



Bunts Sangha's
S.M. Shetty College of Science,
Commerce and Management Studies.



SAAMVARTA

FROM

Department of Mass Media and Communication



NAAC Accredited 'A' GRADE
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2022-2023

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ABOUT COLLEGE

Bunts Sangha's S.M.Shetty College of Science, Commerce and Management Studies was established in 2008 by Bunts Sangha, Mumbai. The college is affiliated to the University of Mumbai.

Bunts Sangha, Mumbai was established in 1927 as a Charitable Trust and devoted itself to the cause of education, health care and social reforms of downtrodden and underprivileged class of people. The Sangha has been in the service of people for almost nine decades. Initially, the Sangha established two night schools mainly to cater the needs of working students during the day time. During the last decade, more emphasis was given to education for the masses.

Bunt's Sangha's S.M. Shetty College of Science, Commerce and Management Studies is committed to the promotion and propagation of quality education with excellence. The main focus is to impart domain specific knowledge, flexible skill mix, positive attitudes, ethically sound values and continuous learning habits through reflective thinking in a student. The objective is to unleash the human potential within students for excelling in the chosen educational field. Our earnest attempt is to see that all this should take place with a sense of purpose, pride, direction and commitment.

OUR VISION

'Personality Development for Nation Building'

OUR MISSION

To enable

Young minds to discover and develop their potential in an environment conducive to learning.

To create

Technically competent young individuals with practical skills

To develop

Socially conscious and morally upright global citizens for a new India.

Principal's Note



Dr. Sridhara Shetty

It gives me great pleasure to know that the Department of Mass Media and Communication Skills is releasing its annual department magazine Saamvarta 2022-23.

Saamvarta has been, over the years, a fine testimony of the students' skill and talent in creativity and content creation. Students of mass media are expected to be creative and to be able to express their views in multiple forms and formats. The department magazine provides a platform to achieve this. The magazine also very well documents the achievements of the students.

Saamvarta is an example of experiential learning- students get a chance to put to practise what they have learnt in class. I congratulate the department on successfully completing another edition of Saamvarta.

Head Of Department's Note



Prof. Kalpana Rai Menon

The Department of Mass Media & Communication Skills has had an eventful and successful year, with a series of ambitious projects, initiatives and activities that have helped to advance our mission of creating an environment that fosters excellence in media education and research. Matrika Shukla and Ritesh Singh of FYBBAMMC participated in the National Students Research Convention 'Avishkar'. Khushi Mehta - SYBAMMC won the best athlete of the year. Anam Chaudhary of SYBAMMC won first position at 56th AD Shroff Memorial Elocution Competition and Ritesh Singh from FYBAMMC secured the second position.

The department has grown over the past year. We have increased our student interaction and participation levels by introducing experiential learning techniques. We have successfully conducted an add-on course in Film Making this year.

We have continued to collaborate with industry experts and have curated several internship opportunities for our students, which has resulted in a number of students getting to understand the industry first hand.

We organised an inter-collegiate event Kaarva this year after a two year break due to lockdown. The event saw an overwhelming response from students within the department and also from other colleges.

The department students went on an industrial visit to Udaipur -Chittorgadh. Students visited the historical fort of Chittorgadh and experienced the rich cultural and historical heritage of the country.

This year, the department has had the privilege of hosting several distinguished guests including our very own Alumni from the media industry. Our students have achieved remarkable success in various competitions and have won awards at state and national levels. Ms Mrunal Mejari - SYBAMMC, represented the University of Mumbai in the folk dance competition.

Wish the students a very happy and prosperous future.
Kalpana Rai Menon

HOD- Department of Mass Media & Communication Skills

EDITOR'S NOTE

MAGAZINE DESIGN BY



Ketan Barot & Saisaranyya Menon

Firsts, debuts and inaugural moments of any journey are special. Undoubtedly, it is the same for us as we bring you the 9th edition of the Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Department's annual magazine - SAAMVARTA.

This magazine is born out of our love for our department and everything about it. After preserving memories of all the events that took place, we realised we needed to tell these stories. Give a platform for students to showcase their talent and talk about what they truly feel passionate about.

Saamvarta is now more than just a departmental publication. It is exciting to see the results of all our hard work, and we have made memories that we will cherish. This magazine is an illustration of our desire to get better, and I hope that future versions of the magazine will reflect this effort.

We had fun recalling our experiences from the places we visited to learn more about the interesting projects we did. Working for SAAMVARTA was everything we could ask for as we brace ourselves before

entering the media industry as aspiring journalists. Curating content, carefully editing, making sure we provide our classmates the best platform for their work. We devoted our hearts and souls to it, even though it required us to remain after class every day. It seemed difficult to complete work at the time due to complaints about the software, working under pressure, and not being able to find an empty classroom. However, looking back, it also provided an opportunity for all of us to contribute ideas and get a small taste of what it's like to work in the industry. The ultimate product is the magazine that will hopefully one day provide nostalgic smiles.



SAHIL MANJREKAR (TYBAMMC - JOURNALISM)

Designing the magazine was a first for me; as the process began, I questioned my ability to complete this task; however, my fellow SAAMVARTA teammates believed in me; I persisted, and I am proud to present to you this magazine that I designed over multiple cups of coffee and staying late after college.

As a magazine designer, learning how to use designing software was an essential part of my journey. I remember feeling overwhelmed by the various tools and features available in the software, but with time and practice, I became proficient in using them. When I first started using designing software, I focused on learning the basic tools and functions. This included understanding how to create shapes, apply colors, and use text. It's important to master the fundamentals before moving on to more advanced techniques.

Practice, practice, practice: Like any skill, becoming proficient in designing software requires practice. I spent countless hours experimenting with different tools and techniques to hone my skills. I also sought out online tutorials and courses to help me improve.

Why we need journalists now more than ever

Prof. Vibha Singh

Intro: In present changing times people need light and journalism at its best can provide it.
Vibha Singh

Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.

Henry Grunwald



In the past few years a question has been raised again and again. Is journalism dead?

Of course not. It's still alive and well and keeping the public informed all over the world. It is said that journalism is different now from how it was in generations past? Of course. But it's a mistake to idealize previous eras as if they were "the good old days." For example, in the mid-1840s, we got the birth of the telegraph due to which information was spread far and wide; but this era also saw the birth of tabloids, which spread information that wasn't entirely accurate.

Yellow journalism was prevalent in the 1890s, which used scandal and exaggeration and sometimes totally false stories to sell newspapers and magazines. It was also the time when the term "fake news" was first used in this time period.) But then, only a few years later, in the early 1900s, a new era of journalism was born: investigative reporters who uncovered political and corporate scams, lack of standards in food preparation, mismanagement in hospitals. The reporting of these journalists helped to save lives, a trend that has continued even up to the present day.

No, it is an evolving field. Citizen journalists and bloggers, in some cases, considered reporters. We're seeing more citizen journalists, both in India and certainly in nations where there is no freedom of the press. And it due to their efforts that we all came to know of the atrocities occurring in Syria, for example.

New technology which includes mobile phones and inexpensive high-speed networks are empowering individuals to report. However, those of us who have done journalism courses know all the responsibilities of being reporters. And that is something these citizen reporters often are not aware of which includes taking opinion from both sides and talking to more than one source for getting the right picture.

Ample opportunities

Journalists have plenty of opportunities with the establishment of new media and social media. The important thing is the identification of an established media company and associating with them. Every newspaper has an internet desk with journalists where people with good grammatical and language skills are of importance in editing and writing sections.

Unanticipated consequences of over sleeping

Prof. Prateeksha Singhal

We all know that sleep deprivation is bad for us as it is pivotal for our mental and physical health as well as quality of life. Proper sleep not only leaves you feeling refreshed and ready to take on the day, it improves learning, helps the heart and blood vessels repair themselves, promotes a healthy balance of hunger hormones, and aids the immune system. For most people, seven to nine hours of sleep each night is sufficient, though your age and activity levels.

But, on the other end of the gamut sleeping too much also appears to have some risks. Studies suggest that oversleeping can damage our body. What happens if we oversleep? While we may be tempted to sleep on weekends, experts believe it may be a sign of more serious health issues. Moreover, the desire to oversleep is now associated with mental health problems such as anxiety and depression.

For people who suffer from hypersomnia, oversleeping is actually a medical disorder. The condition causes people to suffer from extreme drowsiness throughout the day, which isn't generally relieved by napping. It also causes them to sleep for unusually long hours of time at night. Many people with hypersomnia experience symptoms of anxiety, low energy, and memory problems as a result of their nearly constant need for sleep.

Impacts of Oversleeping

Oversleeping impacts your overall health and can have negative effects, just as a lack of sleep does. Researchers suggest that longer sleep:

Worsens inflammation in the body

- Lower your energy levels
- Cause memory problems
- Creates a room for anxiety
- Decreases your immune function
- Can lead to chronic diseases

Both short and long sleep durations are associated with a number of health concerns and chronic diseases:

- Obesity
- Frequent mental distress
- Coronary heart disease
- Diabetes
- Stroke
- Headaches
- Back Pain

How to prevent oversleeping?

