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AMITY SCHOOL OF COMMUNICATION

# Expressions



Volume: IV, Issue: I

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## COACHING INSTITUTES

# WHERE BELL *does not go off*

- In 2017, according to an India Today report, Kota in Rajasthan becomes India's top coaching city with an annual turnover of 1500 crore.
- In an updated report by The Hindu, 2020, according to National Statistical Organization, one in five students in India supplements school education with private coaching including almost one in three at the secondary school level.

**ASHNA ALI**

Bachelor of Journalism & Mass Communication

The recently launched National Education Policy by the Government of India has been initiated with an aim to improving the nation's education system and decrease the high dependency on coaching. If statistics are anything to go by, presently, the country's coaching industry's revenue is valued at Rs 58,088 crore. In fact so huge is this market that it is project-

ed to hit Rs 1,33,995 crore by 2028.

The National Sample Survey published in 2016 that around 7.1 crore students were taking coaching, a trend that has engulfed the country in its grip. What has added to the growth of this trend is COVID-19. The past two years of the pandemic interrupted education on a massive scale. As now normalcy returns, a larger number of students is opting for coaching and this time digital world is the new platform. This is courtesy social media edu-influencers and many fulltime

teachers doubling or moonlighting as tutors in various coachings, including online teaching.

A NEET aspirant Vidushi Sharma told Expressions, "I am in class 11th and I aspire to be a doctor. I come from a family of doctors. However, sometimes it becomes very exhausting to invest 4-5 hours in coaching after spending several hours in school. This schedule leaves me with no time for self-expression and quality learning."

**CONTINUED ON PAGE 3**

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**PROF (DR) SANJAY M JOHRI**  
Editor-in-Chief  
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## EXPRESSIONS

# By Students & for Students

**W**hat can be a better example than an effort 'by students and for students' under the guidance of senior faculty which comes out as a publication where the creative content is largely based on field assignments and help them in their professional development!

'Expressions', a monthly publication by Amity School of Communication (ASCO), which was started on January 2021 as a maiden venture today completes its 36th edition. Isn't it a remarkable feat?

Yes, we are three-years-old and the biggest accomplishment is despite the pandemic and being both in online and offline mode of teaching, the publication remained uninterrupted, thanks to the efforts of student contributors and students' editorial team.

Expressions with diverse content gave an opportunity to students to write on topics from the field and help train them as Cub Reporters, many of whom have today moved to the industry and acknowledge that the product made their portfolio enrich and placement in the media industry. One can see the views of the past and present Students' Editorial Team expressing their views in center spread pages captioned Frame.

Thanks and compliments to Hon C-6 our Chairman, Prof (Dr) Sunil Dhaneshwar who demitted office as Pro Vice Chancellor recently for making Expressions a reality. Our entire team of Expressions has to be complimented for adhering to guidelines and deadlines making sure they learn the nuances of the print industry.

## ALUMNI CORNER

### MOHONA DASGUPTA

Media & Marketing Lead, Rocket Learning  
BA (J&MC) - 2013-16



# ASCO gave me a push to soar

I discovered that I had wings all along and that all I needed was a push to soar when I attended Amity School of Communication (ASCO). I'm grateful to my alma mater for inspiring me to fly to new heights. Can a note be long enough to establish all that I'm thankful for? I'll try...

In all honesty, I didn't give my 2013 choice to join Amity much thought. I decided to join since I was aware that I wasn't quite ready for a conventional profession. Three days after arriving at college, I knew I had made the right choice for my future. At Amity, each day was like a fresh challenge that we all accepted and rose to by taking advantage of the possibilities it presented. I produced my first movie, took home my first top-tier honor, and discovered that I could compose commercials and radio programmes. It inspired me to become passionate about development communication, which has given me a job that others admire.

Because of Amity, I aspired to establish a start-up, which led me to Goa, where I created 15 socially relevant documentary films from throughout the country. I studied audio editing and screenplay writing techniques, which led to my second job, and today, after all these years, I can proudly report that I work as the Behavior Change Communications Lead at a leading non-profit edtech company.

The three years I spent at ASCO gave me the confidence to say, 'I don't know how to do it, but I'll get it done', even when I was in a vulnerable situation and had no idea what was going on around me. None of this has been simple.

Some people have left an indelible impression on me, such as Areena Mirza ma'am, who encouraged me to believe in myself. Johri sir, who was always nearby and consistently inspired me to aim higher in life. Without these generous people, I would not be where I am now. Again, thank you for all that you have done to lead me towards a successful life. Your faith and encouragement in me do not go unnoticed.

