



THE MERCURIAN TIMES, BRINGS TO YOU

THE JMC GAZETTE

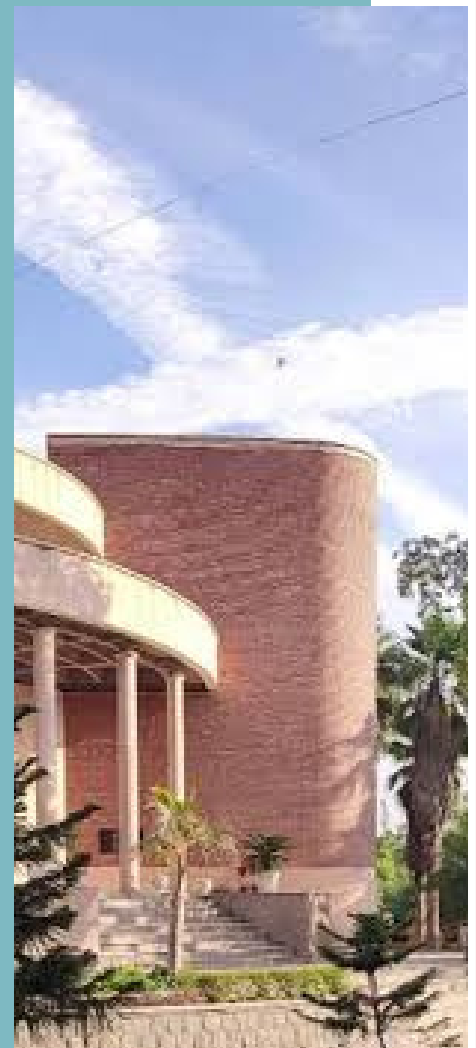


2ND EDITION 2021-22

WHAT'S INSIDE

ALUMNI CONNECT
BEEN THERE, FELT THAT SECTION

EXCLUSIVE INTERVIEWS
INTERNSHIP EXPERIENCES



SCAN THIS QR CODE TO VISIT THE
OFFICIAL WEBSITE OF
THE MERCURIAN TIMES

VOX POPULI

ISSUE 2 | 2021-22 EDITION

March- April 2021

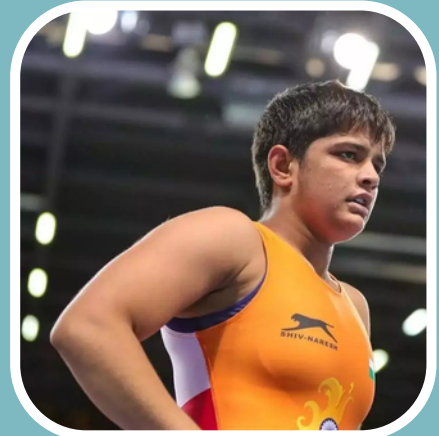


GST COLLECTIONS REACH RS 1.24 LAKH CRORE

The government collects nearly Rs 1.24 lakh crore in GST for March 2021, a new all-time high, the finance ministry reported. GST collections for March were 27% higher than last year and were 14% higher in January-March quarter FY21 versus the full fourth quarter for FY20.

TOKYO OLYMPICS

Sonam Malik, 18, became India's youngest woman wrestler to qualify for the Olympic Games Tokyo. She bagged a silver medal in the women's 62-kg wrestling category at the Asian Olympic Qualifiers that was held in Almaty, Kazakhstan from April 9-11, 2021.



LEADERS' SUMMIT ON CLIMATE

India's per capita carbon footprint is 60% lower than the global average: Prime Minister Modi announced during his address that he and President Biden will launch the 'India-US Climate and Clean Energy Agenda 2030 Partnership'. He spoke on the opening day of a two-day summit on the climate crisis hosted by U.S. President Joe Biden on April 22-23, 2021.

May - June 2021

COVID-19 VACCINATION IN INDIA

From May 1, 2021, everyone over the age of 18 will be able to get vaccinated against COVID-19, according to the central government. The Centre has 'liberalised' the vaccination effort, allowing states, private institutions, and industrial establishments to buy vaccines directly from producers.



CHINA CERTIFIED AS MALARIA FREE

On 30 June 2021, the World Health Organization (WHO) announced that the People's Republic of China had been certified malaria-free after a 70-year campaign in May 2021 by an independent certification panel.

