

INTERNATIONAL YOGA DAY CELEBRATED

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AMITY SCHOOL OF COMMUNICATION

Expressions



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2024 LS POLL

AI to empower 'War Rooms'



Illustration: ABHISHEK SINGH

SANJAY M JOHRI

Professor-Director, Amity School of Communication

If 2009 General Election were the first to have gone 'digital', 2014 was a watershed while 2019 dubbed as 'Content Election', the upcoming 2024 Lok Sabha poll will be on Artificial Intelligence (AI) which

is going to be used in a big way and political parties are already at it through their 'War Rooms'.

AI is here to stay and will be used to analyse vast amounts of data to identify trends and patterns in public opinion, sentiment, and behaviour.

The use of internet in 2009 was highly urban and we know urban

voters are not fond of voting but 2014 was a watershed, with a smart mix of content, platforms, and distribution strategies. The role — and importance of — digital was thus established.

Further 2019 focus was on the content. It was the 'Viral Election' and everyone knowledgeable in

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PROF (DR) SANJAY M JOHRI
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ASCO set to welcome old & new students

The campus looks all set to welcome students as the new academic session begins early July though on different dates as per their batches.

“The excitement of coming back to campus after summer project and internship is replete with sharing stories of the time spent,” said Anant who had moved to Bengaluru for his internship while Tanya had it in New Delhi with a PR Company. “Though we missed campus life, at the same time we had a great learning with the industry and got to know about the tough life one needs to face and adjust as a professional,” they said.

“I am hoping to sit in the canteen with my friends once again, sharing stories of the last few months, while munching sandwiches,” said Deepak a PG student.

With no masks and social distancing (is anyone hardly following the Covid protocols now?) students said at least ‘we will be together and have fun. Yes, we know we will have to be on the campus early morning now and then follow the day’s drill’.

ASCO, one of the most happening institutes with loads of academic and cultural activities has planned events to make students enriched with academic knowledge but also a few workshops to make them professionals and industry ready. Some new events are being planned and students will get to know as they join their programs.

The first-year undergraduate students will also begin their academic journey later in July and for them its complete transition from secondary education to the university atmosphere.

Welcome Students!

ALUMNI CORNER



PRIYANKA GUPTA
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ASCO paves the way for a fulfilling future

As I embark on a nostalgic trip down memory lane, I find myself reminiscing about the treasured moments that defined my college years. From late-night study sessions with friends to organizing campus events and forming lasting connections with fellow students, seniors, and faculty, I am grateful for memories that have shaped my college experience and continue to hold a special place in my heart.

When I made the decision to pursue mass communication, I knew it was not the most popular course, unlike engineering or medicine. However, I refused to conform to societal expectations and bravely chose a path that aligned with my interests. Despite initial doubts, I convinced my family and embarked on a journey to develop essential skills such as effective communication and being confident in expressing myself. In 2013, I entered Amity, having mixed feelings. With countless questions in my mind, I began my college journey. Amity became my haven for the next three years.

As I reached the end of my college years, I found myself sitting on the ASCO stairs with friends, reflecting on how swiftly those three years had passed. Nervousness gripped me once again as I prepared to enter the real world. From navigating job interviews to securing my first job, I found solace in the guidance of my director. An internship with Mr. Srijan Pal Singh proved to be a life-changing experience. Today, I proudly hold the position of Marketing Manager and Communication Head at a Digital Marketing Agency in Noida,—a testament to the encouragement and efforts of my director, Dr. Sanjay Johri Sir. My college experience has woven an intricate tapestry of memories, personal growth, and lasting connections. As I reflect on the transformative journey from student to alumni, I celebrate the profound impact of my college years. I encourage current students to embrace their unique experiences, for it is through such experiences that we truly discover our passions and pave the way for a fulfilling future. I know it’s not needed but I do want to mention the names- Sanjay Johri sir, Milli Ma’am, Soumen Sir, Dushyant Sir and all the professors – “A Big Thank you for all your Guidance and Support throughout and even after the college. You all are my inspiration and motivation to achieve something every day.” ■

CONTINUED FROM PAGE 1

the craft created short, frequently animated videos which also used WhatsApp as a distribution medium. According to an estimate top five national parties created 1-3 lakh videos in the months before the election. Digital technology often mislabelled as social media has played a big role in helping parties to win elections and recent Karnataka election is the latest example.

