

UNFOLLOW DIGITAL WORLD

HOW OFTEN DO YOU WAKE UP AND NOT CHECK NOTIFICATIONS OR UPDATES ON SOCIAL MEDIA? | P3

GLITTERING GADBADJHALA

GADBADJHALA IS INDEED HEAVEN ON EARTH FOR WOMEN. VARIETY OF SHOPS HAVE MADE IT WHAT IT IS TODAY | P8

DEFENCE EXPO 2020

SOME OF THE MAIN ATTRACTIONS AT THE EXPO WERE ARTILLERY GUNS, TANKS, STALLS BY DRDO, HAL AND DASSAULT | P10

AMITY SCHOOL OF COMMUNICATION

Expressions



Volume: I, Issue: II

February 2020

UNFOLLOW DIGITAL

world to follow yourself

Utilize your time in making yourself feel good



Deepti Yadav & Rahul Mohanto

How often do you wake up and not check notifications or updates on social media? How frequently you appreciate a minute without thinking about one ideal picture for Facebook or Instagram? Or for that matter, when was the last time you didn't scroll your friend's or influencer's happening lives? When was the last time you didn't bother to check 'likes' and 'comments' on your post? It seems virtual life has literally overtaken are real life.

No doubt Internet has made our life easy right from ordering food to binge watching shows on streaming platforms. Being so dependent on

these digital robots, we have failed to explore our potentials and embryonic power!

Now the question arises Why such dependency? Do you have the dread of losing social status or your self-esteem is linked with the number of 'likes,' and 'comments' on your post? It is a nightmare of digital isolation where we are becoming digital labors! Human beings have evolved over thousands of years to have real contact, snatching it away is the worst idea which can lead to depression and severe mental illness.

To check the real-time depen-

Deactivate all applications & accounts on which you spend most of your time. Try to control your urge and utilize the time to connect to yourself and see how much better you will feel.

dence on digital media, we conducted a short survey consisting of 50 respondents.

We found out that 96% of respondents are completely dependent on digital media and out of which 35% of respondents spend daily 4 hours on digital platforms, 46% spend between 4 to 12 hours and 19% spend more than 12 hours respectively. A study published in the Journal of Adolescent Health suggests that smartphone dependence is a good predictor of loneliness and depression.

Continued on Page 3

PATRON Prof (Dr.) Sunil Dhaneshwar, *Pro Vice-Chancellor* | EDITOR-IN-CHIEF Prof (Dr.) Sanjay M Johri, Director

ASSOCIATE EDITORS Sangeeta Pandey & Mohit Sharma | DESIGN EDITOR Shirish Sharma

STUDENT EDITORIAL COORDINATORS Adecba Lari & Akarsh Bajpai

Printed & Published by Prof (Dr.) Sanjay M Johri for Amity School of Communication, Amity University Uttar Pradesh, Lucknow Campus
(Internal Circulation Only)



When I entered into Journalism forty years ago we were told, "Content is king", which holds true even today. However, it is ironical that students of journalism are averse to writing and creating good content. Everyone from the very first semester wants to be a 'You-tuber' or film-maker without realizing the simple fact that "without content your product has no value".

Everyone seems busy in their own world. Youngsters want to make it big but perhaps they don't know without a good content backed by proficient writing skills their work is not saleable.

Imagine what Facebook, Twitter, LinkedIn, and other verticals of social media would be if they didn't have content? There would be blank spaces that no one would visit, because they have no need to.

Today we talk of "Converged Media", which is actually a mix of all forms of content. Even 'Paid' media - advertising - depends on content. There may be some creativity involved, but advertisements are still a kind of content.

We all know reading and writing are reciprocal processes. Reading improves one's writing and writing improves one's reading. For many, this relationship functions well and as students learn to read and/or write more complex texts, the corresponding process also improves. I wish ASCO students focus on creating good content.

Cheers!

Prof (Dr) Sanjay M Johri

ASCO made me industry ready

Alumni speaks

Shiraley Chandra (BJMC-2012-2015)

I always feel incredibly blessed to be part of Amity School of Communication (ASCO) during my Graduation and memories are always fresh for what I learnt all the three years.



Like a lot of students who opt for Mass Communication, I came to Amity with a fledgling dream of making it big in the Communications industry. At the time I hadn't known much about how to go about it. However, one thing was certain from the very first semester in ASCO: the fact that my mentors were more pumped about realizing my dream than I was. It was this incredible faith that pushed me to achieve all that I have till now.

