



Expressions

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Angromance

A new genre for Bollywood

ASHNA ALI

Bachelor of Journalism & Mass Communication

Angromance is Bollywood's new buzzword. A portmanteau of anger and romance, this new genre is the latest gem in the long line of the many genres that the Indian Hindi Film industry has been offering to its viewers.

Filmwriters and directors have taken an unconventional turn from the classical romance to a cinema that instantly evokes emotions among the masses. Nevertheless, Bollywood has had a lengthy legacy of male-eccentric and sigma male movies which glorifies invulnerable masculinity with the idea of 'mard ko dard nahi hota'. Bollywood has straddled the fine line between the actual concept of masculinity and toxic masculinity. Bollywood has always tended to normalize problematic and hyper masculine traits. Somehow, the audience has enjoyed plots of certain



PATRON Prof (Dr.) Anil Tiwari, *Dy Pro Vice-Chancellor* | **EDITOR-IN-CHIEF** Prof (Dr.) Sanjay M Johri, *Director*
ASSOCIATE EDITORS Mohit Sharma & Dr. Bhavna Wal | **DESIGN** Abhishek Singh
STUDENTS EDITORIAL TEAM Shahida Khan, Ashna Ali & Kashika Nigam

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PROF (DR) SANJAY M JOHRI
Editor-in-Chief
Director, Amity School of Communication

Graduands hail convocation on Lucknow campus

Traditional piper band by Sashastra Seema Bal (SSB), academic procession comprising Heads of Institutions and faculty members, wearing caps with gowns and Graduands holding degrees in their hands - It was a time for joy, photos, and reflection on the academic journey of passing out students as Lucknow Campus witnessed Degree Distribution Ceremony (DDC) as part of Amity University's 19th Convocation earlier this month.

Contrary to the traditional Convocation held at Noida Campus, it was for the first time that Lucknow Campus held DDC for its own Graduands.

It came as a welcome change as Graduands, their families and faculty did not have to travel to Noida but they gathered for celebrations in Lucknow only.

University convocations are significant ceremonies that mark the formal completion of academic programs and the conferring of degrees or diplomas to graduating students. The four day DDC was filled with tradition, symbolism, and a sense of accomplishment.

Graduands were officially inducted into the university's alumni association and the event marked the beginning of their new role as alumni highlighting the ongoing connection between the graduates and the institution.

The moments collectively contributed to the rich tapestry of the convocation experience, making it a memorable and meaningful occasion for graduates and their families.

ALUMNI CORNER

NANCY ARORA

Manager, Public Relations
UTTAR PRADESH METRO RAIL CORPORATION
BA (J&MC) 2011-2014



ASCO is that institution which delivers

Recalling my journey of graduating from Amity School of Communication (ASCO) to handling Public Relations for Uttar Pradesh Metro Rail Corporation, I am filled with gratitude. It has not just been a decisive force while giving a direction to my career but has helped me evolve as a person. Apart from possessing state of the art infrastructure and a dedicated faculty, ASCO gives you opportunities to bloom and thrive, to develop skills and become a self-confident individual. Once you are inside the campus, you are welcomed for who you are, what you wish to pursue, develop your existing skills while acquiring new ones.

And when you get an environment like that, explore! I know 'Make the Most of It' sounds boring but that's exactly what's best! Identify what subjects you like, which field interests you the most, which designs appeal, ad copies that hold your attention, shows you just can't resist and news stories that force you to Think! Because once you figure that out, there's so much you can do to Make the most of it. And if you can't really figure that, just keep going. The assignments will do that for you. Trust me when I say this that the assignments that we got from our faculty were at par with what was happening in the industry. And for every assignment we had to learn something new. So each one of us had to learn Animation, film making, video editing Drafting Press releases, writing Ad copies, Graphic designing, website designing and what not; even if we didn't like it. But what it did was, it helped us identify what 1 or 2 things we Liked doing. And I feel an Institution has delivered when its students figure out just that.

