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AMITY SCHOOL OF COMMUNICATION

Expressions



Volume: IV, Issue: VIII

August 2023

SANJAY M JOHRI

Professor-Director, Amity School of Communication

NEWS ON YOUTUBE

Will it edge out legacy media?

The way digital revolution has evolved in recent years and people at large getting bored with more debates and anchoring typical of Indian style by traditional TV news channels, YouTube's rise is significant as a prominent news source challenging the dominance of traditional channels on new Indian Media Landscape. While traditional news channels face challenges in retaining viewers, they possess valuable strengths that digital platforms might lack.

The Indian media environment is today characterized by a mix of government-friendly channels and those that take a more critical stance towards the government and its policies. Some private news channels have been accused of being pro-government and biased reporting, others have faced allegations of being anti-government.

The landscape of Indian private news channels was diverse and varied. Some private news channels were known to have close ties or affiliations with the government, while others were critical and more independent in their reporting. The relationship between private news channels and the government can be complex and can vary depending on the channel's ownership, edito-

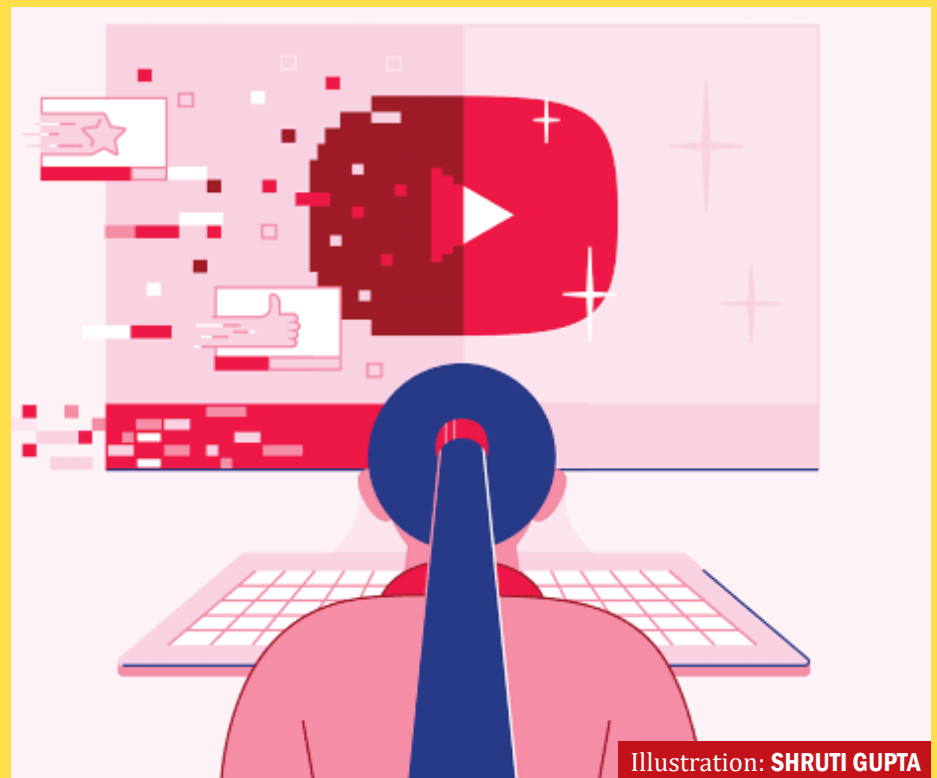


Illustration: **SHRUTI GUPTA**

rial policies, and individual journalists' perspectives. The perception that some private TV channels are

biased and one-sided is not a new concern.

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



PROF (DR) SANJAY M JOHRI
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ASCO welcomes freshers to an exciting new chapter

Warm welcome to each one of you as you step into the vibrant and transformative journey at Amity School of Communication popularly called ASCO as it marks the beginning of an incredible chapter in your lives, one that will be filled with new experiences, challenges, and opportunities for growth.

You have chosen this course not just for its academic excellence where ideas are nurtured, kindled, and your potential is unleashed. Our esteemed faculty members, whose expertise spans a multitude of disciplines, are not just here to impart knowledge but to ignite your curiosity and guide you in your pursuit of understanding. Make best use of the knowledge and the facilities at your disposal to support your academic endeavours, research interests, and creative aspirations.