In my three years at Amity, I've come across a mixed bag of people. While some were there solely for enjoying their college lives, there were others who wanted to maximize the resources at their disposal. And even though I'm still in touch with both categories, I feel blessed to have had the opportunity to have been acquainted with the latter.

The way ASCO moulds you as an individual is a very subjective experience. Personally, for me, I was more than humbled to have had the opportunity to have dabbled in various facets of the communications industry, be it journalism, radio, film, public relations, advertising or digital media. The immense encouragement from the faculty geared me to experiment and find my niche while the curriculum (if you're keen about learning opportunities) more than equipped me to talk confidently about the various facets of the communications industry itself.

When you're sitting in a room full of the country's best creative minds

and you realize that all that sets you apart is what you've gained in your three years of graduation, it fills you with a sense of pride to know that all those field assignments and deadlines and exam stress coupled with the NTCC projects were all worth it. Nothing makes you feel better than being told that you have an excellent profile (which wouldn't have been possible without the plethora of opportunities I'd received and tried my hand at).

If there's one thing I'd like to say to the incumbent batches planning on calling ASCO home for the next few years, it'd be this: Your college life will be a lot about the memories you make here. There might be times when you don't understand the point of rigorous course material or strenuous assignments but trudge on, nonetheless. There will definitely be times when you might not see eye to eye with your own mentors but believe in yourself and all that they've taught you.

Never question what ASCO can do for you. Ask your what have you contributed to ASCO. And one day, when you look back to all the heated class discussions and group tasks and project submissions, you'll smile at the immense learning opportunity that you were provided with and that shall stick with you years after your college journey is over.

I owe a lot of gratitude to a few faculty members (for critiquing me and challenging me to push my own limits) but most of all to Prof (Dr) Sanjay M Johri for going above and beyond in supporting me in my endeavours and making it a smooth transition between college and additional preparation for MICA. I shall always be grateful for the faith people have shown in me during my time spent in ASCO. The experience shall always be reminisced fondly.

Unfollow digital...

Continued From Page 1

In a study covering 346 respondents, 18- to 20-year-olds helped researchers in finding that relying on smartphones preceded symptoms of loneliness and depression.

Experts say that spending more time on social media leads to comparing one's life with others. Watching your friend travelling having a luxurious lifestyle is likely to result in a feeling of your life as 'boring.' This might make an individual end-up feeling lonely or depressed, which would ultimately affect his self-esteem. This is not healthy, and it can cause anxiety and depression.

It has been recently found that social media is engineered to be as addictive as crack cocaine. You can expect some similar withdrawal symptoms as soon as you stop using social media. This is due to the fear of missing out, which is a natural human instinct according to the scientists.

The current notification feature of our mobile phones makes it even harder to stay away. Becoming addicted to social media can hamper an individual's personal and professional relationship.

Soumen Bhattacharya, Digital Marketing Manager at Amity School of Communication Lucknow, is candid in his opinion, "There is no denying that we're enamoured by digital media for obvious reasons. So it is paramount to set boundaries and exercise some self-control over digital media usage. Always thinking of what is happening on your phone and not giving your undivided at-

tention in one-to-one interaction will harm your relationships. Communication via social media only conveys words rather than emotions, which also creates a communication gap or feeling misjudged."

