

**IT'S ALL ABOUT COMFY WEAR,
VIRTUAL MEETS FOR NOW!**

THE PANDEMIC HAS TURNED OUR WARDROBES
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AMITY SCHOOL OF COMMUNICATION



Expressions

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A ROLLER COASTER RIDE FOR STUDENTS

Sanjana Saxena & Vaishali Gautam

On 1st June, the centre put a long-awaited halt on uncertainty for millions of students by cancelling CBSE Class 12 examinations 2021. This decision was taken after PM Narendra Modi held a high-level meeting on the issue, given the COVID-19 situation. ISC, JAC, GSEB,

and JKBOSE among other Boards followed suit and cancelled the Class 12 board exams.

As the country was in the middle of a vaccination drive and persisting fear about side effects of Covid-19 jabs, panic revolved around conduct of Board examination. Ever since the news of the cancellation of class 10 CBSE board examinations came to light, hashtags trended on Twitter to cancel 12th board exams. A plea was also filed by advocate Mamta Sharma to scrap class 12 board exams and its hearing in Supreme Court ended on May

CBSE submitted to the Supreme Court a 40:30:30 formula for evaluation of marks for class 12 students that will be based on their class 12, 11 and 10 results, respectively

28 with an optimistic note as the Centre also reached the same page.

"Conduct of board exams amidst these trying times could have compromised not only physical but also the mental health of both students as well as parents.", says Reena Mishra, a parent of two kids appearing for the boards. "Postponing examination indefinitely kept students on tenterhooks and the final decision respecting the concern of the majority was much-needed. The health of the youth- the future of the country; is and will always be top priority", expressed Pawan Kumar, a teacher of class 12 from LPS.

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Editor's Desk



People across the country went through six weeks of horror, petrification and helplessness followed by post Covid-19 conditions where many faced deaths in their families.

On the other hand, lakhs of students faced the trauma of whether they would be able to give examination and plan about their progression in studies and career. The government must be complimented for taking a quick decision to promote students through a formula so that they do not face the dilemma of their academic cycle and move ahead. Few universities are certainly lagging in their yearly cycle and those students who have completed graduation & post-graduation are indecisive as to what is in store for them as admission process is running late.

Students seeking admissions in foreign universities are cautious in their approach as they fear they might not be able to move now because of the scale of pandemic, in particular their favourite destination countries like UK, Canada, Australia and the USA. Besides most of these countries have either closed borders or have partially opened for visitors with strict guidelines thus making it almost impossible for students hailing from 'high risk' countries like India among others where Covid-19 second wave wreaked havoc.

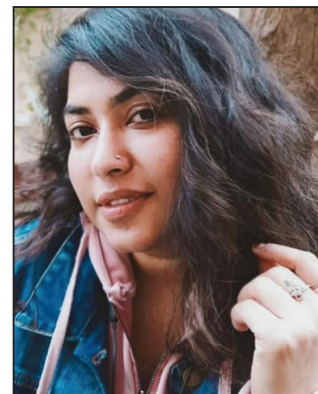
Now, with threat of the third wave looming large, campuses are unlikely to go 'offline' at least for the next six months while students are just put off with online teaching mode. "It has been more than 18 months! How long you want us to stay glued to the laptop screen and study," a student said in sheer frustration adding "as an alternative mechanism for few months, it was OK but not for so long".

However, it is not an option to go for offline classes considering the scenario. So students may as well gear up for another online semester armed with vaccine shots of course!

Prof (Dr) Sanjay M Johri

From Passion to Profession

"Eleven years ago, the decision of joining Amity School of Communication changed my entire life and helped in transforming my passion into a profession. I still remember my final semester project in which I had taken "Photography" as my specialization under supervision of Trilochan S Kalra, Assistant Professor, who helped me in developing a confidence and gave me clarity for pursuing photography as my career. Besides Prof Sanjay M Johri, Director-ASCO, always motivated me and appreciated my work."



