

SRI VENKATESWARA COLLEGE DEPARTMENT OF SOCIOLOGY

presents

DIGITAL WALL ON *Pandemic Apps*

The pandemic has established the 'screen' as a great influence on our everyday. While it has aided the transition to the 'new normal' for some, it has also disrupted the established social practices and relationships. This Diamond Jubilee year the Digital Wall in lieu of the Wall Magazine, will present a sociological representation of the struggles and support ensued by the growth of internet applications during the pandemic.



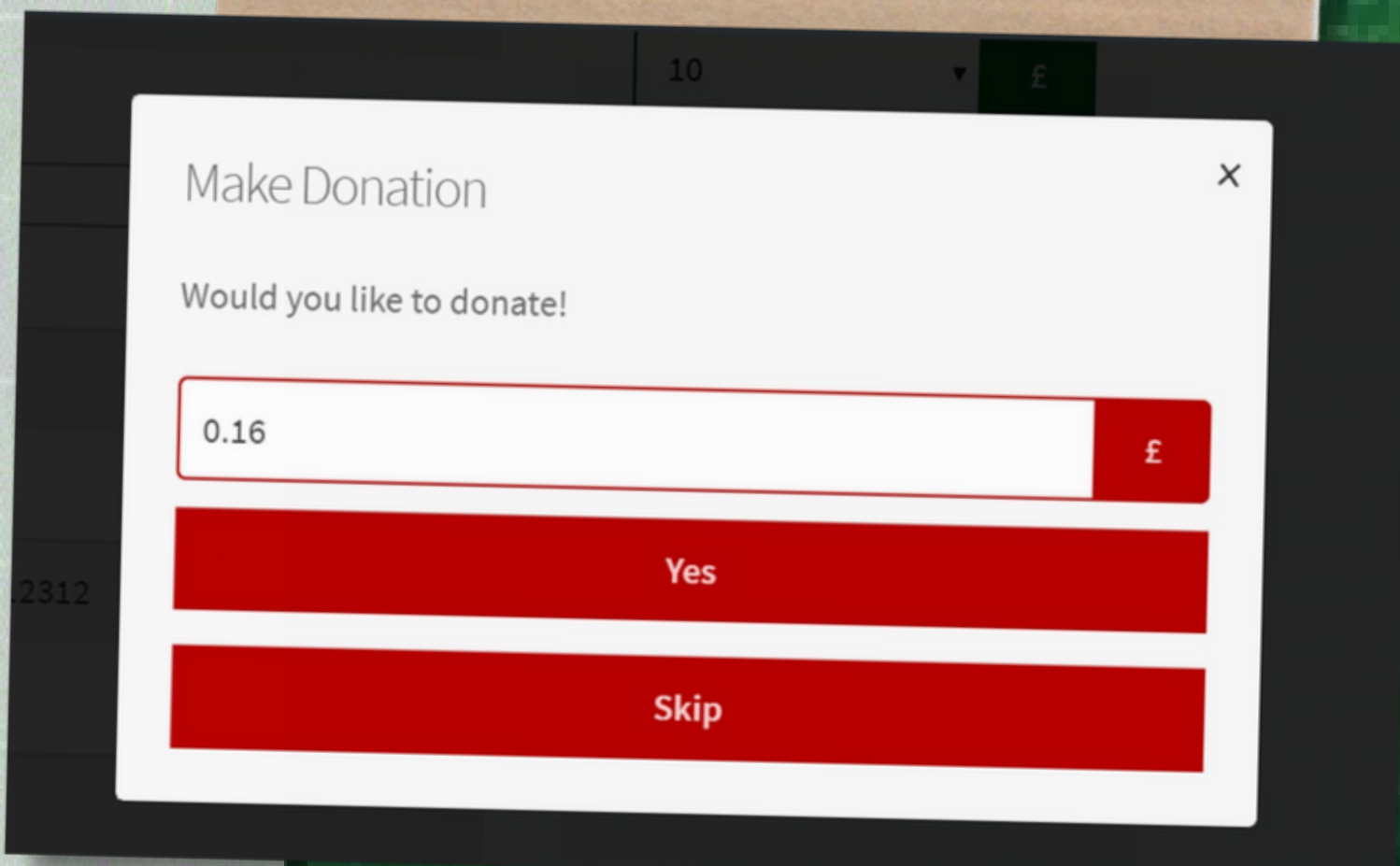
Humanitarian Endeavours

Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet. Crowdfunding is a form of crowdsourcing and alternative finance.