CONTINUED FROM PAGE 1



So dominating is this trend that for young minds it is only school, then coaching and then the whole process is repeated daily. It is gradually becoming a socio-psychological issue which psychologists are now beginning to study and assess the impact of protracted period of lost childhood and brought about stress with this endless race for coaching.

It is noteworthy that the activity does not come cheap. Coaching institutes are known to aid students in their academics, but this additional aid comes with a price tag of Rs 2-3 lakh on an average which costs parents a fortune. Seeing their parents pay lakhs of rupees for both schools and coaching creates mental pressure on students which ultimately drives these students to take extreme steps. As per a report in *The Times of India* 2022, 15 students in Kota ended their lives after facing failure. Kota is famous as a coaching center.

But what are the factors that drive the coaching malady? Experts say schools can be predominantly blamed for failing to provide quality education to students and not paying close attention to every stu-

dent's studying pattern. This makes students depend on coaching centers for extra help in exchange of lakhs of rupees. Deputy branch head of Aakash Coaching Institute, Hazratganj Branch, Aparna Priyadarshi, says, "The syllabus that schools teach to students is very outdated and is not enough for students to crack competitive exams. Every year we enroll hundreds of students, the majority of whom are at the secondary school level. They tell us they do not get the extra guidance in schools and that is the reason they are seeking us, and we are here to help."

With competition a dominant factor, most families want their children to be number one in academics. So, the solution is coaching after school. And competition is getting tougher because the education system is getting crowded and infrastructure has not kept pace with the growth, say experts.

Another development that is taking place is coaching centers have lost the advantage they had over schools as they have started prioritizing profit over students. Now, online is a better option. Huge batch-

es and long hours have paved way for online learning which is more intimate and where students can decide their pace of learning. Apps like BYJU'S, Unacademy and YouTube channels such as Physics Wallah, Khan GS Research Centre, Khan Academy among others have made the concept of E-learning popular in India. Online learning is a milestone in the Indian education sector as it can reach individuals in every corner of the country due to flexible fee structures that are affordable for every tier of society and increase in digital literacy. Many YouTube channels even impart knowledge free of cost. A physics faculty at Physics Wallah, Satish Mishra says, "Coaching and online sessions will never replace the essence of chalk and duster teaching but today students do need more than that in their academics. It is not about from where the knowledge prevails, all a student should know is how to grab it and make good use out of it."

As AI-driven economy catches on where reskilling and upskilling are the buzzwords and routine upgrades are a must, coaching will be a fashionable trend. ■

## WINTER SEASON

# No season of milk & honey

- According to the FAO 2018 report, more than 500 million impoverished people depend mainly on livestock, and many of them are small and marginal dairy farmers.
- Uttar Pradesh has 319 lakh metric tonnes of annual milk production and contributes 16 per cent of India's dairy production and is the top milk-producing state in the country.




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**SHAHIDA KHAN**

Bachelor of Journalism & Mass Communication

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For homeotherms, the winter season can be a period of stress as it affects their productivity and efficiency. And bovines, especially cows and buffaloes, are also not spared this cold stress.

Experts opine that within a range of environmental temperature called 'thermoneutral zone', animals do not need to spend their energy. Within this zone they only need to adjust their body core temperature. But below this limit, is the 'lower critical temperature' when the cold stress sets in and dietary requirements undergo a change as the body needs energy.

For most dairy cattle owners, the winter season is a spell of anxiety and tension as their animals' milk output declines thereby earning them low income. Sumita Devi, pro-

prietor of a small dairy farm, told Expressions how she handles her livelihood when milk production is low throughout the winter. She says, "During the winter, there is reduced milk production, so we believe that boosting feed would help, but animals frequently refuse to eat, or if they do eat, we do not get excellent results. Sometimes, more food can make our animals sick, and then we have to contact a veterinary. This affects our income and subsequently it's tough to manage our business."

A report in *The Hindu* states, "The days continue to grow longer in spring and summer, so the increase in daylight hours signals to a cow to produce more milk, but in the winter, many dairy animals, particularly buffaloes and cows, refuse to eat, become feverish, and develop pneumonia." This gradually has an impact on milk production, animal health, and animal repro-

duction, and consequently on many people's livelihoods and the quality of milk because when milk output is low, customers either cut their consumption or up their intake by mixing more milk with water. Milkman Madhav Kumar and owner of three buffaloes says, "Business is low in winter. We can either reduce the number of consumers or warm up the milk. Since I honestly cannot afford to lose my customers, I choose to add water to control the quantity because I have no other option and I cannot risk my livelihood."

