CITY LIBRARIES TAKE DIGITAL ROUTE

Amir-Ud-Daula library offers more than two lakh books in seven different languages | **P4**

LEARNING TO EMBRACE AUTISM

As per Lancet, 2021, autism is estimated to affect 78 million people worldwide | **P9**

AKSHAR FORUM: USED PLASTIC IS SCHOOL FEE

This concept of low-cost model of education soon caught on within the community | P10

AMITY SCHOOL OF COMMUNICATION

Expressions



Volume: IV, Issue: II February 2023

KHULKEBOL

Students learn to prioritize life's issues

SNEHA SINGH

Bachelor of Journalism & Mass Communication

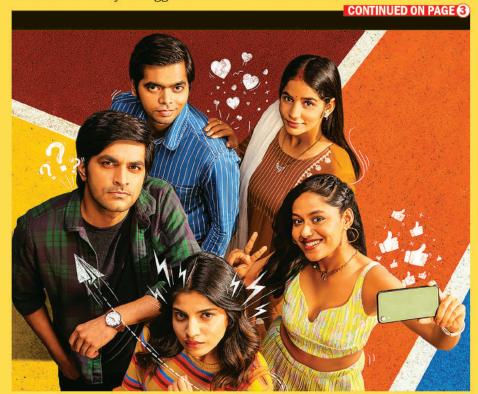
ACHINT MARWAH

Bachelor of Arts (H) App. Psy.

ith a stress on educating today's youth about the importance of mental health, Amity School of Communication (ASCO) recently conducted a workshop on the campus in collaboration with 'We the Young' and the MTV Staying Alive Foundation, under their joint campaign banner, KhulKeBol.

Founder & Director of We the Young Charit Jaggi and Campaign Manager Tanmir Singh conducted a session on sensitive and critical topics such as sexual and mental well-being, issues such as tuberculosis which was followed by an in-depth discussion on episodes of MTV's famous web series Nishedh. Later, Jaggi and Singh asked students their reactions on the web series. The duo encouraged students to speak unhesitatingly. The series

is streaming on Voot & YouTube. It is the only Indian web show that delves into delicate subjects like use of contraception, abortion and tuberculosis. Students talked freely about their daily struggles. There was a lively discussion on why people hesitate in using condoms, the stigma they carry in society, and how important they are for both protection and preventing unintended births.



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ASCO enabled students kick off their careers

Placement holds a great importance for students to help build a strong foundation for their professional careers. Like every year around this time, the final semester students went through different stages of their selection process, and Amity School of Communication (ASCO) is proud to announce we got our students placed in brand companies with placement record of nearly 90 per cent.

Placement process enabled students to kick off their careers. For some, it was a tough time and they had a long wait to clear the final round with highest package of around Rs. 6 lakh per annum. The meritorious ones always get the best package but there were rejections too and, hopefully, will get through as they get more opportunities.

Brand companies like Wunder Thompson, Denstu International ,Value 360, Ad Factor PR, Step-1 Advertising, E- Marketers, Awesome Sauce Creative, Pocket FM, House of Social , Kock Sense Media, Sharpcom Media and Social Welfare Directorate, UP Government, are a few where students have already started working.

In the post-pandemic conditions and technological transformations happening in every sector, the nature of jobs is changing rapidly. New and diversified jobs have come into existence, which were never heard of before. And the trend is going to continue in the future with Artificial Intelligence (AI), robotics, and machine learning taking over the traditional educational module.

Education system now needs to be developed in such a way that it prepares students for jobs which are not even created as of now. In short, there is an urgent need to bridge the gap between industry requirements and the existent skill sets of students. Best wishes to students to do well in their career!

ASCO helped me learn and thrive

It has been five years since I graduated from Amity School of Communication (ASCO) but I still have vivid memories of my time in the institution. I remember that before joining there, I had visited it as part of my research work. A friend who was studying there introduced me to the syllabus taught at the institute and the faculty, and during the first round of discussion I realized that I was walking the right path.