The state noticed the massive amount of short-form vertical videos in the recent campaign, especially those using humour. An estimated four crore of 5.2 crore voters in Karnataka have access to internet and they use various social media platforms. With six months left for the 2024 election the countdown has already begun and compared to the previous elections, political parties are now better planning with technology delivering a smoother and more seamless experience.

Political strategists, PR Professionals and Influencer marketing are gearing up to take up 2024 election planning.

According to digital marketer Shubho Sengupta, various data will be used by better marketing agencies working with political parties to create targeted campaigns and personalised messaging that resonate with specific voter demographics and psychographics.

"AI-powered chatbots can be used to engage with voters on WhatsApp, providing a quick, personalised interaction and fast responses. Elections 2024 will not only see the death of the 2-min plus video, once and for all, but also the rise and rise of the 10, 15 and 30 second videos. The reason is simple: speed and scale", he opined adding all these would be the hottest trends in General Election 2024 — many are already in execution mode."

No wonder, there will be a major increase of budgets, say at least 40 per cent increase across video production, influencer marketing and AI paid tools. ■

SPORTS

Women getting a better deal?



Illustration: ABHISHEK SINGH

ASHNA ALI

Bachelor of Journalism & Mass Communication

Even as India gathers laurels on the sports front ranging from Olympics, Asian Championships, to the Commonwealth Games and more, the standards of athletes just get better and better. But what should be an unbiased approach towards all athletes, discrimination seems to be the flip side of this crowning glory specially women participants.

Data between 2010 and 2020 suggest that majority of women athletes are placed at a higher risk of sexual harassment in sports. The Sports Authority of India recorded 45 complaints of sexual harassment, as per some RTI data. These complaints are recorded data but there are many incidents that go unrecorded. Young upcoming cricketer, 16-year-old Gunjan Yadav and practicing cricket at Chowk Stadium for three years now told Expressions, "Fortunately, I have not encountered any instances of misbehaviour so far, and I believe this could be attributed to the fact that I am being men-

tored by a female coach. However, addressing such concerns was a significant consideration for my parents when they allowed me to pursue this career path."

The recent wrestlers' protest at Jantar Mantar, New Delhi serves as a powerful example of women athletes challenging discriminatory and predatory practices. Sportpersons like Vinesh Phogat, Sakshi Malik and Sangeeta Phogat are fighting the discriminations they have faced and have leveled charges against the Chief of Wrestling Federation of India Brij Bhushan Sharan Singh.

Reacting to the development, female coach and sports teacher, Kavita Mishra says, "It is very disheartening to see wrestlers suffer like this for their basic protection rights. However, the uncertainty surrounding the delivery of justice is disheartening and instilling a sense of fear among female players. As an educator, I have consistently fulfilled my duty to educate girls about such matters, but I strongly believe that there is a pressing need for a dedicated council to address these cases and provide support and justice." ■

Road sojourns:

Expose your child to the new



Picture: ARHAMA ALI

ARHAMA ALI

Bachelor of Journalism & Mass Communication

When American philosopher Ralph Waldo Emerson remarked that ‘it’s not the destination, it’s the journey’ that matters, he was very much on target. During COVID when indoors breathed heavily on families as outside movement was restricted, post pandemic, the outdoors and family travel became buzzwords. What’s more, fun times were back as families traveled together comprising both parents and children. Life was once again on an even keel with road tripping doing wonders, giv-

ing positive lifelong memories and bringing families closer with learnings for children, too.

