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KRISTU JAYANTI COLLEGE (AUTONOMOUS) | DEPARTMENT OF MEDIA STUDIES

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Human **Rights**



Look **Deep into Nature**

Rumi Besra

The Covid-19 cases in

Bhagalpur, Bihar have

mentally affected the

the first phase of Unlock,

There is a single gov-

ernment hospital in the

town which is accessed

by more than 1500 vil-

lages. The lack of facil-

ities has caused a lot of

trouble for the doctors

as well as the citizens.

The whole district is de-

pendent on Mayaganj

hospital. The sudden

news of the pandemic,

spread fear among the

hospital and the town

was not prepared for it.

The migrant workers re-

turned in large number to

their homes, without any

proper tests, which led to

the spread of the disease

in the villages. Previously

the hospital handled only a

few patients in the course

of 3 months of lockdown.

But since the relaxation

of lockdown guidelines,

there was a huge surge



Why Arts not Science?

Global Impact of Pandemic on Education



Nisha M

Pandemic has been hard on school going students, as education is the basic necessity in human life because it shapes and molds the future of one's life as well as the Nation.

Due to pandemic, lockdown was imposed and schools were forced to shut down by this students had directly promoted to next commencing standards. Exam fear was turned as escape in minds of students and took education for granted by saying this will continue for next year too.

Now education is completely changed then before as schools prohibited to keep mobiles, but now started opening schools

through mobile and internet. Many students are not accessed to internet or mobile phones because of losing jobs and mostly daily wages family were effected more this can be a barrier for one to continue studying. Life of SSLC student Suresh, who's parents are laundry workers had no clothes to press during lockdown so living became hard for the family to survive, his parent sold masks as income to obtain their basic needs. As it was time to pay Suresh's academic fee to continue his classes, but his parents had no enough money to pay. His school refuse to share online credentials so that he is not allowed join the sessions.

Due to this he lost interest over studies. When looked into his life, in this case his parents took education aspect very easy, by saying that it is not necessary to pay fees when school hasn't reopened yet.

This negligence of his parents put Suresh life into destruction of discontinuing his studies and led him enjoy the lockdown as vacation.

This is a big threat for future of our country. As we know future of our country lies in the younger generation. It gets a question mark in each one of our mind that how the upcoming generation will lead life with not having interest in education, rate of unemployment will increase drastically if this is the case.

Is Government Hospital Responsible for the Deaths?



Photo credit: Dilip Shukla

in the number of cases.

The private hospitals and doctors in the locality refuse to take Covid patients. The people had no choice but to depend on the government hospital during the lockdown.

The Mayaganj hospital has a capacity of 800 beds. But more than three lakh people depend on this hospital. The hospital is not in good condition for a very long time. From cleanliness to the sufficient number of doctors, the hospital lacks in every basic need. As beds and services have maxed out, the town decided to admit only serious patients in the Covid Care Centres. Patients without symptoms or with mild symptoms were asked to be in home -quarantined. There were complaints about not following protocols.

The doctors or the staff does not give the patients

proper care. Once the oxygen cylinders are empty, none of the doctors or teams would come to change it. The hospital has neither proper cleanliness nor proper sanitisation, and the toilets are dirty also. The injections are kept on the table, but no one bothers to treat the patient. There is no proper monitoring of the patients. visitors with the patients as the hospital does not take responsibility.

The doctors have refused to take any blame upon them. The doctors say that there are enough staff and doctors, but everyone has their own excuses for not coming to the hospital. Though Bhagalpur is called 'Smart City', people lack basic necessities. The hospital doesn't carry the basic treatment of the people.

Many people in this town mainly depend on private hospitals. It may not be as good as the big cities' hospital, but unlike the government hospital; the doctors do examine the patients. But the expense is something that the poor people have no choice but to bear for the treatment in the Mayaganj hospital.

Localisation : Shift in Economic Activity

Andra Filina

The pandemic has taught us many life lessons. As India marches towards being tagged as 'developed nation', it is important that the micro, small and medium enterprises (MSME) sector and the self-employed artisans are supported their rejuvenation. contributes MSME's almost 8% of India's GDP, where 45% is total manufacturing output and 40% of exports from the country.