University life is not just about academics but about forging lifelong friendships, engaging in extracurricular activities, and developing skills that will serve you well beyond the classroom. Our efforts are to help shape not only your career but also your character. You will interact with peers from different cultures, backgrounds, and perspectives and embrace this diversity.

As you embark on this journey, I urge you to set goals for yourselves. Aspire for excellence, but also be patient with yourselves in times of challenges. Remember that growth often arises from overcoming obstacles. Be open to new ideas, embrace change, and be willing to step out of your comfort zone. Each moment you spend here is an opportunity to learn, adapt, and evolve.

Congratulations and best wishes on this exciting new chapter!

ALUMNI CORNER

SHREYA MAZUMDAR

Communication Officer
INDIA HEALTH ACTION TRUST (IHAT) / UP-TSU
BJMC (2011-2014)



ASCO gives opportunities to have hands on experience

"Do not wait for opportunities to come to you, rather make yourself capable enough to create opportunities for yourself wherever you are!" This is what a family friend guided me when I stood at a major career setback at a very young age. That's when the Amity School of Communication happened.

The three years (2011-14) at ASCO were exciting, I could see how the world was applying the knowledge and skills I was learning here. Here, not only I got opportunities to have hands-on experience of making films, designing advertising and social campaigns, creative writing, and photography, but I could also find my driving force.

Right after completing my graduation, I started freelancing as a documentary filmmaker and worked with brands and organizations like Find Your Feet, PRADAN, CARE India, Sahyog, Sarathi Development Foundation, Telenor, YES Foundation etc.

In 2016, I got into Tata Institute of Social Sciences, Mumbai and pursued PG Diploma in Community Media where I was awarded the best student award, which I dedicated to my mentor, Dr. Daisaku Ikeda and all my teachers throughout my academic journey.

Just after a year of completing my PGD, I was approached by India's leading community Media organization - Video Volunteers, a Goa based human rights organization to lead a program in training 70+ young Indians in documentary filmmaking for social activism. By the end of that project, we made 17 films from different parts of the country with most of them being first-time filmmakers. Our films and participating filmmakers were internationally recognized and appreciated."

In 2021, I joined one of UP's top public health organizations - The Uttar Pradesh Technical Support Unit (UP TSU) that provides techno-managerial support to the Government of Uttar Pradesh (GoUP). I have been working on developing social and behavioral change communication (SBCC) strategy and material for the organization, integrate gender aspect in all BCC interventions, and most importantly, the digital direct to client SBCC platform.

I extend my heartfelt gratitude to all my professors and especially, Amity School of Communication, for nurturing me so well. ■

'All I did was to be resilient and push myself beyond limits to prove my mettle.'

A WOMAN EMPOWERED

From homemaker to company commander



Pictures: SNEHA SINGH

SNEHA SINGH

Bachelor of Journalism & Mass Communication

When Archana Singh joined the Central Forces as a hawaladar, she did not know what kind of life awaited her. She had a Hobson's choice as she carried the responsibility for 10 members in her family. She remembers how, subsequently, she had to go through societal expectations of a 'good daughter-in-law' juggling between her responsibilities of looking after her family and her job.

Talking to Expressions, she says, "The quintessential roles that people try to fit around women makes things even more challenging. It is a matter of immense pride if member of a family gets to serve the nation, but gender norms tend to spoil that." While the country is consistently progressing, a large section still does not find pleasure



in a woman being away for months for her duty when her actual duty is supposed to be the ones she performs behind the four walls.

Now in her 30th year of service as Company Commander, Archana says it was not an easy job to have entered a male-dominated environment as soon as she stepped into training. Her first ever posting was from Neemuch, Madhya Pradesh where she experienced a lot of social and psychological difficulties in addition to physical ones. She found the tough training to be specially difficult because it was frequently created with a one-size-fits-all philosophy. Shedding tears, she looks

back at the time and said, "Being the eldest, I had to act tough and responsible for the family." She said this while recalling her journey full of struggles.

