

Expressions



Volume: III, Issue: XI

November 2022

NIGHT SHELTERS

More needs to be done

BHARGAVI SINGH

Bachelor of Journalism & Mass Communication

Despite being a homeless, rickshaw driver Pappu Kumar prefers to live on the city streets even if the weather slices through his bones. Night shelter is not his preferred choice Why? He

says, "I have been working in the city for the last 10 years but have never stayed in a night shelter. I have heard about their poor condition from friends. They also tell me that belongings get stolen. So if I do not have my utensils, how will I make a meal for myself?"

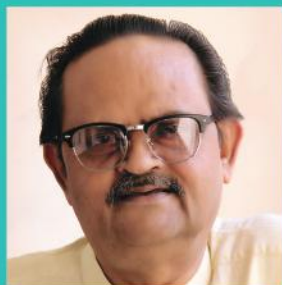
Kumar's story is not an isolated case. Across the cityscape, night

shelters or cold weather shelters are not the obvious choice for the city's homeless. The homeless is that segment of people who do not have a house, either self-owned or rented and live and sleep on streets and pavements, parks, railway stations, bus stations, places of worship, outside shops, at construction sites or under bridges.

CONTINUED ON PAGE 4

LMC estimates that there are around 5000 homeless people in Lucknow





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

Parents, mentors main support for children

Every week inside or outside the Indian Campuses we hear about students' fight, unlawful activities and cases of indiscipline of a variety of nature disturbing the otherwise peaceful atmosphere in an academic set up we should have!

There are only a handful of such students but as others get into their company they are easily carried away and such things then add up in an alarming proportion with problem of adjustments.

Why are such incidents rising? Is it because of parenting, peer pressure, bullying, rampant use of alcohol or drugs, materialism, immaturity or just a transition from secondary to higher education?

Teens from different generations have faced peer pressure problems. However, the threat it possesses today is different from how it was a few decades ago. Technology and indulgence in social media take it to a whole new level. One can get so much exposure to another person's life that it could automatically put a lot of peer pressure. On the other hand, drugs, premature sexual relationships, and sharing explicit photos or information on social media due to peer pressure, are also major concerns as they lead to lifelong consequences.

At first place, I would bring parents here who can help their children resist such peer pressure by educating kids more about making healthy choices. Second, of course, are the teachers and Mentors who play an important role by watching such students and counsel when they go wrong.

Depression is more prevalent in our youth than ever before. According to a report by National Institute of Mental Health, more than 15% of teenagers may develop depression before reaching adulthood. Unfortunately, the rate at which depression is growing among adolescents is only increasing. Some experts blame technology for rise in mental health problems and disorders while others point out conditions like 'fear of missing out' as culprit.

We as Teachers and Parents need to maintain constant vigil on such distracted students in order to address their issues. ■

ALUMNI CORNER

ANKU SHARMA

Human Resource Business Partner, Bira91,
North division, New Delhi.

BJ&MC - 2008-11



ASCO framed our personalities!

Amity School of Communication (ASCO) is not just a name, but it is indeed carved in our hearts, which whenever touched brings back countless memories of good times, great learning, amazing mentors, and gems whom we call our friends.

I thank my stars for letting me choose Amity University Lucknow for my Bachelor of Journalism and Mass Communication in 2008 which is responsible for shaping up my personality in a way that even after leaving the media stream, I am standing strong and fighting back all hurdles coming my way in the corporate world.

We can proudly say that our batch was the torch bearer for many of the academic initiatives which ASCO started with us. From holding the photography Exhibitions for UNICEF to starting the photography club "Drishti", Thought Cafe, Composing & performing the theme song of annual sports event 'Sangathan' under the guidance of our amazing teachers.

Hosting successful events on the campus was our favourite part of those days which eventually became my focus area, and I explored the market by taking up event management as my career stream for quite some time. All the knowledge which came to us was because of the hard work that our teachers and our Director put in to bringing the opportunities to students without which nothing was possible.

After completing my Bachelors, I moved to Jaipur to pursue my MBA in HR & Marketing from FMS-IRM (2012-2014) and here I am today with five years of experience in Business Development & Client Servicing and four years in the field of HR (People & Culture). Fortunate enough to have worked with brands like Zomato, Moglix, Hindware, Red Moki (New Zealand based tech space), some in start-up phase and some in settled space, gained the experience of both the matured and struggling environment.

