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AMITY SCHOOL OF COMMUNICATION

Expressions



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Goodbye, ASCO!

Batch of 2020-23 will never forget you

DRISHTI VANAİK

Bachelor of Journalism & Mass Communication

Our passion and enthusiasm to start a new chapter in our lives was nearly killed as the Pandemic raged. But it was our confidence that one day we would return to the life we had always wanted just drove us forward.

As we kickstarted the online

learning process, the familiarity process started with our faculty and other batchmates. Synchronization began. A new manner of organizing events had started, friends' groups and circles had developed, and the stress of having to turn in assignments on time had begun to knit us all together.

Online classes, online chuckles and laughs, online scolding and chastising by the faculty, it was all

new, a college experience. Then came the first-ever online exams, and mettle became our best friend. Though riddled with glitches and network issues, it offered us all an advantage in terms of grades. Proceeding on, Amiphoria, to which every Amitian looks up, was conducted online. Although it was tedious and lacked excitement, we gave our best.

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Picture: SURESH SAHU

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PROF (DR) SANJAY M JOHRI
Editor-in-Chief
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COVID-19 no impediment for Batch of 2020

The Batch of 2020 who began their journey with COVID-19 were far different from those in the physical mode and there were questions 'how will online education work?', 'Will students & even faculty be able to adjust to the online'?

Students who were almost away for a year from the campus started online from bedrooms, from formal dress to shorts & pyjamas, and even preferred to remain off-screen and mute. There were times students would wake up five minutes before a class, take breakfast while lectures were ongoing. True, both the UG & PG students (2020-23 & 2021-23) and faculty were in lockdown. Locked down from social events and work impacting mental health. Locked down from what could have been boundless opportunities which students got only in the second year when the campus re-opened in physical mode. We will always remember the students graduating now as 'COVID-Batch'.

A university is a place where we learn new things. We meet many new people. Some of them remain with us while others teach us an important lesson and you remember your teachers. Though students literally wasted one year being in online teaching, I must admire many students came back strongly utilizing every possible opportunity they had in terms of practical learnings and moved to industry.

I am happy to share the PG students had near one hundred percent placements while Under-Graduate this time made way for some new brands in advertising and public relations industry. Some of the best writers joined the Students Editorial Team for ASCO monthly publication – Expressions and were a strong workforce for the University Digital Club (UDC).

My compliments and best wishes for their future endeavors. ■

ALUMNI CORNER



NEHA BORA
Associate Account Executive
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At ASCO, it was a journey of self-growth

As a recent graduate of Amity University at Lucknow, I look back on my two years on the campus with a sense of pride and accomplishment. My journey at Amity was filled with countless opportunities for learning, growth, and self-discovery. From the diverse and inclusive campus community to excellent faculty and facilities, Amity provided me with everything I needed to achieve my goals and reach my full potential.

When I first arrived at Amity, I was excited and nervous at the same time. I had heard a lot about the university's reputation for academic excellence and vibrant campus life. Naturally, I was eager to explore both. Over the next few weeks, I got to know my professors, classmates, and the campus. Very soon, I realized that Amity was indeed a special place.

One thing that struck me about Amity, was quality of the faculty. The professors were not only experts in their respective fields but also passionate about teaching and guiding students. They encouraged us to think critically, ask questions, and challenge assumptions, which helped us develop a deeper understanding of the subjects we were studying. Moreover, they were always available to help us with our coursework or research, and their mentorship played a crucial role in shaping our academic and personal growth.

The most valuable aspect of my journey at Amity was the friendship and connections I made along the way. I met individuals from diverse backgrounds and cultures, and I learned to appreciate differences and similarities between us. My classmates became my support system, and we worked together on projects, assignments, and extracurricular activities. Moreover, we had the chance to interact with alumni and industry leaders, who shared their experiences and insights with us and helped us envision our future careers.