Oversleeping can feed into habits that may lead to further oversleeping. For this reason, it is important to break the cycle and get back to a regular sleeping pattern. Below are some tips:



- Set a regular alarm
- Do not snooze the alarm
- Keep a bedtime routine
- Stay active
- Avoid lights around bedtime
- Avoid short naps
- Power down your devices
- Keep a sleep diary
- Take a sleep latency test

How much sleep does one require?

Studies have been conducted to find out the ideal quantum of time a person needs to sleep per day according to their age. (Source: National Sleep Foundation)

- New-borns (0 to 3 months): 14 to 17 hours of sleep
- Infants (4 to 11 months): 12 to 15 hours of sleep
- Toddlers (1 to 2 years): 11 to 14 hours of sleep
- Pre-schoolers (3 to 5 years): 10 to 13 hours of sleep
- School-age (6 to 13 years): 9 to 11 hours of sleep
- Teenagers (14 to 17 years): 8 to 10 hours of sleep
- Young adults (18 to 25 years): 7 to 9 hours of sleep
- Adults (26 to 64 years): 7 to 9 hours of sleep
- Older adults (65 years or older): 7 to 8 hours of sleep

Although occasionally oversleeping is not necessarily bad for health, the complications from regularly oversleeping may put a person at risk of other conditions. If your oversleeping is caused by an underlying health issue, treating the issue may help you start sleeping normally. Making lifestyle changes that address poor sleep habits may also help. Also, ask your doctor if there are medications that might work for you.

Students Articles

Saisaranyya Menon

TY-Journalism

Saisaranyya Menon works as a free-lance journalist, supports animal rights, and loves talking about sushi in her spare time!



A beginners manual to feminism

My goal with this article is to dispel all myths about feminism, to comfort men who believe feminism is misandry, and to show the world what a beautiful concept feminism is. Feminism has a long and complicated history. Many of the beliefs held by feminists in the 1920s, 1960s, and even the early 2000s are, in fact, no longer relevant in the current social and political environment. Feminism has historically caused fear, confusion, and even rage among many people. Even today, a lot of people would rather identify as “supporters of equal rights” than “feminists.” These two names, however, are equivalent. It is the focal point of many women’s fights for equality and encompasses the spirit of women’s liberation. The goal of feminism is to free everyone from gender-based oppression. The encouragement of as many people as possible to identify as feminists, regardless of their gender identity, is one of the main objectives of feminism. In places where their voices are most needed, women are frequently muted. One of the main issues with sexism is the notion that women are less than and can’t contribute anything worthwhile. Because of the incessant impulse to reduce women to size and put them in their place, this form of ideology fosters abuse. But it also implies that we miss out on opportunities to make socially significant contributions. Many questions why women didn’t come out sooner when they exposed their alleged assault years after it occurred. The burden of proof is frequently disregarded, and victims of abuse and assault are frequently stigmatised, held accountable, and shamed into silence. When we pay attention to and take women at their word when they share their truth, we can shatter the wall of deadly silence. It is alarming that many promote the idea that women routinely exaggerate their experiences of abuse and that it is harmful to believe them. The goal of feminism is not to intimidate or bully. Actually, feminism is all about empowerment. The goal is to eliminate detrimental gender roles and gender-based restrictions. It’s about making sure that one group doesn’t stifle the voices of others. Giving everyone a voice and the opportunity and right to use that voice equally is at the core of this issue. We should all be feminists if that is the goal of feminism.

Sahil Manjrekar

TY-Journalism

Sahil Manjrekar is a dedicated Media student and also travel photography enthusiast



Easy ways to reduce stress and live joyfully

Life often involves stressful situations, and our bodies’ natural stress reaction prepares us to deal with danger. Consider how satisfying it would be to deliver an outstanding speech in front of a large audience while under some stress. Stressful, for sure. But it’s also demanding and rewarding. Our biological reactions to stress, however, can harm both our physical and mental health when a stressor is bad and cannot be resisted or avoided, such as job layoffs or a loved one’s medical crisis. Depending on the source of your stress—a relationship, children, employment, a health issue—you may be able to lessen or even stop it. After giving the situation some serious thought, you might come up with workable solutions. Even if altering the trigger is not an option, adjusting one’s viewpoint could assist reduce stress. For instance, if a friend is annoying you, taking a step back and lowering your standards may help you maintain your close relationship. Resilience is strongly supported by maintaining, enhancing, and expanding healthy relationships with encouraging friends and family. Even if their children and grandkids are far away, many people discover that relationships with their church community, their neighbours, and even their pets help them feel upbeat and energised. Feel-good endorphins are released by exercise. A great way to manage stress is by taking little walks throughout the day. Step 2—staying connected—can also be accomplished by exercising or enrolling with friends in yoga, dancing, or tai chi programmes. “It’s important to halt and rest after going through periods of big change, intense demand, or substantial loss. Saying “no,” at least temporarily, to invitations and pleas for assistance is frequently necessary to provide time and space for rest, according to Callahan. Spending time in solitude each day can help you become more resilient and at peace with yourself. Plan your fun for the day, week, month, or year to avoid letting the daily rush consume your life. Callahan advises, “Make a date to watch a special programme, alone or with a loved one, rather than channel-hop. Invite your pals over for a regular game night and ask them to bring treats to share. Schedule the enjoyable activities that fit you. Our ability to function under pressure has developed to include stress reactions like quicker breathing and heart rates. By not adding “stress about stress” to the stress the initial trigger already caused, you may perform better and paradoxically feel less stressed. This is because stress has a beneficial evolutionary function.

Ketan Barot

TY-Journalism

Ketan Barot is a devoted journalism student who likes to travel, play football, and listens to artists like Travis Scott, Don Toliver and Hasan Raheem.



Understanding India's sneaker culture

What was formerly purchased for athletics and everyday wear is now purchased as a means of expression or societal standing. The sneaker market in India is expanding by the minute. The sneakers category generated almost USD 2.46 billion in revenue in 2022 and is expected to expand by roughly 20.5% in volume in 2023. But, before we delve deeper into this booming business, let's take a look back at sneaker culture and how it made its way into Indian marketplaces.

The history of sneaker culture

The term sneaker originated in the late 18th century with the introduction of the 'plimsol'. They were fairly rough, rubber-soled shoes that were relatively basic and uncomplicated utilitarian shoes with no "left" or "right" shoe and were first produced and advertised as beachwear by the Liverpool Rubber Company. It wasn't until nearly 60 years later that the U. S. Rubber Company mass manufactured and perfected the plimsol by transforming them into canvas shoes with rubber soles under the brand name Keds. Because they were said to be so quiet that whoever was wearing them could just sneak up on you, they earned the nickname "sneakers."

Later, in 1924, in his mother's laundry room in Germany, a guy named Adi Dasler invented the first sports shoe. Later, this company would grow into the worldwide recognised brand Adidas. They rose to prominence when four-time Olympic gold medalist Jessie Owens was photographed wearing them at the 1936 Olympics, and they were the first sport shoe brand to gain worldwide appeal.

Michael Jordan, a basketball legend, had just been chosen into the NBA and was looking for a way to build a name for himself in the sports world in 1984. Jordan secured a once-in-a-lifetime agreement with sportswear company Nike, who inked a contract with him and developed a sneaker for him. Thus, the first legendary Air Jordan 1, popularly known as the grandpa of shoes, was released in 1984, paving the path for sneaker culture.

From streetwear to the runway

The high price of luxury is one of the factors that contribute to its exclusivity. Luxury designs

were formerly reserved for the privileged few, but today's fashion is accessible on a variety of levels, in which streetwear excels. Sportswear firms such as Converse, Vans, Nike, and Adidas were essential to the streetwear culture due to their accessibility. Because of the casual aspect of streetwear inspired by hip-hop, skater, or surf culture, the athleisure style is growing increasingly popular. Sneakers on the runway have the potential to bring new, unique designs. Fashion firms now have the freedom to design unique shapes, fascinating colour schemes, and high-quality materials. The legacy of sneakers, as well as their prominence in the fashion industry, have encouraged companies like Supreme to collaborate with Louis Vuitton, Nike, and Anna Wintour/Vogue. This trend is expected to continue in the near future as more brands collaborate to create hyped-up and distinct variants of the sneaker.

Sneaker culture today

Today, the sneaker market invests hundreds of millions of dollars in R&D and design. Consumers and sneakerheads queue for hours to obtain the newest and most unique sneakers on the market. You might be wondering how the 'hype' surrounding these sneakers is generated.

One of the primary reasons is that celebrities and sportsmen sign multi-million dollar collaboration deals with businesses, such as Kanye West's partnership with Adidas, which caused a stir in the industry with the iconic Yeezys. The sneaker industry is entirely based on hype. Drop culture marketing was established, in which marketers released items with little or no warning, in limited numbers, through limited outlets. Nike pioneered this marketing tactic, and as its popularity expanded, numerous luxury labels included it in their models as well. Drop marketing builds a buzz around the object being sold, leading the buyer to feel that an average item is a holy treasure. Brands may also drum up interest by utilising social media channels and collaborating with influencers who are relevant to the brand.

