



Expressions

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ELECTION-2022

BATTLEGROUND UP

Parties set up digital war rooms manned by cyber experts

Drishti Vanaik

With the notification for the first of the seven phase assembly elections having been issued, the battle lines are drawn and stage is set for the much-awaited

2022 Uttar Pradesh assembly elections. One needs to watch whether restrictions from the Election Commission (EC) like for now on political rallies in the wake of Omicron surge 'impacts' the parties or not.

Shift to Digital Mode of campaigning is unique and it will be an interesting watch as to how political parties will use tools to woo the voters. The two main contesting parties, the ruling Bharatiya Janata Party (BJP) and Samajwadi Party (SP) seems to be gaining traction with both having set up their 'War Rooms' manned by cyber experts.

In the 2014 Lok Sabha

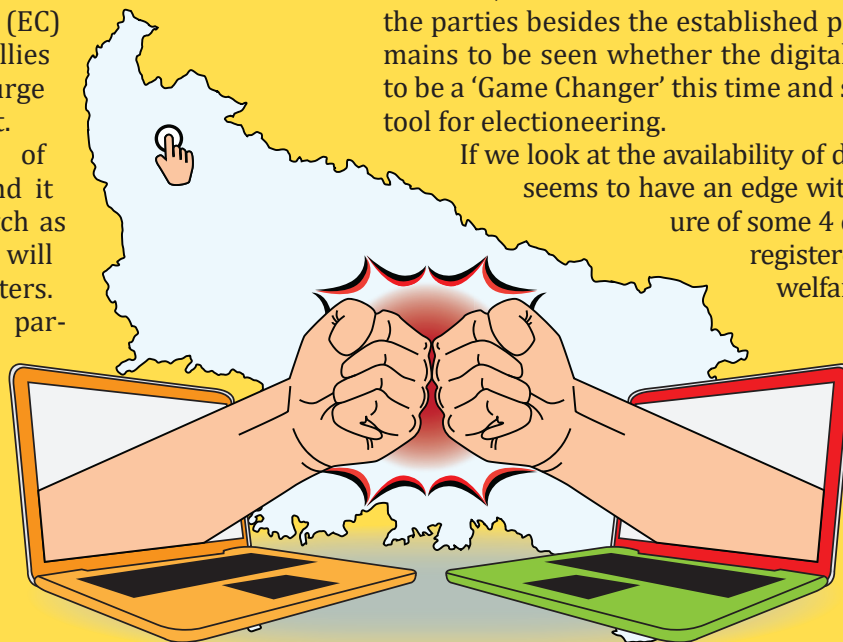
Internet is still with 50 percent population and digital literacy is key when it comes to reaching out to voters through social media verticals

elections, social media became a value addition tool the parties besides the established practices, but it remains to be seen whether the digital mode will prove to be a 'Game Changer' this time and set trend as a new tool for electioneering.

If we look at the availability of data, the ruling BJP seems to have an edge with a staggering figure of some 4 crore beneficiaries registered with them for welfare schemes. Sama-

jwadi Party does not lag much as they too keep track and privates' companies helping in mobilising data.

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Editor's Desk

It's back to square one with WFH & online mode!



Three months of regular face-to-face teaching, students sitting in ASCO labs learning various tools from designing to ads and editing, the campus corridor bustled with activity and occasional noise. We all felt like we were back to old days after nearly 18 months of online classes. Alas another Covid variant—Omicron—had some other plans.

Omicron, which was first spotted in South Africa in November last year, rapidly spread to Europe and across the world as 'Variant of Concern', came as the third wave of pandemic in India forcing students and faculty in Work from Home (WFH) mode once again much to their dismay.

For students, specially the studious one's, going back to Online Mode was never a happy situation as they had already become fed-up with increased time On-Screen. Moreover, they remained confined to their homes and had no social contacts with their friends.

Depending upon the spread of Omicron cases, government took a cautious approach in extending the closure on weekly basis even as students kept hoping to return to campus as early as possible.

With cases showing a decline in major cities including the state capital in January end, it is hoped that the classes might be resumed in at least hybrid mode and all those who have suffered in practical subjects will be back to the institution.

