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AMITY SCHOOL OF COMMUNICATION

# Expressions



Volume: III, Issue: VIII

August 2022

A show of...

## ABSOLUTE PATRIOTISM

### TEAM EXPRESSIONS

The 75th year of Indian Independence celebrations are different. With the Government of India launching 'the Har Ghar Tiranga' Campaign under the 'Azadi ka Amrit Mahotsav', absolute

patriotism and love for India have been seen across the nation. Hoisting of the Tricolor, rallies, Tiranga Yatras have marked the country's landscape. With the government's attempt to motivate citizens to have a patriotic emotion in their hearts and to recognize the country's

journey of the last 75 years, there, indeed, has been a 'mahotsav' celebration across all segments of society. However, the question is, 'Does this 'mahotsav' mean the same for all?' Our Expressions' team of reporters went out into the field to find the answer.

FULL COVERAGE ON PAGES 4-9



New Delhi: PM meeting youngsters at Red Fort on the occasion of 76th Independence Day on August 15, 2022.

Photo: PIB

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**PROF (DR) SANJAY M JOHRI**  
Editor-in-Chief  
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## 'Har Ghar Tiranga' binds all

So far unseen, unheard of enthusiasm in the history of India's independent India, 'Har Ghar Tiranga' created nationwide movement this August exhibiting intense patriotism & a tribute to Indian National Flag under 'Azadi Ka Amrit Mahotsav'. According to an estimate, more than 20 crore households across India hoisted the National Flag in their homes to mark the 75th Independence Day from August 13th to 15th, 2022.

The campaign was organised by Government of India to encourage citizens to instil feeling of patriotism and acknowledge the journey of India in the last 75 years.

Irrespective of caste, creed, religion or cutting across party lines, people in all the States and Union Territories, were seen taking out rallies waving the national flag creating a festive look to celebrate 'Azadi Ka Amrit Mahotsav'.

'Har Ghar Tiranga' became the buzzword this month with the sale of the Tricolour soaring and manufacturers had a tough time meeting the demand as patriotic fervour gripped the country. Political parties, several NGOs and RWAs were seen competing with each other to prove their love for the country.

Uttar Pradesh like other States did not lag behind with a target of hoisting 4.5 crore flags between August 11 and 17.

Indian Army personnel near the Line of Control in Jammu's Poonch and the Border Security Force (BSF) held Tiranga rallies while textile workers from Gujarat's Surat created a milestone achievement taking out a five-kilometre Tiranga Yatra adding a special color to 'Azadi Ka Amrit Mahotsav'.

However, the work under the campaign is only half done as it is of utmost importance to dispose of the 'National Flag' respectfully. The Government of India has issued guidelines to follow the Flag Code and ensure to either reuse or bury appropriately.

## ALUMNI CORNER

**FARIHA ANSARI**

Market Researcher at V A Group  
MA (A&MM) - 2018-2020



## Go with the flow and embrace uncertainties!

As I reflect on 2018, one of the best decisions that I ever made was pursuing a Master's in Advertising & Marketing Management from Amity University. It was through this opportunity that I had the chance to come across golden times rare to find after college. Right from attending lectures to goofing around with friends and the industrial trips made my days at Amity memorable.

Although I performed well academically, there were times when I felt uncertain about what I would end up doing with my life as studying advertising and marketing opened doors to a wide range of career options. Recalling one such incident, I vividly remember the time when I wanted to take an early joining as I was eager to apply my theoretical knowledge into practicality but was unsure about what to do. Fortune smiled on me as I was blessed with Prof. (Dr.) S M Johri as my mentor, I remember his pep talks when he used to build confidence in me by reaffirming that I was good enough and advised me to go with the flow and explore my potential. Eventually, I kicked off my first decent job via college placement. Till date I have been enjoying going with the flow and trusting my instincts. I began my professional career in Sales and Client Servicing in Lucknow itself and I'm currently employed as a Market Researcher with V A Group in Massachusetts, USA. My professional journey has been blissful and extremely enriching and I owe it all to the wonderful teachers in the ASCO Family.