Honestly, joining ASCO was the best decision I have ever made. Many people do not know that I started with Amity Law School before I felt that journalism was something that I really wanted to do, which of course aligned with my skills and interests.

I clearly remember on my first day itself, I was reading news from a print media source for my classmates as part of our reading exercise. I was totally elated. At that moment I knew that I was in the right space as it was exactly what I wanted to do, something to do with writing, speaking, and reading.

During the course of time, I was fortunate enough to learn so much from the distinguished faculty members who had years of work experience and an extensive body of work in their closet. I further learned more about writing for print, anchoring, production, photography, events, and films. I sometimes still reminisce about the time I spent in college, learning and unlearning things when life was easier, and the air was clearer.

After graduating from the university, I was fortunate enough to work with the best organizations with the smartest minds in the country. The skills that were honed by my faculty members allowed me to explore varied sets of industries including aviation, academics, media, and political consultation. Today, I am glad to say that my work has been published in almost all the biggest print media publications of the country, and one of my pieces is listed on the official website of the prestigious Columbia University.

CONTINUED FROM PAGE (1)





Then, during the trivia round, students enthusiastically participated and accurately responded to the bulk of questions posed about the show, Nishedh.

The KhulKeBol campaign aims at changing society by emphasizing on sexual and reproductive health as



well as important subjects like gender-based violence and LGBTQIA+ issues. The campaign encouraged students to discuss these topics with one another and their peers in order to prevent any incorrect information from spreading. Topics such as 'why are we so ashamed to talk about condoms?' and 'why do we ignore the subtle but jarring discrimination between the sexes?' helped students develop more open minds and encouraged them to be themselves when discussing such issues. Many students said they learnt about to prioritize various issues in their lives. As many issues still have a stigma attached to them. students' knowledge about these subjects deepened.

ODDLY ENOUGH Pix: Trilochan S Kalra & Suresh Sahu

Take the good with the bad



KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Thirteen-year-old Swati supports her family by selling peanuts. Traveling daily 15 to 20 kilometers, this eldest among three siblings does her job uncomplainingly, with a smile on her face and glitter in her eyes. Ask her about child labor, she will not know about it.

Talking to Expressions, she says, "I come at 3:30 in the afternoon and set up my small stall of peanuts. I wind up at 10 at night. While children of other families are sitting comfortably in their houses, I work hard so that when I return home, I have some money to give to my mother."

For her it is, 'if I will not earn, then who will support my younger sister and brother'. Swati's siblings are too young to help her in her work. She says she has to manage alone.

On how she feels when she sees kids her age going to school while she has to work, she says, "Yes I do feel bad for myself sometimes and question why God gave me a different life than others. But I never crib or cry about it for long. It is all a part of life and sometimes one must live with what they have been given." She also added that this is a part of her life which she feels will pass one day and it is her duty to help her family.

City libraries take digital route

RIDDHIMA SRIVASTAVA

Bachelor of Journalism & Mass Communication

merica motion-picture director Steven Spielberg is not far from the truth when he says 'only a generation of readers will spawn a generation of writers'. And with city's libraries now en route to digitalization the spread of knowledge from books is more vast now. Only recently, public libraries of Lucknow like Amir – Ud – Daula, Al Burhari Library in Daulatganj and British Council Library have been incorporated into the digital wave.

