

GENDER SENSITIZATION: PHIA FOSTERS CHANGE MAKERS

As we speak of Equality, most people associate it with equality for women, but is that all? | P3

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AMITY SCHOOL OF COMMUNICATION

Expressions



Volume: III, Issue: XII

December 2022

STREET HARASSMENT

Time to say 'hands off'

- Delhi reported the highest number of harassment cases against women in 2021: **Statista**
- More than 80% of women commuters faced sexual harassment but only 1% reported it: **India Today**

AISHANI PURAKAYASTHYA

Bachelor of Journalism & Mass Communication

Biotech student Priyanshi Srivastava is wary while coming to college. She says, "I commute by auto to college every day. There have been numerous occasions when some random stranger kept staring at me and I had to put on my scarf."

College student Ananya Rastogi's story is no different. She says, "I travel by scooty. There are days when the road is completely empty. Even if nothing happens, my heart beats faster at that time."

What is it that ails Priyanshi and Ananya when they are out of their home protection and on the streets? Street harassment. This type of public harassment can be described as verbal or physical bugging as well as teasing of women.

In India, a woman is sexually harassed every 12 minutes, claims a Safe City report. According to the Safe City survey, "Almost eight out of 10 women report being harassed in public, most commonly while riding public transportation like buses, trains, or autos to and from work." But there is more than that meets the eye. Many instances of public



harassment and molestation go unrecorded because women frequently decide to ignore such behavior out of fear of embarrassment, solitude, and withdrawal, and being unaware of helpline numbers.

Many victims say such incidents frequently occur within their vicinity which might have even be overlooked. Srivastava told Expressions, "The victim's mind is conditioned to think, 'Let go' which prompts the victim not to take firm action against the perpetrator of this heinous crime." On occasions the victim is undecided whether or not

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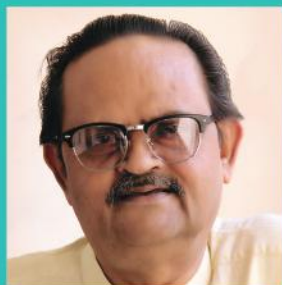
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PROF (DR) SANJAY M JOHRI
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2023 to favour tech skill sets

As we bid Goodbye to 2022, how is going to be the hiring of young minds graduating and looking for jobs in India in the new year? With the country witnessing huge layoffs across big tech firms such as Meta, Amazon, Twitter, and start-ups such as Byju's and Unacademy, experts don't rule out this trend to stop in new year but also hope for recovery.

However, change in the business model is going to be the key. "We will have hybrid working models, more attractive working conditions or offering extra benefits and incentives to employees," says an HR expert. The employers would like to find the right balance between what the business needs and what it can offer back to its' staff.

The pandemic was a shot in the arm for the digital economy, and most tech companies scaled up rapidly and, in fact, hired indiscriminately. Now that normal life is resuming, they are unable to sustain their expanded human resources and operating budgets. The economic disruption of the pandemic has been severe and will be experienced for a long time, with rising inflation and interest rates adding to the sector's troubles.

The surge in freshers hiring will also lead to a surge in attrition as the average retention for a fresher is one to two years only. As the digital landscape evolves and matures, the Indian tech sector will see an intensifying war for skilled talent. Professionals need to expand the breadth of their competencies to include related skills that complement and supplement their core competencies, as individual performance and contribution will be of utmost importance. Forecast suggests that there will be a continual rise in recruitment, with industries expecting to increase their staff numbers in 2023. The focus will be on people with technical skills with a better prospect of employment.

With 2024 General Elections not far away, media houses are gearing up to induct candidates with skill sets like the strong content and technical skills like video editing, graphic and animation, the tools so important now for the industry. Hope 2023 gives variety of employment opportunities to media students but with technical skills. *Welcome 2023!*

ALUMNI CORNER

ADESH KRISHNA SRIVASTAV

Operation Lead Sharechat (Moj)
MA (J&MC) - 2017-19



'Amity Teaches you to face challenges'

Amity University (AU), the name says it all. Naina accurately said it in YJHD, memories are like a box of sweets, you cannot just have a bite. Life has taken so many twists and turns and I am happy to say that most of the good things in my life would not have happened if it were not for Amity. It has been the temple of my knowledge and also the safe house of all my mischiefs. Seems like just yesterday I was hoping to get into this University for my journalism course and time flew so fast. I was really happy and proud to get enrolled into one of the best colleges in India and so were my parents. Every nook and corner of the campus reminds me of the moments I have spent there and will be cherishing all my life. The classes, auditorium and most of all the canteen, everything there has a special place in my heart. Not to forget the teachers and mentors who tried their best to contribute most in my growth.