Talking to Expressions Prashanth and Sunita, a quintessential Delhi-based IT couple shared their travel experiences with their nine-year-old daughter, Megha. The couple said their regular road sojourns have always contributed Megha to learning something. Describing their trips, they said, “We would make impromptu stops during our trips to observe birds in a paddy field, examine an unusual looking rock or sometimes just to soak our feet in a little freshwater pond.” They said these small joys were also little nuggets of learning

for Megha, much beyond the school curriculum. They added that their children even pick up about finances when trips are planned. They said, “We have always encouraged our son to maintain an account of expenditures incurred on a road trip. Right from the time he was eight, he would maintain a written record of all the toll booth payments and the refreshment bills on a particular leg of the trip.

Now that he is eleven, we have introduced him to the concept of audit by allocating an initial amount at the start of a trip and we usually ask him to verify the balance money at the end of trip.”

Lucknow based homemaker Nidhi said, “Every year my family make an annual pilgrimage to our family deity in Kerala via road. My six-year-old will knowingly announce that we have entered the state by looking at the distinct temple architecture and coconut tree lined avenues. My elder pre-teen kid takes great delight in spotting the milestones etched in different languages along the highways and does math to estimate the remaining distance from the destination.”

Arunima, a lawyer by profession and a doting single mother to 16-year-old Poorna, recounts a particular harrowing trip to Dalhousie when the duo were stuck in a massive traffic jam due to torrential rain and landslides. Surprisingly, not only did her normally shy and introverted daughter initiate conversation with strangers but she also enthusiastically joined a team of volunteers to remove debris from the road. Amidst unknown faces in an absolute alien environment, Arunima got to see a new side of Poorna.

Coming back to Emerson, it’s the journey that’s important, not the destination. ■

QUEER

Pride and the forbidden vices

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

Pride month comes and goes, but homophobia lingers in the minds of the Indian mass like a spectre. Corporations don the Rainbow professing their support to the LGBTQIA+ community, launching products specifically targeted towards them, yet as June ends the flags disappear and no mention is ever made of homosexuality from the businesses until the next year when they once again enter to exploit the emotions of the Queer community.

While the statements of Advocate Geeta Luthra, “They may be a minority, but the majority cannot decide the rights of the minority,” and CJI D. Y. Chandrachud “The state cannot discriminate against an individual on the basis of a characteristic over which the person has no control”, in the Supreme Court of India during the same sex marriage hearings, were an attempt to paint a picture of the LGBTQIA+ community, one that is not made of colors of hatred, prejudice or ignorance, our country is still remains deeply conservative on many issues. A

BEYOND THE 2.5 MILLION LGBTQIA+ POPULATION ENUMERATED BY THE MINISTRY OF HEALTH AND FAMILY WELFARE IN 2012, ACTIVISTS ESTIMATE LGBTQIA+ PEOPLE IN INDIA TO BE AT LEAST 10 PERCENT OF THE POPULATION.

SOURCE: THE INDIAN EXPRESS



Illustration: ABHISHEK SINGH

constitutional bench was formed, by the Central Government, under the Cabinet Secretary to discuss the genuine human concerns on the same sex couples on marriage.

The State Governments of Andhra Pradesh, Assam, Gujarat, Madhya Pradesh and Rajasthan have opposed the legal recognition of same-sex marriages and not a single Indian State Government has expressed support for same-sex marriage. The Constitution Bench concluded hearings and reserved their verdict on May 11, 2023, after ten total days of hearings from petitioners and respondents.

The situation of the LGBTQIA+ community in India, thanks to the social media and internet, seems like too much of a unicorns and rainbow paradise than the actual reality it is, an endless pit of suffering and harassment by the woke community who gains its wisdom through the “WhatsApp” and consider it their duty to maintain the sanctity of the morality of the Indian Traditions, which has always been foreign to the concept of homosexuality, a disease of the west.

Too engrossed in the morality and the meta implications of a single human’s actions we lose sight of the simple truth: “We are all just Chemical Hearts.” Love is simply a

chemical reaction inside our brains not governed by any external forces, situations, or gender of the one we love. Yet one tends to overlook this and when the society envisions an ideal couple, our heteronormativity kicks in and we see any different outlook on love as a threat to the very concept of it. Still, the heart wants what it wants.