In a country like India, there are many more people, such as Madhav and Sumita, who rely on dairying as a source of income. Seasonal alterations have an impact on everyone. Everything from our moods to our immunity and biological clocks can be affected by the seasons. When it comes to being subject to seasonal changes, the cow is no different. ■

SHRUTI GUPTA

Master of Advertising &amp; Marketing Management

**E**mojis, short message service (SMS), multimedia messaging service (MMS) may be the new tools of emotion exhibition. But what started it all right from the Victorian era, the greetings card, has continued to hold its sway even in the era of the smartphone.

As per the recent Global Greeting Card Industry report shared by researchers at ReportLinker, the global market for greetings cards was estimated at \$18.3 billion in 2020. It is projected to reach a revised size of \$13.4 billion by 2027, growing at a CAGR of -4.4% over the analysis period 2020-2027.

Traditionally, people sent cards on special occasions to share life's updates. With arrival of new technology-based communication, like SMS, MMS, video calling, chatting, social media platforms, and E-cards, the market size of these emotion carriers went on a downward spiral. The easier, more immediate and cheaper cost value features of alternatives put forward a competition. At the same time, with a mixed approach of both forms of communication, now there are greetings cards with QR codes, embedded customisable video messages, social media references and digital cards.

An employee of Universal Booksellers, Gomti Nagar, Lucknow, told Expressions, "The sale of greetings cards has been almost zero in the past years. We used to sell cards earlier but after the pandemic we have stopped keeping the stock. Nowadays, people usually buy gifts like diaries, notebooks, journals, books and other fancy items." Vivek Dubey, a corporate employee in his 40s highlighted that, "Cards are history now. No one sends cards to people nowadays. Our day starts with morning greetings on WhatsApp and ends with thank you comments on social media platforms."

Yet, a small vibrant section of society has taken up the charge of keeping this industry afloat. A website 'The Conversation' tells that

## GREETINGS CARDS

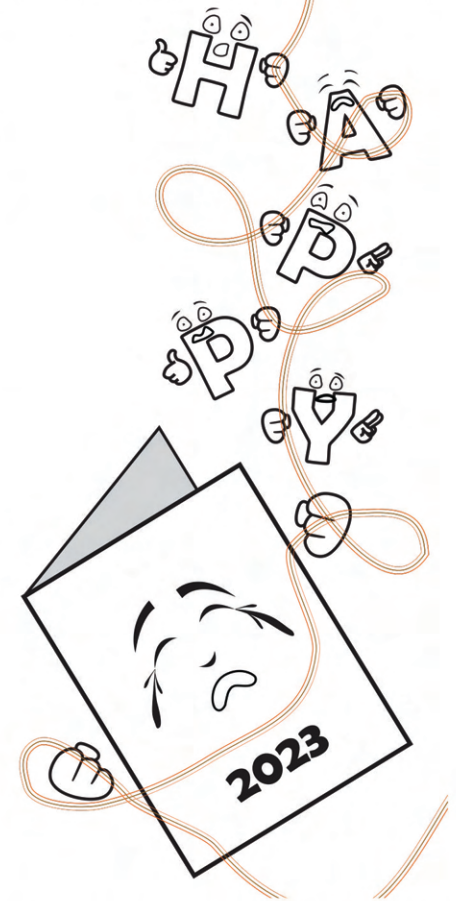
# Seeing off tech era

people born between 1981 and 2000 prefer a personal approach with communication and experience nostalgia when receiving or sending greetings cards. Another reason for their inclination towards personal approach is their acquaintance with internet frauds, identity thefts, privacy breach, and communication barriers of the modern era.

Farzana, a PhD scholar said, "I have always been inclined towards literature, poetry and hand-written notes. I like giving greetings cards to people on occasions worth celebrating to make them feel my presence and admiration." Aditya Bansal, a young professional mentioned, "Greeting cards are like memory capsules for me. I love to hold those messages of love in my hand and feel emotions conveyed."

In the current scenario, many leading brands including Papyrus, Avanti Press Inc., Card Connection, Archies Limited, Budget Greeting Card Limited, and others have set new trends with help of foreign collaborations as well as local association in the industry with diverse card players, customised messages, corporate cards, and special occasion cards. In recent times, occasions like anniversary, wedding, engagement, graduation, farewell, birthday, mother's day, father's day, women's day, and many other such day specific occasions have set new demands in the market. Brands are also working on cultural inclusion and diversification in their designs and concepts to satisfy the desire of "uniqueness" among the audience.

