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#### PATRON

Prof (Dr.) Anil Tiwari, Dy Pro Vice-Chancellor

#### EDITOR-IN-CHIEF

Prof (Dr.) Sanjay M Johri, Director

#### ASSOCIATE EDITORS

Dr. Bhavna Wal & Mohit Sharma

#### DESIGN EDITOR

Mohit Sharma

#### DESIGN & INFOGRAPHICS

Abhishek Singh

#### STUDENT EDITORIAL TEAM

Ambika Singh, Shahida Khan & Ashna Ali

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Picture: SURESH SAHU

## LUCKNOW STUCK IN...

# TRAFFIC Snarls?

## 'Dealing with traffic is a daily battle'

**ARYAN RAJ**

Bachelor of Journalism & Mass Communication

It has been a city traditionally known for its laid-back lifestyle and rich cultural heritage. But in the modern day 21st century, Lucknow's robustness has been marred by traffic jams. It's particularly bad near Amity University, Lucknow Campus.

Despite the morning rush-hour, the roads are extremely crowded with honking cars, buses squeezing in and people on bikes trying to find space.

Talking to Expressions, Faiz Iraqi, a student of BBA 2nd year, says, "Every morning, I feel like I'm in a race against time, trying to beat the traffic and reach college on time. But no matter how early I leave, the snarling traffic near the college always seems to have the upper hand, leaving me frustrated and late for class." "Traffic near college is a daily hurdle. It's

a constant struggle to arrive on time, no matter the hour," adds Abhinav Verma, a student of BJMC 2nd year.

Of course, it's not only around Amity campus. Going anywhere in Lucknow, it's the same old story. Whether you're in busy shopping area of Hazratganj or the old streets of Chowk, you will find yourself stuck in a jam. To get around this jam, one needs to be smart. Drivers have to be careful and patient, and pedestrians have to watch out for cars. Crossing the road can feel like a game of dodgeball! "Dealing with traffic and parking issues in Hazratganj are like an everyday battle. Customers often struggle to find parking spots nearby, and the constant flow of traffic makes it challenging for them to reach our bookstore. It's a frustration we face day in and day out," says manager of Universal Booksellers store Hazratganj.

In recent weeks, city newspapers have been filled with reports of severe traffic congestions plaguing the city, particularly at key streets and intersections

like Charbagh and Polytechnic. Mismanagement of public transport vehicles, notably buses, autos, and e-rickshaws, has been highlighted as a major contributing factor to these traffic snarls. According to the Council Of Energy Environment And Water, there have been instances of e-rickshaws being banned on certain routes in an attempt to alleviate the situation. The government has taken several steps to address traffic issues in Lucknow. Initiatives include the synchronization of traffic signals to improve traffic flow, construction of flyovers and underpasses to reduce congestion at key intersections, and the implementation of stricter enforcement of traffic rules to promote road safety. Additionally, there have been efforts to expand and modernize road infrastructure and promote the use of public transportation as a means to alleviate traffic congestions.

But given the volume of plying traffic on the streets, despite all alleviation measures, more still needs to be done. ■

## Selling pani puri to support family

**DIVYA KOTWANI**

Bachelor of Journalism & Mass Communication

A dedicated and loving father that he is to his three sons, Yadav Ji brooks no problems for providing a good life to his offspring. Running a humble pani puri stall adjacent to Amity University, his stall stands out among other vendors dotting the same landscape. What sets him apart is how he manages his business.

Talking to Expressions, he says, "In the hustle and bustle of my hectic schedule, a beacon of youthful energy emerges in the form of Shivam Yadav. He is a spirited man. Though not bound to me by blood, Shivam's unwavering dedication and tireless efforts in helping me are an absolute blessing. Living up to his reputation,

Shivam Yadav, energetically runs around completing his chores. For Yadav

Ji, he is like a close friend who helps him to run everything smoothly.

From Yadav Ji's perspective, every rupee that he earns helps him to nurture his sons and family. His sons are currently students.

Aishani Purkayastha from BJMC-4 states, "I was first introduced to Yadav Chaat Corner by a friend. I have never looked back since then! Not only do they serve the most delicious snacks, but are also so warm and welcoming. Even the owner's sons work so tirelessly, leaving no stone unturned to help their father."