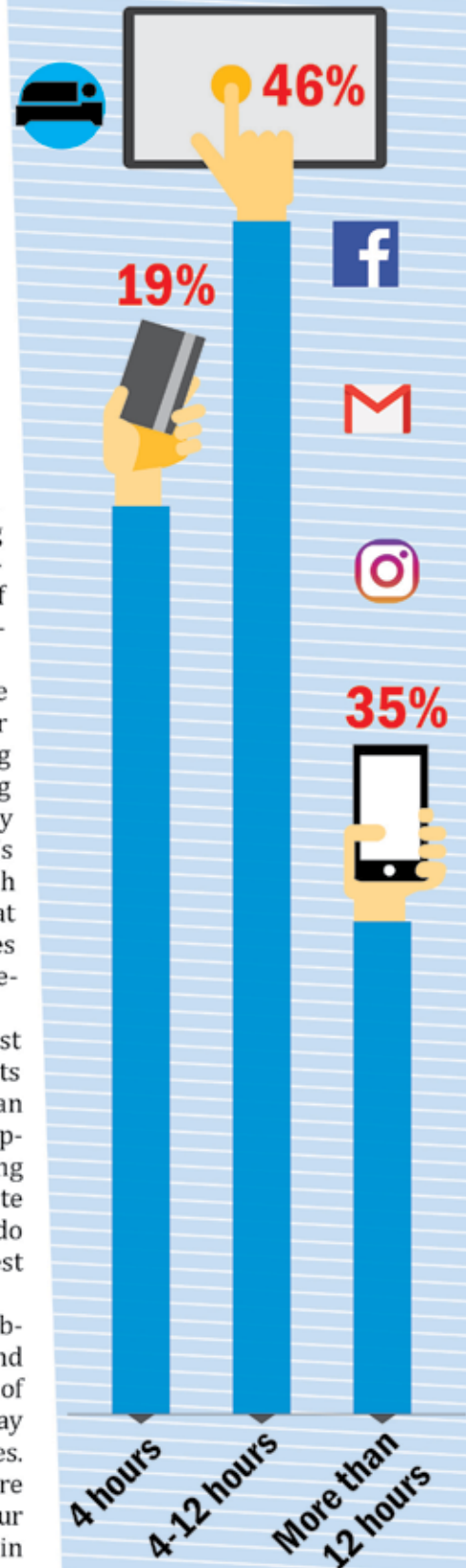
Checking Facebook for messages followed by Whatsapp, Instagram, Twitter and repeating it all over again is not only a waste of time but also impacts one's brain due to lack of proper sleep. Shivesh Mishra, a student of masters in film and TV production and director at En Trentz Pvt. Ltd. said that digital presence is required nowadays in daily routine lifestyle not only just for personal reasons like chatting but also in professional sphere. Marketing and advertising services are getting diverse day by day because of affordable digital promotion options available nowadays.

The blue rays from our mobile screen or any monitor affect our body's internal clock suppressing the release of the sleep-inducing hormone melatonin. This is largely due to the artificial blue light that's emitted by these devices, which gives the message to the brain that it is not dark outside, which causes an imbalance resulting chronic deficiency in sleep.

So to follow yourself, you must 'unfollow' social media accounts and go for a 'virtual detox.' You can minimize the withdrawal symptoms of your detox by scheduling once a day visit to your favourite websites. After that visit is over, do not look at social media for the rest of the day.

According to a 2018 study published in the journal on Social and Clinical Psychology limiting use of social media use to 2 hours a day can lead to better health outcomes. Life is what happens when you're busy making other plans with your friends and family and not stuck in the web of pseudo-real social media.

TIME RESPONDENTS SPEND DAILY ON DIGITAL PLATFORMS



PUT IT AWAY AND RECLAIM YOUR SLEEP

Disconnect yourself with the technology unless there is an emergency. It's time to relax your mind and reclaim your sleep without any worry.

CHETNA- BE THE CHANGE

Initiative to discuss importance of women in nation development

Nitin Kumar

Amity School of Communication organised an event 'Chetna- Be the Change' in an effort to create a platform where faculties and students from different streams assembled to talk about the importance of women in a country's development.

Shruti Gupta, a BJMC student, hosted the program by screening a 22-minute short film 'That Day After Everyday' by Anurag Kashyap. The film is about a normal day of three working women who face mental and sexual harassment both inside and outside

home. The film is beautifully written by Nitin Bhardwaj, with Radhika Apte, Sandhya Mridul and Geetanjali Thappa playing the three protagonists.



◀ **PROF. (DR) SHALINI MITTAL OF BEHAVIOURAL SCIENCE ADDRESSED THE GATHERING ON THE PSYCHOLOGICAL ASPECT OF THIS MOVIE.**

Following five points in relevance to the film:

The Acceptance of Rape Myth: A dialogue of in the film by one of the protagonist's husband: 'Chowmein khane se rape hota hai' aur 'chote kapade pahanne se.....' in itself enough in showcasing a mentality of the society that we're accepting the myth rather than overcoming it.

Fear of Crime: Each woman senses the fear in her own house. It may be her husband or mother who constantly harp on the fact that going outside is not safe.

Dehumanisation on a daily basis: We treat women as an object. Hence, her dressing sense, working outside, being good looking is the reason for her progress as well as the cause for harassment.

Power Dominance: Women are always expected to be in a submissive position in a patriarchal society.

The Perception of Reality: When Radhika Apte asked her physical trainer when she will be fully ready to take on the bullies; the trainer replies, "First remove the fear inside you then no one can let you down."