I thank Johri Sir from the bottom of my heart for bestowing on me a different perspective on life and it is rightly said that behind every individual there is someone who shaped their life for the better. Without his words of wisdom it would not have been possible for me to understand my strengths and the hurdles faced in the process of self-discovery. Sir's support and encouragement have been an asset to my life. I can never repay the time and energy he invested in me by lending an ear to my personal and professional issues. His invaluable guidance has left a deep impact on my life. He believed in my strengths and made me do the same which is why I have been able to turn every hurdle into an opportunity. ■

# Lulu mall attracts one & all

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

The landscape of the City of Nawabs has a new addition on its horizon. The much hyped and talked about Lulu Mall has made its presence felt in Lucknow after it opened in Kochi, Thrissur, Bengaluru, and Thiruvananthapuram. Located on Amar Shaheed Path, Golf City, the mall has been receiving constant footfalls while wearing a festive look ever since it was inaugurated in the city by UP chief minister Yogi Adityanath a few weeks ago. Touted as the largest mall in India, PRO of Lulu Market Upen-dra Sharma told Expressions, "Yes, definitely it is the largest mall in Uttar Pradesh and one of the largest in India as well as it is spread over 2.2 million square feet."

Even as residents have a blast across the city's existing eight malls, this new arrival takes the cake. Not only in terms of the offerings it makes for fabulous shopping, food and entertainment, some new concepts have also been unveiled within this 'pearly paradise' (lulu in Arabic means pearl) for visitors.

One such concept is the Lulu Hypermarket, a large crowd puller at the mall. The Lulu Hypermarket features 500+ national and international brands in both food and clothes under one roof. Although visitors may have visited many hypermarkets but Lulu Hypermarket is one of a kind. This is because of the services and quality it provides to the customers. It is a one-stop destination for all one's shopping needs. The range of wares is extensive. From fresh meat, sea food (salmon, prawns, crabs), imported fruits and vegetables, dairy, eggs,

At a cost of  
**₹ 2,000 crore,**  
 the Lucknow Lulu Mall  
 is expected to provide  
**more than 15,000**  
 direct and indirect  
 job opportunities  
 -Indian Express



Pictures: Shahida Khan

cheese, different types of freshly made Halwas, biscuits and chocolates, different types of street foods, juices, all freshly made and delivered then and there, readymade cuisine which has limitless varieties, rice, ground flour, noodles, dates, ice-cream to stationery, kitchen appliances, the list is endless. Thus by offering all things under one roof Lulu Hypermarket is providing ultra-modern and luxury experience to the customers different from traditional supermarkets. The hypermarket's tagline 'LuLu where the world comes to shop' actually justifies what it says.

Given the extent of varieties the mall offers, it comes as no surprise that it is providing a large number of job opportunities too as the mall houses 500+ national and international brands with high quality servicing.

As businesses continue to thrive inside Lulu, so do they prosper along the route of the mall. A stall owner outside Lulu, Rajesh, says "Initially, I was operating my Pani Puri stall near Rumi Darwaza. But I

was fascinated by Lulu mall and decided to set up shop here to make more money."

Fascinated with what is on offer, people are thrilled while taking selfies with their loved ones and taking images with world-class infrastructure and facilities provided by Lulu. According to an article by The Times of India, "One lakh people visited the newly inaugurated Lulu Mall on its first day of operation." Due to the buzz surrounding it, people are curious and want to explore it at least once. The Lulu Hypermarket and Funtura, the biggest indoor family amusement complex, bring in most customers. A regular customer Huzaiifa, mentioned, "Both my family members and I were in awe of the experience. Since there was a fantastic offer of 60% discount at Lulu Hypermarket, we did some shopping there."