"Fluctuating numbers are the reality today. On New Year we had sold more than 2500-3000 cards and our entire stock was almost sold out but a few days later, we have not sold a single card in the entire day of sale. The demand is indeed lesser as compared to ear-



lier times but people still do prefer sending cards," an employee at the Archies Gallery, Phoenix United, Lucknow, said while commenting on New Year sale of this year.

Another reason behind the decline in demand is the rising awareness about deforestation and the need to save trees among the masses. This has pushed further the concept of E-cards. With the current technological advancements and creative aspects, people nowadays even prefer designing their own greetings cards.

While most people define greetings cards as a piece of emotion holder, some people see it as an opportunity to stand out from the flooding wave of digital messages. Whatever may the reason be, greeting cards have always been more than just a piece of paper. The sensory inputs awakened by cards have always been impactful. ■



AAKARSH KUMAR BAJPAI

## 'At Expressions, it was learn with fun'

**THAT DAY** is etched vividly in my memory when Johri Sir held a meeting for initiating Expressions. As we were the first batch for the magazine, we had to work our way through the labyrinth of ideas and stories to see a tangible Expressions come out in the form as it is today. To choose themes and topics for every month, get submissions, edit them and then forward them for a final check within a time limit was a task. Anyone who has worked on any project with Johri Sir will know deadlines are dear to him and are never meant to be broken. This helped me inculcate a strict habit of following deadlines. A habit that I still cherish and which proves valuable in my master's course in Diplomacy.

It was a real humbling experience for me to get an opportunity to work as a student editor on the student editorial team of Expressions. There was a lot that I learned from Mohit Sir and Shirish Sir. The duo guided us in getting the appropriate graphics and images for the articles. Also, I learnt a lot from Sangeeta ma'am who was always strict about quality of articles. She would just return the articles if they did not match her quality check. I will give credit to my peers Adeeba and Triyanshi, too, who taught me the importance of having good team members who make your work easy. Expressions has completed three years since its inception. It is proving to be yet another successful initiative like the mentor-mentee program that Johri sir has initiated. Overall, it was a great opportunity to add to my practical knowledge of mass communication and journalism.



SANJANA SAXENA

## 'A platform you'd be proud of!'

**THIS CUTE** little monthly creation always appealed to me as it was a prestigious little elite club that I really wanted to be a part of, and it was really something to be proud of. From day one, there was a zeal to write for the magazine, to hone my skills and learn the work and the greatest charm, of seeing my name on the cover one day - something you won't get that easily in this highly competitive industry.

I started out as a regular contributor. Then graduated to the editorial board and soon became the nodal person for the campus magazine. I have seen people joining and leaving but the ones who never looked back did not for once regret their decision. Yes sometimes you slip up, but you learn all the time. Expressions taught me how to be diligent with my work, giving me a taste of the professional arena where missing a deadline can be a deal-breaker.

I am duly grateful to the hard-working team who always pushed me forward and faculty members who always took note of the efforts made by students in putting everything together. Lastly, the sheer happiness of getting your thoughts published and read by others is just a precious feeling that "Expressions" serves on a silver platter helping budding writers bloom.

Consider it not some work, but a special opportunity that gives you the courage to write more, express yourself better, and more than that, stand out in the crowd. Its rewards do not leave you when you leave Expressions, the compliments you get for your piece stay with you and so does the confidence you gain in the journey.

# BEHIND THE FRAME

*Expressions' editorial team shares nostalgic moments on anniversary edition*

## 'Experience enhanced our growth curve'



VAISHALI GAUTAM

**'EXPRESSIONS, THERE** just could not be a better name for this platform. It's not just a magazine, but our very first podium from that taught us to start 'expressing ourselves like a journalist'. I remember how I used to struggle even with finding an apt topic initially; would discuss bundles of them with Johri Sir and get them all rejected! Getting one accepted was a real struggle. Then as the write-up was submitted, I used to keep my fingers crossed, praying that it should not displease Sangeeta ma'am. By God's grace, that never happened. And after all this, once the story was published, no words could describe the pleasure. It was all worth it!

From there to becoming a part of the students' editorial team, it has indeed been a journey of learning and experience. It was through Expressions that I learnt the difference between a normal article and a journalistic story, and gradually developed what we call 'nose for news'. Each story was an experience, and each experience meant growth. As an editor, critically going through so many write-ups helped me develop an understanding of what seems pleasant to read and what not. Being someone who wants to pursue her career in journalism, I can say that Expressions was the first step in the journey. I'm proud and grateful to be a part of 'Expressions'.

