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AMITY SCHOOL OF COMMUNICATION

Expressions



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Census-based delimitation loses purpose in din of **Sengol** outcry



Picture: PIB

Glimpse of the new Parliament Building in New Delhi.

SANJAY M JOHRI

Professor-Director, Amity School of Communication

Notwithstanding controversies since the launch of Central Vista Project, of which India's new Parliament building is a part, one relevant issue which

lost its purpose was its necessity of increasing more seats after the delimitation of parliamentary constituencies. The number of Lok Sabha seats is likely to increase significantly from the current 545 after 2026, when the freeze on the total number of seats lifts. Rather the placement of a Sengol or Sceptre

and the boycott by 19 Opposition parties got more press for days in and out prior to its inauguration by Prime Minister Narendra Modi on May 28.

It is known fact that current Parliament is a century wold building and it had ad hoc constructions and

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PROF (DR) SANJAY M JOHRI
Editor-in-Chief
Director, Amity School of Communication

Huge response to ASCO's maiden 1-week certification program in Mass Comm

Come June and admission fever picks up across the country as one can see media outlets flooded with advertisements from universities offering various courses across all domains.

Three years after the pandemic, universities and colleges across India have geared up to start a new academic session and try regularizing sessions for under-graduate/post-graduate courses in July itself to ensure the new academic calendar begins on time -in 'physical mode'.

COVID-19 for almost three years forced different boards and universities to go for online teaching which greatly impacted their learning. Students eagerly waited to get back to physical mode of classes. As most of the universities are all set to introduce a New Education Policy (NEP) 2020, students will also have a choice to opt for a basket of courses with focus on skill enhancement and learning. UGC approval for new skill-based courses and the list of newly approved institutions assumes a lot of significance in the backdrop of the NEP that proposes blending of vocational and mainstream higher education.

The Amity School of Communication (ASCO) this year went one step forward organising 'one week certification program in Mass Communication & Journalism' wherein students were exposed to different verticals of the domain with focus on practical learning for all five days. The unique course drew a huge response with 12th class students turning in great numbers and we successfully conducted the first such batch.

Academic Year 2022-2023 at ASCO also brought near 100 percent placements for the just concluded UG & PG batches and we continue to strive for our on-going batches to make them industry ready.

ALUMNI CORNER

RAJSHREE KAKKAR
Owner
MODERN BAKERY GROUP
MA (A&MM) - 2017-20



ASCO made me industry ready

As an ASCO graduate, I am proud to reflect on my experience in this department. The department provided me with an excellent teaching and supportive learning environment that fostered personal and professional growth.

ASCO at Amity had dedicated faculty members who not only had excellent knowledge in their respective fields, but also had a real passion for imparting their expertise to students. Their commitment to coaching, mentoring, and upskilling has helped shape my trajectory in this field.

A wide range of courses including journalism, public relations, advertising, and media studies broadened my understanding of the field. What really set this department apart was its focus on experiential learning. Through internships, workshops, and projects, we have had the opportunity to apply our knowledge in a real-world environment, which has made us more confident and prepared for industry challenges.

The campus provided an environment that fostered innovation and creativity. The library was well stocked with extensive research material and ensured access to the latest industry trends and academic research. The availability of these resources has greatly enhanced the learning experience and enabled us to understand current practices and conduct in-depth research.

My alma mater's strong alumni network has contributed significantly to our professional development. The department facilitates regular alumni events, guest industry speakers and job fairs, allowing us to network with industry experts and gain valuable insights. After graduation, the support and guidance from our alumni network was invaluable and helped us set career direction and open opportunities for growth.

Overall, Amity and ASCO have left an indelible mark on my professional career. The education, guidance and experience I received have shaped my career and helped me succeed in the field of mass communication. I would wholeheartedly recommend my alma mater and my department to any candidate seeking a comprehensive education and a nurturing environment for success in the industry. ■

CONTINUED FROM PAGE 1



Picture: PIB

modifications done over time. The building has been 'showing signs of distress and over-utilization and is not able to meet the current requirements in terms of space, amenities and technology'.

