

# Expressions



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## ANTIBIOTIC AT WILL

### Indians getting resistant, reports Lancet

- India is the largest antibiotic consumer in absolute volume with no formal system of antibiotic use surveillance
- Azithromycin 500mg tablet is the most consumed antibiotic formulation (7.6 %), followed by cefixime 200 mg tablet (6.5 %)

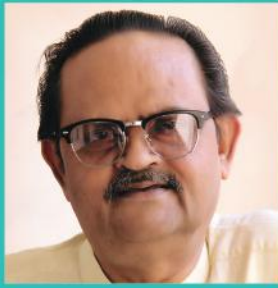
**DRISHTI VANAİK**

Bachelor of Journalism & Mass Communication

Even as an 'AatmaNirbhar-bharat' progresses with the slogan 'Jai Jawan, Jai Kisan, Jai Vigyan, Jai Anusandhaan', a flip side to country's progress has also come to light. A recent study by The Lancet Regional Health Southeast Asia shows that inappropriate use of antibiotics has made Indians antibiotic resistant and this is a major reason for public health concern. Indians consumed antibiotics excessively during and before COVID-19 pandemic. Widespread inappropriate human use of antibiotics has been identified as a significant driver of antibiotic resistance in India.

**CONTINUED ON PAGE 3**





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

## It's a way with words

Came September and so the new batches for academic session 2022-2023 both for Undergraduate and Post Graduate programs to pursue their careers in media industry. Like every year, I had eye opening moments when I interacted with freshers.

I asked how many of you read newspapers to get updated on current affairs? There was an eerie silence with only a few hands going up. What about TV News Channels or Radio? Response was same. And social media? Virtually all hands went up. When probed further, they all dreamt to go to Big Media Outlets. Post my class, when I walked down the campus I could see students' head-down, absorbed by their phones, tapping away to someone unseen. Obviously, they are on Twitter or Facebook, or chatting via WhatsApp or SMS.

I have no hesitation in saying that using social media handles, these students, while unaware of happenings around us and updated with current international and national news, they are ruining their general knowledge and writing skills?

There may be a shift from hardcore print media to digital or new media, but this does not undermine the importance to stay updated with news and happenings around us and media students must take it as first step towards career in media. One may not get time to read news early in the morning on the excuse of newspapers being delivered late or no time in rush of going to campus but in the digital age students need to have a reliable News App downloaded on their smartphone and stay updated.

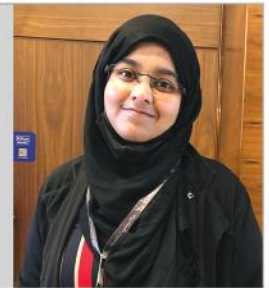
Newspapers or magazines serve as good reading material to improve your vocabulary and your writing skills. Students must remember be it print, electronic or digital, public relations or advertising – content remains the king as you as without a good copy you cannot survive into any verticals of the media industry.

Pull up your socks and make it a habit to read news daily from whichever tools you like and write if not daily then at least twice a week to improve your vocabulary.

## ALUMNI CORNER

### INSHA ARIF

Copy Lead at Etc.Agency (A Qatar based multinational digital advertising agency)  
BA (J&MC) - 2014-17; MA (A&MM) - 2018-2020



## Lost & Found, at AB-6

I have no qualms in saying that I selected Amity University to do my bachelors for two reasons only - one, it was the only university within 10 kms of my home offering journalism that also had air conditioners in the classroom, and two, because of the campus building - specifically the AB 1 foyer.

These weren't good reasons but nobody can deny that they weren't practical. Also, I was barely 18, had just finished school - how could I be expected to make these decisions when just a month ago I was having to ask permission to go to the toilet?

Regardless, a decision was made, forms were filled and fee was paid. I stepped into the campus on 16th July 2014 and stepped out probably someday in May 2017. I could not be more relieved. No more 75% attendance, no more waiting stuck at Malhaur crossing come rain or shine (this was before the bridge was built), no more 9.15 am classes. It was freedom.