I have come a long way with some happy and tough moments hand in hand as it is said there is no gain without pain. All the hard work we put in our initial years of learning holds a great value in paving the path for our future. And one thing I have learned is that no experience is a waste, maybe not today but someday your learnings do help you in dealing with life's situations and keeps you sane. I would love to visit the campus someday soon and pay my respects and gratitude to our beloved teachers. ■

The milkman is here to stay

- IMARC Group expects the dairy market to reach INR 30,840 billion by 2027, exhibiting at a CAGR of 14.98% during 2022-2027
- According to the Food and Agricultural Organisation, “Consumption of processed and packaged dairy products is increasing in urban areas”



Pics: Suresh K Sahu

DRISHTI VANAİK

Bachelor of Journalism & Mass Communication

The traditional distinctly dressed in a Gamcha with an early morning shout Doodh at your doorstep may not be common these days but these Doodhwalas' (milkmen) though faced with the crisis for some time due to COVID-19 and lockdown have survived well and continue to contribute to the demand of regular customers who still prefer to have fresh milk every day in the Indian households.

Today, the Indian dairy industry through an organized segment consists of cooperatives and private dairies and is well ordered channel of milk procurement and distribution to the consumers. Milk is sourced from farmers through their collection centres gets processed, packed, and then finally distributed. Cooperatives and private dairies sell their products to the customer through agents and retailers.

On the other hand, these milkmen (Doodhwalas) who belong

to the unorganised sector maintained their livestock animals (buffaloes and cows) and ensured they continue to supply fresh milk during COVID-19. “We had to carry milk vessel only up to the gates of multi-storeyed apartments and distributed fresh milk to our dedicated customers. Raju who has big cattle shed in Malesemau in Gomti Nagar extension admitted he faced tough time during COVID-19 and lockdown but survived. Like Raju, Kanhaiya, Balram and Arvind too ensured their customers were delivered fresh milk both of buffalo and cow as per the regular demand.

While a country of over 1.35 billion continue to have flourishing dairy industry both in an organised and unorganised segment with an uninterrupted supply of milk even in adverse conditions, the interest of millions of dairy farmers was well protected, claims National Dairy Development Board (NDDB).

In an era where un-conventional has replaced conventional, the milk distribution in India, local milkman's existence though has taken a beating with online distribution but

both unorganised and organised sector appear going hand in hand. It remains people's choice what suits the best for your taste and body.

Due to this propensity, consumers are increasingly choosing to buy milk in tetra packs online rather than having a milkman deliver it to their door. Packaged milk is already pasteurised unless one wants it served hot and steaming, eliminating the need to boil the milk, while the milkman brings raw milk straight from dairy farms that must be boiled to kill the bacteria.

On one hand, this factor increases sales of these milk packs, but on the other, it has impacted milkman's source of income. “For more than 10 years, I have been delivering milk in the area. It is a family-run business and a tradition that has been passed down through generations. However, times have changed,” said Ram Chandra, a milkman in Manas City, Lucknow. He admitted ‘the number of residences he used to deliver to has been cut down to only half’.

“Additionally, this online era has prompted these small business owners to look for alternative

sources of income, but they continue to serve many elderly folks who still favour traditional milk over packaged goods.”

More than 70 per cent of milk is being produced by small farmers in the country as milk provides immediate cash for their livelihood. The major share of milk is handled by the unorganised sector comprising milkmen, milk contractors, Halwai shops/ Creameries/city-based private dairy shops etc., It is only 30 per cent which is handled by the organised sector — dairy cooperatives and private milk plants.

With milk being a perishable product and as it cannot be stored without proper processing, it is collected twice a day (morning and evening), unlike the developed countries where it is stored in silos at dairy farms and collected by dairy plants on a weekly or biweekly basis.

As a result of its profitability, the dairy industry is also a rural em-



ployment generator in the Indian economy, with over 60 million rural households engaged in the activity — most of whom are small farmers and landless daily wage-earners. To put these figures in context, it employs more people than the IT sector in the country, especially in more rural areas where IT is not popular at present.