Prof Shalini also narrated her own self experience of college life and how she fought such myths. She concluded her speech by thanking Prof. (Dr) Areena Zainub Mirza of ASCO department on inviting her for the event.

Later, a 'Fun Chocolate Round' event was organized wherein a question, answer session was held with winners being given chocolates.

This was followed by ASCO students singing 'Ori Chiraiya' from the TV show 'Satyamev Jayate' garnering a huge round of applause from the audience.

The event ended with host Shruti Gupta summing it up in a quote: "The best thermometer to the progress of a nation is its treatment of its women. There is no chance for the welfare of the world unless the condition of women is improved."

India produces about 1,600 feature films per year in all languages but failed to make its presence as a serious-content film producing nation in the world panorama

Regional cinema deserves both accolades & audiences

Nitin Kumar

Parasite, a South Korean movie won Palme d'Or at 2019 Cannes and Best Picture at the 92nd Academy Awards, making it the first foreign-language film to do so. It portrays class conflict and social inequality. The fascination here is not of winning a recognizable award but about the uniqueness of story-telling that depicts both film-making craft and originality.

India, which produces an average 1,600 feature films per year in all languages, has failed to make its presence as a serious-content film producing nation in the world panorama. The reason is quite simple. No significant promotion of regional cinema and independent filmmakers at both national and international levels is done. Hindi cinema, which covers 43% of box office revenue followed by Tamil and Telugu, has still not come out from its mediocrity. They don't appreciate experimentation and mostly follow a trend. Here, filmmakers are encouraged to find larger audiences rather than an authentic voice that compels those audiences to reach theatres.

Abbas Kiarostami, an Iranian

India, which produces an average 1,600 feature films per year in all languages, has failed to make its presence as a serious-content film producing nation in the world panorama.

filmmaker and Hirokazu Koreeda, a Japanese filmmaker are monumental examples of those who have succeeded in their respective countries in changing the rigid moulds of basic trends.

We also can't ignore that the regional cinema of Bengal by Satyajit Ray and Mrinal Sen gave an identity to India in the field of world cinema. Later, such films got sidelined by tagging them under the 'Art Cinema & Parallel Cinema', i.e., they do get critically recognised but failed to draw audiences. Reasons for it are speculated that people don't enjoy such films because it falls short of entertaining.

But the fact is that such films are not promoted enthusiastically by the government on a broader scale



because such cinema threatens their politics by depicting true society. They get stuck in the National Award ceremonies and creative bureaucracy of NFDC.

Now things are changing, the regional cinema of Malayalam, Marathi & Bengal are doing well both critically & commercially. OTT platforms boost them to come out from their domestic roots and reach audiences outside with subtitles. Still, regional cinema needs support by the government and media to be in news for their storyline and craft.





Photos: Suyash Srivastava & Suresh Sahu

IT'S A HARD LIFE !

Street vendors in Lucknow, who migrated from hamlets, are still facing the odds despite NASVI initiative

TEAM ASCO

MangalDeen, 50, migrated from a small village in Deoria district of Uttar Pradesh 15 years ago and today he ekes out a living by selling grocery related

items from door-to-door in Lucknow. Every month he sends some money from his savings to his family — daughters, wife and mother but he is hardly able to pay regular visits to them because of almost no savings from his small street vending business. "I make about Rs. 8000 per month, which is not enough to sustain in this city," laments MangalDeen.

Similarly there is Kishen, who is a cobbler for many years and his earnings are barely enough to meet the daily needs, leaving alone his family while Lakshmi, 45, who migrated from Bihar sells vegetable and earns about Rs.300 per day. "I am the only one who has to toil for the day — first going to the retail market and then bringing vegetables for my customers in Gomti Nagar, she said. "My husband is a TB patient and I have to take care of his medical expenses too besides managing home and street vending."