I started my journey in 2017 in Amity Lucknow which I thought was a beginning and became a turning point of my life. It is said that a mentor can transform a rock into an Idol by carving it. Same thing happened to me. In my early course I felt the guidance had a great impact on me. My mentors and teachers made me so confident that earlier where I was so hesitant to put forward my views, later I was able to participate in debate and intercollege competitions. And today, I am known for my communication skills.

I came out of college in 2019 with a job in my hand and I knew the path I had to follow and I was sure I would make it one day. I started my career from an app called circle. After evolving myself at every step, after 2.5 years I am now an Operation Lead in India's leading short video platform Sharechat(Moj). I won't say it was an easy journey but it was completely worth it. You really need to carve yourself to become an idol so I still continue to upskill myself and learn new things because Amity has taught me how to learn and face challenges.

GENDER SENSITIZATION

Phia fosters change makers

RAMSHA ZIA

Bachelor of Journalism & Mass Communication

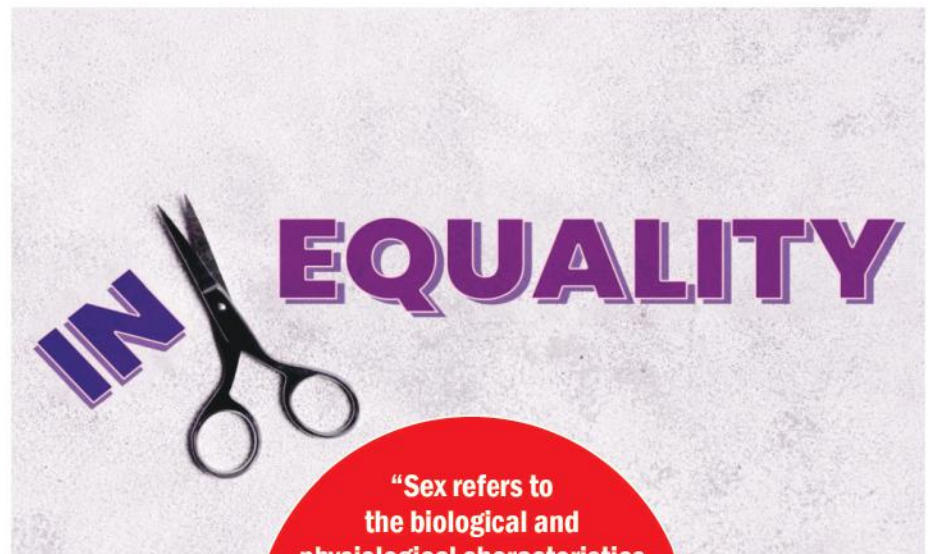
While celebrating 75 years of Azadi ka Amrit Mahotsav, the Government of India has launched an Integrated Centrally Sponsored Scheme for School Education- Samagra Shiksha. This scheme has been aligned with recommendations of NEP 2020. A major objective of the scheme is bridging social and gender gaps in school education.

Even as gender sensitization gradually finds place in school curriculum, Phia Foundation is already delving in an infinite number of student-centric activities and discussions on gender sensitization. The foundation has been doing this via 'It's Possible' campaign. The campaign stresses on growing need of gender sensitization in young individuals who are futuristic professionals.

As part of this initiative, the foundation has almost completed its two-year collaboration with Amity School of Communication (ASCO), Lucknow campus. Phia aims to incorporate more change makers to reduce barriers caused due to gender bias thereby creating a gender sensitive environment.

In a two-day workshop conducted by the foundation recently at ASCO, focus was on understanding the difference between gender and sex. Talking to Expressions, on her thoughts before and after attending the workshop, Sneha Singh said, "Before the session, I had actually never thought about this. I believed both were same. But after the session, many myths were busted. I got a new perspective on the subject." Phia Foundation also created awareness among students about homosexuality and its implica-

Amity School of Communication and Phia Foundation partnered under the aegis of Centre of Media Studies to empower young people to challenge and change gendered ideas and actions through Gender Sensitisation Trainings.