During the first several months of the pandemic — when communities locked down, jobs were lost, PPE was scarce and store shelves were cleared — thousands of people turned to online crowdfunding to meet their needs.

DONATE

Here are 3 crowdfunding sites in India that are shaping the way ideas and startups grow:



Ansh Yadav

"My son Ansh, an aspiring athlete was left paralysed with the rare GB Syndrome weeks before his National Level Athletics Tournament. Thanks to ImpactGuru.com I could afford his medical treatment. Today he is out of danger and is recovering slowly. Can't wait for him to get back on his feet!"

- Rajiv Yadav, father (Raised 20 Lakh)



Bruised Soul
@tarun_imandi

@milaapdotorg Thank you for facilitating me in helping my friend who we lost recently in a tragedy. Best wishes for all the future good you people are putting in together for the society.



Covid Fighters (India)

@CovidFighters11

Discord based community - Check the time stamp of verification when checking. DO NOT PAY IN ADVANCE. Developed by @darsh_shah981, Discord - @being_arnab0916

India discord.gg/q2d6bNTysJ Joined April 2021

4 Following 645 Followers

COVID INDIA'S BACKROOM WARRIORS ON



Kaushik, a fourth-year engineering student, and poet in Delhi, worked up to 21 hours a day, every day, helping save lives. He said in an India Today interview, "I fall asleep only when it is impossible to keep my eyes open anymore. I sleep by around 4.30 am, and am up and working again by 7.30 am."

You're my saviour today

***Urgent* ICU bed**

I will try my best

17/04/21, 2:45 AM ✓

Giving back to society!

THE ECONOMIC TIMES

Why Aarogya Setu, other global government contact-tracing apps have failed to contain pandemic

