

YOU LEAVE ASCO BUT ASCO STAYS WITH YOU

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AMITY SCHOOL OF COMMUNICATION

Expressions



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Challenging to prepare for competitive exams

Vaishali Gautam

The onset of the pandemic has turned the entire education system upside down. With the entire process shifting to digital medium, both students and teachers have had a hard time adapting to the constantly unfolding new normal evolutions in the education system. Though compromising on a lot of aspects, we've still somehow continued the process of learning.

If we talk about examinations, they too have jumped the wagon of shifting to online mode in most of the cases, but the efficiency of this alternative is still a grey area. The same might presumably be one of the reasons why the government chose not to conduct board exams rather than holding them online. However, where board exams can be dropped, competitive exams have no other alternative than being held.

Preparation for competitive exams has always been a challenging task for aspirants. With the uncertainties and restrictions due to the pandemic adding to the list, the situation has got more complicated. The "normal" used to offer opportunities for group studies and discussions, a vital part of the preparation. However, at home, the students lack that environment and motivation.

Continued on P3

Over
20 lakh
students are
expected to appear
for JEE Mains and
over 15 lakh for NEET
this year



NTA (National Testing Agency) has said that the number of exam centers in every shift for JEE will be increased from 660 to 828. Centers for other exams will also be increased to ensure the safety and convenience of students

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Editor's Desk



Yet another month of unpredictable behavior of the deadly Covid-19 and threat of the 'Third Wave' looming large, the students moved into their final semesters in an online mode though 'reluctantly' at Amity University campuses with a hope they would be back to offline classroom teaching!

The orientation Program for Bachelors' students was conducted and regular classes began from July 19. While the faculty and staff resumed their working from campus, students continued in the online mode. The authorities hope that if the pandemic remains under control during the third wave, then the option to reopen campus might be considered in a phased manner in accordance with strict adherence to Covid protocols.

However, vaccination to one and all is the key and it is heartening to note that students by & large have had their first jab and will soon take the booster to have immunity to fight the virus even if it attacks. Meanwhile, the pandemic situation in India and across the globe continues to be a big concern.

While Southern States including Kerala have been showing surge, the Delta Plus variant is wreaking havoc in across the globe including United Kingdom, USA, France, Australia, Africa and many parts of the South-East Asia thus forcing authorities to go for lockdowns once again.

This situation has left international students on tenterhooks since they have plans to study abroad. Many countries have yet to decide on Vaccine Passports and those who had Covaxin in India will have smooth travel to foreign countries for their academic session if it starts in the offline mode.

All in all students, especially those in class 12, continue to remain in a fix as they enter into the new academic session as their results are yet to be declared and admission to undergraduate courses can begin only thereafter.

Although the situation vis a vis online education is much better than last year as everyone has come to grips with this mode, however, it's the want of real 'college experience' that students hanker for and let's hope that they soon get their wish!

Prof (Dr) Sanjay M Johri

'I dared to dream and Amity made it possible'

"There is no better feeling in challenging yourself every day; fulfilling your dreams, becoming a better individual every day, and most importantly giving your family the life they deserve."



From my first internship in The Times of India to second in Cohn & Wolfe Six Degrees, and third in Peaklife & Globalspa Magazine, I gained knowledge and practical exposure in detailed research, creative & business writing, and public relations as well. At Amity School of Communication (ASCO), from gaining theoretical knowledge in

ALUMNI CORNER

classes to solely leading and working on projects such as Dove and PCJ not only helped me gain confidence as an individual but also received great appreciation from industry experts and college HOI too. The plethora of opportunities broadened my horizons.

I was offered the opportunity to represent my department along with two of my batchmates to meet former chief minister of Uttar Pradesh, Akhilesh Yadav and actor, MP Hema Malini, for an event. After all the appreciation coming my way, there was yet another chance and offer to meet famous personalities such as Rajdeep Sardesai, Mithali Raj, Pankaj Kapoor, Javed Akhtar, etc. at the Lucknow Literature Festival. From being a volunteer at a journalism interaction event, event coordinator at PRSI event, coordinator for placement workshops, volunteer at Media Conclave & student volunteer at the Lallantop Show, Amity School of Communication has just made me who I am today. Having worked for 2 years, I have finally made it to one of my dream companies 'POPxo & MyGlamm' as an SEO Lifestyle writer.