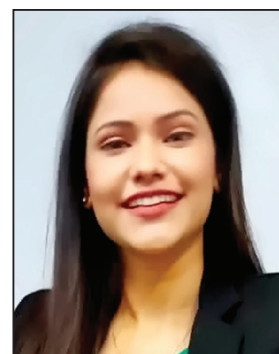
The third wave has so far shown mild symptoms, but it did not spare many faculties, students and others. Besides, winter this year has been unusually chilling and WFH did help many to cope up with the situation.

Nevertheless, with the virus still evolving every now and then one can only hope that the worst is over and gradually it will get into an endemic stage with milder symptoms.

For the moment though, Covid appropriate behaviour seems to be the only option to keep the virus away to a certain extent.

Prof (Dr) Sanjay M Johri

'Proud to be an Amitian'



Amity University today is a global brand and it makes us proud to have been associated with it. Amity School of Communication (ASCO) is an institution, which nurtures every student, and I must say I was one among many who got my teachings and learnings from here.

The faculty support was over and beyond limits with strong intentions to mould us to perfection. The 3 years of time spent with this institution was the best I had in my life with some unforgettable instances. Every moment spent on this campus is precious and remains etched in my memory.

Apart from regular teaching during my course, I had the opportunity to intern with

ALUMNI CORNER

various news organisations like APN News, News18 In-

dia for Reporting & Copywriting. Practical learning at the institute helped immensely.

As I finished my graduation, I got a chance to work with a regional channel as an anchor. I did anchor programs for about six months. All these experiences added to my portfolio and played a major role in my career development. The knowledge and transformation we had at the institution is the reason we find ourselves successful today.

At present I am working with Asian News International (ANI), South Asia's leading Multimedia News Agency, one of the best professionally managed corporate media entities of the world. We cover almost all areas of interest to viewers including news, entertainment and lifestyles, business, sports, human-interest features, and social and developmental issues. And here I can claim my teachings have helped me grow in this organization.

If today I am in such a prestigious organisation like ANI, it's all due to faculty of ASCO. I would like to thank each of them for their love and support.

I am proud to be an Amitian.

Tulika Singh
BA (J&MC), 2017-2020

Parties set up digital war rooms manned by cyber experts

Continued from P1

Campaigning held in the digital mode is surely going to be difficult in terms of establishing a connect with the audience but whether India is truly ready to be submerged in a complete digital age, will also be vested in its manifestation.

Although, physical mode of campaigning will any day woo more masses, as the digital divide in India is not dwindling any day soon but a change in the strategy is important because of the ongoing pandemic situations.

When asked, whether the digital campaigning will prove to be effective, decisive & fair, Prof. (Dr.) Sanjay Mohan Johri, Director, Amity School of Communication, Amity University, Lucknow, said, "Social media has already been used as a powerful tool in the campaigning since 2014 General Elections and this ban on political rallies by the Election Commission because of the third wave is likely to activate party leaders and workers in rural areas where they are going to use all electronic devices and gadgets to take party propaganda to the voters in a bid to woo them".