Today, India is the world’s largest producer of milk and is key to the supply chains of its milk-deficient neighbours, which makes the industry culturally and economically vital, according to Inderpreet Kaur and Pranav K Singh, Livestock economist and dairy technologist from Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana. ■

CONTINUED FROM PAGE 1

NIGHT SHELTERS



Mahesh Yadav, Kumar’s friend and a fellow homeless, told Expressions, “Many people living in these shelters have bad hygiene and suffer from illnesses. It is better to sleep here with people I trust rather than go and stay in a place where I have to constantly worry.”

It was in context of the homeless that the concept of night shelters was introduced by the Indian government. As per the 2011 census, the homeless constituted 0.15 per cent of the total population and it is the winter season that is a bane for these people. While the apex court in 2010 ‘directed all city corporations to establish shelters for the urban homeless, a status report submitted by SC-appointed commissioners in January 2012 registered that the stipulations were not met. The State Governments and the UTs were expected to provide a shelter to the homeless with a capacity of housing 100 homeless people for every lakh of population. It is also expected that these night shelters would provide basic amenities like bed rolls, potable drinking water, primary health care facilities and recreational facilities, among other things’.

But a closer look at the issue reveals another picture. The shelterless for whom these centers had been targeted are not even aware of them. But many who were aware of them voluntarily did not want to

go. Saif, a homeless man living on the streets with his family said, “I have a wife and two daughters, I don’t want to risk their safety by staying in a place with so many strangers. Many people come and try to convince us to go but I refuse every time. Moreover, every winter we receive warm clothes and blankets from kind strangers which makes it easier.” It is noteworthy that in a rapidly urbanizing India, urban homelessness is a growing concern. Despite the disenchantment with the services provided by the night shelters, some give in when the cold gets unbearable. Brijesh, a labourer said, “I normally sleep near the sites I work in to avoid the cost to commute but when peak winters hit, some of my fellow workers and I go and stay in a night shelter. Even though their condition is not very good, it helps us get by. We get blankets and beds to sleep on. A roof over our head in the cold weather helps but it gets very crowded in winter season.”

Giving a more in-depth view of the situation, Yash Sonker, a social worker said, “These shelters remain in a bad shape most of the year but as winter approaches the local administration helps get them in the right condition. However, the main issue is capacity of these shelters is not enough to accommodate all. This is why the homeless are forced to sleep on streets.” ■

More than 50% of founders of startups worth over \$1 billion are IIT graduates



Illustration: Shruti Gupta

Startup wonder boys



SHRUTI GUPTA

Master of Advertising & Marketing Management

COVID-19 came, saw and thought it had conquered. But Indian entrepreneurial resilience stood in its way. The resolve shown by this section of Indian society busted the myth that the pandemic had caused immense socio-economic suffering. No doubt, there were human tragedies, but if 21 unicorns with a total valuation of \$ 26.99 billion (as of September 7, 2022), is anything to go by, then startups outweigh miseries.

IITians and IIM graduates can take credit for this good news.

AS MNCs failed to take off or had to postpone their plans post pandemic, technical and management-based sectors underwent a shift. These young graduates took advantage, moved from employee category to entrepreneurship utilizing their knowledge, skills and learnings. This further upscaled the

industry share of Indian startups in terms of development and employment.

IITs and IIMs have always been seen as one of the prestigious institutes of India, producing bright minds contributing towards the country's growth. These individuals have usually been categorised as 'visionaries' and 'vision followers', the former being the one who works for their vision while the latter being the one who works for other's visions, commonly known as entrepreneurs and employees respectively.

On employee category, flat-organizational and dynamic culture, mentorship, in-depth and insightful learnings offered across multiple levels in startups appeal young graduates as shared by an IIT Hyderabad graduate Nikhil Choudhary (Chemical Engineer, batch 2021). Similarly, IIM Indore (batch 2022) and IIT Hyderabad (batch 2019) graduate, Aman Chaurasiya shares

his reasons for choosing a startup instead of a corporate giant. He told Expressions, "The wide exposure, multiple-level skill enhancement, ESOP benefits, inspired me."