Accepting one’s queerness was never easy but as the times are changing, many people find acceptance and recognition from the movies and books that depict queerness not as a disease or an unnatural vice but as a part of being human. India’s massive film industry, where onscreen kisses were once rare, regularly features lesbian and gay characters. Popular hindi films like Ek Ladki Ko Dekha To Aisa Laga and Shubh Mangal Zyada Saavdhan have tried to increase the awareness of the people in regard to the LGBTQIA+. Shedding the narratives that depicted queerness as inherently evil, these tales work on educating the mass on the sensitivity of being Queer.

Though our country is still deeply conservative on many issues, it’s also a place with a soft spot for a good love story. With that backdrop, maybe the country is finally ready for a different kind of love story. ■

Nation celebrates Yoga Day with 'Yoga For Vasudaiva Kutumbakam' theme

The theme for the year was "Yoga For Vasudaiva Kutumbakam" which describes the desire for "One Earth, One Family and One Future".

International Yoga Day, as celebrated on June 21 like every year, had the same enthusiasm and discipline across Lucknow and elsewhere with a motive of spreading awareness about the Vedic practice, yoga, and meditation. It was the ninth year of International Yoga Day, and the day was celebrated across the world. This year, PM Narendra Modi led a yoga session from UN headquarters. ■

INTERNATIONAL
YOGA
DAY



ASCO
Ace
Photog-
rapher **Mr.**
Trilochan S Kalra
took a round of the
city to take a glimpse of
observance of Yoga Day.



Balasore train tragedy **shakes** nation

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

The Indian Express termed it as 'the worst train tragedy in country in two decades'. The shock and aftermath were so great as regards the Balasore train tragedy on June 2 that it will take months for the country to recover from the tragic incident.

On June 2, three trains collided near Bahanaga Baazar railway station, in Balasore district, Odisha. Around 6:59 pm the 12841, Chennai bound Coromandel Express, entered the passing route instead of the up-main line and collided with a stationary goods train laden with iron ore. Because of the high impact speed, Coromandel's coach B2 to B9, A1 & A2 capsized (overturned), coach B1 and engine got derailed. Around 7:00 pm the Bengaluru - Howrah Superfast Express, headed to Howrah, was on the adjacent down main line, and slammed into the derailed coaches. As of now the death toll which was first reported at 288, revised to 275, once again stands at the original figure. Over 1100 people were injured.

Volunteers and locals were the first to respond. Around 40 volunteers of Adarsh Yuva Parishad were at the accident site and in different hospitals, according to parishad member Prithvi Behera as per The Indian Express. Throughout the night, exposed to screams and human tragedy unfolding, they continued their rescue efforts. They climbed atop derailed coaches, carrying the injured on their shoulders in absence of ambulances. According to The Indian Express, volunteers collected around 500 bottles of blood overnight.