The Indian economy, during the national wide lockdown, clashed down to an unexpected GDP rate of negative23.9 % leaving many people un-

employed and financially insecure due to staff cut backs, pay cuts and delayed payrolls. Manufacturing and production sector faced a major decline which led to increased poverty and starvation among daily wages, low-level workers in factories and BPL (below poverty line) category.

The pandemic outbreak has caused massive loss to the Indian economy. India have lost up to 30 crore jobs post-pandemic. The business in the country was crucial affected, GDP rate in India tumbled. The situation is grave, but not new. And India is resilient. We need to turn back to our past on how our ancestors and

leaders maintain our economy even after facing the worst situations.

Our nation has not only faced but also has successfully dispelled a number of problems in the past. India not only fought for independence but also fought to improve the economic condition in the country. PM's primary aim was to make the local brand globally recognized and create a China-like ecosystem in India. Moreover, to make our country a hub of the global supplies chain.

The aim of the campaign is to emphasize every Indian to come forward to create a self-reliant nation and support local



platforms are getting progressed as a backup for shopping all of it from home clothing, groceries and other necessities have taken a major stake. It is an urge to take up a role ourselves to support our nation

* If you are an investor pledge to invest in Indian companies and startups. *If you are a consumer pledge to buy Indian products
*If you are a businessman pledge to
keep the spirits on.

Products over international brands, supporting the local vendors to boost the macro economy can be a small step.

It would create a deep impact on the livelihood of our country and contribute towards its development.

This 'vocal for local' mission is much related to the Swadeshi movement. Choosing local products over international brands, supporting the local vendors to boost the macro economy can be a small step which would create a deep impact on the livelihood of our country and contribute towards its development.

Human Rights a Global Reality



Nisha M

Few big issues faced by the society in this pandemic was human rights violation, started with lockdown and travel restriction imposed all over the country large number of migrant community of people who where of migrant labourers, workers where unable to go back to their home town.

They were greatly at risk, like they all lost their job as all business, factory, work place, building constructions, etc, had shut down they where unable to get food as they had no money because they had no saving or no other way for source of income.

Many migrant community men, women, children's, older people had walked miles together

across the country to get back to their home town, due to the this many had lost life while walking as they had no water or proper food to get energy to step forward this was the greatest loss of livelihood and gether with human rights violation.

We saw that many workers who were unable to be on the streets they had no source of income to buy even their most basic needs, not only by financial basic or roof to live migrant people were hit by but also greatly with health this was the biggest challenge that the country is facing.

Human violations are violation of our fundamental rights under our constitution which guarantees, right to life includes right to food, clothing, shelter and health but during this pandemic we saw many people who came up to help the migrant walkers but that was not sufficient for them.

The most terrifying thing that happen during this was migrant workers walked on the path of railway track for that will lead them to reach their home town kept walking during the day time and they rested on the tracks at night but their destiny was death, as train passed over them.

Human rights guaranteed were severely violated in this situation, pandemic was not harsh on the rich or poor but effected the middle class family's like daily wages workers, street hawker, vendors, small retail shops sources of livelihood completely stopped, even after lockdown is lifted we have strict rules of social distancing and with all of that in mind people for months together again had no work and no income.

Other violation of human rights was people had lost life due to mental stress, self isolation, financial crises many had no access to adequate to mental health care this lead to increase in suicide.

The main protection for a human is human rights, let us respect once rights so that we get in return.

Living Better, One Step at a Time

Raveena Ravindran

If we want world peace our blooming buds must know about its rich culture and heritage, this helping them to flourish in any environment. And the 23 years old girl form Kerala Pooja Pradeep converted her thoughts into action, thus the idea was born in 2015, "Letter of Love" a youth led non-profit organization that primarily aims at spreading smiles to refugee children through the dying art of writing letters.

It offers psychosocial support to refugee children through hand written letters along with creating a globally aware empathetic citizenry of young leaders. Letters of love tries to provide them the normality they want despite being in the turbulent environment through colorful handwritten letter from all across the globe oozing out with love and hope.

They get a sense of warmth, rays of hope penetrate through the deep isolation, they feel just like anyother one they too have friends and well-wishers which ignites happiness in those little eyes filled with a void of doubt. As much as shelter, food, clothes must be provided but sense of being loved is very important.