Prof. Amit Karna, IIM Ahmedabad said, "The interest and desire of getting into entrepreneurship has always been there among the IITians and IIM graduates. But the financial support and insightful knowledge required has often been a challenge. To encounter this challenge, the pattern of proceeding as an employee for two to three years just to upskill themselves for their ventures has been observed among many students."

What has accelerated startups is installation of incubation centres at IITs and IIMs and other government facilities. The startup rate has risen from 2% to 10% during the past few years. Withdrawal of corporate giants at recruitment level has impacted students and the support offered by IIT and IIM alumni by hiring graduates through their network has complemented this change. An ecosystem post COVID-19 has also developed where accepting failure for a startup is considered normal. This has reduced pressure off the graduates and has enhanced their risk-taking ability.

The current generation is now focused on finding opportunities within the flexible working environments and rapid growing sector as it holds promise.

And if Flipkart, BYJU's, Nykaa and Swiggy, the Indian decacorns (decacorn is company that has attained a valuation of more than \$ 10 bn) are anything to go by, then the sector is extremely promising. ■



The Rustic Charm of... **LADAKH**

ARPITA SINGH
Photography Faculty, Amity School of Communication

When we look at any landscape, our eyes travel over it and selectively focus on elements that we find appealing. Our field of vision encompasses a great deal of the scene, but our eyes and brains have the ability to ignore all except the most alluring details. Lenses and sensors or films cannot do this by themselves. They need help.

Time is the most important in-

vestment you can make in getting good landscape pictures. When you arrive in a place you've never visited before, spend time scouting—driving or hiking to different locations, finding different vantage points. Carry a compass to figure out where the sun will rise and set, and imagine how the place would look in different kinds of light. This can take some practice because you also have to look at where the light will not be falling. Photographing a canyon, for example, you might see that the west wall will be beautifully lit in the early morning, if the

canyon is deep, however, the east wall will be in such complete shadow that your camera will be capable of rendering it only as a great black blob. Unless this is the effect you want, you'll either have to modify your composition, shoot it later in the day, or plan to return on an overcast day when both sides will be photographable.

If we talk about Landscape and we do not talk about Ladakh then we are heading towards a wrong direction. The Land of Landscapes I witnessed in the previous year and yes what a beautiful journey it was. The days where the itinerary was covered presented Ladakh in its true shining colours. It's a world of rugged valleys, snow-covered mountains, endless hills, barren lands, clean and curvy roads and the mystical Lamas where centuries old monasteries have still maintained their charm. The confluence of the Indus and the Zaskar rivers is a rare sight. One can clearly differentiate between the two waters from a distance. The rare phenomenon of Magnetic Hill leaves everyone astonished. For the uninitiated, the hill possesses magnetic proper-

ties that can pull cars uphill and compel passing aircrafts to increase altitude in order to escape the magnetic interference. And if you're tired covering a few places on this route, you can halt at Gurudwara Pathar Saheb. Here you will be served with hot tea. Trust me, this one cup of tea is sufficient to rejuvenate your senses for the hilly ride. The most talked about attraction of Ladakh is the Pangong Lake which undoubtedly is one of the most peaceful places on this planet. Here you can stand knowing that across the turquoise waters lie the mountains of an even more isolated and gorgeous land - Tibet.

Someone had rightly said "one decade from now, you will be more disappointed by the things you didn't do, than by the ones you did". For all those who seek to experience nature at its best, Ladakh should be top on list of must visit places. ■

HOSTEL LIFE

Happy memories in store

ISHA SHARMA

Bachelor of Journalism & Mass Communication

First year BJMC student Mani Rani was excited to be a hosteller after she took admission to Amity School of Communication. Hailing from Varanasi, the youngster was all agog with enthusiasm as she looked forward to exploring the city of nawabs and being on her own. After all college life is all about fun and adventure, isn't it?

Talking to Expressions she said, "Yes, I am very happy to be a hosteller. I am very excited as I want to explore Lucknow and be independent. I have made good friends in the hostel. They help me with my day-to-day work and are fun to hang out with. Like other hostellers, I am annoyed by the washroom facilities and the mess food. Though I am enjoying my time in the hostel, I miss my family and friends in Varanasi."