ALUMNI CORNER

Journey that I started in Lucknow took me to Delhi where I got a chance to assist well-known renowned photographer Kapil Gulati. This opportunity helped me gain hands-on-experience in professional fashion photography.

The foundation that I built at Amity School of communication helped me transforming laymans vision into an artistic one.

After completing my apprenticeship I secured a job in Moksha Production from where I got industry experience in professional photography. After that I never looked back. I took up freelance projects also. for brands like- Kasmia Jewellers, Mehrasons Jewellers, Needle Dust, Berzeri Shoes, Kapoor Watch, Jabong.com, Mr Button, Saint G. Shoes, Myntra, Peter England, Vasundhra Jewellers, Pawan Sachdeva, Tarun Tahiliani, Anju Modi and the list goes on.

Pursuing photography is not challenging as it was a decade ago, if one has a learning curve and right direction along with passion it can be achieved.

My piece of advice for budding photographers who want to get into any genre whether it be a fashion or journalism is to 'read' a picture, notice smallest of the details and most importantly develop your own style because that will make you stand out from the crowd.

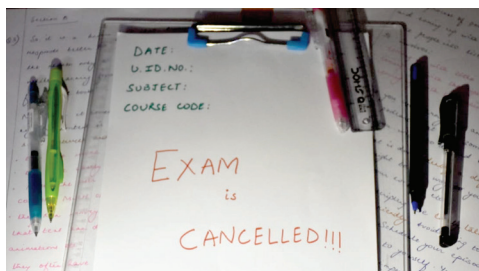
*Princi Singh, BJMC- 2010-2013
Fashion Photographer
Moksha Creative Services*

A roller coaster ride for students

Continued from P1

"After months of worries, I am finally relieved that the boards have been cancelled. The perils of online examination and possible repercussions of offline mode were too big a risk to take. Now I can finally move on instead of going on and on with preparing exam notes and being anxious about the future", said Nikita Bhatia, a class 12 student residing in Bareilly.

Various social media platforms flooded with memes after the 12th boards cancellation, symbolizing a festive atmosphere among the students. Albeit the decision was taken with regards to safety of students, there are still mixed feelings about it. "Unlike 10th examination, 12th boards decide



a lot about the long-term direction of students. I understand the sentiment but unsure whether this decision will work out well as my months of hard work could go in vain", said Shubham Gaur, a class 12 student expressing disappointment.

Shikhar Mehrotra, a tech reporter for Republic TV commented on the practicality of online conduction of board examinations saying, "The IT infrastructure required by institutions for conducting online examinations is too expensive and complicated to set up. Online classes can go on through open video conferencing platforms, however, conducting fair examinations is quite difficult. Hence, I fully support this decision."

Meanwhile, expressing her concerns, Jahnvi, a class 12 student of

CBSE assessment formula

According to the 40:30:30 formula, the theory marks of each subject will be computed using 40% from the marks students got in the subject pre-boards or mid-term exams held by their schools earlier this year, 30% from their Class XI final exam marks, and 30% from their Class X board exam results. This will be added to the actual marks that they got in their Class XII internal assessments and practicals for that subject

(Source: The Internet)

Chinmaya Vidyalaya, quipped, "I do not find this an appropriate decision as board exam scores are considered a perfect criterion for admission to various courses and colleges. What was the point of us isolating ourselves and working hard to prepare for the past year if such exams keep getting cancelled, then how will our ability be assessed?"

Another class 12 student from Bihar, Sachin shared his fear about college admission saying, "We are scared how colleges and universities set their criteria for admission because of not giving clarity in marking evaluation. At least the students could have been given a clue to take the internal assessment and pre-board seriously."

However, on June 18 CBSE put all these doubts to rest as it submitted to the Supreme Court a 40:30:30 formula for evaluation of marks for class 12 students that will be based on their class 12, 11 and 10 results, respectively. Hopefully the other state boards will also follow suit thus putting an end to the dilemma of students and parents.