Over the span of years Letters of Love has delivered over 30,000 hand written post cards and letters to Syrian, Iraqi, Palestinian refugee children and has mobilized more than 20,000 youth across the globe over year after year. Due the impact of its work Letters of Love is the member of the United Nations High Commissioner for Refugee (UNHCR), #WithRefugees Coalition as well as the UN Sustainable Development Solutions Youth Network (SDSN).

Letters of Love consist of a diverse team consisting of 25 peacebuilders from 11 nations and 7 time zones, average age being 22 and youngest being 13. Spreading smiles of hope and love among refugee children.

Letters of Love conducts many other programs related to them which include "Meet, Greet and Scribble" are formal social events where anyone can join write on the post cards, make drawings and doodles along with sticking stickers. Till date nearly 30 Meet, Greet and Scribble sessions have been conducted and over 35,000 post cards were generated.

Similarly, "The Pen Pal project" is yet another venture conducted by them as we know how the world is dynamically changing, in this era of internet everything is available at a click of a button but on a contrary this gap between students and culture is widening thus the "Pen Pal Project" enables students to work with other people from different culture and lets them explore new ideas and prospects that they were deprived of. It is one of those initiatives that aims high even without much effort.

Rights To Empower Women



Photo Credit: Sharmila L. Murthy

Andra Filina

Women share their existence remarkably since the onset of Civilization. Cases of female harassment and sexual harassment are increasing day by day. Due to the lack of awareness lot of cases go unreported, many victims suffer because of cluelessness about laws and rights meant in favour of them. One must be aware of their rights and responsibilities to create a better place for themselves. Here are some of the rights that every Indian female must be aware of.

Right to privacy while recording a statement After a women is raped the cops have to, bye law, has keep the women's right to privacy. the victim record her state-

ment alone before the district magistrate when the case is under trial.

Right to virtual complaint. A woman can lodge a complaint via an email or writing for complaint and sending it to the police station from the registered postal address this is in a case where a woman is is not in a position to physically go to the police station and file a complaint.

No arrest after sunset and before sunrise. Even if there is a women constable accompanying the officers the police can't arrest a woman at night. In few exceptional cases the woman can be arrested only if they get a warrant from judicial magistrate.

Right not to be called to police station The the law states that the police can integrate a woman at her residence only in the presence of women constable and family members or friends. Rightagainstbeingstalked. If he or she follows a woman, tries to contact them to Foster personal repeatedly interactions despite a clear indication of disinterest, aur monitor the use by a woman of the Internet, email or any other forms of electronic communication makes way for legal actions to be taken against an offender under section 354D of the Indian penal code.

Right to zero FIR an FIR can be filed at any police station irrespective of the location where the incident occurred for a specific judicial it comes under. The zero FIR can be later moved to the police station in whose jurisdiction the case falls under. Right to get free legal aid Under the legal service authority act, female rape victims have the right to get free legal aid or or help from the legal service authority who has to arrange a lawyer for her.

Fight Club: **How to Cult 101**

Harikes Menon P

September 10 1999, it was an ordinary Friday for most of the world but for a selected few people who watched the latest creative contribution of the director of se7en it was a day they couldn't grasp...a day in which they saw themselves on screen. It was a day the world was introduced to David Fincher's 'Fight Club'. The film, although wasn't a commercially successful film at first due to its rather dull reception by the audience, it then went on to become one of the major landmarks of the pop culture landscape.

So why did Fight Club receive the dull reception it got from the theatres? The trailer for the movie could aptly be described as a compilation of several fight scenes which is understandable considering the fact that anything other than those would be major spoilers for the movie. However, the audience after watching the promos went into the theatre thinking the movie would be action oriented

(the title also added to thisnotion) but instead what they witnessed was a transcendental perspective of the consumeristic world from the eyes of a common man. Since this was uncalled for many were left disappointed which led to a bad word of mouth but it didn't take long for Fight Club to resurrect into a cult-film status. But what exactly Fight Club got right, aside from being a fresh concept it seemingly had nothing of materialistic grandeur on the outside...so what made Fight Club tick?

One of the major highpoints of the movie is the huge psychological twist which comes at the end of the movie. So how did the twist work and why it became effective from the narrative perspective?