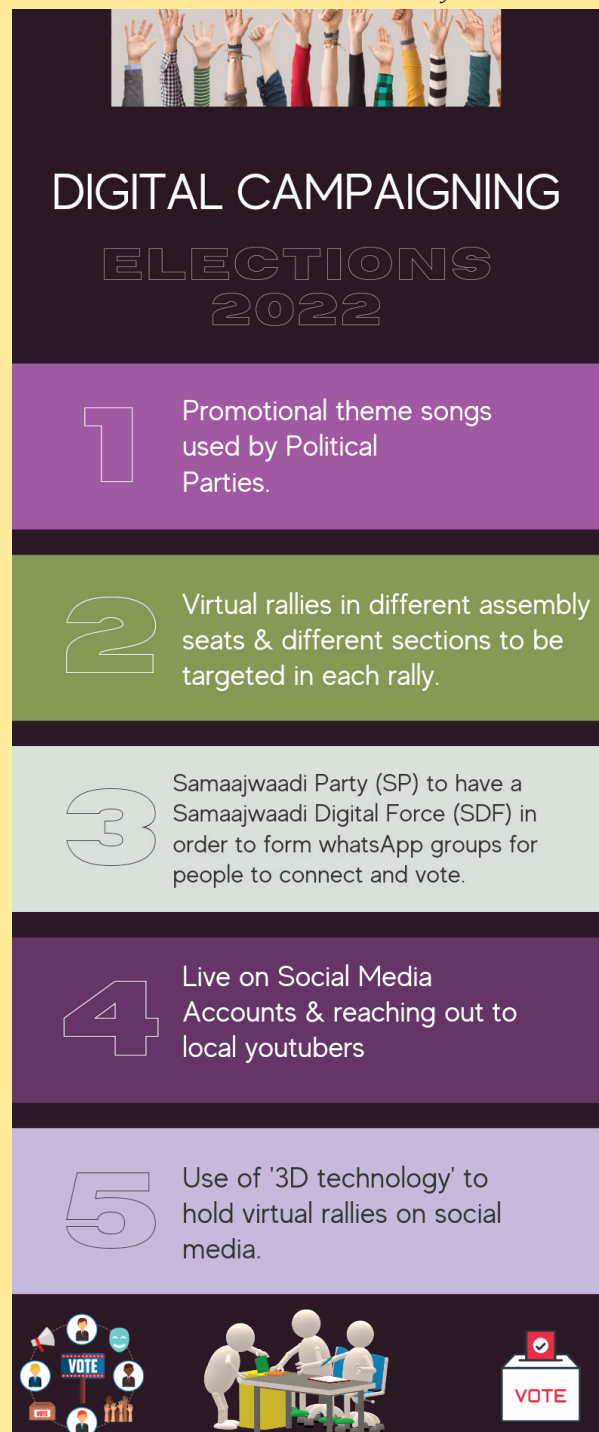
While, conversely, Jai Nair, an IT professional mentioned, "I personally think the digital campaigning used by political parties will not be an effective method for reaching out to the masses. The pandemic has shown how the extent to which socio-economic inequalities have seeped into the society. Such a method of campaigning will only reach to the masses that have access to mobile phones or internet."

The BJP with strong cadre at grassroot level leads 'social media game' and claims to have trained 8,000 workers who will be social media warriors in each division of the state. The party has divided the state in about 2,000 divisions.

Meanwhile, Akhilesh Yadav-led SP has started a website to reach out to people, where it will webcast virtual rallies of important leaders. The Samajwadi Party's social media team has also trained office-bearers at the state and booth level whom they have armed them with the latest techniques. It will also focus on countering any misinformation campaign on the social media at the source itself to curb its spread.

Similarly, Congress and Arvind Kejriwal's (Aam Aadmi Party) AAP are the two contenders all set their launch virtual campaigns while Ba-

Photo courtesy: Drishti Vanaik



DIGITAL CAMPAIGNING ELECTIONS 2022

- 1** Promotional theme songs used by Political Parties.
- 2** Virtual rallies in different assembly seats & different sections to be targeted in each rally.
- 3** Samaajwaadi Party (SP) to have a Samaajwaadi Digital Force (SDF) in order to form WhatsApp groups for people to connect and vote.
- 4** Live on Social Media Accounts & reaching out to local youtubers
- 5** Use of '3D technology' to hold virtual rallies on social media.

The infographic includes illustrations of hands raised at the top, a group of people at a table with a 'VOTE' sign, and a ballot box with a 'VOTE' sign.

hujan Samaj Party (BSP), so far low key, is likely to depend on its cadre.

Internet is still with 50 percent population and digital literacy is key when it comes to reaching out to voters through social media verticals. With diverse outlooks for the elections, the mood seems mixed for parties and masses. It's the just the talk of time, let's wait for the show to begin.



Photo courtesy: Aishwarya Chandra

Female priests breaking gender barriers

Vaishali Gautam & Ankita Bhatt

In 2008 when Arunima Singh took over as the first woman mahant of city's famed 1000-year-old Mankameshwar Temple, located on the bank of river Gomti and dedicated to Lord Shiva, she created history. Only 25 years old at the time, Arunima, was given the title of Mahant Devyagiri when she was initiated into the Mankameshwar Peeth as a 'sanyasin' in the presence of five saints.

The road to becoming a mahant was not easy but Arunima was able to do so with support from her family friend, a disciple of the temple's former Mahant Keshav Das, who batted for the young girl to take the mantle from him after seeing her dedication. "Women are the stronger sex. They can achieve anything they want with their dedication," she told India Today during

an interview.

Although it's been 13 years now, and Mahant Devyagiri now 41 years old still heads the temple, little seems to have changed for female priests in the city. A woman performing the rituals at

a temple at the position of a priest

is yet widely unacceptable while it is considered natural if she does the same in her house.