Sneaker manufacturers owe their success to millennials and Generation Z, who used the market to express themselves and make choices. In our society, status is the key motivation, and the hype fits in nicely with this attitude. The Indian market is considered the world's second-largest footwear consumer, which fuels the nation's expanding sneaker culture. The resale market has grown dramatically over the last ten years to become a multibillion-dollar industry, and India's digital market has added to the boom. The profession of selling shoes has risen in our culture, but the number of individuals who buy sneakers to wear is significantly lower than those who buy them for resale for a profit.

Growing sneaker community

A community brings together people who have the same interest, such as sneakerheads or those who are infatuated with shoes. Most communities go away over time, yet the sneaker community never stops developing. The brand, exclusivity, and uniqueness unite a big number of people who bond over their soles. There are online forums and social media platforms where sneakerheads may engage with one another.

Siddharth Mishra

TY-Journalism

Siddharth Mishra is a dedicated journalism student who loves listening to indie music!



Inflation and its effects on how businesses hire and pay employees

Despite global fears of rising inflation, Indian job seekers are unaffected in terms of their livelihood and expenses, with six out of ten saying they have not been significantly impacted, according to a new report released on Thursday.

According to Indeed's quarterly report, nearly 89% of employers believe that inflation will have no effect on how they hire and pay employees. The job market in India increased by 29% between April and June (as compared to a 20 per cent increase in the previous quarter).

Furthermore, 37% of all job seekers looked for a job or a job change during the quarter, compared to 46% in the previous quarter.

"Sectors such as IT, healthcare, and e-commerce will continue to grow, and with the introduction of 5G, we will see a sharp increase in telecom jobs in the coming quarters," said Sashi Kumar, Head of Sales, Indeed India.

In response to inflation, employers investigated various engagement modes that could help them manage candidate expectations as well as costs, such as a full-time, part-time, gig, or contractual work, during the quarter. Jobseekers continue to prefer full-time work (63%), as opposed to part-time work (26%), or gig/contract work (11 per cent).

However, on the employer side, the disparity is less pronounced, with over 19% of employers hiring gig workers during the quarter, according to the report. At a 10% salary increase level, which 41% of employers plan to provide to account for inflation, 25% of job seekers appear to agree. IT/ITeS continued to lead all sectors, with 91% of sector employers hiring during the quarter (83 per cent in the previous quarter).

Metros dominated hiring among cities, with hiring activity in Bengaluru, Mumbai, and Chennai showing significant growth in comparison to other cities. Over the quarter, Chandigarh saw a significant increase in hiring.

Ankit Kasana

TY-Journalism

Ankit Kasana is a dedicated media student who also happens to be a fantastic basketball player.



Bollywood and its undying boycott trends

Bollywood has encountered numerous challenging circumstances in the last five years, from threats made against filmmakers because of their work to current social media Boycott Trends. While movies have persevered despite obstacles like low box office returns and unfavourable reviews, getting them into theatres has become more difficult. Bollywood has failed to satisfy the audience with recent releases like Raksha Bandhan and Laal Singh Chaddha, whether it is the boycott trend or the plot. It is anticipated that the next films like Liger and Brahmastra Part One: Shiva would experience similar problems. At the very least, the #BoycottBollywood hashtag has compelled the filmmakers to examine their work closely and make the required adjustments.

Many Bollywood producers spoke out in favour of Hindi cinema earlier this month, arguing that the Boycott trends have gone too far. Following Kareena Kapoor, Alia Bhatt has also drawn criticism for her remarks on the subject. She said to Bollywood Hungama, "I can't keep verbally defending myself. Don't watch me if you don't like me. I'm powerless to stop.

The boycott trends on social media, according to Taapsee Pannu, whose movie Doobaara was lost in them, have become meaningless. In a conversation, she stated, "One stops being worried if incidents like these (boycott calls and trolling) occur frequently. It loses its value. In one of my movies, there is a dialogue to this effect." Regardless of the movie's premiere, fewer people are going to the movies as more films trend on social media.

Similar worries were voiced by Swara Bhasker. She stated: "This kind of separation bothers me. I believe that if movies do well at the box office, everyone benefits, including the artists and the industry. To divide and celebrate someone's misfortune or to feel resentful and envious of someone else's success, in my opinion, is quite foolish and petty." It's not just specific actors who have experienced the Boycott trend; netizens on Twitter have also called for a boycott of Salman Khan's Tiger 3 and Shah Rukh Khan's Pathaan.

Although the boycott movement may not have yet noticed the movie, the audience has definitely turned its back on Bollywood. They won't come back till Hindi cinema has demonstrated its worth once more. The audience ultimately decides if a production is a success or a failure.

Ishika Shetty

TY-Journalism

Ishika Shetty is the Best Student, quite literally as she received the Best Student Award in 2022 and she also aspires to be a PR professional



Global warming impacts animal growth around the world

Nitrogen is all around us. It is more abundant in the air than oxygen and accounts for 78% of the atmosphere. Nitrogen is also essential to life; it is required for plant nutrition and thus sustains all other living things.

However, plants cannot directly absorb atmospheric nitrogen as they do carbon dioxide (CO₂). They rely on a biogeochemical cycle, which combines the inert gas with other elements to form reactive compounds like ammonia and nitric oxide and “fixes” them in the soil with the help of bacteria or even lightning.

Scientists have been aware for some time that this cycle is being disrupted. According to a 2019 study published in *Frontiers in Ecology and the Environment*, reactive nitrogen levels have increased tenfold since the pre-industrial era due to the widespread use of synthetic nitrogen fertiliser and the combustion of fossil fuels. This has resulted in algal blooms, dead zones in the oceans, and acceleration of biological diversity loss in aquatic and terrestrial ecosystems.

According to a recent study, scientists have only partially understood the scope of this disruption and where it is occurring.

In March 2020, his study on the impact of atmospheric CO₂ concentrations on the declining nutritional status of European forests was published in the journal *Nature*.

The Fernández-Martínez study is one of 100 research papers examined by Mason and her colleagues from the United States and Europe to compile data on nitrogen availability across ecosystems between 1750 and 2017. They discovered that nitrogen availability is declining in “many non-agricultural terrestrial ecosystems” that do not receive additional reactive nitrogen due to human activities in their review paper.

The decline has been sustained across a variety of terrestrial ecosystems, including forests in the United States and Europe, as well as grasslands in Central and North America and Asia since at least the early twentieth century.

Mason’s study establishes that human activities are also to blame for the decrease in nitrogen availability and identifies multiple environmental changes as the drivers, particularly elevated atmospheric CO₂ and rising global temperatures. According to the US National Oceanic and Atmospheric Administration, the concentration of CO₂ in the atmosphere has increased by 50% since the 1750s. This has increased the rate of photosynthesis in plants to the point of saturation, resulting in increased nitrogen demand by plants. Rising temperatures are also known to lengthen growing seasons, increasing demand.

Vijaylaxmi Poojary

TY-Journalism

Vijaylaxmi Poojary is a classical dancer and an aspiring content writer.



Dance - The Peace of Heart

Dancing is an essential part of being human. I know this because there is no such thing as a wall-flower culture, or a region of the world where rhythm is neglected. I know this because we tap our feet to tunes we despise. We can’t help ourselves.

Dancing, however, is useful for more than just public demonstrations of imagined coitus and sorrow. It has been connected to a slew of physical, social, and mental advantages. It’s basically a highly fun (if done correctly) vitamin.

Dance is a part of every culture which has been practised for decades. The people from the old era didn’t have access to pop music, speakers, electronic instruments but still they had their own way of dance. From tribal to every religion, dance has been part of their culture. There are a variety of dance performances performed in different ways like folk dance, bharatnatyam, kathak, kathakali, yakshagana, western dance, salsa, hip hop, bihu, bhangra etc and etc. We can find many dance forms within India as it is a country with diversity of religion and culture.

Dance is something which can make you feel yourself. I do this thing everytime, whenever I’m sad or feel like departed I just put on the music, lock myself in a room and dance alone. I must tell you this is the best therapy I’ve found to make me feel better because when you dance you just forget the whole world. It’s just you and your dance enjoying the different world.

Dance is an amazing way of conversation where you can express yourself to the audience in a creative way. You can spread a message or make everyone on any particular topic through your performance and that’s the whole amazing part of dancing. Dance is not just only for entertainment but is also good for a healthy life.

Anthropologists regard dancing to be a “multi-faceted phenomenon”, an invisible, underlying mechanism within us. While different cultures have different types of dance, the simplest way to tell if what you’re looking at is dancing is to feel like it’s dancing. It’s one of those things that you’ll know when you see it. Dancing with others is associated with emotional competence, self-esteem, and healthy levels of trust. Don’t believe the researchers? Simply ask a dancer.

The expression and conveyance of emotion is one of the most fundamental goals of dance. People—and even certain animals—often dance to express significant emotions such as abrupt bursts of delight, impatience, or rage. These motivating impulses can be seen not only in spontaneous skipping, stomping, and jumping movements, but also in the more organised movements of “set” dances, such as tribal war dances or joyous folk dances. In this case, dance both generates and releases feelings.

Ruchita Singh

TY-Journalism

Ruchita Singh is a nature-loving girl with a passion for legalities, she dreams of exploring every corner of the majestic mountains and the soothing rain.



