Multimedia

Literature, Russian Literature

Multimedia We have worked on the project " Multimedia" in Agastya International Foundation. The report, findings and suggestions were presented to Mr. Subramanya Shastry, Ms. Richa Sharma and Ms. Janani Subramanian on 22-Feb-2013. The objective of this project was to figure out ways by which Agastya can be effectively promoted, to make the Agastya website organized and user friendly, to figure out the areas of improvement in the training camp at Kuppam and to create templates and manuals which would increase the efficiency of work. Gaurav Jain A-18 Yuraj Agarwal A-04 Vibhanshu Kumar Sinha A-44 Ankur Gupta A-20 Preface: Reality of life is many a times hidden and most of the times good work goes unnoticed. There are many unprivileged but bright children in India whose family cannot support their basic education. There is a ray of hope for them, as there are many individuals and organizations who work for the cause of the society. Continuous effort has shown how children can change things around with their innovative ideas. We always wanted to associate with such organization and do as much as possible for the good of the children. In NMIMS Bangalore we got an opportunity to work with Agastya International Foundation. We came to know how Agastya work, what difficulties it faces and how it overcomes. We had a great experience working in Agastya. It was a great learning for us. Acknowledgement: The accomplishment of the project ' Multimedia' would not have been possible without the help and co-operation we received from Agastya. We would specially like to thank Ms. Richa Sharma who has helped us with the feedback form analysis and has assisted us in knowing the minute details. Ms. Janani Subramanian who helped us in analyzing Agastya's website by providing information where otherwise were

unknown, this factor helped us in coming up with relevant suggestion and made our analysis concrete. Mr. C. K Rao who allocated activities for us, he was the POC during our entire internship period. And finally we would like to thank our mentor Mr. Subramanya Shastry who has been very co-operative and assisted us wherever we had any difficulties. Executive Summary The list of the task we accomplished in Agastya are listed below * Photo segmentation * Template for proposal * Manuals for photo cropping and zip/unzip * Video uploading * Social media analysis * Website analysis * Pinterest * Feedback analysis and report Some of the important findings are * Increasing popularity of Pinterest, a social media, which can be targeted to create awareness and promote Agastya. We have created a Pinterest account for Agastya. * The uploaded videos can be used to disseminate the message how Agastya teach children with the hands-on exercises. We uploaded 182 educational videos. * There is a lot need to be done to organize Agastya's web site. * Vision/Mission statement should be right there at the home page. * Children visiting Kuppam campus have got emotionally attached with Agastya. They can be the future ambassador for Agastya. Catch them young. Table of content Chapter 1: * Photo segmentation Chapter 2: * Template for proposal Chapter 3: * Manuals for photo cropping and zip/unzip Chapter 4: * Video uploading Chapter 5: * Social media analysis Chapter 6: * Website analysis Chapter 7: * Pinterest Chapter 8: * Feedback analysis and report Chapter 9: * Learning from Internship Chapter 1: Photo segmentation: Problem: A collection of around 10, 000 pictures were unorganized. This caused a trouble in browsing them. Objective: To prepare a layout which helps to segregate pictures in different categories

and assist in easy browsing of them. Methodology: Found as many categories as possible and then grouped the pictures in respective categories. Chapter 2: Template for proposal: Problem: A standard template was needed for proposal making. Each time a new proposal was made from scratch which takes much of valuable time. Objective: To prepare a standard template for making proposal to raise funds from corporates for events. Methodology: Looked into many different proposals and proposed a generic template which covers all the areas of a proposal. Chapter 3: Manuals for photo cropping and zip/unzip: Problem: Field officers used to send pictures of events through mails. But due to absence of any standard format the picture size vary to a large extent in terms of size. There was a need for some reference manual which will help the field officers to easily crop photos and zip them for mailing purposes. Objective: To prepare a manual for cropping and zip/unzip of photos. Methodology: Found a standard size and prepared a manual giving steps for cropping and zip/unzip of photos. Chapter 4: Video uploading: Problem: Educational videos of Agastya were recorded but not available to public at large. Objective: To make an online channel to showcase educational videos. Methodology: Identified the medium on which videos can be showcased. Around 182 videos were uploaded on YouTube. These are educational videos on science experiments i. e. Physics, Chemistry and Biology. Chapter 5: Social media analysis: Problem: Availability of many social media and difficulty in deciding which one should be targeted to promote Agastya. Objective: To come up with a comparative analysis of the entire social media networking sites and related statistical data which would help in decision making. Methodology: Looked into the statistical data

available for individual website and then did a comparative analysis. Chapter 6: Website analysis: Problem: Agastya's web site has all the relevant information but in an unorganized manner. Objective: Come up with an analysis of Agastya's web site and provide recommendations and suggestions which would help in organizing the web site better and easier for viewer to surf the site with relative ease. Methodology: Went through each Agastya's web page to understand how data is presently arranged. Made a note of unrelated data clubbed into one category. We also did an analysis of other NGOs' web pages and made note of important features which could be included in Agastya's website. Chapter 7: Pinterest: Problem: Based on Social media analysis Pinterest came out to be the most emerging social networking site. Agastya didn't have account on Pinterest. Objective: To create a Pinterest account on behalf of Agastya. Methodology: We created a dummy account on Pinterest and explored its features, made note of important features and documented the account opening process. Chapter 8: Feedback analysis and report: Problem: Students had submitted their feedback of the experiences in Kuppam but the forms were not productive as it was not analyzed. Objective: To prepare a presentation on the analysis of the feedback form. Methodology: There were a total of 196 feedback forms from three different schools. We recorded the data into excel sheet and created Bar diagram and Pie charts. The analyzed data was then presented before the team. Chapter 9: Learning from Internship: India has more than 70 percent of population residing in villages and children there are lagging much behind in terms of education as compared to their urban counterparts in spite of having dexterity and skills. We, as a good citizen of country as

well as a responsible corporate representative, can help them in honing their skills by educating them right from the beginning so that they can play a substantial role in fast growing economy of India. Agastya International Foundation provided us the required platform to work in that direction and a glimpse of talent pool we can get in various villages of India. We used our analytical skills in segmentation of photographs, website analysis and feedback form analysis. Presentation skills and Case studies being an essential part of our curriculum have helped us a lot in preparing presentations and analyzing raw data. Group dynamics and Strategy concepts were very effective in managing the team members and Video uploading activity. Apart from these, there are many soft skills areas we had worked upon and tried to improve them. As a whole, Agastya International Foundation did provide us the platform where we were able to connect with the society in a better way and enabled us to realize our responsibilities as a corporate entity.