Talking to Expressions, Shashi Kala, who has been working as a Librarian at Amir - Ud - Daula Public Library since 1982 said, "Earlier a lot of people used to come to read, the library used to be full of people throughout the day but over time as digitalization took over people started to prefer reading on their devices like mobile phones and laptops in their comfort zones. Nowadays, only students come here who are looking for particular books or who like the environment of libraries." Lucknow's first public library, Amir - Ud - Daula was founded in 1868, and offers more than two lakh books in seven different languages including Hindi, Urdu, English, Bengali, Sanskrit, Arabic and Persian. It was open to common people until 1887 and has been serving the people since then. It has witnessed the era of book search drives and that of mobile reading, too. Public Libraries are not merely a place where you go and read. They also play a more visceral role in personal development. These are the social spaces where an individual builds a relationship with society. It offers the past and the predicts the future. There is no better protection against tyranny, xenophobia, and ignorance. As a great scholar said 'everything you need for a better future and success has already been



- During COVID-19, the digitalization of books at public libraries was initiated.
- There have been over 28,000 registrations on the online portal of Informatics Pvt Ltd.



written. And guess what? All you must do is go to the library'.

There are 54,856 public libraries in India and the first one was established in 1829, the State Central Library of Kerala, also known as the Trivandrum Public Library. But over time, visitors in these libraries have been reduced drastically. People who once loved spending their leisure time in libraries, are now finding reading their favourite books through clicks and taps. Every literature from fiction, non-fiction, novel, stories, autobiographies, competition based books, research papers, journals and other pieces are all available on the internet.

Swati of Informatics Pvt Ltd, the firm responsible for the digitalization of libraries under the Smart City Project said, ""Our firm takes the responsibility of digitalizing books from different libraries. We scan all the books, and they are uploaded on the website or application of the library as people prefer

it online."

Contradictory to opinion, few people still prefer flipping pages over clicking links as it has its own charm. "I would prefer reading anytime in a library over reading at my home or anywhere else. The main reason for this is being able to get the perfect environment to read and the variety of authentic and rare books I can get for my research," said Sneha, a Ph.D. scholar who is a regular visitor at the Lala Lajpat Rai Public Library. Even libraries with more than 150 years of existence are now existing in form of links and have over 300 old manuscripts and 24000 books in digitalized forms, including the oldest and rarest books that are available in the library.

It can be easily said that no matter how many applications or websites are available for e-books, there will always be people who prefer reading in libraries by flipping pages for authenticity.

Reinventing biz culture



A recent survey conducted by CIEL HR exclusively for Economic Times has said, "More than 50% of companies are keeping the remote working option open for employees."

"The introduction of digital technology has been accelerated by many years, according to McKinsey, and many of these new behaviours may persist over time. The biggest of them all, according to employees, is the rise of remote work, which happened 40 times quicker than they anticipated before the COVID-19 outburst," as Valuer states.

DRISHTI VANAIK

Bachelor of Journalism & Mass Communication

The two preceding years associated with COVID-19 left in their wake a new phrase, The New Normal. This New Normal encompassed an individual's social, home and work life and of course the upheavals, adjustments and readjustments that it caused. Undeniably, the world had turned topsy-turvy for everyone. For most corporates, as office work became hampered, the New Normal was work from home (WFH).

Now, after two years as life returns to normal, the New Normal now is to have a new working model. WFH for many corporates was an attractive option as it helped them from not incurring losses. Holding online meetings via Zoom or Google Meet helped to optimize creativity for many companies. Sitting at home proved to be more flexible for employees as well as beneficial to individual businesses in terms of cost saving on infrastructural facilities. Presently some businesses are going completely remote, while others are opting for hybrid work environments with diverse goals. Digital marketer Aakansha Chandra told Expressions, "Even though I have a higher position within my organisation, I still have the benefit of sticking with the WFH model because it saves me time and additional expenses." Additionally, Shubhangi Nigam, a CedCommerce employee, told Expressions that her organisation has been using work from home policies and intends to keep doing so. "I have a timer set for 11 hours of nonstop work, and I can start and stop it whenever I want. All I have to do is reach my goal."