Then on 11th August 2018, a year after I graduated, I stepped back into the same AB 6 building for my Masters. That decision has served me pretty well.

I came back because I was looking for an easy way to do my Masters. In 2021, a year after my Masters, I ended up leading the creative team for Reliance Jio at Schbang (if you are into advertising, you will know it is a dream agency for many). It was one of the toughest jobs I have ever done. But all those years at Amity had laid the foundation of the 'ghissai' or polishing that happens when you work in the ad industry. When you have undergone five years of 9.15 am classes with mandatory attendance, logging in at 10.30 am for your job is not a problem for you.

A special thanks to the faculty - to Faisal sir for teaching me how to understand people to be a better marketer, to Asad sir for teaching me integrity of profession, to Areena ma'am who enabled me to develop an interest in research, to Rohit sir for stimulating passionate discussions within the classroom and the mind, to Mohit sir for debarring me in second semester and teaching me that life is not always fair so get used to it and to Trilochan sir who saw in me an anchor and gave me the confidence to be a better speaker.

And finally, to Johri sir, without whose guidance, support and a bit of persuasion, I wouldn't have joined back Amity. Thank you, sir!

CONTINUED FROM PAGE 1

# Antibiotic resistance emerging as global health problem

The study titled 'Consumption of systemic antibiotics in India in 2019' authored by Shaffi Fazaludeen Koya, Senthil Ganesh, Sakthivel Selvaraj, Veronika J. Wirtz, Sandro Galea, and Peter C. Rockers, was published in Volume 4, September 2022 issue of the journal.

The study's authors conclude, "We examined the private sector antibiotic use, which contributes to 85–90% of the total consumption in India. We found that even with a relatively low overall rate of consumption indicating access issues, a high proportion of broad-spectrum antibiotic use in India is a public health concern. With antibiotic resistance emerging as a global public health problem, it is crucial to institute new regulations and strengthen existing ones to monitor and regulate the sale and use of antibiotics while improving access to appropriate antibiotics through the public health system."

Home maker Anzila Nair told Expressions, "I simply take an antibiotic the moment I start experiencing certain symptoms of a regular cold. When a throat infection arises, azithromycin is always the go-to medication." In fact the study reveals that 'Azithromycin was the most consumed antibiotic molecule (640 million DDDs, 12.6%)'. DDD stands for Defined daily dose (DDD), a globally accepted standard measure of antibiotic use. It is used sparingly in Indian studies. DDD is defined as the average maintenance dose per day of a drug for its main indication in adults and provides a unit of measurement independent of price, currencies, package size, and strength that helps in drug utilization studies across population groups and time. The total number of DDDs consumed was 5071 million, translating to 10.4 DDD per 1000 population per day, the study has said.

The study also said, "Literature shows that worldwide human con-

sumption of antibiotics increased by 36% between 2000 and 2010. Brazil, Russia, India, China, and South Africa (BRICS) accounted for three-quarters of the increase despite collectively representing only 40% of the world's population. Among these countries, 23% of the retail sales volume was attributable to India, where regulations to control over-the-counter sales of antibiotics are poorly enforced." In

**Worldwide human consumption of antibiotics increased by 36% between 2000 and 2010**

**Brazil, Russia, India, China, and South Africa collectively representing 40% of the total**

**23% of the retail sales volume was attributable to India**



**WHO and various national commissions have advocated using the national list of essential medicines as a critical tool to achieve health equity.**

fact, a private clinic owner in Indira Nagar Dr Sanjay Gupta commented, "Even viral diseases like diarrhoea, common cold, and others are treated with antibiotics. Some online pharmacies offer drugs without a valid prescription, and occasionally unqualified doctors may prescribe antibiotics to people without fully understanding their ailment."