Her daily life included physically taxing missions, protracted deployments away from her family, and a relentless push to succeed. Presently Archana leads 250 personnel and is posted in trouble torn Manipur state. It has been more than 30 years and she is still conducting her part of work with the same dedication every day. "Amidst the journey, all I did was to be resilient and push myself beyond limits to prove my mettle," she says. Anyone working as a government employee is perceived to be well-settled and happy inside out, thinking that the government is giving them enough security and expenses to deal with, but it is not always what it seems. Archana herself has seen the time where she had to leave her six-month-old daughter and join duty as she could not carry her everywhere.

She stated a very renowned aphorism of Shakespeare 'All that glitters is not gold', further adding what it feels when she is unable to see her family for six months or more because of her duty demands. Braving injuries, she suffered during her posting in Jammu & Kashmir, Archana said she was always proud to serve the country.

Her life serves as an example for future generations. Her life shows that obstacles can be overcome with resilience, persistence, and unwavering faith in one's own skills and determination. The paramilitary forces evolved into a more inclusive and diverse organization that was better suited to meet the problem of the modern world as many women followed her later. ■

Pink eye cases on rise in city

SRISHTI MISHRA

Master of Advertising & Marketing Management

With a shift from heat to humidity and current monsoon season, an increase in cases of conjunctivitis, (pink eye), is now being seen. Long queues of affected patients are seen at government hospitals in the capital city for the past one month. "Up to 15% rise has been witnessed in conjunctivitis cases, particularly among middle-aged patients.

School-going children are also returning with eye infections both viral and bacterial," said Prof Arun Sharma, senior faculty department of ophthalmology, King George's Medical University (KGMU) while talking to Expressions. Hospitals across the state capital are also getting people coming in with complaints of diarrhoea, vomiting, stomach pain and dehydration.

"Infections are of three main types, where viral infection is causing fever, cold, and cough rapidly within hours. The bacterial infection takes a few days, while the fungal infection has an incubation period over a week. But all these infections are caused when the moisture is high in the air," said Dr AK Singh, director, Balrampur Hospital. Singh added at least 10 patients of infectious diseases were admitted to the emergency wing almost every day.

Conjunctivitis hit hard Delhi and nearby areas amid

heavy rainfall and worst floods recently. Numerous reasons, including elevated humidity levels and the expansion of dirty waterbodies in cities, are being blamed for this surge. In highly populated regions, this eye ailment, which causes inflammation and pain, is becoming a rising health problem.

The amount of moisture in the air, or humidity, can foster conditions that let conjunctivitis spread. The major culprits of this eye illness, bacteria and viruses, thrive in environments with high relative humidity. Alerting to a heightened susceptibility to waterborne illnesses like diarrhoea, dengue, malaria, gastroenteritis diseases, dysentery, cholera and viral fever during the rainy season, the state health directorate has issued an advisory and newspapers were full of ads on the same issue.

Waterborne diseases are typically transmitted through the ingestion of polluted water, ice, or food. The advisory emphasizes the importance of consuming freshly prepared homemade meals, practicing thorough personal hygiene, utilizing ORS solutions to prevent dehydration, and seeking medical attention if experiencing symptoms like vomiting, jaundice, or fever.

Additionally, the advisory advises against consuming uncooked roadside food items such as cut fruits. It also urges individuals to refrain from open defecation and urination. ■

CONTINUED FROM PAGE 1

In many countries, media outlets, including private TV channels, have been criticized for being biased in their reporting and presenting a particular viewpoint. This bias manifests in Political Bias, Corporate Bias to Sensationalism. All You Tubers cannot be trusted because of their biased agenda.

The digital age has ushered in a transformation in the way we consume news and information. As technology evolves, so do our preferences for staying informed. The rise of YouTube as a prominent news source has raised questions about the future of traditional news channels.

YouTubers presence is more because of accessibility and convenience as these provide instant access to a vast array of news content at the click of a button. Its on-de-

mand nature allows users to watch news updates anytime, anywhere, catering to the fast-paced lifestyles of today's audience.