Myriad youngsters like Mani Rani have to face a difficult choice in their lives when starting college outside their hometown. As school goes they have been in the protection of their parents and now suddenly as college goes, they are young adults ready to leave the home nest. College life may be daunting as it is, but to stay all on one's own is all the more challenging. Hostel then seems the obvious choice as it is safe, convenient and comfortable. But hostel stay can be problematic for those who are more used to home protection and privacy. First year Biotech student Nainika Tewari says, "Though I made friends right away, it is hard to adjust with accommodation. As I must share a single washroom with six other hostellers, privacy has become just a word now. My roommate is just like me and we share a great bond. It is definitely difficult to leave behind the comfort of one's own home but I am enjoying this new life."

Although many adjust, some take a longer time. Sneha Singh, a first year BJMC student says, "I am not enjoying hostel life. I have to get up at 6 a.m. on days I have classes from 9:15 a.m. onwards. As I share the washroom with five other girls, inevitably I am late for my class daily. The mess food does not suit me and I have fallen ill multiple times because of the food. There is a long list of rules that hostellers need to follow which are especially stringent for the girls. I also do not get along well with my roommate which makes it harder for me to adjust here. I have had severe emotional breakdowns and during these times I miss my family. But I am still trying my best to adjust to hostel life." Ananya Mani Tripathi, a first year BJMC student adds, "Initially, I felt homesick and my efforts to make

new friends landed me in difficulty. People tried to make fun of me. I felt disgusted and wanted to escape. But now I am enjoying my life in hostel and trying to make new friends and grab opportunities every day."

I may be writing this story but even I can share my experiences. I come from Kolkata and I still remember how scared I was to leave my family. I feared changes and this was a big one. Back home I never washed my clothes yet here I must do it every single day no matter how exhausted I am. The bathroom struggle is real and it's impossible to be on time when everyone wants to use it at the same time. Money and time management are some things I learned after coming here. It was tough in the beginning but luckily I had friends who helped me in many ways. I miss my family a lot and there are times I break down but I have made a family here too who are there for me and I am grateful for them. I am still adjusting to this new lifestyle, but I am enjoying every aspect of it as every day is a new learning opportunity and I try to make the best of it.

Despite ups and downs in the hostel, in the end everybody cherishes this time of their life as it turns them into independent individuals. ■



Live the World of Pokémon through Scarlet and Violet

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

Taking a trip back in time, one might recall the period when we used to return home from school and sit down with glee to watch our favorite tiny character Pikachu, while exploring the world of Pokémon. Almost every kid from the 1990s or early 2000s remembers, the Pokémon animated television show, which took up at least one-sixth of Pogo and Cartoon Network's daily programming slots.

Pokémon delighted young children as they watched the cartoon on television. Not only this, it eventually emerged with a video game franchise too. The charm of this entertainment was that it catered to the palate of the new generation while upholding its beliefs of nonviolence, intellectual enrichment and social peace. With each successive release, Pokémon demonstrated why it was a favorite among children, gamers, and critics alike, and the latest entry in the Pokémon video game series, Pokémon Scarlet and Pokémon Violet which released worldwide on November 18, did wonders as well. The games, set in an open world, use the series' basic concept of gathering, taming, and battling Pokémon, animal-like animals that coexist peacefully with humans, as well as exploring other sections of the map. The games also include a completely new and interesting Treasure Hunt. When asked about the excitement of the users, Aakrit Das, a college-goer, told Expressions, "Even I consider the hours I spent glued to television watching Ash and Pikachu's adventures with their friend to be some of my favorite childhood memories. As a child, the engaging tales, amus-

ing characters, and catchy tunes were everything I could ask for. I'm looking forward to seeing what this new experience brings."

Furthermore, the latest entrants will commemorate the 26th anniversary of the first Pokémon games and animated television show. As a result of Satoshi Tajiri's motivation of allowing players to communicate with other players, promoting multi-player battles, and monster trading, he with his friend Ken Sugimori, brought the vision of Pokémon game series into a reality, followed by its very own TV show, that is an integral part of many people's childhood. Later, plethora of series, games, merchandise were launched. "The cultural phenomenon of the year in 2017 was Pokémon Go, which I first played when I was in eighth standard. In my class, almost everyone had played it. I was completely awestruck by its premise and gameplay and felt the desire to

give it a try," added Talha Khan, a college-goer. Referring to the catchy features of the game, he further mentioned, "Unique and thrilling elements included catching various Pokémon, using them in battles with other players, and joining one of the three competing factions.