The study also mentions that 'an analysis of the Indian drug market during 2007-12 showed that a considerable proportion of antibiotics are unapproved by the CDSCO. (In India, the drug regulatory respon-

sibilities are distributed between the Central Drugs Standard Control Organization (CDSCO), the national regulatory body for pharmaceuticals and medical devices, under the national government and the State Drug Regulatory Authorities (SDRAs) under the respective state governments.) Another owner of a private clinic in Charbagh Dr. A.K. Sharma said, "Since sales of antibiotics increased during India's initial COVID-19 outbreak, it is possible to explain the lack of surveillance by the theory that these medications were utilised to treat COVID-19 cases that were mild to moderate."

A Medical Representative at Abbott, Sharad Kelkar said, "Using antibiotics regularly to treat yeast infections or other illnesses like cold can make your body even more prone to infections. Professionals must improve their communication about the long-term effects of antibiotics and also explore antibiotic alternatives."

Though the Lancet study may have been published in 2022, a report published by magazine Down to Earth on February 4, 2019 by Amandeep Aggarwal and titled 'India, the antibiotic capital of the world' stated, "Antibiotic resistance is a global phenomenon. But the epicentre of this catastrophe is India. The country is afflicted by easy access to the strongest of antibiotics without prescriptions or diagnoses; even by qualified doctors, not just quacks, who prescribe drugs with little thought; by hospitals where overuse has created colonies of these superbugs; by excessive usage on livestock; and by poor sanitation. All this has created a kind of perfect storm for these super-resistant microbes to menace our health... Antibiotic resistance is a worldwide problem. But experts feared that India's excessive antibiotic usage was now leading to a powerful never-before-seen mutation within bacteria." ■

# Crime against women up by 15%, says NCRB

## DELHI MOST UNSAFE

**BHARGAVI SINGH**

Bachelor of Journalism & Mass Communication

It was in December 2012 that the notorious Delhi gang rape and murder, commonly known as Nirbhaya case, took place in Delhi's South West Munirka neighbourhood. Shocking the nation to the core at the brutality of the incident, the episode drew widespread public protests against the ruling government for failing to provide adequate security to women. Of course, the outcry did result in a judicial committee being set up to study public suggestions as to how laws could be amended to bring to book sex offenders. Around 80,000 suggestions were considered. Thereafter the committee submitted a report indicating that government and police failures were majorly responsible behind crimes against women. Fast forward to 2022. Almost a decade later, things should have improved. Right? Wrong.

The National Crime Records Bureau (NCRB) also offers some insights. The data released by the government agency on crimes against women in 2021 states India saw a total of 4,28,278 instances of crimes against women in 2021, a 15 per cent surge from 2020. Taking into account 19 metropolitan cities, the NCRB further states that the national capital, New Delhi, is the most unsafe metropolitan city in India for women, closely followed by Mumbai and Bengaluru, respectively. The data states that Delhi recorded 13,982 cases of crimes against women in 2021, a significant increase of more than 40 per cent compared to 2020 when the figure was 9,782. The financial capital Mumbai witnessed 5,543 and Bengaluru stood at 3,127 cases.

The cases of crimes against

women in Delhi accounted for 32.20 per cent of total crimes in the category among all 19 metropolitan cities while Mumbai and Bengaluru accounted for 12.76 per cent and 7.2 per cent of total crimes in the same segment.

In addition, two minor girls were raped every day last year in the national capital, making New Delhi most unsafe metropolitan city for women across the country, the agency has said. The national capital has also reported the highest



number of cases of crimes against women in the categories related to kidnapping (3948), cruelty by husbands (4674) and girl child rapes (833) as compared to other metropolitan cities with over two million population in 2021.

The NCRB data also states that among the categories of crime against women, 'cruelty by husband saw maximum cases – almost 32 per cent. The agency adds that cruelty by husband or relatives that witnessed maximum cases was due to the fact that at the time the country was fighting COVID-19 pandemic. So one of the biggest challenges during the lockdown was that women along with their perpetra-

tors who were either their husbands or his relatives, were locked within homes and were victims of domestic violence.