We should be delighted that in the 75th year of Independence, India has a new Parliament building, built by Indians, and embodying the culture, pride, and spirit of the entire nation.

"The seating arrangements are cramped and cumbersome with no desks beyond the second row. The Central Hall has seating capacity only for 440 persons. When the Joint Sessions are held, the problem of limited seats amplifies. Due to limited space for movement, it is also a huge security risk."

According to Prof. Hilal Ahmed, Centre for Study of Developing So-

cieties "We all need to understand the constitutional principles which were subsequently elaborated by the Representation of The People Act, 1950. The newly constituted Election Commission of India (ECI) found that the 1941 census was quite old for the purpose of delimitation of electoral units. To deal with this problem, the Census Commissioner was asked to prepare population estimates. Based on these estimates, 489 Lok Sabha seats were marked, he said.

However, the numbers of MPs continued to change over years. The reorganization of the states in 1956 after the enactment of the 7th Constitutional Amendment Act was a crucial moment. It affected the configuration of Parliament in a significant way. The number of MPs increased in both Houses. For instance, the second Lok Sabha had a provision for 500 MPs, while the Sixth Lok Sabha had 544 seats.

While subsequent governments did not show any inclination to revisit the freezing of Lok Sabha seats,

especially from the point of view of people's representation The Constitution (Eighty-fourth Amendment) Act, 2001 extended the deadline simply by amending Article 81 again. Resultantly, the cut-off date eventually became 2026, says Prof Ahmed.

The new building with an estimated cost of ₹836 crore has a built-up area of about 65,000 square metres is triangular shaped ensuring optimum utilisation of space. The beautiful structure is an embodiment of Indian heritage, reflecting the 'vibrance and diversity of modern India, incorporating our cultural and regional arts and crafts'.

The new building will house a larger Lok Sabha Hall with a capacity of up to 888 seats, and a larger Rajya Sabha hall with a capacity of up to 384 seats. The Lok Sabha may accommodate up to 1,272 seats for joint sessions of Parliament.

For countrymen, it will be a treat to watch proceedings of the upcoming monsoon session likely to take place in the new Parliament. ■

Dhobi-Pachad:

Traditional washerman is here to stay

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

Even as laundry franchise UClean founder Arunabh Sinha calls them 'bicycle entrepreneur', dhobhis have been an intrinsic part of Indian society for eons. For Sinha, these entrepreneurs may have existed throughout history and he feels that while keeping with the changing times, this business model may not work as now there should be a fresh take on the issue.

While Sinha may tom-tom about his 21st century model, the age-old dhobhi can still give a 'dhobhi pachad' to any competitor generally called laundry and dry cleaning centers.

As an Expressions survey found out, dhobhi Mulaheram, 78, residing in Mohanlalganj, working since the last 49 years says, "They were not customers for us, but families. Families we served. Families with whom we connected. From being a part of birth of a new child to washing the clothes of the grandfather or grandmother just before they closed their eyes, it was what we did, or what some still do. It was not only washing clothes for me, but to make sure that my work attended to their physical and emotional needs."

Haider Ali, lovingly called Miyyan Sahab says, "As a dhobhi, I would say I hate the rains. But it is not all true. When the Gomti is overflowing, and the sun is not visible, we face a huge challenge in our work. But it is the hard-work of our entire families that supports us. We light up "Bhattis" (furnace) in our homes to make sure that clothes are prepared on time. I've been blessed to have delivered on time even as I have seen rains that have lasted for three to four days in my time."