July-August 2021

PARALYMPICS 2021

At the Tokyo Paralympics 2021, Indian para-athletes won 19 medals for the country--five gold, eight silver and six bronze--making it one of the best campaigns in India's sporting history.



ASIAN YOUTH CHAMPIONSHIPS

Indian boxers dominated the Asian Youth Championships, notching up six gold medals along with nine silver and five bronze at the 2021 Asian Youth & Junior Boxing Championships in Dubai.



ZOMATO IPO LAUNCH

India's leading food delivery company Zomato made a stellar debut on Dalal Street on July 23 as the stock opened at Rs 116 on the NSE, a 52.63 % premium to its final offer price of Rs 76. The listing price on the Bombay Stock Exchange was at Rs 115, up 51.32 %.

September - October 2021

CANADA'S NEW CABINET

On October 26, 2021, Anita Anand, an Indo-Canadian, became Canada's second female Minister of National Defence, as Prime Minister Justin Trudeau unveiled his new cabinet on Wednesday.



OCRA- WORLD'S LARGEST CARBON CAPTURING PLANT

The world's largest CO₂ capture plant, 'ORCA,' will begin operations in Iceland on September 8, 2021. The plant will absorb CO₂ and deposit it in the form of rock underground. The plant has the capacity to capture up to 4,000 tonnes of CO₂ each year.



ENACTUS JMC WON
THE PEOPLE'S
CHOICE AWARD
FOR ENACTUS
WORLD CUP 2021



COSMOS JMC WON
THE ECHO AWARD
2021 FOR
BOTH STATE AND
NATIONAL LEVEL



REOPENING OF
UNIVERSITY OF
DELHI, STUDENTS
TAKE TWITTER TO
EXPRESS THEIR
OPINIONS

KEEPING UP WITH DU AND JMC



DELHI UNIVERSITY
TEACHERS STRIKE
AGAINST
NON-PAYMENT OF
SALARIES



Department of Commerce
Jesus and Mary College

INTERNATIONAL
CONFERENCE ON,
"EVOLVING BUSINESS
STRATEGIES IN A
TRANSFORMING GLOBAL
ENVIRONMENT"
TO BE IN JANUARY'22.



NSS, JMC ORGANISED
FREEDOM RUN
TO COMMEMORATE
AZADI KA AMRIT
MAHOTSAV, INDIA
AT 75 IN AUGUST 2021.

The Peak Of Civilisation

BY ESHA SOLOMON

A few days earlier, I stumbled upon an article titled 'Girlhood around the World'; a special, 10-week series where each week, we are offered a glimpse into the world of a girl in a different country. The entries were from May/July and got me hooked on the first paragraph. There was in it the diary entry of Halima as well, a 16-year-old Afghani girl. It said —

"I would really like to become a teacher; I might become a Koran teacher but not sure. In addition to studying in a course, I also teach there. I really hope to become a good teacher and have polite students.

I have participated in many competitions but have not won or gotten any sort of prize. Every time a male wins the competition and not a female. However, I never gave up. That is why I participate again and again in these competitions. I repeat to myself, "If men can win, we can too.""

The feminist in me preened at the end of it— If men can do it I can do it too! But then the realization hit me like a truck, she won't continue her education now, or take part in competitions now I don't even know if she's alive now... because Afghanistan is now under Taliban, the same Taliban that wants to restore peace and security and enforce their own austere version of Sharia, or Islamic law - by force and brutality; because she's a girl in Taliban controlled Afghanistan.



Because Taliban thinks that girls shouldn't be educated, that progressive culture is hazardous to religion.

But the fantastic part is that the Taliban isn't the only regressive group out there! We are in the 21st century yet oppression and communism are prevalent. The 21st century which was supposed to be the peak of human civilization has countries like the Taliban controlled Afghanistan, groups like ISIS and leaders like Kim Jong Un — pitiful, I know. North Korea remains among the world's most repressive countries. Kim Jong Un's government sharply curtails freedom of expression, religion, conscience, peaceful assembly, and association.

And then there are these countries that do not have freedom of the press; the oh so powerful and mighty human civilization in the 21st century is a rotten carcass decorated with pretentious morals and high standards. What lies beyond the holds of the United Nations is barbaric, gruesome and absurd.

It's easy for us to turn our faces away, to look in the other direction but what about those who are the victim's of these atrocities? The 21st century, the peak of human civilization, has seen it all, even those things which we chose to remain unseen.