Countrywide, the NCRB report states that in 2021, maximum cases of crimes against women were lodged in Uttar Pradesh (56,083) followed by Rajasthan (40,738), Maharashtra (39,526), West Bengal (35,884) and Odisha (31,352). The crimes against women category included offences like rape, rape with murder, dowry, acid attacks, suicide abatement, kidnapping, forced marriage, human trafficking, online harassment, among others. As for rape cases, 31,677 cases were registered in 2021 as compared to 28,046 cases in 2020 in India. Rajasthan logged the most rape cases among the states in 2020 and 2021. The official figure stood at 5,310 in 2020 increasing to 6,337 in 2021. The state also had the highest number of rapes of minor girls in 2021 with 1,453 cases. The silver lining to this dismal scenario is that Nagaland reported the lowest number of crimes against women with 5.5 per cent rate in 2021. The northeastern state also had the lowest number of actual cases (54) last year.

The NCRB report also said in 2021 India registered 45,026 cases of female victims of suicide out of which 51.5 per cent (23,179) were housewives.

Though condemned at the time by many, a survey conducted by the Thomson Reuters Foundation in 2018 ranked India as the world's most dangerous country for women ahead of Afghanistan, Syria and Saudi Arabia. The survey had considered six different indices, healthcare, discrimination, cultural traditions, sexual and non-sexual violence and human trafficking. ■

## VOX POPULI



**LAXMI SONKER**  
(Primary teacher)

IT'S HORRIFYING to see such data in today's time. I have a daughter at home and I teach young girls, to know that they are this unsafe in the country makes me both angry and scared. I believe sex and moral education should be made compulsory for all kids to help combat this issue.



**RAM NATH**  
(Employee)

I FELT that situation of our country was improving as many women are achieving big things now but I was very wrong. I think we as responsible citizens should step up and find some solution to these problems so that the country can move forward in every sense.



**SHILPEE DAS**  
(Student)

AS SOMEONE who is going to start her career soon, it's disheartening to see things like these. Most families tend to keep their daughters at home and aren't allowed to leave their hometowns because of inhibition and such statistics will only make matters worse for many girls.



**PARVEEN JAHAN**  
(Housewife)

IT IS heartbreaking to hear that such horrific crimes are on the rise. I have three sons and I think it is the duty of parents, especially mothers, to teach their boys to respect women from a young age in order to improve our country's situation.



**AKIF KHAN**  
(Student)

I WORRY so much about the safety of the women in my life due to all these incidents, I cannot imagine how nerve-wracking it must be for all the women who have to step out into the world when they get know about the deteriorating situation.



**SHAKUNTALA DEVI**  
(Home guard)

THERE ARE days when I have to work till late and although most of the time someone from my family comes to pick me up but it is terrifying when I have to come back on my own. I also do not allow my daughter to travel alone at night. And such stats prove that my fear is rational.

# Besties forever



**ANKITA BHATT**

Bachelor of Journalism & Mass Communication

Besties is what best describes Soni (11), Tanu (9), Shiva (8), Pooja (7), Sumit (6) and Aniket (4), a gang of six. One barely touching pre-adolescence while the youngest readying to start school. Threaded together like beads in a string, these bosom buddies stand one for all and all for one notwithstanding their age and deprived backgrounds.

Pack leader and seventh grader Soni tells Expressions in a very responsible tone, "Being the eldest I teach them, help them complete their homework and stay together." This is how the group dynamics will work, she says softly. Talking about her dreams she adds, "I want to join the Indian Army and serve my country."

Not to be left behind, a fifth grader, graceful and talented Tanu pipes up, "I like to play and study with all my friends. If we face any problem, Soni Di helps us out." Tanu also aspires to be an engineer.

Sumit's brother adds shyly, "My teacher tells me to complete my work on time so that I can become successful and earn a lot of money." Young Sumit is unaware of the implications of his economic conditions and dreams of celebrating his birthday in a big hall while receiving hundreds of gifts. His mother and house help Madhu Devi says proudly, "Whenever I see these kids, it makes me happy to see how much they care for each other. Though we don't have much but I am proud of my daughter who is smart and sweet and takes care of the all the young ones."