"Sex refers to the biological and physiological characteristics that define people, whereas Gender refers to the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for a person"

tions on individuals and society. During the workshop, Programme Leader Arti asked a question, "Will you become friends with a homosexual person?" The reply was not forthcoming. As the session continued, many interactive exercises were held. These included real-life scenarios and actual and expected reactions of attendees. Many questions put forward by coordinators were unanticipated by students. This helped them strengthen their thinking process and made them give wise answers. A short film, 'Juice', was also shown. It concentrated on how patriarchy is a dominant social force and even women become part of it as they suppress their gender too.

Not only attendees, but some other individuals that Expressions spoke to said gender sensitization in Indian society was a must. Tenth grader Alaisa Khan said, "Gender sensitization is important because every person regardless of their gender identity should feel comfortable and safe." Harleen, a teenager, said, "I think gender sensitization is important for all genders in India. People with conformist beliefs don't encourage this thought, but the youth should be aware and they should take responsibility of teaching other people about this awareness." On third gender too, she said, "It's important to consider them as family and part of society and give them the respect they deserve." ■

STREET ART

Art that involves creating a piece on a wall is called mural art. A surface, such as a stone wall or ceiling, might have it painted or engraved on it. It can be produced by using paint or ink on canvas or paper. Mural art uses any medium or surface that may support mural art, such as printmaking, painting, sculpture, and graphic art.

As they depicted daily activities, everyday sights, and frequently religious customs of the time they were created, these paintings are of utmost significance to humanity as they give us an valuable glimpse of wide variety of our societies throughout history.

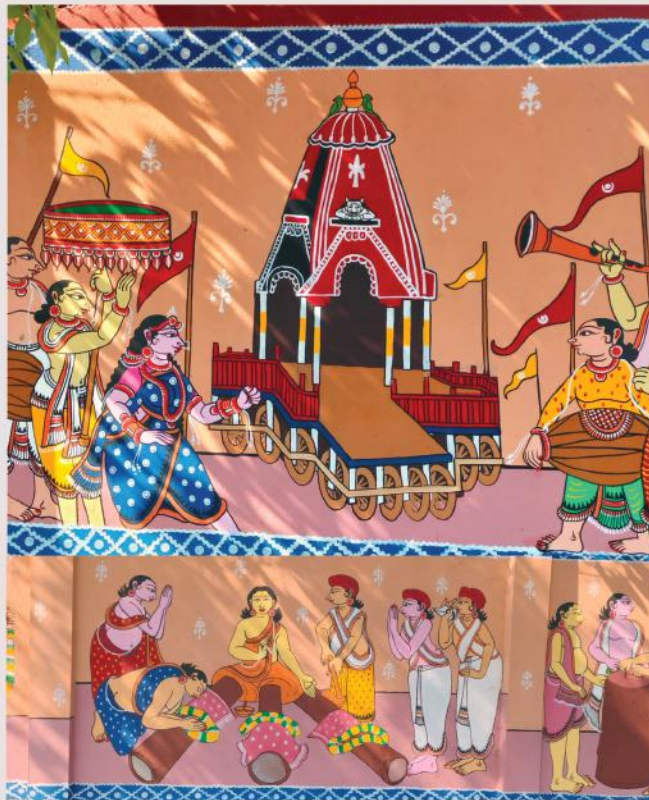
GARIMA DOBHAL

Bachelor of Journalism & Mass Communication

It was barely four years ago, in 2018, when Lucknow Development Authority (LDA) and Delhi Street Art collaborated with Colorathon to breathe life into the walls of Lucknow cityscape specially on Shaheed Path. The occasion was the holding of Rs 2-crore UP Investor's Summit. The aim was to showcase stunning street art, majorly comprising prominent personalities associated with Lucknow, a substantial shift from the 'nawabiyat' aspect of the capital city.

This pristine form of art presentation has only gone on to capture the imagination of the city residents as various localities now proudly boast of brightly coloured

Showcasing heritage



art forms cutting across themes and cultural facets. Exquisitely painted and drawn art forms dot the walls across city squares and localities. Themes of these art works cover a wide spectrum. They can range from Indian history and culture to sacred and historical writings. A 25-year-old professional and an aesthete

Ashmita Singh told Expressions, "Visiting Polytechnic Chauraha and looking at these beautiful murals is mesmerizing. I love paintings and the way they have decorated these walls is awesome. These portraits are beautiful and the artists have commendable skills."