Picture: ARPIT DAYAL SAXENA

Of the 10 dhobhis surveyed, eight agreed to tend to eccentric demands of their customers. "Some wanted their clothes to be washed in a different manner, some wanted them to be ironed while kept on a wet cloth," Umesh, 52, said. They also shared that it was often they themselves who had to remind their customers and their school-going kids of the uniforms that were missing from the cloth piles, often lying around wherever the kids had left them. They all shared that apart from going house to house, they also had a tie-up with a tent-organization, a local hotel or a business that they catered to for income. During weddings, host families used to bring with them trusted workers, and the dhobhis would be one of them. "I've worked at 20 weddings, and these hands have washed countless clothes," Mulaheram reminisced of his old days.

Even customers praise dhobhis. Ramesh Saxena, 71, a retired bank employee says, "When I was a kid, it was normal for one dhobhi to work

for a family for two generations or three. Our clothes were not just clothes, many of our emotions were linked with them, birthdays, first salaries, kids first going to schools, all of these could only be given to someone we trusted for washing. It was remarkable how dhobhis used to take care of our clothes, not a single one misplaced or mixed-up from the bundles they used to carry."

But as the clock turns, so does the laundry business. Now, dry cleaners are the modern dhobhis. Local dry cleaning services like Rocket, Mercury and MoonLight now rule the roost.

Pawan Tiwari, employee, Rocket DryCleaners says, "We are a brand, and with the increasing prices of the local washer-maids and a need for quality cleaning of their clothes, and bound by time constraints people started to switch to us, also to cope up with fast pace of life perhaps. We have enjoyed the position as one of the biggest in Lucknow in our business. There is a lot of difference in our cleaning than an old dhobhi. We have always avoided the

use of perc, (perchloroethylene) in our processes,, because it is harmful for the environment. From the sherwaanis for weddings to suits for business meetings we have seen it all and done it all.”

Advent of web and online platforms Dhobilite, Tumbledry and Mycleaners, customers can avoid the hassle of dropping-off and picking up process, as they can easily book their clothes' appointments. These organizations promise to treat all clothes with utmost gentleness and care. They also provide us with variety of cleaning options, even giving the service of home cleaning. The rates they charge are also affordable.

“Earlier people used to wear formals-teachers, businessmen and all, so dry cleaning their clothes was a necessity. Nowadays, the clothes people buy are from showrooms. These brands do not sell cotton or pure materials. All of it comes as a mixed variant, may it be terracotta, rayon and a lot more. So people are now starting to shift towards the online platforms for specific cleaning methods for their specific clothes. Customers that we had 10 years back were a lot more than what we see today,” says Aaftab Haider, employee, Rocket DryCleaners.

But, the good old dhobhi still remains a dominant force in society. Even as they remove wrinkles from clothes, their own hands become more wrinkled. Still a smile and generosity is all they offer.

“We work on the trust of our customers, but it is not possible for us to compete with these giants who are entering in the market that we have set-up. Money is the main reason. They can afford to spend funds for marketing and promotion to attract customers. We on the other hand cannot afford to do so. Recently, a friend of mine, who is also an istriwaala had to switch to selling vegetables because some of his customers had opted for online method and rest went off with the newly inaugurated laundry service,” shared Pramod, 38, a roadside istriwaala. ■

LOVE CHAI?

Say cheers!

ARHAMA ALI

Bachelor of Journalism & Mass Communication

When NDA Prime ministerial candidate Narendra Modi launched his very well-known political campaign in 2014 ‘Chai pe charcha’ to reach out to the masses, there is no denying the fact that it was a sureshot aim straight at victory. The result was that around 1,000 tea stalls in 300 cities had been brought under the campaign’s gambit enabling Modi to connect with masses at the grassroots.

This hot refreshing beverage, chai or tea, though not of Indian origin, is so deeply ingrained in the nation’s psyche irrespective of whatever the situation, that it’s almost impossible to imagine a world without it.

