

2020

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ISOC INDIA MUMBAI

# THE BUDDING POLYMATH

AN INTRA CHAPTER EVENT FOR YOUNG VOLUNTEERS



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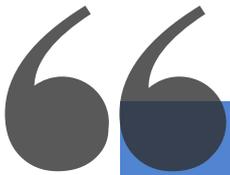
Date: 12th September 2020  
Time: 4.00 pm-5.00 pm IST  
Mode: Online Platform Zoom

 **Internet Society**  
India Mumbai

## ABOUT THE EVENT

Youth today is a major consumer of online resources and an influencer of online culture. With 71% [1] of the total proportion of Internet users globally, youth (15-24 years of age group) plays a crucial role in shaping the Internet trends in current and future times. Celebrating the potent combination of Youth and the Internet, ISOC India Mumbai organised "The "Budding Polymath", an intra-chapter event oriented towards its young volunteers on 12th September 2020. The event provided an opportunity for young volunteers in the chapter to exhibit their expertise and to engage with each other.

[1] ICT Facts and Figures 2017, International Telecommunication Union.



*As a research  
tool, the Internet  
is invaluable."*  
*-Noam Chomsky*



## THE SPEAKERS

The three young “budding polymaths” from the Chapter who volunteered to share their expertise in their area of interest are:

### **Pratik Ghumade**

Pratik is a Media Strategist at Payatu labs, a cybersecurity company. He is the part of the core organising team at Nullcon and hardware.io security forums. He is a licensed organiser and curator of TEDx events.

### **Ankita Muddalkar**

Ankita is currently working as an experienced designer at Wipro Digital, Chennai. She did her bachelors in Graphic Designing from National Institute of Design, Ahmedabad. Her main interests include designing for children and during her academic years, she had the opportunity to work on a few picture-book designs at Tulika Publication House.

### **Shradha Pandey**

Shradha is currently pursuing her fourth year, B.A L.L.B. Honours at National Law University, Tamil Nadu. Her interests include studying the interrelation of sustainable development goals and their promotion of rural development in the digital era. She is a passionate advocate of liberty and seeks to educate, develop and empower people at the grassroots to be the agent of change in their own community. In her leisure time, she likes to imbibe skills in trial advocacy as well as debating and discussing contemporary legal issues around the Internet.

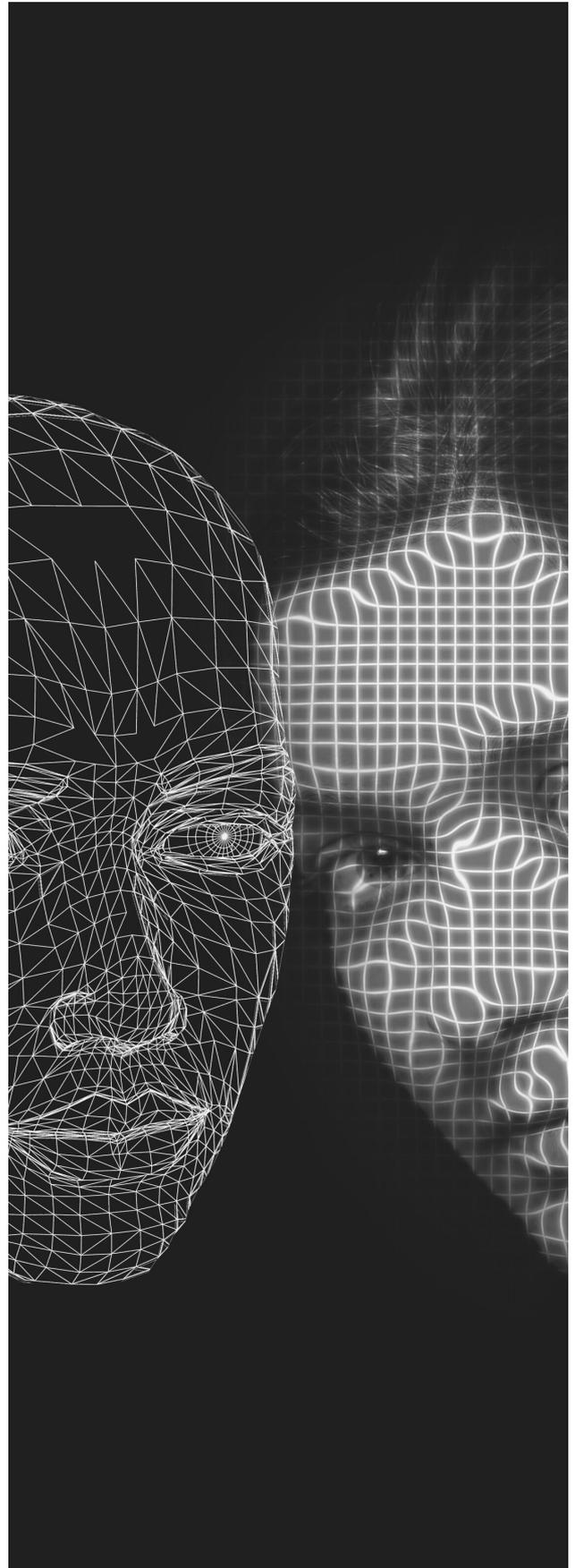


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## SUMMARY OF THE EVENT

The event began with the moderator **Juisha Gandhi**, a Chapter volunteer of the event, explaining the objectives of the event and the importance of promoting 'Budding Polymaths'.