As Lucknow is gradually becoming

By differentiating a neighbourhood and drawing attention to its distinctiveness, public art shows how a community and its surroundings are trying to develop cultural identity by expressing community's beliefs, art raises awareness.

ing a smart city, its city walls are also now wearing a new and smart look. The walls are being given a new definition by young artists, some of whose pseudonyms are as fantastical as the work they produce. A 30-year-old working professional Radhika Sharma opined, "The skyline of the city has been enhanced by these murals. I have also seen beautiful paintings of god and goddesses. The contrasting concrete, steel, and glass around the murals add to their looks. Additionally, these paintings also show the struggles of artists."

Needless to say, as the city walls turn into canvas for street artists, pictures of freedom fighters, landmarks of Lucknow, among others find place on the wall surfaces. The artwork is appreciated, but rarely a thought is given to the creator behind the creation. Thirty-two-year-old working professional Muskan Malhotra says, "Depending on the scale and complexity of the project, mural painting can be extremely challenging. A tiny mural might just take a couple of hours to finish, whereas a large mural might take several days or even weeks. The canvas these artists are painting on makes it more laborious. These murals look so effortlessly stunning, whether they are of gods, freedom fighters or conveying any social message, hence the common people do not realise how much effort goes behind even one single art piece."

As this public art work catches on, it is a great way to stay connected with the rich cultural vibrancy that Awadh is known for. ■

PEER PRESSURE

First among equals

- Approximately 90 percent of teens reported having experienced peer pressure
- Peer pressure occurs when peers influence you to change your attitudes, decisions, behaviours or beliefs

SNEHA SINGH

Bachelor of Journalism & Mass Communication

When Mridula joined college, she opted to stay in a hostel. Although everything was to her liking, what she had not bargained for was peer pressure. She says, "It was an eye-opener for me to come to Lucknow and live in a hostel. For me, peer pressure was the need to dress fashionably like my roommates. I was self-conscious about my sloppy clothes. Not having an iPhone also bothered me in some way."

Peer pressure is one feeling that all students have faced at some stage of their academic lives. Peer pressure in a group can compel an individual to do things just to fit in their peer group and this can have both positive and negative influences. This feeling begins as early as 10 years leading to formation of social groups in elementary school. But it is during adolescence that peer pressure significantly impacts youngsters and moreso when they enter universities.

Expressions did a google form survey on the subject with a sample size of 40 teenagers from various social backgrounds to explore influence of peer pressure on youth. The findings revealed that majority, 50%, believed that peer pressure consequentially impacted their lives. Just four per cent denied ever having experienced such pressure while 34% respondents felt anxious about their physical appearance as a result of peer pressure. Fifty



per cent attempted to change their wardrobe sense. As for academics, 50% acknowledged that peer pressure impacted their study routine while 60% admitted to skipping courses.

Asha, an adolescent, stated, "Peer pressure definitely damaged my studies. The need to be cool as others prompted me to bunk classes and go to malls." College student Rahim said, "The social pressure that I felt nurtured my self-confidence. It drove me to excel in studies as well as participate in co-curricular activities."

The survey further revealed that peer pressure also affected a child's connections with his family. Fifty per cent respondents said that peer pressure led to confrontation with their parents. A significant 30% of respondents admitted to engaging in substance abuse owing to peer pressure. Also, peer pressure impacted students' pocket money. Peer pressure caused 42% of respondents to spend more money than expected. The respondents revealed they attended late-night gatherings due to peer pressure despite their desire not to do so.

Peer pressure is an inescapable part of life. It grows alongside you as you grow. It is better to battle it rather than to let it win. ■

DUPATTAS

Canvas for Chowk Artists

VARISHA ZEB

Master of Journalism & Mass Communication

ZAFIRA ALI KHAN

Master of Journalism & Mass Communication

They are jazzy, designer and elegant. Colourful dupattas worn with Indian suits just give that oomph factor to suit whosoever wears a suit. The city of nawabs is a treasure trove for dupattas specially in old Lucknow's Chowk area. At Akbari Gate, the heart of Lucknow's architecture and heritage, we discovered a very intriguing process of dyeing dupattas which not only attracts locals but also tourists.

We went through the lanes of Chowk to find authentic hands that work magic endlessly and work hard to give Lucknow women the colours they want.