Talking to Expressions, Ruchita, a tea enthusiast, says, “You don’t need any time travel machine if you have chai in hand.” She says she cannot trade her chai time for anything. She and her friends meet once a week for chai and together go on a nostalgic drive of their college times. “Chai is family,” adds Khushi, another tea enthusiast, who has a strong love for chai. Sitting far away in Seattle, she immerses herself in three cups of chai every day. Each cup acts as a trail of crumbs to connect her to her family in India. “Chai is an emotion. The warm feeling or the prospect of making chai comforts me. Also, it is a get-together beverage for me. When I call people to my house, I always prefer serving tea over coffee,” chimes Anika. Her passionate love for chai is unmistakable.

Anika adds, “My partner has to



enjoy tea as much as I do.” Love for chai means swipe right, isn’t it? People speak a lot over chai, the hesitations come undone. Whether it is on their familial scruples, children’s school talks, or unspooling the threads of their relationship with their spouses, everything comes bare. Not only these, but people have already also made important decisions over chai like getting pregnant, quitting jobs and moving to another country, “Yes, we happen to bring children into our lives this year and all this happened over a cup of chai on a rainy evening,” laughed Shreya and Pradeep, linking their arms.

Why only relationships? Chai is an excellent icebreaker. One does not need to nibble finger foods to keep the conversation going but let in the chai inside you to taste and savour it, and a minute later, one sees the magic flowing through words. It is the basis for the phrase ‘Chai pe charcha’ that seamlessly throws open the doors to knowing people’s hearts. With every cup of chai, your charcha grows multi-fold. When the famous coffee line hoarded its punch saying, “A lot can happen.....,” Chai, an undying veteran in this area, rubbed a smug face on it, adding “ A lot has already happened to me.” Well that is how chai has persevered and stayed relevant to the times we are in. ■

BADA MANGAL

When no one goes hungry!

Come the month of 'Jyeshtha' and denizens of Lucknow can be seen thronging to myriad bhandaras organized by volunteers during the 'Bada Mangal'. Relishing kachori-sabzi and cold drinks, one and all seek blessings of Lord Hanuman and the 'prasad' that is offered. Revelry marks these gatherings as all come to enjoy and partake in the merriment. Ace photographer **TRILOCHAN SINGH KARLA** captured such spirited moments through his camera while on the move on the streets of Lucknow.



It's a tradition that is historically associated with the city of Nawabs, Lucknow. Come the month of 'Jyeshtha' as per the Hindu calendar, and the religious fervor is there for all to see. Braving the hot sun when the mercury zooms to 40+ degrees, on all the four Tuesdays of the month of 'Jyeshtha', people all across the city irrespective of their faith, converge at the 'bhandaras' to savor the 'prasad' of 'Bada Mangal'.

This year again as it was time for 'Bada Mangal' bhandaras sprouted up in every nook and corner of the city catering to whosoever came to relish the prasad delights. Be it kachori with kaddo, ice-cream, boondi, Malpuas, poori-sabzi, chhola-rice, rajma-rice and now even cold drinks you name it was there. Served in small 'donas', people thronged just to get themselves served.

History has it that 'Bada Mangal' is observed as a festival dedicated to Lord Ram's devotee Hanuman and is believed to be 400 years old. This tradition is mainly celebrated in Lucknow and a few other cities of Uttar Pradesh. ■



"It is a common belief that on 'Bada Mangal', people do not carry lunch to office, and no one sleeps hungry in Lucknow on this day. The occasion is also considered a part of the Ganga-Jamuni tehzeeb of Lucknow."

CRAZE FOR MAHI

Ekana stands witness to it



SNEHA SINGH

Bachelor of Journalism & Mass Communication

The elements of nature notwithstanding, Captain Cool's fans in the city of the nawabs were a frenzied lot when they thronged at Ekana Sports City just to get a glimpse of the World Cup winning skipper. As the rain acted as a killjoy and dampened the spirits due to the fact that Mahendra Singh Dhoni could not be seen in iconic action, fans' verve could not be dulled. Dhoni was in town to play in IPL clash between Chennai and LSG. But it could not happen as rain inhibited the performance.