So if exhilaration is the buzzword for city residents, then Lulu mall is the golden rendezvous. ■

# 75 Azadi ka Amrit Mahotsav

As we mark 75 years of Indian Independence this year, the entire country was filled with the feeling of pride and gratitude. The spirit of patriotism in the citizens of the country was evident with celebrations all around. Amity University Lucknow Campus photographer **Suresh Sahu** went out in the city and captured glimpses through his lens.

1. School children holding Tricolour in their hand
2. Lucknowites celebrating 75 years of Independence
3. Prof. (Dr.) Suneel Dhaneshwar with Wg. Cdr. (Dr.) Anil Kumar (Retd.) and Col Vivekanand Tripathi (Retd.) after Flag hoisting at Amity University Lucknow.
4. Students of St. Joseph School parading to mark 75 years of Independence
5. Policewomen taking out pink scooty parade
6. People distributing Tricolours to public at Atal Chowk, Lucknow



3



4



5



6



# When Tricolour fills these children's stomachs

**GARIMA DOBHAL**

Bachelor of Journalism & Mass Communication

Long years ago India made a tryst with destiny and it was on August 15, 1947, that the young nation redeemed pledge as it awoke to life and freedom. The question arises that in reality, is there true freedom for those, specially the young ones, who are selling the national flag at crossings and various traffic lights to earn a living?

Celebrating Independence Day makes every Indian proud. Yet, there is a segment of society that sell national flag to earn their living. On every Independence Day, August 15th, it is seen that at every significant crossroads of the capital city, a large number of people sell the national flag. These people, especially children, run to vehicles holding flags when traffic light turns red and vehicles halt for light to turn to green. They may perhaps not even know what they are selling. What matters most is the money that comes in their hands. "Every year, between August 9 and August 15, we travel from Rewari to the city for five days. We purchase flags in large quantities and sell them here. As far as Rakhi is concerned, we expect to return home with some money. Our children do not attend school and neither have we despite the claims," says 40-year-old Shanti Devi, a vendor, selling national flags.

Rahul Singh, a 35-year-old working professional who buys flags from these sellers every year, "The government works hard to help these underprivileged children in various ways. Yet, the irony is kids still beg on the streets. Selling the national flag would provide them with immediate cash. Their parents are also selling flags to supplement their meager income as well provide food for their empty stomachs. In these times when I go out, I see people knocking at doors trying to sell the national flag. It is disheartening. They roam in this hot and sultry weather just to sell national flags and earn their living."

Abhay Sharma, a 37-year-old working professional opines, "Since our national flag teaches us honesty, purity, peace, harmony and hope we buy flags from them. We buy simply because as our hearts are filled with patriotic zeal. As part of the 'Azadi Ka Amrit Mahotsav' celebrations honouring the 75th anniversary of India's independence, our government has scheduled a number of activities. Thus, we purchase these flags from the vendors and place them on top of our homes and elsewhere." Pooja Shukla, a 27-year-old working professional, says, "We should all buy from these underprivileged sellers selling the national flag close to the traffic signals because he or she is doing it to pay for his food. However, in urban areas, some individuals force these people to sell while standing there, with the earnings going to someone else. We should support such behavior."

Although it is sad to see these deprived souls earning a living by selling the flag, if only they had opportunities to earn for their basic requirements of life, they would not be delving in this activity. ■

# 'Incredible India' beats poverty to celebrate Azadi ka Amrit Mahotsav

VAISHALI GAUTAM

Bachelor of Journalism & Mass Communication

As the nation celebrates the diamond jubilee of its independence, the 'Azadi ka Amrit Mahotsav' will remain afresh in people's minds for years. With the 'Har Ghar Tiranga' Campaign catching the country's imagination, it is a delight to see the whole country being glorified with the colours of the Tricolor and of course courage, peace and prosperity.

Though India gained its freedom as freedom fighters laid down their lives for the country, what seems an intractable problem is the issue



Picture: Suresh K Sahu

of poverty. Around 22 per cent of the population i.e. approx 27 crore people are below the poverty line (stats from abplive.com). In such a scenario, the question is, 'Does this 'mahotsav' mean the same for all?'