In the narrow lanes of Chowk, we found Pandey ji who was sitting outside the shop, there was a huge steel pot in which water was boiling giving out an abundance of smoke. There were several colours in boxes. He was mixing the colours in water and dyeing dupattas in three colours.

We interacted with him and asked a few questions. He explained to us the process of dyeing. On being asked how much time does it take to dye a dupatta, he replied, "It usually takes 1-2 hours to dye a single dupatta but because the orders come a lot, I have to work from 8 in the morning till 7 or 8 at night." He also added, "I love my work though it's hectic but my love for my work makes me work continuously.

When we continued our search for more such creative individuals, we came across Shankar. Despite being very busy dyeing dupattas, he managed to respond to our questions graciously when we noticed that his hand appeared to be burnt. "As you can see, the water is boiling, and in that water,

we have to dip the dupatta with our hands, so sometimes the steam is too hot that it leaves some burn marks on the hand." Further adding he said, "Though it happens sometimes, my work is very artistic and fulfilling, this is the reason I adore my work so much."

We also had a chance to interact with one more such creative and enchanting skilled craftsman who was engrossed in his work in the congest-

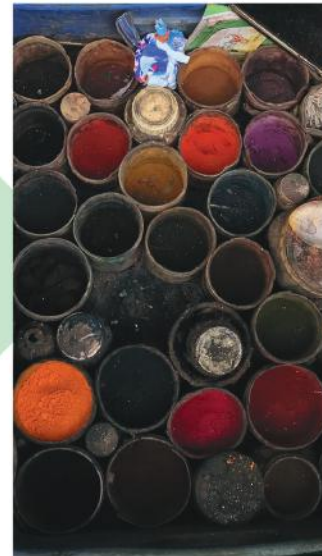
ed lanes of Chowk. He told us about his family that sometimes it is strenuous to earn for a basic living.

Through the interaction with these magical and artistic individuals, we also came to know about the prices. They stated that one colour on a dupatta cost ₹20 as more individuals want different colours, the cost of one dupatta increases by ₹20 with every colour.

People are absolutely oblivious

about such local artists and from their hard work, their work should get the acknowledgment they deserve. These artisans pour their heart and soul into their craft, creating beautiful vibrant clothing that brings joy to those who wear it without lamenting about their hardships, instead that, they love and completely adore their craft, they find their work very artistic which leads them to love their work even more. ■

Pics: Zafira Ali Khan & Varisha Zeb



Daring to LIVE ALONE

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Fifty-year-old high school teacher Sushmita Deshmukh lives alone in her ancestral house. Deshmukh provided for her younger siblings' education after they lost their father when she was just 18. Nobody thought of her marriage till it was too late though she has no regrets. She spends her time visiting orphanages and teaches neighbors' children for free as a result of which they are ready to help her any time. Only recently, when she had to be hospitalized for malaria, her neighbors took turn attending to her in the hospital.

There are many women like Deshmukh who are living alone and independently. For some their stories might be inspirational while for others these women might be lonely and their lives might appear absurd as they are staying all by themselves. Very few pause to think that whether these women are happy or unhappy or how are they able to make ends meet.

As Expressions chatted with sexagenarian and retired teacher Apoorva Saxena, it was revealed that even women her age are sex-



SHIRIN KHAN



APOORVA SAXENA

ually harassed. A talented singer, Saxena is successfully running her family clothing business. She was widowed at 30 and single handedly she brought up her three sons. She conducts bhajan sessions also. During one such bhajan session,

she was introduced to a man in his late 30s named Sumit. Sumit was a violin player. He began visiting her occasionally to have music related discussions and to enjoy filter coffee. One day, he suggested that they could spend an enjoyable holiday at a hill station. Saxena politely told him to go away and never meet her again. She even warned him that if he dared to come again she would inform the police. She says, "A man young old enough to be my son dared to make advances towards me as he took me for an easy target just because I am a woman living on my own and without a male companion."

Another woman Shirin Khan also lives independently and is a proud boutique owner. She decided that marriage was not for her and devoted her entire life in pursuit of her craft. While she does not regret her decision she admits that at times she feels helpless when some problem arises and she has to face it all alone. She adds, "But this feeling is only temporary. I always solve the problem and feel strong again."