Shivam has aspirations to launch Yadav Chaat Bhandar on a large scale. He says he is working as he has family responsibilities.

Aaditi Thakur from B.Ed. 1st year says, "Indulging in the delights of this Chaat bhandar, I must say that it stands for one of the finest I have tasted. The tikki chaat is a masterpiece. But what truly captivates me is the demeanor of Yadav

Ji himself, the epitome of humility and grace."

Though there is age difference between Shivam and Yadav Ji, their responsibilities are similar, that is to support their families. ■



Pictures: DIVYA KOTWANI



# It's important to balance the old with the new



Pictures: SNEHA SINGH

## SNEHA SINGH

Bachelor of Journalism & Mass Communication

As the old order is changing giving way to the new, for residents in old city of Lucknow the ongoing transformation brings a mix of nostalgia and apprehension. These are those families who have been living for generations under the shadows of Bara Imambara and Rumi Darwaza.

Talking to Expressions, Hasan Khan, a shopkeeper in Chowk says, "With the widening of roads and construction of flyovers, foot traffic has decreased significantly. Our businesses are suffering,

and the charm of the old market is fading away."

A woman in Hazratganj commented, "We require development that honors our heritage and serves the interests of residents." She added, "Achieving a harmonious balance between advancement and conservation is essential."

From the narrow lanes of Old Lucknow to the burgeoning suburbs, the common thread was a desire for inclusive development. "Our voices often get drowned amidst the clamour of progress," laments Santosh Sharma, a roadside seller at Gombi Nagar. "But we are the heart and soul of this city and our concerns must be heard."

Statistics reveal that a staggering 75% of locals feel the impact of modern infrastructure projects directly. Moreover, over 40 heritage buildings stand overshadowed by new developments, raising concerns about the preservation of Lucknow's rich architectural legacy. Graduate Vishu Yadav stated that preserving culture was important. He said, "Urban development should not be a zero-sum game. By engaging with local communities and preserving heritage sites, we can create a city that honors its past while building towards the future."

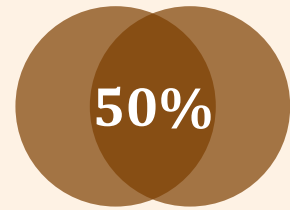
So even as the city wears a new look, development should not be at the cost of losing its heritage. ■



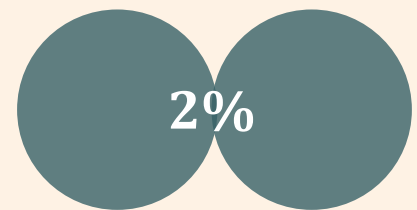
Picture: MARIA SIDDIQUI

## Probability of Left-Handed Child

### Both Parents Left-Handed



### Both Parents Right-Handed



National Institute of Health

# Southpaws

## Pitching in their favor

**MARIA SIDDIQUI**

Bachelor of Journalism & Mass Communication

As surprising it may be, left-handers are only 10% of the population. Subsequently, being in a minority also comes with its disadvantages. Right from Leonardo Da Vinci to Barack Obama to Paul McCartney to Amitabh Bachchan, left-handers have always been given the short shrift by society.

Talking to Expressions, Love Agarwal, a mass communication student says, "My parents are very supportive even though nobody in my family is left-handed. I was told that while working on a computer a right-click needs to be done with the right hand otherwise I won't be able to learn anything. There are various myths associated such as left-handed people are impure and short-lived."

Agarwal is not far off the mark. Tra-

ditionally, left hand is considered 'inauspicious' when rituals are conducted. Phrases such as 'left-handed compliment' means sinister in Latin which is an insult in the guise of an expression of praise. English as a language has also been prejudiced against the left-handed by equating it with the 'weak' or 'worthless'. Challenges for left-handers start from simple tasks such as writing on school desks which are made keeping in mind only the right-handed. The scripts in most languages are written from left to right, while trying to write in a notebook from right to left with your right hand, it's quite difficult. Many left-handers adapt to using right-handed products such as scissors, rulers, notebooks and computers which can have dangerous long term effects on the hand.