MS Dhoni, captain of the Chennai Super Kings, was honored prior to Wednesday's IPL 2023 match against the Lucknow Super Giants (LSG). It was Dhoni's first game at the location. At the Bharat Ratna Shri Atal Bihari Vajpayee Ekana Cricket Stadium, he received congratulations from Rajeev Shukla, vice-president of the Board of Control for Cricket in India (BCCI).

Dhoni, winning the toss, decided to bowl first because of the cloudy weather and the soggy surface. His spinners ensured that their captain made the right choice. With two wickets each for Moeen Ali and Maheesh Theekshana, the pitch definitely favoured spinners as expected. Deepak Chohar and Tushar

Pandey, two CSK pacers, failed to pick up any wickets, but Matheesha Pathirana once more showed off his talent. LSG scored 125/7 in 19.2 overs before the shower.

While waiting impatiently for CSK's innings to start, the torrential downpour persisted in Lucknow. The decision to cancel the play was made after on-site umpires repeatedly evaluated the conditions but were unable to make any progress.

Both teams will have 11 points after sharing a point between CSK and LSG. CSK is currently in third place, closely followed by LSG in second place on the points standings. Gujarat Titans are still in first place of the standings despite losing to Delhi Capitals last night.

As they waited for Dhoni to leave the stadium and board the team bus, the supporters never gave up hope. A video going popular on Twitter depicts a sizable crowd lining up to take pictures of the World Cup-winning captain using their smartphones..

But it seems sense that cricket fans in Lucknow are upset because a game like that had to be postponed. Fans eagerly anticipate IPL matches and frequently look forward to seeing their favourite teams compete. A match cancellation could be upsetting, especially for those who had planned to attend or were anticipating watching their favourite athletes play. ■

SKINCARE PRODUCTS

Business touching new Heights

DRISHTI VANAİK

Bachelor of Journalism & Mass Communication

With holistic wellness emerging as a major criterion for buyers ordering skincare products in 2023, a Times of India report (December 23, 2022) states that 'large-scale development of digital and manufacturing sectors has led to an increased demand for cosmetic products in India'.

According to Technavio market research, the skincare market is predicted to develop by \$4.65 billion by 2025, states an article by understandingecommerce.com. Individuals are embracing skincare goods and e-commerce sites such as Nykaa and Flipkart are earning revenue by the day. Serums, creams, lotions face cleansers, you name it and skincare manufacturers will have them delivered at your doorstep.

Talking to Expressions, a working professional Samiksha Singh says, "I am an avid buyer of serums. I apply them before going to sleep at night just to have a glow the next day and my skin should look healthy. Serums are expensive. A single bottle lasts a month. However, investing in them pays off handsomely in the shape of radiant skin."

techsciresearch.com. states 'Indian skin care market stood at \$1.6 billion in 2017 and is projected to grow at a CAGR of 9% to reach \$ 2.7 billion by 2023 on the back of rising disposable income, increasing demand for skin care products across all age groups, especially young population, and growing awareness among consumers about various skin care products'. This is attrib-

utable to growing awareness about skincare protection, increased purchasing power and easy availability of products.

As women became conscious about aging, antiaging products are also in demand. Fifty-year-old homemaker Reetima Nigam says, "Who wants to appear elderly these days? Everyone aspires to appear youthful and vibrant.

I use Lakme's anti-aging lotion every night to postpone the onset of

facial wrinkles." Therefore brands like Minimalist, Plum, Derma, Mamaearth are gaining traction. Digital channels account for 80-90% of all these firms' sales, with their own websites accounting for the most, followed by marketplaces such as Amazon, Nykaa, and Purplle. According to Business Today, "Three million people visit Mamaearth's web store each month."