Happy-go-lucky Shiva says, "Most of my time goes in playing with my friends. Soni di teaches and looks after me. I want to become very rich so that I can buy new clothes and have lots of fun."

These children's primary school teacher Geetanjali Singh informs, "I am surprised to see their bond and enthusiasm even after facing such hardships in life. They take active part in both academics and extra-curricular activities conducted by the school." Ever optimistic, this gang of six continues to be best friends forever. ■

# India's Street Economy

As they offer monetary convenience and umpteen variety of products across the social palette, the Indian consumer has always been attracted to the weekly markets. The appeal has been

sustained despite preference for online purchases. Amity University Lucknow Campus photographer **SURESH SAHU** has used the power of his lens to showcase these 'hafta bazaars' of Lucknow. In the

July edition, Part I, we had covered weekly markets of Alambagh, Aminabad and Nishatganj. In concluding and part II of the series in the present issue, we have focused on Sadar and Nakkhas localities.



SADAR



SADAR



SADAR



SADAR



SADAR



SADAR



NAKKHAS



NAKKHAS



NAKKHAS



NAKKHAS



NAKKHAS

## HAFTA BAZAAR-II

## ORIENTATION 2022

# Freshers begin new journey

**KAVYA RANGAN**

Master of Advertising & Marketing Management

**W**hen BA(J&MC) fresher Faiz Farooqui touched base at Amity Lucknow campus to start his new life as a college grad, he was agog with excitement. He could hardly believe his eyes that he was finally living his dream of being on the campus. The two bygone years of his life were spent in home and online classes, all thanks to COVID-19 with hardly any social or college life so integral to kids his age group.

In fact, many freshers like Farooqui who share the same emotion are not only delighted to be present on the campus, they have also enjoyed the orientation program with zeal and vigour. Of course, starry eyed they may be, but when one looks around and sees innocent faces looking at the fantastic university architecture in awe, faces showing confusion and frowns as to what to do next now, one can be easily be assured that they are the freshers. The new batch arrived on the campus on September 12th,, 2022. Now, after a week full of hustle-bustle, occupied in orientation and nerve-wracking icebreaking sessions, the freshers are all set to begin a new journey in their lives.

Ready to immerse themselves in the throes of daily college life, classes, extracurricular activities, cafeteria and what not, this bunch of youngsters is happily taking on what the next three years will offer them.

Shruti Gupta, pursuing her master's in advertising told Expressions, "Admiration, aspirations and

affirmations are the three words that best define my experience at Amity University so far. The orientation program has helped me realise my aspirations and the faculty has been admirably supportive. I am extremely excited to begin this new journey, comfortable with the knowledge that Amity is all I have hoped for and better." Adding to the craze and excitement, Prakamya Singh, who is pursuing B.A. LLB from Amity School of Law describes her experiences. She says, "Everything is so new and amazing, the classes, the faculty and even the campus life make me feel like I have grown up suddenly, especially after completing my senior secondary in online mode. I am excited about all that college has to offer, new friends, a vast variety of experiences and of course the college fest."

Of course, for these young greenhorns, the first week and day of college are usually distinctive as the current campus is new. There are new people everywhere who quickly become friends. The entire experience is thrilling and overwhelming, and they evoke pleasant memories and smiles. Adds Farooqui, "I participated in the five-day orientation session, which was quite educational. We engaged in a variety of activities, including singing, acting, taking quizzes, and more. It was a truly great and incredible experience for a newbie. The seniors and instructors were really pleasant and knowledgeable. They gave us a sense of unity as a family."

For Debparna Chakroborty, a fresher who has come all the way from Kolkata, the experience is entirely different as she leaves her kith and kin behind there. She says, "Coming from East India, it is challenging to accept the cultural differences but it is something that

I love. I want to explore all the opportunities that I have missed in my graduation years, especially due to COVID-19 and want to grab all the experience of college life, especially Amity's famed Sangathan and Amiphoria."