## 'The learning graph: Student editor to PR pro'



RAHUL MOHANTO

**2022 WAS** an assortment of surprises: on one hand, a pandemic-driven economy started to show signs of recovery, and on the other hand, the pandemic generation was focused on job openings. Being one of the pandemic generation students and looking for a placement of 'choice' guess what could have helped me build a better bridge between my candidature and my placement? My learning! Back in 2020 I had joined the student editorial team as a writer. But doubts niggled at me whether I could hit the right chord or not. An avid learner, I looked at writing hoping to learn something new. The first few writing outputs never saw the light of the day. But it taught me that consistency was the key to success. With persistent efforts and learning from my own follies, not only did my writing improve, I also got promoted to student editor within a year — another feather in my cap.

With designation came responsibility. The job profile entailed to know all aspects of editing and where required, the narrative needed to be changed. In the truest sense, this role taught me the power of detailed orientation and importance of mental dexterity. These skills speak volumes in real-life situations and mirror your true mettle. This transition period from student editor to a PR professional has been full of learning and reflection. These learnings have played a quintessential and critical role in transforming me into a professional that I am today. Now, I truly affirm that regardless of what challenges stand between you and your success, grapple with your limitations and overcome them. Simply put, experiences help you. I am glad my learning journey has been a very good one.

## 'Editing helps to accept mistakes'



BHARGAVI SINGH

**BEING A** part of the editorial team for Expressions will always be one of the most cherished memories of my college life. As a contributor I learnt how to articulate my thoughts and have the 'nose for news'. But it was after I became a sub-editor, I learned the nuances of writing. As someone whose future career plans include a lot of writing, Expressions not only helped me improve my skills but also helped me build my portfolio along the way. From editing articles of first-time contributors to correcting the font size, being an editor taught me how to work like

a professional and not just be a student. It also taught me to adhere to deadlines, be more diligent with my work and most importantly, to take ownership of my mistakes. This journey was made easier by our mentors Johri sir, Sangeeta ma'am, Bhavna ma'am and Mohit sir who were always just a text away. The efforts that go behind every month's issue is a story of its own and three years later we all have something that we are extremely proud of. I joined the editorial team in February 2021 and almost a year later I am a better version of myself. Every person on the team, including my fellow editorial team members, have taught me something and I will always be grateful for this opportunity.

## 'Three years of beautiful experience'



DRISHTI VANAİK

**JOHRI SIR** made me join Expressions in December 2020. At the time, I was an amateur writer with no knowledge of news writing. The first item I authored was a year-end summary of all the popular and noteworthy events of 2020. Due to my being a novice as a writer, my writing lacked basic structure, quotes, data, facts and figures. But I was not chastised for it was my maiden creation. Sangeeta Ma'am rewrote it.

For January 2021 I wrote a feature titled 'New Year, New Us'. The article focused on hybrid education and increased use of social media. Due to it being poorly written, this time around I was reprimanded. I was given one last chance to improve before the next issue or my write-ups would not be included in future editions. Needless to say, I was in despair. I decided to fight back.

Come February, my article focused on winter theme, and it was my first-ever 'Best Article' for Expressions. It bolstered my confidence, and with each edition, I found myself out in the field, researching, gathering quotes and interviewing sources, and writing a readable and decent piece.

As Expressions turns three and has grown as a publication, I can slowly but surely say, I have grown too. I went from being a student contributor to a member of the editorial team and eventually supervising it over the next two years. Being a part of the team has not only helped me grow and sharpen my writing and editing skills, but it has also shown me how a leader should coordinate and lead the team. This role taught me how to cope with deadlines, time management and share my expertise with my colleagues. When I first started, I desired to be a part of this team someday so I worked hard to get where I am today. This opportunity shaped my personality and taught me to think differently. It provided me with new perspectives, acquainted me with the standpoints of others and provided me with opportunities to demonstrate my abilities as a writer and editor. Today, as I prepare to enter the corporate world, my experience as a student contributor and editor has prepared me to handle deadline pressure, overcome obstacles, go on adventures, and ultimately emerge triumphant.

## 'We learnt the craft of storywriting'



TRIYANSHI PARIHAR

**IT'S A** gratifying feeling to share with readers of Expressions my association with this prestigious platform. It just seems like yesterday that a routine had to be adhered to deliver better and better editions each month. I use to write and edit pieces by student contributors with help of my fellow editors. What I learnt during editing was how to pick on interesting and original story angles that otherwise I would have overlooked.