India's 2023 Budget and its Impact on Taxes

The Indian government recently presented its 2023 budget, with a focus on boosting economic growth and improving the standard of living for its citizens. The budget, presented by the Finance Minister Nirmala Sitharaman on February 1, 2023, proposed several tax reforms aimed at simplifying the tax code and reducing the burden on taxpayers. Here are some of the key tax highlights from the budget:

Simplification of Tax Code: The government proposed several measures to simplify the tax code and reduce the compliance burden on taxpayers. This includes the introduction of a new tax returns form and the consolidation of various tax-related forms.

Reduction in Corporate Tax Rates: The budget proposed a reduction in the corporate tax rate from 30% to 25% for companies with a turnover of up to Rs. 250 crore. This is expected to boost investment and job creation in the country.

Increase in Deductions for Individual Taxpayers: The budget proposed an increase in the standard deduction for individual taxpayers, which is expected to result in a lower tax burden for many citizens.

Expansion of Tax Collection at Source: The government announced plans to expand the tax collection at source mechanism, which is expected to improve tax compliance and reduce the tax evasion.

Increase in Capital Gains Tax: The budget proposed an increase in the capital gains tax, which is expected to increase government revenue and discourage speculative investments.

Introduction of a New Wealth Tax: The government proposed the introduction of a new wealth tax, which is expected to increase government revenue and improve tax compliance.

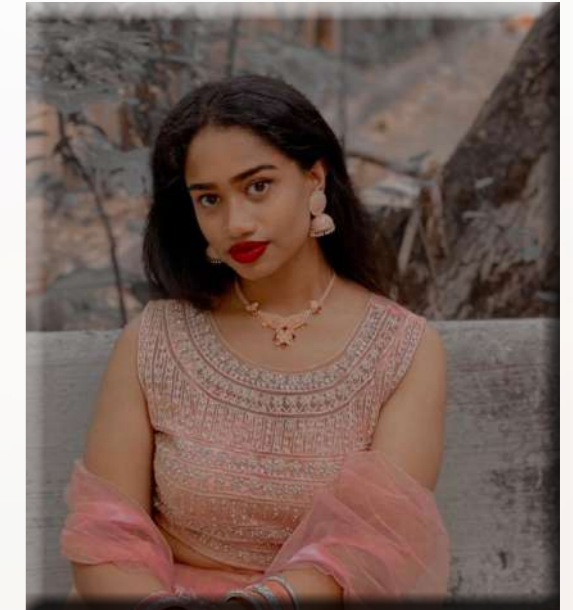
Increase in Tax on Foreign Portfolio Investors: The budget proposed an increase in the tax on foreign portfolio investors, which is expected to increase government revenue and reduce the outflow of capital from the country.

In conclusion, the 2023 budget proposed several tax reforms aimed at simplifying the tax code, reducing the burden on taxpayers, and increasing government revenue. By implementing these reforms, the government aims to create a fairer and more efficient tax system that will support economic growth and improve the standard of living for citizens.

Aarushi Jashank

TY-Advertising

Aarushi Jashank is a fitness fanatic who enjoys studying brand strategies in her free time.



All about luxury brands advertising campaigns

Luxury brands have long been known for their captivating and memorable advertising campaigns. These brands understand the power of marketing and how it can help them build a strong and recognizable brand image. From bold and daring to subtle and sophisticated, luxury brand advertising campaigns are designed to evoke emotions and create a lasting impression on audiences. In this article, we'll be taking a look at 5 of the best luxury brand advertising campaigns that have left a lasting impact on audiences.

"The Art of Seduction" - Gucci

Gucci, one of the world's leading luxury brands, has been known for its bold and daring advertising campaigns. The brand's "The Art of Seduction" campaign is a prime example of its commitment to pushing the boundaries of traditional advertising.

The campaign features a series of seductive and provocative images that showcase the brand's iconic products, such as handbags, shoes, and clothing. The ads feature a range of models and celebrities, including celebrities like Jared Leto and Harmony Korine, and challenge viewers to embrace their individuality and to live life to the fullest.

The "The Art of Seduction" campaign has been praised for its bold and innovative approach to advertising, and has helped Gucci establish itself as a luxury brand that is not afraid to take risks and challenge conventions.

"The World is Yours" - Louis Vuitton

Louis Vuitton, one of the world's leading luxury brands, has been synonymous with quality and craftsmanship for many years. The brand's "The World is Yours" campaign is a prime example of its commitment to showcasing its products and brand heritage. The campaign features a series of stunning and visually striking images that showcase the brand's iconic travel bags and luggage. The ads feature models and celebrities traveling to exotic and beautiful destinations, highlighting the brand's commitment to creating products that are designed to be used and enjoyed on the go.

The "The World is Yours" campaign has been praised for its stunning imagery and attention to detail, and has helped Louis Vuitton establish itself as a brand that is dedicated to creating beautiful and functional products for the modern traveller.

Luxury brands have a long history of creating memorable and impactful advertising campaigns that are designed to captivate audiences and leave a lasting impression. From bold and daring to subtle and sophisticated, these campaigns showcase the brands' commitment to excellence and to creating products and experiences that are truly exceptional. Whether it's Gucci's "The Art of Seduction" or Porsche's "The Pursuit of Perfection", these campaigns serve as a reminder of the power of marketing and how it can be used to build strong and recognizable brand images.

Ram Sarang

TY-Advertising

Ram Sarang is a passionate media student who also works as a fitness trainer and enjoys educating others about the importance of maintaining a healthy body.



Fitness as Meditation: A Path to Inner Peace and Better Life

In today's fast-paced world, it's easy to get caught up in the hustle and bustle of life and forget to take care of ourselves. But what if we told you that you can improve both your physical and mental health with a single activity? That's right, fitness and meditation go hand in hand and can be a powerful tool for a better life. Fitness and meditation, two paths leading to one destination - inner peace and a healthier life.

Imagine stepping into the gym and feeling your worries slip away as you focus solely on your breathing and movements. With each repetition, you let go of stress and negativity, allowing peace to wash over you. The rhythm of your heart beating in time with your movements creates a meditative state, a trance-like experience where you are completely in the present moment.

Just like meditation, fitness helps to quiet the mind, allowing you to escape from the constant chatter and distractions of daily life. It provides a space to focus solely on the task at hand, and in doing so, you become more aware of your body and mind.

So why not try merging the two practices and turn your workout into a meditation in motion? The next time you hit the gym, focus on your breathing, let go of distractions, and allow your movements to take you on a journey of inner peace and self-discovery. Fitness as meditation - a powerful combination for a healthier, happier life.

Fitness Improves Lifestyle and Mindset:

Exercise has long been known to have a positive impact on our physical health, but its benefits go beyond just building muscle and losing weight. When we engage in physical activity, our bodies release endorphins, which are natural mood boosters. This can help to improve our overall mood and reduce stress levels, leading to a better quality of life. Additionally, exercise can also improve our sleep patterns, boost our energy levels, and increase our focus and concentration.

Making Fitness a Curriculum in Our Daily Life:

We all know the importance of exercise, but incorporating it into our daily routines can be a challenge. That's why it's important to make fitness a part of our daily curriculum, just like we do with school or work. This means setting aside a specific time each day to engage in physical activity. By making fitness a part of our daily routine, it becomes a habit and we are more likely to stick with it.

In conclusion, fitness and meditation go hand in hand and can be a powerful tool for a better life. By making fitness a part of our daily curriculum and following a healthy diet, we can improve our physical and mental health, leading to a more fulfilling life.

Pratham Gore

TY-Advertising

Pratham Gore is the department's favourite video editor, and his editing abilities are unrivalled.



Proper Use of Social Media

The question of whether Social Media has been a boon or a curse to the society we live in has been one that has been debated since its conception and will be for decades to come. There are undoubtedly harmful ways that this versatile tool of communication and information can be used for, but likewise; there are also many wonderful good uses of Social Media that can be incredibly useful.

The many widely-used social media platforms can be used to deliver important news and alerts instantaneously to millions of people on a scale that traditional news media is incapable of. This can prove very useful in cases of dangerous weather forecasts, or public service announcements, awareness of global events, natural disasters and many such topics. With many social media platforms now having a verification feature, the authenticity of the organisations reporting news events can also be judged with a glance. And unlike traditional news media, social media platforms are interactive, and hence encourage conversation around important topics instead of just passively delivering reports. The versatility and wide reach of the platforms enables quick and widespread propagation of information, which is essential for news reporting.

The accessibility and free-to-use nature of many of these platforms also makes it a great tool for many people and new business owners to advertise and manage their projects and ventures, and market them to as big and as diverse of an audience as possible. Many young businesspersons are using a lot of these platforms to grow their businesses to immense success. Advertising, which usually requires many resources through traditional means, can be free and easy through social media platforms and reach just as many people, if not more; if managed properly.

Just like all of mankind's inventions, social media can be used for good, and for harm; proper use of it can achieve a lot of good. It's an incredibly powerful tool that has the potential to help and inform many people. How it evolves is yet to be seen, but for now; we can only try our best to use it in the best interest of our society to help as many people as we can.

Ritesh Singh

FY-BAMMC

Ritesh Singh an aspiring writer, queer individual and a chaotic soul.