Pseudo Feminism

BY OJASVINI SACHDEVA



By now, we all know the words 'feminist' and 'feminism'. You may have read these words in an article, on Instagram or heard it from someone who thinks it is okay to joke about oppression. Now let's first clear out the meaning of this word, and no, it doesn't mean matriarchy over patriarchy. You are confusing feminism with pseudo feminism if you think it means what I mentioned above. Pseudo Feminism like fast fashion seems to be a hot topic right now, but why is that?

It's because of people who think it's okay to oppress someone in the name of gender. Recently we have heard a lot of cases where women accuse the innocent because they know the (pseudo) feminists would run to protect them and bring the name of feminism into the dirt. For e.g., in the recent video that went viral of a woman hitting a cab driver, even a traffic police personnel was present at the scene but they didn't intervene, which is wrong on many levels. No one has the right to be violent.

Now let's talk about the effect of these cases on our society. I have heard a lot of women saying that they are not feminists or they don't believe in feminism because they think that feminists want to oppress people. I have also heard people saying women use feminism as an excuse to harm others. Our society has completely forgotten about the actual meaning of feminism and thinks it's okay to blame feminists whenever a woman does something wrong.

Feminism has been a part of society for a long long time and as a proud feminist, I want to bust this notion against us. Women involved in these cases, never even claim to be a feminist for starters and if they did, true feminists won't claim them as our own.

If we Google the word feminism, the definition on Wikipedia says, "Feminism is a range of social movements, political movements, and ideologies that aim to define and establish the political, economic, personal, and social equality of the sexes." Thus, wanting a certain gender to oppress others, is not what feminism is about. There's a lot of discussion about this on social media and I am sure anyone who is reading this must have seen the way people make fun of feminism not knowing what the word actually means.

Pseudo Feminism is most definitely a thing and I think it will remain a thing due to lack of awareness. The only way we could stop pseudo feminism is by spreading knowledge about true feminism.

Right age to Start a Company

BY SHERLIN ROMI

To be an entrepreneur takes a unique mix of risk, ambition, creativity and intelligence. So, what is the best age to start a business?

The business world is full of gatekeepers. The ability to bag funds, find business partners, network and even retain clients can be difficult and outside of your control. Historically, people over the age of 35 have controlled the levers of entrepreneurship. Fortunately, with the onset of internet and technology, it has largely flipped this dynamic. Young inventors and entrepreneurs from all walks of life have changed the scene, paving the way for a new generation of diverse business innovators. However, with all these changes taking place and opening doors of success, it hasn't made the path easy either — particularly for young entrepreneurs.



So who exactly is an entrepreneur?

An entrepreneur is a self-starter, an initiator, a challenger and a driver. Someone who creates something new- an initiative, a business, startup or a company. He or she is the onset of a venture, project or activity. An entrepreneur is someone who decides to create an identity by making an idea a reality. While yielding profits is not the only purpose for entrepreneurs, risk-taking- in the form of financial investments, is the forte of all entrepreneurs.

But what does it take to become an entrepreneur? Simply having a good idea and talent isn't enough to become successful in business. Entrepreneurship is more than just that. In the end, there are four requirements for a business to be successful: good ideas, hard work, investment and luck.

It doesn't hurt you to get started on your own at a younger age. In fact, it actually might help. Starting a business as early as possible decreases your potential losses, leading to long term potential returns. If you hate the "9-to-5" grind, as an entrepreneur- you get to break that cycle and create your own schedule. It's not always about getting the perfect job; you can create it! Entrepreneurship allows you to carve a niche for yourself that directly aligns with your core values.

By becoming an entrepreneur, you also get to join a group of ambitious and helpful people who believe in bringing about a change in themselves and the world, pushing you to become a better person along the way, giving plenty of opportunities to connect with mentors, and to brainstorm with fellow professionals.

It doesn't matter if you're seven years old or seventy years old, it is never too late to start a business.

Starting a company also allows you to constantly improve your skill set and leadership traits. From marketing to closing deals, there is always more room to learn and grow- professionally and personally, making you realize what you are truly capable of.

Ideas always win, age is just a number and hard work brings success. These young minds gave birth to very successful and mesmerizing start-ups. Founder and CEO of OYO Rooms, Ritesh Agarwal, started this venture at 19, becoming the second youngest billionaire in 2021 in India, with its net worth now being \$612.1 million. Tumblr, currently owned by Yahoo, was started by David Karp at the age of 21 in 2007, with its net worth now being \$200 million.