Archaeological evidence shows that 500,000 years ago too, left handers were in a minority with about 10% of

human remains showing evidence of left hand use in the making of artefacts and potteries. Doctors at KGMU opine that left-handedness is a combination of genetics, biology and the environment.

Research shows that language areas of the left and right sides of the brain in left-handed people communicate with each other in a more coordinated way. Studies also find links between genetic regions involved in left-handedness, very slightly higher risks of schizophrenia, and slightly lower risks of Parkinson's disease.

Mansi Saxena, a 16-year-old student, says, "My grandparents belonged to a generation where being left-handed was seen as a bane. I remember the constant attempt to force me to use my right hand instead. It was a struggle against tradition."

To celebrate the uniqueness and differences of left-handed individuals International left-handers day is observed annually on August 13.

Sushma Mehrotra, 62-year-old NGO worker, considers being left-handed as a gift that comes with its own sets of challenges and advantages. Growing up left-handed, she developed a sense of independence and resilience because of constantly finding her own way out of things meant only for the right-handers. ■



## Rainbow Society

# A home for the differently abled



Picture: BHAVNA SONI

### BHAVNA SONI

Bachelor of Journalism & Mass Communication

**D**riven by her own personal experience where she had to look after her own differently abled child, Swati Sharma vowed that she would help individuals who had been affected like herself. Thus was born Rainbow Society.

Talking to Expressions, Sharma said, "In 1988 she delivered her first baby boy. Admitted to Krishna Medical Centre of Lucknow, paediatrician, Dr AC Chawla diagnosed the baby with a severe mental

disability along with the rarest of combination of disability of heart known as Tetralogy of Fallot - a combination of four congenital heart defect, dislocation of hip joint and a cleft palate." She continued, "Already disheartened by her baby's condition, I tried not to lose hope. Backed by my husband, I visited related centers and hospitals that could ensure normal growth of my child. But later I realised doctors' advice that babies with mental disabilities experience slow rate of development and delayed growth."

Asha Jyoti, a special school for differently abled, came as a ray of hope for her.

It was in 1995 she immediately enrolled her child for education. She also joined as a volunteer there. Realizing that even she could help other affected parents like her, Sharma completed her B Ed in special education amidst her pregnancy with her second baby. She completed her certificate course in autism spectrum disorder, trainer in ADHD and learning disorder. Leaving Asha Jyoti by June 2019, she established a foundation where every therapy and counselling was possible. Her start up idea was 'Janhit Jagran idea challenge 2018-19'.

Although the idea was recognised but she did not get any aid. Subsequently, Sharma established Rainbow Society at C-160 sector C near Channilal Chouraha, Mahanagar.

She aimed to work for early intervention services for delayed development children. Here they provide speech therapy, physiotherapy, occupational therapy psychological assessment, behaviour modification, one to one teaching, yoga music and vocational training to make them self-independent, she informed. She said she realized how important it was for such children to be self-sufficient. Therefore, she expanded her vocational section, wherein adults and children make different varieties of organic soaps and designer aroma candles to make the centre and children self-sustaining. The centre is guided by Dr Rakesh Verma (ex-IAS), she added. ■

## ALUMNI CORNER

### ASCO teaches students to face tough situations



#### ADARSH SINGH

Creative Producer

KuKu FM

BJ&MC - 2017-20

Starting a journey of self-improvement and facing tough situations head-on is a sign that you are on the right path of growth.

My time at Amity University taught me just that. Supportive professors and a positive environment at ASCO played a big role in helping me become a stronger and more determined person.

I began my college life in 2017, moving from the busy city of Prayagraj

to Lucknow to join Amity. Even though it was a big change for me, I did not expect to face a huge challenge so soon. In my first semester, I had lost my father. This phase of my life was a hard one for me.

I returned to college with a clear goal: to achieve my dreams no matter what. My professors, friends, and everyone at Amity supported me. They say when you really want something, the whole universe helps you get it. That's exactly what happened to me.

With lots of learning and motivation along the way, I started working at ETV Ramoji Film City, Hyderabad, and now I'm happy to share that I'm a creative producer at KUKUFM, creating fiction stories.