I also feel that through this column, I should share some industry insights that might be of some value to you if you are looking for a career in Public Relations. It's very important to understand that a PR Professional's job is very different from what you read in theory. Good news is every organisation is creating vacancies for PR professionals, even the Government organisations and the PSUs. A master's degree in mass communication or Ad/PR will make you eligible for most of these vacancies. work on drafting releases, content for various platforms, acquire skills that will help you with Digital media marketing, learn a designing software and most importantly, begin the learning today. ■

Behind The Lens

Unveiling Challenges of Climate Change Filmmaking

ASHKA JAIN

Bachelor of Journalism & Mass Communication

In a world coping with realities of climate change, storytelling has emerged as an essential tool for advocacy and awareness. Among numerous ways to express the importance of environmental concerns, filmmaking stands out as a powerful medium capable of eliciting emotions, initiating conversations, and encouraging action. This article goes behind the scenes of climate change cinema, delving into the complex process of turning environmental problems into appealing visual narratives. The effects of climate change reverberate through ecosystems, threatening biodiversity and the delicate balance of life on Earth. From coral reefs bleaching due to rising sea temperatures to the shrinking habitats of polar bears, the interconnected web of life is unraveling.

As the camera rolls and the director shouts "Action!" On the set of a climate change documentary, a unique journey begins—one that goes beyond the glitz and glamour of Hollywood or Bollywood to delve into the heart of a global crisis. Join us as we uncover the BTS (Behind The Scenes) magic of climate change filmmaking, where passion meets purpose, and every frame is a brushstroke on the canvas of environmental consciousness. A few weeks back Amity School of Communication (ASCO) and Climate Trends took an initiative and signed an MoU to transform aspiring filmmakers into eco-conscious individuals through a creative film making project where the winners would be awarded with Cash Prizes upto Rs 15K and other things as well. We would especially like to thank

Nishant Saxena, a strategic Communications consultant at Climate Trends for taking out time to enrich our knowledge with insights and guidance.

The filmmaking process is more than just a show; it is a meticulously choreographed ballet of imagination, research, and technical prowess. Before the first frame is taken, filmmakers search for engaging stories that will resonate with moviegoers. Each story, from melting ice caps to deforestation, is a chapter in the bigger saga of our planet's struggle for existence. Twelve teams were prepared with faculty of ASCO being our guides/mentors.

The purpose behind the shooting was to raise awareness about the environmental crisis as well as to educate people on how they can take preventive measures for the issues.

Ashna Ali a 3rd year student of ASCO while talking with Expressions said "Through the years we have been taught to conserve environment and educate others to do so. But for me it is the first time I heartily feel connected to the environment and the cause to save it. All along this project my conscience was satisfied as it might be a mere step but somehow I am contributing to save my mother nature."

Another student of 1st year Bhavna Soni told us, "I was always interested in the process of filmmaking but the hurdles, the hard work behind those films was unknown to me and this project gave me a chance to learn about them".

Films such as 'Aisa Bhi Kabhi', 'Little is More', 'Breath of Hope' are all set for screening in December.

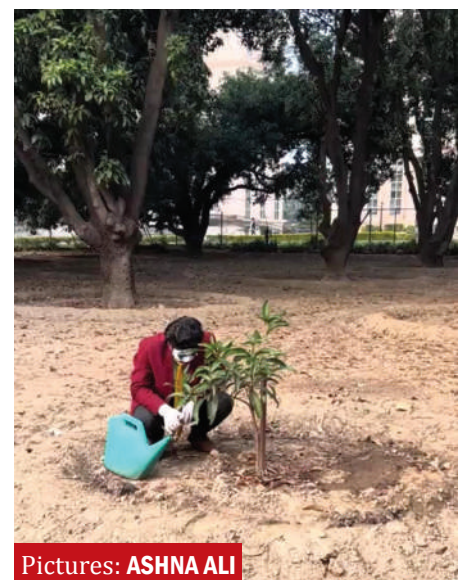
These films will carry Solution-oriented approach, Emotional Resonance, Cultural and Social Impact and much more. ■



Picture: **ASHKA JAIN**



Picture: **ASHKA JAIN**



Pictures: **ASHNA ALI**

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movies where the protagonists turns into tragic heroes along the course of the narrative, which also stresses the female protagonists' denial of agency.

The recent release of film by Sandeep Vanga, *Animal*, starring Ranbir Kapoor received lot of criticism for glorifying extreme violence, misogyny, mental abuse and normalizing extramarital affairs.

Talking to Expressions, Samiya Jafri commented " Being a woman it will be unjust if I say that I didn't find the movie offensive and obscene and do not support such cinema. But we all are living in the times where we need to differentiate between reel and real life." But it is noteworthy that films showing misogyny have received a backlash.

Performance of angst has been manifested in the character of Kabir Singh, the leading man's portrayal as a cynical lover who was called upon for his unkempt looks, alcoholism, physical abuse, and increasingly

The movies and web-series streaming audience grew from 450 million in 2020 to 497 million in 2021 and the report estimates that the number will exceed 600 million by 2024.