These women have shown that living alone at an old age may have its own set of problems, but it brings freedom, peace and serenity too. ■



CONTINUED FROM PAGE 1

STREET HARASSMENT

she has been subjected to such harassment. This is because she is still mentally processing the trauma or her mind is not ready to face the truth. In other instances, victims believe this is not a problem because it is 'apparently' insignificant maybe because the harasser is just gazing. But it becomes a problem area when it makes a woman uncomfortable. Many victims believe that whatever occurred with them was their fault even if they are not

accountable for conduct of others.

The most common sort of street harassment is eve-teasing including making lewd gestures, whistling, and looking or gazing in an uncomfortable manner. Other techniques include blocking the path, unwanted touching and beckoning.

Now, efforts are being made to create awareness. Recently, L'Oréal Paris, in collaboration with Spencer Barbosa, a Canadian body-positive influencer, conducted an interna-

tional hour-long session on Zoom about street harassment as part of their #WeStandUP campaign. The goal of this session was to create awareness about street harassment and how victim & bystander could tackle it. 75% of women said that a situation may improve if a bystander intervened and helped the victim.

As street harassment continues to be the demon, it is necessary that society should be educated about this social evil. ■

QUILTING ARTISTS

Living a patchy existence

ASHNA ALI

Bachelor of Journalism & Mass Communication

It is that time of the year once again when the nights are crispy and coming out of the house to face the nippy air has to be given a thought. The only thought that crosses the mind is to stay inside the house and better still, within a warm quilt.

To beat the freezing cold, many city residents are now busy buying cotton-filled quilts, blankets, and warmers from either prominent quilt brands or local quilters. Quilting is a traditional technique of transforming worn-out fabric remnants into practical, comfortable covers to keep oneself warm. However, quilts are only in the news when winter makes its presence felt and local quilters are then in demand.

It is noteworthy that local quilters whose major source of earning is the winter season when they sell quilts, have to struggle otherwise rest of the year. In contrast, companies manufacturing quilts have deep pockets as they continue to sell quilts and earn money throughout the year.

A local quilter Prakash Yadav gave an insight into what he is facing. He said he had five family members to support but earned enough to support one only. He told Expressions, "Because of their rich lifestyle, many people opt to purchase the industrially produced blankets over our handcrafted and cozy



blankets, even though they are not as warm." Prakash and his wife have been making quilts for the past seven years but they only manage to eke out a subsistence existence. He

said local quilters fill hand-sewn blankets with a substantial amount of imported cotton. For a very long time, these artisans have been skillfully producing warm and comfortable blankets for their customers. Seema, Prakash's wife, said, "Despite obstacles, we never sought to compromise on quality of cotton or inaccurately calibrate cotton. The blankets we create are highly durable but the sustainability of it leaves us with no recurring or stable customers."

Opining on why machine-made produced quilts were popular than handmade ones, a buyer Vaibhav Sharma said, "We are more

accustomed to machine-produced products now. Honestly, they are more dependable, accessible, and long-lasting than those crafted by hand. In my perspective, the demand for these workers is reducing as society grows more brand-conscious. As a result, these workers should consider changing jobs because only the strongest will survive right now."

A Sleep Well showroom employee in the city's chowk area said, "It is true that there is a significant difference in pricing of our blankets and theirs (local quilt makers), but the quality of the fleece blankets and quilts we provide is considerably better." A made-to-order quilt from a roadside quilt maker costs about Rs 300-400, but an affluent boutique sells branded or prefabricated quilts for thousands of rupees or more. The sales person added, "I believe these utilities are really important to us, thus we should use high-quality blankets instead of heavy rugs of cotton."

All said and done, preference may be for machine made quilts, but the handcrafted one is a shining example of exclusivity. ■



Twtr Files: Baffling than ever!

ABHINAV VERMA

Bachelor of Journalism & Mass Communication

Only last week new Twitter CEO Elon Musk tweeted, "I will resign as CEO as soon as I find someone foolish enough to take the job! After that, I will just run the software & servers teams." Musk's reaction of leaving as the social media platform's chief comes in the wake of as 10 million people voted on Twitter for him to step down. The billionaire had bought the company and appointed himself as its head only a mere 50 days ago.

The tumultuous crest and wave that the leading online microblogging site has been experiencing in the last some weeks is nothing new to it. Even when Twitter's four founders, Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams set up Twitter from a podcasting venture Odeo in 2004 until the time Twitter debuted in 2006, the site had seen myriad ups and downs with competition being thrown in from Apple, too. But with Musk taking over Twitter, the flurry of activities witnessed is incredible.