It was one of my favorite games because of the slick graphics, use of augmented reality, and emphasis on nonviolence and in-game exercise". Everyone is happy and having fun, thanks to Pokémon. The fact that seeing Pokémon now would make adults just as happy as youngsters demonstrate how Pokémon has brought joy to all. ■

Pokémon Scarlet and Pokémon Violet are forthcoming role-playing video games for the Nintendo Switch that were created by Game Freak and released by Nintendo



Resilient Sundari shows the way

VARISHA ZEB

Master of Journalism & Mass Communication

Young Sundari is the very embodiment of woman empowerment. Left fatherless at a young age, divorced and with a child, defenceless Sundari's only mantra in life has been: a person can persevere despite hardships.

Sundari's tale begins in village Karbi from where she hails. Married as a tween (at just aged nine years), Sundari's life took a turn for the worst after that. Not that her life was idyllic before she took her wedding vows. She reminisces while talking to Expressions, "I remember the time when my family had to spend weeks in just one set of clothes." She adds that later she learnt cooking from



her uncle. Gradually, over passage of time, she began to love it as well. But then, just as it seemed there was hope, she was married off. She recalls, "My life after marriage was unpleasant. I was forced to face psychological and physical violence, and infidelity on my husband's account as well." As her

family got wind of her life in hell, they called her back home. It was at this juncture that she realized she was pregnant. Aged 19, she decided to give another chance to her brutish husband in the hope that he would be a reformed person now that he was going to be a father. She said, "Nothing changed. It was then I decided that I would leave him for the sake of my child and myself."

After moving out from her husband's residence, she decided to divorce him. Now, left without any

source of income Sundari fell back on her culinary skills to support herself. Subsequently, she started selling samosas and vegetables on the streets to support herself and her child. Sundari adds that during all this tumultuousness, a woman, whom she calls Didi, gave her the confidence that she was not to give up come what may. Bolstered by this pep talk, Sundari decided to take life head on. She says, "I began working very hard in a nearby mess which was a women's hostel. These women came from neighbouring towns to study." She prepared food for around 300 people per day. She added, "I also worked for Mahila Samakhya Program and had also cooked for guests attending Sanatkada festival."

Her hard work paid and now Sundari is in a comfortable position. She says she has seen those hard times when she would just survive on one meal a day. Yet, her belief is no matter how hard life is, perseverance is the key to success. ■

BEHIND THE SCENES

Making movie magic

ANKITA BHATT

Bachelor of Journalism & Mass Communication

Francis Ford Coppola is once said to have remarked "I think cinema, movies, and magic have always been closely associated. The very earliest people who made film were magicians." This magic that the maker of *The Godfather* talks about is action and hard work behind the camera.

In fact, the importance of behind-the-scenes work was brought into limelight during the recently held Tilism Film Festival in Lucknow in November. It was organized with an objective to inform,

educate and make aware curious and super talented youth about the film industry and abundance of job avenues available other than acting. Large number of students attended interview-based sessions with eminent personalities. They got a chance to get their queries answered.

Eminent Hindi cinema as well as OTT streaming service actor Amit Sial said, "If you have talent, then train yourself as much as you can, glamour will automatically follow. Youth only recognizes the charm and gleam of any celebrity but that is not the reality. Behind that glitter everything is not gold." Sial was replying to a question put

up by a Mass Communication graduate Vanshika who asked, "In acting which factor plays the major role - talent, training or glamour?"

Actor and producer Faisal Malik, known for *Gangs of Wasseypur* when asked about his struggle said, "It wasn't struggle, it was learning. That phase is very crucial because it decides whether you are ready to shift from real to reel or not. There is no formula to learn acting overnight. It takes relentless efforts, patience, indomitable spirit as well as years to reach where I am today."