‘Ghar ka kaam’ takes centre stage during lockdowns

Drishti Vanaik

Photo: Drishti Vanaik

The past one and half year has taught us many things with ‘ghar ka kaam’ topping the list for commoners and celebrities alike! With unavailability of domestic help due to the ‘Stay at Home’ diktat, mundane tasks like cooking, bartan-jhaadu-pocha became the focal point of every household.

Meher Chopra, a teacher and mother, says her biggest challenge was to strike a balance between on-line work (Work from Home-WFH), household chores and managing

Lockdown taught me forgotten habits of washing utensils and mopping as domestic help became a forbidden fruit. I am stunned with the realization of how our domestic helps work so efficiently

Manica Gulati | A WORKING MOTHER, MENTIONS

kids. “With so much work on the head, and long-gone loss of habit of doing ‘ghar ka kaam’ because of domestic helper, made it strenuous enough to do the chores daily”. Being a teacher, Meher says that the commencement of online teaching doubled the pressure and strain because simultaneously cooking breakfast and teaching students was a challenging scenario.

Where cooking seemed a problem for some, the biggest problem for



many was ‘bartan- jhaadu-pocha.’ Manica Gulati, a working mother, mentions, “I used to mop the floor and wash utensils before I started the day’s online work. Lockdowns taught me those forgotten habits and I realized that it is so difficult to clean the house. I am astounded by the fact, how our servants do it so efficiently”.

Amidst the tussle, a humorous incident occurred with Saksham Kalra, a class 9 student, who still chuckles about his so-called ‘cold-coffee disaster’. Saksham chuckles and recalls, “Earlier I never entered the kitchen relying solely on our housemaid for coffee, tea snacks, and everything else. One day during the pandemic I wanted to have cold coffee and so googled the recipe and method. Then I courageously began my quest of making a glass of cold coffee. It took an adventurous turn when I did the rookie mistake of not placing my hand over the mixer and the next thing I know, the kitchen was dripping with milk that spread all over the walls and floor”.

Besides lockdown being an impetus in the learning of household chores, a study by Ashoka University, in the Times of India revealed, that the “Gender Gap” in housework

was roughly reduced by one hour a day, during the first month of lockdown in the Covid-19 first wave.

Not only one had the load to do all the chores, but the housework was properly distributed among family members, as Riya Arora, an undergrad, says, “There was a proper planner, according to which we used to complete the chores. Morning utensils were washed by my mother, while in the afternoon it was my responsibility and at night my father used to do it.”

According to a report by BBC’s Geeta Pandey, “Preliminary data suggested that men did more household work.”

Adding to this, Dr Rahul Nagar, a Delhi-based dermatologist, spoke about the ‘division of labour’ at his home. “Lockdown certainly broke many stereotypes, changed the perception that kitchen and household chores are a woman’s domain, as men also pitched in to share the domestic workload and, in the process, also learned and upgraded their culinary skills.”

Well, amidst all the negativity, it seems that the pandemic has helped realise the value of work done by domestic helpers and broke the conventional standards thus taking a bigger step towards equality.

It's all about comfy wear, virtual meets for now!

Bhargavi Singh

The pandemic has turned our wardrobes into a battlefield with two armies in a stand-off. On the one side we have a pile of our dependable pyjamas and oversized t-shirts towards which we turn to comfort every single day now. On the other side rests our neatly packed formals: suits, ties, and fancy party clothes that have not seen the sun since what seems like forever. If clothes could talk, your favorite pair of shorts would be begging you to wear something else for a change and those bright red heels would whine about how they miss dancing at parties.

Freshers' party and Farewell ceremonies seem like a distant dream now. From the colours of graceful sarees to heels, and from matching ties to pocket squares, all the planning went in vain due to our

common nemesis COVID-19. Viraj, a class 12 student says, "My suit is ready but chances of us getting a farewell are very slim. It is unfortunate that we won't get a chance to properly say goodbye to each other." Parting ways with 'BFF poses' and swaying to songs about friendship; students would now have to settle for virtual ceremonies. No one knows which would be the next lucky batch to have the traditional parting ceremony wearing graduation day gown and throw their cap in the air, surrounded by peers having a smile on their face, he adds with a wistful smile.