Commented Shubhangi Narain from BA(J&MC), "The orientation program was very engaging and informative for me as a fresher, as it helped me a lot to get to know my college campus better. Also, I learn about the various other activities that will be taking place in the college in my three-year journey that I am about to begin. There are various other insights about the college that this beautiful five-day orientation programme has given me."

Raj Jadhav, a master's student with previous work experience says, "Amity is an amalgamation of expert knowledge and field savviness, that is essential in my line of study. It is a class apart from traditional bookish educational system, which not only provides students with field insights but also the passion to practice it."

Added student of BA(J&MC) Ramsha Zia, "My instructors and senior peers have created a very pleasant environment at this college, which is exactly what I had always hoped for as a freshman. I want to discover my actual self in this environment and do what is best for me." ■





## Selling exotic spices, herbs, medicines for generations

ASHNA ALI

Bachelor of Journalism & Mass Communication

**On 25 March 2022, World Health Organisation signed an investment of \$250m to establish a Global Centre for traditional medicine in India to maximize the potential of traditional medicines through modern science.**

(Source: [www.who.int](http://www.who.int))

**Traditional medicines are preferred as primary healthcare system in many communities, with over 60 % of the world's population and about 80 % in developing countries depending directly on plants for their medical purposes.**

(source: [www.intechopen.com](http://www.intechopen.com))

It is not difficult to visualise shop 118 located in busy and cacophonous lanes of Aminabad buzzing with life when famed celebrity chefs Sanjeev Kapoor, Ranveer Brar, and Vikas Khanna not only visited it and later became the shop's regular customers.

Ever since pharmacy and drug-store Mata Badal Pansari set up shop around 150 years ago in Aminabad, this 'general store' has never looked back. A one of its kind, where the traditional business is of spices, the shop has been serving its clientele with authentic and unadulterated spices, herbal products and ayurvedic medicines. What is creditable is that five generations of Mata Badal have thrived, losing neither their tradition nor satisfied customers.

Fifth generation of Mata Badal Pankaj Kumar while talking to Expressions on celebs becoming their regular customers says, "I can recall the interview with Vikas Khanna back in 2017. I was in college and my friends showed me his interview where he talked about our shop. It was a very proud moment and from then only I started to take an active interest in this business." Proud as he is of his ancestors' achievements, Kumar adds since the time of Nawabs and the British, Mata Badal has been selling rare

herbs and exotic spices that can be rarely found anywhere else. Their products, medicines, and spices are imported from different regions in India like Rajasthan, Darjeeling, Kolkata and even abroad. "We get authentic Multani Mitti (fuller's earth) from Pakistan," he says. Agreeing, an Aminabad resident commented, "They never fail to deliver a quality product and customer service is quite good despite being crowded all the time, they cater to all. You name any 'jadibooti' (medicinal herb) and they have it."

During the COVID-19 pandemic, the shop made available many herbs and medicines that customers were looking for. Graphic designer Ashutosh Kumar narrated his experience, "In the second wave of COVID-19, my wife was diagnosed with the ailment. But she recovered. However, her metabolism and immunity worsened with time. It was then that Dheeraj Kumar Gupta from Mata Badal's shop recommended some Ayurvedic and herbal medications which helped immensely in restoring my wife's immunity."

For the past approx 150 years, Mata Badal Pansari have run their business without any advertisements or promotions. Gupta, was content with the idea of no advertisements and said, "We have observed it through generations, and we believe no platform can advertise our business better than our satisfied and healthy customers." ■

# COVID-19 boost demand for physiotherapy sessions

SHREYA

Bachelor of Journalism & Mass Communication

Come COVID-19 and the last two years witnessed hospitals being numero uno battlegrounds for the war against the pandemic. This was not all. As home confinement and work from home became the new norm, many developed joint, back and muscle pain due to the new lifestyle thereby boosting demand for physiotherapy sessions.