Unlike traditional news channels that may be limited by editorial agendas, YouTube offers a diverse range of perspectives. Independent creators and citizen journalists contribute to a broader spectrum of news coverage, appealing to those seeking varied viewpoints.

However, as a viewer, it is advisable to be vigilant and discerning when consuming news and information from any source, whether it is a private TV channel, public broadcaster, or online platform. Staying informed through a variety of reliable and diverse sources can help mitigate the impact of bias and provide a more comprehensive

picture of current events.

Rather than viewing the shift as a threat, traditional news channels can embrace digital opportunities to reach wider audiences. Establishing a robust online presence, providing interactive experiences, and leveraging social media can help bridge the gap between traditional and digital news consumption.

As media consumers, it is essential to appreciate the unique contributions of both traditional and digital news sources. A balanced approach to news consumption can provide us with diverse perspectives and a comprehensive understanding of the world around us. Ultimately, the future of news lies in embracing the best of both worlds to stay informed in an ever-changing media landscape. ■

Graffiti art captivates city residents



Pictures: ABHINAV VARMA

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

They maybe colloquially called walls of fame. Naturally, because the artwork exhibited on the walls is not only worthy of admiration, but even the drawings are par excellence. But it's worth pondering what is the psychology of graffiti. Traditionally attracting society's ire as an act of vandalism, this wall art is the most misunderstood as an art form and self-expression. In fact, graffiti is that form of expressing oneself wherein an individual is telling a story for urban masses to read for themselves. But even as this form of self-expression gained currency from the 1970s onwards, it wasn't long before that this art form took on the role of a fashion statement spreading right till the grassroots.

It is this very format, popular graffiti art form, that the city of nawabs has now started to exhibit in various localities. Take a walk around the city. For city residents who are curious enough to know about graffiti, they will be exposed to delightful surprises of snippets of culture and heritage. These art gem forms seem to speak stories from within the graffiti. In fact, these art

forms work as a mirror to the mind of the city, granting a peep into its glorious culture. Various murals across the city near Charbagh, Polytechnic Crossing and flyover near the Indira Gandhi Pratishthan all speak such stories. Moreover, it is a sight to behold as one passes the Shaheed Path and witnesses life size murals of rock singer Sir Cliff Richard, born and educated in Lucknow, Dhyani Chand, Atal Bihari Vajpayee, Naushad Ali, Trevor Keelor and Mir Taqi Meer all coexist in an ecosystem of 2D world reflecting mutual respect and painted art form.

Lucknow Development Authority and Delhi Street Art in collaboration with Colorathon came together to bring alive the pristine face of the city. Ahead of the UP Investors' Summit the sides of the Shaheed Path were painted with beautiful graffiti that showcased noted stalwarts who hailed from the city or the state. Other murals showing patriotism and national unity can be seen at various places in the city namely Ravindralaya and Lucknow University. Graffiti is also used to shoulder the responsibility of helping in campaigns like Save Water, or the Beti Bachao- Beti Padhao. A blend of the lingering Ganga-Jamuni Tehzeeb can be felt when walking across the murals of various ar-



chitecture, like near the Imambada and Roomi Darwaaza and Charbagh Railway station.

A graffiti touched with western influence can also be found in many cafes and restaurants in the city like the Blue Owl Café near Aliganj and Café Godown near Kapoorthala, and The Peddler's in Butler Colony.

Shilo Shiv Suleman's organization The Fearless Collective has worked on murals depicting feminine desires. One of the most celebrated street artists in India, Suleman is a staunch feminist, something that is also reflected in her art. She believes that India needs more women street artists. Her projects in Lucknow and Delhi's Jor Bagh area are dedicated to celebrating the lives of women. ■

City of Nawabs embraces street art

Traditionally known for its intricate Mughal and Awadhi architecture, Lucknow has embraced street art as a new form of creative expression. The city's walls, once plain and nondescript, now boast a diverse range of

graffiti that reflects the changing times and the evolving mindset of its residents.

Lucknow, the historical and cultural capital of Uttar Pradesh, India, is renowned for its rich heritage, architecture, and traditional art forms. In re-

cent years, the city's walls have undergone a transformation, with vibrant and thought-provoking graffiti adorning its once blank surfaces.

