

Expressions



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Canadian fiscal reversal affects Indian students



Illustration: **ABHISHEK SINGH**

"We are in the moment between when the Titanic hit the iceberg, but the ship has not sunk... The good news is that, unlike the Titanic, we can heal the economy if we need to by lowering interest rates."

Frances Donald

Chief Economist at Manulife Investment Management

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Canada is currently grappling with a severe economic crisis. This situation is having repercussions across the economy including international students studying there as finding employ-

ment has become daunting. This has led to jeopardizing the students' financial stability and their capacity to sustain their education.

Talking to Expressions, student Amrita Yadav said, "Being an international student during Canada's recent economic crisis has been quite a roller coaster. The financial strain is real, with limited job op-

portunities and worries about covering tuition fees and living expenses abound. It's disheartening to see the reduced availability of scholarships and financial aid, making it even more challenging to make ends meet. Planning for future has become daunting too. We're hoping for some solid support from the

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PROF. (DR.) SANJAY M. JOHRI
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Be Voice of Change in Face of Climate Crisis

In an era dominated by digital information and social media, the power of the media in shaping public opinion and driving societal change cannot be overstated. As aspiring journalists, broadcasters, filmmakers, and communicators, young minds in particular media students hold a unique responsibility to champion the most pressing issue of our time: climate change. The urgency of this crisis demands action, and your creative prowess can be the catalyst for a global awakening.

Climate change is not a distant threat but an imminent crisis affecting communities worldwide. One of the most powerful tools at your disposal is education. Use your platforms to disseminate accurate information about climate change. Bust myths, clarify misconceptions, and present the scientific facts in a compelling and accessible manner.

By arming the public with knowledge, you empower them to make informed decisions, leading to collective action against climate change. Creativity knows no bounds, and it is your greatest ally in this battle. Explore new storytelling techniques, multimedia formats, and interactive platforms to engage diverse audiences. Whether it's through documentaries, podcasts, social media campaigns, or immersive virtual reality experiences, harness your creativity to captivate hearts and minds.

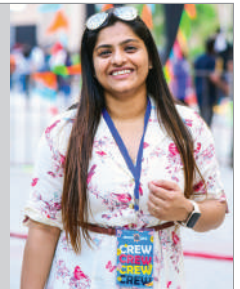
I am happy we have an Academic Partnership with Climate Trends [A Global Network organisation] wherein our Faculty as Mentors and students are working together on Short Films. I am sure your skills and passion will drive meaningful change in the face of climate crisis. Use your creativity, knowledge, and influence to create a groundswell of awareness and action.

By embracing your role as advocates for the planet, you can inspire a collective movement that transcends borders, cultures, and backgrounds.

ALUMNI CORNER

PANKHURI AGARWAL

Growth Manager & Head of Social Media
KNOCKSENSE
BA (J&MC) 2014-2017



ASCO shapes students' career paths

As I stand at this crossroads, looking back on my life-changing years at Amity School of Communication (ASCO), a wave of thankfulness washes over me. My journey began in October 2014, marking a turning point in my life.

Today, as I find myself honored to share my story in the revered Alumni Corner of Amity School of Communication's magazine, 'Expressions', my heart swells with a deep sense of homecoming. It is as if I have returned to a place where my soul is deeply rooted, where the echoes of laughter and camaraderie still linger in the air.

One of the most lasting impressions left was the unwavering guidance and mentorship bestowed upon me by illustrious Director, Dr. Sanjay Mohan Johri.

In addition to Dr. Johri, I must also mention Soumen Bhattacharya, who, as Events & Placement Coordinator during my college days, played a pivotal role in shaping my educational experience. His expertise in event planning, management, and execution not only enriched my academic knowledge but also instilled within me a deep appreciation for the intricacies of the events industry.

The knowledge and skills I acquired at Amity have proven to be invaluable, equipping me with necessary tools to venture into the dynamic realm of journalism and mass communication. Fast forward to the present, I find myself filled with immense pride as I reflect upon my 5.5-year journey at Knocksense Media Services Pvt. Ltd. in Lucknow. Interestingly, Knocksense is also led by an alumnus of ASCO.