A vendor selling flags Suresh said, "It is surely a matter of pride to celebrate 75 years of independence of our nation. Our nation is growing well and we are all equally enthusiastic to celebrate this Amrit Mahotsav." People also seemed quite appreciative of the steps taken by the present government in light of the occasion. "The 'Har Ghar Tiranga' movement run by the government is worth all the applause.

As per SOS Children's Villages, 68.8% of the Indian population lives on less than ₹200 a day.

As India celebrates its 75 years of independence, the entire country is draped in the colours of the Tricolour. People of all ages are filled with zeal and enthusiasm and the government has left no stone unturned to take the celebrations to the next level. The Indian government has started an initiative 'Azadi Ka Amrit Mahotsav' to honour the nation's glorious history, culture and achievements. Under this initiative the government also started a campaign called 'Har Ghar Tiranga' wherein they urged the citizens to hoist the national flag at their houses. While many appreciated the idea, some people also had a different outlook on it. A walk on the streets of Lucknow revealed the common citizen's thoughts on this campaign as well as shed light on what freedom means to them.



VINOD KASHYAP

No, I do not have a flag at my house as I believe honouring one's nation and showing patriotism goes beyond just putting up the flag for few days. I have served my country by being loyal to my job. Even after retirement I try my best to take care of surroundings to show my love and appreciation for the nation. Azadi to me is the right to make your own decisions and carry them out without any pressure. But I do believe that along with freedom comes duties towards our country.

Retired government employee



HAROON KHAN

Yes, I have a flag in my room that I bought for my school function. I love dressing on Independence Day to go to school and enjoy all the performances and chocolates we get at the end.

Class II student



LAXMI PAWAR

Yes, I have a flag at my house as my kids saw the campaign and really wanted to participate in it. According to me, freedom is the ability to free yourself from the judgement and thinking of others and be capable enough to take your own decisions without caring about the society. Along with that in a broader sense, freedom is the rights we enjoy as Indian citizens.

Librarian



PRIYA GAUTAM

Yes, I have hoisted the flag on my terrace as I wanted to take part in the ongoing celebrations of Independence Day. Freedom to me is the ability to go out on the streets even at night, not constantly worried and feeling unsafe. I wish we create an environment where women in the country feel secure and free to move around at their own will.

Stenographer

## VOX POP

### Har Ghar Tiranga Movement

BHARGAVI SINGH

Bachelor of Journalism & Mass Communication



UTKARSH SINGH

Yes, I have put up a flag at my house because I think it is a wonderful way to celebrate Independence Day. Many people do it in the west, especially America. Anyway, I was used to buying a flag every year when I was in school, so this just helped me refresh those memories. Freedom for me means that we stand at par with other developed nations and enjoy.

Undergraduate student



SRINIVAS KISHORE

No, I did not put up a flag at my home because I did not find it necessary. There are many ways to show respect and patriotism for your country. This is just not how I choose to showcase mine. Freedom for me is the ability to access proper medical facilities regardless of financial background, caste, creed etc. Today we still have a long way to go before we reach that stage and the day, we achieve that is the day I think we will truly gain freedom.

Pediatric surgeon



HUMAMUSTAFA

Yes, I have a flag at my home because I wanted to celebrate just like my fellow citizens. Freedom according to me is the right to follow my faith and beliefs freely. The ability to work where I want, wear what I want and be who I want to be is the true meaning of freedom.

Joint Director CSTUP



A.Y. KHAN

Yes, not only did I hoist the flag at my house but also at our school. I believe steps like these help young children develop a sense of patriotism and bond with the national flag. Freedom to me is what we already have in India, the option to live anywhere and do whatever we want. Even my birthday falls on Independence Day and everyone celebrates it!

Founder of Gyan Kunj School



RAJESH DIXIT

Yes, I have hoisted our national flag on my terrace because I believe it is a great way to show that we all are united, and Indians first before anything else. Freedom to me is what our ancestors struggled and worked hard for. They dreamt of a country free of outsiders and that is what we are today, an independent democracy that gives its citizens all the rights and privileges.

