sending emails, using various social media platforms (Facebook, Twitter, Instagram, Linked In, etc.). The media houses will have increased profitability as they will have to hire a lesser number of so-called media professionals.

This way, IoT will have a prominent impact on the Media Industry and hence it will make the sharing of News data and information more quickly and securely and to on a real-time basis. Smartphones will equip the Media professionals to perform their daily tasks & duties more efficiently and effectively. IoT will enable Media to cater to a large section of society with great accuracy. There will be for sure much more importance of IoT in various industries including Media in the future to come as time goes by as technology is key to survive in the future.

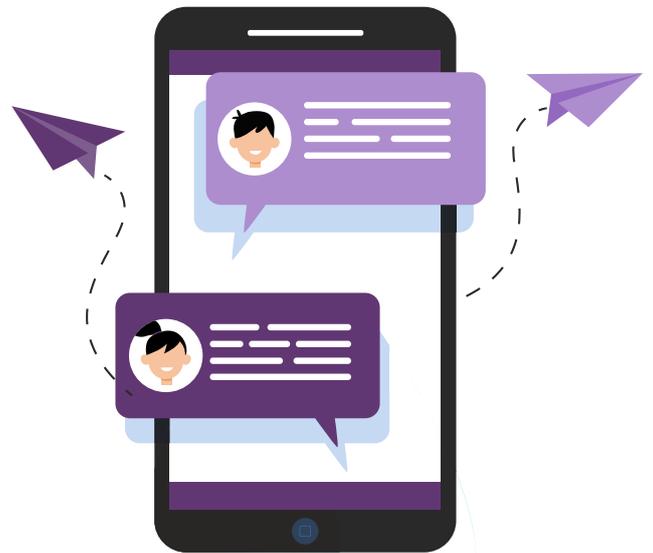


# EFFECTS THAT SOCIAL MEDIA HAVE ON SOCIETY'S FUTURE

Social media contains a vast impact on people and their lives. whereas some impacts may be positive, social media has been shown to negatively affect things like our moods and stress levels. Addiction is caused by social media too. With access to that anytime of the day on our phones, it's simple to make up the dangerous habit of checking it all over – throughout a meal, in school once an academic is talking, or perhaps in bed once it's time to sleep! Here area unit several areas wherever social media addiction will have a negative impact.

## COMMUNICATION

Before there was texting, line of work was the particular thanks to reaching bent somebody. whereas messaging makes communication quicker and easier, there are negative aspects thereto, too. It is tough to decipher the tone individuals square measure utilizing once texting or posting on social media.



## EMOTION

Multiple studies have shown that unlimited use of social media causes stress, bad moods, and negative mental health. Many people wake up in the morning and immediately check their Instagram, Snapchat, or Twitter. On platforms like Instagram, some users feel obligated to edit their posts to fit the terms of "attractiveness." Users may begin to compare themselves to others and think, "am I good enough?" "am I pretty enough?"





## HEALTH

Social media causes habit and influences rest. Utilizing gadgets like phones or computer games before sleep time can prompt an assortment of rest issues. The outcome is understudies who might nod off in class or not be able to concentrate since they are just excessively worn out!

Social media is something amazing. It can help individuals across the world interface and motivate individuals to accomplish social change. In any case, we should likewise understand the negative ramifications web-based media has on our lives. We needn't bother with online media each waking second, and understand that you wanted to cultivate relations progressively as well, not simply through a screen.



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