Variety.com

misogynistic attitude. Angromance is not a very known concept, it has been in the industry from a while. Recalling the characters of Radhe (Salman Khan) from *Tere Naam*, Rahul (Shahrukh Khan) from *Darr* are few examples. All narratives draw upon characteristics from traditional portrayals of obsessive love on Bollywood's silver screen.

Such films are being platformed because it is difficult for the filmmakers to evoke the emotions of melancholy and laughter in the audience. As a result, the most quickly triggered emotions are violence and lust. Bollywood is reflection of society and influences it as well. Films perpetuate and normalize rogue

behavior. The glamorization of unhealthy dynamics in these films contributes to gender-based violence, eroding freedom of choice for women and from a male perspective, it ruptures the image for the other fraction of men who understand the foundation of respectful and equal partnerships. Commenting on this steering topic an aspiring filmmaker, Aman Seth, owner of *WeBrozzProduction* house said, "Such films do create awareness among the audience to be aware of such toxic figures in your life. Hence, I believe as a filmmaker it is our responsibility to make films on such topics but rather than just glorifying it we should make it in an ante approach to the narratives."

As filmmakers continue to experiment with storytelling like the fusion of anger and romance is likely to evolve but it is our responsibility to beware of toxic 'Animals' around you. And for the boys, 'what happens at the screen, stays on the screen.' ■

Chandler Bing 'Perry' remembered

SUPRIYA SRIVASTAVA

Bachelor of Journalism & Mass Communication

It was an iconic sitcom spanning a whole decade. Not only evolving human emotions in every aspect, serial *Friends* captured friendship like never before in American culture. It was aired from 1994 to 2004. It revolved around six friends, living in New York City.

The characters were Ross, Rachel, Chandler, Monica, Joey and Phoebe. The show is known for its hilarious moments, perfect comic timings, relatable characters, and the heart-warming friendships the characters share both off and on screen.

The show ended almost two decades ago, but was in news two weeks back for the most devast-

ing news that any fan could hear, it was because of the sudden demise of Matthew Perry (who played the character of Chandler Bing in the sitcom) was loved by everyone, famous for his dark humour, sarcasm, self-deprecation. Matthew Perry never reflected on his character, what he was struggling through.

Matthew Perry has gone through a very traumatic past about what he mentioned in his autobiography, 'Friends, Love and the Big Terrible Thing' which reveals about how bad was his struggle with addiction.

Apart from all the issues that he went through he also suffered with social anxiety, had commitment issues, and used humour as his defence mechanism. Perry's famous one liner in the show depicts his personality sometimes like, when he says, "I'm hopeless and awkward

and desperate for love" or "I am going to end up alone."

Talking to Expressions, some students of Amity University who have watched this Sitcom expressed that, "We are shocked and deeply, deeply saddened by our beloved actor Matthew's passing", whereas some of them said that "We will always cherish the joy, the light, the blinding intelligence he brought to every moment — not just to his work, but in life as well".

His on-camera presence was totally different, people could have never known about his struggles if he did not step up first, for a drug addict it is very troublesome to focus on his work but his passionate and hardworking attitude made it possible. Despite dealing with so many things, he chose to talk about his issues and wanted to help others

who were going through the same.

Talking to Expressions, Abhinav Bansal, a true fan of the character, Chandler Bing says, "I will always smile and laugh out loud when I'll see you in every episode. You will always be there in our hearts. You

taught us how to be hopeful, we are always going to remember that."

Although Perry said that he did not want to be remembered because of the show, most remember him today because of the character he played. 'Friends' will always hold

a special place in the heart of fans, and because of its relatability and nostalgia it creates in the mind of the people. The six of friends were not only each other's friends but they became the best of friends for everyone who watched it. ■

SHOPPING

A woman's 'me time'

ARHAMA ALI

Bachelor of Journalism & Mass Communication

In the era of online shopping, women shopping in brick and mortar stores hasn't lost its luster. Although this perception of women loving shopping than men has been sustained in society's mind, the belief cannot be generalized. But by and large it can be said that women do love shopping and can go for long time doing it.

While talking to Expressions, Aradhana Aggarwal says, "The joy of shopping isn't in the possession, but in the pursuit. Each store is a new chapter, and every purchase is a page in the story of a happy day." Ritu Yadav adds, "In the world of shopping, every aisle is an adventure waiting to happen. It's not just about items; it's about collecting moments of pure joy."