My two years at ASCO, were a journey of growth and exploration. I am proud to be an Amity alumna and grateful for the experiences and memories that I have gained from the university. ■

Unleashing Indian creativity on the **GLOBAL SCENE**

SHRUTI GUPTA

Master of Advertising & Marketing Management

The 95th Academy Awards 2023 were a watershed moment for India's entertainment industry. The Oscars for Best Documentary Short Film and Best Music (original song) showed that if the nation wanted to double down on achieving global recognition, it could and did. What added to this triumphant march was Rahul Mishra's 'Cosmos' designs being displayed at Paris Week 2023. There is no denying that Indians in fashion, entertainment and textiles are taking the world by storm.

A senior production manager working for a production house based in Mumbai Vipul Patel told Expressions, "Working on films and videos has been easier in recent times as we often get support for international export and promotion through the government which in turn ensures good reach and impact. It motivates us to work harder."

The Ministry of Information and Broadcasting has taken various initiatives to support the cause. Measures include setting a separate export promotion council to promote Indian entertainment industry, production linked incentive scheme for fashion industry with an approved outlay of Rs 10,683 crore, Information Technology rules 2021, to establish progressive institutional mechanism and grievance redressal framework for news publishers and OTT platforms on the digital media, and the code of conduct declared by the digital entertainment committee of the Internet and Mobile Association of India (IAMAI).

Indian productions are popular in the US, United Kingdom, Australia,

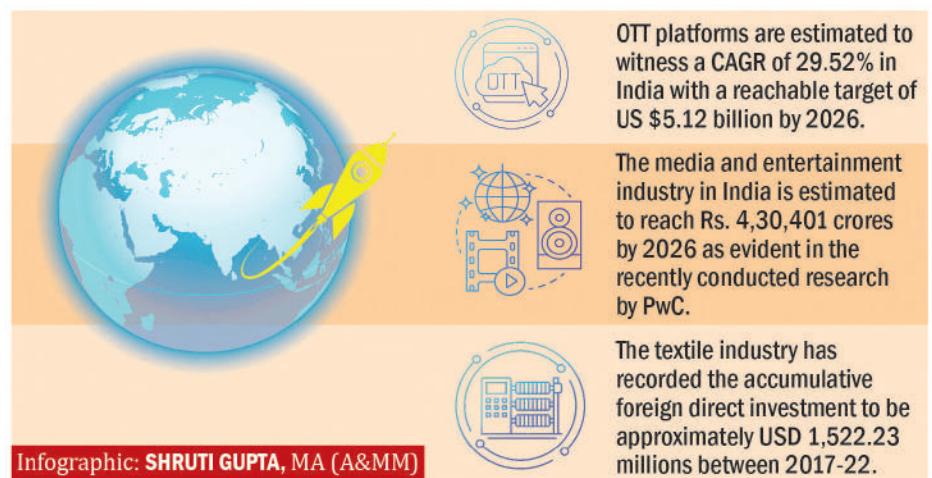
Holland, Denmark, Germany, China and Malaysia. Experts say Indian movies are screened in about 110 countries valuing at \$20 crore and the global market roughly accounting for one-fifth of the total box office revenue for any major releases in India. OTT platforms like Netflix, Amazon Prime Video, Disney+ Hotstar, ZEE5 and Voot have also played a role in the earned reach.

Associate Vice President, International Distribution and Syndication, UTV Motion Pictures, Amrita Pandey says, "To increase the business share, the industry needs to tap the new markets in countries like France, Spain, etc., utilise the new revenue streams like online distribution, IPTV distribution etc. and finally to work on the content keeping in mind the taste of international audiences."

Geetanjali Jaiswal, an expert of core designing and an assistant professor at Amity University, Lucknow campus says, "India has a rich culture of art and fashion, giving opportunity to artisans to create contemporary fusions of old methods and modern style. The initiative Vocal for Local, has supported growth of artisans and long lost art forms in fashion that were on the verge of

being forgotten." In fact when Rahul Mishra, the couture designer defined his collection as, "This cosmos is not just a collection, it's an idea of inclusivity, an idea that does not showcase my excellence, but the idea which showcases a group's excellence, the idea which showcases the best of craftsmanship.", it can be said Indian designers have been making people drop their jaws with their work and attention to details.