All these small street vendors engaged in small businesses in different localities of the city are one among many in Lucknow and elsewhere who had migrated to metropolitan cities in search of better prospects. But life as a street vendor is far from easy. Most of them are typically located at the most convenient points for consumers and



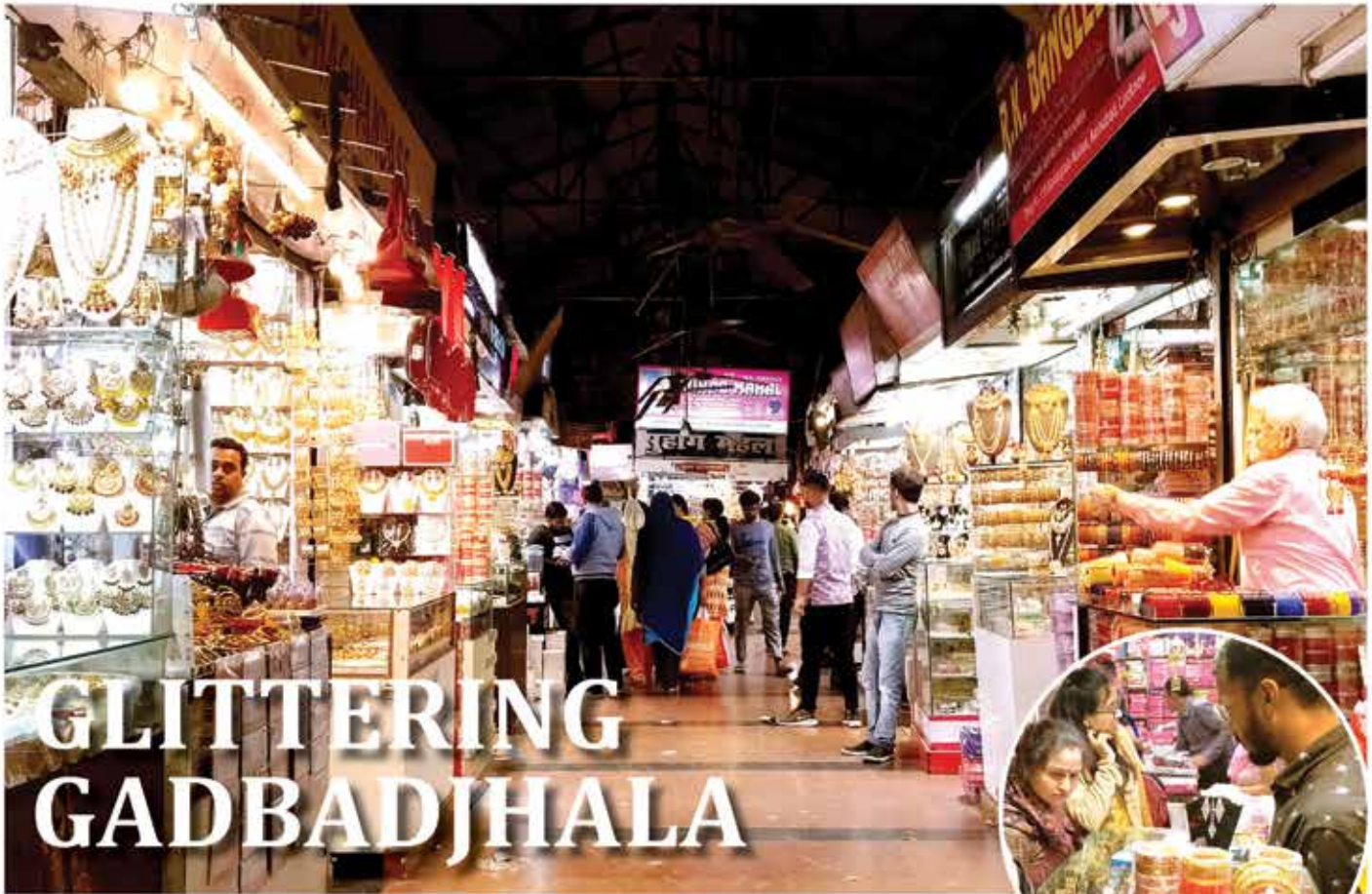
are an integral part of middle-class shopping experience in India. Literally everything — from fish to street food to garments and handicrafts — is sold by them.

Many of them allege regular harassment by law enforcement agencies. Local goons extort "hafta" (a weekly bribe) from these vendors to allow them to conduct business. Many times, the street vendors have to change locations at short notice.

Thankfully for the first time in the country, street vendors are now officially recognized as contributors to the urban economy. The efforts, which largely came from National Association of Street Vendors of India (NASVI) & its allies, gave a formal framework for securing the livelihoods of a sizeable proportion of India's urban poor. Trying to give empowerment to street vendors in India in September 2013, the Indian Parliament passed the Street Vendors Act while the Upper House followed suit on February 2014.

State Governments were expected to frame rules and schemes within one year. But so far only dozen of states had done so. Today, NASVI is continuing its campaign to ensure that the Act will be implemented in the furthest corners of the country.