I have my colleagues and professors to thank for my growth. A special thanks to Dr. Sanjay Mohan Johri, Shweta Wahie and Amit Massey for their guidance and support.

This experience showed me how facing tough situations can actually help us grow. It's a story I hope will encourage others at Amity to keep going, even when things get hard, and to believe in their dreams. ■



It was a scenario to be seen to be believed. Amity grounds normally going quiet after 5:25 pm routinely, were alive with the sound of music and student cheers right from morning until late evening. Reason? The annual chapter of Amiphoria from march 5-7, 2024. Music throughout, activities galore, people coming and going, a cheerful and bouncy atmosphere is what marked the happenings under the umbrella theme of 'Vasudhaiva Kutumbakam'.

A theme based annual cultural and technical extravaganza, Amiphoria is Amity's interdisciplinary and inter-university fest. It aims to encourage students to partake in extracurricular and co-curricular activities. The main arenas of attraction are Xuberance, Fashion Show and celeb/music performances across the three days of fun, frolic and letting your hair down activities.

Students experienced all new enthusiasm as they eagerly waited for power enriched performances and events all lined up on the entertainment platter. The diverse musical bands from Nagpur and other areas thrilled Amitions with their power-packed performances giving them new vibe and energy.

Apart from food stalls, many cosmetics and accessories stalls also decorated the landscape of Amity. In fact, the central stage hardly fell silent.

The performances whether solo or group, poetry, songs, dance face-off compelled the audience to keep clapping. The auditorium gathered pace when participants showcased their talent by dressing up in different characters for an event named Cosplay.

The evening of Day 2 lit up with a lyrical gathering by singer Anup Jalota. While the audience's heartbeat was stuck on who would get the title of Mr and Ms Amity, participants of Xuberance sparked the central stage by their graceful ramp walk and charming dance performances. Nova, Nova, Nova this was the only sound echoing the Amity ground on the very third day of Amiphoria as Amitions waited for the entry of Iqlipse Nova. Swaying, dancing and whole-heartedly enjoying the concert of Iqlipse Nova with all their university friends Amitions wanted this to continue for some more hours. To conclude, themed starry nights again was set ablaze by DJ suit-up along with DJ tracer with whole Amity cheering and grooving their hearts out on the beats of bliss. ■

by Bhavna Soni, BA(J&MC)

# A *kaleidoscope* of culture and music at **AMIPHORIA**



Pictures:  
SURESH SAHU  
ABHISHEK SINGH





# Born of same womb yet foes?

**Sibling rivalry is by no means universal or inevitable, but seems to depend in part upon how parents balance the sometimes competing needs of offspring.**

ENCYCLOPAEDIA BRITANNICA

ARHAMA ALI

Bachelor of Journalism & Mass Communication

In 2002 following the sudden death of founder of Reliance Industries Dhirubhai Ambani, the idyllic world of Ambani brothers, Mukesh and Anil, came crashing. What should have been one family was replaced by feuds and salvo firing at one another by the two brothers. Things came to such a point that the sibling rivalry had to be quelled when their mother Kokilaben intervened and arranged a de-merger of the Group.

It comes as no surprise that sibling rivalry has existed since time immemorial whether it be Cain and Abel of Biblical times or of Emperor Aurangzeb and Dara Shikoh in Mughal times.

Termed as 'sibling rivalry' by American psychiatrist David M Levy after Freud offered a theory on the nature of enmity between brothers and sisters, this antagonism starts in childhood.

Talking to Expressions, Sarah Khan says, "I remember my elder brother wasn't really happy when our younger brother was born. Our younger brother was born when I was 11 and then, naturally, he became a favorite. And the 'only male in the family' crown that Bhai had carried for 14 years passed from him to his brother." Khan adds that it is possible that this rivalry that starts in childhood,



Picture: ARHAMA ALI

may continue lifelong. This rivalry could be due to jealousy or unequal attention by parents or maybe arrival of a new baby in the family.

Ridhima Gupta says, "As an only child, I used to envy my friends' tales of sibling rivalry and camaraderie. Little did I know that I was missing out on both the chaos and the companionship that comes with having siblings. Now, as a parent, I strive to create a sense of sibling-like bond among my children, fostering cooperation and empathy from an early age."