This model has even helped cut slack and monitor employee activity. Organisations are using platforms like Workday, Miro, Slack, to maintain workplace culture. Madhusudan Kumar, owner of Startups Box, says, "Slack helps to track the online status of the employee and helps to preserve a record of assignments given". As reported by The Guardian, "Large technology companies were among the first to implement remote working for all of their employees, capitalising on pre-existing infrastructure such as office chat groups, online access to crucial tools, and the fact that much knowledge work can be done remotely," thus the traditional workplace environment is losing its

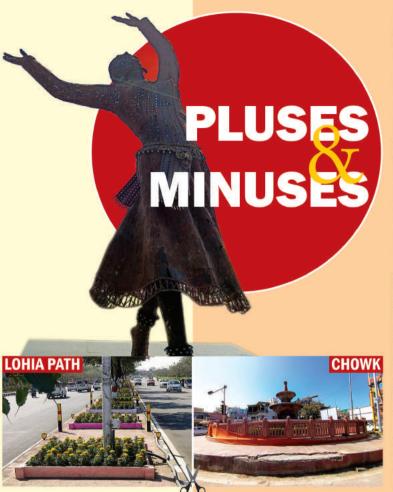
But some organisations are now moving away from WFH. Ratan Bajpai, an employee at Abbott says, "As COVID-19 began to lose its grip, we were back to office and we are still at it. For industries like us, we have to be in the field. We cannot depend on technology." Companies retain this option in case of sickness or travel.

But no matter what its pros and cons, WFH has helped in reducing the burnout rate.









SHRUTI GUPTA

Master of Advertising & Marketing Management

he Lucknow Development Authority, District Administration, Lucknow Municipal Corporation and other private players have invested all their efforts to host approximately 150 delegates from partner countries and guests from 33 nations in the three-day long event, Global Summit. Various installations made from scratch, colourful lights, customised street lights, vertical gardens, wall paintings depicting heritage and history, eye-catching roundabout decorations including peacock figure made using waste material, fireflies & amp; butterflies, G 20 logo, lavishing flowers like Petunia, Schizanthus, Nestesium, Marigold, and Penji, that were purchased from Pune, Bareilly, and several other cities.

Places such as Bada Imambara, 5 Kalidas Marg, Chota Imambada, Lohia Path, 1090 Crossing, Arjunganj, Hazratganj, G 20 route, Shaheed Path, Samta Mulak crossing, and other have been highlighted to showcase the culture of Lucknow and to enliven the city.

The most awaited event of the month, G20 Summit has transformed the city as a tornado, where some parts of Lucknow have been given a makeover while some parts have been left unattended with neglected harsh realities.

Some of the areas mesmerized everyone, others showed the real picture of pity state. Ace lensman **TRILOCHAN S KALRA** painted a comparative representation of highs and lows through his pictures.







ABHINAV VERMA

Bachelor of Journalism & Mass Communication

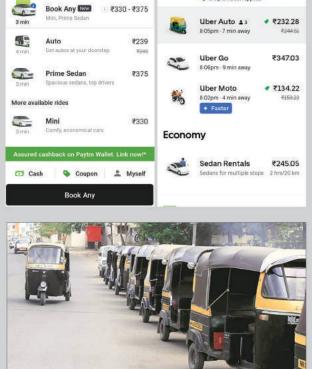
Tor auto rickshaw driver Santosh Mishra, on rolls of cab aggregator Ola, it is a moment of pride that his auto is his automobile. The proud auto owner says, "People frequently ask me whether I feel inferior because I drive an auto in today's society. I just tell them the opposite. I have been doing this business since the Eighties." Mishra joined Ola only recently. He elaborates, "The auto has been my source of income. I have been able to provide for my family—my parents, wife and four children."

For many such auto drivers like Mishra who eke out an existence driving auto rickshaws, times are difficult as transportation choices have become multiple and rides have significantly reduced. Talking to Expressions, Rampal, 68, says in a cracked voice, "Earlier, there were fewer modes of public transportation so people had to struggle to reach their destinations. Yet, as the number of choices has grown, it has helped travelers. The roads were not as congested as they are now. There is not a single day that goes by when we are not caught in traffic in one section of town or another. This congestion occurs as alternatives have increased, the number of rides we get has reduced and our income has fallen."