Similarly, older entrepreneurs such as Deepinder Goyal, CEO of Zomato, started the venture in 2008, its net worth now being \$13.3 Billion. Former Investment banker Falguni Nayar founded Nykaa in 2012, its net worth now being \$1.1 billion.

You'll undoubtedly face an uphill battle, especially from those who think you're too young or inexperienced to run a company. While you should definitely listen to skeptics, you should be ahead in the game and not let this mentality ruin your drive to succeed. Therefore, never use your age as an excuse to doubt your potential. Use it as an advantage: You have more energy than you likely ever will, more drive to build, more drive to learn and most likely the least responsibilities you will ever have.

So what is the right age to start a Company? The real answer is 'as soon as humanly possible' if you are willing to take on the risk and have the integrity, energy, ambition and passion for a startup project. It doesn't matter if you're seven years old; it is never too early to start a business. Although there is no perfect time to start a business, remember that a great idea and plan can succeed at any age.

Gen Z's Way of Getting Back to the World

BY ISHA SAXENA

Gen Z is responsible for taking care of this dynamic world, and it's our duty to do it in the best possible way because ultimately the truth is that "We have not inherited the earth from our forefathers; we have borrowed it from our children." Globalization is more west-centric - that is a threat to the rich culture of so many nations.

**" WE HAVE NOT INHERITED THE EARTH FROM OUR FOREFATHERS;
WE HAVE BORROWED IT FROM OUR CHILDREN. "**



GenZ needs to find a balance between carrying forward their culture along with an open mind and scientific temper.

We should not abandon culture but also not believe in every blind stereotype. It's lucky that we belong to a more inclusive society but we're still crippled by misogyny, bias, radicalism, and racism because the nature of a person cannot be altered; these ingrained ideas have seeped down to generations and it still remains a challenge to find a unified and diverse world. We possess the most powerful tool in our hands that is education.

An education that is based on science and humanities can actually open the minds of people.

The burden we carry on our shoulders is heavy and it's not easy to change the world when our own heads are filled with evil.

Social media is a very good source for making our ideas and thoughts reach the world and influence people around the whole world but at the same time, it's a fact that a lot of violence and adult content is reaching children at a young age through technology. The culture of processed food and using technological devices are causing children to live an unhealthy life. It is a sad truth that we are trapped in front of the screen.

Not everything can be blamed on Gen z but we can at least use the power of youth to bring a positive change in this world.

How to be an Independent College Student?

BY PRIYANSHI

The desire to be independent is very normal among children and adolescents. They look up to grown-ups and they assume that being an adult comes with the boon of independence. The mere outlook of a busy life and decisions that a person can make, makes it look like independence is a cakewalk, but is it really? The transition from being a school going child to a college is a major one. And it also could be a stressful one if our desires and actions to achieve them are not in sync.

Stepping into the “big boy” shoes of college, there are several things we all expect and a manner of life we all crave for. But the main and most important thing I believe that comes along with this part of life is independence. For most of us, it is a gateway to do and learn things in our own manner, the way WE want it. And honestly, the only way to have a true college life is to have your own experiences and make your own stories. And to make it all authentic and unique, one needs the capital too. So we decided to put on some points we think you all might find helpful being independent in college.

1. SAVINGS:

As fresh birds out of a cage, we have dreams and aspirations to fly off far and wide, but that needs to be kept in check.

Remember to follow a simple rule while you are on limited pocket money, something that personally helped me throughout the first year of my college, it's the 50/30/20 rule.

You use 50% for your needs, 30% for your wants and the rest 20% goes into your savings. A little saving goes a long way into the future.

2. INTERNSHIPS:

Get in touch with the internship cell in your college and inquire about different internships that are available and would be suitable for you.

3. LINKEDIN / INDEED PROFILES:

Another way of landing internships, especially paid ones, would be to create an attractive portfolio and resume on sites like Indeed and LinkedIn.

LinkedIn is not only an excellent portal for you to land part-time jobs to help budget your monthly allowance, but also to create a network of contacts.



4. DEVELOPING A SKILLSET:

Another important aspect is to have a solid skillset one could rely on to monetize. Venturing into new fields and taking up an extra course or two would only be beneficial not only at this point but in the long run too. Do ad-on courses, some online courses are also available valid certification and excellent reviews.