For starters, the 'Chief Twit' did not waste any time in sacking more than half of the workforce after concluding the deal on October 27 this year. On October 28, he announced 'Twitter's work force needed to be slashed immediately'. On being warned by his legal, accounting and HR teams about the potential lawsuits and the cost these layoffs would incur, he postponed the decision until after November 1. Immediate layoffs, subsequent panic, and then about turn on these decisions are reflecting the ongoing confusion after the Musk takeover of Twitter.

As and when the layoffs did start, employees were logged out of their accounts around the world one fine morning, and each received an

email from the management telling them of their removal. In response to this move, a Twitter employee has been quoted as saying, "Twelve hours a day, seven days a week. Setting up beds in the offices to guarantee we get enough sleep, as well as assuring our shift hours to avoid the new CEO's fury, has been a frenzy for us staff".



Twitter, the world's most vital engine for politics, journalism, and entertainment, is losing steam — its followers are rapidly dwindling. Much like its maverick owner Elon Musk, the micro-blogging service is losing its fan base, like never before, according to People Matters.

Moreover, 50 working people were also surveyed with participants ranging between 18 and 60 years. The study revealed that some young people had negative opinion of the takeover while a majority believed that his taking over was a change for the better. According to

college student Naman Mahendra who said, "It is impossible to simply dismiss Musk's entrepreneurial risk in recalibrating Twitter. Many of the employees he fired are still at Twitter, working hard to improve the company." He further added that, "Many young, visionary engineers and technological specialists now have the possibility to work for Twitter since Musk is actively re-hiring and looking for like-minded individuals to help him define his ideas for the future of Twitter."

Musk's presence is making a difference. For instance, visiting Twitter's homepage without being logged in to a Twitter account now takes you to the Explore tab, which features the greatest and most popular tweets, rather than the login page. Additionally, Twitter staff members are working diligently to remove 'Bot' users and accounts that have been inactive for a long time from the system in order to improve the user experience. Due to the explosion of fake accounts posing as important Business Brands, Twitter Blue, the \$8 plan that was anticipated to be the enemy of 'Free Speech' in the digital age, first struggled severely. However, as of December 12th, it is operating.

Yet, rumor mills are churning that Musk and Twitter are actually losing money. According to a Federal Reserve Report, interest rates on the riskiest loans, such as those made to Musk for Twitter, have increased from 10.7% in April to 15.2%. However, Twitter's \$3 billion in unsecured junk bonds yields 11.75%, a much lower rate than what investors could currently find in the open market. Due to decline in Tesla, his main company's share values, even Musk, who formerly held the title of richest man in the world, is now in second place.

Even as this ebb and flow of events takes place at Twitter, for the user, it is just wait and watch. ■

Strays: Love is all they need

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Nineteen-year-old law student Khushi Srivastava proudly calls herself a 'dog lover' and not a 'pet lover'. Khushi's love for strays specially canines is because 'it is our duty to take care of these animals who cannot say anything. But if we sit with them and listen to them, then we can clearly understand that which bark is saying hello and which one makes them nervous around us'.

Khushi belongs to that breed of caring persons who think of dogs as family and feel it is their responsibility to feed, house, play, and care for them. According to JSTOR Daily, "More than 70 percent of world's dogs are not pets, they are free-ranging creatures who live around people without being a part of any human family." As these street canines rely on human generosity or rubbish, only about half of their young see adulthood. Many Indians dislike street dogs. They consider them dangerous and irritating and thus do not have a kind thought for them. In fact, many identify themselves as 'dog lovers'. They buy Rs 5 or 10 packet of biscuits to feed these street dogs. This is their way of showing love to these four-legged friends. But is this sufficient? These same 'dog lovers' forget about these mute creatures when temperatures drop. These 'dog lovers' prefer to curl inside layers of warm clothing and conveniently fail to remember these people-friendly canines.

Khushi says it is easy to understand a dog while referring to their body language that communicates emotions like being glad or unhappy or fatigued. She also mentions having an army of street dogs, starting with a shelter for two street dogs in her colony and now having more than 23 street dogs whom she takes



● In India, there are more than 35 million stray dogs, according to The Times of India.

