

'GANJING' IN LOVE LANE A SHOPPER'S DELIGHT

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AMITY SCHOOL OF COMMUNICATION



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March 2020

Time to re-connect WITH ONESELF

Photo: Trilochan S Kalra

Adeeba Lari

I have had a hundred conversations of how I will survive in case the world ends with my apocalypse -movie obsessed best friend, as we binge watch the recent one together.

But who would have thought that the impending doom we all fancied so often would come so close, forcing us to isolate and leaving us with so many unanswered questions?

Perhaps for the first time in the world for generation X, Y and Z; the earth is under 'lockdown' due to Covid-19.

The different faces that we humans take—travellers, workaholics, party peeps who spend their nights living and days sleeping, 'the 9 to 5-ers' with their tight schedules—all these have been locked away. All of us are inside our homes.

The virus, which started in China in December 2019, has seeped everywhere. Just fresh after Holi season, it crept into the everyday lives



of people across India. Students were asked to leave their campuses, online classes began while masks became so much more than a pretentious accessory of the privileged and sanitisers began disappearing from stores.

The March skies, ever blue and

pleasant, had no silver lining as the country witnessed a 21-day lockdown from March 25 to halt the malicious spread of the Coronavirus, however, the cases only surged much to the dismay and fear of all.

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Editor's Desk



No one had imagined even in their wildest dreams that closure of campus due to the Corona threat in the third week of March would stretch for more than a month. Covid-190 – a pandemic, which has hit the

world very hard, became a reality for all of us. It was a first global pandemic witnessed by all.

However, there seemed to be a silver lining amidst this troubling times as it brought some innovations too and for students “*It was Not Good-bye but See You Online.*” Most of the Universities including Amity quickly turned into Online Teaching mode of classes so that students don’t lose out on their studies. Indeed a welcome opportunity for the faculty who preferred to have more interaction and kept students engaged not only in teaching but with a lot of value addition too.

With Corona cases on the rise and no possibility to hold end semester examination under the present circumstances and social distancing norms, Amity University moved swiftly pre-poning the Summer Non-Teaching Credit Courses into *Online Research* and innovative projects. Working from Home (WFH), students now have the time to think “differently” and bring in all kind of innovations. Some of them are getting Internship opportunities as well in WFH mode.

Journalism & Mass Communication students have opportunity to surf through the Net and see how the world is fighting the pandemic. Staying connected with Internet they have all the time in the world to start their blog to express themselves.

Journalism students, I personally think are needed now and can become a powerful source for the community at large. This is going to be a framing narrative of their youth.

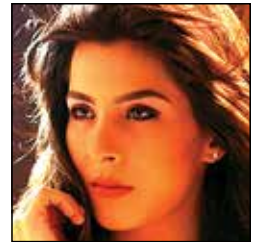
If journalists working in the Indian media houses and channels have swapped their newsroom for living room because of Coronavirus lockdown, students can take it up through their writing. Social media platform is a powerful tool that can be leveraged by them. So go for it budding journalists and make the most of this opportunity.

. Cheers!

Prof(Dr) Sanjay M Johri

Glam it up Lucknowites, Saanwari is here to give you wings

A (2013-2015) Bachelors pass-out from ASCO Amity University, I set out on a journey looking for a good PGDM college for post graduation. Luckily, I got through CMAT exam with a decent percentile and got into Welinkar, Mumbai.



Honestly, I was very skeptical about what all to take up in life. I have always been a multi-tasker, for which my faculty at ASCO has appreciated me. I still remember my first day in BA (J&MC) Section B. With all confused mindset and a Maths/Biology background, I never thought I would be able to make it work in the mass communication field.

It was a spontaneous choice for me because I have been a very outgoing person. I thank each and every teacher’s support, which managed to let me realize that I have got a good potential to be a justified mass media student.

Constant guidance and advices from all of them made me win two most auspicious awards of my life, “Best in leadership qualities” and “All rounder of the year award” at the end of my ASCO journey. The list of my experience and achievements at Amity is endless.

I’ve actually learnt to be on my own and get the work done, no matter what it is! It has a very sacred place in my memories because I’ve actually “grown” at this place.

I would specially like to mention about the training and guidance which I received from my faculty at Amity. All my gratitude to Dr. (Prof) S.M. Johri sir for the constant support he has given to me through all these years. He has been my go-to person since then! Whenever I’m stuck in terms of professional ups and downs, he is the one who manages to guide me. I could not forget to appreciate him for how he conducted a session where I addressed all the aspiring students who wish to pursue fashion and modelling. Really grateful for everything!