Although Ola and Uber have been around for 12 and 10 years respectively with Rapido joining the force recently, lives of auto rickshaw drivers and local taxi drivers have altered dramatically. Earlier, when times were good, they formed unions or auto stands to attract passengers. Now, they fail to get rides due to stiff competition from Ola and Uber.

Twenty-three local auto-rickshaw drivers and cab drivers interviewed in a survey by the team highlighted the problems they face. They say perpetual increase in fuel prices has led to significant downfall in their profit share. Figures collected from reports of Ministry

For these drivers... autos are a blessing



"As per Tanveer Pasha. president of Ola-Uber cab drivers' association. there are about 45,000 Ola and Uber drivers in the city, down from over 100,000 prepandemic.", according to the Economic Times.

of Petroleum and recent Financial Express data support this. Adding to the woes is that many cab and auto-drivers, unable to cope with changing technological trends have not been able to avail benefits of these platforms. "I do not have any education degree but I have a basic knowledge of how to use a smart phone, internet and app usage. This is enough for me to earn my livelihood," said auto driver Keshav. Keshav was replying to a query when asked about the challenges uneducated cab-drivers were facing. He added before the age of apps, drivers drove in particular areas or relied on regular passengers for income. But, now apps offer the advantage of getting a long distance booking which as the apps come with a built in GPS and map that shows them the quickest route to the destination, avoiding traffic and reducing journey time.

The multiple payment options offered by these apps also benefit both drivers and customers. An Uber cab driver Shiv said, "Multiple payment options are very advantageous. They eliminate the hassle of non-availability of coins."

A major image makeover these app-based cabs offer is that passengers, specially women, do not hesitate to travel alone in these cabs at night. As the apps provide verified and authentic driver details, the security aspect has increased manifold. Dr Geeta says, "I feel very secure when travelling nowadays. The app ensures that my loved ones have my live location throughout my ride duration, and the emergency numbers are just a tap away, just in case. But above all, the apps have increased trust between drivers and passengers and I feel very comfortable booking a cab or an auto whenever I have to go anywhere."

ASHA JYOTI SPECIAL SCHOOL

Learning to embrace autism

ASHNA ALI

Bachelor of Journalism & Mass Communication

he World Health Organization describes autism, often known as a spectrum disorder, as referring to a variety of problems that have to do with how the brain develops. Autistic people exhibit some difficulty in social contact, communication, trouble switching from one activity to another, attention to minutiae, and unusual responses to sensations.

As per Lancet, 2021 autism is estimated to affect at least 78 million people worldwide. Yet access to healthcare services, education, and social care is inadequate for many autistic individuals and families. The level of support offered by authorities as well as society determines the quality of life for people with autism. It can be difficult for families and carers to meet the complex and varied needs of autistic children, adolescents, and adults. The situation is particularly challenging in the lower middle class society, which has the highest prevalence of autism but the lowest availability of support services.

Kaneez Fatima, mother to Hussain, an autistic child, swept away tears while sharing her experience with Expressions, "It was my third trimester when we discovered that he is neurologically challenged. My In-laws forced me to abort the baby, telling me that he'll be a burden. They didn't consider how painful it was to kill a life I bore for seven months. Since then, we have been facing many problems but it is all worth it for my little angel."

Autism often has an impact on education and employment opportunities. Usually, these individuals are secluded and isolated from the rest of the world being labelled as disabled. However, some organizations are working for the education

of the 'specially abled' and helping in skilling their specialties. Asha Jyoti Special School for Mentally Challenged, Indira Nagar, Lucknow is one such organization.

Asha Jyoti is a governmental vocational center run by the Uttar Pradesh Parents Association for the Welfare of Mentally Handicapped Citizens. It was started in the year 1990 in a rented building with only four children. "The concept of starting a school for these special children was the brain wave of Late Mrs. Mohini Pant", stated Aparna Gupta, Principal at Asha Jyoti. "Gradually with wholehearted support from Govt. of India, parents' donations, and support from benevolent individuals, today the institute is having its building and children's strength has increased," she added.