GLITTERING GADBADJHALA

Prashasti Jauhari

The distinct name says it all. Gadbadjhala is a small market in Aminabaad, Lucknow. It literally is a place full of confusions. "All that glitters is not gold" especially when we're talking about Gadbadjhala. The market is dedicated to artificial jewelry that will make you believe that they are real gold and other women accessories that will make your wallet light.

Gadbadjhala is one of the oldest marketplaces in the city of Lucknow. Earlier, it was a small area where bangles of all kinds were sold. It was also called "choodi wali gali". Now, from art & craft to toys, a lot of different types of shops have made it to Gadbadjhala but imitation jewelry and bangles still own the place. It is indeed Heaven on Earth for women. The products one can find in here include cosmetics of all kinds, toys for children, hair care products, sunglasses, art & craft products, stitching material, bangles and of course, artificial jewelry. Wedding shopping is incomplete without a visit to Gadbadjhala.



Pics: Suresh Sahu

Everything a bride needs like Sindoor, chooda, bindi and suhagpuda is available in Gadbadjhala.

The market remains closed on Thursday. Apart from Thursdays, it is always chaotic and crowded with people and monkeys. Sometimes, the monkeys add to the entertainment of the, otherwise, busy lives of the people, in general. The market is covered with shades and has a few fans placed in front of some of the shops to provide relief from the suffocation caused due to the crowd. Tea and samosa sellers roam in the market and both shop keepers and

people enjoy the refreshments.

Since Holi is almost here, special products like pichkari, gulalpakka rang and gujiya-maker is also there in the market. Bargaining is like a tradition followed by Lucknawi women and if one is good at the skill of bargaining, she can really use it when it comes to Gadbadjhala. Gadbadjhala is a paradise for shopaholic women and even with the skill of bargaining, one can really have to run for money as far as imitation jewelry, earrings and bangles are considered. This is the Gadbadjhala with not so much gadbad for you all.

'Persistence, diligence are mantras to success'

Sonia Singh

As Rahul Singh was stepping towards the industry interaction room, he recalled his journey in ASCO. Today, he was not going in that room to listen to someone sharing their experiences, their ups and downs but it was his turn to share his roadmap of success. Within a span of two years, he has managed to land where he desired. As he looked at the students, he smiled and said, "I am not extraordinary, I am just like you. I was there, sitting with everyone else like you are sitting right now. The only difference is, I made a plan, listened to the advice of my mentors and worked hard."

Everybody needs to set a destination for themselves. It doesn't mean it has to be absolute but there has to be a desire to reach somewhere. Without that fire, one cannot prepare a roadmap.

A student asked Rahul, 'What was the first step of your career journey?', to which he replied, 'It all started here in ASCO. Small steps like starting a blog, participating in seminars, taking part in various activities helped me acquire many skills.'

Rahul explained the importance of starting early. 'I went for my first internship during the first summer break in college. Entering Perfect Relations (PR Company) I had just one goal, learn, learn and learn. I did as small task as stapling press releases to learning how to execute a campaign.' This internship taught him so much that he then made up his mind to pursue a career



in this field.

Good command over content can take you places. One who knows how to say things in such a manner that it reaches its target audience without any or minimum message loss is an art, which is a must in media industry. "One cannot survive in the PR industry with poor writing skills," he said.

During his final year, he got placed with MSL Mumbai where he interned as well. His decision to join a multinational firm was in line with his future plan as he wanted to pursue higher education abroad.

During his tenure in MSL Mumbai he worked for clients like Mercedes-Benz, Air India, Airtel, Vicks (part of an award winning campaign), Airbnb, P&G and many others.

As destiny has it, Rahul received a big break through his blog, which he started in his first year, a

seed sown in the past could have such an important impact on his career pathway astonished him as well. He recalled, "My senior was having a discussion with us during which something came up that reminded me of my blog. I hesitantly showed him my blog; he scrolled all the write-ups, some videos, photographs and gave a casual reaction. I thought that was the end of it, but after few days I received a call from him while he was on his business trip abroad. He gave me a task to produce a success video for a brand, which we represent in India. I thought it was just an everyday work task, I did it and when it was presented everybody appreciated it too. I was happy with it. When he returned, he called me up, appreciated my work and asked me what my future plans are. I shared my desire to pursue higher studies abroad. He was texting while I was speaking about it, suddenly he said that he has talked to MSL Sydney's CEO and I can go and meet him.'