Continued on P12

Alumni speaks

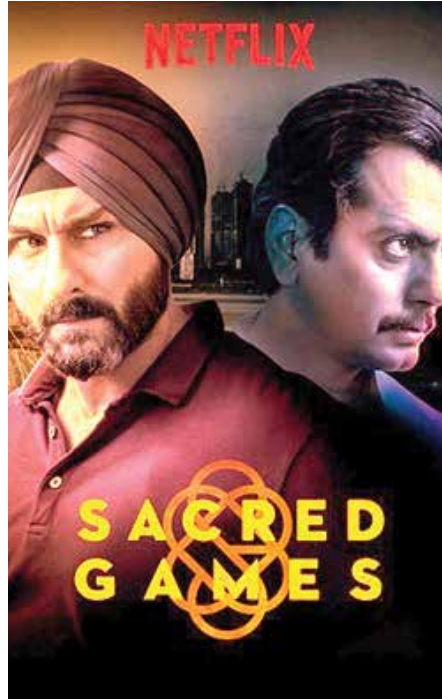
Streaming platforms, an ideal getaway during lockdown

Nitin Kumar

“Ye duniya kaise shuru hua apun ko nahi pata, par kaise khatam hoga maloom hai...” a daring dialogue from 2018 Netflix crime-thriller ‘Sacred Games’, now a concern for many in this quarantine season. As multiplexes are shut down, no new TV episodes are being filmed. So, what we do now? Netflix, the world’s biggest subscription streaming service with over 151 million paying users is out there with varieties of content including movies, documentaries, TV series, both pre-existing and its own available in different genres, languages & subtitles. What makes OTT platforms so special?

You can play, pause, fast forward, switch and rewind any series, shows or films as per your convenience and interest. This platform brings you all-new endeavors to experience, explore & share the screens with friends as well as families.

This is India’s golden age of entertainment. The big guns of Hollywood & Bollywood industries are betting on Netflix to produce and distribute their films globally. With no censorship giving the viewers both privacy & freedom to access



Netflix, the world’s biggest subscription streaming service with over 151 million paying users is out there with varieties of content including movies, documentaries, TV series, both pre-existing and its own available in different genres, languages & subtitles.



anything and with no time restriction thus giving filmmakers more creative freedom to establish their characters and tell stories easily to global audiences. Martin Scorsese’s ‘The Irishman (2019)’, a 3.5 hour film, is an ideal reason to release it on Netflix while Indian film ‘Lust Stories (2018)’, whose poster is enough to attract censor’s scissors require no adult certification. However, this flexibility is debatable for many.

In 2018, Netflix pulled out of

Cannes Film Festival after its controversial premiere of 2017 Korean film ‘Okja.’ This draws a stiff line between theatrical screening and online screening. Although it’s the choice of the audience to find their entertainment in any form or fashion that suits them. Netflix Original released film ‘Roma’ grabbed three Academy Awards and a documentary ‘Period. End of sentence’, based on Indian taboo, won the best documentary in the 91st Academy Award.

With 35 billion Indian market revenue of OTT platforms in 2019, Netflix has 6 million subscribers in India. It was a boon for newbie actors, independent filmmakers and small production houses to find space and attention from the audience.

One of the biggest reasons for this emergence is lack of original, engaging content by the TV industry. Sacred Games, which is based on Vikram Chandra’s novel, released across 191 countries in more than 20 languages. From 2017, American streamers began dipping their toes in Indian market upon release of Inside Edge by Amazon Prime Video. They’re facing stiff competition with Indian online platforms like Zee5, Hotstar & ALT Balaji.

It’s not easy for them to penetrate. Hotstar, the major player, which reached 300 million active users last year controls most of India’s streaming market.

Nevertheless, we audience have multiple choices to stream as per our feasibility.

Recently, 2018 Korean drama My Secret Terrius, is in news for its explanation on Coronavirus symptoms, prevention and outcomes in its Episode 10, streaming on Netflix. Who knows the world will recite the same dialogue today? ‘Kabhi kabhi lagta hai ki apun hi bhagwan hai.’

‘GANJING’

...in Love Lane a shopper's delight

Sanjana Saxena

From the moment you step out of Hazratganj Metro Station and follow the sound of people busy haggling, you will know you have reached the heart and home of all bargainers – Love Lane.