5. TRYING NEW THINGS:

Lastly, do not confine yourself to what you already know. Try different things, things that you might feel are out of your comfort zone. You never know what could get your wheels going.

Virtual Internships ~ Preparing students for the Future

BY HRISHITA SOOD



Dreaming about college life since being a child and when the time comes to experience it, we realized our college life is just limited to mobile and computer screens. We are just going back and forth from our mobile to computer. The COVID-19 pandemic has changed the dynamics of all parts of life. College life is said to be that part of life where we learn actual life lessons but in the case of the current batch, we need to find an alternate way of learning those lessons as online college is more like having no college life at all. Theoretical education cannot give us the experience which would later help us to grow.

In order to excel in life, a set of specialized skills are equally important. Internships allow us to gain experience not only in the respective fields but also teach us life lessons that help us to overcome hurdles in our lives. Nowadays internships are capable of providing the exposure and experience that a student needs along with studies. At times, internships can also prove to be a source of monthly pocket money.

Due to the current situation in the environment, it's quite tough to bridge the gap between the online and real-world, but by doing internships the students are more likely to get exposure from the comfort of their homes. College life is completely different from how we see it in the virtual mode but talking about internships they have become even better as students can now easily maintain a balance between their college life and professional life.

"Work From Home" has made the concept of internships quite convenient as they are able to get the kind of experience which they would have gotten in the real world as they can engage with the team and clients for that matter through a virtual model without going anywhere. It has only been possible through internships that the students are aware of the mechanisms of how the real world functions.

This form of work could be called a blessing in disguise. By doing an internship in your respective field you get to learn about how different things work in the case of actual-world scenarios as theoretical knowledge doesn't give you the experience to perform the actions in the real world.

If you get an opportunity to learn something don't be hesitant in accepting it as gaining experience would make you more productive and aware about how things actually work rather than cramming the theoretical knowledge. We have a challenge in front of us but we need to make sure to use this opportunity to the utmost level and gain all the experiences that are essential for our growth not just professionally but also to become a better version of who we are!

Mental Health Of Students

BY SEJAL AGGARWAL

Sadhguru once said, "If you have witnessed it, you know there is no other suffering like mental illness because the human mind has enormous capabilities. If these capabilities work in your favour, life becomes fantastic. If they work against you, there is no escape because the stimuli for suffering is not even coming from outside." In compliance with the statement, mental health issues can be seen a lot in individuals these days. Early signs of these issues arise as physical and emotional draining, difficulty in concentration, feeling low and unmotivated, constant stressing etc. If these issues are addressed and wise decisions and help are provided it may not turn into illness but can be controlled and cured.

However, prolonged ignorance to such signs of disturbance can lead to depressive disorders, anxiety and other issues among individuals. This further hampers their overall performance and makes it difficult to put in full effort. In comparison to earlier times, mental health awareness has increased a lot. Yet, In a UNICEF survey across 21 countries, only 41% of young people in India said that it is good to seek support for mental health problems, compared to an average of 83 per cent for 21 countries.

The need and urge to understand and implement mental health in an empathetic and not sympathetic way is the need of the hour. Taboos like perceiving mental illness as an embarrassment need to leave the mind and the emergence of new thoughts and acceptance will inculcate a stabilization among people.



In simple words, taking care of mental health is as important as seeking treatment for a physical ailment since both issues impact the individuals as a whole. An individual seeking refuge in his/her mental health capacity primarily focuses on getting attention from parents and friends.

They may choose to speak with their close ones whom they think might understand the plight, or may have gone through similar situations. They expect them to devise solutions and most importantly, support the fact that they are going through a difficult period. Such needs may arise in the early teenage years because of hormonal changes, in mid-aged people with adjusting issues or old age people having other psychotic or mental disturbances.

If a situation goes out of control, the individual shall seek therapy for healing.

The method of Emotional stabilization effectively and purposefully increases someone's emotional stability-through specific techniques or interventions which is considered a prerequisite for successfully processing distressing emotions.

MERAKI THRIFTLIST

BY: HIMANSHI ASNANI AND SIMRAN AHUJA



Q.1. What was your source of motivation behind starting this business? And if you could give a brief about your business.