● Stray dogs are healthier than many breeds. They can face the harsh climate of the country and do not fall sick easily, in an article by The Times of India.

care of. When asked how she manages the expenses, she explained, "I save from my pocket money and cut back on some of my personal costs. I have also partnered with some animal welfare organizations to provide additional assistance. Moreover, my elder brother gives me some extra cash aid whenever

I need it especially during this season when we have to buy warm dog garments for them."

Her tale and affection for dogs is a reminder for those who get disgusted by even thinking about street dogs. If shown care and warmth, a dog can truly be a man's best friend. ■

A Journey of ups and downs, laughter and cry, failure and success

DRISHTI VANAİK

Bachelor of Journalism & Mass Communication

With glitter in our eyes, mental determination and a desire to achieve great things in life led us all to a one-stop destination for all success, guidance, and learning - Amity School of Communication, (ASCO), Lucknow campus!

When we, Batch of 2020-2023 joined, it never crossed our minds that leaving this place and becoming a to-be-graduate soon would be so tough. We walked in with no expertise or understanding, and today, as we prepare to depart the four walls of this beloved place, we are more knowledgeable and insightful than ever. Throughout this three-year journey, the guidance and support our faculty members bestowed upon us, sculpted us into communication professionals that we are going to become. As the saying goes, 'with good times come bad days', my batchmates and I have had phases throughout this journey. Throughout this journey, we did feel weak, feeble, and incapable, but ASCO taught us how to win and fight those days.

Every faculty member at ASCO begins to mould and form your personality from the start, tracking who you are as an individual and what your potential interests and affiliations are. As we were the Pandemic batch, we were not treated differently. We too received the same instructions even in online mode. By encouraging each and every student's participation, developing their abilities, and providing us with numerous chances, ASCO began to build us from the beginning. Expressions, UDC, and other workshops, seminars, conferences, and events had a profound impact on all of our personalities. Even for myself, I was a novice at that moment, but with time and effort from both sides, myself and my teachers, I improvised and reinforced the tal-

ent and skills that I possessed.

While most of us were excited to participate, there were instances when we felt under pressure to do so. The strain of co-curricular coupled with academics, assignments etc, had been at times terrible for me as an individual as well. But the only reason I got through was because of the belief my mentors had in me, that, 'Drishti, you can do this!'. Pressure is an unavoidable part of life, and to be honest, you cannot avoid it; it happens to everyone. But in the subconscious mind, the concept of excelling and proving yourself helps you get through it. Deadlines only help you become more responsible in life and manage your time wisely, which is always what all of us had in mind. I have personally always seen deadlines positively and it helped me become a balanced person that I am now.

Speaking of my journey, where I practically participated in all activities, took the initiative to lead, while maintaining my studies, I also acknowledge and admire how



my batchmates have remained constant and determined throughout. "My experience with ASCO has been pretty overwhelming. I had numerous opportunities to learn and explore which influenced me greatly as a person. At times, immersing myself in activities, used to put me in a condition of troubling over how

things will be managed, but each time I successfully got through, and it made me more confident," said Vaishali Gautam. Himanshu Yadav, added, "A journey is what you make it, and I made mine enjoyable and interesting for everyone around me as well as for myself. There will undoubtedly always be academic pressure, but to some level that pressure is required to bring out the best in a person."

Speaking of how others, like me, made it past the deadlines, "My path was tremendously tough yet thrilling. The strain of meeting deadlines and performing well in academics was always present, but the projects were so enjoyable that we were able to enjoy ourselves while still learning," said Ritika Sharma. The road to this point was not easy, but advice along the way helped us get there. "When I attended campus after spending my complete one year in online mode it was an altogether fresh outlook. We studied, explored, rehearsed, and performed. Though the route was not easy, instructors and mentors helped us go from our confused thoughts to our destination," Ankita Bhatt exclaimed. Being involved in co-curricular activities is exciting, but managing studies at the same time is a challenge that every student encounters, including myself and my batchmates. "You have to strike a balance because, while academics are important, extracurricular activities are also important for your personality development," Shreya stated.

As we are going to enter the industry very soon, we are not afraid anymore since ASCO has given us a fresh viewpoint. Everything we have been a part of, even becoming the CR of the class for myself, has made us firm and resolute individuals who are no longer frightened of working hard. We are ready to tackle challenges and difficult situations without allowing them to rule us, instead, we command everything and navigate our way through! ■