Expressions Reporters

spoke to some female priests

in the city to understand their situation and the

challenges they face due to their unique vocation.

Sadhna Shukla, a housewife and priest from Lucknow shared, "I've been serving in the temple for four years now. My whole family including my husband is associated with the Ganpati Temple. Sharing the re-

sponsibilities, I take charge of performing all the rituals at times. My family encourages me for the cause and I also receive compliment from a lot of people for being an inspiration. Though there are people who also give peculiar comments on me being a priest but that doesn't hold me back from performing my duties and continuing with it. I consider it a big blessing."

Another priest from Lucknow, Nisha Dubey also shared her experiences saying, "I've been serving as a priest since 2005 at the insistence of my husband and other family members. My husband has always been supportive. Though narrow mentality still exists but through my long term of service I've observed that times are changing, and people are becoming more accepting. In fact, the number of female priests is increasing. Many people laud me for my work."

Even as Sadhna and Nisha are breaking gender barriers, the road to becoming a temple priest is not easy without support from a male member. Yes, times are changing but there is still a long way to go.

**India ranks
140 out of 156
countries in the
Global Gender Gap
Index (GGI) 2021**

IPL's 'Luck'(now) begins!

Debutants Lucknow and Ahmedabad aim to strike big in this season of the Indian Premier League

Garima Dobhal

Finally, nawabi shehar has its own IPL team 'Lucknow Super Giants,' a dream come true for many cricket lovers in the city. With KL Rahul, who has been announced as the team's captain, along with Australian all-rounder Marcus Stoinis and a star-studded coaching line-up including Andy Flower, the game as definitely been upped.

The Lucknow franchise has hired Gautam Gambhir as its mentor while another new entrant Ahmedabad franchise announced former Indian player Ashish Nehra as its head coach. Lucknowites are excited for

am really excited for team Lucknow as I belong to this city also, I am a very big fan of several cricketers. It's a dream come true and a huge honour that our city is progressing day by day. I am wishing for Covid to end so that we can see crowd in stadiums for our city", said Kartikesh Tiwari, a 23-year-old working professional and also a die-hard cricket fan.

College goer Ishita Arya, 21, too shared similar sentiments. "Though, I don't watch cricket much but it's good to see our city's name in this tournament. My father used to be an avid cricket watcher and somewhere I also used to watch so it's an amazing news that our city will now have a team and be represented in the Indian Premier League. Good wishes to team Lucknow it's an amazing news," she said.

Seeing this excitement, the owner of Lucknow team announced a contest on social media soliciting names from fans. "We solicited input from all fans, stakeholders, and people from all over the world because we wanted to be inclusive. The contest was on Instagram, Facebook, and Twitter and finally we zeroed on the best suggestion: Lucknow Super Giants," said Sanjiv Goenka, CEO of the RPSG Group, which owns the Lucknow IPL franchise.

Prior to the super auction, both the Lucknow and Ahmedabad IPL franchises will be aiming to recruit excellent players from the pool of non-retained players. They will

also be looking to sign their respective captains. Both the Ahmedabad and Lucknow franchises are on the lookout for captaincy candidates who are going to be chosen before to the most important auction and utilised to make their respective squads. The IPL 2022 preparations are underway, and everyone is looking forward to the IPL 2022 auction.

Lucknow squad emerged on Twitter a month before the IPL big auction

Happy to know about our city finding a place in this prestigious tournament. I will definitely go to see the matches at stadiums if the Covid situation stabilises

Yash Srivastava | WORKING PROFESSIONAL

the new season of the IPL tournament as they can now cheer for their city team, which will make its debut alongside Ahmedabad, thus taking the tally from 8 to 10 teams.

"Belonging to Lucknow, I am very excited for this team as it's an honour to see our city's name in the IPL. I am very excited for this season. Also, it will inspire those who have dreams of becoming a cricketer", said Rajiv Singh, 20-year-old college student, who loves cricket.

"Cricket is my favourite sport. I

Prior to the super auction, both the Lucknow and Ahmedabad IPL franchises will be aiming to recruit excellent players from the pool of non-retained players. They will also be looking to sign their respective captains.