Lucknow – the city of Nawabs and kebabs, a heaven for Chikankari lovers, intoxicating ittars and of course the famous tehzeeb (culture) beckons one and all. It's also a haven for shoppers be it the busy Aminabad, Chowk markets or the centrally located Hazratganj market. For years the lanes of Hazratganj have witnessed people of all ages strolling through it either window shopping or on a quest to finding the perfect item at unbelievable prices and enjoying every ounce of “Ganjing”.

The story behind the name “Love Lane” dates back to the time of British rule. This lane provided a cozy spot for lovers to meet and spend some time away from the chaotic world. The love birds of 90's would walk hand-in-hand on the very streets and gradually with time the lane became home to many local vendors. The name stayed.

Love lane has many small shops, showrooms, vendors keeping stock of latest and trending fashion wear, shoes, accessories that seek the attention of people, especially, youth. It is a go-to place for people, specifically teenage girls, to go shopping at a reasonable price.

The shopkeepers who have been there for years will tell you that like love evolves with time so has this lane. The shops have increased and so has competition among them. Instead of sweet nothings one can now only hear the crazy bargaining



happening, earning Love Lane its new identity as the bargaining hub.

A shopkeeper putting up a stall of novels since 1998 at affordable price of Rs 20 each couldn't stop whining about the new bargaining level. He told the clients were more generous before 2010 but now with all the more options for people to choose from, his customers have reduced.

Amir Khan, a vendor selling perfumes, belts, wallets and other accessories for men since eight years pointed out the ratio of customers is slightly tilted towards females.

Mohammad Faiz, working at a shop since eight years said, “Vendors have struck the right balance between keeping the interest of buyers alive by providing a good time to the shoppers through their wares and bargaining.”

Some old shops now have their regular customers who get outfits made on order. During the time of the construction of Metro Station, the shops suffered from loss as told by Abdul Qadir, a cloth shop owner.

Tarannum, owner of “The Royal

Gallery”, the great grand-daughter of the actual owner of the building, divided in subsections for different shops in Love lane, also resides there as she sells artefacts. Her family has been in business for almost 70 years now but the demand and appreciation of expensive artefacts specifically of expensive material like brass has declined significantly.

Despite the existence of several big showrooms and malls in close vicinity and the prevailing charm of branded clothes among teenagers, Love Lane has still kept its soul alive even after decades because of the love it receives from Lucknowites.

The narrow lanes are never alone for a reason. “Ganjing” remains incomplete if one doesn't visit the Love Lane. The vintage vibe, the rustic benches by the side of the road calling out the hearts of the people roaming around the area, mouth watering smell of street food and the irresistible urge to see how well you can bargain to buy as many things as possible in the least possible prices makes Love Lane earn its popularity.

Mired in controversies, government primary schools in hamlets chug on

Triyanshi Parihar

During a recent trip to my native village, a colourful painting on a government primary school wall caught my attention. The driver stopped the car for rest and I seized the moment to satisfy my curiosity by peering through the open school gate. The sight amazed me, as contrary to the perception of empty government primary schools in hamlets, this one had students and teachers in what seemed like full force. The class though, was being conducted under the awning shade of a huge tree with a blackboard propped next to it.

The pleasant spring sun accompanied by cooling breeze was a welcome respite as I listened to the teacher taking the class in Hindi. The students eagerly answered the sudden questions thrown by their teacher. When the class ended, I went to the teacher, Vandana, with a mind full of questions.

At first she seemed surprised but then smiled when I put up my perplexed queries. Explaining the moot point why people had a poor impression of government schools Vandana said, "Most people think that way as most of the times when these schools are in news it is because of some mid day meal scandals, shoddy classrooms, the Shiksha Mitra strikes or the teacher not knowing the table of 8. Despite these issues, most of which are not fairly represented in the media, there is still a workforce of teachers who are trying hard to teach



the students within a limited infrastructure. It is barely possible to tolerate the heat in summers with no working fan in sight because of power cuts. However, we make do by taking the class under the shade of a tree, which no one bothers to report about".

I was about to ask some more questions, when the driver honked

due to the unique social conditioning of children in villages. "It is very difficult to make the students attentive and interested in studies when majority of them mostly show up on the uniform, stationary and school bag distribution day. Moreover, most students don't attend school for education but just for the mid day meals."