Accountant



DAYARAM

Yes, I have put up a flag in my home. I read about the campaign in the newspaper and wanted to celebrate 75 years of Independence. Azadi to me is the fact that my kids can dream of a better future. They can think of having a better job and a better lifestyle than mine.

Home guard

The city looks so beautiful bathed in the colours of our national flag," another vendor added. Rajesh, a cobbler said, "I have nothing to share on this. It is just another day for me. In such extreme conditions that we live in, there's no mahotsav for us. What matters to us each day is earning for the survival of our families."

Even as adults poured out their woes, children were quite enthusiastic about the occasion. Son of a flag selling vendor Anish shared, "I am very excited for this Independence Day. My friends and I have decided to go around different streets in our locality with flags in our hands, chanting 'Bharat Mata ki Jai!'"



Picture: Suresh K Sahu

A street food seller shared, "I think our nation is doing well in every aspect and that adds to the celebration. Even if I consider my personal situation, it has improved many folds over the years. The preparations are on in our homes by now and we are all set to celebrate the day in the best way possible."

Irrespective of their situation, everyone seemed enthusiastic about the occasion. There were a few who seemed disappointed, but majority were looking forward to the 'Mahotsav', keeping aside their personal problems. Now that's the kind of patriotism to be seen in our 'Incredible India'. ■

# LGBTQIA+ still victims of social bias

DRISHTI VANAİK

Bachelor of Journalism & Mass Communication



The nation did become independent on August 15, 1947. But a look at the demographics over the last 75 years shows something else. There are many communities in the country who continue to live in secrecy and feel trapped, guided by the fear of, 'What will happen if they come out in the world?' One such community is the queer or the LGBTQIA+.

Although, on September 6, 2018 the apex court ruled that the application of Section 377 to consensual homosexual sex between adults was unconstitutional, the community shies from making itself public. The SC had ruled that this was, 'irrational, indefensible and manifestly arbitrary'. Despite this legal armor, the community is apprehensive of coming out in public.

Student founder of Lucknow University's first Queer Collective Vee, says while talking to Expressions, "For us, independence is being accorded the same rights and recognition as others and having our identities acknowledged without being solely identified by them. When children and adults are independent, they are no longer required to conceal their true selves." Though they find support via so-

cial media, Indians, in a large number, are silent on the issue when it comes to voting for queer rights.

A political queer feminist activist Ritwik Dais said, "We are hesitant to use public transportation and go to public locations. My makeup and jewellery must be removed before I reach the metro station. I continue to be stopped at checking points and asked if I am a man or a woman. I am requested to move to the women's line when I am in the men's line, and when I get to the women's line, they will not check me because they claim I have a male body."

Most community members keep their sexuality a secret fearing social abandonment. Those who dare are excluded from society. An ally of the community Nishita Singh said, "The reality for those in the LGTBTQIA+ community has not altered much because members continue to face homophobia and contempt. It's important to be accepted and represented."

As it is studies on this community in India on issues like how families react when they learn of their children's sexual orientation can be counted on fingertips. An article by Research Gate titled 'Familiar Journeys towards self-acceptance

of Gay & Lesbian Family Members in India' by Ketki Ranade, Chayanika Shah and Sangeeta Chatterji, states, "Families who stigmatise the community are unlikely to be willing participants in research on homosexuality, and there are very few who actually support their child". Such data show that families having a member from this community experience shock when they learn about their child's sexual orientation. They feel ashamed talking about it in public domain.