Loving to stroll in the bazaar, nothing makes a woman more happy than just looking around a variety of objects.

These include display of colourful clothes, bags, shoes, jewellery, lights, chandeliers or flavour and aroma from a roadside eatery. The market is an amalgamation of all things appealing and attractive.

Women have a weakness for beauty and colour, the market is

vibrant with both. This vibrancy reflects a women's secret longings and desires.

A shop is beautifully decorated, it is filled with endless desirable items that are eye-catchingly displayed in lighted glass cabinets or hung attractively on window hooks. She yearns and desires these items; it appeals to her aesthetic and artistic sense. The woman buys decorative items to brighten up her home, she buys clothes, cosmetics, jewellery to adorn herself and look beautiful.

Looking to connect with people around her, a woman can walk long distances without getting exhausted and shop and shop. "Nothing beats the therapeutic effect of wandering through aisles, as if each product holds a secret to instant happiness. Retail therapy is my form of meditation; the joy of finding something

un - expectedly delightful is unparalleled." S a d a f

Fawad adds.

For any woman, whether she is a home maker or a working professional, shopping helps her to find relief from the grinding routine. This 'Me Time' is bliss without being bothered. Sara Khan says, "Shopping is my therapy as well as my stress antidote. The simple act of doing it can turn a gloomy day into a treasure hunt for joy."

Spent hours comparing prices, and I have to say, the thrill of scoring a good bargain is my cardio for the day!" And can we also talk about the satisfaction of finding the last piece in your size?

It's a shopping victory dance kind of moment. Shaista Arshad adds.

Nidhi Yadav says, "I discovered a hidden aisle of discounts today. Just experienced the ultimate joy of shopping - It is indeed the best remedy for a bad day!"

Drudgery apart, women are quality conscious. As they buy things worth every penny, they like shopping. Getting directly involved in the market helps her in gain knowledge of finances. Dealing with prices, commodities, sales, discounts all these also help her in managing the budget according to the rise and fall of the market. She knows where to pull and hold her purse strings to buy her desired item and still manage the house budget smoothly. ■



Picture: **ARHAMA ALI**

Lucknow campus holds its maiden DDC

Amity University Uttar Pradesh held its 19th Convocation in the second week of December 2023 both at Noida and Lucknow Campuses with the latter having the privilege to hold Degree Distribution Ceremony (DDC) to its Graduands on the campus itself for the first time. Earlier all the Graduands were given medals, awards, and degrees in Noida Campus only.

It was a momentous occasion for passing out students as it brought together faculty, staff, families, and friends to celebrate their hard work, dedication, and accomplishments. Graduands cheered up the management's decision as they could spend the day with their fellow friends and faculty members. ■



Pictures: SURESH SAHU 1-8 ABHISHEK SINGH 9-18

Govt interventions to stem deepfake onslaughts



ARYAN RAJ

Bachelor of Journalism & Mass Communication

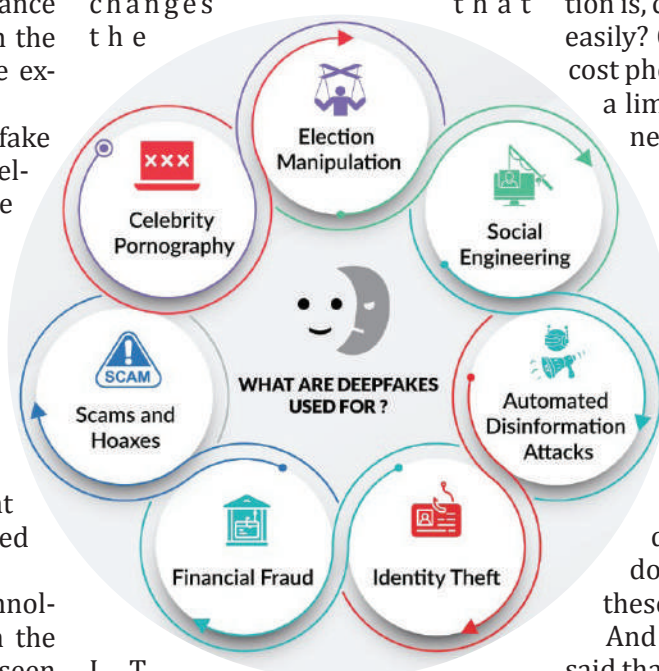
It was last month only that the Indian Government had instructed social media intermediaries to do away with morphed videos or deepfakes from their platforms within 24 hours of a complaint being made. This was in accordance with a requirement outlined in the IT Rules 2021. Deepfakes have existed since 2017.