With help of skilled labour, competitive manufacturing costs, and availability of raw material, India's ready-made garment exports are expected to see a compounded annual growth rate of 12-13% and surpass \$30 billion by 2027. It is the second largest employer in India after agriculture. The Fashion Design Council of India is committed to enhancing the standards of Indian fashion by endorsing and encouraging Indian designers to grow their brands sustainably, both domestically and internationally, as this can be the key force for the much needed push. Chairman of Fashion Design Council of India Sunil Sethi says, "We are no longer a cottage industry. We now have regular big factories... We have the supply chain logistics with us which we didn't have earlier." ■



CONTINUED FROM PAGE 1

Goodbye, ASCO...

ASCO won first place on the list of all the programmes that were successful. Additionally, it gave us a chance to shine and showcase our skills. As the intensity of the first corona wave reduced, a hybrid model was followed. We had just entered the premises when the second wave hit us again. Nevertheless, the hope of returning to college physically never ended, and it was in September 2021, when all of us sat together in the same class, under the same roof, 41 students reunited! A journey that began then to the present is full of sentiments, instances which made us joyful and sorrowful, friends who had our back and

tures, all these undertakings had a significant impact on our personalities because they gave us the resilience, toughness, and self-assurance to tackle any challenge. We learned a lot from working on these projects as well as from organizing an immense college event offline." Kamini Tiwari added "I recall my group and I were shooting a news package. It was enjoyable because we gained knowledge and got to hang out with friends. However, ongoing disputes between the groups also became commonplace." Every student in the batch's existence has included some aspect of event planning as a class. Aishwarya Chandra

sons we learned, I think this bond is something we will cherish for the rest of our lives."

Reminiscing these memories, it's a little difficult for us to leave ASCO. But leaving ASCO means more than just saying goodbye to a building; it means saying adios to a community that has shaped us, to the lengthy conversations we had in the hallways, to the heated discussions and giggles we had in class with the professors, to the practice sessions we had for events, and to the friends we have laughed and cried with. Tears stream down our cheeks as we recall each moment from the past three years as we reflect on how



with whom it just couldn't work, faculty members who became our closest confidants, who coached and encouraged us, and projects that pushed us outside of our comfort zones, made us appreciate the value of teamwork, and required us to be in the field, performing as true media professionals.

Shreya said, "The whole voyage was a rollercoaster, working together for events, cribbing against examinations and grouping for tasks." She continued, "Whether we were in the field filming a documentary, capturing a byte, or snapping pic-

recollected, "Conducting freshers for incoming students was fascinating since it forged the senior-junior relationship. But those things happened because of a lot of tenacity, persistence, and good sobbing in washrooms that nobody saw."

Last but not the least, our connection with faculty members transcended all boundaries. Vaishali Gautam said, "I will always be appreciative of the assistance my faculty gave me. They assisted me in overcoming my introversion and become the self-assured person I am today. In addition to the les-

much we have grown into skilled young professionals, and moreover mature individuals.

The batch of 2020-2023 at ASCO bids a fond farewell to the beloved institution, while holding affectionate memories in our hearts. We will always be grateful to ASCO for the chances and experiences they gave us, the skills we learnt - to work hard, be curious, be nice, and never stop learning - which we will carry with us as we set off on our next adventure. ASCO, we will miss you!

-From the hearts of, 2020-2023 batch. ■

Masters, more than just a degree

KAVYA RANGAN

Master of Advertising & Marketing Management

Even as graduation and enjoyment of college life go hand in hand by and large, it is but obvious that later years will signify that an individual is an active part of the workforce. And a Masters degree strengthens that belief.

Even as graduates toss their graduation caps to the wind, it is drummed into these young minds that now, after graduation, they have to enter the workforce and stand on their feet financially and with a skill set. And post graduation just endorses that breakthrough.

Pursuing a post graduate degree, not only gives an individual a chance to have a breakthrough in career, but also grow at a personal level. It gives one a chance to learn more than the basics grasped at the graduate level, understand one's skills and strengths and then apply them in practical life.

Postgraduation give an individual a clearer picture of what he wants to do career wise with life's goals becoming more lucid. This adds to the individual's efficiency level irrespective of what stream of career he pursues.

And then there is no denying when at the postgraduation level, students get 100% placement, it indicates that goals have been achieved that these young minds set out with. Those students who want to work, get jobs in companies of their choice while others gather expertise in some other stream than they had in graduation.