These were just some of the tips I picked up while writing for Expressions. This was combined with discipline and agility to think and write without restriction. That is exactly what I apply in my current role of copywriting and social media marketing. To reach a broad audience, one must always craft a compelling story and experiment with storytelling techniques. Nothing beats a thorough research and rigour to write when it comes to creating an ideal piece. Acquiring it comes from regularly contributing to a magazine like Expressions. There is truly nothing that inspires a writer more than to know that their words are valued, so I sincerely hope that everyone who reads this recognises and appreciates the efforts and hard work put in by all the contributing writers.

## 'Let your pen speak for you'



RIDDHI BHARGAVA

**MY MAIDEN** article helped me accomplish what my heart desired and I was really delighted at expressing myself. Expressions permitted me

to explore myself as a writer. Here I could write without any fear on crucial topics and once done, hold my head high. I will not say the road was easy. Trust me, Sangeeta Ma'am and Johri Sir are hard to impress. They have parameters and anything less will not be accepted. This has been helping me in my career journey to date. Later, I was given an opportunity to be part of the magazine's editorial team. I learnt to handle a publication.

A senior person from Lucknow Tribune read my articles at Expressions and approached me to write for their upcoming sports-based magazine Ekana Buzz. Slowly and steadily, they added me to their other print editions. Later, they gave me the designation of a sub-editor. Till date, I am contributing for them.

In January 2022, I switched to PR industry and started to work with India's leading PR firm Ad-factors. The past experiences and learnings have helped me in creating great things which have been appreciated.

The experience that I gathered right from being a writer to being part of the editorial is precious. Today while recounting my experiences and learning, I will only say one thing, "Make mistakes, accept them, consider the changes, and then amend them. Ask as many questions you have, just don't give up whatever it takes." As I say, "Where the mind is without fear i.e. let your pen speak up exactly what you have in mind, head is held high i.e. never regret until it's a blunder done and fly high, the sky is the limit."

# New dimension to ladies who lunch



From its modest beginnings as a way for displaced women to get money, kitty parties have grown to be an important part of their members' lives. Psychologists claim they can provide women with vital support networks and help them practice self-care while being branded as antifeminist...

...according to **This Week**

## ARHAMA ALI

Bachelor of Journalism & Mass Communication

It is a concept borrowed from western culture of 'high tea' where actually workers after a long day at work would sit together in high-backed chairs and enjoy a cuppa. Merging with Indian tradition of fun and frivolity, this western concept seeped into Indian psyche and came to be called a 'kitty'. Ideally a chit fund to reflect women empowerment in the early decades of the Seventies and Eighties, the notion finally touched base with pure party culture. The only constant was women participation.

As Indians' proclivity for fun has channelized kitty gatherings into mere parties and entertainment, societal outlook towards kitty is also not without disparagement.

Rahima, a kitty party regular, has a mixed outlook towards this. Normally, she has felt that photographs

of a group of gorgeous looking women having coffee or lunch together on Instagram are admired. Generally, they are. But pin pricks too exist. Talking to Expressions as to what kind of jibes come her way she says, "I figured you were too smart to be seen in this circumstance! What is this specifically? A kitty party? Even from a text, I could see the other person curling their nose in ridiculous derision." Her friend Nuzhat is not spared either.

But women like Rahima and Nuzhat would like to remove deep seated notions that women attending kitty parties are fluff.

Nuzhat says, "I notice a diversity of occupations in my own kitty groups, including business owners, artists, educators, architects, doctors, and of course the multifaceted homemakers." Rahima continues, "When one interacts with people, they become better at their jobs. Writers find their stories there, and painters find their inspiration

there."

These women are attempting to show that kitties have come a long way and are not mere show pieces. They want to do away with the preconceived assumption of 'The Ladies Who Lunch', a reference in this song by American actor and singer Patti LuPone. To clear any confusion, the 'Ladies who Lunch' have evolved beyond mere socializing to support charities, from assisting schools to building shelters for homeless women. In general, it assumed when men talk in groups, it is politics, sports or finance. But when women talk, it is called gossip or talking about trivial issues. But the kitty party of the 21st century is not only about exchanging recipes, but also talking about national issues.

Thus, with a thought that kitty parties are substantial and not playing the fool, these circles of friends can stand in good stead for one another. ■





# EXERCISING

## The feel-good factor

Behavioural activation, in conjunction with physical activity, has been found to have the potential to reverse immunological alterations in depression

**DEBPARNA CHAKRABORTY**

Master of Advertising & Marketing Management

**W**ith a focus on having an all-rounded personality in today's era, it is no surprise that many are turning to gymming for a variety of reasons. Gone are the days when gym was only for physical burnouts. The CDC survey conducted by UCLA Health states that physical fitness can reduce mental health issues by more than 40 per cent in majority of population globally.