Experts say that what triggers this aggression is older and younger siblings have different set of privileges and parents should take extra care not to hurt their children by praising one and putting down the other. This can damage the child's morale. They add that each child should have enough time and space of their own and they should be taught to manage conflict with other children too. Darmaan Yousuf says, "Sibling rivalry is like a rollercoaster ride. It can bring out the best and the worst in siblings. It's a unique bond that shapes us in ways we may not even realize. It's like a spicy golgappe - flavors and emotions all mixed together!" Adds Shaista Jamal, "A pair ends up fighting or feeling competitive and even jealous of each other. They may be equally good looking, doing very well individually and the best in their field of work but still sometimes or anytime sib-

ling rivalry may crop up."

Some siblings also see the positive in this belligerence. Says Dhruv Sharma, "Sibling rivalry taught me the importance of communication and conflict resolution. My brother and I used to argue over everything, from toys to attention from our parents. Over time, we learned to compromise and find common ground, strengthening our bond in the process."

Ankita Yadav adds that she did feel overshadowed by her three elder siblings and it inculcated in her a desire to prove herself. But some rivalries end in respect too. Daniyal Khan says, "Growing up with a sister who was my polar opposite was like living in a constant tug-of-war between conformity and rebellion. While our differences sparked heated debates and occasional clashes, they also enriched our perspectives and strengthened our sense of identity. Now, as adults, we celebrate the unique bond that only siblings can share."

Adds Tanuja Aggarwal, "Navigating adolescence with a twin sister was like having a built-in rival and best friend rolled into one. Our constant competition pushed us to excel academically and athletically, but it also fueled moments of jealousy. Despite the ups and downs, I wouldn't trade our dynamic for anything."

Despite the sibling rivalry, as they say, blood is thicker than water. ■

## 75 Hard Challenge

# The winner takes it all

**SUPRIYA SRIVASTAVA**

Bachelor of Journalism & Mass Communication

**H**aley Shapley and Sabrena Jo PhD, write in Forbes Health that in 2019 a transformative mental toughness program called

'75 Hard Challenge' was created. It's creator was entrepreneur Andy Frisella, a podcaster and CEO of the supplement company 1st Phorm. The program's premise was to put oneself in those places that were uncomfortable in order to develop mental resilience.

As the program came about the time when the Pandemic had made its presence felt, it caught mass attention as many wanted to improve their health and mental grit.

Talking to Expressions, Geetanjali said, "I am 54 years old and I still follow a strict diet for myself and my family. I have even started Zero oil cooking as my husband has hypertension. These habits have made a great change in my lifestyle."

The 75 Hard Challenge comprises follow a diet to improve physical health, complete two 45-minute workouts with one being outdoors, take a progress picture, drink one gallon of water and read 10 pages of a book excluding audio-books. This challenge is to be taken for 75 days.

Vivek Malhotra, a resident of Gomti

Nagar says, "Every morning at 5:30, I head to Janeshwar Mishra Park for a walk, accompanied by my friends. Together, we embark on this challenge, and ever since, we have experienced a remarkable improvement in our health." The health progress chart includes special yoga lessons, pilates sessions and laughter clubs. From Lohiya Park to Eco Garden, people are seen walking or jogging daily. According to a survey, 80% of males are more likely to take on this 75 Hard Challenge.

Nutritionist and health consultant Dr Neeru Singh says, "The most important component to maintain fitness is a proper diet, physical exercise, and adequate sleep. 75 Hard is one such challenge where we can get ourselves back into routine." The challenge has gathered traction as many share their progress path on social media. Ankit Baiyanpuria, a farmer's son from Haryana, received many likes and followers after sharing his reels on this challenge.

Even pre-teens are a part of this challenge. A 12-year-old girl named Pooja Bishnoi is inspiring people by creating such great content on YouTube and Instagram.

Undoubtedly, even as the challenge has its cons too like rigidity, it has caught on. For after all, who would not like to be have their confidence, self-esteem, perseverance, self-worth, self-belief, fortitude, and grittiness gain momentum. ■



Pictures: SUPRIYA SRIVASTAVA





Pictures: ASHNA ALI

According to the National Association of Street Vendors of India (NASVI)- About 10 million vendors in India make up a thriving street vendor market estimated to be at around Rs 8,000 crore daily.