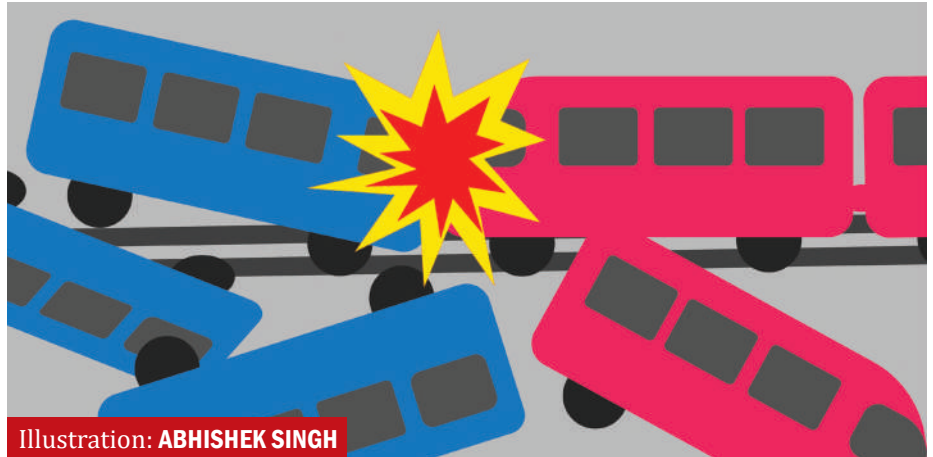


Illustration: **ABHISHEK SINGH**

Twelve-year-old Riddhiman helped the injured contact their families, while his mother Jhulan Das provided first aid to them. Soubhagya Sarangi, 25, pharmacy store owner, 50 meters from the accident site, administered 500 doses of tetanus injections to survivors free of cost. Nilambar Behera, 64, and his wife Rinamani, 50, sheltered and fed 50 children for the night, until the authorities arrived the next day. Soumyaranjan Lullu, 33, shop owner, climbed on top of derailed coaches to rescue the trapped. The numbers he saved are lost to him, while the two who died on his shoulders will perhaps be with him longer. The Bahanaga High School became host to silence and death. Classrooms, Verandahs and Prayer Hall, all white, as bodies wrapped in sheets of plastic and clothes replaced the benches and tables.

Relief was seen as loved ones waiting for arrival of Howrah Express, minus the three affected coaches, arrived not at a railway station, but a hospital, as a dedicated medical squad waited there to tend to survivors. Bruised, injured and dehydrated, they heaved sighs of relief as they were reunited with

their loved ones.

Life will move on. But colors will perhaps never be the same for the family in Charankhali Village in West Bengal, who have lost three brothers in the disaster. The truck driver, who was trapped for an hour under the rubble of the Coromandel for an hour before help reached him, the only music he will know will be the screams, the moans and of the dying and of the dark. His son will now be only a distant memory to a father, who has lifted sheets of over a hundred dead bodies in his search. Railway Minister Ashwini Vaishnaw has announced ex gratia compensation of Rs 10 lakh in case of death, Rs 2 lakh for the grievously injured and Rs 50,000 for those with minor injuries. ■

288 Deaths
Confirmed as on 7th
June, By Odisha Chief
Secretary Pradeep
Kumar Jena, reported
in Hindustan Times.

Yulus : *Pedal the change*

KASHIKA NIGAM

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With sustainability being the driving force, micro mobility vehicles or popularly called Yulu are the latest to catch Delhi citizens' attention. Additionally, easing traffic congestion and reducing pollution on Delhi streets are also reasons enough for these bikes to become trendy.

Exploring Delhi on a Yulu bike is an adventure, a great opportunity to soak in the city's charm and feel the wind rush past your face as you pedal through the Delhi streets. Delhi with its rich history and vibrant culture, is a place which is in every person's bucket list to be explored, not only explored by the sake of its name but with leisure, and there can be no better way to do so than the newest and trending thing present which is a Yulu bike.

Law student from Symbiosis Law School Gunjan Sanklecha told Expressions, "After coming to Delhi my most favorite thing is to go on a Yulu-bike ride, it is very convenient, affordable and gives us the best experiences with our friends. We can go to India Gate by our bikes and enjoy the weather and the night."

Yulu bikes are a hit with students due to their availability and hassle free use. This is how it works: One can easily rent a Yulu using their mobile application on smartphones,

**Yulu provided
25,000 to 35,000
bikes to Zomato
delivery partners**



Picture: KASHIKA NIGAM

create an account and will be able to locate and unlock a Yulu bike from nearby location. City residents are using it for both long and short commutes. This is due to affordability, ease with which people can rent it and it can be parked at various locations. So, a Yulu bike has become the newest and a fun experience to see Delhi in a new way.

Corporate employee and using Yulu bikes for more than a year Shomit Saxena told Expressions, "I am a

person who appreciates nature and these bikes are an initiative for environment sustainability and are immensely eco-friendly, which also results in very low carbon footprint and reduces a large amount of traffic in the city."