Both of us, Simran (co-owner) and I, were at each other's place - just a casual get-together and we were just fangirling over Ashley. She's a YouTuber. Her channel's name is Best Dressed. She has made a mark in the thrifting industry and has really boosted that culture. When we began to discuss that, it was actually Simran who told me that there have been many Instagram thrift stores that have come up. And since we were loyal followers of Ashley, we wanted to do our bit and also contribute to the thrifting industry. And that's when we started our thrift store a month later.

Q.2. So why did you choose an idea of a thrift store online?

In an online platform, there's not much investment that is required at the initial stages, at least. And even now, investments have been minimal, but we have been able to get good returns from that. So, considering that we are just students and we're not completely sure if this is going to be something that's going to blow up or be successful, we thought that we should start over an online platform like Instagram. Also, we have drawn inspiration from other Instagram thrift stores that had just developed recently. So, that's why we started a thrift store online.

Q.3. What were the problems that you faced initially when you started the business?

When we started, there were a lot of other thrift stores that were just starting along with us. So the competition has always been a problem. We always had a problem figuring out how to be different from others.

This is because we all are essentially selling the same clothes. We all have different vendors and sources. Some of us sell pre-loved stuff. Initially, we used to sell our pre-loved or used clothes, but in good condition. So how were we different from other stores? So that is one of the main problems that we faced initially. And of course, another problem was gaining followers because the Instagram algorithm keeps changing. So we have to really keep and just be in touch with all the Instagram algorithms. Moreover, we also always try to put up stuff that is evergreen. Some people go for trendy stuff and fast fashion stores usually do sell trendy stuff. So we try to be different. We try to sell clothes which are evergreen, which can be worn in all seasons and which would never go out of fashion.



ENTREPRENEURS AMONG US

Q.4. How did you reach out to more people to promote your store? What were the strategies used to expand your reach?

First of all, of course, we asked our friends and family to promote our store. They supported us and they also would put up Instagram stories for us whenever we would put anything up. For at least the first one or two months, whenever we would have a new drop, we would approach our friends and family to share the drop with their friends on Instagram, through their stories.

Gradually, we started reaching out to bigger stores. We started asking them for shout-outs. Also, the main purpose was to attract people so that they can trust and abide in us.

So we have an Instagram highlight, which has everyone's reviews. So whenever any customer would give us any review, we would screenshot that and put that up on our story. So we have a whole highlight dedicated just for the trust factor. This was what we were doing since the start.

But, now we're focusing a lot on making a lot of reels. This was what we were doing since the start. We started posting a lot of reels in the past four to five months and we've been working a lot on that. We make reels to all of the trending music.

Q.5. How do you manage the workload of your online store?

Since there are two of us, the workload does get divided. But, you do have to dedicate a lot of your time if you want your store to be a success. So, I think just having a partner by your side is one way that you can reduce your work.

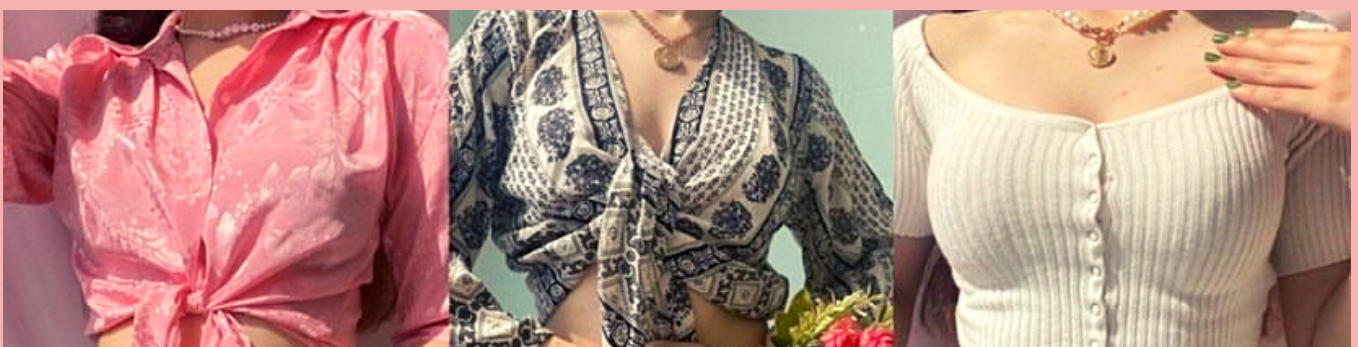
Q.6. What is your mantra to deal with negative comments, or unhappy customer feedback?