On the personal front, I run a YouTube channel 'The girl Who Dreams By Anchal Gupta' that features dance, poetry, travel, and singing. I also aim to write a short poetry book & publish at least 100+ poems based on my personal experiences. I am grateful to ASCO for propelling me on this beautiful journey of life.

Anchal Gupta, Batch BJMC-2015-2018

ALUMNI CONNECT

You leave ASCO but ASCO stays with you

“To survive in this industry you have to be the jack of all trades. Grab every small and big opportunity that comes your way with both hands. Be it making an excel sheet or handing over the mike to guests, you will learn something or the other”, says Ms. **Shagun Verma** while interacting with students in first Alumni Connect Series program at Amity School of Communication (ASCO).



In conversation with Ms. Sonia Singh, she said “in the span of 3 years of her Bachelor’s course, Shagun explored PR, Print Media, Advertising, and Video production through college projects and internships to finally with Masters in Advertising & Marketing course since she knew marketing is an area she needs to explore & settle down.

Shagun Verma, Founder of an innovative start-up ‘Madhouse’ and also Marketing Executive at Institute for Career Studies she said “I grabbed every opportunity small or big which came her way to understand the nuances of communication. The environment and wide range of opportunities offered at the university gave her the needed clarity about her career. Always a first in everything you do Shagun claimed being part of the University Digital Club (UDC) she could polish her skills in Social Media Marketing, E-mail Marketing. Implementing strategies in UDC helped her in the long run in both her job and business. She further added that the subject of HVCO (Human Values and Community Outreach) offered by the university helped her a lot in her career.

“Nobody is interested in knowing about the digits of your CGPA but what you bring to the table through work is all that matters in the industry. To develop that, you need to start at the university itself.”

Talking about her start-up Madhouse, Shagun revealed that the idea of “Madhouse” came to her during the mad times of the global pandemic of COVID-19. With people celebrating their big days stuck at home due to lockdown, the idea of making the celebrations more happening with customized gifts spoke to her. Keeping a 360-degree approach and the skillset she sharpened during her time at Amity, she kick-started her business in the middle of the pandemic itself.

Reminiscing the old times, she said that you may leave ASCO but ASCO stays with you. If you put your mind to something and explore with the right mentoring, you can achieve anything.

Challenging to prepare for competitive exams

Continued from P1

Nupur, a student, sharing her experience of preparation under such conditions mentioned, “At home, we don’t get that proper environment to prepare for such examinations. That is the reason why students used to move to other cities and states for the purpose until the pandemic hit us. Also, due to the lockdowns, the whole family has assembled under the same roof, which has created not a very good ambience for the preparation. We have got into a comfort zone and focusing on the preparation has become too challenging.”

Students have had an immensely challenging time preparing for these examinations during a pandemic. They could not attend offline classes and online ones just cannot yet beat the traditional mode of learning. A lot of competitive examinations are on hold and students are not even aware if they’ll be held. Though for the two major examinations JEE and NEET, dates have been announced. With JEE to start this month and NEET to be held on the 12th of September, students’ distress is at its peak.

Commenting on the same, another student Deepshikha said, “I highly doubt that online classes and exams have been just as efficient as the good old-fashioned education. It’s just that we have to accept it since we don’t have an alternative. But especially for the preparation of competitive exams, online classes have not served the purpose well. Also, the uncertainties about the dates of filling forms and that of the exams have created additional chaos.”

Though students are not satisfied on a lot of levels about the preparations, the exams are still going to be held like every year, though with a proper following of SOPs. Last year too this had become a huge debate and concern. Hence, the exams were held with caution and safety. Certainly, this year too students’ safety will be given utmost priority. However, till the dates are out, the preparations of students go on.

Lucknowites sweat it out as humidity peaks in July

Drishti Vanaik

Excessive humidity and scorching heat in mid-July literally made life hell for people living in the city of nawabs. With fans and water coolers not giving much relief many people had to sweat it out to do even basic tasks. Only AC provided much needed reprieve, however, it was limited to the privileged few.