With skin treatments available online, an increasing number of all

age-groups are seeking assistance that provides proper skincare regimen. Dr. Arpita Singh, Dermatologist at Niramya Clinic in Lucknow says, "Girls and their mothers come to me every day as they want to get rid of acne, pimples, facial hair, and so on. Some use procedures such as chemical peeling, while others rely only on the skincare routines I advise." Dermatologists' apps like CureSkin are also gaining currency for online sessions. ■

HOME HELPERS

Hoping for better prospects

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

Even as Indian households become hi-tech equipped with the latest labor saving devices, domestic help still forms a major part of the home front. Right from taking care of young babies of family, cleaning, cooking, or taking care of the elderly in the family, daily help are an integral part of the family unit.

A part-time maid Shama told Expressions when she was asked did she receive wages worth her work, "It might seem easy to many people that cleaning is easy, but working at two or three houses and earning Rs 1500 from each house, i.e., I earn 4500 a month, becomes tough for me to manage my household. But I have no other option." She added, "I have three children, and they go to school. Sometimes, they are not allowed to write exams just because I fail to submit their fees on time."

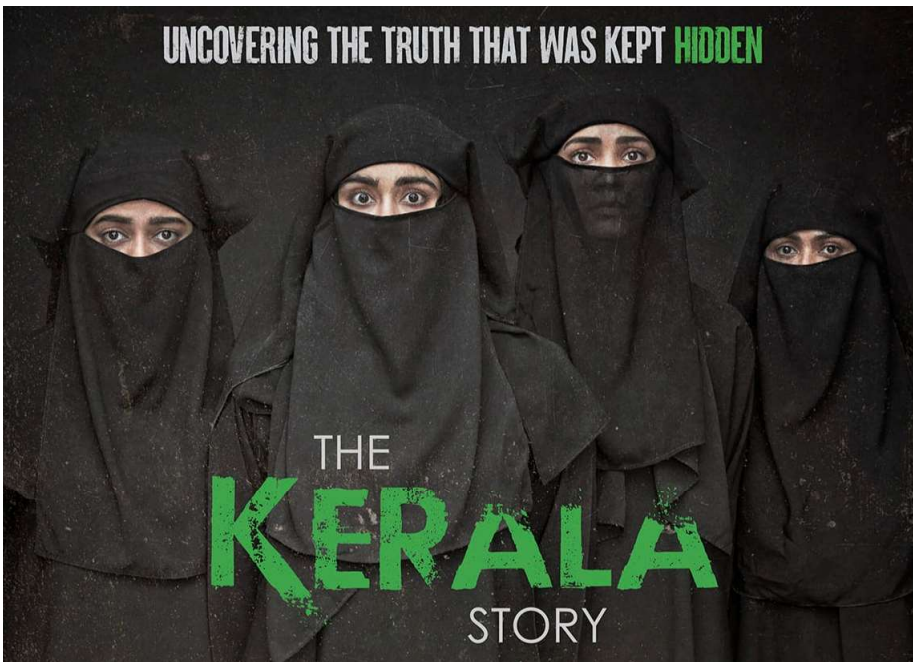
These unsung protagonists work hard to put families' lives in order. Yet, they are taken for granted and deprived of what is their due. As they are generally illiterate, they are unaware of their rights. Sombati, a live-in maid when asked did she receive her wages on time or if later, what was the time gap, said, "I work as a live-in domestic help. I receive my monthly wages after a gap of three months. I receive only two months salary even then and my paymasters hold back wages of one month. Where I work I get Rs 7,000 for a month. I am trying to find another job. If I will find, I will quit this one," she added.

Migration is a very intrinsic part of Indian milieu. As many move from villages to cities for better prospects, they end up as home help. It is in this scenario they become victims of cheating and fraud. Deceitful employers promise to pay them after three months of work,



but they never receive any wages. Mohan Lal, a migrant worker when asked about experience as a domestic help, said, "During the pandemic, I lost my job, and I had no choice but to start working as a domestic help, even though it was completely new to me.