While online shopping was available throughout the pandemic, it just isn't the same when you have nowhere to go. Tanya, another university student who attended her cousin brother's wedding on zoom says, "When I got to know that I wouldn't be able to physically attend the wedding I decided not to

“ I was pretty bummed out about lockdown on my birthday but I did not let it spoil my special day. I dressed up and cut my cake while my friends joined in via video call

Shilpee | STUDENT

When I got to know that I wouldn't be able to physically attend the wedding I decided not to buy any new clothes. While we dressed up and celebrated from our own homes, I missed being a barati

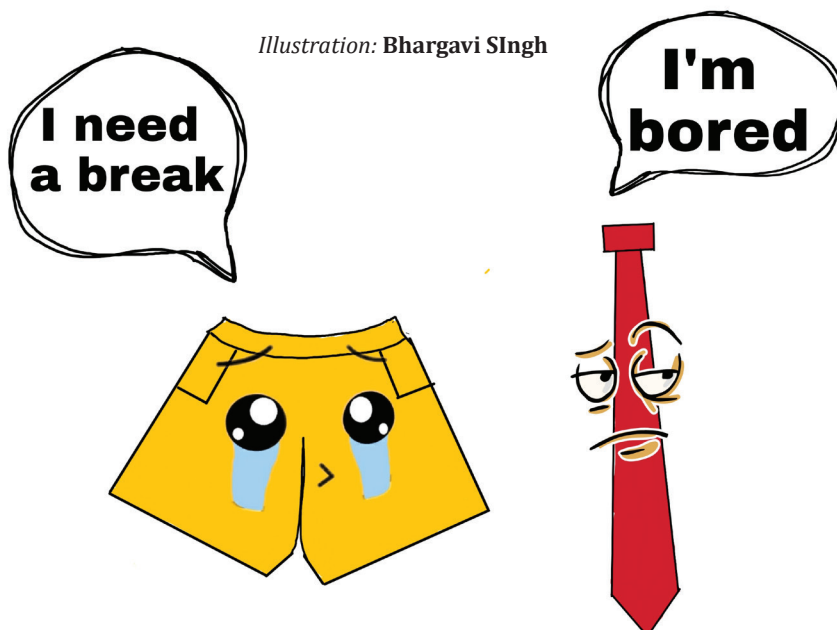
Tanya | STUDENT

buy any new clothes. While we dressed up and celebrated from our own homes, I missed being a barati." Sharing the same sentiment would be our clothes who are probably missing all the delicious "shaa-di wala khana" we used to accidentally feed them.

Amongst all this chaos, the most down-on-luck are those born between March and May, who had to spend two consecutive birthdays in lockdown and still counting. Shilpee, a university student says, "I was pretty bummed out about lockdown on my birthday, but I did not let it spoil my special day. I dressed up and cut a cake while my friends joined in via video call." Even our phones must be wondering why the background in our selfies hasn't changed for a year now.

These common experiences go on to show that humans are social animals and even though the pandemic brought a few dark phases but when it all subsides we will eventually go back to missing the ordinary joys of the world.

Illustration: Bhargavi Singh



MANGO- A Cultural Phenomenon

Lensman: Trilochan S Kalra

You'd be lying if you say that you don't wait for mangoes as soon as the spring season gives way to summer.

In north India, especially Lucknow and Delhi, mango is not just a fruit; it is a cultural phenomenon! In the scorching heat, mangoes are a reason to be thankful to the summers.

Come June, you can spot the yellow fruit with greenish or red tint in the markets. This luscious fruit brings oodles of joy as it is not only a joy buying but also eating it.

The roadside market is currently filled with Malihabadi Dussehri and soon its cousins Safeda, Totapuri, Chausa, Langda and the list goes on will follow. Some people are very particular about their favourite kind while the others like to savour all the varieties.

Lucknow's Dussehri is 'king of fruits' as the sweetness of this world-famous mango fills the senses even before you eat it while a bite of this luscious fruit leaves one asking for more. People have their own logic and benefits of eating juicy flabby and hard pulp mangoes.