Digital 'war' heats up in poll space

Photos: Suresh Sahu

With Election Commission (EC) yet to lift ban from political rallies amid Covid-19 surge, political parties have geared up for aggressive campaigning in 'Virtual Mode.' While the Bharatiya Janata Party (BJP) being in power at the Centre is already equipped with resources available at all levels; the major opposition parties including Samajwadi Party (SP), Congress and even Aam Aadmi Party (AAP) have set up 'War Rooms' from party headquarters to the poll-bound districts using social media handles.

Though its advantage to the BJP, but the SP is giving a fierce contest in Uttar Pradesh to the ruling party and has gone all out in virtual mode using social media handles, print and electronic media. War Rooms with IT professionals, cyber experts and political analysts have swung into action two months ago before the Election Commission (EC) issued the notification for elections in five states.



As soon as EC came out with the notification & the Model Code of Conduct got into place, one could see the otherwise colourful hoardings, which were all around the state and in particular the state capital, being removed overnight from different areas. In some cases, these have been replaced with Election Commission's appeal through District Administration.

The party offices saw hectic activities with senior leaders flying to Lucknow, the nerve centre of all the political activities, for consultations and preparations for the elections which in Uttar Pradesh will be held in Seven Phases and Lucknow going in for polling on February 23.

Congress too set up virtual rooms at AICC Headquarters & residences of 'Gandhi family', while Arvind Kejriwal-led AAP began with 'Ek Mauka Kejriwal Ko' campaign for Assembly polls. The party is a major contender in Punjab as well as Goa and to some extent in parts of Uttar Pradesh.



Key cutters looking to ‘unlock’ better future

Photo courtesy: Ridhima Srivastava

Ridhima Srivastava

Nowadays almost everything is going digital including door locks. Modern security is constantly evolving with new ways to protect customer's assets. Electronic door locks are becoming extremely popular in today's interconnected world. On the other hand, there are still many people who rely on traditional mechanical door locks, these conventional door locks have been around for thousands of years and will continue to be an option for simple security.

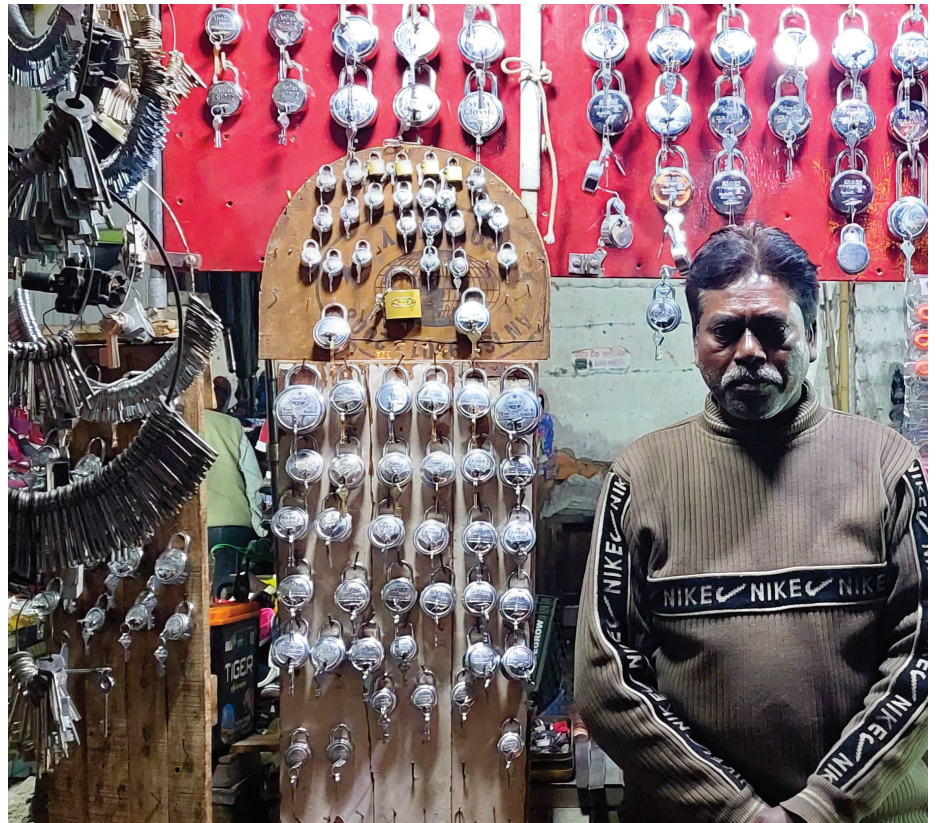
Key cutting is an artform practiced by locksmiths, popularly known as “Chabhi Waale” for many years who make duplicate keys for

We can easily replicate any key except the one's made with machine; we'll need a machine to copy them. One needs a license and a permanent shop to install those machines

Amir | SHOP OWNER SINCE 10 YRS

traditional mechanical locks. In case one loses a key and does not have a spare one, a locksmith makes a duplicate one for them. Over the years with constantly developing technology, modern electrical locks came into vogue and key cutting became unpopular.