TechTarget describes deepfake AI as a type of artificial intelligence that is used to create convincing images, audio and video hoaxes. The term deepfake is used to describe both the technology and resulting bogus content and is actually a portmanteau of deep learning and fake. The greatest fear of deepfakes is their ability to spread false information that appears to come from trusted sources.

However, even as this technology existed since 2017 and in the last five to six years its use has seen an increase of 230% by criminals, the authorities are now seen to be cracking down on it.

The Indian Government India has set a deadline for major tech companies to confront the spread of manipulated and synthetic media. According to the Times Of India newspaper, Ministry of IT says, "We look forward to working in partner-

ship with these platforms and we look forward to an era where they will be a lot more responsible and a lot more responsive to the expectations under the law and a lot more complied, we have made it very clear that we will be expecting 100% compliance and we will use our enforcement tools to ensure 100% of the law is complied with." The changes that



IT ministry is making an appointment of special officer to register complaints and second, a dedicated website.

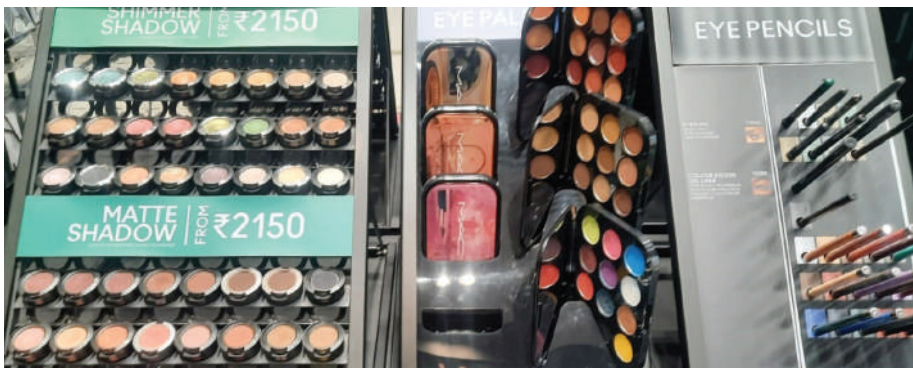
Additionally, even corporate giants are thinking similarly to filter deepfakes. For starters, Sony is developing an in-camera authenticity technology. Think of it as a digital signature. Every photo

you click will have a signature, if it doesn't, it could be a deepfake. Sony has conducted two rounds of tests. They're collaborating with news agency Associated Press.

The plan is to roll out the feature by 2024. But it's not enough, because pictures are not just clicked on professional cameras, most people use smartphones. So the question is, can this feature be replicated easily? Can it be introduced in low-cost phones as well? If not, it will be a limited solution. So more work needs to be done.

Raj Kishore Verma, a visiting faculty of Data Structure from Amity University told Expressions, "Deepfakes must be identified and removed before they go viral, that's the challenge for social media. It's the same challenge as hate speech. It's not just about taking them down, it's about taking them down fast. If not, we know how these things work."

And as PM Narendra Modi has said that deepfakes could cause major disturbances therefore India's IT ministry has gone one step ahead. They're calling it a new threat to democracy. So, the focus is there. It's now about creating the right rules, also taking the right help, because rules alone cannot solve this problem. You need technology as well. Only a combination of the two can tackle deepfakes. ■



Making a statement with eye makeup

KHUSHI GULATI

Bachelor of Journalism & Mass Communication

It's kind of having an eye for something! But even as making an impact is a person's main objective, one ensures that eye presentation is perfect to make that lasting effect. Women since time immemorial have been focusing on eye makeup to cast a perfect and positive image to the world around them.

And now with smokey eyes and nude makeup with bold eyes being the talk of the town, Gen Z's eyeliner is just that tool to give that long lasting look.

Although the aim is to look smashing, to look just that, trends in eye makeup are undergoing transformation. For example the trend of different colours of eyeliner and random pops of colours in 2000s to nude shades in 2020s and in 2023 it's a combination of recent decades.