Undeniably, one common strand that runs through is that all students at the postgraduation level have a better understanding of themselves. They get a chance to rediscover their passions, test their skills, learn from their seniors and have a chance to earn a degree that will be utilized well in life. ■

Out of the 86.11% graduates, only 12.07% end up completing their postgraduation in India...



Pictures: SURESH SAHU

JUGAAD

Hats off to indigenous invention

It's an innovation, all right! It may be characterized as thrifty. But this unconventional unregistered smoke-belching hack that North Indians (most visible on streets in North India), call 'jugaad', is a master resource manipulation whose numbers are rising by the day. A truly illustrious example of frugal engineering, the jugaad is a manifestation of junk and human mind merging to produce an old bike or scooter in front of a jugaad gadi and wheels of a rickshaw attached to a wooden trolley at the back. Whether to transport groceries, construction materials, or green plants, this 'vehicle' is seen zipping around without a care in the world.

It is very difficult, nay impossible, to find out who would have invented the jugaad car. Irrespective of who invented it, its acceptance is such that it is a very common sight to see a jugaad car sprinting amidst traffic. In Lucknow alone, jugaad numbers are almost 200 and across Uttar Pradesh, more than 10,000.

Even as it careers along carrying various goods across destinations on Indian streets, the jugaad has created a safety issue that is swept under the carpet. Like an elephant in the room, road users and transportation authorities have turned a blind eye to it. It is known that jugaad vehicles are a danger to road users and drivers who drive them. These vehicles are neither insured nor registered by the Transportation Department. Consequently, as registration is not done, drivers do not get license for these vehicles and traffic police department and insurance companies are also unaware of such vehicles. Thus, as jugaad cars are unmonitored, their numbers are rising.

While attempting to query police department officials in Noida and Lucknow, they refused to comment. Moreover, they just sympathized with the drivers that it was poverty that was making them drive a jugaad so that they could earn their livelihood.

The problem is compounded by as people continue to buy scooters or motor cycles which are more than 15 years old for just Rs 40,000 and drive them as jugaad, this issue will continue to exist. ■

TRILOCHAN S KALRA

Faculty, Amity School of Communication, Lucknow

BHAVNA WAL

Faculty, Amity School of Communication, Lucknow



Ace lensman and senior faculty at ASCO, **Trilochan S Kalra** travelled across streets of Lucknow and Noida with his shutterbug to capture the story of 'jugaad', a vehicle seen by many and ignored by all...



Where there's a will, there's a way

SIMERPREET KAUR SETHI

Bachelor of Journalism & Mass Communication

Convenience store owner Umesh Kumar Singh may not have the ability to hear or speak. But he is still blessed. He is fortunate to have a personality that is provided with skillsets to understand people without even hearing them, gracious, kind, and he is knowledgeable.

Kumar runs a small convenience store in Hazratganj's Janpath Market. Full of vigor, joy and energy, he greets his customers with a warmest and biggest smile he can give. He opened his little store in 2010. He sells confectionery and cold drinks. He has spent a decade winning hearts of Lucknow

residents. Singh keeps samples of all things that he sells out on his front counter and customers point out what they want to buy and the transaction takes place.

As editor Susan L Taylor says, "Whatever we believe about ourselves and our ability comes true for us." Singh fits the bill. He believes in himself and his powers and does not let his physical handicap impede his life in any way.

Singh did various jobs to sustain himself. He worked as a tailor from 1977-1979 in Hyderabad where he sold garments for men before getting married and relocating to Lucknow. Singh told Expressions, "It is so true that being positive is not pretending that everything is good, it is seeing the good in everything." Singh was replying when

asked asked how he tread the rough road of life.

He says through gestures, "Life is not always a rainbow but it is also heavy rain and storm but the one who gets scared of the rain and obstacles in life does not get to see the beautiful rainbow either. I always like to stay positive and with a free mind and have never regretted a moment in my life."