If you go to Connaught Place, India Gate, Lodhi Art District or even Old Delhi you can easily spot these bikes as there are college students, office workers and kids who are using it to explore Delhi, or get to office. ■

ASCO workshop for teens: Guide to career in mass communication

SONIA SINGH

Content Manager, Amity School of Communication

Whatever Matthew Arnold thought that journalism is 'literature in a hurry', the crux of journalism is its timeliness meaning to say it should be served hot. And this is exactly what Amity School of Communication (ASCO) did by offering know-how of different aspects of journalism to young Xth, XI, XII school graders who are now processing information as to which career is best for them after school. These young minds were brought together under one roof on Amity Campus by ASCO via a One-Week Certificate Program (OWCP) to give them knowledge about the fantastic opportunities available in mass communication. After all, most are bloggers, YouTubers, content creators, photographers and what not. So the OWCP just guided them to finetune their journalistic skills and let them know that a fantastic career awaits them in journalism.

The program offered an array of sessions led by experienced and from industry faculty members of ASCO. Industry mentors and ASCO alumni also held sessions. Students from schools namely Seth M.R. Jaipuria Goel Campus, La Martiniere Girls College, Loreto Convent, City Montessori School and Bal Vidya Mandir among others took part in the five-day program.

Students delved into various facets of mass communication. The sessions covered a wide range of subjects, including Basics of Photography by Mr Trilochan Singh Kalra (senior faculty mentor, ASCO), Basics of News Writing by Prof (Dr) Sanjay Mohan Johri (Director, ASCO and teaching print media) and Mr. Aman (Alumni Mentor and freelance writer), Ad Design by Mr. Mohit Sharma (senior faculty mentor, ASCO) and Dr. Mohammad Faisal (senior faculty mentor, ASCO), Introduction to Filmmaking by Mr. Amit Massey (faculty mentor, ASCO), Basics of News Anchoring by Ms. Namita Pathak (faculty mentor,

ASCO), Basics of Radio Production by Ms. Alisha Syedain (faculty mentor, ASCO), Introduction to Radio Industry by RJ Vaibhav (Industry Mentor, Fever FM) and Mr. Arpan Charles Anthony (Alumni Mentor, Fever FM).

Mr. Sunil Barsaiyan (Industry Mentor, Amity Education Group) introduced participants to the captivating world of marketing and digital communication, while Mr. Akash Yadav (Alumni Mentor, Digital Creator) shed light on vlogging as a booming career option. The program also incorporated interactive quizzes, competitions, and engaging activities that brought out the creative prowess of the participants.

Students completed the certificate program with an understanding of mass comm and its limitless potential. Armed with this knowledge, they are now better prepared to make informed career decisions and pursue a path that lines up with their passions and talents. ■



Picture: SURESH SAHU

When seniors embrace technology



Picture: ABHISHEK SINGH

AISHANI PURKAYASTHA

Bachelor of Journalism & Mass Communication

For Rakshit Patra, it is not the generation gap that forms a divide between him and his grandma. Instead, it's the great technological divide that has widened the chasm. He says, "My grandmother and I have always been very close but after grandpa passed away, she moved in with us. I could sense her loneliness. But she would keenly notice me and my parents use our cellphones. Occasionally she would ask questions. That is when I decided to gift her one. Two years ago on her birthday

I gifted her a mobile. Although she had a hard time understanding its functions. she was still enthusiastic to learn. She cannot remember all functions and often I teach her the same things again and again. But I'd like to believe that she feels more like, as she says, the 'Shaharwale'"

The above example illustrates that even as technology gets user friendly, senior citizens can still find it intimidating. Reasons can range from unfamiliarity or absence of

experience to tech anxiety. Tech anxiety can be explained as a result of how young people become impatient while teaching the elders how to use daily use technological tools. This impatience leads to the belief that learning new technology is hard. Added to this seniors struggle with memory loss, slowed thinking or maybe having difficulty in comprehending complex concepts.

Talking to Expressions, octogenarian Kalpalata Dash says, "I only have this small keypad phone which I have been using for as long as I can remember. It does not work as properly now but this is all that I am capable of using. However, I wish it wasn't the case. Once, when my daughter and grandchildren were visiting me during summer vacations, Soumen, my grandson, shared stories about how his friends' grandmothers all have smart phones and they plan much of their get-togethers and trips through some talking app. I forgot its name. (She was referring to WhatsApp). And even though he never said anything, I feel somewhere he could be embarrassed of my lack of knowledge about technology."