Though the community's plight needs to be improved, there is a silver lining to this. Many organisations are working for their representation, betterment and independence. Founder, Suramya Life Foundation, Lucknow Anshoo Srivasatva told Expressions, "We are dedicated to raising awareness about LGBTQIA+ spectrum, their concerns and in creating possibilities for advancement and upliftment of LGBTQIA+ persons in the heterosexual demographics including government departments. We have been hosting events geared toward involvement and visibility of LGBTQIA+ people where allies are also invited to experience and appreciate the potential and talent in



Picture: Anshoo Srivastava



**LGBTQIA+ is a collective term which stands for Lesbian, Gay, Bisexual, Transgender, Queer/questioning, Intersex, Asexual and many other sexual and gender identities (such as non-binary and pansexual).**

the queer culture and values. This is one of the initiatives we have been taking towards an inclusive society." She adds, "In order to ensure successful and peaceful implementation of the social programmes, LGBTQ activists and lawmakers must also do their part to be more supportive of the government's willingness to learn, change, and adapt. The whole nation needs to be made aware about LGBTQ issues."

The move has been made to break the bars of humiliation, glaring glances and distances for them. Yet, as they say Rome wasn't built in a day, eliminating the prejudices completely will take time. ■

# Whither libraries in era of digitization?

**ANKITA BHATT**

Bachelor of Journalism & Mass Communication

**B**ritish author and philanthropist J.K. Rowling once said, 'When in doubt go to library' yet contemporary times are presenting a different picture in sharp contrast to yesteryears. There was a time when people used to visit libraries to get their doubts solved or simply enrich their knowledge. Avid readers used to spend hours reading in the library. But today's digitization era puts forth the question about the relevance of libraries.

Repositories of knowledge, libraries were the answer to any of the questions that crossed any mind including the trickiest ones. But the tech-savvy generation of today which has access to all this knowledge from the comforts of their homes has an entirely different outlook on libraries. Graduate Akshat Sharma told Expressions, "These days we have smartphones which access any kind of information we are looking for and within a few seconds we get our answers. Going to a library, spending time in searching information and reading through different sources is a waste of both time and energy." He added, "Libraries can be a better place to read books and study if you have some time in hand. It is due to the atmosphere they provide."

There is another aspect as both new and old can coexist. Even as technology is growing exponentially and information is easily accessible, both technologies and libraries can co-exist in a hybrid mode. An UPSC aspirant Shakti Singh opined, "Technology is bringing changes but it does not

undermine the role of libraries. Both have their own set of pros and cons though digital media have an edge over traditional media as they are more diverse and portable."

There is a flip side too. Complete dependency on technology and increasing screen time is negatively impacting people. Assistant Professor at DNPG College, Gorakhpur, Surendra Chouhan, says, "Implications of COVID-19 forced us to work, learn and read on screen and eventually has brought about a change in our lifestyle. This increased dependency on technology is proving to be detrimental to people's health of all age groups. It is high time we improve our ways. Students understand the benefits of using libraries and reading from proper books."

It can be said that even though people are preferring e-newspapers and e-books, the atmosphere that libraries provide is still unmatched. Libraries provide room for discussions as well as give personal leeway. They are a community space open for all and are hard to replace. Though they are losing their popularity, with proper amalgamation of digital and print sources, libraries can make a comeback as 'Temples of knowledge'. ■



Picture: Ankita Bhatt



# READYMADE CLOTHES...

## Leaving traditional tailor in dire straits?

**RIDHIMA SRIVASTAVA**

Bachelor of Journalism & Mass Communication

**H**istorically, India's ready-made clothing industry has been an important segment of country's textile industry. It is one of the largest contributors to the Indian economy. Currently, India is the world's sixth largest exporter of readymade garment products, registering over Rs. 1000 billion in export value annually. This chunk is still growing as its demand too. However, it has led to a lot of struggle and hardships for the traditional tailors in the country.

Nowadays people prefer ready-made apparel more than custom made clothing by traditional tailors. "People go for readymade clothes instead of buying clothing material and getting it stitched by a tailor because it consumes more time and money than buying readymade clothing," says Shadab, a tailoring shop owner in Aminabad who has been in this industry since the past 15 years.