As I write these words, my heart overflows with heartfelt gratitude for Amity School of Communication for being the cornerstone upon which my journey and career have been built. I look forward to continuing to make my alma mater proud and am filled with excitement as I contemplate the incredible opportunities that lie ahead.

Thank you for the learning, the support, and the memories that will forever resonate within the depths of my being. Here's to the future and the continued success of Amity's cherished alumni. ■

India mulls One Nation, One Election

According to Bqprime officials, the 2019 General elections cost around Rs 60,000 cr. And the same year 7 state elections were also held in April, October, and November. Had we clubbed all of them together, we could have saved money. According to a report by the Centre for Media Studies, The Bharatiya Janata Party spent close to Rs 27,000 crore in the concluded Lok Sabha elections, The report has called the 2019 General Elections the “most expensive election ever, anywhere”.

ARYAN RAJ

Bachelor of Journalism & Mass Communication

Even as the country prepares to elect people’s representatives for the 18th Lok Sabha in 2024, the largest democracy in the world contemplates ‘One Nation, One Election’.

Elections in India are organized by the Election Commission which operates under Article 324 of the Indian Constitution. After independence, this is how elections were done in India “All at once”. When technology took over and EVMs came into being, elections were conducted through ballot paper considered one of the most ethical mediums of public voting. And now it is ‘One Nation, One Election’. This means all elections will be held simultaneously, general election, state assembly elections and even local elections. As a concept,



Illustration: ARYAN RAJ

Indonesia this year is also to host a single-day election (simultaneous) in 2024 which is also going to be the biggest single-day election in the current democracy.

‘One Nation, One Election’ (ONOE) has both positives and negatives. These can include reducing enormous financial burden of frequent elections or a risk of state autonomy. The current ruling government describes the need to change the system of election in India. Prime Minister Narendra Modi has been an advocate of this concept. In August session of Lok Sabha 2023, he said, “At least discuss the ONOE policy.”

The government has now created a special committee of eight members, headed by India’s former President Ram Nath Kovind. Reports say this committee will hold talks with multiple stakeholders (political parties and election officials). This report will be debated by lawmakers.

Expressions reached out to young media students at Amity School of Communication and asked

their views on the hot topic and the majority are in favour of the ONOE. Ramsha Zia commented, “It is good for the development as the government will be able to focus more on the welfare of the country rather than campaigning every year.”

Visiting Faculty at ASCO Vaishnavi Raj Mishra said, “One nation, one election could simplify our voting process by having all elections together. This could lead to less disruption and cost savings worth considering.”

However, it’s tough to follow ONOE in India. As per the Wikipedia data, in the last Lok Sabha elections only 67.40% of voters turned out, if elections are held simultaneously more voters could turn for the elections. Let’s take an example, suppose your vote is in Delhi, but you stay in Mumbai, it is not possible to turn out to vote every time.

However, the disadvantages with ONOE are local issues could get ignored. National issues may end up dominating the regional ones. Also, it requires more voting machines (EVMs) as well.

According to a WION report almost three times more voting machines would be required for election to take place at a time. Also, education of voters is essential. Despite the pros and cons of ONOE, it is still a matter of debate for India and its electoral process. ■

For employment Gen Z taps into AI

SNEHA SINGH

Bachelor of Journalism & Mass Communication

“AI is no longer just a buzzword; it’s a game-changer in the job market,” Sarah says. “I knew I had to adapt or be left behind.” Sarah Mitchell, a 21-year-old Amity University computer science student, embodies the proactive nature of today’s young. She has acted independently in the face of AI revolution. To know more Expressions did a survey and the findings were similar to Sarah’s. 78% of today’s youth now embrace AI to remain relevant. As a result, they are enrolled in online courses on data science and machine learning with the goal of developing the kind of abilities that will help them succeed in the digital age.

A World Economic Forum analysis claims that some jobs, especially those involving regular duties, will become obsolete as artificial intelligence becomes more integrated into the workplace. This paper also emphasizes how AI will lead to the creation of new work opportunities. Young people can take the lead in these developing sectors if they are willing to learn and adapt. Digital marketing, cyber security, data science, and AI development are just a few of the fields that have grown significantly, in accordance with expressions survey. Employers in these domains are actively searching for young, tech-savvy people who comprehend the complexities of artificial intelligence.