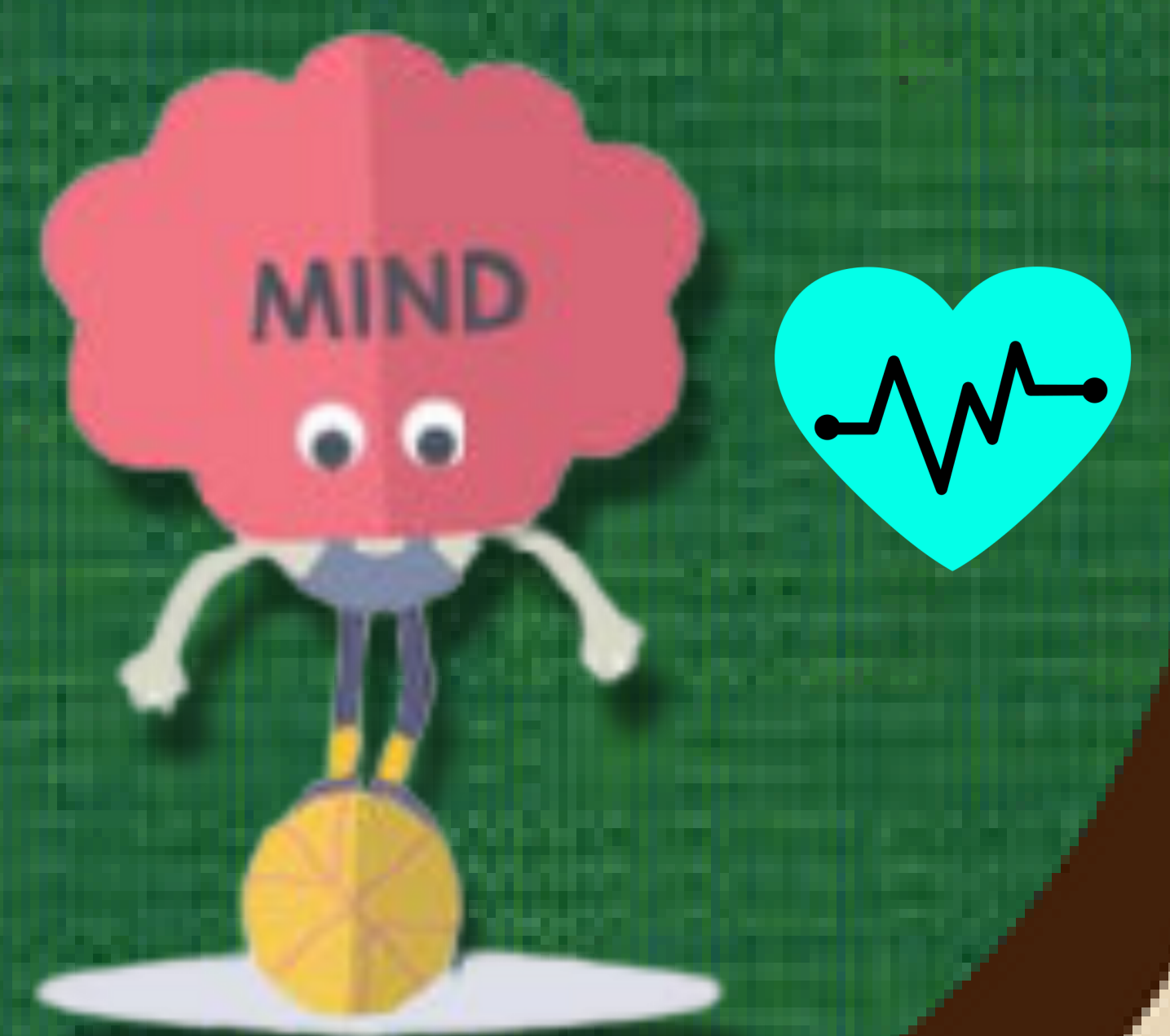
With the Covid-19 pandemic taking a toll on people's mental health, digital health firms have seen a surge in demand for their services and are trying to boost their offerings.

Headspace has about 70 million users globally and provides mindfulness and mental training services to more than 2,200 companies, including Starbucks and Adobe.