‘Reti’ is the key instrument used in the process of making duplicate keys. “One should have a sharp vision for this work. Key cutting can easily be learned at a young age as it



gets difficult to learn at a later stage since eyesight becomes weak over time”, said Basheer, 45, owner of a key cutting shop.

There are still many places in Lucknow where you will find these locksmiths most of whom have inherited this artform from their forefathers. “I have been doing this work for the last 45 years. My father taught me key cutting; he had a shop in Aligarh and with time we shifted to Lucknow and over here I started doing this work”, recounted Khurshid, a shop owner near Nishat Ganj Pul.

“We can easily replicate any key except the one's made with machine; we'll need a machine to copy them. One needs a license and a permanent shop to install those machines”, said Amir, 27, shop owner, who has been doing this work for 10 years

Most of the chaabhi waalas start-

ed this work out of enthusiasm but many of them had to choose this path due to lack of education. “I don't have any academic qualification hence key cutting is the only source of livelihood”, said Basheer, while talking about his choice of key cutting as a profession.

Not everyone wants their offspring or future generation to carry on with this work. “I was not able to gain education due to financial issues. My father taught me the art of key cutting as a child, but I don't want my children to continue this work. I want them to get proper education and do respectful jobs. There's no respect in this profession, people don't treat it like an art form; we are just roadside shop owners for them”, said Amir.

Like every other sector this profession was also affected by Covid 19 but as time is passing everything is getting back on track.

Time for beauty pageants to be inclusive, say students

Bhargavi Singh

Ecstatic Indians celebrated Punjabi kudi Harnaaz Kaur Sandhu being crowned Miss Universe 2021, however, there was a section that questioned the 'exclusive' eligibility criteria adopted by beauty pageants and its effect on youngsters.

Expressions Reporter spoke to students and model aspirants on the issue and they seem to be a divided lot. While some said that the pageants were gradually changing their rules, others felt that nothing had changed.

Sangya Singh, a 5'11 Miss India aspirant says, "I feel there is a slow change coming as we see that Q&A rounds are being given a lot of importance nowadays and contestants are being evaluated on their intelligence as well. While it is very important to work hard on ourselves and look presentable in these competitions, yet it is high time that we see some changes in these criteria."

Another young model Matangi Agarwal, who misses the height qualification by a few inches, shares, "The modelling world is becoming more accepting and talent and confidence are definitely being given more importance. Even most pageants at local level don't have the same eligibility criteria as big pageants."

Meanwhile, Kushagra Nigam, an under-graduate student raises an important point. "I think the reason that these (exclusive eligibility) standards still exist is because most people still consider them to be the ideal. These beauty pageants are successful because of the support from masses. The day majority of people start considering all body types and features as attractive is the day that these criteria will

change," he quips.

Sharing similar sentiments is another undergraduate student, Vaishali Gautam who rues, "The lack of diversity in such pageants is saddening. Just including different races is not enough.

We need to see more diversity in terms of body types, heights and even haircuts! The idea of 'perfect' women that such competitions promote is unhealthy and leads to self-esteem issues in women, majority of which don't fit into."

While it can always be argued that if not 5'5 then what other number and where does one draw a line, it is imperative that we change our definitions of beauty. There is more than one type of beauty and limiting the term to such a tight box of set criteria will only lead to wasted potential and more body-image issues in people, say youngsters.



Exercise to stay fit and beat Covid blues

Shreya

Photo courtesy: Shreya

Omicron hit hard and how. With infections at an all time high, weekend and night curfews were imposed to break the chain and as it is said, 'Desperate times call for desperate measures.' From drinking Neem juice and kaadha, to eating garlic, doing yoga, people are doing everything and anything to be safe from this new virus mutation. Some people are still continuing with their Covid lifestyle, while others have started exercising to remain fit and healthy.