What else can we expect when parents force their child not to attend school during harvest time, major holidays and even for weeks ahead of exams. Due to lack of revision students skip exams and thus fail following which they are not promoted and hence lose interest in studies altogether

Kiran | TEACHER

Another teacher, Kiran further said, "What else can we expect when parents force their child not to attend school during harvest time, major holidays and even for weeks ahead of exams. Due to lack of revision students skip exams and thus fail following which they are not promoted and hence lose interest in studies altogether."

and after bidding adieu, we drove on. However, I made it a point to stop by similar schools on my return journey. The sight on the way back was quite the same. The blackboards were out, abacuses in action, kids and teachers were immersed in the lesson. So I stopped at another primary school and spoke to Shilpa, a teacher, who had been with the school for some years. Her problem was retaining student's attention

During these conversations, I understood that instead of blame game regarding poor infrastructure or incompetent teachers etc, there is an urgent need to create a social awareness programme through development communication to help change the mentality of people residing in villages so that their thrust is more on education and a bright future for their wards rather than immediate gains.

Amidst the dreads and deaths nature moves in...

Kanika Singh

With humans being 'jailed' indoors, the world outside sighs. Amidst the dreads and deaths, it seems the pandemic is fulfilling nature's longing to heal.

Air is cleaner, water is clearer, animals roam without fear, happiness surrounds them all.

Time and again with devastating floods, ruinous slides and destructive tsunamis, nature has never failed to express. The trail of pictures show how mother

nature flaunts her healing wounds.

The air is cleaner than ever, not only in India but cities across the world have witnessed hurtled pollution levels as people have spent significantly lesser time in vehicles.

The water quality has improved.

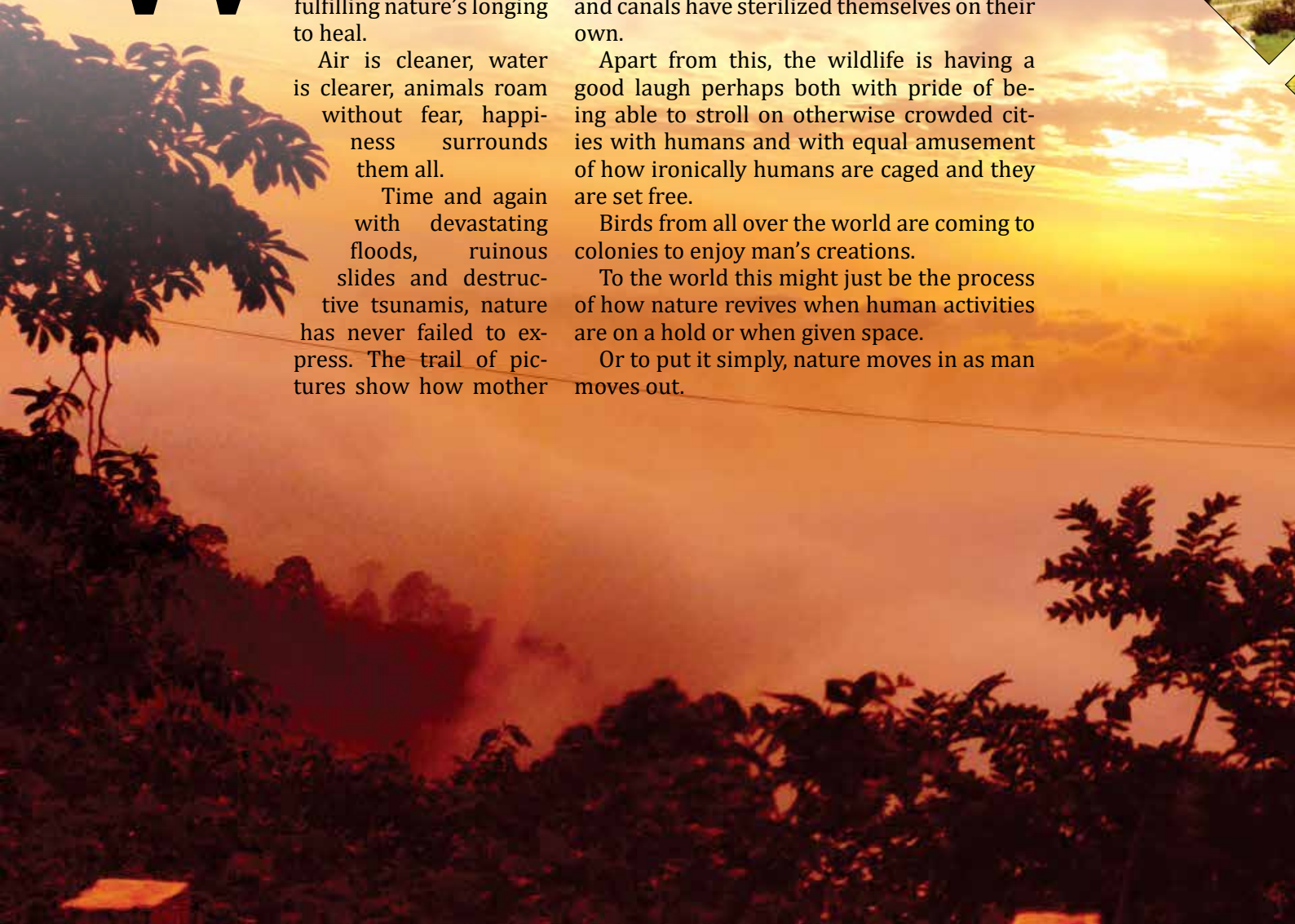
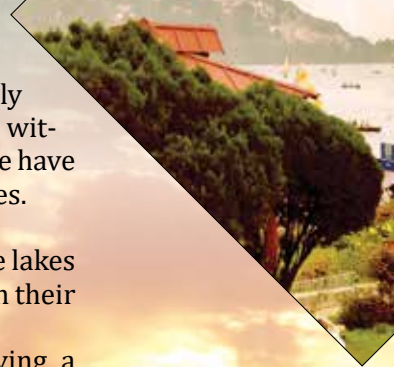
The fishes can be easily spotted as the lakes and canals have sterilized themselves on their own.