Youth’s embrace of freelancing and the gig economy is another noteworthy development. Twenty-two year old freelance content writer Arjun says, “AI may write news articles and reports, but it can’t replace the human touch in content creation. Understanding how to work with AI tools can boost my productivity and quality.”

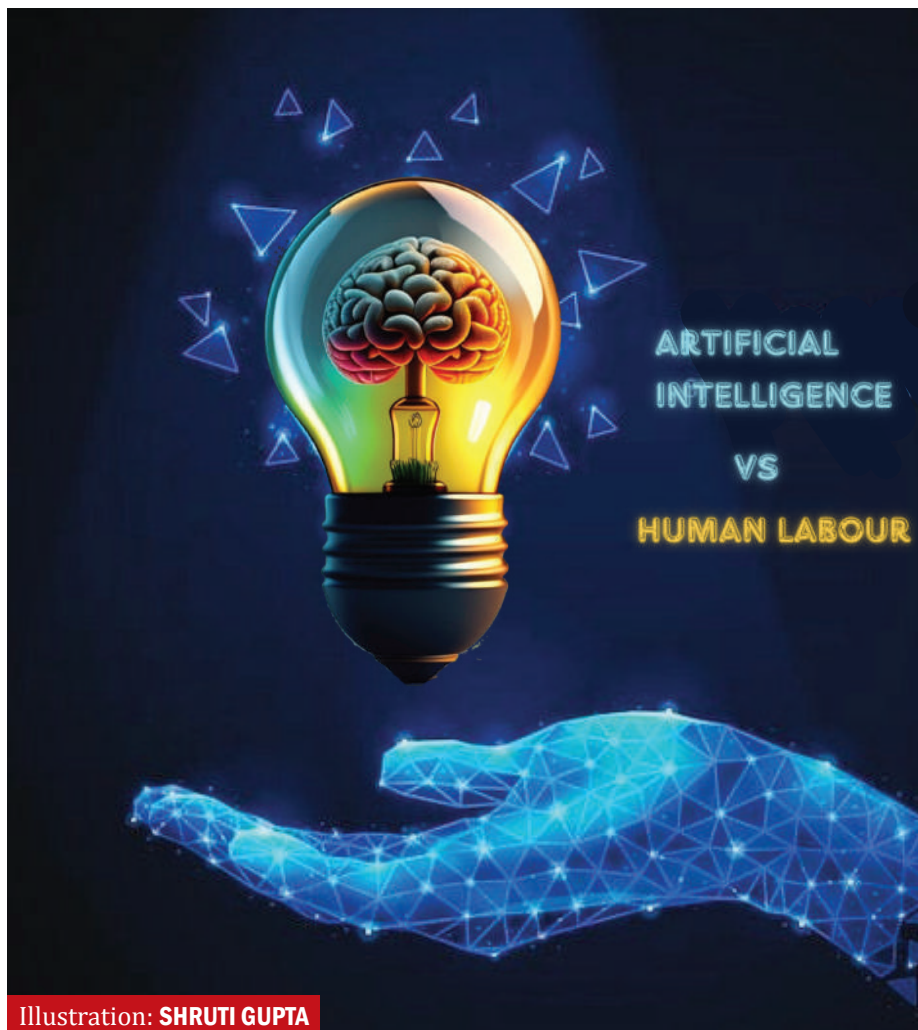


Illustration: **SHRUTI GUPTA**

Around 56% of youngsters believe that AI is a useful tool for their freelance work.

Freelance writers, graphic designers, and digital marketers can work together using AI-driven technologies on platforms like Fiverr and Upwork to provide clients with creative solutions. 63% of people recognize that learning is a lifetime process because they live in a world where the skills required for employment are always changing and Platforms like Udacity, Khan Academy, and Codecademy provide affordable and accessible avenues for upskilling. Approximately 83% of people believe AI can enhance their abilities, whereas the remaining 17% believe technology will replace human labor.