People with autism can work in an environment at Asha Jyoti Vocational Centre & School that focuses on their unique talents and is designed in a way that encourages independence. Some of the main areas of attention include maximizing already-existing skill sets, fostering newly emerging abilities, establishing appropriate workplace conduct, and improving social and communication abilities. Gupta, said, "The objective of the institute is to create an environment where mentally challenged children are treated like normal humans and can involve themselves in creative activities, which could provide them some skills to lead an independent life."

Numerous groups are attempting to give persons with autism basic education and social skills. Yet, because of their impairment, autistic people aren't appreciated everywhere, which prevents them from having access to higher education and work prospects. These individuals can also be regarded as priceless assets to society as some minds do demonstrate genius-like traits. Above all, the right to maintain one's identity in this world is a fundamental human right that is guaranteed by birth.

2.2%

...of India's population lives with some kind of physical or mental disability, as per the 2019 National Statistics Office report on disability.

Source: Indian Express

Three-fourths of those aged five years don't attend any educational institution, according to a 2019 report.

Source: The Wire

Out of
78.64 lakh
children with
disability in India

12%

...of the children with disability have dropped out of school and 27% of children with disability have never attended any educational institution

Source: The Wire



ormer child laborer Sumit Brahma from Boragaon in

Guwahati's Golpara locality recounts how he wanted to study. But due to

family's financial constraints had to work rather than go to school. Then in 2016 his neighbor told his family that a new school in city's Pamohi locality was offering education to children of underprivileged families and as fee they were taking waste or used plastic. Incredible as it may seem, Sumit and his kin visited the school. And lo behold, when they asked about fee payment, Akshar Forum's founder-director Prof Alaka Sarma said school fee would be plastic waste and not money. Sumit now studies in Level 9 at Akshar Forum and

stays there in hostel.

At Akshar forum...

USED PLASTIC is school fee

A school in Guwahati is offering free education to are taking waste or used plastic, reports Dr. Bhavna





Talking to Expressions, Sarma said in 2016 plans were already underway to establish a school in the community to spread the concept of sustainable development. Although the idea was remarkable, school fee was an issue. Economically deprived families would not have been able to pay money as fee.

Like Sumit, many other children involved in manual labor from Guwahati's various localities have found an education sanctuary in Akshar and rid themselves from shackles of child labor practice.

Continuing, Sarma said, "In the whole of north east and specially Assam burning of leaves, twigs, wood is a traditional practice. When people do not have these resources, they resort to burning plastic in huge quantity and thereby add to pollution. So, we hit upon this idea that we would take plastic as school fee." She said initially it was not easy to convince families

that they had to collect plastic from their homes or neighborhood and give it as fee while the child would be provided with education.

But this concept of low-cost model of education soon caught on within the community. Now, families willingly send their children, whether they are child laborers,

school dropouts, or from under resourced families to Akshar Forum for education. In fact, Akshar Forum is now a free 100-student model school and focuses on innovative teaching methods in line with the National Education Policy 2020 (NEP 2020). The school has partnered with the Government of India to 'offer training and equipment, enabling government teachers in 100 Assam schools to make the switch to the Indian Education Model'. Teachers learn holistic measures of NEP 2020 including individual student tracking, skillbased groupings, peer learning, instructional technology, vocational/entrepreneurship training, and sustainable community development. Akshar has even launched a project to implement the NEP 2020 model in 100 government schools in Assam in the next three years.

Narrates Rahul Changma from Deosotal village in Pamohi, "I was studying earlier. But I left that school because my teacher would give us corporal punishment for even the flimsiest reason. Then I started working as child laborer in a stone quarry and was earning Rs 500 – 600 in a week." He added he wanted to continue with his studies but could not. Then he was introduced to Akshar and now he is in level 8.