Apart from this, the wildlife is having a good laugh perhaps both with pride of being able to stroll on otherwise crowded cities with humans and with equal amusement of how ironically humans are caged and they are set free.

Birds from all over the world are coming to colonies to enjoy man's creations.

To the world this might just be the process of how nature revives when human activities are on a hold or when given space.

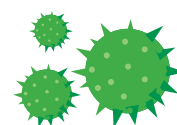
Or to put it simply, nature moves in as man moves out.





COVID 19 FALLOUT:

Economic recession, boom in online work culture



Sonia Singh

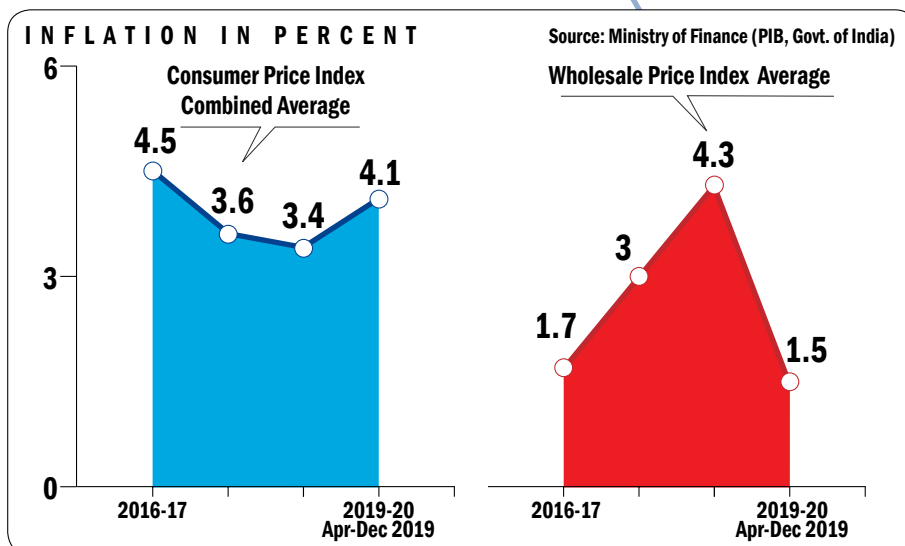
It all started on December 31, 2019 when the World Health Organisation's (WHO) China office received first reports of a then unknown virus behind numerous pneumonia cases in Wuhan, a city in Eastern China with a population of over 11 million.

What started as an epidemic mainly limited to China, has now become a global pandemic. The disease has been detected in more than 200 countries and territories. Till now, no cure for COVID-19 has been found.