Delayed monsoon in Lucknow, which usually arrives after mid-June, only exacerbated the condition. However, according to the research conducted by the Indian Meteorological Department (IMD) this year, the data shows that the monsoon is going to be extremely normal but at the moment it seems a long time away.

In this humidity I stay in AC-cooled rooms and attend my online classes, due to which I feel lethargic and unable to concentrate

Meghna Kaur | STUDENT

Kunal Agnihotri, a working professional said, "It is very difficult to sit without AC these days, you can't stop sweating. Sporadic rainfall has only added to the humidity."

While the statistics offer no respite from humid conditions, there has been a significant increase in the use of air conditioners and coolers, contributing to greenhouse emissions. Not only just weather, the "new-normal" use of masks certainly adds to perspiration, making us susceptible to breathing difficulties and heat stroke.



Niharika Chandra, a teacher, mentioned, "The heat is at its peak, even if you have to go for buying grocery, the weather doesn't let you do so." With heat waves rising day by day, another working professional Subodh Jaiswal said, "The heat is unbearable. I had a major heat stroke a few days back."

Not only this, but a research study (Source: PubMed NCBI) found that the number of deaths due to heat waves is more than the number of deaths due to natural disasters, calamities, and starvation. Moreover, spending hours in air-conditioned rooms can also result in drowsiness and headache. Meghna Kaur, a student, said, "In these inordinate humid conditions, I stay in AC-cooled

rooms and attend my online classes, due to which I feel lethargic and unable to concentrate."

While on one hand, AC gives us a relief from soaring temperatures, its negative impact on climate is well-known.

If we look at it, we seem to be shooting ourselves in the foot. A research paper published in Current Science by the Indian Express reflects that the heat wave events are showing an increasing trend globally.

Meanwhile, the state capital did see marginal improvement in the weather in July third week but Lucknowites continued to sweat it out waiting for rain gods to smile on them.

A research study found that the number of deaths due to heat waves is more than the number of deaths due to natural disasters, calamities, and starvation

(Source: PubMed NCBI)

Online mode eclipses office, college hangouts

Saumya Agrawal

Think of a spot surrounded by trees in the corner of a wide ground back at your high school, holding glimpses of the last-moment drill of finishing assignments, or a bean bag at your workspace for people to lean on during the long-awaited coffee-break. But the impact of Covid-19 inhabiting these spaces has changed a lot about how we engage with our work and personal lives.

Freya talks about the impact of Work From Home (WFH) format on her lifestyle. Having switched her workplace from office chatter to

Covid fallout

the confines of her room, she says, "I have been working from home since a year now. But, I still carry the memory of the red building of my office, the coffee maker spot for breaks, the in-person brainstorming sessions with my colleagues and the canteen area where we used to meet up at lunch."

As human beings, we seldom develop deep emotional attachment with a few places. A place with good memories that feels like home. Muskan, a student at Amity University, reminisces about her cosy hangout nook saying, "There is nothing special about my college spot but the memories, which are connected to it. Almost every day I interact with my batchmates and teachers online, but I wonder how

much I am losing out on some tangible memories I created way back in college." The 22-year-old believes that such physical spaces are home to precious emotions we carry with ourselves long after we physically leave the place.

"Physical spaces are very crucial because that is what helps in associating with our university experience. These spaces are also linked with creativity and innovation. This is evident by how universities and offices and even school designs have evolved in the past few years", Muskan opines.

For students who embarked their college life in the middle of pandemic itself, there is an unknown void longing to be filled. Mahira, a first-year student, who has not been to her college yet says, "Despite attending all the classes and completing every assignment, I feel like I am losing out on a lot of things. Online mode cannot replace a sense of belongingness, face-to-face interaction, and several aspects of college life", she sighs.