I believed that some work was better than remaining unemployed, so I took on the role. Initially, I was told to work for three months, and after that period, I would receive payment for those three months. Additionally, I was informed that I would receive a monthly wage after completion of three months. I managed to make a living in Lucknow while working here. However, once three months were over, I was unexpectedly asked to leave, with the reason given that my performance was not satisfactory." ■



Emerged as the second highest-grossing Hindi film of 2023.

The Apex Court bench stated that state is duty bound to maintain law & order as film has been granted certification by Central Board of Film Certification.

...an Unsettling Case

SHRUTI GUPTA

Master of Advertising & Marketing Management

It's the latest talk of the town. Film 'The Kerala Story' has dominated the public domain as conversation revolves around its storyline, factual data representation and visual content.

The film talks about the alleged radicalization and conversion of young Hindu women to Islam in Kerala, after which they are forced to join ISIS. It is portrayed through three girls from various regions of Kerala, with the primary focus on the story of Shalini, who is abducted and subsequently converted to Islam. Starting from the interrogation room, the story is narrated from the perspective of Shalini, who shares a deep bond with her roommates Gitanjali (Siddhi Idnani), Nimah (Yogita Bihani), and Asifa (Sonia Balani). However, Asifa has a secret agenda to expose and convert her roommates to Islam. With the assistance of her male associates from outside, she ensures that the girls are radicalized and indoctrinated into the religion using hallucinogenic drugs.

After Shalini becomes pregnant, she is compelled to marry someone other than the man who impregnated her, and then embarks on a long journey to Syria via Pakistan and Afghanistan.

Reviewing the movie, Aastha Agarwal, 30, told Expressions, "Some scenes are a bit disturbing and there are moments and dialogues that make it difficult to watch the movie."

Film enthusiast, Rishita Pandey, a college student said, "There are scenes that are not common in Bollywood movies and the way it is presented but I think a beautiful balance has been maintained in overall. There is sensitivity and complexity but the uneasiness is evoked through message and purpose."

Opting for a sensitive subject, director Sudipto Sen has worked out a striking balance with ease, although some incidents in the film can be unsettling for people. Diving deeper into the debate, as per the current order, the Supreme Court bench headed by Chief Justice DY Chandrachud has ordered the producers to add disclaimers stating:

- ♦ There is no authentic data to back up the suggestion that the figure of conversion is 32000 or any other figure.

- ♦ The film represents a fictionalised version.

Further, the bench has clearly mentioned that they do protect freedom of speech, but vilifying a community is not acceptable. Even an art form is subject to restrictions on free speech under Article 19(2) of the Constitution.

Alongside the order to producers, the Supreme Court also passed a statement for the West Bengal government in response to their concern with hate speech and manipulated facts that can result in violence and a breach of peace. The West Bengal government had put forward their judgement by saying that the emotional turbulence and people's response can be best understood by the state court and authorities. Thus, the Supreme Court shall not over-rule the state's judgement.

To this the Supreme Court bench stated, "Movie is running in the rest of the country including in states having similar demographic com-

position and nothing has happened. This has nothing to do with the artistic value of the film. If people do not like the movie, they will not watch the movie.”

Offering a common man’s perspective, Raj Sharma, 25, a corporate employee said, “I think it is all unnecessary drama. It is a fixed group of people who create chaos to disturb people and then go silent once things done.” Taking the liberal approach and aligning with the Supreme Court’s statement, Abhishek Kumar, a legal professional stated, “This case is being dragged along

‘You are saying that the ban of the film is on the basis of 13 people... You get any 13 people, they will say ban any movie unless you are showing them cartoons...’

Chief Justice Chandrachud

for too long due to various reasons, and in my opinion, those reasons can be addressed at once if the influencing group can be kept aside.”

As the current scenario follows a pause on the debate after the Supreme Court has requested West Bengal and Tamil Nadu state representatives to submit their responses before the next hearing. Many theatres and screening authorities have reported being threatened by people for screening the movie in various communities. The Supreme Court has also ordered the states to ensure proper security around such places to avoid any incidents.