In India, to fight the outbreak of this pandemic the whole country is under a 21-day lockdown with a possibility of extension. While this measure is necessary for the protection of its citizens, its economic impact cannot be overlooked.

There could be severe job losses across different sectors in India if the virus impact continues for a few more months. Economic experts believe that it may take an average of at least six months to a year for different businesses to recover from the impact.

The most severely impacted sectors are aviation, travel, hospitality, retail, manufacturing and automotive. These sectors may even go to the extent of trimming its workforce.



The upcoming times will be tough for the salaried sector that might see a cut in their monthly emoluments while increments will vanish for a while. High salary jobs, which are at the top of job chain, are likely to be at high risk in the upcoming months. While students who were waiting to join the workforce will be hit with delays and even trimming of employment opportunities as well.

However, there is a silver lining amidst these dark times. Since experts are predicting that the pandemic situation will take 2 to 3 months to come under control, educational institutes have opted for online classes to keep the momentum going. This shift from traditional way of imparting education through digital classrooms will open new doors for e-learning

market, which will soon boom.

While other sectors are facing a bleak scenario, the binge-watching friendly online video streaming services like Netflix, Prime Videos, Hotstar, etc. and news media industry is flourishing. Quarantine period has turned people towards their mobile and TV screens more than ever before. However, regular production is not possible at the moment but independent artistes and social media influencers are enjoying the fruits of their labour during the lockdown.

The upcoming times are tough for economies worldwide, however, this pandemic will eventually change the working style of many industries making them equipped to survive unexpected eventualities like these in future.



Do's

AVOID
touching your eyes,
mouth and nose
with unwashed
hands

Take
adequate sleep
and rest, drink
plenty of water
and eat nutritious
food

Cover your cough
with disposable
tissues and discard
them immediately
after use.

Don't

Keep your
non-essential
travel plans to
the minimum and
avoid attending
large public
events

Stay away
from people who
are sick or show
symptoms such
as coughing or
fever

Time to reconnect...

Continued from P1

Staying home and social distancing have become the norm, which is not easy especially in wake of how dysfunctional our family ties have become. Almost all students in colleges are there not only for education but to find an alternative from their homes. Most relationships are based on such loose ties that staying too much together can break them.

There are some fortunate adults out there who are quarantined with the people of their dreams, but not all of us are so lucky. And to be stuck unconditionally without answers, it is an anxiety that is indescribable.

However, there is a silver lining to this storm too. It has given us a way to reconnect with the artist in us. Youngsters have taken up hobbies they left as children while many adults have finally taken up the task they wanted to do but couldn't. A little yoga, a little sleeping in, receiving a call instead of rolling eyes are some of the small things that is making most of us happy. The true bliss is more of family lunches, dinners and relaxed mornings with a cup of hot tea listening to birds chirping instead of grabbing a coffee to gear up for battling traffic and a busy day.

Pollution level has come down and a bit of peace has returned in this chaos albeit within the confines of one's home.

The best any of us can do is to maintain social distance and take necessary precautions instead of being downright foolish. Clap if the prime minister asks you to do so but don't turn it into a public party. Wash your hands frequently and smile at a joke your grandmother tells you for the hundredth time. Tune into the lost channel of spirituality and enjoy what you can.

It's time to re-connect with oneself. Hopefully when this scary time ends and hectic life resumes then no one should be complaining about not having enough free time. So enjoy the respite in your home while it lasts!

Online delivery comes to rescue during lockdown

Rahul Mohanto

Feeling hungry? A month before, it was so easy to order cooked food from Swiggy or Zomato. But soon after the outbreak of Coronavirus, these online delivery services were badly hit. This pandemic not just had a chilling effect on human lives but also on online delivery services. Though the restaurant home deliveries are put on a hold but still online delivery of necessary items has started. BigBasket, Grofers, Spencers, and grocery items delivered by Swiggy & Zomato has made our stay at home easier.

As the Government of India announced 21-day lockdown with a possibility of further extension to counter Covid-19, the biggest question that gripped the minds of people was: How will they get food and essential items?

But the online companies like Flipkart, Amazon, Snapdeal, BigBasket, MilkBasket, and Grofers, etc came to peoples rescue. Though e-commerce and online delivery

Our top priority has to be to flatten the curve. Thanks to the central Government for recognizing e-commerce is rendering essential service to help citizens remain at home, maintain social distancing. We sincerely appeal to local authorities to enable us to provide sustained service.