Nabangshu, who has just joined his summer internship in a PR firm, says, "There is a lack of personal touch. The boxes within our screens make working quite unsettling. Even though just buttons away, it feels quite complex to actually engage with people without actually being present in the same room as them." He adds, "We are simply voices on phone screens in online workplaces, trapped in e-mails and messages. Neither we nor the organisations have any op-

Physical spaces are very crucial for almost all of us because that is what helps in associating with our university experience. These spaces are also linked with creativity and innovation. This is evident by how architectures of universities, offices and even school have evolved in past few years

Muskan

We are simply voices on mobile screens in online workplaces, trapped in e-mails and messages. Neither we nor the organisations have any option

Nabangshu

tion. Friendship, mentorship, and harmony all suffer as a result of the pandemic driven online drill."

An established environment, like that of schools, universities, and offices, comes with certain promises. It is of wellness, and of a safe space with peers making it a comfy frontier between personal and professional life. Even though the alternative of the WFH format amidst the global pandemic has helped us keep our daily lives going, this distinc-



AN 'EYE' FOR FOR DETAIL

Photography is a medium of communication that happens with visuals. As a fashion and commercial photographer, it is very important to bring a certain message and emotions in your pictures that your client wants for their target audience. Each shoot has its own purpose.

Different lighting creates different emotion and feel. An ethnic jewellery brand like Kasmia wanted its jewellery to be in the spotlight. Hence, I used soft and diffused light with minimalistic approach whereas brand like MR Button is a youth-oriented brand. They wanted powerful, energetic feel and a lot of drama in their pictures. Accordingly, I used hard light with a low-key lighting setting.

Every brand has its own image and every photograph and the lighting we use has their own purpose and impact.

*Some Shots from Alumni
Ms. Princi Singh
Fashion
Photographer
(Moksha
Creative
Services)*





Journey of ambitions from childhood to adulthood

Credit: Rinil Srivastava

Rinil Srivastava

Childhood is an innocent age where we linger in a world of fantasy, keeping worries at bay. From dawn to dusk, dreams and ambitions keep changing as we explore the unpredictable world.

Astronauts, doctors, pilots, actors, singers, among others are our superheroes in this dreamland. When we see the moon and stars at night, we long to be astronauts and walk on the moon. When we see an actor on the big screen fighting the villain, we aspire to be like him. But, whether we get to live our fantasies and childhood dreams is a million-dollar question.

"I wished to become a cricketer since I was eight years old," reminisces Shashank Trivedi and adds further, "But as I got older, life happened. I went to study law and started focusing on my academics. The competitiveness in school grew so intense that I left my passion far behind. Today, I spend my leisure time pursuing my long-lost love for cricket along with my two cricket-fanatic kids."

Similarly Kashish Verma, an engineer, shares: "When I was a child my ambitions changed so frequently. Seeing Dr. APJ Abdul Kalam, I aimed to be a scientist, and when watching CID serial, a detective and the list goes on. My ambition used to remain intact till I encountered something new. To my amusement, I ended up being an engineer that was nowhere on the list."



A 2010 study by Kyung Hee Kim, found that since 1990 creativity has gone down among kids making them less imaginative and less able to come up with unique ideas as compared to the 1970's

Life provides us with a plethora of opportunities. But, as we grow up we stop imagining out of the box and start blending with the mundane world. Unknowingly, we encase ourselves and our fantasies in an impenetrable cage.

Speaking about the boundless imagination of kids, Shashank talked about how a pilot's outfit used to entice him. "I asked my father about

a pilot's role. He told me that a pilot flies an airplane, ensuring that the passengers reach their destination safely. From then, being a pilot became my ambition. But, a child's brain is only limited to dreaming and not going into the practicalities. Somewhere down the line, I was lost in the race of cutthroat competitions, grabbing whatever I could with both my hands. Perhaps, I was meant to do something different but I will never know."

As we grow up, we seem to learn quite a lot about the world around us while foregoing our innate imagination with time. To small kids, the world is anything they imagine it to be. Often they ask extensive questions ranging from what is a ▶

dream to when the birthday of the universe is? Yet, falling prey to linear thinking, we are robbed of our competitive edge as time goes on. Trading experience and knowledge for imagination, we tend to lose that spark of curiosity.

Yet, there are exemplary personalities like Vishwanathan Anand and Sachin Tendulkar among others, who achieved their childhood goals just by having a strong drive to succeed. It is perfectly fine to do what you're interested in since it is human nature to change things up and move on to something new. The only thing that counts is whether or not you are satisfied with the outcome.