The main two protagonists of the movie Tyler Durden (Played by Brad Pitt) and the nameless narrator played by Edward Norton are poles apart in their characteristic features and behavior. David Fincher actually went on and dialed up on this

parity between them and then under layered crucial scenes which actually show that both characters are in fact one. Since no one paid heed due to the dichotomy between the characters, everyone was taken aback when it was revealed in the climax that Tyler Durden was just an alter-ego of the narrator.

There have been numerous stories depicting the struggle between hero and villain and there have also been stories depicting the internal struggle, but David Fincher represented the internal struggle symbolically on the external level, something which is uncommon in a movie consisting of the entertainment and borderline satirical treatment.

This is the prominent reason why Fight Club still remains inside the hearts of the audience even today because in this consumeristic world, everyone has a Tyler Durden and a Narrator inside them.

Maggie is to maintain the

market leadership of brand

in the increasing market

with varied new entrants

having a strong market.

has always been the part

of every family in India.

Look Deep Into Nature

Shubhangi Kakade

Chikmagalur is one of the exotic places where everything is beautiful and peaceful. It is recommended for trekking. It usually takes 5-6 hours to reach the highest trek point- Mullyanagiri trek from Bangalore. It is preferred during the winters, as the climate is cool. Evening times are for shopping and hogging and for a great coffee is-World of Coffee Experience Café, a 70 years old filter coffee brand and they also make a special tea for the first time in the café, last year. Chikmagalur can never disappoint coffee lovers, and also it is filled with plantations, which is pleasing to the eyes.

where you can joy and click pictures with friends and family. You can also visit the famous Shanti Falls known as the Z point, which is really attractive. The water is always cold, and the visitors enjoy the falls as they swim. One more fall is there, which is well known as Hebbe Falls. A must visit the place is-Baba Budangiri, a mountain range with some beautiful plantations. There are also beautiful stays near the site for the tourists. It's a must-visit place, and there are historical temples also. It is perfect for people who love luscious green surroundings and enjoy the breathtak-Athgiri is a hilltop, ing sunrise and sunsets.

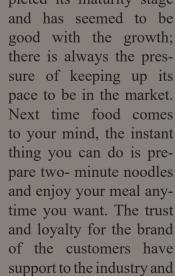
The Route of Happiness is Homemade

Rumi Besra

Maggie has fit perfectly in the life of every individual in its best possible way. The yellow coloured pack has attracted its customers towards its good taste and an easy healthy snack between meals. Maggie carries the quality it posses to hold the love of people. The boiling of the water and adding the noodles with the masala has provided convenient food within two minutes with health hygiene factor, caring and nurturing; which has always been the tagline "Taste bhi, Health bhi". It is simple, uncomplicated, easily accessible and has always given time to the

one with a busy schedule. The taste and aroma have always reminded everyone of the taste of fragrant, zesty, and warm Indian spices. The Indian mix has always been the most popular flavour with a loy al customer base. Indian's love for masala and the instant masala flavour in noodles made is customer favourite for decades.

Various variants like atta noodles, mixed grain noodles and rice mania were introduced for the Indian palette by Maggi. There was a change in packaging for different variants Though Maggie has comof new variants. Price was also kept competitive with other launches in the market like Yippe noodles. The major challenge of



pleted its maturity stage and has seemed to be good with the growth; there is always the pressure of keeping up its pace to be in the market. Next time food comes to your mind, the instant thing you can do is prepare two- minute noodles and enjoy your meal anytime you want. The trust and loyalty for the brand



Villagers Continue to Rely on Bullock **Carts for Transportation**



Shubhangi Kakade

The means of transportation for the farmers since the earliest times is the cart in so many parts of the country. Farmers without any help ride it for hours while on the rough roads. On one hand they save their money by taking their own vehicles but on the other hand they have to feed their bullocks too. People still use bullock carts and have kept their tradition alive. For the animals to travel longdistance is not desirable and for instance they can pull loads equivalent only to roughly 10 percent of their body weight but a motor vehicle can carry it for a long time effortlessly. People have started using new technologies like tractors and India is the largest manufacturer of

tractors in the world and even present days likelihood towards discarding animal ability and preference over machine power is more. It is necessary for animals to also keep working as they are the farmers only source when the crops do not harvest. Most of India's population stays in rural areas and the main occupation is farming. Farm mechanism has helped bring about a significant improvement in agricultural productivity. Farmers also take the opportunity through the vehicles. renting Farming can be done with a good combination of traditional and modern techniques and which can make everything easy for them as they contribute in a large to our economy and hence we also depend on agriculture.