Exercises have long been known for the physical influence they create but now people have developed habit of exercising regularly because of several benefits. The great impact generated includes positive changes related to depression, anxiety, ADHD, PTSD, stress, insomnia, hormonal discharge, trauma and

many other mental health issues. The current population of Millennials and Gen Z are more aware about these issues and have been well led towards healthy lifestyle by experts and media influencers.

Sucheta Roy while talking to Expressions said, "I had started gymming because of my weight gain but that was years ago. Today, I continue it because I love the hormonal rush of dopamine when I achieve a new goal." The brain-derived neurotrophic factor (BDNF) is often experienced by people who indulge in such exercises as a result of feel-good hormone release in the body.

Post-COVID a great incline was witnessed towards gyms as an enormous number of people had registered themselves for monthly or yearly packages. The need of social interaction had raised their desire of engagement with people. Fitness enthusiast Sudeep Kumar

said, "During COVID-19, I was facing depression and anxiety since I had to stay indoors away from my family. So, when gyms reopened, I started coming to gym and met so many people who were experiencing similar emotions like me and we could share our feelings. Today, I can't wait to visit every evening and exercise with my friends and be with them as family."

Various researches have been conducted over the past years and more than 89 per cent of the researches have shown that exercise of any sort from walking to dancing has a direct positive influence on an individual's well-being. Ajay Singh, a trainer at Fitness Edge, Hardoi Road, Lucknow mentioned, "Our members often experience exhaustion in the beginning but soon as their body feels the inner pressure releasing, they themselves explore new things. Many people have joined us as part of their ADHD and PCOS treatments and have experienced relief first hand."

Dr. Lawrence Robinson, a psychologist said, "When starting exercises, one should do things one enjoy, whether it is running, walking, jumping, skating, fighting, boxing, zumba, aerobics, yoga, weight lifting, squats or any exercise. It helps one feel better while having fun."

Exercises also help in building a flow in lifestyle and routine. It induces a sense of discipline, pattern, and peace. As Yuvraj Mishra, a working professional in his 30s validated it by saying, "I feel lazy very often and everyone around me kept telling me to move and do things but I could not feel the energy. Since I started doing yoga and evening walks, I feel more motivated, energized, and connected with nature and my body. I get up early and look forward to the day now."

Exercises and physical fitness are powerful tools in shaping one's lifestyle, habits, perspective, mindset, and goals. It can help in breaking the vicious cycle of struggle between the mind and the body by inducing movement of the entire body system. ■

**BHARGAVI SINGH**

Bachelor of Journalism &amp; Mass Communication

To tip and how much to tip, has always puzzled one. It is not just eateries, but cab aggregators like Uber and Ola which encourage tipping. In fact, it has just got more complicated as cashless transactions become routine.

The concept of 'Baksheesh' is quite popular in India. It usually does not include waiters, and leaving tips at eateries is a practice popular only in urban areas. Most customers leave leftover change as a tip. But are Indian waiters still getting tipped decently as more and more people move to cashless transactions?

Toffee companies are not the only ones who have faced decline in revenue since the advent of online payment. Waiters of the country too miss hearing the phrase 'keep the change' from customers. As many have started paying digitally, waiters seem to miss getting tipped. Abdul, a young waiter at a small café in Indira Nagar told Expressions, "Customers who pay online do not usually leave a tip. Though most of them are nice and treat me respectfully, the extra money that I would receive from tips used to help with monthly expenditure." Shweta, a customer at the same café said, "I have started paying online everywhere as it is easier but I try to leave tips in cash whenever I eat outside. Though there are times when I am unable to tip as I have no change or even any cash with me. It makes me feel a little guilty as I know waiters expect a tip from us."

On the contrary side, some customers do not think tipping should be encouraged. Akshat, a college student said, "Big restaurants already add service charge in the bill total along with various other taxes so the customers should not be expected to leave tip for waiters. I know this amount is not generally given to waiters but it is a hassle to carry around change just for the purpose of tipping and a lot of the

# TIPS & E-PAYMENT: *A tipping point*



times I do not even carry my wallet when I go out to eat."

A waiter from a posh restaurant in Gomti Nagar said, "It is true that the tips have gone down since more people began to pay online but I think it also depends on the place and people. Most people who come here are well-off and leaving a tip is sort of a status symbol for them. Sometimes customers even leave large tips for us when they do not have change but it is not the same for smaller restaurants."