■ **Astronauts, doctors, pilots, actors, singers, among others are our superheroes in this dreamland**

■ **When we see the moon & stars at night, we long to be astronauts and walk on the moon**

■ **When we see an actor on the big screen fighting the villain, we aspire to be like him. But, whether we get to live our fantasies and childhood dreams is a million-dollar question**

#Beauty@ pain, hefty price tag

Shreya Kumar

The race to look 'perfect' comes literally with a heavy price tag and physical pain. Today many women believe the true depiction of beauty as a body without hair (except for the long, beautiful, and silky ones on the head), low BMI, prominent breasts, correct angle of eyebrows, beautiful French manicured nails, etc., and they are ready to go through extreme pains to get the desired result.

Sharing her experience Shweta Kumari, a class 12 student said, "I cannot forget the day I got my eyebrows done for the first time in class 10 just because my friends did it. But as soon as the parlor stylist beautifully shaped one of my eyebrows, I was crying to go home. Luckily, she knew my mother who was called, and I was held by 3 women to get the procedure done since my other eyebrow looked weird."

Shweta is not the only one who faced such an experience. Surbhi, a CLAT aspirant says, "I don't care if it feels like someone

is peeling my skin while waxing or constantly pinching and pulling while threading because the results will be amazing."

On the other hand, Divyanshi Shukla, an engineering student opines, "I have never waxed or groomed my eyebrows. However, I keep trimming my hair as it is necessary to avoid split ends for hair growth. Having body hair is natural, and getting these things done is a waste of money."

When it comes to the professional approach, Dipti, owner of Dazzling World Salon, says: "Most women try different hairstyles, highlights or other expensive treatments, just to follow the latest trends of social media sites." This proves the researchers correct, who say - beauty for women is more of a behaviour - something you do, rather than something you are. So, beauty is to follow the tendency of looking more beautiful than others, not how you are on the inside.

In addition to the above, perfect toning is also required. In the race looking for quick fix, several people even go for facelifts, tissue tightening, li-

posuction, and other costly medical treatments. No matter the pain of needles and swelling that follows, people want to put their money in fixing their natural selves. Often forgetting about the long-term impact.

To this Dipti added, "Don't take shortcuts in life, as these will shorten your journey in the long run". Like the two sides of a coin, it also has its pros and cons. Pros, that you will get your desired result, on the other hand, these surgeries can lead to infections, nerve damage, loss or change in sensation, scars, hematoma, and the need for second surgery as it is never enough."

"The day you stop racing is the day you win the race", she quips.

Instead of becoming merely a blind follower, the need of the hour is celebrating one's own natural beauty. The beauty of kindness, wisdom, and a flawless smile that melts the heart of everyone in sight. True beauty lies within you, it is your call to find oneself or blatantly jump the wagon of fixing oneself. The former, however, is the closest you can get to flawless beauty.

Harrowing tales of grief, death writ large

Anjali Singh

For Amishka Sharma seeing her mother collapse at the back seat of a car, as desperate efforts to get her oxygen and hospital bed in time to fight the escalating complications due to Covid went in vain, is a sight that she will never forget.

While Srishti, a teenager, could not meet her father one last time as Covid took him away. Similarly, Pavit could not see his Covid positive grandmother's face one last time as the hospital handed over her body wrapped in plastic sheets for last rites.

It is heart-wrenching to lose someone close to you at any point in time, but this crisis has furthermore added to the helplessness and grief. We didn't find a shoulder to cry on. We cried, we stopped, and we understood ourselves. One needs to be very strong mentally and face it

Pavit Singh

As the country battled the severe Covid second wave in April-May, lakhs of people faced similar harrowing circumstances where they just started helplessly as the virus took loved ones, family, neighbours and colleagues in its grip leaving no time to say even a final goodbye. News of death, frantic calls for ox-



xygen and hospital beds as well as basic medicines became the order of those days as millions ran from pillar to post in a desperate rush to save their Covid-hit family.

"The second Covid-19 wave proved to be a scary and terrifying scenario for all as almost everyone faced the news of death either in their family or friends, neighbours etc. It was depressing to say the least", remarks Sagar Bhadana, an employee of a Marketing Company in Noida during a telephonic conversation.