There are a lot of benefits of custom-tailored clothes over ready-made clothing and one of them is customization and perfect fitting. Shoeb, a tailoring shop owner, talked about the main source of income of most tailors nowadays and said, "Readymade clothes are not exactly of your size, so buyers get it fitted from us. That has become our main source of income because of the growing popularity of ready-made clothes."

"The key difference between traditionally stitched clothes and ready-made clothes is the embroidery



work which is done on it. Traditional tailors use handmade embroidery done by kaarigars (artisans) whereas readymade clothes have machine made embroidery," said Aadil, who has been in this industry since the last 20 years.

Though tailoring shop owners in general are facing a lot of difficult, things are not looking up for roadside tailors. "Now people come to us only for minor things like fixing zips or buttons.

It has become difficult to survive on such low income and many have started working in bigger tailoring shops," said Shakeel, who owns a roadside tailoring

stall in Chinhat. Some tailors feel that growth in readymade clothing industry has not affected their business because they have kept evolving their style according to the ongoing trends. Shiraj, a worker in a tailoring shop in Bhoothnath market said, "I think if you keep changing your style according to current fashion trends, growth in the ready-made clothing industry will not affect you as much."

According to most people, buying readymade clothes costs less time and money in comparison to purchasing cloth material and getting it stitched by a tailor. Despite all this, there are people who prefer traditionally stitched clothes over readymade clothes because of versatility and fitting. So, the big question that looms in the air is whether this preference of a few is enough to sustain the tailors of the country or not. ■



**In Indian readymade clothing market, men's wear segment accounts for 46%, while the shares of women's and kids' are 36% and 17%, respectively, as per Entrepreneur India.**

## Keeping traditions alive digitally

# Just 'scan & donate'

**AISHWARYA CHANDRA**

Bachelor of Journalism & Mass Communication

**M**ove over cash, it is now the cashless and paperless digital India that has taken over temples. It has been a long standing tradition to offer Re 1, 51 or 101 as an offering to the temple deity. This is because '1' is considered auspicious.

But in today's India where digital payment methods such as Internet banking, UPI, net banking, mobile wallets, are the new currency, Re 1 is rare to come by. More often than not, it is a challenge to find Re 1 coin to make as an offering.



**Digital payments have crossed over Rs 53 billion in the financial 2021.**

**A significant increase was**

**observed from Rs 20.7 billion in 2018.**

**By 2022 end, total digital transaction value is projected to reach \$7,860,739 million.**



But there is a silver lining to this dark cloud. Modern day digital technology is coming to that aid. Movement towards a cashless India is taking another leap. Digital payments are not just being used in corporates or other small businesses, but are also making their place in the hearts of devotees. This process of digitization is now spreading to temples. How? Devotees are going all digital and adopting digital payment methods to pay offerings at temples. It is becoming the favourite of all existing options.

Mahapandit of Hazratganj Hanuman temple Jayanti Prakash told Expressions, "It has now become easy for devotees and for us to manage money. There was a time when we were tense about cash, because it is not possible for us to visit the bank everyday and this at times leads to fear of robbery and other such things. But now with change in times and our move towards digitization, this tension has eased."

There was a time when people had to make sure they carried cash to temples, that too with that Re 1 coin. But things are changing drastically. In contemporary scenario, people simply prefer to scan and pay. The amount directly gets transferred to the temple's trust, making it convenient for both devotees as well as priests and others involved in the temple's management.

An employee from Calcutta Fam, Lucknow and who visits the temple daily opined, "Digitization is a very helpful and innovative move and such transactions actually help us a lot as sometimes we forget our wallets or cash, still we can just digitally transfer. It is just one step away, scan and pay."



A priest of at Hazratganj's Hanuman temple said, "Instead of giving cereals and groceries, people now prefer to just come and transfer whatever amount they like and with that we just buy what we need. Before this digital era people used to bring groceries and some other things which often used to get wasted. So this advancement is the best in all terms."

Gradually, as we step forward towards fulfilling the dream of digital India, we are adapting to a system which is not only beneficial to individuals, but the entire society. It is no more confined to houses or professions but is spreading towards spiritual domain.