Giving further insight, actor & director Seema Pahwa, known for *Hum Log* (1984-85) said, "As a girl, moving to Mumbai was not that easy. It is a long voyage, not a smooth terrain. Without ups and downs all along the way, no one can taste the real essence of success." ■

GENERATION Z**COPING WITH CHANGE****AISHANI PURKAYASTHA**

Bachelor of Journalism & Mass Communication

MAHEK SHAHI

Bachelor of Journalism & Mass Communication

For young Ashwini Parihar flying the nest and shifting to Lucknow for higher studies was no mean achievement. She says, "I recently relocated to Lucknow after my father's transfer. I was going to enter the world outside of school for the first time and I was nervous. No one appeared to match my vibe the moment I went to university, so making friends was more difficult than normal. After roughly two months of college, I have made some friends, but I still feel really lonely at times."

Like Parihar, myriad of Gen Z youngsters have taken baby steps to move out of parental protection and their home cities to relocate to hubs of higher education. Although the

dynamism shown by these young adults is laudatory, the psychological and sociological transition they experience in the new surroundings at times can be discomfoting.

Talking to Expressions, Mahek, another student, says, "I returned to Lucknow after roughly six to seven years for higher studies. But if you ask me, nothing felt the same without my family. Moving to a hostel was another new experience. Making friends and getting out of your comfort zone can be tough for an introvert. The difficulties I have encountered are significant for me. I must admit that I have definitely lost myself in this process of new adjustment. My mind, for some reason, refuses to recognize my reality, despite the fact that I chose to stay in a hostel." Parihar adds, "I somehow had to attune myself. So even if I did not have someone at my side, I had myself." For both these young ones, relocation at first has neither

made them joyful nor sad. In fact, Mahek further added on how she fended for herself as the adjustment process took its toll on her, "However, giving up is not an option. So, for the time being, I am taking each day as it comes and seeing where it takes me. Despite this reality, I want to give this life my all in order to make it my own."

Even as these young ones attempt to come out of their turmoil, Jaydev Kumar takes a different approach. "Leaving home is freeing for me. This is the best freedom I have ever experienced. I intend to make full use of it. My life in Lucknow is incredibly convenient, entertaining, and full of fantastic options that my hometown could not provide."

All said and done, it is all about looking at life with a different meaning. After all Albert Einstein was not far from the truth when he said 'life is like riding a bicycle. To keep your balance, you must keep moving'. ■

Screen Arts: Beyond the persona

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

Sigmund Freud once said 'We choose not randomly each other. We meet only those who already exists in our subconscious'. Of course, the great Austrian psychoanalyst was referring to personality development as it is one's personality that makes or breaks an individual. A personality is an imperative aspect of an individual as it highlights his distinctive patterns of thinking, feeling and behaving.

With personality development being the modern-day buzzword, Screen Arts at Amity University Lucknow campus offers students an escape from their fears, boundaries and a way out of their shells.

Assistant Professor of Screen Arts, Amity School of Communication, Amity University, Lucknow, Alishah Syedain told Expressions, "Ensuring complete growth of students, the concept creates a connect between an individual's emotions,