Meanwhile the film has so far has been a blockbuster while collecting Rs 200 crore at the Box Office. ■

Don't forget the ... *...roadside cobbler*

ASHNA ALI

Bachelor of Journalism & Mass Communication

With around 20 billion pairs manufactured across the planet, it can easily be imagined the environmental impact of shoe manufacturing that no longer can be ignored. One shoe produces 30 pounds of carbon dioxide and when around 15 billion shoes are produced annually, it is anybody’s guess how intense would be the pollution level. Yet, they are the jewels for one’s feet and part of a thriving fashion industry.

Even as shoes form part of dressed to the nines, these non-biodegradable pumped up kicks and knockoffs can be put to better use if they are repaired and reused. Talking to Expressions, faculty from Amity School of Applied Science, Dr Upasana Yadav said, “Choosing repair instead of disposal, we can curtail waste and emissions, and reduce carbon foot printing while saving money.” According to an article published by Unsustainable Magazine in 2022, an average pair of shoes takes about 50 years on average to completely decompose. This lesser-known waste problem in India calls for immediate action control for betterment of the environment.

And who could be a better option than the corner point cobbler?

As e-commerce picks up and shoes become easily available, they also become easy throwaway items. However, if they are refabricated by the locally skilled cobbler, pollution by shoes will be on the de-



Picture: NAZNEEN BANO

cline path.

Cobblers also known as ‘mooches’ and ‘jutimakers’ can contribute by serving the environment as they repair shoes. Gopal Verma, a cobbler who mends shoes in Chowk, Lucknow for the past 15 years says, “No, I am not a cobbler. What is a cobbler without his shoes? Today, people have no value for money. Everybody has become materialistic. Some people just care to throw away shoes rather than paying me Rs 50 to make them brand new.” ■

The Matka Story

It's healthy & eco-friendly

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Now, with summer here to stay and the mercury rising, the only way to beat the heat is to have cool cool water. Of course, this is simple. Take a glass and have chilled water from the fridge.

But ever wondered how would those quench their thirst who do not possess a fridge? The clay pot or 'matka' is the answer. There is no denial in saying that the clay pot has been a staple in the Indian set-up specially during the hot season when water is stored to keep it cool for drinking.

A 45-year-old Ram Prasad who sells clay pots near Chinhat told Expressions that he came to the city every day with his earthen wares in the hope to sell them all. He said he knew what importance that pot held in Indian society even in today's era of smart fridges. He added that storing water and drinking from the clay pot was far more beneficial than even any fridge stored water. However, on the sale front he rued, "What's not to like about a clay pot? They are natural refrigerators that a person can use, they are affordable, help people to cure their health problems and also eco-friendly. If we talk about sales then yes there are good days and bad days in this business, but most of the times there are bad days only."

He continued, "I come from a village near chinhat and there are many potters like me, who make clay pots. You must understand that a pot has to be made from scratch and needs involvement of all family members.

India exports most of it clay pots to United States, Australia, and United Kingdom



Picture: ARPIT DAYAL SAXENA

My daughter is fond of pottery and makes very creative and unique items from it. I wish I could afford fees of universities where people go and learn how to make them."

There are many people who understand the importance of clay pots and those who buy them are aware of the benefits. Clay pots have always been existing in our lives but now modern society is realizing its worth.

Even as the conversation con-

tinued, a customer Rajiv Mishra and living near Munshipuliya, said, "Our family only drinks water from clay pots. Everyone has a 'ghada' in their individual room. The advantage of drinking water from a clay pot is that it benefits us health wise. There are so many options in 'ghadas' these days that everyone should start using them. They are much easier to operate and have lots of benefits."

It has been more than three years to COVID-19 pandemic and people have realized the importance of immunity and safe lifestyle. Clay pots are something which help people in the long run. ■