Giving the management's perspective on this whole situation,



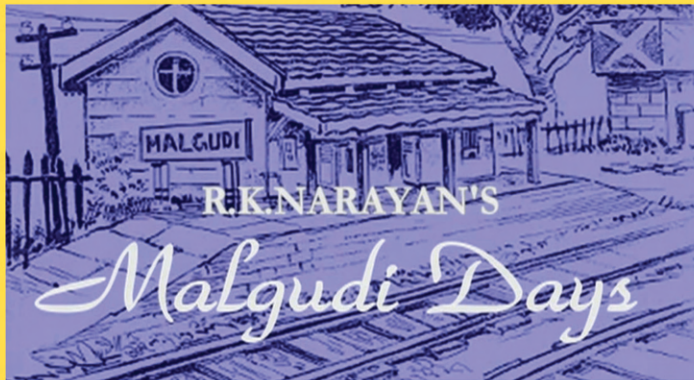
Ankit, a manager at a bistro bar in Gomti Nagar said, "Tip is not mandatory here and customers tip only when they wish to. Though customers cannot pay extra online as the QR code

that gets printed with the bill redirects to the exact payable amount. Nonetheless, the waiters get to keep all the cash tips that customers leave for them but we have seen a decline in tips as most people pay online or through cards."

Though, eateries are growing, the tipping culture is losing its sheen as cash gives way to digital transactions. ■

# The TELLY: A digital renewal

- The number of users in the OTT video segment is expected to amount to 528.9m by 2027 (statista.com)
- Smart TV shipments in India have grown 74% YoY during Q2 2022 (timesnownews.com)



**VAISHALI GAUTAM**

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When John Logie Baird invented the gogglebox in 1925, he could not have fathomed that within less than a century, this device initially producing stamp size images would shape the world in more ways than one. From hooking on to households even if there were only one screen in the entire locality, to now the centennials of the 21st century where mobile technology is the mainstay, the idiot box has managed to hold sway. Barely 30 years later after the initial invention, an independent India had also commenced transmitting its own programs via government owned Doordarshan. And as color TV and national telecasts hit Indian homes in 1982, the box has only seen the way forward.

The Eighties was that decade when the Indian small screen's golden period started. Episodic dramas like 'Hum Log', 'Malgudi Days', 'Buniyaad', 'Dekh Bhai Dekh', 'Mahabharta', and 'Ramayana' caught eyeballs as never seen before. It was that age of screen worship as soaps after soaps were telecast on Doordarshan changing the very face of Indian society as these dramas explored delicate subjects focusing on human interaction in Indian

context. The serials tied families together as they collectively watched programs telecast during slotted time. Forty-five-year-old businessman Rakesh Singh told Expressions, "I miss those days when our entire family and even our neighbours would gather to watch Ramayana on Doordarshan. At that time only we had a TV set in the entire colony. We used to wait the entire week to watch some shows. Sometimes I feel bad for the current generation who did not get such an experience." The soap was cast on Sunday mornings in the mid-1980s.

But as old order changeth yielding place to new, the telly in India is also now seeing its conventional image being revamped. The all-India TV reach has dropped from a peak of 94% in 2018 to 82% in 2022 (exchange4media.com). It is evidently predicted to decline further as according to a report by DAN, India, 65 per cent of Gen Z and even millennials prefer over the top (OTT) streaming services over TV already. Many households have already switched to smart TVs or have the conventional TVs just as show pieces in their homes. The conventional TV has loyal viewers only from the parent generation. While traditional media verticals have shown a decline, digital subscriptions have grown by 49 per cent over the last year. The viewer's age group ranges

between 15 and 34 years. College student Muskan Jain said, "Traditional TV doesn't even complement our fast-paced lifestyle. We cannot wait to watch what we want to. OTT gives us that convenience. It even saves our time. We have options to go ad free and most importantly we get to watch quality content."

The tube has seen exponential changes over the last 10 years and this evolution is likely to continue at an even higher pace over the next decade. Media academician Amit Massey says, "During initial days of TV, we didn't have much choice. We started with Doordarshan, progressed further but still had limited options to choose from.

But in contemporary times, viewer is the king. Viewer has the power to decide 'what to watch, when to watch and where to watch'. This shift has also pushed content makers to produce quality output. OTT is the future."

While TV sets will continue to exist, Smart TVs will replace conventional ones. Content, advertising frameworks, technology, everything will evolve. Viewers will not be waiting till 8:30 pm to watch 'Tarak Mehta Ka Ulta Chashma' and switching between channels during ads. Only time is going to show how positive or negative these changes will be, but nostalgia about the days of yore is already seeping in. ■