Amit Aggarwal | AMAZON INDIA HEAD (TWITTER)

services faced initial interruption to their warehouse and delivery services due to this lockdown they enormously retrenched their services and started delivering essential items.

The move came after the ministry of consumer affairs urged some these companies to ensure delivery of important supplies. Soon, Amazon announced that it will deliver only high priority goods and have requested local authorities to refrain from causing disruption in the process.

Amazon India Head VP Amit Aggarwal wrote on Twitter, "Our top priority has to be to flatten the curve. Thanks to the central Government for recognizing e-commerce is

rendering essential service to help citizens remain at home, maintain social distancing. We sincerely appeal to local authorities to enable us to provide sustained service."

Snapdeal has cleared that it has extended the timelines available to its sellers for shipping the products. It has also stated that no cancellation charges or penalties will be charged on customers.

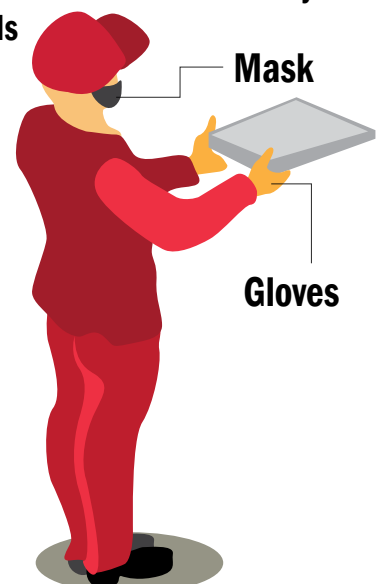
Meanwhile, grocery online services like BigBasket and MilkBasket are operational in limited cities due to severe restrictions levied on the movement of their staff by police. It is undoubtedly a stressful situation for all and we are now out rightly dependent on online delivery services to get our work done.

AT YOUR DOORSTEP

After the outbreak of Coronavirus, these online delivery services are badly hit



Amazon announced that it will deliver only high priority goods



Snapdeal stated that no cancellation charges will be charged on customers

Manual scavenging: Harsh reality raising a stink!

Yashita Arora

Think of that horrible smell that often forces you to close your car window and switch on the AC as you drive past an open sewer. Now, imagine people eking out a living cleaning the filth daily. These manual scavengers go inside those dingy deep manholes and sewer filled with filth to clean on a daily basis.

The practice, driven by caste divide mostly, has people cleaning filth and excreta for generations to earn a livelihood. Harsh Mander, author and columnist said, "One of modern India's great shames is the official failure to eradicate manual scavenging, the most degrading surviving practice of untouchability in the country".

Manual scavenging has also claimed several lives over the past few years. The number of people killed while cleaning sewers and septic tanks has increased over the past few years with 2019 witnessing the highest number of deaths in last five as 110 workers died while cleaning sewers. However, these figures could just be the tip of iceberg as according to the Safai Karmachari Andolan (SKA), an organization working to eradicate manual scavenging, "The actual number of deaths could be much higher than reported". Dr. Ashish Mittal, co-author of book 'Hole to Hell' says that most of these workers consume alcohol before entering a sewer as the stench is unbearable. In addition, many workers are not even provided the mandatory outfit to do the task. This is the sorry state of affairs.

Union minister of state for social justice and empowerment, Ram-



62,904
manual scavengers have
been identified between
December 6, 2013 to
January 31, 2020 in India

das Athwale said, "Over 376 people died of asphyxia while cleaning sewers and septic tanks". He also said that Uttar Pradesh has topped the list of sewer deaths followed by Maharashtra and Gujarat. According to Athwale, "A total number of 62,904 manual scavengers have been identified between December 6, 2013 to January 31, 2020 in India". The Union Budget allocated Rs 10,103.57 crore to the social justice and empowerment ministry for 2020-21. Speaking on the issue Union finance minister Nirmala Sitharaman said, "Special efforts to eradicate manual scavenging through mechanization shall be undertaken".

The vast difference between government and NGO data suggest that laws designed for the safety and welfare to stop scavenging are not being enforced.

The first act to prohibit it was enforced in 1993 by the Employment of Manual Scavengers and Con-

struction of Dry Latrines Act (MSC-DL) that prohibited hiring of people to clean sewers and gutters making it a punishable offence.