Speaking to Expressions, Physiotherapist Osteopath in V.S physiotherapy Dr. Venkatesh Mishra, says, "After COVID-19, a boom in this (physiotherapy) sector is observed. Earlier children were refused to use mobile phones but now they have to. They do not have any other choice so the new lifestyle is reason for this boom. Back, joint, and muscle related pain constitute most of the cases we see. This is due to the continuous posture maintained during online class or work."

Mishra's assessment may focus on children, but the reality is that young ones and adults alike have been affected by this problem and have turned to physiotherapy for their physical and mental alleviation. This in turn has boosted the rise in demand for physiotherapy sessions.

What has also augmented demand for physiotherapy sessions is improvement in technology. Healthcare is undoubtedly one of the industries where technology plays the most significant role. Mishra says, "New advances are seen every day, just like in mobile phones. There are researches and inventions happening every now and then in this field. Like Electrotherapy, it is a powerful tool that works by stimulating nerves and muscles through



■ As per the statistical data by World Health Organization, there should be one Physiotherapist per 10,000 citizens.

■ In a research it was found that 77% of physiotherapists used telerehabilitation for the first time during the pandemic.

the surface of the skin. It emits electrical impulses that disrupt or block the body's pain signals in order to lessen pain."

Telerehabilitation, a new kind of physiotherapy, also emerged during the pandemic. It is the delivery of rehabilitation services over telephones and internet.

According to a research conducted by Father Muller College of Allied Health Sciences, Mangalore, among 118 physiotherapists, a majority of respondents (77%) had used telerehabilitation for the first time during the pandemic, and 72.9% found telerehabilitation to be a viable option for healthcare delivery during the pandemic. Some of the barriers identified were lack of training and a lack of connection between information and communication technology experts and clinicians.

Physiotherapy is not just limited to muscle pains. It has other branches like musculo-skeletal physiotherapy, orthopaedic physiotherapy (treatment of physical conditions affecting bones, muscles, ligaments, and bursae (a fluid-filled sac or saclike cavity, especially one countering friction at a joint) that surround the joint region, cardio-thoracic physiotherapy concerning maintaining heart and lung fitness, neurological physiotherapy concerned with treatment of conditions affecting the brain, nerves of the brain, spinal cord, and nerves of spinal cord, pediatric physiotherapy (is for children born with physical disabilities and also for children undergoing any surgery) and gynecological physiotherapy (treatment for handling pregnant women and women related problems).

Physiotherapy is also in demand



as many suffer from vitamin D deficiency. According to Dipali, a patient taking physiotherapy sessions, "During COVID-19, when I used to sit continuously for hours before my laptop, I would feel tired aches in my back. I never thought it would put me to bed rest. When I consulted a doctor, he told me it was due to my continuous sitting and Vitamin D deficiency. He prescribed me vit D with other supplements and asked to me go for physiotherapy for fast-

er relief. It has been a month and I feel relieved."

Experts opine that awareness about physiotherapy should also be increased and that physiotherapists need to have a distinct public identity. An in-home physiotherapist Mithlesh Kumar says, "Physiotherapy was always there, it is just that the increase in awareness has led people to know about us and trust us. People in small cities and villages are still not aware about physio-

therapists, they still go for the 'maalishwali' (masseur)."

Kumkum Srivastava, a 67-year-old says, "Five years ago my grandchild was suffering from immense pain in his leg and no doctor could find out how to treat this. But then I came to know about this physiotherapy clinic, I thought to give it a try. The results were impressive. Now with increasing age as my husband and I suffer joint pains, we have started to come here too." ■

# Want to bunk? It's a **NO-NO**

**GARIMA DOBHAL**

Bachelor of Journalism & Mass Communication

Remember those days when it was fun going to school but bunking off school was a better option? Not anymore. With UP State Commission for Protection of Child Rights (UPSCPCR) having its way, playing truant from schools and then being sighted in malls and public zones in school uniforms is now a strict no-no.