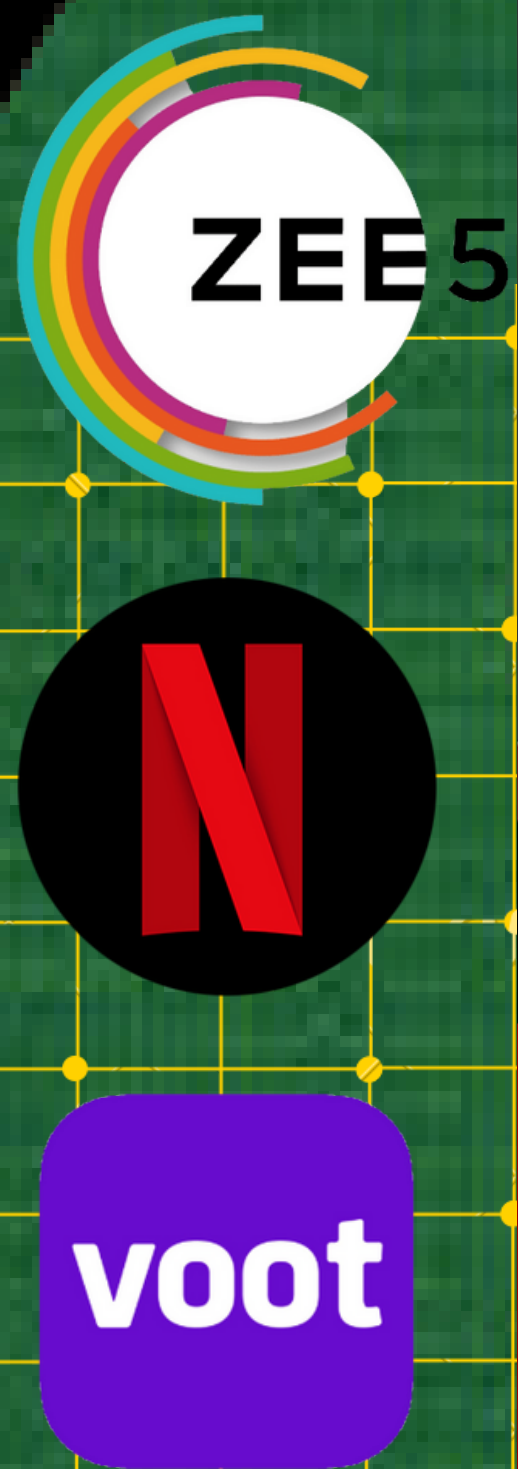
Mental health apps are gaining traction



CoWin, a mandatory platform for people to register for the vaccine and book appointment slots, has often found itself overwhelmed by the weight of registrations alone. Most vaccine centres today have their own token systems for slots overriding CoWin.



Reshaping Relationships



Before OTT

After OTT

Covid-19 pushes up OTT subscription growth by 60%: BCG report

THE WIRE English हिंदी मराठी اردو

Moral Policing of OTT Platforms Is Only the Latest Episode in India's Saga of Censorship

While the question of freedom of expression in India needs a nuanced approach, pre-censorship is arbitrary and chilling.

Increasing penetration of affordable broadband and smartphones, customised OTT apps with innovative pricing models, along with the sheer convenience, have made OTT platforms popular.

THE TIMES OF INDIA

Obscenity on OTT media should be checked: Piyush Mishra



Before the Pandemic



After the Pandemic

In this age of long-haul social distancing and mental-health strains, gamers have long had a tool that's now bringing some relief to those who've never picked up a controller before. The explosive growth of gaming during the pandemic has shown that many have found a new outlet for much-needed connection in isolation.



Forbes



How The Gaming Industry Has Leveled Up During The Pandemic

The buzzy chat room app was born popular, with celebrity users and an invite-only design, but much of its content is navel-gazing.

And the question of whether a virtual hangout spot would be useful post-lockdown loomed large.



The 'C' in Clubhouse Stands For Casteism

The New York Times

Has the Pandemic Changed Dating Forever?

Boundaries. Meaningful connections. "Covid baggage." Here's what dating will look like in a post-pandemic world.

"Cultivation of mind should be the ultimate aim of existence."

—Babasaheb Ambedkar.

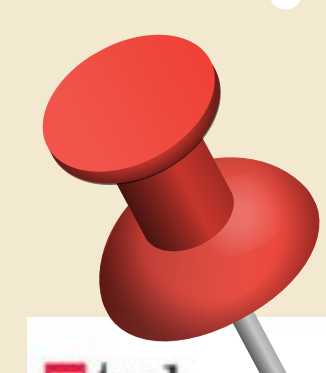
LIVEWIRE

Secondhand Shoppers Worry About Their Favorite Local Spots



Disney's famous Robinhood wasn't wrong.

"Robinhoods"—suburban India's micro investors— is now a fast-picking trend influencing stock trading. With no investment expertise, these traders are youngsters, small professionals, and even housewives who became the largest contributors to the Indian stock market over the pandemic period. Surprisingly, the "Big Bull" of India- Rakesh Jhunjhunwala, confessed to eyeing stocks being chosen by them. However, even when that is the case, the profit ratio these self-taught investors get is nowhere close to what the biggies like Jhunjhunwala receive— trading app charges and unstable returns obstructing their ways.