He uses his lack of speech and hearing to show that it is only kindness which is the language of the world. Contented with what he has in his life, Singh runs his little shop with people being more than kind towards him. "Everything could be snatched away from a person but if he has willpower and is mentally strong then he can achieve anything," he adds. ■

A Bansal Affair with Finance

MANI RANI

Bachelor of Journalism & Mass Communication

"I still have a photo of me sitting in a toy Mercedes car when I was three and today to owning one all by myself". So let me tell you from where it all started...

All of us, when we were kids, knew at least one child who never wanted to go to school. A child who gave ridiculous explanations to bunk school, telling his grandfather that his teachers were vampires, by sleeping, keeping tooth paste beneath his tongue so that he would get a cold next morning. How many of you know such a kid?

Well, I wouldn't know because I was that kid and for your information tooth paste beneath your tongue never fails. If I were lucky enough, my mom would have allowed me to bunk school.

However, Siddharth Bansal has considered himself lucky when in those days his dad took him to his stock broking office. He vividly remembers those days walking into his office holding his father's hand. The feeling of anxiety, scared excitement all at the same time. Siddhartha could see several screens lined up showing red and green flashlights, people reading newspapers and you could hear the TV News on and on. It was beautiful. Those were the days he developed love for the financial industry and his father's business.

He recalls the day when he joined the office as an 'employee'. Yes, an employee because his dad, Sunil Bansal (Co-Promoter & MD of stockbroking company), made sure that whatever he would earn would be only because of his hard work, dedication and struggle.

"When you easily get all things, you wouldn't know the real value of it," says Siddhartha.

I started from scratch. In my initial days as I was kept on desk job and as it happens, the more you work, do your given assignments on time and then you get promoted. The same happened with me.

As life passed by, Siddhartha pursued higher studies and became a certified research analyst, merchant banker, investment advisor and later realized perhaps this was the best place for him though the journey from desk job to owning his private cabin in the office made him toil.

Even if you have an established family business one should never think it will be an easy sail. But you must struggle and prove yourself, says the successful financial wizard Siddhartha that he is today. ■

Historic Kaiserbagh is now city's 'CHASHMA CIRCLE'



Picture: NAZNEEN BANO, BA (J&MC)

ASHNA ALI

Bachelor of Journalism & Mass Communication

After experiencing good ol' nawabi days, Lucknow's historical Kaiserbagh now has a new address. Now, it is known as the 'Chashma circle' of Lucknow. Wondering why?

'The Garden of the Emperor' as Kaiserbagh's name roughly translates to, has since decades been a focal point for all things related to eyewear. Today, Kaiserbagh boasts of numerous optical shops, showrooms, and service providers for optical industry.

Kaiserbagh Chauraha has around 15 optician stores. Some shops have stood long enough to witness the changing face of this locality while others have given way to newer avenues and businesses. Glasses, both for reading and sunshades, are not only seen as a neces-

sity for vision correction but also as a fashion statement. At Kaiserbagh, both demands are met for city residents. One reason why Kaiserbagh has emerged as a hub for opticals is availability of a wide range of eyewear brands and styles. From local to international brands, customers can find diverse options. Whether it's a classic pair of aviators, trendy wayfarers, or sophisticated prescription glasses, the chauraha has something to offer for everyone. An employee of Hind Opticals and Contact Lens Clinic, which has existed since 1956 spoke to Expressions, "Since 1956 this shop has been serving people. We don't have fixed prices. We agree to terms of the customer and ensure that customers find the right eyewear that meets their vision needs and style preferences. We don't let our customers turn away without getting what they wished for." Kaiserbagh's optical stores are also known for their

professional services like comprehensive eye examinations, precise prescriptions, frame adjustments, repairs, making it a convenient destination for all eyewear-related requirements. The biggest and most significant factor that draws customers to this hub is the affordability factor. Customers can find a range of budget friendly as well as premium eyewear options. Yazdaan Butool, student, Babu Banarsi Das University told Expressions about her experience and said, "I am a very clumsy person, I usually break my glasses and to buy expensive glasses becomes heavy on my pocket. Now I get my glasses from Vision Opticals at Kaiserbagh chauraha at most affordable price and amazing quality and durability."