Abhinav Verma & Suresh Sahu took a Photography excursion in Lucknow. ■



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From seniors with love

AISHANI PURKAYASTHA
Bachelor of Journalism & Mass Communication

As Amity University gears up to welcome another fresh batch of undergraduates and postgraduates, students on

the campus opine on what kind of seniors they can look forward to.

Abhinav Varma of BA (J&MC) Semester-III told Expressions, "Truly know yourself coz others don't and won't. It's better to maintain one's individuality and try not to get lost because of someone

else's influence."

Of course, the first year, specially the first semester, is like a blank slate for them. And while everyone has their own experiences at the end of day, getting an idea about how people before them did what they are about to do definitely proves to be helpful because no matter how prepared we are, it's still an unpredictable journey.

"I wish I knew how to communicate with different types of people around me and how to build up my guard and in this regard, I'd advise freshers to allow themselves to explore the world and observe the world around them and get out of their shell. It's very crucial in this field and helps strengthen the skill sets," says Ashna Ali, a student of BA (J&MC) Semester-V, while talking to Expressions.

Transitioning from school to college, for a lot of students, means moving out. Starting afresh in a new city can be overwhelming as it is and at such times, getting a senior's reassurance makes the challenges, compromises and sacrifices feel worth it. "Hostel life is tough and not how Bollywood movies make them seem, so go in expecting nothing. It will save one from the disappointment of reality not turning out to be like what they saw on the big screens," shared Divya Kotwani, a student of BA

(J&MC) Semester-III.

Seniors play the dual role of a friend and mentor. They are the people who have been in your very shoes recently, ergo can empathize with your conundrums. They counsel you on what to study, how to study, projects to take up, internship opportunities, higher studies, plain old personal problems and the list goes on.

A common issue that worries a newcomer is that of ragging. They cannot thrive unless they feel at home in a place that is supposed to help them shape their career. "I was lucky to have found seniors who treat me like their younger brother and I hope I can carry that legacy forward for my juniors and hopefully help them in adjusting to this new and hectic environment," said Abdul Ahad, a student of B.Tech CSE, Semester-III while talking to Expressions.

However, some other not-so-good things that juniors need to be reminded about is that degrees don't matter, skills do. People change and friendships end. It's worthless trying to find oneself in others. How one would treat someone, doesn't mean the other person would do the same.

The most that can be done is to ensure that morals and principles don't diminish during this journey, especially because some get dragged into the black hole of substance abuse, either due to peer pressure or recalibrate their image as someone cool but soon, it takes its toll and engulfs them whole.

Besides these, schedules tend to get hectic, exhausting and stressful. Bottom line is, like everything else, being in college, too, has its good and bad side. Letting go of what's not in control and focusing on what is, is the key to stay on track and freshers, during their initial days, shouldn't be fed unrealistic expectations and must be made aware about the realities, however that maybe and since, authorities cannot keep track of everything, once again, seniors come at the forefront. ■

For Gen Z, compatibility is a jittery issue

DIVYA KOTWANI

Bachelor of Journalism & Mass Communication

You know, people often blame love for causing them misery but I guess, it's not love but people who don't know how to love, and that's the major fault," says Damini Sharma, while talking to Expressions.

Damini Sharma is an assistant professor at Banaras Hindu University, Varanasi and teaches psychology. She talks about what it really takes to make a relationship work and last.

Sharma had a love marriage and it's been 35 years now. She recalls it was a back-breaking experience to make her parents agree for her marriage. Damini had witnessed divorce cases in her family so subsequently she was serious about her relationship. Sharma emphasized the importance of efforts, respect, communication and trust, key features

for any relationship to last longer. She adds how love's real meaning has been in history. She says in Satyug era Hindu gods conveyed the real meaning of love that respect would come when both parties were equal. As she conducts psychological studies on human relationships, she says that trust and respect always stand first. Simultaneously, one should always give people space. These factors help cement a relationship, she adds.

In contrast to what Sharma has



Picture: DIVYA KOTWANI

to say, Gen Z has a distinct viewpoint. This generation asks, "Why people are not able to live with each other for a long time? Why are relationships not lasting in today's generation?"