When we get reviews, which are negative or disappointing, it's like they are just being honest. If we send out a product and if the customer is not satisfied with the delivery, that is just the way it is. So we always try to make it up to them. So we would either offer them some part of a discount on their next purchase, or we would refund a part of the amount to them. We always try to be as patient as we can because it's not an easy road down there. We dedicate a lot of time to this. We always try to come up with new stuff, like recently we started this new hashtag, called Fit Check Friday.

So we used this hashtag and we asked the followers and many of the other thrift stores, to upload stories of their favourite pictures and fits with the hashtag. Sometimes, it is just that we get demotivated at times because we're trying so much, and if we don't get the results, it sets us back. But in the end, it's all about continuing to move without giving up.

Q.7. What is your future plan? What do you plan to do if you continue this business ahead?

There was a time when we were thinking that what if we could scale the thrift store up to an actual full-fledged business. We were imagining and trying to be more visionary. We were thinking that just to get a little more motivation into putting in our best efforts. We imagined looking at the board of Meraki outside many of the popular places. That was something that we envisioned and try to manifest. So it could go any way. Right now we are just focusing on growing our small business as much as we can.



ENTREPRENEURS AMONG US



Q.8. Would you like to tell others something about your journey? Any moments that you would like other people to know? Or any hidden aspects that come with dealing with a small business?

There are many things that come to my mind. There came a phase that was during the second wave of the pandemic when we were not able to go outsourcing and get in touch with our vendors and we were not doing any drops.

So we lost our consistency during that point. And it really demotivated us. Our growth was very stagnant at that point. This is something that a lot of thrift stores go through. Your reach somehow does not expand and you're stuck with a limited number of followers. But recently I've learned that no matter how many people unfollow you, I think it doesn't really matter because those people that actually unfollow you are those who are not going to buy from you in the future. So, It's basically a spring cleaning and it's not an actual loss. So that phase was a very tough time for us.

We were also not able to connect with our audience like we used to previously because everyone was going through a very hard time. But there is one thing that we did. We DMed our customers to check on them during the second wave and to know if they were doing well and if there was anything that we could do for them. This made us feel better and connect with them, and help them.

EVERY TIME WE SHIPPED OUT AN ITEM THAT BELONGED TO US, WE HAVE TRIED TO LIST OUT THE MEMORIES THAT WERE ATTACHED TO THAT PARTICULAR PIECE OF CLOTHING.

Q.9. If I want to start a thrift store tomorrow, what is something that you are going to tell me from your own experience? What things should I keep in mind while I start my page?

You should always have an idea and also where you want your idea to go. You need to have an idea of how to be different from the rest of the stores. There are abundant thrift stores on Instagram. I feel almost every other person, even many of my friends opened up their thrift stores. When we started, there were not really as many stores as there are now. And also, you should know who your target audience is going to be. Is it for just going to be girls who are working or non-working, or if you want to keep a unisex line?

If you want to start your thrift store tomorrow, then I would also ask you to first try to put on some of your own clothes that you don't wear. Now, this is not something to make it successful, but it is just something that you should be doing out of principle. I feel that is the sole idea of thrifting. Eventually, everyone goes on to sourcing from other vendors and getting factory items. But to truly understand the essence of getting your clothes from being pre-loved to truly loved by someone, it really is something very special.

MOOSHOP

BY: SANJANA AGARWAL

Q.1. Sanjana, what was your source of motivation behind starting this business?

Mooshop is a jewellery business, and I've always been fond of jewellery for the longest time. At present, I own around 200 pairs of earrings and tons of necklaces. Since I've always been observant and fascinated about jewellery, I always wanted to start something on my own and wear it; and love and feel proud of the fact that I made it, as well as stop letting my parents spend money on jewellery. So that's how I got motivated to start Mooshop.



Q.2. Did you face certain problems during the initial stages of the business? If you did, how did you tackle them and emerge as a strong woman out of this?

I started the business during the lockdown, so the biggest problem that I faced was the procurement of raw materials; because people don't reveal the sources, so it was entirely research-based as you need to know where to get the correct raw materials from. But with time I figured it out. Plus, getting an audience for your page is always the most difficult part; targeting and picking the right age group for your products. Another issue that I faced was being consistent. I used to post Reels every day at a point in time to ensure that my engagement doesn't go down, and that was hectic because even if I missed a single day, that would bring my hard work down to nothing. So being consistent has also been one of the biggest challenges for me. But in the end, it's always been worth it.

