

Dear Confreres,

Greetings to you during this month of the Holy Rosary!

I am happy to introduce to you our revamped Province website through this October 2018 Editorial of INtercoM for the 2018-19 academic year. As you are aware, INtercoM will henceforth be available only online – and will be the outcome of the online articles posted on our INM Website - www.donboscochennai.org – which you can download or read online.

In a fast-paced society like ours, with numerous channels of instant communication available at our fingertips, INtercoM, cannot and is not meant to compete with the likes of WhatsApp, Facebook, Instagram or Telegram. The scope of Intercom is to document for future generations the life, work and mission of the Province, which the above-mentioned social apps can also do, but which are not currently geared towards this end. Most of our communities make their presence felt on Facebook and WhatsApp and through their respective sector websites. A lot of activities do take place in our mission centres. If this information which is now posted in FB & WA is channelled to INtercoM via email (secretary@donboscochennai.org), we can ensure that the work is documented for future generations. While we are extremely pleased that many confreres are now having a reliable presence in the digital world, we also hope that that a cumulative vision of our Mission will reflect in the Province website which is in actuality our digital passport in the Online World.

We are happy to welcome back Rev. Fr. Ernest Rosario, who, is also the Head of the Social Communication Commission. During the Commission Meeting it was proposed that we need to ensure our **donboscochennai.org brand is made use of in all official (and personal) email communication**. Therefore, very soon all our houses will have email usernames registered with donboscochennai.org **The INM App** is already widely in use both in the Province and abroad, while the INM website is upgraded is regularly with news and views.

Living in the digital era, it is important for us to familiarize ourselves with the nitty gritty of this ever-evolving technology. The Roman Catholic Church has its long-history of being “multimedia” as well as its beautiful theology of communication. Our theology set us up to think in terms of God’s relationship with us as God’s self-communication. We consider Christ as the Word Incarnate. We live empowered by the Spirit who has given us the ability to speak. The Catholic tradition is a multimedia tradition: we honour the body as our primary medium, we embrace the stuff of the earth as our sacramental symbols, we have a long history of art, performance, music, manuscript, print and even electronic media to illuminate, educate and inspire. All this makes us actually **digital descendants!!!**

We speak of today’s youngsters as **digital natives** who sadly are also becoming **digital slaves!** Therefore, our presence in this technological field is not just an indulgence but an inevitability. We should be able to empower them to be enterprising and spirited in this **digital era**. Unfortunately for communicators, **the challenge with online communication is not in the start but in its continuity!** This is where the revamped INM Social Communication Commission is determined to make a systematic and methodical contribution to our Province and to which each one of us can also do our part. Let each one of us, as Salesians, become interested and acquire some rudimentary skills in this field, preparing ourselves to encounter our digital natives where they are not being mere **digital novices** but as **digital entrepreneurs**, ready to accompany and to embolden them in our journey together towards - SANCTITY!

Affectionately,

Fr. Dominic Matthews SDB

Editor

19.10.2018