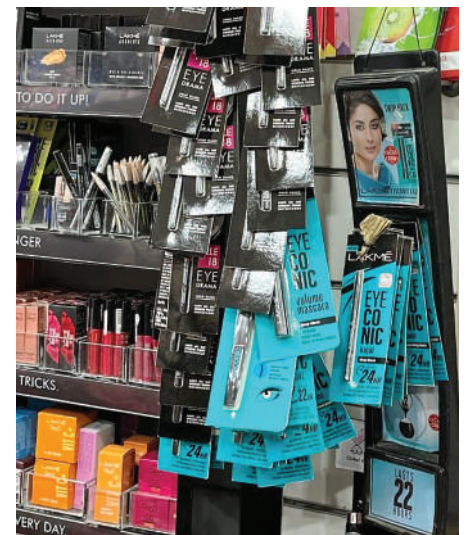
Talking to Expressions, managers at various cosmetics stores right from Nyakato Sugar said the most sold products were eyeliners

and eyeshadow palettes. It shows that kajal and mascara have lost their importance to some extent. As for price range, different brands offer different prices like liners range from Rs 150 to Rs 549 and more. Similarly is the case for palettes, it's cost ranges from Rs 500 to Rs 3,000.

Tina, a customer at a make-up store said that she was obsessed with nude makeup with smokey eyes. According to her, "Eyes are a statement, they can make a look or break it." Her favourite brand is Lakme and in daily wear she prefers eyeliner to create an effortless look. Another customer, Nidhi said that she was fond of different colours and often liked to experiment with them. She is in love with varied eyeshadow palettes.

Sonam, an employee at Matte store said that people prefer eyeliners and eyeshadows and the trendiest eye makeup is smokey eyes and bold eyes with a touch of glitter. According to her, few customers were also in favour of nude makeup.

Sunaina, a professional makeup artist said that smokey eye trend is unchangeable, be it any occasion.



Pictures: ISHITA SRIVASTAVA

Some people go with nude makeup but with bold eyes. Explaining how to get that impact of smokey look, she said one should start with the primer and concealer to even out the areas. Choosing shades of brown and black blend with eyeshadow brush to create the magic and end with drawing the ultimate wings. Nude makeup with bold eyes is created by applying very subtle makeup on face while making the eyes stand out. She advised to play with colours and use of vibrant glitter shades for a better result.

There is stress on minimal makeup. It's about to just use basic makeup products and, to make eyes stand out, use eyeliner. As per reports it was found that eight out of 10 girls apply liner. The liner comes in various forms, including pencil, liquid, and gel. ■

Gems near Amity university campus for that quick pit stop

DIVYA KOTWANI

Bachelor of Journalism & Mass Communication

“As soon as students get a break from their classes, they come over to these eateries with their friends to energise and refresh themselves,” says Latika a PG students from the Amity campus while talking to Expressions.

Food stalls and cafes turned out to be great hangout spots where one can sit and relax with friends. Students generally visit them during breaks or gaps between lectures while also devouring tasty food. Although many of the stalls are set up only after 4 or 4:30 pm so during the actual break, the reliable

options are comparatively lesser. There are many alternatives for trying out different kinds of meals outside the campus of Amity University Lucknow, and many amongst them are well-known cafes/stalls for the quality of food they serve. Priyan-shi is one such café. Their menu contains macroni, Maggie, chola samosa, special chai and fried rice. It is the most frequented. But on the ambience, hygiene, and cleanliness, Burger Beans takes prime spot.

“From the stalls that are set up later in the evening, my guilty pleasure is Darjeeling Momo. They serve the most delicious food while ensuring hygiene as well,” says Khushi Mishra pursuing masters in Applied Physics. Behind the above

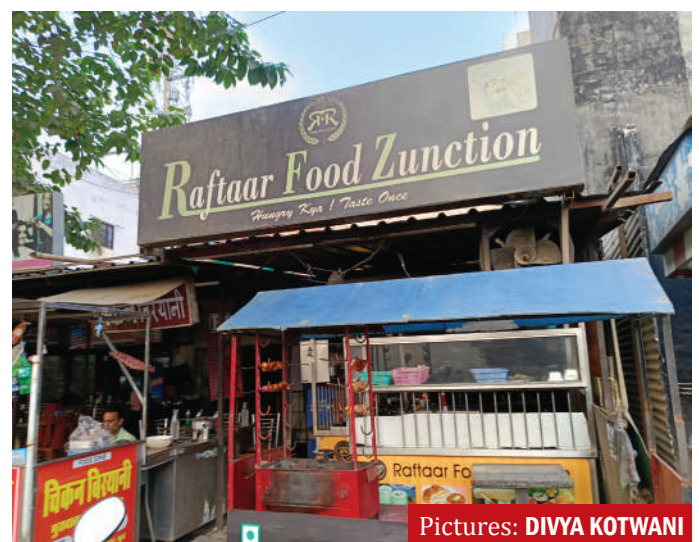
mentioned cafes, Raftaar food Zunction are also quite popular.