This sudden increase in digitization is not only helping devotees but also priests too. This digitization is helping them go cashless and manage finances. Also it has led to decline in robberies. Cashless India is gradually becoming the new normal, touching and transforming every aspect of our lives. ■

# Reduce, Reuse, & Recycle

**ASHNA ALI**

Bachelor of Journalism & Mass Communication

**M**ove over Kindle and E-books as [www.mybooksify.com](http://www.mybooksify.com) is here. And what is this website, one may ask? Well, this website is lending a helping hand to students, book enthusiasts, and exam takers who otherwise are seen scurrying through Aminabad's winding alleyways in Lucknow in search of the most reasonably priced and well-kept books.

Started by a city-based young entrepreneur, 17, UPSC hopeful and self-claimed bibliophile, Yash Tiwari he says, "What urged me to start a business was, when I used to see my mother getting rid of the books used by me, and selling it to the kabadiwala (scrap dealer), just for a penny or something. It was absolutely disheartening." He says it always hurt him to see how individuals who wanted to buy books just scrambled through shops and markets to buy what they wanted and they paid through their nose for their purchases.

This did not escape the young teenaged entrepreneur, who understood the situation and searched for solutions. He then decided to go in for a startup simply with a focus on sustaining the value of books, promoting the idea of reusing recycled books and contributing to reducing paper waste production. Drawing motivation from the same, Yash collaborated with his co-partner Humayun for a startup as they set up a website. They have been successfully providing course materials and books to individuals at their doorsteps at reasonable or almost half the printed price and recycling old books that people usually sell off. Commenting on the approach adopted, he added, "Through digital marketing on the [www.mybooksify.com](http://www.mybooksify.com) website and social media platforms, we have revived



Lucknow: Yash and Humayun at their desk office in Integral University.

Photo: Ashna Ali

**India consumes around 13 million tons of paper annually and can recover only between 25-28 % which will mean a large chunk of wastepaper does not come back to the paper mills for recycling.**

**In 2020, the value of pulp and wastepaper imported into India amounted to around Rs 8 billion Indian. This was a significant decrease compared to about Rs 92 billion in the fiscal 2019.**

and renewed more than 600 books and helped students to repurpose knowledge." Yash claims to have enough students as his buyers. For example, Falak, a 12th grader is one of them. Falak says, "Belonging to a middle-class family, there were obstacles in the way of buying course materials due to their excessive cost. But ever since I reached out to

The Booksify, it has helped in our budget on stationery and the best part is that books are delivered at your doorstep without any delivery charges." said Falak.

There is more. Yash is also conscious about contributing to the environment by promoting the idea of learning by reuse to young children. "One ton of paper takes about three tons of trees and uses the most water per turn of any product on the earth. The manufacturing of paper also contributes significantly to air and water pollution," according to a report by EcoMENA. [EcoMENA is an advisory, consulting, awareness-raising, digital marketing and publishing organization with core focus on the environment and sustainability sectors.] The report also states that, "Each ton of recycled paper can save 17 trees and 7000 gallons of water, that it takes one tree to manufacture 25 books," proving that using recycled paper lessens the harm to the environment.

Yash contributes to the same cause. He says, "I always had a great regard for books and just wanted to become a means that could keep the importance and essence of books, interminable in this era of Kindle and E-Books." While he places a higher priority on education than material possessions, there are local shops, charging a colossal amount for these books. Chowk-based Abhay Pustaka Bhandar's owner Arvind, mentioned, "Private school students make up the majority of our clientele. We have a slight edge because private institutions switch their book editions every year and let students buy them, so we can make at least Rs 1000 per student. Prior to COVID-19, we used to make a healthy earning of between Rs 1.5 and Rs 2 lakh."

Yash's tale illustrates the centrality of the idea of 'Reduce, Reuse, and Recycle' and the fact that success in business depends on finding a way to solve issues that affect people. ■