The World Health Organisation (WHO) recommends that people at home or self-quarantined engage in 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity per week, or a combination of the two. Some simple home-based exercises such as knee to elbow, plank, back extensions, squats, side knee lift, bridge, seated meditation, etc are helpful in maintaining mind-body balance. But as people have grown more concerned about their health after the pandemic, a hike in the number of people doing physical activities is observed.

While during the earlier Covid waves many gyms closed and their owners went the virtual way to continue training their members. Subhash, trainer of Beyond Fit Gym, says, "During the pandemic we faced some losses but then we also switched to online mode just like every other work. Now, I have some new members as well as the old ones, and there are more such in other slots."

However, some people still believe that walking is more beneficial than joining a gym. Manoj Pandey, a regular walker at Janeshwar Mishra



park, mentions, "Gym is a waste of money, especially where people are opting for artificial equipment and air conditioning, avoiding fresh and natural air. But during the pandem-

World Health Organisation (WHO) recommends that people at home or self-quarantined engage in 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity per week, or a combination of the two

ic, we had no other option than to exercise at home. Now that things are gradually improving one must start their regular walks to boost immunity".

Rishabh, runner at Janeshwar Mishra park, says, "I gained weight during the pandemic so I started running with my friend, and it's

good for health too. Even though the open-air gym is not in good condition, we use it sometimes."

While going out and participating in physical activities and movement has become a mandate for many people, there are still some who are carefree when it comes to being fit. "Day-long online classes drain all the energy. How is one supposed to take on any physical activity then?" questions Sanya, a college-going student.

For some, their physical health was better when colleges, schools, and offices were opened. As 20-year-old Tanay mentions, "I was more fit when I was going to college regularly. Online classes and sedentary lifestyle have made me lethargic."

Covid has taught us a lot of lessons with the most important being boosting immunity and keeping fit. With increasing cases during this third wave, it's up to you to decide whether you want to boost your immunity or continue with a sedentary routine.

Pandemic fuels growth of small entrepreneurs

Kashika Nigam

'All life-forms need obstacles and challenges in order to evolve'— wrote Eckhart Tolle in his book, *A New Earth* and perhaps this statement aptly defines how the on-going pandemic has impacted and brought its share of hardships in the life of the working-class population and economy. However, it also came as a blessing in disguise for small entrepreneurs.

Be it Ed-tech, health & wellness, e-commerce or delivery based services, young and talented people applied themselves and turned out to be successful entrepreneurs.

Thousands of people became unemployed and had no hope of what to do during the pandemic just like Rashmi Dixit whose husband lost his job during the lockdown and with little savings available, she decided to start tiffin service from home. She made a database of people who had no time to cook or were dependent on maids. Her small business started expanding and today Rashmi has established herself as a successful woman entrepreneur and in a role reversal she is the sole bread earner for her family.

During Covid-19 large number of small and unique business were opened and Mansi, 12, became a 'wonder girl' who started as a home-baker selling delicious cakes and cupcakes through the social media platform. What began as a small effort due to her sheer passion, Mansi today has earned the pride of being the youngest entrepreneur in her family and she does not want to stop here. "I want to continue with it on small level but would like to be an independent person and make my parents proud".

Pandemic did halt the world initially, but people's dreams and ideas did not stop even for a minute, be it be a 17-year-old Asha who started selling customised fashion t-shirts on Instagram or a 15-year-old boy Anjum who became a content writer for small websites.

MNCs were shut down for months but people like these who cannot sit idle and had the urge to do something new every other minute, did not stop. These entrepreneurs scrutinised their every move and thrived to achieve new

TO BE IN CAMPUS OR NOT TO BE

Kavya Rangan

Even as universities resumed offline classes and exams since July last year with students excited at the chance of interacting with peers and faculty in face-to-face mode, Covid-19 reared its head once again in January.

Daily surge in cases due to the new super-spreader viral mutation—Omicron—resulted in resumption of weekend lockdowns and night curfews followed by campus closures and online classes, exams much to the dismay of majority of the students.

Unable to fully explore and enjoy their university/college life while pursuing studies on the campus, students seemed a disappointed lot.

Masters' student Anupriya Sanyal emphasizes the importance of an offline education by stating a valid point, "Campus life nurtures a students' personality, provides them with new opportunities to explore and helps improve their soft skills such as communication skills, which are extremely important for their careers."