So, if you are in Lucknow and in need of eyewear, a visit to Kaiserbagh's optical stores is a must to experience the vibrant eyewear culture of this historical area. ■



Picture: ARPIT SAXENA, BA (J&MC)

TRAVEL

Where variety is the spice of life

"Travel...The best way to be lost and found at the same time."

An anonymous on Instagram

ABHINAV VERMA

Bachelor of Journalism & Mass Communication

It may be connected with sipping margaritas, photogenic sunsets, exhilarating experiences and making new friends, but there is more to travel than that meets the

eye. Of course, it also means taking a break from one's humdrum daily life, putting oneself in the shoes of strangers and experiencing their ways of life and to discover endless possibilities the world has to offer. Going away to tourist destinations or even daring to explore the unexplored, is what travelling is all

about. In a survey carried out recently, 60% of participants and regular travelers of every variety and hue shared why they chose to make their journey time entertaining, educational or a period of relaxation.

BIKING

Biking is a popular trend among young adults who relish the speed, embrace and the thrill it offers. Arpit Saxena said, "While travelling to Ladakh, I traversed through the cold ranges of Himalayas on my bike. Visiting the highest motorable road in the world- the Mighty Umling La Pass and the Khardungla Pass were some of the most memorable moments."

BINGE WATCHING

Another option for the introverted traveler. Anamika Swaroop said, "While travelling I tend to stream most of my stacked up TV shows in a go. As I have the habit of carefully planning my each trip beforehand, I download most of the shows I want to watch because many a times one does not have proper network let alone internet access while travelling."

DIARY WRITING

This form of travel comprises taking pictures of all that catches their eye and writing about it, a core part of the trip. "I am so much of a follower of the habit that I carry my diary almost everywhere with me. Reading books through my journey and writing about my own journey in my diary is just one of the most crucial parts of my travels," said Aryan Raj.

CHATting WITH PEOPLE

Technology may have subdued this old human habit, but it still exists for those who want it. Rahul Arora said, "While journeying through the roads, there comes a point where all one can see is the vast highway, as one city is left far behind and the other is still miles to come. I sit at the dhabbas, striking up conversation with other people there. I try to get the story of near-

by places from shop owner as he serves me with fresh hot food. It is a unique thing to listen to the experiences from someone and then try to visit the place and then see it with your own eyes."

THE MUSIC OF READING

Nikita Swaroop says, "Most of the time I travel alone, and without planning. Maybe because I am lazy and do not enjoy packing, my only luggage is my back pack, but I always do carry a cheap paperback with me. With my earphones drowning away the external noise, I turn page after page as my favorite songs keep me company. I become so lost in the story and songs that on many occasions have nearly missed getting off at my destination. But that is the fun of it."

PLAYING GAMES

Pallavi Saxena said, "Travelling with my family most of the time by road, we tend to have rituals of playing games according to the hours of our travels. The early hours are the UNO hours when everyone is fresh and energetic. A whole lot of cheating and fun keeps everyone engaged. The mid-hours are the singing karaoke to the songs on the radio where one shamelessly sings despite being a terrible singer." She added, "While the end hours, when mostly the kids are tired and are sleeping, the teenagers have their unique game of looking through the windows, selecting any unique passerby they see and formulating a story on how that person might have got there. It sometimes gets very horroresque but mostly is fun."

SHOPPING ROADSIDE SOUVENIRS

"I mostly travel by road and spend my journey admiring roadside shops. I have a whole collection of roadside souvenirs, keepsakes that I preserve as a memory of every road that I travel. It was almost funny when due to my habit I lost track while trekking in Almora," said Asheesh Varma. All said and done, travelling is not merely an experience but living an emotion. ■

Hookah vapes & a lost youth

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Twenty-year-old Ruchi Gupta, "My mother was fond of hookah. I used to fill it for her and smoked it twice or thrice. Slowly, I became accustomed to it. That is, I am the head of my hookah group."

Youngsters like Ruchi, Divyanshi Sharma and Priya Agarwal are representatives of a young generation that are visiting hookah bars in the city and have a go at these waterpipes for a smoke.

Mushrooming in almost all corners of Lucknow, these hookah bars are now the latest watering holes for the city's youth. These youths do not go there to merely enjoy coffee, take school notes or flaunt their dresses, but also to enjoy flavoured hookah.