Recalling the last words of her father whom she lost months ago to Covid, Srishti says, "Dad kept saying beta I am fine, you take care of yourself, your mother and brother. Losing someone close for a lifetime during this pandemic brings tears to my eyes wondering if I could ever have one last video call with my dad where I could see him smile. His jokes that I so foolishly called out as lame; I now crave to hear from him."

Amishka Sharma, a teacher from Faridabad, lost her mother in a car while struggling to get oxygen.

"Everyone in my family except me tested positive for Covid-19. I got a message from my mother residing in Delhi as she was not well, so I went there by car all the way from Faridabad. I travelled to umpteen hospitals looking for oxygen and bed while my mother sat in the back seat, gasping for oxygen. Before I could do something to help her, she took her last breath in front of me and I can never forget the sight of us so helpless", she said.

While Pavit Singh, who lost his grandmother a few weeks back, said, "My grandmother tested Covid positive and we got her admitted to a hospital, However, next evening we got a call about her demise. Given the protocols we were not even allowed to see her for the last time. With the body wrapped up completely, she went miles away from us and we couldn't even dare hug her."

The list of such harrowing tales is endless. Even though the second wave is now losing steam yet the scars it has left on so many families who lost their loved ones will haunt them for life.

‘Bakshi Didi’ left a lasting legacy

Ridhima Srivastava

Popularly known as ‘Bakshi Didi’ by Lucknowites, Late Mrs. Swaroop Kumari Bakshi wore many hats of writer, academician, social workers, politician etc with an élan. Full of life, affection, and humbleness in nature, she brought dignity to everything she did, no matter philosophy or politics.



A veteran Congress leader ‘Bakshi Didi’ was a fearless politician and determined to do everything for the betterment of the citizens of the country. She inspired people with her writings and governance. She was born on 22 June, 1919 in the Kashmiri Pandit family of Lucknow. Her father Pandit Badri Prasad Shinglu was a wonderful poet of Urdu and English. After completing her schooling in Lahore, she did her Post-Graduation in English Literature and Sanskrit from Lucknow University.

She was inspired by Jawaharlal Nehru and Mahatma Gandhi at a very small age of 10 and involved herself in the freedom struggle at the age of 21 years. She was appointed as the Principal of Nari Shiksha Niketan Intermediate College in Lucknow (East) on a Congress ticket in 1974, 1977, 1980, and 1985. She was the Cabinet Minister, Uttar Pradesh Government for Education, Home, Harijan, and Social Welfare and Culture from 1980 to 1989.

Under her able leadership as Education Minister, Dr. Bhim Rao Ambedkar University was established in 1989 in Lucknow. It was in record time that the state government passed an ordinance within 24 hours and subsequently the land was purchased for the University. She started writing at the age of 14 and was highly influenced by Adi Shankaracharya. Mrs. Swaroop Kumari Bakshi passed away on 14 April 2019 at the age of 99 years and was just two months short of completing a century! With so many feathers added in her hat, the vivacious personality of Mrs. Bakshi inspired people all around the world. She believed that the ‘Sky is the Symbol of Eternity’.

Post-Covid health issues: Challenge for the recovered

Sanjana Saxena

From appetite loss, fatigue, hair fall, muscle pain, weakened heart muscles, mucormycosis (black fungus) to neurological problems post-Covid complications encompass all this and much more. A significant body of literature about the novel coronavirus states that the journey of being Covid-positive is not the same for everyone. Evidently, the severity of infection, exposure to the virus, and immunity of an individual among other factors impact the experience.

The WHO states that on an average it takes an incubation period of 10-14 days to recover fully from Covid-19. In some severe cases it can even go up to 20-45 days. However, post-Covid complications and long-term effects are not much talked about.

Ritika Parihar, a homemaker residing in Madhya Pradesh says, “When I tested Covid positive, fever and headache were the only symptoms. Luckily the infection was mild and I recovered within 18 days. However, it has been three months and I am still experiencing extreme Myalgia (muscle pain). I have also developed anxiety disorder and insomnia post recovery.”