This is not all. Many seniors

struggle with touch screens due to a condition called leathery fingers. According to noisolation.com, a common misconception is that touchscreens require warmth from the skin to work, but that is actually not the case. Instead, the skin must have enough moisture to conduct electricity. With age, moisture from skin gets lost hindering electricity passage. It can therefore be difficult for the elderly to operate smartphones and tablets not simply because they are unfamiliar, but because it is physically not possible.

Also self-esteem is affected if the elderly are unable to handle technology. But, the other side of this coin is that do some senior citizens want to handle technology? Sexagenarian Vipul Dutta Gupta says, "While I firmly believe that technology is pivotal, it's just not my cup of tea.

This (Pointing towards his jio's keypad phone) performs all the necessary functions it needs to. I am not very keen to being a slave to it." He adds, "You know, what's more lonely for someone? When they are sitting right next to you while you are engrossed in this device." His wife, Shloka Dutta Gupta, thinks differently. She says, "Having a firm grip over technology doesn't mean you have surrendered to it. It's how you use the grip that determines that. Moreover, we are now in a digital world and while it may not have been a necessity in our times, it is now and learning it at least enough to conveniently manage everything would only prove to be advantageous."

It is also imperative that the elderly are also taught about security concerns regarding these gadgets. As online fraud is rampant, the older generation is at greater risk. They should be properly educated about the importance of having strong passwords and non sharing of any personal details along with the avoidance of clicking on any links from unknown sources. ■

STREET WEAR:

Trendy & affordable

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

It may have been known more for its historical importance, but now the city of nawabs is gradually acquiring another tag. For Gen Z and the like, it is gaining recognition for its shopping destinations, like Love Lane and Aminabad where affordable and trendy street wear are on offer. What is making street wear fashionable is advocacy for the same by celebrity influencers like Komal Pandey and Kritika Khurana.

Talking to Expressions Anam Ahmed, a college student and a growing influencer with 3,555 Instagram followers, candidly shared, "To be very honest, as a growing influencer and a college student, I can't invest in high-end brands just to follow an Instagram trend. Mostly, I prefer buying clothes from Love Lane. There, I find trendy and super affordable clothes."

These markets in Lucknow are a haven for fashion enthusiasts on a budget, providing replicas of high-end fashion brands known as 'first copies'. Street fashion in India celebrates individuality, personal style, and adaptation of latest trends, often achieved by purchasing first copies from local markets.

Ananya, another growing influencer and college student, said, "I don't shop frequently at Zara and H&M, but to maintain my feed, I have to go street shopping. There, I can find affordable and trendy stuff at reasonable prices." She added that 'I consider myself a struggling influencer because I haven't yet landed any brand collaborations, but I still have to create content that matches the trend'.

Fashion bloggers have also played a vital role in promoting street fashion in India. These bloggers have developed a strong online



Picture: SHAHIDA KHAN

presence, sharing their personal fashion journeys, providing style tips, and inspiring their followers. Through engaging content and collaborations with brands, they have shaped street fashion trends and sparked fashion-related conversations in the digital space. Influencers and content creators on these platforms curate visually appealing outfits, making them go viral in no time. Hashtags such as #StreetFashionIndia and #OOTD (Outfit of the Day) have gained momentum, making it easy for people to discover and follow the latest trends in street fashion. This shift has not only empowered influencers and aspiring influencers but also common people, to dress well and experiment with different styles. Wearing street clothes is no longer something to be ashamed of; instead, it is now a source of compliment for embracing unique fashion choices. More-

over, men have also embraced fashion. Syed Bilal says, "I would prefer buying from brands like ZARA and H&M, primarily due to their quality. However, if I want to experiment with a new style and I am unsure how it would look on me, I would definitely go for street shopping." He adds, "Street clothes may be lower in quality, but they are great for Instagram pictures and videos as they align with current trends. Quality is not easily discernible through the camera lens, allowing you to complete the trend. However, for real-life purposes, purchasing from high-end brands is preferable."

As social media intensify their reach into urban and rural regions, fashion is something that is high on popularity charts. With brands out of monetary reach for most, street fashion is the next best alternative. ■