Unfortunately, pandemic hit the export of fruit last year and this year too with the second wave worrying health authorities; traders and exporters are waiting desperately for permission to export the fruit to those countries that are willing to buy it.

However, you need no permission to take a bite of this succulent fruit as its sweet smell permeates the air. Go ahead and grab a bite!



Int'l Day of Yoga

'Yoga is best holistic medicine to gift yourself'

Rinil Srivastava

For the second consecutive year, International Day of Yoga was celebrated in 190 countries on June 21 in virtual mode due to the pandemic. Following its inception in the United Nations General Assembly in 2014, the event is celebrated annually on June 21. This assumes significance specially in the current scenario where deep breathing, prone yogic postures have helped many overcome the deadly Covid-19 infection besides maintaining good oxygen level in the body—key to survival.

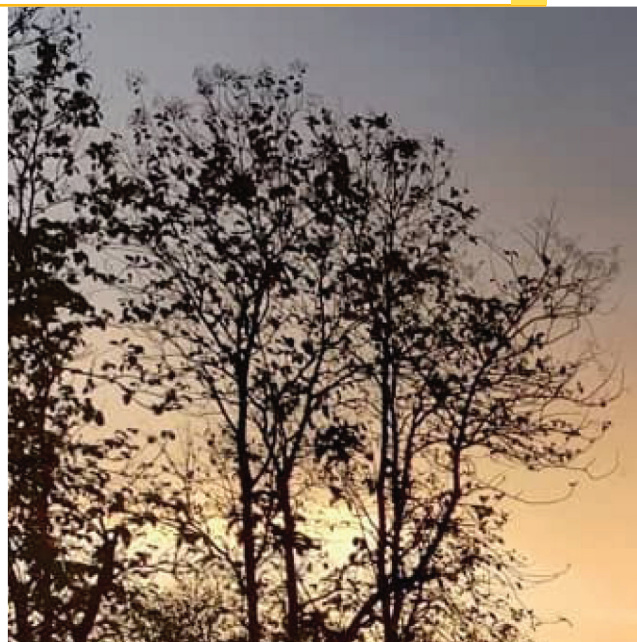
In a virtual address on June 21, PM Narendra Modi exhorted people to include yoga in their daily lives not just to combat Covid-19 but also to maintain an overall healthy body, mind and soul, which is very important in these times.

Agreeing with the message, cancer patient Geeta Roy says, "I was in the second stage of battling cancer and had lost the will to live. My family members always tried to please me. My son suggested yoga asanas. At first, I was not sure it would help. But eventually after a week I started feeling better." A significant body of literature backs the fact that 'Pranayam' ensures good blood circulation and helps in the treatment of cancer. "I started feeling calm and enjoying my every breath. A month later my doctor said I was fine as my health was improving. Now I have fully recovered from cancer", she adds jubilantly.

In the present time, especially in the era of Covid-19, yoga has played an important role in helping people maintain good health. Naman Chandra, ►

a Covid survivor says, "These trying times have turned the work-life balance upside down adding to the health crisis. Yoga is the only holistic healing medicine that a person can gift to oneself. I was experiencing low immunity and shortness of breath for about three months. Dand (Squats), Pranayama and Surya Namaskar asanas helped me boost immunity, bring in good vibes, and lift my spirit."

Doing yoga is a kind of self-love. It is the art of liberating oneself internally. In times of depression, anxiety, and grief; yoga helps one to remain calm and lead a healthy lifestyle. Instead of running after pills or health supplements, it is a great idea to implement yoga for a balanced and disciplined life with no side-effects. So, what are you waiting for? Go ahead and start a healthy exercise regimen from today with yoga.



Coconut water-Drink of the pandemic

Shreya Kumar

From Rs.35/pc to Rs.70/pc, price of coconuts is touching the sky, becoming costlier with each passing day. The drink, which was once restricted to coastal areas, can now be found on every street and corner irrespective of the seasons courtesy Covid-19.