In a time of swift technological

progress and widespread digital disruption, the effect of artificial intelligence on jobs is a topic of intense interest and worry. This change offers chances and difficulties to today’s kids who are about to enter the workforce. Young people are adjusting to the blurring boundaries between science fiction and reality and using AI to rethink career paths in addition to securing jobs. As the consequence of expressions poll, we delve into the complex world of artificial intelligence and jobs and it is clear that the age of automation has arrived. Automation is replacing human labor in previously human-only tasks, and this change has fundamentally changed the nature of employment. New professions are emerging to meet the needs of the expanding

AI-driven economy, while some old employment is in danger of becoming obsolete.

Concern over the digital divide is growing, even as young people are embracing the changes brought about by AI. Inequality of income is made worse by the fact that 32% of individuals still do not have access to AI possibilities and education. In response to these challenges, governments and organizations are launching initiatives to bridge the gap. Scholarships, online courses, and affordable training programs have emerged to empower young adults to upskill. For instance, the National Youth AI Training Program (NYAIP) has been instrumental in equipping young people with the skills they need for the AI-powered workforce.

Artificial Intelligence is transforming not only the workforce but also how young people use technology. AI is a part of their everyday life, from augmented reality game apps to virtual assistants like Sophia and Alexa. Since they have grown up with technology, young adults are in a better position to take advantage of AI's potential than earlier generations.

It becomes evident as we delve deeper into the effects of AI on employment that young people are leading the way in accepting change. 88% of youths are prepared to change, advance, and grow alongside AI, viewing it as a partner rather than a rival. While concerns about job displacement persist, the resilience and adaptability of the youth are a testament to human ingenuity.

Unquestionably, AI is having an impact on employment, but the tale is not entirely one of job loss and uncertainty. In this dynamic environment, young people are not merely onlookers; rather, they are actively involved in forming their own destiny and generating novel prospects. Youths are not just surviving in the age of AI; they are leading, thriving and harnessing the potential of artificial intelligence to create a brighter, more innovative future. ■

CONTINUED FROM PAGE 1

Canadian Government, like targeted programs and resources that specifically address the needs of international students.

It would be a game-changer if they could help us secure job placements, increase financial assistance, and provide clear guidance on immigration policies. Together, we can weather this storm and continue to thrive as international students in Canada."

The economic downturn has raised concerns about funding and scholarships for international students. The reduction in available financial support may have a detrimental impact on students' ability to manage tuition fees and living expenses. Additionally, prospects for international students pursuing post gradations becoming uncertain. The sluggish job market, a consequence of the economic crisis, introduces greater competition among job seekers.

International students may find themselves pitted against domestic candidates for desirable positions, potentially impacting their ability to secure their desired roles.

Saagar Verma says, "It's been challenging to witness and steer through the economic crisis the country has been facing. The rising cost of living, especially in major cities like Toronto and Vancouver, has put a significant financial strain on students. Part-time job opportunities have become scarce, making it harder to cover tuition fees and living expenses. The fluctuating exchange rates have also made it unpredictable to budget and plan for the future. Many of us international students hope for better economic stability and more accessible financial support to continue education and contribute to Canadian society."

Rohan Aggarwal said, "I've

been closely observing the economic crisis that has affected the country. It has added a layer of uncertainty to my experience here, with concerns about job opportunities and the overall cost of living. Navigating these economic challenges while trying to focus on my education can be quite challenging. It's a reminder of how interconnected our lives are with the broader economic situation of the country we study in."

What has added to the worries is the fact that there is a possibility that the government may review and modify immigration policy given the background. This might impede students' growth. Students across the board also talked about mental stress.

Ishita Singh said, "While witnessing the economic crisis from a unique perspective it's been an eye-opening experience to see how this crisis has impacted not just the local population but also the international community. The escalating expenses of living, including tuition fees and housing, has created a challenging environment for students like me. Finding part-time work has become increasingly competitive, making it crucial to manage finances wisely. I believe this experience will shape me into a more adaptable and resourceful individual."