Gen Z on it's way to do what Krishna said in Mahabharata

Mahabharata is an epic along with Ramayana that lives in the heart of Hinduism. It tells a story about a war among first cousins that marked an end to the 'Tretayug'. And then there is Gen Z, a category of people who are born post the year 2000. These people were born into the world of the internet and social media. So, you must be wondering what kind of connection am I trying to establish here? What do I mean when I say that Gen Z is on its way to do what Krishna said after the war ended.?

Well, going back to the end of the epic itself where the battle of Kurukshetra ended with the victory of Pandavas. Draupadi, the wife of Pandavas, approached her friend lord Krishna, "When you (Krishna) can stop time itself, why didn't you stop this massacre from happening? Why did you make families fight and kill each other?", she asked. To which Krishna smiled and replied. "People became too powerful and were too attached to their old beliefs and customs. They neither wanted to change nor did they want to move ahead. A society that holds on to their past traditions and beliefs becomes stagnant and eventually perishes. That's what happened to us, our society became stagnant and hence there was a need for a cleanse. A new beginning so people can understand the real value of change along with the concept of 'Dharma' and 'Karma'. For a society to move ahead they must cut strings from their old customs and beliefs and instead of holding onto their past they must learn from it and evolve."

Compared to what I said previously, now-a-days people have been following the same beliefs and customs that were made ages ago. These customs were made considering the need of that time but people today still follow the same. This is making our society stagnant and doomed to perish. This is where the Gen Z's come into picture.

Due to their access to the world outside, to our past and the impossible yet predictable future through the internet, Gen Z's really understand the importance of change in their society. These people are the youth of today which makes up more than half of the country's population. Over the past 23 years one can see how changes have occurred in societies around the country. This sudden and drastic change continues. Concepts like climate change, equal rights, mental health, etc have started to become normal while the old customs of whether marriage, identity or living life in general have been reformed to suit today's world.

One can say that millennials are the reason for the change but they too are heavily influenced by the elders of our society. It's the Gen Z's kids who are truly making, accepting and embracing the change. They're the ones who are cutting strings from the old customs that their elders follow. They are the ones who are learning from the past and trying to do what's necessary for the survival of human society. It would be an exaggeration but it makes sense that Gen Z's is like the Battle of Mahabharata of the 'Kalyug' that we live in.

Vallary Dubey

SY-BAMMC

Vallary Dubey is a dedicated media student who loves to explore new things everyday.



“अब पछताए होत क्या जब चड़िया चुग गई खेत”

गर्मी की छुट्टियां समाप्त हो चुकी थी। जय अपने दादा जी से मलिन उनके गांव जा रहा था। दो साल के बाद वह गांव जा रहा था इसलिए उसका उत्साह आकाश छू रहा था। दादा जी के साथ खेतों में जाना, बाग से आम तोड़ना और तालाब में नहाने की याद उसे रोमांच से भर देती थी।

वह सुबह सुबह दादा जी के घर पहुंच गया। उस समय दादा जी चड़िया को दाना चुगा रहे थे। तरह तरह के प्यारे प्यारे पक्षी उड़ रहे थे। कुछ तो दादा जी के कंधे पर भी बैठ जाते थे। यह दृश्य जय के मन में हिल पैदा कर रहा था। जय को देख दादा जी की खुशी का ठकाना न रहा। पहले तो दादा जी ने जय को खूब प्यार किया फिर घर के बारे में और उसकी दसवीं की परीक्षा के बारे में पूछा और उसके बाद दोनों चड़ियों को दाना चुगाने लगे। एक चड़िया जय के कंधे पर आ बैठी। वह बहुत प्यारी थी। दादा जी ने बताया कि जल्द ही वह मां बनने वाली है। जय की आंखों में चड़िया के छोटे-छोटे, प्यारे— प्यारे बच्चों का चित्र घूम गया।

शाम तक जय और उस चड़िया की अच्छी दोस्ती हो गई। जय ने दादा जी से कहा कि वह उस चड़िया का घोंसला अपने कमरे में रखेगा। दादा जी ने उसे समझाया कि चड़िया पेड़ पर बने घोंसले में ही सुख से रह सकती है। इंसानों के साथ रखना उन्हें मुसीबत में डालना है क्योंकि उन्हें कमरे में रहने की आदत नहीं होती। जय चुप हो गया, मगर उसका मन नहीं मान रहा था। दादा जी जब किसी काम में व्यस्त हो गए तब चुपके से जय ने चड़िया को उसके घोंसले सहित अपने कमरे में ला कर बंद कर दिया। रात में खा पी कर लेटने से पहले एक बार फिर वह चड़िया के साथ खेलने लगा। बहुत देर उसके साथ खेलने के बाद ही वह सोया।

रात में अचानक चड़िया को प्रसव वेदना शुरू हुई। वह घोंसले से निकल अपने पक्षी मत्तियों को बुलाने लगी। मगर उसकी आवाज कमरे से बाहर न जा सकी। वह उस अंधेरे कमरे में इधर उधर भटकने लगी। दर्द से बेहाल चड़िया ऊपर तेज गति से चलते बजिली के पंखे से बेखबर ऊपर उड़ कर अपने समाज में पहुंचना चाहा। अचानक फड़फड़ाहट की एक तेज आवाज के साथ गहरा सन्नाटा फैल गया मगर जय और बगल के कमरे में सो रहे दादाजी की नींद खुल गई। जय ने बल्ब जलाया तो पाया कि पूरा कमरा पंख और खून के छीटों से भरा हुआ था। मारे डर के जय की आवाज नहीं निकल रही थी। तभी भागते हुए दादा जी भी कमरे में आए तो जय उनसे लपिट गया और सुबक सुबक कर रोने लगा। इसमें कोई संदेह नहीं था कि जय अपनी मनमानी और जदि पर पछता रहा था। दादा जी भी यह बात समझ रहे थे और सोच रहे थे कि “अब पछताए होत क्या जब चड़िया चुग गई खेत”

Matrika Shukla

FY-BAMMC

Matrika Shukla is a Mass Media and Communication skills student with a keen interest in Political Science and Journalism. Having an ardour for writing, she loves to grasp things and then form a perspective that is intriguing.



Indian broadcast media and its love for sensationalism/money

75 years ago, pre-independence, a reliable one. The publications, radical reporting, and distinguished journalists reformed the media at that time. Even in the 21st century, we've seen journalists like Danish Siddiqui, Namjul Hassan, and Priya Ramrakha who went the extra mile and risked their lives to provide the people with the information they need.

Today, India is the world's largest democracy, and the media is often referred to as the fourth pillar of democracy - the watchdog, the one that is supposed to keep the other three pillars of democracy in check. One of the most important features of democracy is informing the people. And one necessary thing is to ensure that the information that is given to the masses is factual, unbiased, and presented in a concise format. But what do we do when the source that is supposed to bring the information to us is sensationalised? How do we know we're getting the correct information when the media channels are exaggerating, adding a flair of the dramatic, and sometimes even fabricating the information?

The Indian broadcast media - especially television - is one of the most widespread forms of mass communication in India. As of 2021, India had 392 news channels altogether. Regional channels and private players dominate the television media in India. Another thing that dominates the Indian broadcast scenario is Yellow Journalism. The live coverage of the Taj Mumbai terror attack at the cost of national security issues, the fabricated forensic evidence of Sridevi's death, the pernicious implication of love jihad in the Shraddha-Aftaab case, and the list is endless.

What is Yellow Journalism?

In layman's terms, yellow journalism can be described as an over-the-top, hyperventilated, and overexaggerated presentation of news and other information to create hype for profit-making. It began in New York City in the 1890s and has slowly crept into Indian television broadcasting. Yellow journalism is often referred to as 'unethical journalism' since its work does not follow the basic objectives of a media house and is more business-inclined. You can consider it an art of doing business where the primary objective is to earn money and gain more and more TRP.

Dramatisation of news

If you're someone who watches the news every day on TV, you'll notice that yelling, aggression, and intimidation are some of the key features of a discussion on the broadcast. Most of these channels have histrionic headlines but not enough content.

Media ethics have vanished, and journalistic values and fact checks are some of the words you'll rarely hear in a newsroom today. Media channels only focus on three things: TRP, TRP, and TRP.

Media houses have become highly competitive. The main focus of every news channel has substantially shifted from bringing out the truth to giving out 'Breaking News' and this competition between the news channels to gain viewership is exactly what has led to the exaggerated headlines, and distorted versions of the most insignificant events.

Media nowadays often portrays trivial issues while the major ones are sidelined. This usually happens because the small issues have a comedic or dramatic appeal to them. Rather than focusing on issues such as farmer's suicide, the poor economic condition of our country, or the corruption that runs in the government; the media chooses to focus on Alia Bhatt's pregnancy, TV serial dramas, and debates where MLAs from different political parties attack each other.

For instance, the year 2020 hit the world hard. The COVID-19 pandemic was infecting and killing people, the world was on lockdown, and it was almost as if the earth had stopped rotating. In the same year, Bollywood lost one of its actors Sushant Singh Rajput on June 14, 2020. Channels such as Times Now, Republic TV, and many others were covering the news about his death for months. They were treating the news like a tragic Indian soap opera amid days when the channel's main focus should have been on the conditions and grievances of the people in and outside the country during the pandemic.