Today, I am pursuing my MBA in Marketing while working part-time with MSL Sydney. Currently, Rahul is handling Audi Australia.

Before ending his interaction, Rahul's parting message to students was clear: 'Persistence and hard work can lead you to success. There are no shortcuts.'



Defence Expo 2020

A carnival of India's growing might

Photos: Trilochan S Kalra

Akarsh Bajpai

The Defence Expo was held at Vrindavan Yojna, Sector 15 from February 5 to 9 in Lucknow. Inaugurated by Prime Minister Narendra Modi in the presence of Home Minister Rajnath Singh and Chief Minister Yogi Adityanath, the event showcased India's growing clout in this field. With over 1000 companies putting up their stalls at the Defence Expo, the authorities worked swiftly to make this event a big success.

The inauguration event was captivating with all the defence products on display and a mind-boggling air demonstration showcasing the power of the Indian Air Force. Abhai, a military equipment enthusiast, was stumped at the grandeur of the event. "I did not expect the Defence Expo to be such a large gathering of people and companies. It was spread in a very large area with so many equipments, weapons and military technologies that it was hard to keep count of. The best part of the Expo was the air show that raised the adrenaline levels of

every one and proved to be the show stopper."

The event turned Lucknow into a global amphitheatre of weapons and military technology bringing people from all across the world. More than 200 MoU's were signed in the defence sector boosting the 'Make in India' initiative. Uttar Pradesh being the centre for the proposed defence corridor locked around Rs.50,000 crore of the investment proposals in defence. Recent data from the government throws light on the theme of Expo, "India: The Emerging Defence Manufacturing Hub". India's defence export has increased seven-fold in three years from Rs 1521 crores in 2016-17 to Rs 10,745crores in 2019-20 proving the changing paradigm in India's defence manufacturing power.

Some of the main attractions at the Expo were artillery guns, tanks, stalls by DRDO, HAL and Dassault. Khushi, a college student shares her experience, "Seeing the advancement of our defence forces instilled a new level of confidence and belief that our nation is safe and strong to respond to any threat. We are excited to be here and get a chance to

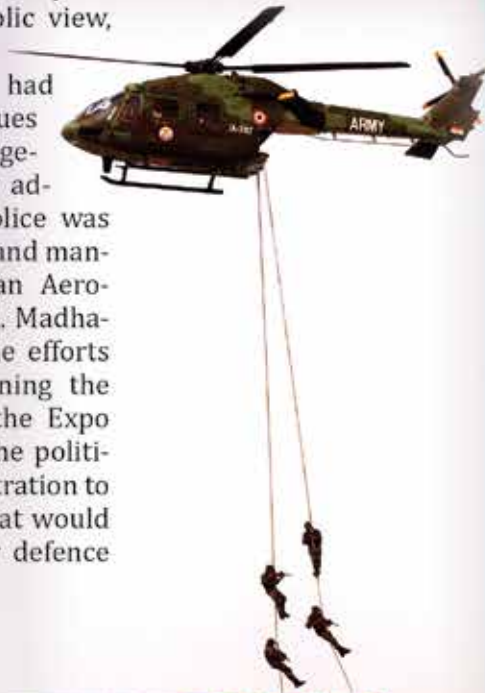


The Defence expo 2020 turned Lucknow into a global amphitheatre of weapons and military technology bringing people from all around the globe



take pictures with the weapons put up in open for public view, specially, the tanks."

Though Lucknowites had to face some traffic issues but overall the management done by Lucknow administration and UP police was applauded by chairman and managing director Hindustan Aeronautics Limited (HAL) R. Madhavan who appreciated the efforts of stakeholders in running the expo seamlessly. With the Expo over, it is now over to the political masters and administration to implement the MoU's that would shape the future of our defence sector.



India's defence export has increased 7 fold in three years from Rs.1521 crores in 2016-17 to Rs.10745 crores in 2019-20 proving the changing paradigm in India's defence manufacturing power



From classroom to editing table

Nisha Yadav

The four walls of a classroom can teach you infinite great things, but it certainly can't be one's only source of learning. This is especially true in the vast field of journalism and mass communication, where the office has never been confined to the walls.

Amity School of Communication in collaboration with Network 18 gave me a golden chance to taste the realistic experience of working in the media sector.

In the early days of my internship, it was all new. I knew what I had to do but needed a little push towards implementing my abstract thoughts into tangible results. I had to learn Hindi typing and then was gradually asked to handle big responsibilities like making breaking headlines for the ticker and the scroll. It helped enhance my writing skills and also developed the crucial news sense that every reporter must have.