In a letter written to all district magistrates (DMs) of the state, on July 28th, UPSCPCR has clearly stated that students will not be able to visit public places wearing school uniforms. The decision comes in the wake of as students have been seen loitering around parks and restaurants in school uniforms. Commission member of Dr Suchita Chaturvedi has asked DMs to follow this stricture. It has been stated in the letter that 'keeping in view the interest of the students, the DMs have been requested to ban the entry of students in school uniforms in all public places of their district during school hours'. The intention of the panel is to protect interests of minors until they turn 18 years of age.

Of course for pupils this might seem an unjust decision. But parents have hailed this resolution. Mother of two, Deepti Chandra commented while speaking to Expressions, "My younger one is particularly mischievous. He is in the fifth grade, and the school has complained to me about his absence. Now, this development might be useful to me." A security guard at Phoenix Mall Ravi Mishra added, "Prior to the implementation of rule, many school children



used to come. They used to skip class and wander around the mall. Being a parent myself, I absolutely understand how parents spend money on their children's education while they would rather prefer bunking off school."

The restriction applies to children currently enrolled in schools, from pre-kindergarten to class 12th.

According to a father and working professional Dharendra Singh, "I'm happy to read that children wearing uniforms will not be permitted in parks and shopping centres because this fosters discipline and good behaviour in kids."

The panel has rightly noted that it is also to avoid any untoward incident happening with a minor or as many children just pass time rather than attend school.

Working professional Rishabh Sharma thinks differently. He says, "It's a good thing that children wearing uniforms are not allowed entry. But applying such rules dampens their happiness because students love to have school memories. Moreover, no student can sit for 24 hours to study so there should be fun in life."

But all said and done, the rule is for protection of young children so that they are not in harm's way. ■

**Malls, hotels and restaurant owners are asked to check the entry of students in school uniforms**

# Festivities

# GALORE

**KASHIKA NIGAM**

Bachelor of Journalism &amp; Mass Communication

As August 31st approached this year, the 'city of nawabs' was abuzz with festive activity. It was time to initiate 'pranapratishta' (a ritual to instill life in idol) for Lord Ganesha as Ganesh Chaturthi or Vinayaka Chaturthi celebrations had commenced.

It is indeed delightful to note that the 10-day, cheerful, and vibrant celebration is no longer just limited to Maharashtra. It has now spread its hues throughout the nation and this year, Lucknow, capital of Uttar Pradesh, experienced a wave of its own.

Before, during, and after Ganesh Chaturthi, the city was alive with joy. Many worshippers could be seen in large numbers at stalls

of roadside vendors selling Ganesh idols to bring one of them home. Activity dominated these 10 days right from construction of pandals to buying of 'modaks' and accompanying dhol and nagadas music celebrations.

Although Ganeshotsav has been celebrated in the past, this year saw a significant increase in both the number of Ganesh idols sold and the amount of time that they were kept at homes. "Normally, we keep Ganpati for three days, but this time we were so enthusiastic that we kept him for seven," said Smita Singh, a teacher, to Expressions. She added, "Lord Ganesha is almighty and his presence makes the entire home cheerful and positive."

Though exuberance marked the festivities, an increase in the number of individuals who attended the festival was also noticed. According to a snapshot taken by New Graph Agency, 'even children celebrated the festival with fervor'. Akriti (student) said it was not only population rise that added to increased festival participation but 'nowadays festivals are increasingly well-known and popular due to increased use of social media. People start to feel like they should join the festivities.'

Modaks also witnessed an increase in sales which was a boon for sellers making sweets. (Modaks are traditional sweets of Maharashtra made during this festival). Owner of Mahalaxmi Sweets Guddu Singh said, "Modaks have been available for a long time but since last year they have been very much in demand, as the festival has become really big in Lucknow and it will only rise more and more each year."

Moreover, eco-friendly or Green Idols of Lord Ganesha dominated the celebration landscape in the city as stated in an article by newspaper Hindustan Times. The article said, "The devotees made it a point to keep conservation of environment as their top priority while choosing the idol of Lord Ganesha despite such idols being costly."

Although the festival may have come and gone, this is just the beginning of the fest season as Dussherra and Diwali still remain to be celebrated. ■