Another flaw in TV channels is the twisting of facts. They often twist facts so that they look more appealing/ controversial/ interesting. Such irresponsible news reporting where facts are twisted, wrong information is given out, and the gravity of situations is exaggerated breaches the mass' right to receive information.

Media & Money

Ravish Kumar's resignation from NDTV was a sombre reminder of the corporatization of Indian media houses; of how the media of the world's largest democracy is losing out on its independence.

Kumar's resignation was a big loss for the Indian media. A fearless journalist and one of the very few who dared to stand up to those in power, Ravish Kumar's resignation was poignant. As of recently, Ravish Kumar had been the talk of the town for calling out media houses for their bias towards the ruling party and for promoting communal strife between the Hindus and Muslims. Yet, the senior executive editor felt the need to resign after Gautam Adani, a close friend of BJP's Narendra Modi, became a major shareholder of NDTV.

The takeover of a businessman on one of the few bold news channels in India reminds me of what Journalist P. Sainath once said:

"Media is politically free but imprisoned by profit."

There has been a marked increase in corruption in the Indian media over the past few years, which is not limited to individual journalists or specific media organisations. There is a wide range of forms of corruption, from "planting" information and views to receiving favours in cash or kind, to more institutionalised and organised forms of corruption in which newspapers and television channels receive money in exchange for publishing and broadcasting information in favour of particular individuals, corporations, political party representatives, and candidates for elections. Unlike advertisements paid for by companies, governments, organisations, or individuals, the news is intended to be objective, fair, and neutral. When the distinction between news and advertisements blurs, when paid advertisements masquerade as news, or when "news" is published to benefit a particular politician through editorial space sales, what happens? Such situations make it difficult for readers or viewers to distinguish between advertisements and news reports.

The media acts as a bridge between the government and the public. News, nowadays, has become a money-making business. There is a desperate need for the growth of public-funded journalism because after all - a pen is mightier than a sword.

Saad Ansari

TY-Advertisement

Saad Ansari is a 20- year- old budding writer and filmmaker.



Thoughts

If you're reading this, you're probably doing so with that little voice in your head. You know, the one we subconsciously use to think and win arguments in the shower. That one. And that brings me to the topic at hand. The little voice, the weird 2:00 AM questions about the universe, and to sum it all up, thoughts.

We never pause, take a moment and go, "Hmm... I wonder what thoughts are, and how they work. And how did these thoughts go from "Uga Buga Hooh! Hooh!" to come up with complex mathematical equations. How did we go from living in caves with fire torches to using electromagnetic waves to communicate wirelessly over long distances?

Well, I read a few dozen articles and then a few more about the human thinking process and there are some things that I could find common or similar in all the researchers' work. And I'm going to take you through this crazy line of thoughts. So hang on tight.

Thoughts, to make it very simple, are our brain's response to the different things our body experiences. Like when we were 3 years old and had this strong urge to touch something our parents asked us not to. Let's say, for example, a hot utensil. What happened? We touched it, it hurt, and we cried. Our baby brain basically told our bodies, "Hot = Bad. No touch hot. Listen to Mom." And also gave our body a little feeling of pain through pain receptor nerves so we never forget it. That's why, now, the moment we touch something hot, we immediately pull our hand back because the moment the body senses the same sensation, it uses that experience to react instantly. Or to make it more relatable for the GenZ to understand, it's a more detailed version of, "The more you Fool around, the more you find out."

Now, why do we think? Where do these thoughts come from? I like to think they are a byproduct of human curiosity. The curiosity to touch and see what fire is, or what would happen if we eat something. The moment our body registers a new stimulus, curiosity asks a lot of questions about the whats and whys, and hows in the subconscious mind. And from there, we actively start to think about things.

At this stage, curiosity turns into prediction. The human brain uses all available information to predict an outcome of the action that the curiosity has bred. Like, let's say, making a jump over a puddle. When we used to do such silly things, (I still do it in monsoons) we used to see a puddle, and the primal urge to jump over it instead of walking around it, kicks in. We see the puddle, we

notice the size and width of the puddle. Now our brain has a record of us falling or tripping in a big puddle back in 3rd grade. (Don't act smart you, we all have fallen into muddy puddles and then been scolded by our parents). Our brain uses that available information to predict that with the available physical capability it is possible to jump across this puddle. If it concludes that it can, we jump across and become the Cool one. But if the brain concludes, "Pfft. No silly, our limbs are too small, we cannot possibly jump across this puddle." I still jump across the puddle and fall into the mud and see my childhood crush walk by, laughing at me and my day is ruined. But hey, now I know FOR SURE that I can't jump across a puddle that size. If we look at the functioning of the human brain from a very very simple perspective, we can categorise thoughts into 2 primal boxes. Let's take a quick look at these boxes and how they work. The first, the most basic and the most important box is compare. Our thoughts compare information (experiences). We compare two different things, their necessity, their availability, and ultimately, their values. Earlier, in the good ol' days (I wasn't even born back then) humans knew that one who had rice needed milk, and the one who had milk needed rice. So they came to the profound decision of exchanging a portion of what they had for what they needed.

But then, how did they know how much rice was equal to how much milk? That's how we came up with currency. Money. The imagined value of things was then represented by, first, random objects to then coins made of precious metals to paper, and money as we know it now. But how did we come up with the values of the said milk and rice? How did we decide how much of one is worth?

This brings us to the second box, compute. Our thoughts exist to calculate. Calculate different information (experiences) to come to the best possible option. We calculated the need for objects. Then their acquired ability and availability. And then we calculated their values based on a combination of these three. The objects that were the most needed, the most difficult to acquire, and the least available were the most valuable. And vice versa.

Here's a paragraph about thoughts from the book "The Power of Now" by Eckhart Tolle: "Most humans are never fully present in the now, because unconsciously they believe that the next moment must be more important than this one. But then you miss your whole life, which is never not now. And that's a revelation for some people: to realize that your life is only ever now. The past is gone, the future is not yet here, and if you don't get in touch with the now, you will never be happy, because happiness can only be found in the present moment. It's a state of being that arises when you are present and fully engaged with whatever you are doing, without being distracted by thoughts or worries about the past or future."

Tolle's teachings have been praised for their accessibility and relevance to people from all walks of life. His approach to spirituality is non-denominational and is based on universal principles that can be applied to everyday life.

Now, I'm no expert in neurology or philosophy so you shouldn't necessarily be believing whatever you just read using that little voice inside your head. So I'd like to end my thoughts on thoughts by saying this. "A person who thinks all the time has nothing to think about, but thoughts." - Memes I saw on the internet.

Students Poems



Poem by - Abhishek Dubey

TYBAMMC Advertising

Abhishek Dubey is a committed media student who loves writing poems in his free time

Always and Forever

From that very first judgemental second
Till the breathing moment's shimmer i've held
every inch of you with adoration

Never mattered if it left me grey or glittered
Because you were always there, with me
Our fights kill me but that treasury caress heals me

It's those in betwixt minutes of social chaos,
Where there's only our 'us' and the world dies
What we find is what revives because it's you & I
So let's keep moving, moving ahead with beautiful smiles
I'll always fancy you from the Depths of our whole lives
Be it thunder or shiny sun's rays will love you forever and always



Poem By - Raksha Singh

TYBAMMC Advertising

Raksha Singh is a budding writer who's everyone's favourite!

Jeevan ka aadar insaan kab samjh pata hai marne ke liye wo janam lene aata hai..
Zindagi Mai aane wale baadlaav ko wo mausam samjh ne ki bhul kar jata hai ..

Yuhi samay ka pahiya chalta jata hai.

Kaha wo iss darr se har hadh paar kar Jata hai. Par unn raaho Mai bhi wo samjh nhi Pata hai .
Ki marne ke liye hi wo janam lene aata hai !!

Jab ek samay aata hai tab wo zindagi ki haiqkat samjh pata hai..

Tab wo maut se nhi ghabrata hai..
Uss pal se maut ke intezaar Mai baith jata hai ..

Phir aati hai maut deh ki makhan mai toh wo apna sab kuch ruh ko saup jata hai ... Kiye jo paap
uski maafi magna chahta hai..
Yahi sachai hai !! Ye maan jaata hai ..

Wo khud roote hue aata hai aur sab ko rula kar
Chala jata hai..

Apni maut se wo sab ko seekh de jata hai..
Ki Marne ke liye hi insaan Janam lene aata hai.. Kuch yahi manushy jeevan ka safar khatam ho
jaata hai !!!

The Studio

Studio President's note



Farhan Khan
TY ADVERTISING

Overall, my Studio journey was aided by my team, who worked with me to accomplish the goals, the studio secretary : Anam, who was a true support system throughout this adventure and our wonderful teachers, BAMMC Coordinator Prof. Kalpana Rai Menon, Prof. Neena Sharma and Prof. Mahesh Salave without their constant guidance, support and scolding, i couldn't have done it.