Every Friday, school children's guardians have to ensure that they send 25 pieces of used plastic from their home to school. And if they don't send this, they can opt to pay fee in cash. But till date, adds Sarma, 'No one has chosen that option'. Every month Akshar Forum collects 10,000 units of used plastic.

Talking about how plastic is recycled, Preeti Kumari, a student of level 8 and coming from Moina Khurung-Garchuk locality says the school focuses on recycling of 2 and 5 type plastic. Eco-bricks used for construction, flower pots, dog bowls, jewellery etc is all made from this used plastic. There is a special plastic workshop where students learn to recycle and make products

from plastic. Moreover, the school encourages students to sell these products and simultaneously inculcating in them skills of machine operations, recycling and entrepreneurship. After school hours too, students are employed by school to collect plastic from homes from nearby areas of the school. To train students in entrepreneurship so that they do not drop out of school and go back to manual labor, Akshar employs students and they earn points as 'wages'. These points are redeemed for rewards like basic supplies and clothing.

The school pedagogy also includes 'meta teaching'. Under this method teachers train and employ older students as 'teaching assistants'. These older students or 'student coaches' then teach younger students. This helps give a sense of responsibility to older students. While teaching concepts to young children, older students are required to 'engage key faculties like creativity, critical thinking, and metacognition on a daily basis'.

Akshar's NEP model is designed in such a way that students are involved in learning other activities like 'gardening, school lunch service, first-aid for minor injuries, feedings and minor treatments for animals, printing worksheets, building classroom furniture, repairing electric fixtures' among others. These activities are coupled with subjects like math, biology, chemistry.

Digital literacy is also part of the curriculum. Akshar has developed a free software Akshar Kolibri app. This is built upon Kolibri from Learning Equality, a US based charity. The app tracks each student's individual learning level and provides custom-tailored exercises to suit his needs, in their mother tongue, Hindi and English.

Sarma says that this model of education is 'a paradigm shift at the way we see children. Instead of passive victims, children can be trained to tackle the problems of the world head on'.







FROM VEIL TO GLAM UP...

Dupatta gets a makeover

ARHAMA ALI

Bachelor of Journalism & Mass Communication

arlier, it was part of the veil for a woman. But, with passage of time it became an accessory. And for the aficionado, sometimes a little research on YouTube will throw up videos like 'How to style a dupatta'.

The dupatta, indeed, has traveled a long way from the veil 'ghoonghat' to a glam up item as part of the sartorial makeup. Today, people are turning them into scarfs, stoles, headbands, multi-purpose tops, blouses and jackets with using just a single pin.

Talking to Expressions, says a 44-year-old mother, who has a college going daughter, "No element of fashion drops off completely. It just changes forms, maybe shape, size, colours, or silhouettes but dupattas are not going anywhere." Fashion designers also echo the same sentiment. They say dupattas will continue to dazzle in more creative prints, styles, lengths, fabrics, detailing, and so on, allowing versatility in styling over the years. Indian fashion designer Ritu Kumar says, "Dupattas are now a versatile piece of clothing. The prints, detailing, colours, have become more vibrant allowing versatility in styling

as well. From simple cotton to now a variety of dupattas including silk, organza, Chanderi, even the fabrics have evolved."

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like a blouse with a skirt

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stant, being seasonal is the very nature of fashion." A youngster Khushi says, "I think

it's good to have some classy dupat-Owner of The Al-Hamra Boutas in your closet since they can take tique says, "With so many patterns any outfit up a notch. A friend of in dupattas out there, I no lonmine was attending an Indian ger feel like dropping this function and did not have element from my outfit. Indian attire, she wore a The trends have shiftsleeveless dress paired ed from traditional to gold-trim Indo-Western now. dupatta- it was just stunning!" No mat-From styling it on one shoulder to wearing it ter, what the like a high-low top style, dupattas over a lehenga, are here to or wrapping a stay. dupatta with a belt, there