Talking to Expressions, Rishi Srivastava, Counsellor - Canada at IDP Education India, said, "The recent economic downturn in Canada has definitely been challenging posing issues for international students. It's important for universities and the government to step in and provide assistance. Offering resources, financial aid, and career support can help alleviate the impact so that international students can continue their education. Recovery takes time but Canada has a strong foundation to bounce back." ■

LUCKNOW: HOME TO SHIVA TEMPLES

Although the city of nawabs may be known for its Tunday ke kabas and biryani, Lucknow is also famous for its various Shiva temples dotted across the city landscape. The temples, both old and new, have a unique history and names pertaining to them. Thronged by devotees in large numbers from Lucknow and outside, these temples have etched an identity for themselves making them a distinctive feature of Lucknow. Ace lensman **Trilochan Singh Kalra** captured these temples with his camera. ■



Rin Mukteshwar Mandir: This temple is located in Aashiana. It is said that this temple was constructed when a Shiva devotee was able to repay off his loan after his wish was granted.



Budeshwar Mandir: At this temple Lord Shiva is worshipped on Wednesdays. In normal practice, he is worshipped on Mondays. This temple is located on Mohan Road.



Konesheshwar Mandir: This ancient temple is located in Chowk. According to local folklore, when the temple was being built and shivling was being consecrated, it would shift into a corner. So thus it was decided to locate shivling in a corner.



Mankameshwar Mandir: This is an ancient temple. It is said that Lakshmana, brother of Lord Rama worshipped Lord Shiva here. During Sawan month, devotees are seen to throng here in large numbers.



Swapneshwar Mandir: It is located in Swasthaya Bhawan in Kaiser Bagh. It is believed that devotees are able to fulfil their dreams by merely visiting the temple. It is believed that if people offer obeisance in afternoon at the temple, Lord Shiva blesses them in their dreams.



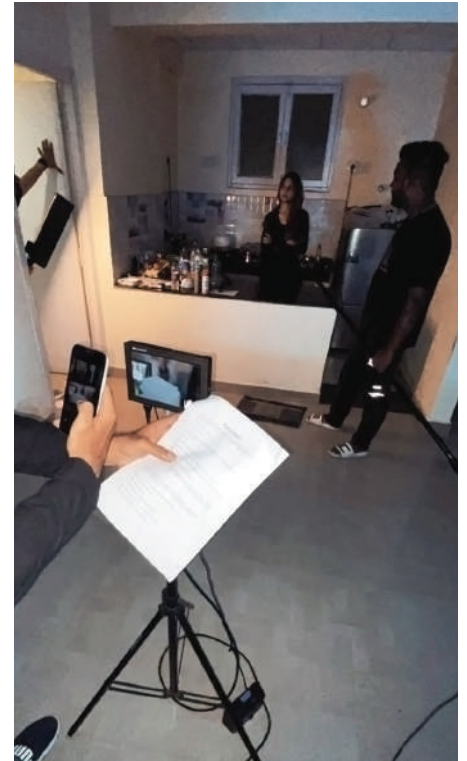
Jhagreshwar Mandir: This temple is located in Raja Bazaar. It is situated in locality's Deg Wali locality. It is said that a shivling was found in a fort nearby and in 1938 it was relocated at its present location. It is also said that first a rift has to take place here and then only an auspicious ritual will be held in this temple.

Hip hop music rolls out in city

I have never been expressive. I am not so good with words and my thoughts are a mess, that's why I gravitated towards camera and cinema. I express myself through my art, and I am a geek of watching beautiful scenes, I like creating them, capturing them with my camera – Talha Akhtar while talking to Expressions.



Pictures: **DIVYA KOTWANI & AISHANI PURKAYASTHA**



DIVYA KOTWANI & AISHANI PURKAYASTHA

Bachelor of Journalism & Mass Communication

He has been working as a freelance cinematographer and editor since the last two years. He has an immense love for the camera, and is looking forward to switching to movies, short films and documentaries. It is through his love for camera that led him to discover a rather underrated plethora of musicians, the underground hip-hop artists of Lucknow.

Elaborating further, Talha said that he has worked with many artists like Mitraz, Panther, TFO (Thugs From Overseas), Bella, Rish, Mc Altaf and many more.