Football: Traditional to Modern

Harikes Menon P

While the rules and formats where different, the concept of football was always there throughout human history. The urge to touch objects lying in the ground, to kick and control its movement, so on and so forth the spirit of the game always existed inside the human psyche. However football was a sport which came to be a part of society through various forms, the game as we know it went through its most transformative phase in the last decade or so.

The 'traditional' way of football and the administration related to it took on a much modern approach which was a result of the change in the mentality of both the players and the audience respectively. Football, at its very be-

ginning was just a casual entertainment both for the players and the audience in a time when industrialization spreading over the world.

The factory workers who would work in various industries at day would come together to play the lovely game of football in the evening in front of audience who desperately wants a break from the sober industrial life and duties.

While the game was mostly played on weekends, the thrill and excitement derived from the game was enough to make them go on for another week. The players of the game were only players on the pitch and off of it they were just casual workers and this was the template for traditional football where the game was placed above everything else. gradually this situation began to change when football became more 'institutionalized' playing football became a full-fledged profession.

Slowly the various components of the game besponsor-oriented where large companies started producing these different necessities like boots, training gears, balls and so on. This requirement was fulfilled by the corporate companies of sports industry where they saw the opportunity for profit as well as advertisement.

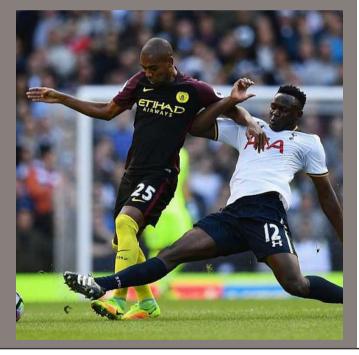
With the game getting influenced by these monetary values and with the ever-growing worldwide audience, the game of Football started getting commercialized

the monetary concerns are given the upper hand. This led to players getting their gears sponsored by corporate companies in exchange of advertising, big money deals between clubs and companies for advertisements. jersey kit sponsoring and so on.

This was also the cause for the changing of the structure of the game where the leagues with greater exposure even better since commercialization goes in the direction of profit.

With entire leagues, clubs and players playing with such resources and sophisticated technologies. modern football was born advertisement and the beauty of the game goes hand-in-hand.





Why Arts, not Science?

When a person scan through the pages of the history, the evolution of mankind and the evolution of nature with the passage of time is clearly evident. Man is living in the 21st century, where importance is given to development. While everyone is striving for a bright future, they forget to look back at the past

strong base to work upon. Art is given importance in the modern world, when it embodies the form of a means of entertainment. The moment one takes art as a main stream subject, the person is bombarded with all kind of cliché questions. "why arts, not science?" is something every other person is asking to a person doing major in Arts. As soci-

a corner, where it has given the back seat, everyone forget one thing, how mankind was and is depended upon art.

During the olden days, communication was done by drawing symbols on the walls, these symbols and signs evolved into the present day means of communication. The alphabets, numerals and

its origin from the past. Art is not something that must be given secondary status in the society. As much as science plays a pivotal role in the functioning of the society, art contributes volumes. It's from art, everyone learns about the rich culture and heritage. When today's society tries to defame Art and Art events, Fests like Kerala Literand Literature Festival, Delhi Literature Festival, Valley of Words (Uttarakhand), Lit for Life (Tamil Nadu) are the few amongst the notable literature festivals held across the nation to celebrate the beauty and relevance of art. Art is taken in the boarder sense, by including Literature, Movies, Music, Dance forms and the list goes on. Artists,

that gave them such a ety pushes away Art to various other symbols got ature Festival, Goa Arts writers, speakers, dancers from different parts of the globe comes under one roof during these festivals. An Art lover gets first-hand knowledge from the masters .Art festival not only enhances the knowledge but also enlightens the art lover- what better one could ask for. Being a part of an Art Fest is an out of the world experience/a once in a lifetime experience.