However, the irony is that not a single report of National Crime Records Bureau has recorded any of the crime under this act till date even after another act on this issue was passed in 2013-- Prohibition of Employment as Manual Scavenger and Rehabilitation Act that. The Act intended to provide rehabilitation and employment to people in manual scavenging has not brought any change. This raises questions on the lackadaisical attitude of the people and authorities regarding one of the most disturbing and alarming realities of the country.

The Supreme Court judgment, which says that going inside a manhole is illegal, also states precautions that need to be taken by a person before entering a manhole. The people who do such work are mainly Dalits and Adivasis. Bezwade Wilson, human rights activist and national convener of Safai Karmachari Andolan says, "They say the Dalits are born to clean so they are cleaning, there are so many other poor people in our country but all of them don't do this work for living. Dalits do this work because of casteism and patriarchy".

According to the caste hierarchy, Dalits fall in the fourth category with Brahmins, Kshatriyas and Vaishyas making the top three varnas. By this distinction, the upper three castes are considered privileged and hence not required to do these tasks. So it falls on the Dalits or 'untouchables' to do the meanly chores including manual scavenging. More than anything it is the mentality, which needs to change and laws to be enforced strictly for this exploitation to stop.

Alumni Speak

Continued from P2

'Expressions' is a lovely initiative and space for Alumni to be in touch with all the pass-outs on one platform and the future batches.

At Welinkar, I used to miss all the extra-curricular activities and happy times I spent during my graduation days. At the end, I was placed with Zee during campus placement, but couldn't join because of my modelling projects.

Having an experience of more than five years in modelling, I've worked with brands like Amazon, Jabong, Smashbox, Tseries, Times Fashion Week, Neeta Lulla, Jade and many more.

Pageantry experience of two renowned pageants has been added to my list too, during this journey. Winning Campus princess crown for Miss Diva was a great accomplishment. Through the same, I was trained at Times Tower (Mumbai) by Miss India organization.

As I move forward towards my future plans I plan to open my own model training academy 'Saanwari' (Instagram handle: @saanwari) in Lucknow, where I can guide girls who have the zeal to become a model or an actor. Saanwari aims at bringing out the best in every person who wishes to be in the fashion industry.

As a beginner with no experience, back in 2015, I literally had no professional guidance on how to become a model. My advice to the aspirants in this field is: 'Never give up.' Being in a city which still doesn't know much of fashion modelling, times will come when we are pulled back. Consistency is the key! One should have faith and keep working on factors like fitness, social skills and presentation. Do not ever let any person to exploit you under the name of a photo shoot.

My motive is to bring about a revolution in town and make it a new fashion capital. Also, it will give a professional training to all aspiring models in Lucknow who cannot afford to go to cities like Delhi or Mumbai. Corona crisis has given us a lot of time to think and work on our dreams! All my promotional activities and feedback processes have already been initiated and this lockdown has given my page more exposure and time on people's mobile screens.

Insta handle : @tanya.bhatnagar.9

Commuters give new traffic system the slip

Aakarsh Bajpai

Before lockdown, driving on the roads of Lucknow was no less than a cumbersome task. Increasing traffic jams made it Herculean task to commute from one place to another. It's easy to find people here without helmets and breaking traffic rules be it the posh Gomti Nagar, Mahanagar areas or old parts of the city like Chowk, Aminabad, Kaiserbagh among others.

The state capital, under the smart city programme, implemented the Integrated Traffic Management System a couple of months ago. Many new traffic lights were set up in the city at more than 70 intersections and CCTV cameras installed for surveillance and e-challan. However, the new traffic lights were rarely followed and commuters heed to them only in the presence of cops.

Vikram, a paan shop owner, at Telibagh says: "No one follows these lights unless a cop is present. One or two people are aware and stop at the red light but when they see others passing by

70 intersections and CCTV cameras installed for surveillance and e-challan.

Traffic lights had been set up behind trees thus making it almost impossible for the commuters to see.

and cars honking from behind, then they too drive on."

Meanwhile, in some places the new traffic lights haven't been installed properly. Dhawan, an elderly resident near cantonment, shares: "The government seems to be in a hurry to implement policies so much so that they are able to show it on paper and there is no re-checking whether the equipments have been installed and functioning properly." He further lamented that a few traffic lights had been set up behind trees thus making it almost impossible for the commuters to see. The people, however, continue to flout the norms irrespective of the new measures. They seem to wake up only when an 'e-challan' arrives at their homes. As a traffic cop rightly said, "It is only the fear of penalty that will make people toe the line otherwise they will continue to flout norms, traffic or otherwise."