Talha primarily worked with TFO, as a team, a crew member. He met them back in 2019 in a Hip Hop cypher and have consistently been working together since 2022. They

create content both for themselves as well for clients. When working for clients, things tend to get restrictive or boring and there's not a lot of exploration that can be done from the creative point of view. He also revealed that his family is not supportive of his work but that doesn't stop him from exploring the less explored. In addition, Expressions also got to talk with one of the members of TFO, Aniket, as he shared glimpses of his journey with us. He said at the start, they were a group of three, but now it's more of a duo as one of them manages the technical stuff now. Talking about how they met, Aniket told that they (him, Anand and Sachin) studied at same school in Lucknow and TFO was born in 2019 out of their mutual love interest for music.

"We got recognition from school performances and that really motivated us," Aniket further stated.

He and his friends were fervent music listeners, and were specially fond of hip-hop genre. Even in classroom there was a healthy competition between them, to recite the lyrics quickly just like their favourite artist Eminem. And that's how their passion for music increased.

Talking about the audience reach, presently they are having 2.4k subscribers on YouTube, 1lakh views on their channel, over 1000 followers on Instagram with 90,000 profile visits. And 3.5k Spotify listeners. They perform and engage themselves in various shows over the months. Recently, they performed at IIT Kanpur on 6th October. They had also completed 20 shows the year before.

When being questioned about the family support, Aniket told, his parents have high hopes from him considering he's a bright student, having scored 96% in boards. But

just like they have dreams for him, he has dreams for himself, too. They're more or less fine with him pursuing music as long as he manages his academics well. But when sometimes, he engages himself much in music, they are quick to convey their dismay. Presently, he

is studying at Integral University, pursuing BBA LLB.

Finally, when he was asked what will be his advice for someone who's starting out in music or any genre that's considered less mainstream, he said, "It's your life, your choice and your rules. Do not listen to

other people. Only you know what you truly love and admire and work hard to get that. It's your life, and you are the one who will make decisions for it. Let people say whatever they want do, you just need to do what you like, and that's what really matters." ■

How good is AI and ad collab?

ASHNA ALI

Bachelor of Journalism & Mass Communication

Even as there is much talk about whether generative AI content is comparable to human creativity or not, advertisers have already begun using the technology in their promotional campaigns. Over some months, technology has made ads easier to generate and track. It is writing marketing emails, targeting audience, and birthing some futuristic concepts for the designated brands. Viewers find it delightful.

As generative AI transforms the marketing landscape, personalization, predictive analytics, content creation, ad placement optimization, cost cutting and fraud detection are areas where AI has left its imprint. Advertisers like food giant Nestle to consumer goods multinational Unilever are experimenting with generative AI software like ChatGPT and DALL-E to cut costs and increase productivity. On Diwali 2023, WPP (Wire and Plastic Products Plc.), the world's biggest advertising agency, worked on an AI-driven Cadbury campaign with Bollywood superstar Shah Rukh Khan. The ad artificially 'featured' the actor. While the advertisement left many in awe, it failed to resonate with many due to lack of emotional and relatable elements.

Expressions talked to marketing guru Iftexhar Alam, a visiting faculty at Amity School of Communication who said, "You've got two buckets of clients: one that are



Illustration: ASHNA ALI

According to CISION PR Newswire, AI will grow into a \$190 billion industry by 2025. Netflix uses AI to make personalized recommendations to its audience. By doing so, it saved \$1 billion in 2017.

jumping in fully and the other that are saying 'let's experiment'. So, let's say that AI in every field as a new normal."

With reference to an American drama series, MadMen which explores the glamorous and ego-driven "Golden Age" of advertising, it defines advertisement as one thing that is Happiness. Advertisements have always been a part and parcel of our lives. We all remember all those good old Ads from the early 2000s which still provoke a feeling of relatedness to those ads. From 'Do boond zindagi ke' Polio Vaccine

Campaigns to the AI made Coca Cola 'Futuristic Drink' we have seen it all. Although the transformation and the journey of Advertisements and technology has been impressive, it still transcends us to the good old ads which still leaves nostalgic. Aman Seth, owner of an advertising agency in Lucknow said, "This field demands a substantial degree of creativity and original ideas that are only cultivated through years of experience. Technologies and artificial intelligence serve as valuable tools."

Many companies experienced what they refer to as customer drift, where the patterns of behavior changed rapidly during the pandemic. Therefore, models that previously worked may have changed. Also, it is essential to remember that the human touch remains invaluable in marketing.