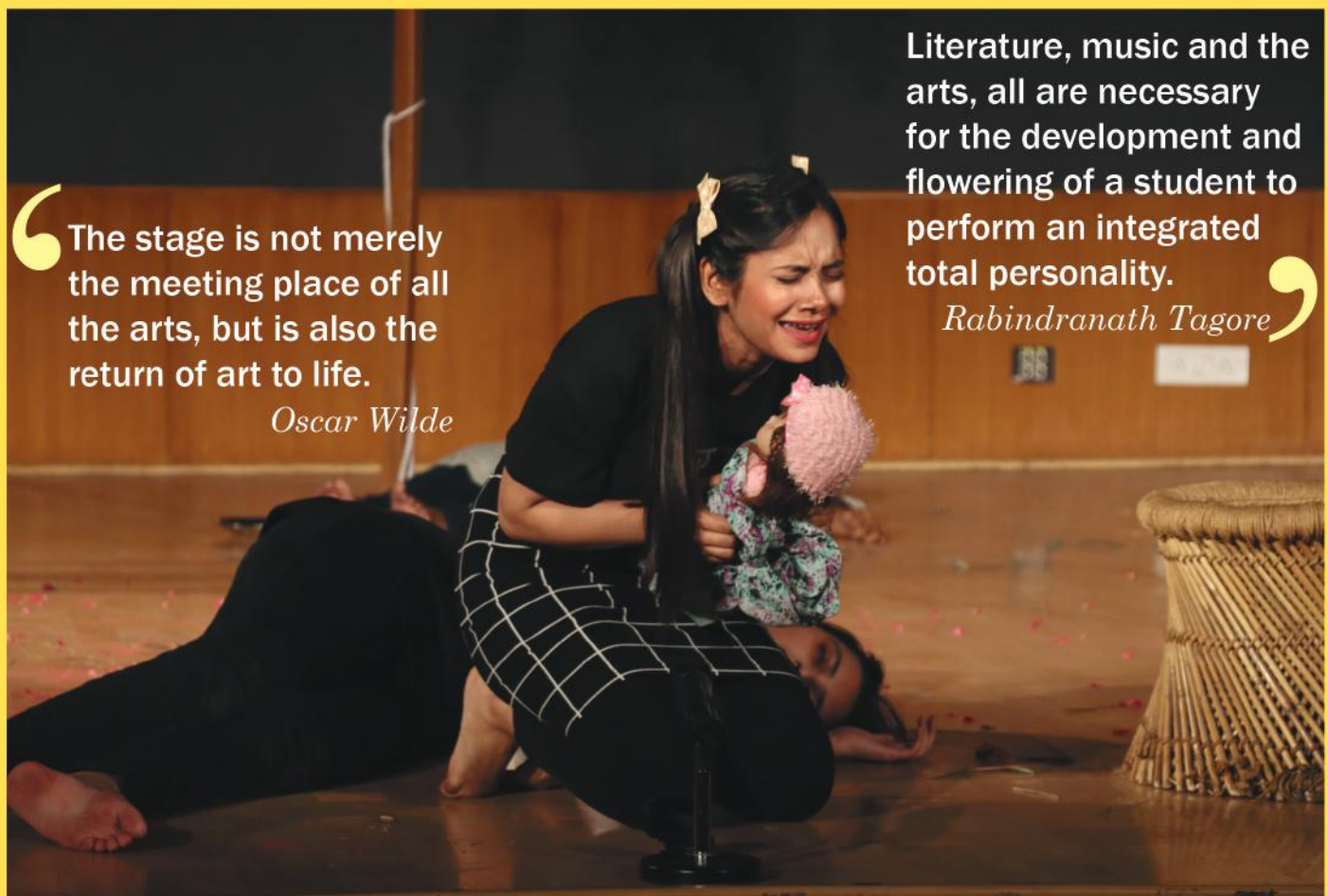
personality and fears which helps them develop a better version of themselves."

Syedain said that, "Screen Arts as a subject constitutes various elements of verbal communication, written communication, confidence building, human psychology and behaviour, introspection and self-esteem building through activities like acting, script writing, monologue delivery, enacting characters and situations." She added that Screen Arts helped in developing numerous important soft skills including effective communica-

95% of personality depends on knowledge, intelligence, communication, confidence, and only 5% is about appearance. Thus, understanding the internal as well as the external factors is of utmost importance for an individual to develop a charismatic personality.

tion, dynamic leadership, problem solving critical thinking, decision making, pressure and time management, teamwork and improvisation. It was not something limited to curriculum but rather a learning that could enhance one's understanding of oneself.

From a student's perspective, Ashna Ali of B. A. (J & MC) - 3rd semester said, "Having Screen Arts in my curriculum has really helped me cope with stage fear and audience appearance. The safe and friendly environment maintained by the faculty helps in bringing out a better and a creative version of myself." Added Sonakshi Shrivastava of BA (J&MC)-3rd semester, "There has been a drastic change in my personality as now I am more confident and can perform anything, anytime if asked. I was once a girl who was always afraid of what people would think, but now I am a girl who is always excited to perform and take feedback. I am glad that I have taken this art as my subject." ■



“The stage is not merely the meeting place of all the arts, but is also the return of art to life.”

Oscar Wilde

Literature, music and the arts, all are necessary for the development and flowering of a student to perform an integrated total personality.

Rabindranath Tagore