Avinash Mishra, student from SMS, Varanasi says, "It's not love we are looking for, only excitement and thrill in life. We want someone to watch movies and party with, not someone who understands us even in our deepest silence."

One thing that can be said about

Gen Z is that they are a generation of wanderers.

They may not want to stay in one place for long while at the same time they are commitment phobic.

They cannot imagine being with one person

for the rest of their lives. As pure

feelings go missing, problems start arising

between couples. So whenever there is a misunderstanding, they would prefer to separate rather than talking and solving things out.

As they are a guarded generation, they don't want to be vulnerable and don't want to bare their soul to anyone. ■

More than
33%
of men and women say they
have watched a TV show or
movie that affected them
so much they considered
breaking up

When corporates turn green crusaders

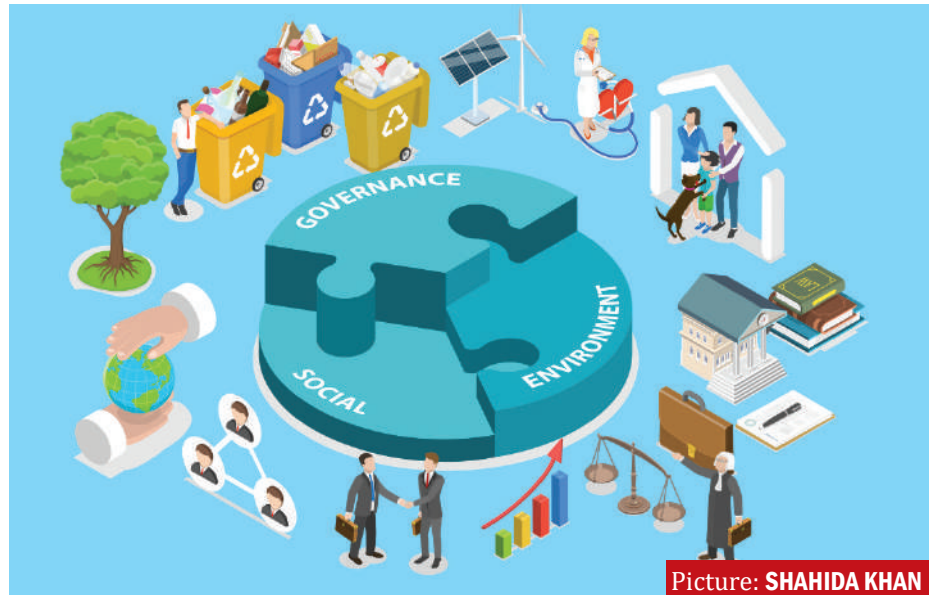
SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

It was in 2022 when water tech startup BOON successfully reduced carbon emissions by 548,459 kilograms. This reduction was equivalent to amount of carbon that 26,117 average mature trees would absorb in one year. Alternatively, it can be understood as a reduction of 182,928 kilograms of plastic, equivalent to 435 million straws, or a reduction in driving distance of 6,874,406 kilometers, which is equivalent to traveling around the Earth's equator 172 times. This achievement was made possible through BOON's 'Zero Mile Water concept', already being utilized by several customers in the HoReCa industry.

Like BOON, many corporates are now concentrating on sustainable development or let's put it like this, taking initiatives to have a greener planet. For example BOON's Founder and MD Dr. Vibha Tripathi told Expressions, "Our machines utilize less electricity and generate less wastewater compared to traditional water purifiers. Additionally, we are actively reducing plastic waste by enabling our customers to provide drinking water in premium glass bottles instead of plastic bottles. Our system also facilitates a zero-mile delivery system for hotels, eliminating the need to transport bottled water in plastic over long distances, thereby reducing fossil fuel emissions."

The corporate world's growing focus on sustainability signifies a profound transformation in how businesses perceive their role in society beyond profits. Companies like BOON are increasingly



Picture: **SHAHIDA KHAN**

taking responsibility for their environmental impact. This involves adopting practices that reduce carbon emissions, conserve resources, minimize waste, and protect biodiversity. Sustainability initiatives include using renewable energy, implementing energy-efficient technologies, reducing water consumption, and adopting circular economy principles.