To start with, let's know something about coconut water. The clear fluid inside a coconut is a kind of fruit juice which is refreshing, tasty as well as healthy. Due to the benefits of coconut water, it is advised to drink it when you have dengue, malaria, typhoid, and now Covid-19 has also secured a spot in this list.

Ronit Tandon, a class 12 student says, "While I was battling with Covid-19, coconut water proved to be extremely refreshing and rejuvenating. It acted as an escape from the grave condition I was in due to the infection".

When it comes to professional advice, Dr C.K. Chaudhary states, "Coconut water increases immunity of patients as well as keeps the liver healthy. It has anti-oxi-

dant properties, which flush out many types of toxins from the body. Although coconut water should always be consumed, but in the current phase coconut water has become a common call."

Not only people who got diagnosed with Covid-19, others also mentioned the benefits of having coconut water daily. Diya Rai, a working mom, mentions: "I used to bring coconut water on a regular basis while coming from office. All four of my family members used to consume it in evening and relish the taste. It's a must not only in times of Covid but also otherwise to keep oneself fresh and energetic".

There are many reasons why it is advised to drink coconut water. Coconut water is considered as a good source of nutrients, which prevent formation of blood clots, control blood pressure, protect the heart, prevent kidney stones and reduce blood sugar levels besides strengthening the immune system.

In an article by The Times of India it was mentioned: "Drinking coconut water early in the morning is a good choice as it has lauric acid, which boosts immunity and helps in kick-starting your metabolism and promoting weight loss".

Majority of people have developed a liking for it and hence the demand has shot up. Bottled coconut water has become available at most grocery stores to meet the demand. However, one must make sure to read ingredients carefully as to verify that it has 100% coconut water, because some brands have flavoring agents or added sugar.

'Coconut water' is a delicious, nutritious, natural beverage that is extremely good for you. Proper nutrition and hydration are key mantras to enhance total-health while boosting the immune system, which is very important and coconut water can surely become your 'go-to' option.

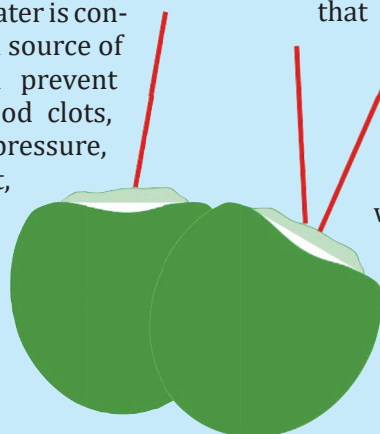


Illustration: Shreya Kumar

Traditional pitchers back in vogue

Illustration: Riddhima Srivastava

Riddhima Srivastava

Once reaching almost the brink of extinction, surahis are back, landing a wind-fall amidst the pandemic-choked summer. Made of earthen clay, potters can be seen selling surahis at roadside makeshift shops on the streets of Lucknow.

Surahi became a dark horse when during the blazing hot months of April, May and June amidst surge in Covid-19 cases, people thought twice before consuming cold water of refrigerators so as to not catch a cold- a common symptom of the viral infection. The 'Ghade Ka Paani' (water stored in pitcher) thus became an obvious choice for people, shifting everyone back to the traditional methods of cooling water using earthen pots.

Elaborating about the health benefits of pitcher water Dr Poonam Srivastava residing in Lucknow said, "The pH of clay pot water is correct as the soil alkaline elements and water elements combine to create proper pH balance while refrigerator just cools the water."

One of the popular hotspots for buying surahis and other hand-made pottery items is Chinhat. In fact due to its popularity, the desi earthenware is named after its place of origin Chinhat. The hand-made pottery comprising kitchenware, decorative bowls, earthen pots, surahi's, plates, cup-saucers, containers, flower vases, and vessels are refined, well-designed, and decorated colourfully. Chinhat attracts visitors not only from India but from all over the world.