“My most-liked place is the chaat corner outside the saubhagya mega mart near gate no-4. He serves such delicious paani-puri that it quickly changes my mood and makes me super happy. There is always crowd present there. Besides paani-puri, he also serves Paapdi Chaat, which is the best chaat I have ever eaten,” says Aaditi Srivastava of BJMC-4.

On being queried what is it that is attracting these students to these cafes, it was revealed that today’s youngsters love good fast food and these places serve exactly that. And the best thing is that they are right next to the campus so students don’t have to travel much. ■

Top 3 reasons why students will choose an off-campus meal:

- The delicious food (28%)
- Convenient location (27%)
- Wanted a specific type of food (26%)



Pictures: DIVYA KOTWANI

From Pixel to Paint:

Digital vs Traditional Art

AISHANI PURKAYASTHA

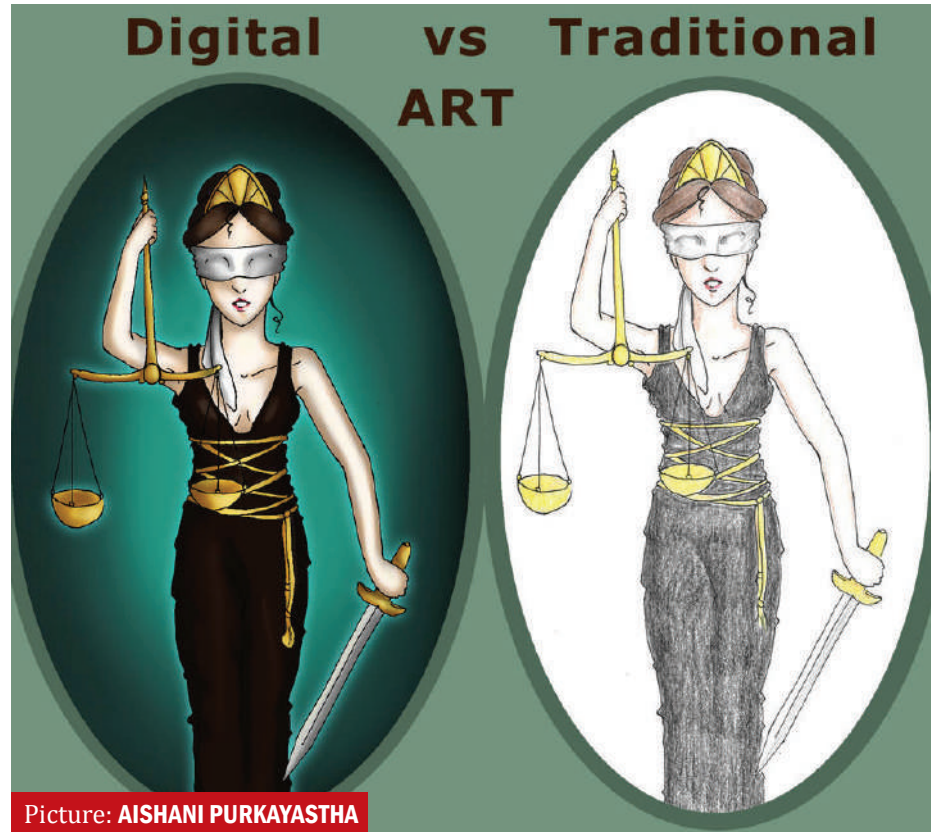
Bachelor of Journalism & Mass Communication

In the evolving tapestry of the art world, the dichotomy between the pixelated precision of digital mediums and the timeless strokes of traditional paint on canvas has sparked a dialogue that resonates through galleries and virtual spaces alike.

While the first-ever paintings humans can trace back to are the ground-up earth, charcoal, and minerals on cave walls from over 20,000 years ago, the term 'digital art' was first used when computer engineers developed a paint program that was put into use by the digital artist Harold Cohen in the early 1980s.

In an article published in the *New York Times*, titled "An Art Professor Says A.I. Is the Future. It's the Students Who Need Convincing", it was mentioned that from the California Institute of the Arts to the Rhode Island School of Design, are offering young artists courses that prepare them to code with machine learning or employ programs like Midjourney, Stable Diffusion, and DALL-E 2 image generators that convert words into images within seconds. Artists use them as the foundations of creative projects that might still involve traditional mediums like painting and illustration.