**Pratik Ghumade** presented on the topic "Deception in the Information Age". He stated that according to Sun Tzu - a military general and strategist of ancient China, deception is just not an illusion, it is a war strategy and all warfare is based on deception techniques. According to Miyamoto Musashi - Japanese philosopher, deception can be used to defeat the enemy. The art of deception was used by the British Navy during the World War - I against Germany. The art of deception was also used by the Ghost Army. The Ghost Army was part of the US Army tactical deception unit during World War - II. In the modern era, deception techniques are used by hackers, phishers and scammers. Social engineering is one of the most powerful deception tools in modern time. Some of the key social engineering techniques used are 'exploit pattern recognition', 'keep the trickery outside the frame', 'nothing fools you better than the lie you tell yourself' and 'if you are given a choice, you believe you have acted freely'. Deception is used in phishing, waterhole attacks and scareware. In 2010, a group of Chinese hackers used deception technique-based waterhole attack called Operation Aurora to exploit multiple high-level targets including Google, Adobe, Juniper Networks, and Yahoo etc.



## SUMMARY OF THE EVENT

**Ankita Muddalkar** presented on the topic, “Designing Digital Experiences”. She spoke about what goes behind designing digital experiences. She stated that, since the emergence of Internet and invention of iPhone in 2007, there has been tremendous growth in the design world and there has been a lot of evolution in the roles of a designer like UX Designer, UX Researcher, UX Analyst, Strategy Designer etc. The process of designing always starts with identifying the target users and understanding their problems. Understanding the user's basic human behaviour and seamlessly intervening their behaviour to solve the problem. She also stated that 79% of smartphone users check their phones within 15 minutes of waking up. Habits are, therefore, the forces that keep people hooked to their phones all day. The Hook Model is the reason behind most of the successful digital products in the market today. The Hook Model is about creating a customer habit with a goal to have voluntary, uninterrupted user engagement. The Hook Model by Nir Eyal consists of four-phases: Trigger, Action, Reward, and Investment. The Trigger phase is to bring-in users to utilise a product. Triggers can be external such as paid advertisements, email notification etc. and internal like boredom, happiness to cite a few. The Action phase motivates users to perform actions like scrolling. The easier the action, higher is the motivation to perform that action like scrolling in digital applications. The Reward phase helps in keeping users engaged. Variable rewards keep the users more engaged like the scratch cards in Google pay. The Investment phase is about long term engagement users make with the application either in terms of money paid or their time and efforts. Implementing the above four phases with efficient strategies contribute to the success of a product.

**Shradha Pandey** presented on the topic “Gender gap on the Internet and the Impact on the World”. She spoke about the gender gap issue on the Internet and predominantly how the south-east nations like India are dealing with it. She stated that Digital Inclusion can be defined as strategies that are used to ensure that people have equal access, equal opportunities and skills to benefit from the digital technologies and systems. 54% of women in lower- and middle-income countries use mobile Internet and the gender gap is narrowing in recent times. The primary concern with respect to digital inclusion of women is affordability, however, there is a slight difference in respect to this in the context of India and other countries. In India, the emergence of smart feature phones like Jio Phones is benefitting women and contributing to the reduction of the gender gap on the Internet as they are affordable. In India, the digital literacy of women is a major concern than affordability. She also explained about the five major barriers for the inclusion of women in digital space: Literacy and Digital skills, Affordability, Safety and Security, Accessibility, Relevance.

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## SUMMARY OF THE EVENT

The presentations presented by the three speakers invited great interest, questions and comments from the audience.

Responding to a question by a volunteer, Prateek Pathak, on 'Designing Digital Products', on the challenges of collecting user habits because of the privacy and data sharing policies, Ankita said the designing process happens in a reverse way in scenarios where there is minimal data about the user habits. In such scenarios, the designing is done based on assumptions and then rigorous user testing is performed before releasing the product.

On Juisha's request to Pratik on suggesting some of the books on Art of Deception, Pratik recommended "Art of War" by Chinese military strategist Sun Tzu. Pratik also shared that in cybersecurity, one can pre-empt hackers attack by anticipating hackers and attackers' mindset and formulate the strategies to defend the organisation accordingly.

Responding to a question by Umesh Alle on 'Gender Inequality', and the statistics on the gender gap between the smart phone and feature phone users, Shradha shared data on South-East Asian countries and informed that in Bangladesh it is 26%-31%, in India it is 6%-9%, in Pakistan it is 20%-37%, and in Myanmar, it is 55%-69%. On Raghu Raj's question's on how worsening of gender gap for women in digital literacy especially during pandemic may prove to be a major setback to all the progress made by women in the domain, Shradha agreed that there has been has a major fallout for women during pandemic but at this stage it is difficult to share the exact quantum of the fall.

The event concluded with a vote of thanks by the ISOC India Mumbai Chapter President Shveta Kokash to the young volunteers of ISOC India Mumbai for their participation and willingness to share their knowledge with other chapter volunteers, and to other members from the chapter for their presence, engaging discussion and encouraging support to this initiative.

*The Chapter leadership extended a special thanks to chapter volunteers, **Feroza Mody** for her design and creative support throughout the event, and **Ajay DM** for rapporteuring for the event.*