Following the creation of a new center in Khurja in the 1970s by U.P Small Industries Corporation (UPSIC), the Chinhat pottery industry



■ The Chinhat pottery industry was established around the 1960s by the Planning Research and Action Institute (PRAI) of the State Planning Department in the Chinhat region which is on the eastern outskirts of Lucknow city. PRAI ran the units as Independent, semi-independent, and depended for

about the next 10 years before it got transferred to the U.P Small Industries Corporation (UPSIC) for better organization.

■ At a time when the COVID-19 hit the country like a tsunami with people hospitalized or isolated in their homes, one could notice a significant jump in the sale of pitchers.

experienced a substantial decline in sales. Wasi Ahmad Siddiqui-currently owning a shop of ceramic goods in Chinhat says, "Ceramic goods, which are currently being sold by several sellers in the name of Chinhat Pottery are brought from Khurja, and in the current time, industries set up in Chinhat are producing disposable terracotta products and terracotta idols instead of the pitchers." Mr. Siddiqui had bought the shop from Panchayat

Udyog in 1970's.

Somendra Banerjee, who currently runs the disposable terracotta clay work production in Chinhat adds, "After the shutdown of ceramic industry because of the tough competition from the Khurja pottery and apathy from government my father Amitabh Banerjee too shifted his business from ceramic to disposable terracotta goods industry and we are continuing it till date." ►

Though the Chinhat Pottery industry had been essentially hit hard like other industries when the pandemic first broke out and sales declined with lockdowns, however, this summer season turned out to be better than the previous years.

"Yes the sale suddenly increased during COVID-19, but eventually there was a drop in it during the lockdown, but we are hoping that it'll increase again as we move towards unlock," said Azaad Ahmed, a shop owner near Chinhat Tiraha.

Raja Ram, a local potter, while admitting there were more takers this time, said the designer pitchers with slightly embellished art were in demand by certain customers who had a taste for decorating their homes.

The beauty of once highly recognized pottery had earlier disappeared due to the apathy of both the central government and the state together



with the competition of the pottery center in the Khurja district. Many makers shifted towards the terracotta industry and very few centers of original Chinhat Pottery were left, but a sudden spike in the sales of earthen pots and surahi's after the outbreak of Corona Virus came as a relief for the potters. It indeed is true that there is always a silver lining to every cloud and the Chinhat Pottery found its silver lining during the trying times of the pandemic.

Indian Media: Slave to TRPs, politics or torch bearer of truth?

Riddhi Bhargava

Elvis Presley, an American singer once said, "Truth is like the sun. You can shut it out for a time, but it ain't going away". This phrase holds a strong meaning when related to media- the fourth pillar of democracy. From educating and entertaining to shaping the opinion of the masses, the power of media is boundless and so is its responsibility.

However, contravening the standards of journalism there have been instances where media channels or individuals have been involved in unethical practices. To understand closely the thin line between serving the hard truth and breaking news and turning into a money minting TRP circus, Expressions reporter in a free-wheeling chat with media professionals gauged the the ground reality.

Sharad Deep, a senior reporter in the Hindustan Times, was always curious to know the truth and for that kept exploring. He starts by saying "I might have committed mistakes sometimes in understanding things, but I always tried to be honest and justified in my writings. I find a similarity between a journalist, spy, and policeman." In respect to media delaying information, he said, "It depends on the "thinking" of the organization for which you are working, and it keeps on varying. As per my experience, I never got involved in any such tactics. I would rather say those old days were the golden days."

Today many journalists are engaged in a rigorous tussle for

the facts but fear speaking them, however, Pallab Ghosh, a freelance field reporter mentions, "There are many stories that are different in reality but are projected in a false light that I oppose, like the infamous Dhananjay-Hethal Parekh rape case in Kolkata or judicial killing of an innocent person." Talking about the power of being a journalist he added, "I don't hesitate in mentioning that I do take the advantage of being

The working conditions of news reporters around the globe have deteriorated during the coronavirus pandemic amid job losses and attacks on media freedom, according to a survey published in April by the International Federation of Journalists

- Republic world quoted in an article

a journalist but for a good cause. There are many occasions where I have shown my Press Card to help the helpless. Press power is immense and these errant people who mock or ridicule others turn different on seeing someone who belongs from Press."