As a result of this, I was easily able to transform a complicated sentence into a simple breaking or ticker form.

After learning the basics of in-studio work, I got an opportunity to experience the field with ground reporting. I was asked to cover many genres like political, education, entertainment etc.

I even visited SP (Samajwadi Party), BJP (Bharatiya Janata Party) offices for an interview with my guide. I learnt how to manage things in correct manner with the right attitude.

Working live with experienced cameramen taught me how to operate in tandem with a reporter and how essential it is to have a working coordination between the two. I have learnt that the quality of a good reporter is that they should be ready for reporting in the most adverse condition. It was the best experience of working at the news channel till now. The people there were very cooperative and I found many mentors.

This internship has been one of the most fruitful endeavours I have undertaken. It not only has improved my confidence but also my communication skills. I'm thankful to my Hol Prof. Dr. S.M Johri, Miss Shweta Maam and Manmohan sir, without whose help and faith this internship would have been just a dream.

Charity begins at home for Bollywood celebs

Priya Sharma & Adeeba Lari

Tfficimilibus et estiae ne venihic totati tem renimagnam rectem ese ea con ea debis eariam, odit atibusandae nis quam hil id excernam nihillia ad quam voluptat estibusdam et quiamus, unt.

Dolor magnimusa il mil ipis et-What makes an individual a beloved celebrity? Is it the exposure on television or the enormous amount of money they have? What essentially earns the celebrity a royalty status is wide spread acceptance and love he/she receives from the public.

Indians, of course, have taken idolization of celebrities to another level altogether.

Be it a Shahrukh Khan fan, who sneaked into his house or Kangna's fan who went on a four-day hunger strike for her. The fans might show their love in a crazy way, however, their intention is nothing but to give all their love to the person they look upto.

This brings up the question on what do the celebrities do for their fans?

Whether it is the Holy Quran that preaches about the importance of charity or the Gita which focuses on karma and we get what we give; the world recognises the primary ingredient of being a good human and that is certainly generosity.

Without a doubt, the Bollywood stars do not fall behind.

Their movie publicity or a brand endorsement might be in your face type, but it is a surprise on how many of their philanthropic acts are hidden and never talked about.

Take Salman Khan for example. Everyone knows about his brand "Being Human" but rarely do people know that "Being Human", which aims at improving children's health and education all over India.



Amitabh Bachan played a vital role in the polio

campaign of UNICEF. He also created a website called 'Jenaratio'n for an online bidding scheme where celebrities offer their clothes for sale. The income from those clothes goes to different charitable trusts.

His foundation was trolled for selling merchandise but little did this trolls knew that in 2016, a whopping amount of money was raised by selling Being Human t-shirts, caps, etc, which was used for various causes.

Bollywood's 'shehenshah' is not far behind. Amitabh Bachan or Big B played a vital role in the polio campaign of UNICEF. He also created a website called 'Jenaratio'n for an online bidding scheme where celebrities offer their clothes for sale. The income from those clothes goes to different charitable trusts.

The Bollywood celebrities are not only philanthropic but also smart in their endeavours. Take Vidya Balan for example. Her commercials on sanitation, women's health and children education are liked by many. She strives to make a cleaner, healthier and a better India. She is the brand ambassador of national sanitation mission and she has been a part of several campaigns. She linked herself with

a government scheme to create a buzz among people.

Other celebrities have dedicated themselves to uplift a specific section. Former Miss World and actor Priyanka Chopra has supported many causes such as human trafficking, slavery, women empowerment, human rights, child education and poverty. She has a soft spot for little girls and has travelled to several Asian countries to help. In 2010, she was appointed as the UNICEF national ambassador to educate Indian children.

Be it Shilpa Shetty's donation of her entire prize money to an AIDS foundation or Shahrukh Khan's 'Make a Wish foundation,' the list is endless. Bollywood stars are not only an expert at winning hearts on screen but also in real life, but this time not with their charisma but



Salman Khan's foundation was trolled for selling

merchandise. But little did the trolls knew that in 2016, a whopping amount of money was raised by selling Being Human t-shirts, caps, etc, which was used for various causes.

with their philanthropic attitude.

It is said that the famous names of a country are a representation of the culture, of the ethics, of the nature of the people and if that is true, then our celebrities are not shying away from making us proud.