In fact why only corporates? Academic institutions like universities all across the world are recognizing the need to set an example by embracing cutting-edge techniques that support ecological harmony and resource conservation. Rainwater harvesting is one such method that is gaining popularity since it not only demonstrates a commitment to sustainability but also has numerous advantages for both campuses and the communities in which they are located.

Says Deputy Director Administration of Amity University Lucknow DN Singh, "Since the inception of the campus, Amity University has been employing rainwater harvest-

ing. With 50 rainwater harvesting units on our premises, we have invested significantly in their maintenance, spending lakh of rupees to ensure their optimal functioning. This commitment has enabled us to consistently have access to water, while also effectively managing the groundwater level."

Adds Assistant Professor, and an Environmental Science faculty at Amity University Upasana, "As people witnessed the degradation of ecosystems, depletion of resources, and impact of climate change, a collective realization emerged – that our actions today determine the quality of life for future generations. Sustainability became not just a buzzword, but a guiding principle for responsible living. Its importance lies in preserving Earth's delicate balance, ensuring resource availability for all, and securing a resilient future. By embracing sustainability, we safeguard biodiversity, mitigate climate risks, and foster equitable prosperity, ensuring a harmonious coexistence between humanity and the environment." ■

After graduation, jobs are a priority for students

According to a survey conducted by Down To Earth, nearly 80% of college students feel a mix of excitement and nervousness as they approach their final year and prepare for placements.

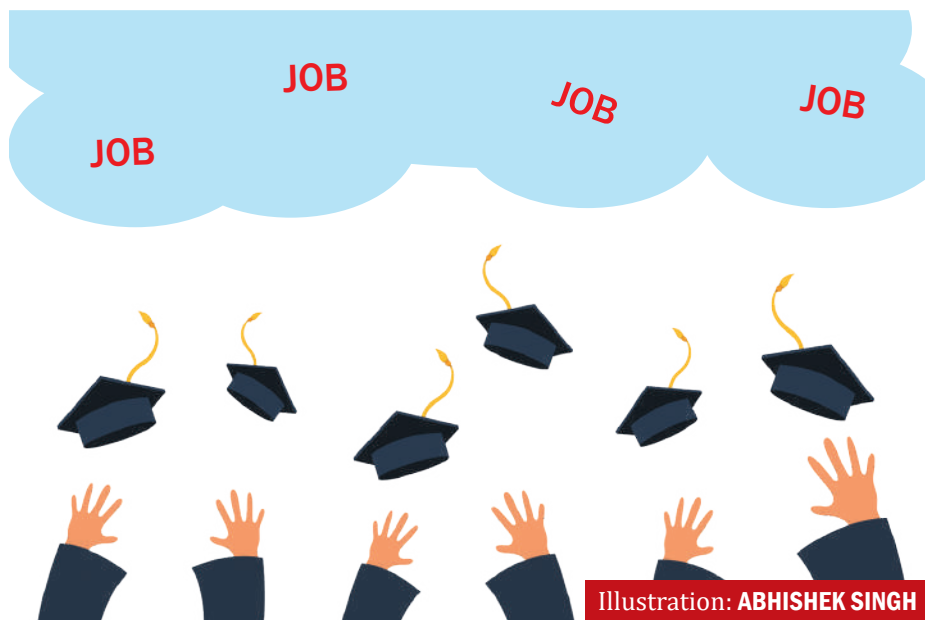


Illustration: ABHISHEK SINGH

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Ever since after passing Class XII, families tell their wards now that they are entering college, they should enjoy the most of their college life as post college, it will be a world of responsibilities like placements, a world much removed from the carefree life of college days.

Now as undergraduates of Amity University enter their final year of graduation and are seeing a fresh batch of UGs joining Amity, most of these seniors are now pretty nostalgic about their college days.

In fact, August is that time of the year when a new batch of students gets enrolled in college and the spirit of orientation is high as these youngsters join with dreams in their eyes. Moreover, this month then is also nostalgic for seniors as they are nearing the end of their college life. These last days that remain on the campus for them makes them feel yearn for the past when life was just fun and frolic.