While online classes and virtual campus were vital to abide by Covid protocols, they are no longer necessary. "In fact, online classes are detrimental to our social and cognitive needs," says Priyanshi Pandey of M.A. (A&MM) and further adds, "Maintaining a schedule and motivation is the most difficult aspect about attending college online. I'm happier when

OMICRON FALLOUT

I have a set routine and am surrounded by people who encourage me to look forward to the day ahead."

While online education has the benefit of studying at your own leisure, it has destroyed the students' habit of sitting in a classroom, interacting in real-time lectures and discussing their doubts in person. Students are gradually losing their social-interaction skills after being confined in their homes for the past two years. Many suffer with public speaking and confidence issues and others have become too comfortable with the online process.

Dr. Mohammad Faisal a senior faculty at ASCO, Amity University states, "While online mode of teaching inculcated skills among students to adapt to and handle new situations, it can't be substituted with face-to-face interactions."

The onset of the Covid-19 pandemic has created a dilemma for all those who are striving to survive in the new world – whether to be part of the growing online revolution where our lives can be confined to a screen or to stick to the old ways of social interactions and having a life outside the virtual world.

'The new normal', has become a daunting reality with our whole world going digital. The plethora of software and online media platforms released during the months of lockdown are now creating an invisible wall between us and the

HOW TO SURVIVE YOUR FIRST JOB

Sonia Singh

You've made it after jumping through all the hula hoops for the past three years. Congratulations! You have landed your first job. Your parents, teachers, and friends are proud of you.

You have dreamt of this day of joining the work force, making a mark as a media professional. There are a lot of ideas and hopes that you are carrying in your head. Like every other thing, your first job experience

During your first job, nobody expects you to know everything. If an assigned task is unclear, ask your seniors for help. Remember, nobody will do your work; you have to take time out to understand and learn how it is done while adhering to the deadline

is also very personal. It varies from individual to individual. But there are somethings that no one talks about that can make this transition from a college student to a job fresher a little more comforting.

If you keep in mind the following, you will get the best out of your first job:

It will take some time to adjust.

Moving towards a full-time job after college means saying goodbye to a lot of things. Of course, you knew

this change was coming. But giving away your comfortable college environment, freedom and friends will not be an easy transition. To make it a little better, ASCO provides summer internship opportunities, which gives you an idea of what it will be like to be in a professional work setting.

Maintain a positive attitude, observe your work environment and adjust accordingly. Do not expect fun and freedom instantly. It will not be dreadful, but it will not be like college.

You will always be a learner.

After attending your last lecture at college, you assumed you were through this learning process, but that is not the case. In your first job, you will learn a lot about your field. Your degree will definitely stay relevant, but you will need to learn new skills from time to time. Companies encourage their employees to up-skill themselves by attending workshops and online courses.

Stay open to acquiring new skills. You will always be a learner.

Polish your non-verbal communication skills.

You dressed impeccably for the interview round, you maintained your manners, and now you have to continue them during regular office days. As a fresher, you will always be under scrutiny. Besides your work, how you carry yourself, your body language and table manners will be observed.

Do not feel it's okay to have a laid-back approach because you are completing your tasks on time. A full-time job requires more than the completion of tasks.

Maintain clear line of communication.

Adjusting to a new environment

takes time. It is important to understand the preferred communication channels of your boss/reporting manager and adapt accordingly. Maintaining a clear line of communication is important to get the tasks done correctly. So, ask questions if you are not clear about your assignment, deadline or any other detail. You will not be punished for asking questions. Be open to asking for help. During your first job, nobody expects you to know everything. If an assigned task is unclear, ask your seniors for help. Remember, nobody will do your work; you have to take time out to understand and learn how it is done while adhering to the deadline.

Stay open to your colleagues.

Being around people of your age was always normal to you, which helped you bond with them instantly during your college days. But this will not be the case when you start your first job. Your colleagues will be senior to you having five to fifteen years (or more) of work experience and you may or may not have colleagues in your age group. Do not expect instant friendship or understanding. Be open to this change in company and participate in team-building exercises and office events. You will soon adjust to this new normal.

That first job experience always stays with you. You will experience a lot of new things, like your first pay cheque, appreciation for your efforts for the company, your work ethics, and much more. Be open to every learning opportunity that comes your way and you will excel.