If certain future artistic developments are already perceptible, we can also discern some dissonances. For example, for a long time, art was a confidential environment confined to a restricted circle of amateurs. But today, many deplore a "great global circus where billionaires, major luxury brands, globalized merchants and star artists [who] take turns to fuel an endless



Picture: **AISHANI PURKAYASTHA**

spiral". This criticism can be counterbalanced by the fact that art today is much more accessible than it once was. But it is no less justified. It's said that part of creating art today is synonymous with entertainment.

Museums are multiplying and becoming tourist attractions. Shopping centers and other hospitality venues compete in artistic creativity to decorate their spaces. And luxury brands are increasingly partnering with artists to communicate the feeling that, by buying a handbag, you love art. This confusion between intellectual creation and mass consumption is perhaps not always for the best. (Source: *Artsper Magazine*)

"I work with traditional art as it provides me with a tangible and hands-on experience. There's something special about the feel of physical materials, and I enjoy the

process of creating artworks that I can touch and hold. I am trying to learn the ways of the Digital, but as of now I am still in favor of Traditional art, though, there might be room for both in my creative journey. I'm experimenting with finding a balance that complements my style" said Siddharth Bhattacharjee while talking to *Expressions*.

"I prefer traditional art because it allows me to somehow travel back into the past and learn more about history and the way people lived back then. To me, there is also something very special about going to a museum and seeing physical proof of people and places that are today gone" stated Anna Portmann. "Additionally, I feel that digital art will thrive even more in the future but since people have never really given up on traditional art either, I believe that it will still be part of our lives," she further remarked. ■

Green Fashion

Mitigating carbon footprints

MARIA SIDDIQUI

Bachelor of Journalism & Mass Communication

Who doesn't like the exotic? The answer majorly will be everyone. But if one were to pause to contemplate that outside of the extravagant, style can still be achieved without overspending, then one will wonder how? The answer lies in the fact that one can wear style within a budget.

But this low budget tempts many to have extra clothes. These add-ons add to pollution and climate change.

Suman, a college goer, while talking to her friend Munna and Expressions, "Munna, have you ever thought about the impact of our clothing choices on the environment?" Her friend Munna: "Honestly, never really crossed my mind. What's the big deal?" Another friend Savita said, "It's a huge deal, Munna. The fast fashion we're so fond of contributes to pollution, exploitation of workers, and excessive waste."

As the conversation unfolded, they delved into nuances of the fashion industry and its impact. The exchange touched upon the environmental repercussions of fast fashion, the exploitation of workers, and the need for sustainable practices. Their discussion highlighted the significance of embracing green fashion for a healthier planet. It is certainly not enough to talk about climate change solutions in context of efficient resource use, clean and green technologies but also vital to embrace green fashion.

Green fashion can be described as a movement towards a greener future by reusing available resources and making clothes that considers the environment, the health of the consumers and work-



Picture: **MARIA SIDDIQUI**

ing conditions of the people in fashion industry.

Although fast fashion is preferred by millennials, its limitations include:

Environmental impact: Fast fashion leads to overconsumption and overproduction of clothes leading to waste accumulation which gets burnt thereby leading to pollution, **Low quality:** Fast fashion prioritizes quick production and low costs such that these garments may not last long, **Ethical concerns:** The pressure to produce garments quickly can lead to unethical practices such as child labor and exploitation of vulnerable workers, **Lack of sustainability:** Fast Fashion prioritizes profit over sustainability, often ignoring eco-friendly practices and materials, **Hazardous industries:** the leather industry is alone slaughtering over 430 million animals per year. Take the production of shirts and shoes which has more than doubled in past century- three quarters of the material end up getting burned or buried in landfills. It is a wakeup call for

those who think that they are in the 1% people of society who are responsible citizens by doing the bare minimum such as not littering on streets.

Aisha, while talking to Expressions said, "Clothes have a very short lifespan and end up in dump. It's high time to change such a mindset." Fashion designers like Anita Dongre says that her sustainable brand- Grassroot focuses on eco-friendly fashion inspired by Indian traditional craftsmanship.

Courtesy: Sabyasachi Mukherjee's Firdaus collection showcasing sustainable couture, promoting handwoven textiles and supporting local artisans.

Designer Ritu Kumar, one of the earliest Indian fashion designers in India also says that her label emphasizes the use of natural fabrics. She has been a pioneer in blending art with sustainability. Akaaro's creator Gautama Jai Gupta also focused on sustainable designs.

Whether it is the Bara Imambara or the streets of Hazratganj, sustainable fashion should be the motto. ■