Truthfully, I never intended to be the President of the studio; it just happened, and I'm glad it did. I got the opportunity to organise a number of workshops and seminars with the best team imaginable. We made mistakes at first, but we learned and moved The Studio forward one event at a time.

My most challenging and memorable experience of the year was undoubtedly leading the team for Kaarva : the Media fest by the BAMMC Department of S. M. Shetty College, Powai . Despite the chaos, the 40 team members' love, labour, and big ambitions is what kept KAARVA going.



Anam Choudhary
SY BAMMC

Studio Descriptions

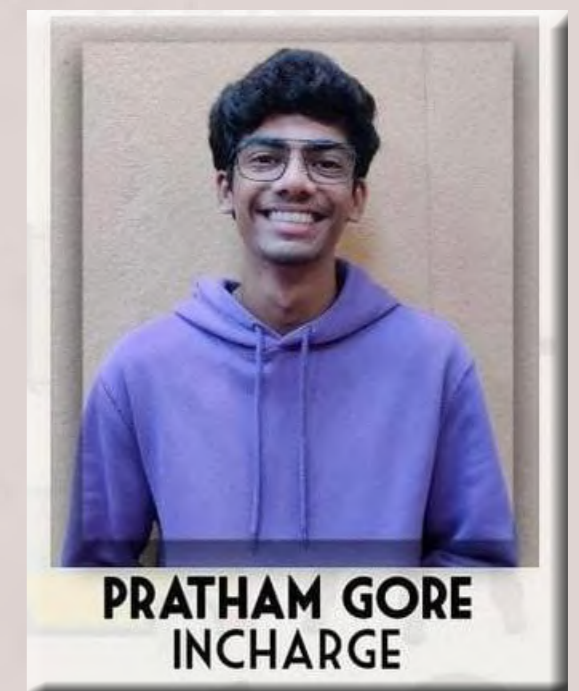
The Studio of Multimedia and Mass Media is in charge of planning all departmental events. The Studio of 2022–2023 is a talented group of 21 motivated students who excel in carrying out various tasks. The team is divided into 6 groups.

Studio Awaaz

Studio Awaaz is a college-based podcast that covers a wide range of current events and other interesting or informative topics. Every second Thursday, a monthly podcast is posted to the BAMMC department's official Instagram account. The podcast includes a host and a speaker who discuss the topic before concluding with an outstanding song cover performed by a college student from any field.



Members of Studio Awaaz



Studio Connect

Studio Connect is the BAMMC department's placement cell, which communicates with a variety of organisations in order to provide internships and jobs to BAMMC department students. They also help students improve their resumes.



CONNECT RECRUITMENT

VRUSHTI UPADHYAY
INCHARGE

KUMKUM GAIKWAD
INCHARGE

Studio Samachar



As the name implies, Studio Samachar reports on news on its YouTube channel and its WordPress blog. The Studio Samachar team also meticulously reports each departmental event.

A YouTube video called Samachar Fortnightly is posted on YouTube every 15 days, and it covers national, international, sports, and entertainment news. Every Monday, Studio Samachar shares an Instagram Story with a weekly recap of news highlights.

STUDIO SAMACHAR

VALLARY DUBEY
EDITOR

SAISARANYA MENON
INCHARGE

SHREYAL UPADHYAY
WRITER

Social Media Team



Studio Plus



The social media team manages the BAAMC department's social media profiles. The innovative social media team creates interactive reels, actively posts stories, and keeps students informed of on-campus events such as competitions and festivals.

The BAMMC department offers a variety of workshops to its students through Studio Plus. Earlier workshops have covered filmmaking, photography, and CV development. A series of structured learning opportunities are planned by the team to involve participants in practical tasks.

Team Documentation

Documenting an event entails more than just taking photos and videos; it also entails comprehensively organising all of the event's important details. The department's Documentation Team is in charge of this task.



The banner for the Team Documentation features the Studio logo at the top center, which includes a shield with a crown and wings, and the text 'THE STUDIO'. Below the logo, the words 'TEAM DOCUMENTATION' are written in large, bold, black capital letters. Underneath the title, there are two portrait photographs of team members. The first is a woman with long dark hair wearing a dark blue sleeveless top. The second is a woman with long dark hair and glasses wearing a black and white patterned top. Both photos are set within a light-colored frame.

DIVYA SHETTY

GARIMA TIWARI

Events

Debutants

The Studio organised Debutants Week offline after a long break of two years, on 22nd July 2022. It was organised to welcome new students to the campus community and to help them get to know each other. The new batch were introduced to the faculty members and key student leaders such as the Studio Team and class representatives.



The banner for MR & MS Debutants 2022 features the text 'MR & MS' in large, bold, black capital letters at the top. Below this, there are two portrait photographs of the winners. The first is a man with short dark hair wearing a green patterned shirt, holding a small trophy. The second is a woman with long dark hair and glasses wearing a blue and white patterned shirt, also holding a small trophy. Both photos are set within a light-colored frame. At the bottom of the banner, the words 'DEBUTANTS 2022' are written in large, bold, black capital letters.

AASHISH SONAR

NIDHI SALIAN

DEBUTANTS 2022

Spirit of Journalism Workshop



The Studio organised a workshop on the Spirit of Journalism under its 'Media Literacy Program', on 25th July, 2022. The workshop's goal was to educate students about the world of journalism. The workshop's resource person was Mr. Harsh Nambiar, a senior editor at Economic Times.

The workshop focused on learning about journalism through the medium of films. The week-long programme included watching five films about the impact of journalism and learning about the history of the profession's practises.

CV Building Workshop

On August 13, 2022, the Studio hosted a CV Building Workshop. Ms. Jasjyot Kaur Mutti, a Manager in Corporate Sales at Naukri.com, was the seminar's resource person.

She described a CV in detail, emphasising the benefits of internships and other experiences, such as a student's participation in college activities, which they can include on their CV. She also demonstrated how to create a CV using various applications such as Canva, Google Docs, and others.



Beatboxing Workshop



The Studio hosted a Beatboxing Workshop on August 17, 2022. This training session was led by TYBAMMC beatboxers Sanim Hawaldar and Arbaz Khan, and FYBAMMC beatboxer Rahul Putram. The workshop was attended by students from every department in the degree college. They started the workshop by teaching the basics of beatboxing. They taught beatboxing language with only a few words (bt, btkk, and pf), making it simple for anyone to learn.

Photography Workshop

On August 20, 2022, the Studio hosted a photography workshop. The goal of the workshop was to teach students the fundamentals of photography.

The event's resource person was Mr. Vaibhav Bansode, a skilled photographer who previously worked for Zee Business.

He started the event by explaining the three basic elements of photography: the shutter, aperture, and ISO in a simple and creative way. A ppt presentation was used to demonstrate some important photography rules, such as the rule of thirds and balancing elements. He taught the essential techniques for capturing the perfect shot, such as understanding light and angle, shooting in landscape mode, and simply maintain-



Y-Talk



Y-Talk is a platform for students from all departments to express their views on a topic, either for or against it.

On August 23, 2022, a Y-Talk was held. "Boycotting films and advertisements that offend the sentiments of a community is reasonable," was the event's chosen topic. Prof. Advocate Jyoti Sharma presided over this event as the judge. There were four rounds and a total of ten participants.

Shanzae Shaikh of SYBAMMC took first place in this round table event. Adityesh Sharma of SYBAMMC took second place, and Tanmay Gohil of TYBAMMC- Advertising took third

Filmy Friday



On Friday 09th December 2022, the Studio organised a Filmy Friday. "The Nightmare Before Christmas" was the film shown. The aim of a Filmy Friday is to have a constructive discussion among students and teachers based on the movie shown.

Canva Workshop

On September 22, 2022, the Studio organised a Canva Workshop. This workshop aimed to teach students how to use Canva to create stunning designs, presentations, resumes, and documents. Mr. Pankaj Devarai served as the event's resource person. Mr. Pankaj Devarai began the workshop by demonstrating the application's basic elements such as line, shape, form, and text. He explained everything using a ppt presentation. He emphasised some key points, such as how important it is to leave enough space for all elements when designing a poster so that it looks clean and not cluttered. He also provided free and useful stock photo resources for any project, such as Pexels, Unsplash, and Pixabay.



The Studio held their offline media fest, 'Kaarva,' on February 11th, 2023. Ad filmmaking, News reporting, Photography, Debate, Sales Pitch, Mono acting, Dance, Singing, Ramp walk, Stand up, and War of Rjs were among the media-related events at the festival.

Kaarva



Annual Day

Theme Week



Mix and Match Day

Students from the BAMMC department performed south Indian dances for the annual day celebration, which was a wonderful way to highlight the region's rich cultural heritage. South Indian dances are distinguished by their colourful costumes, intricate footwork, and graceful movements. Pili Dance and Yakshaganam were among the dances performed.



Traditional Day

Academic Projects

TY- Journalism



Students in their third year of journalism went to the Kala Ghoda Festival to write a feature for their Photo and Travel Journalism class.

The Kala Ghoda Festival is an annual cultural festival held in Mumbai's Kala Ghoda neighbourhood. The festival usually takes place in February and lasts nine days.

Photojournalism and travel journalism are two fields that use words and images to tell stories about different places, people, and cultures around the world. Photojournalism focuses on capturing images that tell a specific story.