As AI continues to evolve, it's safe to say that the marriage of advertisements and AI will become even more harmonious, reshaping marketing strategies, and elevating the industry to new heights. ■

Now Google Maps shows the way

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

Gone are the days when locals would be road guides for a traveler. Now, with Google Maps the digital compass is the guide.

The ease and accuracy of Google Maps have made it possible for individuals to confidently embark on journeys with precise directions specially in a diverse country as India. Google Maps has played a significant role in the success of ride-sharing services like Ola and Uber. These platforms rely on GPS navigation, and without Google Maps, their services wouldn't be as efficient.

Talking to Expressions, Ola driver, Ramesh, said, "Google Maps is like my virtual co-pilot. It not only helps me find the quickest routes, but it also assists my passengers in tracking the ride. It has made my job easier and more reliable."

What's more, where every thing is home delivered now, efficiency and accuracy are paramount. Companies like Zomato, Swiggy, Blinkit, and Ekart have discovered a powerful ally in their quest to meet these demands – Google Maps.

Blinkit delivery executive Rajesh Singh, 35, said, "Blinkit's promise is speedy delivery, and Google Maps is our tool for achieving that promise. It assists us in planning the best routes, even in complex urban areas. Our customers can trust us to bring their packages to their doorstep, and Google Maps plays a big role in that trust."

Google Maps has also supported people who have recently moved to larger cities. Now, individuals



Picture: **SHAHIDA KHAN**

Google Maps website had 196.8 million total visits in May 2023. Google Maps was the third most downloaded Google app worldwide, with over 11 million downloads.

no longer struggle to find routes, and they don't feel like newcomers when they travel to new cities. Thanks to Google Maps, people can navigate freely, and there's little to distinguish those who have lived in a city for years from those who have recently migrated. People have largely stopped asking locals for directions.

Devangi Sharma, a college student, said, "Recently, I went to Delhi for my internship, and it was my first time visiting such a big and crowded city without my family. To be honest, it

didn't feel entirely new because of Google Maps and the latest technology for finding destinations. Whether it was locating my office for the first time or going shopping, I didn't lose my way during the two months."

One of the most significant advantages of Google Maps in India is its real-time traffic data. It provides commuters with up-to-the-minute information about traffic jams, accidents, and road closures, allowing them to plan their journeys more efficiently.

Dr Rafiullah Khan, a physician, said, "As a doctor, every minute counts, and Google Maps is my reliable companion. It ensures that I reach the hospital on time, helping me navigate through unpredictable traffic, so I can provide timely care to my patients. ■"

Google Maps has more than **1 Billion** monthly active users

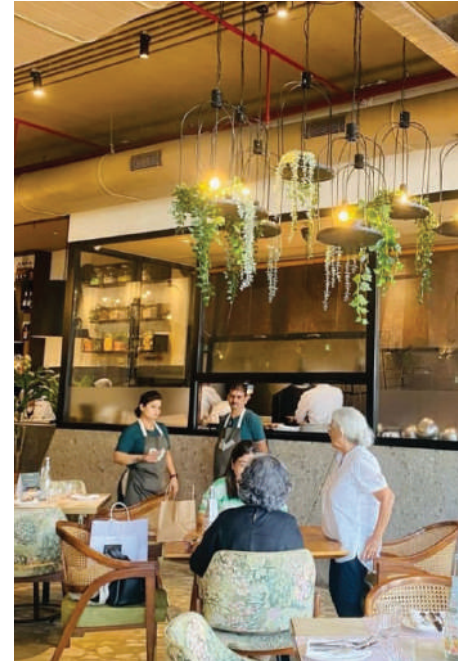
Order food in sign language

ISHAARA RESTAURANT

According to the Indian Census of 2011, the total number of people with various disabilities in Uttar Pradesh is approximately 2.08% of the total population of the state.



Pictures: MANI RANI



MANI RANI

Bachelor of Journalism & Mass Communication

Located in the heart of Lucknow, Ishaara Restaurant, stands out as a unique establishment entirely staffed by individuals with physical impairment. This restaurant offers a remarkable dining experience while breaking barriers and challenging stereotypes.