## Chatori Gali: Where food beckons

ASHNA ALI

Bachelor of Journalism & Mass Communication

Famous the world over, the dastarkhwans of Lucknow have no match either for the palate or the quality of culinary delights on offer. Though the culture of dastarkhwans may be on the decline, Lucknow's gourmet enchantments have found another outlet to tickle the taste buds, street food in the city.

And Chatori Gali in Gomti Nagar area mesmerizes visitors who throng it. Loosely translated as 'Foodies Lane', it was set up in 2011 intending to develop the area as a street food hub while providing employment to locals. In the last decade, this street has become a popular hangout for the city's youth. As the clock strikes

5 in the evening, the place is abuzz with foodies while there is no dearth of variety at the 1090 food hub.

Food lovers are able to enjoy fast food, tandoori tea, milkshakes, ice cream and shikanji as well as the famous Litti Chokha of Bihar, Pav Bhaji from Mumbai, Korean Food, Nepali Momos, Kulhad Pizza, and whatnot. You name the food item, and you will get it.

Chatori Gali is not just about delicious food, it is also a help for many who work there.

Talking to Expressions, Hemant Yadav, a vendor of The Shaker's Hub stall at Chatori Gali said, "With over 100 stalls, making profits can be uncertain. With countless options, people often choose the first one available."

Moreover, social media platforms have played a pivotal role in elevating

the profile of Chatori Gali. You might have seen a viral video of a young woman preparing for IAS and selling Korean Food at the location. Leveraging social media Jyoti has garnered significant attention, attracted a broader audience and stimulated tourism.

Despite the hype, hygiene is an issue here. With the place abuzz with visitors, the gali's narrow lanes become littered with food waste and packaging materials.

Despite dustbins, people do not use them and just litter the streets. Resident of Gomti Nagar Ext., Dr Mahin Irfan commented, "Once in a while, eating street food is bliss. And Chatori Gali is a haven for it. But I recommend watching out for your health because in sanitation I give Chatori Gali, 2 out of 10 but the food is a solid 10." ■



# ASCO holds career workshop

**MOLLY SINGH**

Bachelor of Journalism & Mass Communication

“I felt excitement as I joined my batchmates for a transformative two-day career building workshop on March 12 and 13. This workshop was particularly welcomed as it was a roadmap to guide us into the next phase of our lives, that is career building,” expressed Aishani Purkayastha, 2nd-year student of Journalism and Mass Communication.

Purkayastha was speaking on the sidelines of the two-day career workshop that was recently organized at Amity School of Communication (ASCO). The aim of the workshop was to guide students on what kind of career roadmaps they could take in the future. The workshop was mentored by Rajkumar, from ASCENT, Amity University, Lucknow Campus.

Before commencement of the workshop, ASCO director Dr. Sanjay M Johri set the tone while outlining the workshop’s objectives and agenda. Speaking to Expressions, student Abhinav Verma said, “As the mentor spoke, I found my-

self hanging onto every word, eager to absorb the wisdom he was delivering. Through interactive discussions and practical demonstrations, we explored different aspects of making impactful first impressions, mastering body language and gestures, and preparing compelling ‘Elevator Pitches’ to showcase our potential to prospective employers.”

After a brief break filled with lively discussions, the workshop delved into details of crafting impactful CVs. Rajkumar guided students through the process, clarifying the difference between a resume and a CV. As he showcased various CV samples, there was a feeling of inspiration in the possibilities and variety they represented. Rajkumar also introduced students to online resources like Purdue Online Writing Lab and Coursera.

For the second day, students were instructed to draft their CVs and prepare a self-introduction. Divya Kotwani, another 2nd-year B.A. (J&MC) student said, “Career building workshop was really helpful. I got to know more about resume making, which is necessary for my professional career.”

On the second day of the workshop,

students delved deeper into the intricacies of crafting a compelling Curriculum Vitae (CV). Students were given an opportunity to get their draft CVs reviewed individually, focusing on rectifying common errors. Attendees also learned practical ways to introduce themselves in interviews making their learning more tangible.