If one enters a special room of such a bar, one will find it filled with smoke with sweet fragrance of various flavours from chocolate to grapes. On every table one will find these teenagers and youths puffing out red and purple colour smoke. One may feel awkward but they look happy with the act.

Hookah lover Divyanshi Sharma, 21, told Expressions, "All my friends are fond of hookah. I have tried hookah some months ago which I liked but I fell sick on the fifth day. After that I never tried it again while I go to a hookah bar with my friends even today."

Most youngsters believe that hookah smoke is less dangerous than cigarette's because it is filtered by water and has very little solid particles. They are deceived by the sweet fragrance and fruit quality. However, none of these teenagers is aware that one hookah session of one hour is equal to smoking 100 cigarettes. Most hookah bars claim that bong is not served to teenagers, but the opposite is true. It is also a known myth that hookah has no tobacco. But this is not true. Dr. Prakash Gupta, Director of a public health organization, Hallis, says that water reduces some intoxicants but tarcoal present in smoke does not reduce and can cause diseases like cancer.

Ramesh Kumar, 22, says, "I was a student of Class 12. One of my friends had thrown a hookah party. Some of them were already wont of it and then I also became habitual."

Main diseases caused by smoking are mouth cancer, heart attack and lung-related disease. According to The New England General of Medicine (ITAL), nicotine not only affects the brain but also affects genetic and social setups. Nicotine affects nicotinic cholinergic receptors in the brain. As a result, it releases dopamine like a neurotransmitter, which gives a feeling of joy and reduces tension and depression. It is the first step towards becoming habitual of tobacco. According to a recent estimate of World Health Organization, tobacco can cause as many as 29 deadly diseases. ■



GENERAL STORES

When instant commerce takes over

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

First it was your friendly neighborhood grocer who kept your larder and home supplies well stocked. Now, it is the internet that does it. Puzzled, right?

With e-commerce knocking at every step of people's lives and particularly after COVID-19, dependency growing on online shopping, equipping home supplies has also trodden the same path. Apps like Zomato and bigbasket now fulfil the role of a grocer. This is not to say that traditional shopping is disappearing, it is just that e-commerce has spread its footprints in a larger context. What is common place now was almost unfathomable in the early 2000s that one could order groceries from an app.

When Expressions talked to people about their views on the subject, specially on Blinkit, which is a very popular app for grocery orders, they gave various reactions. Richa, a student of Amity University who currently stays in a hostel said, "Back home, I used to buy groceries and vegetables from the general store which was located near my house and also because we had very good relations with them. But as I moved to a different city, it was difficult for me to go out and buy day to day items so Blinkit was something which helped me a lot as it was very easy to operate, saved time and provided great coupons and discounts too!"

According to Wikipedia, "General stores were established in the 18th or 19th Centuries in remote populated areas where only one general store would have been sufficient to suffice the entire community living there." But now in the 21st Century, it is near to impossible to rely on only one general store. The truth



- In 2020, online grocery sales jumped 103% year-over-year to \$73.7 billion
- Blinkit is owned by Zomato food groups
- Blinkit was earlier known as Grofers

blinkit **SWIGGY** **instamart** **bb** **bigbasket**
formerly grofers

is as far as the eye can see, in one locality one can see more than five general stores.

Owner of Maa Kripa Provision Store, Ramakant Gupta, said, "Due to Blinkit there has been a fall in the sales from the past one year as it has become very famous and gained popularity. This store is my only source of income and has been from the past 20 years. It will be quite difficult for me to handle loss in the future if apps like these will dominate the market, but it is very important to hope for the best. Some of my customers are more than 10-15 years old. I have seen children from age 5 entering adulthood and

still coming to my store and buy a packet of chips. I feel we do not only do business but also build and value relations at the end."

The general stores have made shopping exceptionally easy and helpful for common people and have added value to services and a very special relation with their clients. There are thousands of general stores present in countries and some of them are booming. But with launch of apps like Blinkit, big basket, Swiggy, Instamart what is the future of stores? It can be said big stores may survive but small ones will disappear as e-commerce takes over. ■