SWIGGY SAYS

Pay down by 50-60% from March 2020 levels despite recent spike in order volumes

No minimum wages, provident fund

Hard to access accident insurance

Apps stop assigning orders once they have earned a certain amount in a day

Benefits of huge funding raised by companies not shared with them

Earnings of delivery partners have recovered to pre-pandemic levels and in some cases exceeded them

Extra payment for petrol started in July

Pays return bonus for long-distance deliveries

Offers coverage of Rs 5 lakh in case of death or permanent disability

ZOMATO SAYS

Over the past year, the average amount per order for delivery partners has increased by around 20%

Has redesigned its rate card to factor in rising fuel prices; also pays extra if distance exceeds 5-7 km, depending on the city

Accident and life insurance for delivery partners of up to Rs 10 lakh



The company decided on “being there for anything the consumers needed right from sanitizers to pizzas”, says **TS Srivats**, vice president, marketing, at Swiggy, while sharing the brand journey in the last few months.

Economics of the Pandemic

COIN**SWITCH**
———— KUBER

Cryptocurrency investment platform CoinSwitch Kuber has closed \$15 million (₹109 crore) in its Series A funding.



Expansions of Big Business Apps

Indian edtech industry's market size to reach \$30 billion in 10 years: Report

Several reviews on various job portals point towards a bad and unsustainable work life at Byju's. Employees who have quit Byju's have shed some light over how the EdTech company is entirely focused on generating revenues.

Byju's found itself in headlines, when various telephone recordings by their ex employees were leaked in public. Many such instances followed suit and now the company stands accused of having the worst work culture.

The current market size is about \$700-800 million.



Coronavirus outbreak: Productivity, educational apps come to the rescue

Technology firms and start-ups are making the most of available resources to ensure employees are connected and productive while they work from home

Topics
Coronavirus | productivity

Harvard Business Review

Motivating People | The Pandemic Is Widening a Corporate...

Motivating People

The Pandemic Is Widening a Corporate Productivity Gap

by Eric Garton and Michael Mankins

December 01, 2020

मैं भी इसका इस्तमाल करूंगी! मुझे दिखाओ - ओह, यह सब अंग्रेजी में है। क्या आप मुझे हिंदी में कुछ ऐप्स ढूंढ सकते हैं?

These Apps are great!
It makes managing my work so easy...
Everyone should use this!

I can't find apps in Hindi. Also, many of them require paid subscriptions. As a student, I can't afford that. The free ones do not have accessibility support!

Re-routing Routine

REMOTE CONTROL | HOW WE WORK

How the pandemic could redefine our productivity obsession



Business Standard

JioMart sees order flow at four times of pre-lockdown period for kiranas

Robust omni-channel network in the offing, says Reliance Retail's FY20 annual report

Topics
JioMart | Reliance Industries | Retail sector

QUARTZ INDIA

ADDED TO CART
The pandemic has made online grocery shopping a lasting habit for Indians

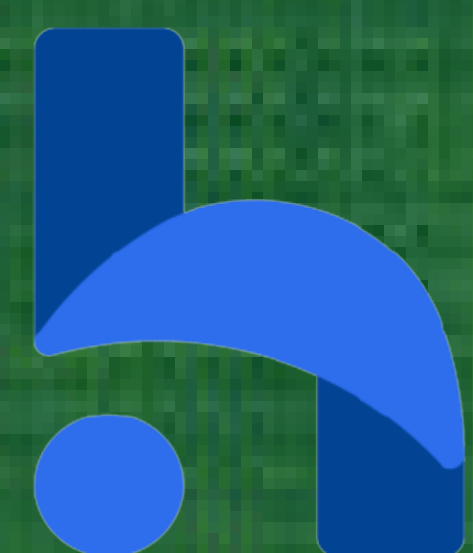
the pandemic has made India's online grocery shopping utility driven.



Times have changed!



Tick Tick



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