Even the asymptomatic people, be it youngsters, elderly, or one with comorbidities, can experience a broad range of health conditions post-recovery for weeks to months. Srijan Saxena, an engineer working in TCS, Lucknow, says, “I tested Covid-positive in April. Though asymptomatic, I could feel tiredness and lack of energy. One month later, after rigorous medication, I finally tested negative. However, I still experience lack of energy. Moreover, the recovery was followed by gastro-intestinal symptoms like loss of appetite and abdominal discomfort.”

Many Covid survivors are also on prolonged medication that is leading to other complications like hair fall etc. ▶

As the name and symptoms suggest, severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) can cause damage to the lungs, nerves, brain, kidney and heart. The virus, although not necessarily transmissible, can remain in an individual up to 3 months after the diagnosis

Dr Manish from Lucknow says, "There has been a constant complaint of significant high hair fall among those recovered from Covid-19. Even the mildly infected home-quarantined patients are witnessing this problem after testing negative. The reasons can be stress or even medication one received during the infection. Head massage and oiling to reduce stress and nourish hair from roots is advisable."

Around 25-30% of Covid-19 survivors report health issues due to Covid-19. Talking about the "Long Haulers", Mayo Clinic states that Heart Imaging tests done months after Covid-19 recovery show lasting damage to heart muscles

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of Covid-19 survivors
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Heart Imaging tests done
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in several patients

in several patients. This increases the chance of heart complications hence paying more attention to one's health is advisable. Other complications include Myocardial infarction, deep vein thrombosis, Hemothorax, Arthritis, and Fungal infections. Researchers are still trying to predict the long-term effects of Covid-19 and it is difficult to ascertain whether these issues are indeed its side effects or independent health issues. However, the one and the only solution is, Covid or no Covid, taking good care of health to strengthen the immune system and not letting one's guard down.

How pandemic became a game-changer for OTT platforms

Bhargavi Singh

Like most industries, Covid-19 pandemic was a game-changer for OTT platforms as well. Being confined to the threshold of one's houses, people across the globe shifted to digital platforms to seek entertainment. While online streaming was already expanding, the pandemic acted as a catalyst for its growth.

With movie theatres closed and TV serial shootings coming to a halt, OTT platforms like Netflix, Amazon Prime, Disney+ among others emerged as the knight in shining armor, ready to save people from the monster of boredom. With a large variety of content across different genres and even movies releasing on OTT platforms because of the lockdown, an increase in demand for OTT subscriptions has been witnessed.

Besides, the affordable pricing of OTT subscriptions and Internet packages gave the required boost. Nishant, a college student, says: "I wonder if I would ever want to go back to cinemas. Netflix has become my happy place now." Anybody with an internet connection and a mobile phone can watch a film anywhere.

Even though these factors were organic, OTT platforms left no stone unturned to make sure that they take full advantage of this opportunity. As the online streaming audience expanded from metros and millennials to homemakers and senior citizens, OTT platforms started to include more regional content to cater to the non-Hindi speaking population. One such example is of Family Man Season 2 which included a lot of dialogues in Tamil.

I wonder if I would ever want to go back to cinemas. Netflix has become my happy place now

Nishant | AN UNDERGRADUATE STUDENT

Shilpee Das, a Bengali living in Lucknow says, "I downloaded Hoichoi on my grandmother's phone when the pandemic started so that she could watch Bengali shows whenever she wanted." Many regional platforms like Oho Gujarati, Hoichoi, and Aha also saw a huge gain in the number of viewers.

The trump card that OTT held over traditional entertainment industry has been the quality of content and convenience. To amp up their game during the pandemic, platforms like Disney+ collaborated with Star Wars and Marvel Cinematic Universe (MCU) to launch shows like "The Mandalorian" and "LOKI", which became immensely popular among the audiences as they are made with big budgets and provide movie-like experience in every episode. Akshat, an undergraduate student says, "I am a big Marvel fan and I loved Loki, the feel and scale of the show was the same as other Marvel movies." Along with views, these shows are also garnering awards.

Now that the audience has become used to watching a variety of content with just one subscription, it will be interesting to see how the paradigm shifts in the entertainment industry once the pandemic is over.