Later in the day, everybody headed to the recording studio for practical training. Rajkumar explained how to confidently present oneself in front of the camera, a vital aspect of succeeding in an interview. All students took turns reading from a script that they had memorized, simulating an interview scenario. The session concluded with a constructive review of the recorded clips from the practice interview session, where individual strengths and areas for improvement were discussed.

“The career-building workshop was a very insightful experience, packed with a lot of useful and valuable information, that’s going to be essential for us students as we prepare to work in the industry for the first time this summer,” said Talha Akhtar, a fellow 2nd year student. ■



Pictures: SURESH SAHU



# IMPULSIVE BUYING?

## Blame social media

**SHAHIDA KHAN**

Bachelor of Journalism & Mass Communication

For Malik, owner of Malik's Mart, consumers' shift to online shopping has impacted his offline business severely. He says following the pandemic, people's preference for online shopping has really affected his business. Prior to corona, people bought supplies from his mart but now blinkit is their choice, he says.

A Financial Express report states that almost 68% of consumers in non-urban centers try products after seeing them first on social media. There are thousands of live examples of brands from lifestyle to beauty whose sales have increased because of social media, it adds. Experts claim that well-established brands like Nykaa, Mamaearth, Zomato, Boat, Souled Store, have gained prominence due to social media.

Talking to Expressions, Eara Fatima, a college-going girl, said, "There have been so many times where I've bought stuff just because it was showing up on social media, even if I didn't really need it. It's like seeing everyone else with it creates FOMO. But at least I'm up to date with the trends, right?"

As one delves into social media, it is like a virtual playground where brands compete for attention and consumers seek validation for their choices.

Platforms like Instagram, YouTube, and Snapchat have become more than just social networks; they are

now influential marketing channels where trends are born and buying choices are shaped.

Ronaldo's Coke incident is just one example where an influencer can make a major impact on consumers' minds and can affect product sales. Likewise, if it's presented in a positive way, it increases sales.

Simran Singh, a senior PR executive working for beauty and lifestyle clients at Value 360, says, "As I majorly work for lifestyle and beauty, I try to focus more on influencer collaboration and asking them to make a review video or put a story tagging the brand because clients ask us to focus more on influencers as it increases sales and creates brand awareness in a very short span of time." Of course, it is the content that fuels the sales.

In contrast to offline shopping where people buy what they need, online shopping throws up a plethora of products blurring the line between desire and need. Influencers, user-generated content, and personalized approach to selling products is what social media platforms are offering to consumers. This is bound to attract sales and consumer loyalty.

Social media has revolutionized consumer behavior, reshaping the way we discover, evaluate, and purchase products and it has a pervasive influence. ■

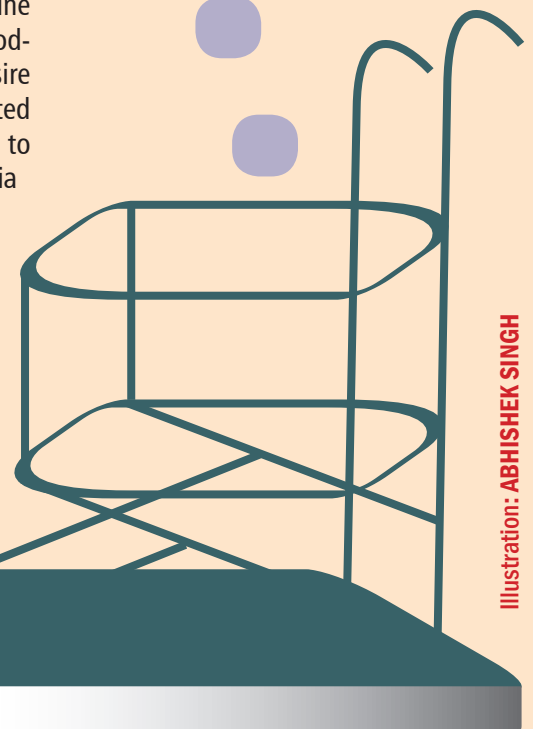


Illustration: ABHISHEK SINGH