TY-Advertising



Third-year advertising students set up stalls for their Direct Marketing class. Each group sold various items such as tea, bracelets, chat, and shawarma. The project's goal was to improve marketing skills.



First year students created their own handmade magazines for the subject of Fundamentals of Mass Communication.

Industrial Visit Udaipur-Kumbhalgarh-Chittorgarh
For the Industrial Visit of 2022-23, BAMMC students went to Udaipur.



स्टूडेंट्स पहुंचे भास्कर प्लांट, छपते हुए देखा अखबार

उदयपुर। मुंबई की कॉलेज के 52 स्टूडेंट्स व 3 टीचर रविवार रात 10:30 बजे दैनिक भास्कर के प्रिंटिंग प्लांट पहुंचे। इस दौरान उन्होंने पहली बार अखबार को प्रिंट होते देखा। प्रोडक्शन टीम ने बच्चों के कई सवालों के जवाब भी दिए। सबसे ज्यादा जिज्ञासा इस बात को लेकर थी कि देर रात तक के क्रिकेट मैच के परिणाम सुबह अखबार में कैसे मिल जाता है।

On March 12, 2023, a group of 20 students from the BAMMC Department visited the Dainik Bhaskar Newspaper press in Udaipur for an industrial visit. The visit was organised by the college to provide the students with practical knowledge about the newspaper printing process and the functioning of the industry.

Upon arrival, the students were welcomed by the staff members and given a brief introduction about the newspaper and its history. The students were then taken to the press section, where they observed the newspaper printing process in action. The staff members explained the different stages involved in producing a newspaper, from the creation of the news content to its printing and distribution. Overall, the industrial visit to Dainik Bhaskar newspaper press in Udaipur was a valuable learning experience for students interested in journalism and the printing industry.

Photo Gallery from the talented students of BAMMC

Karan Solanki SYBAMMC

With five years of expertise in wildlife filming and photography, Karan Solanki has had his work published in the Midday Newspaper and received awards in competitions. A leucistic coppersmith barbet, a species of bird, was the rarest and first record of the bird in Maharashtra when he captured it on camera in Mumbai in 2021.



This image of flamingoes was photographed in Navi Mumbai in 2021 during winter when they migrate to Mumbai. It was the first time I witnessed flamingoes in such a big number.



After waiting for almost 2 years because of covid 19 pandemic, I finally had an opportunity to photograph the Oriental Dwarf kingfisher (one of the smallest & the most colourful kingfishers in the world) in the pristine forest of the western ghats of Maharashtra. We drove almost 70 km from Mumbai to the Konkan region just to witness this spectacular creation of mother nature.

This Baby Red-wattled lapwing was photographed in 2021 during the hot summer in Gujarat. It was hatching time for these birds; there were almost 10-20 of these guys roaming around the field. This individual was one of the boldest among them and gave me some good time to make a portrait photograph.



We found this green vine snake on the outskirts of Mumbai while bird watching. He was well camouflaged with the surroundings. It took a few minutes for us to sight him and I got this shot. When they feel threatened they open their mouth, expand their next, and display black and white interscale to look intimidating.



I photographed this pair of Spotted owlets during Covid 19 lockdown. They used to sit on an almond tree outside one of my friend's houses. At first sighting I managed to get both the male and the female owlets in one single frame. After a few days, I visited the same spot but unfortunately, there were no owlets on that tree as the night before it rained so heavily that the almond tree was broken into pieces.

Shrutin Shetty FYBAMMC

Photographer and director of photography for Sanskari2, Shrutin Shetty's team won the Amalgam "Filmmaking Competition."



The first photo was taken at Dhobi Ghaat after I had finished talking to them about their daily lives and struggles for my video documentary. They asked me to take a photo of them, and I did so when they were laughing and joking around, which gave me the inspiration to smile no matter how demanding or stressful a day may be.



. The second candid photo I took was on Marine Drive, where I had the ideal opportunity to record a mother and daughter playing and enjoying themselves.



Atharva Panpatte (Prince) TY ADVERTISING

Atharva Panpatte is an advertising who is obsessed with sketching and tattoo art



The Beauty of Onna-musha.

The hidden beauty behind the mask of a Onna-Musha (Japanese female warrior) is artistic. Nevertheless, with a tough aura and delicate charm, an Onna-Musha can catch anyone's eyes, as it did mine.

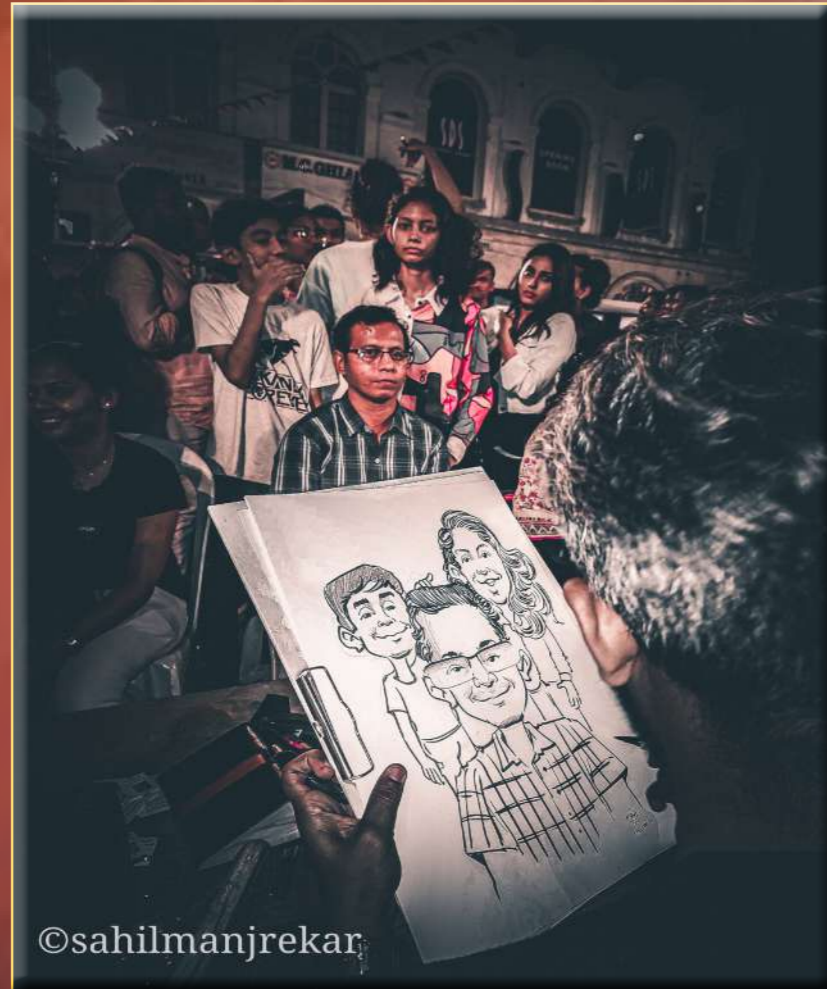
The End, The Beginning.

The reference of this sketch conveyed a story to me. A vulture plucking mass of a chained human with one mechanical hand tells us how a human of this time is stuck with technology, where the times are changing. A human will no longer feel things.



Sahil Manjrekar TY Journalism

Sahil Manjrekar is a determined journalism student who is also an amazing travel photographer!



Caricature art at the Kala Ghoda festival was too remarkable not to capture. One artist who caught the attention of many festival-goers was a caricature artist who displayed his paintings at the festival. The artist, known simply as “Raj,” is a talented caricaturist who has been creating his unique artworks for several years. Raj’s paintings are colorful and playful, with exaggerated features and exaggerated expressions that capture the essence of his subjects in a fun and lighthearted way.



Sadhu - The photograph depicts a sadhu, a holy man in the Hindu religion, who is wearing orange clothes and sitting in front of a massive elephant idol in Udaipur City Palace. The stillness and calmness the Sadhu exuded really caught my eye and made me take this picture. The sadhu was lost in deep meditation. The orange cloth he is wearing is a symbol of renunciation and detachment from material possessions, which is a core tenet of the sadhu way of life.

Class Photographs

FYBAMMC



TYBAMMC ADVERTISING



SYBAMMC



TYBAMMC JOURNALISM



Class Toppers

FYBAMMC



1st
Matrika Shukla



2nd
Ritesh Singh



3rd
Maanya Elenjikal

TYBAMMC ADVERTISING



1st
Matrika Shukla



2nd
Ritesh Singh



3rd
Maanya Elenjikal

SYBAMMC



1st
Anam Choudhary



2nd
Shanzae Shaikh



3rd
Khushi Mehta

TYBAMMC JOURNALISM



1st
Matrika Shukla



2nd
Ritesh Singh



3rd
Maanya Elenjikal

Saamvarta is the departmental magazine made by the students of BAMMC. The magazine features articles written by faculty members, students, and industry experts, as well as news and updates about departmental activities and events.

In addition to providing information about the department and its activities, Saamvarta also serves as a platform for students to develop their skills in writing, editing, design, and multimedia production. Students contribute articles, photos, videos, and other content to the magazine, gaining valuable experience and building their portfolios.