Talking about the importance of transparency in media, Shaad Midhat, a video producer in digital media said, "The wall of transparency is lacking somewhere in new media because nowadays media houses are just going for TRPs by running content, which people want to see despite ►

the factors important to cover any story. Somehow it makes journalism biased, and things are going against the ethics of journalism. Comparatively, I feel that the International Media somehow has maintained the ethics and are keeping the journalism alive."

Meanwhile, Sharad Deep felt that "Indian media speaks the truth, but much depends on how one takes it? If this had not been the case, we would have not learned about many things in our society. The truth of a story depends on the "need" of that organization, which means that its owners as most of them hold political affiliation with different parties and different people."

I don't want to blame the entire Indian media, but a lot of big organizations are just making money by selling journalism

Shaad Midhat | VIDEO PRODUCER

Concluding in the light of the statement of Media being a truth sayer or maker, Shaad Midhat said, "I don't want to blame the entire Indian media, but a lot of big organizations are just making money by selling journalism. But I would appreciate some small media houses and start-ups that are doing tremendous work and making people realize that journalism is still alive in our nation."

Freedom of speech is well known but there also exists freedom of the press that holds certain rights and guidelines. Gatekeeping and filtration do exist yet all of us need to know the truth and the fourth pillar of democracy must act as a truth slayer, serving its purpose.

Matter of 'pride'

Pride Month is not about flashing flags or colouring yourself in rainbow colours but it is about educating ourselves...

Instagram gives an option of adding up to four pronouns to user profiles.

Google's new tool identifies 'gender masculine' terms and remind users to adopt gender inclusive language by providing alternative

Saumya Agrawal

June is often described as "Pride Month" and people from different communities all over the world are on their feet to dust off their rainbow flags, douse themselves in glitter, and go out to join the fun. People show their token of support and love towards LGBTQ community in many different ways.

Food blogger and home baker Richa Agrawal baked a rainbow-colored three-layered cake and posted a picture of it on her Instagram feed with a caption "It's all about being proud of who you are no matter who you love." Shubhi Goel, a makeup artist, painted herself with multiple colors and posted a picture of herself on her social feed by wishing her followers "happy pride month."

Apart from Pride Parades and supportive social media posts by common people, one can even notice several

big brands coming up with temporary logos inspired by the Rainbow Flag, showing their support during the Pride month. However, who made showcase of love and support for the queer community a mere one-month affair?

Sahil Khanna, a supporter and a fundraiser of a small LGBTQ community in Mumbai, in a telephonic conversation talks about ways how the Pride Month could be followed and celebrated throughout the year. "During this month we try to educate ourselves and others about how damaging homophobia is and why we need to get rid of it. It is not

only about June or July or any specific period, but one should accept the LGBTQ community as normal."

Rishika Mishra, another supporter of their group, highlights the importance of accepting humans for who they are and getting rid of the idea of attaching perfection (or normal) to a specific personality. "Using appropriate pronouns for people belonging to LGBTQ community is one of the most important things that this society needs to learn. I am more than appreciative of digital media to take a step forward in teaching and helping our society to stop thinking about the LGBTQ as some taboo and speak more loudly and proudly about it," she quips.

Today, the digital media like Instagram gives an option of adding up to four pronouns to its users in their profiles. Google's new tool identifies 'gender masculine' terms and remind its users to adopt more gender inclusive language by providing alternative.

Sufia Mahajan, a member of the mentioned LGBTQ community, shares her thoughts while speaking of the Pride Month. "I wish the world will soon be kind enough to spell Q-U-E-E-R without mentioning "Oh, but there must be some cure for it" as the sub text flashing all over the place. I wish each one of us will be allowed and super proud to love anyone, hold hands and chase rainbows with whomsoever as we wish. Instead of contemplating our actions for a month, we must adhere to the basics of showcasing our respect and consideration for the queer community every day."

LGBTQ community