Talking to Expressions Abhishek Singh, a fourth-year student pursuing B. Tech, says, "College placements are very important in one's life as it helps us to get into some prestigious companies where we ourselves could not get in, it is important to take the placement time seriously because it plays a very important role to shape our future." He makes this observation as placement for final year students starts gradually. Time to face the real world.

He adds that college placements mark a very significant milestone in one's academic journey as it is a time which is filled with excitement, anticipation and a little bit of anxiety and pressure. It triggers a wave of emotions as students prepare to leave college to enter the professional world.

Similarly fresh joiners also comment on college placements. Ankur Verma pursuing BBA told Expressions, "When I was searching for colleges there were few aspects which I kept in my mind such as fees, infrastructure, reputation, and placements. This was one of the

important criterion because in the end placement matters a lot for me as well as my parents. But right now I am not that much focused on it. I want to enjoy college life."

Abhishek Singh a fourth-year student pursuing B. Tech added, "College placements are very important in one's life as it helps us to get into some prestigious companies where we ourselves could not get in. It is important to take placement time seriously because it plays a very important role in shaping our future."

In fact it can be seen that different students have different priorities. For some internships are important in the hope that may get placed in some company while some intern to gain experience and some may just do it for the sake of doing it.

Whenever, a student gets placed with a good company, it marks a new chapter in his / her life. Some get an early joining while some get placed after a few months. But in the end everyone goes their own way while taking with them happy feelings of college life. ■

Motherhood or career?

Striking a work-life balance

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Come second Sunday of May every year and it is time to celebrate Mother's Day. It was in 1914 when US president Woodrow Wilson signed a law assigning Mother's Day to honor mothers. A century later Mother's Day is still celebrated. But what has changed is that as women come out in large numbers to be economically independent, they are torn between being mothers, a major milestone in a woman's life and their dreams to achieve something. They feel lost as they think that their creativity and personal time are lost in the middle of their daily routine with kids.

Talking to Expressions, some moms while shedding their inhibitions claimed about the tumultuousness they felt daily. These women said that they were not respected enough and their choices and freedom did not matter to their families.

They said one could not even say how time flew by and friends become strangers after motherhood. They asserted they were divided between whether they should be working or stay-at-home moms. Some said, "We have become different people with no identity of our own, and fond memories once looked at are bygone now. What pisses everyone off is not the routine that involves school, lunch boxes, dropping and picking children and planning on meals for the family. But zilch regard from spouse and family members for chores performed is hurting."

Mostly such moms felt left out or lonely in the parenting process. They commented that if they had been conditioned to the fact that it was okay for fathers / husbands to be away from parenting duties, it would not pinch so much. But when there was no cooperation



Picture: ARHAMA ALI

on this front by husbands to share parental responsibilities, a woman's priorities would not remain the same. They added then they were compelled to reconfigure their priorities.

One mother Ruchi she had found out alternatives to cope with this problem. She said, "Motherhood is not easy and it takes a toll on women. Do not feel stifled by it. Instead try some strategies like journaling or setting a routine that involves some 'me time' for yourself. Take up some hobby activities like fitness, painting or dance."

Sakshi said, "Do not expect the same result when you delegate tasks to your family members. That would deter you from taking any help and you will just end up doing it all by yourself. Instead, accept and seek support from your immediate family." Garima said, "Make new mom friends in your neighbourhood and share baby/mom stories with

them." Aashi said, "Go on a date or a movie with your husband once a month. Leave your kid with some caregiver like their grandparents or someone reliable. This will make a huge difference in your relationship with your partner."

Another mum Huma said, "Mom friends bring solace to any discomfort and struggle faced by moms. So be open to them and post your struggle or non-upbeat moments in mom groups or forums." Rupali summed it up by saying, "All women who are in one stage or the other of their motherhood journey, you are doing great. If you are feeling low, you will be back in spirits tomorrow. So, chin up and smell the sunshine through your kids' warm gestures."

It can be said that these mums need to stop being vulnerable and feeling guilty, avoid being harsh on themselves, and pull every stop to get their mental health in place. ■