'Ishaara' meaning gesture in Hindi, carries a significant meaning. Ishaara, is a complete experience where each meal tells a story through a medley of tastes, textures, and scents. Ishaara's culinary masters have perfected the art of using food as a means of expression, creating a cuisine which is original. It was founded by Prashant Issar and Anuj Shah of Stratix Hospitality, former founders of Mirchi & Mime, along with Riyaz Amlani of Impresario Handmade Restaurants. Speaking to Expressions Harshadeep Pawar, general manager of the restaurant said, "One of the best things about my staff is that they smile from their hearts. Our main idea was to create a place where communication knows no boundaries, and for

that, we have staff with speech and hearing impairment." He added that the staff learnt sign language to communicate easily with customers as well as other staff members.

Ishaara's commitment to diversity is a defining feature of its establishment. This unique venture was designed with inclusivity in mind, ensuring that everyone, including those with hearing impairment, can fully enjoy their dining experience.

Pawar, an employee, said, "We have different sign languages assigned to different dishes, and customers use these signs to place their food orders. Each order is served with a name tag of the dish to make it easy for customers to identify the dish being served." "Among the famous dishes on our menu, we have Dilli ke chole and tikki, Sev puri, Bhuttekekes from Indore, and many more dishes from around the country.

Each staff member has a particular sign printed on the back of their T-shirts, allowing guests to use these signs if they wish to call them. Finally, we also collect feedback from our guests about their experience and the food," he added.

Speaking to Expressions, See-

ma Chauhan, a staff member with hearing and speech impairment, said, "I am really happy working in this restaurant. Before this, I was already searching for a job, and this was the best opportunity that came my way. Initially, working for nine hours was a bit tiring for me, but as I got familiar with the environment and the process, I started enjoying my work. I also want to appreciate the manager because they've made this place feel like home for us."

Atul Grover, a regular customer, said, "Today I learned something new - I now know a few words in sign language. Before coming here, I was concerned about how to order food and whether I'd be able to communicate with them, but to be honest, it was seamless. There were people around me to assist and help me understand what they were trying to communicate.

This experience was not just about the food or the restaurant; it was much more than that, an emotional experience for me. Talking about the staff, they were genuinely very sweet, and I could see the real smile on their faces. I recommend everyone to experience this at least once in their lifetime." ■

This

STREET PAINTER

dreams to be numero uno



Picture: KASHIKA NIGAM

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Preeti Yadav, a 21-year-old girl from Gorakhpur pursuing Bachelor's in Fine Arts is an extremely talented artist. Daily she finds a cozy spot near the Hazratganj metro station, sets up her paints and palette to capture the hustle and bustle of everyday Ganj life. It is not only the hustle and bustle, it is the emotions and color that she loves to imitate in her sketchbook.

Everyday she comes from Charbagh with joie de vivre in her demeanor. As she hopes to become the world's most famous painter, she puts in her energy in what she draws.

Talking to Expressions, she says, "Art is everywhere. It depends upon the person who can recognise what true art is." She also adds that "as time is changing, artists are also adjusting. Many of us are shifting to digital art or graphic designing and that field is very prosperous as well as booming. It depends upon the artist how he takes his art and showcase it to the world."

She says that 'art is such an important part of every person's life and I feel that artists do not get that much recognition that they deserve which is very unfortunate as well because art has the power to change the world. It has done before in many revolutions and it will do so in future'. She adds that artists play a very important role in preserving their culture. "Art is a way of expressing emotions like no else and make conversations like no other medium. Art has been a mode of communication for centuries, and it will undoubtedly remain even in the future," she adds.

Artists like Preeti continue to create and share their vision like may other artists. She says it proudly too that "I bring colour to people's life and I hope that I will always continue to do so that in future."

Those who understand art will always value it and those who do not understand it will value it one day because it is something that has the power to change the perspective of people. ■

- *Art is a universal language that transcends borders and cultures.*
- *The origin of Indian art can be traced to pre-historic Hominid settlements in the 3rd millennium BC*
- *Students who study art are 4 times more likely to be recognized for academic achievement*
- *Art used to be an Olympic event*