Q.3. What methods are you currently using to promote your brand to create awareness among consumers?

When it comes to my Marketing Techniques, I reach out to people and try to collaborate with some influencers. And when it comes to my packages, it's an entire experience.

It's not just the jewellery you order, it comes with a card with cute prints, along with freebies. I try to make it an entire experience so that people feel happy that they are opening something substantial and wholesome, and not just a package. Talking about my Brand Awareness, I try to get most of my friends to wear something from my brand so that people get to see that the product is actually tried and tested, and is actually a good thing to wear.

Q.4. Being a College student, how do you manage to run your business with hectic college life?

College being online has helped a lot as we get a lot of time to do things side by side. I don't know how I'll manage when the college opens offline, but one of the biggest lessons I've learnt being in this business is to give myself appropriate breaks. There are a lot of times when we tend to overwork and overburden ourselves with things. So if you don't give yourself enough breaks, you'd end up feeling exhausted and would not be able to work. Since there are other commitments as well, balance is most important. You have to balance everything and pull yourself together.

ENTREPRENEURS AMONG US



Q.5. What is your Mantra to overcome hurdles that come in the way of your business?

It's momentary, and it will pass. Even though it seems big at the moment, it's actually not. It will pass, and you will get over things and overcome them. If you don't reach the lows, how will you appreciate the highs? That's my Mantra.

Q.6. Sanjana, what lessons have you learnt in this journey of being a young entrepreneur?

Creating something of my own has always been a dream of mine. It gives a lot of joy as an entrepreneur when people buy something from you that they admire. So the biggest lesson I have learnt along the way is to always be consistent with everything that I do, as, at the end of the day, consistency gives 100% success. Moreover, I also learnt how to be effective, efficient, and be creative every single day, along with time management and work management, while stepping out of my comfort zone and boundaries to create and get things done on time.

Q.7. Being an entrepreneur in this business, what was your happiest moment?

A general happy moment would be to not have to ask my parents for my expenses, along with self-sustaining. Talking about a more particular happy moment would be when a model bought a few products from me and posted a story, through which I got a lot of orders. So that was probably the biggest boost for the business.

Q.8. Sanjana, what is your vision for your business in the next 5 years?

I'm not sure if I'll be able to continue this business in the next 5 years or so. This business is close to my heart since I love doing something new every day.

But I would definitely like to continue it, by turning it into something more than just a business and growing into a brand. It's just that I'm trying to be more realistic and practical about other commitments in life. All of this is something that I love doing. But one thing is for sure. If things are meant to be, they will be. So even if I discontinue, I would jump back into it? I started this business to make others feel better, including myself. My jewellery is all about making others feel beautiful and look extra confident. You wear jewellery on important days, and I just want to be part of people's happy days. So I'm sure, even if I'm not able to continue further in the next 5 years, I will pick it up sometime or the other because this business gives me happiness.

Q.9. Any piece of advice that you would like to give to young girls who really want to start something, but are afraid about the hurdles that they may encounter on their way.

Having the correct motivation to actually start is the key. Do your research first. Find out if you really want to start a business. Do your time management. Analyze if you can actually manage this among other things in life. Understand your priorities-

If your answer is yes to all these questions, and if it is something that would actually be a priority of yours, just go ahead and do it. If worse comes to worst, you'll have to close it- and that's also under extreme circumstances, but at least you'll learn something out of it. Start with little investments, see how it's going, be consistent, and just do it, because in the end learning from experience is what matters apart from money. Be unique and don't steal other people's ideas, because people take time to come up with their own unique set of ideas. My biggest advice would be to be nice to everyone. Try to build a community - a happy and comfortable space, rather than customer-based.

01

GOING ON AN
'ALL GIRLS'
TRIP WITH MY
CLASSMATES

05

BECOMING
A BETTER
VERSION OF
ME
EVERYDAY

08

BE AN
INFLUENCER

10

ATTEND AN
OFFLINE
FEST

11

BUNK MY
CLASS AT
LEAST AT
ONCE AND GO
TO THE
THEATER

02

FIGURE OUT
MY PERSONAL
FASHION
STYLE

06

TAKE A TEST
WITH ZERO
PREPARATION

09

DYE MY
HAIR

03

MAKING LIFE
LONG
FRIENDSHIPS

04

LEARNING
NEW TASKS
AND SKILLS

07

EXPLORING
ALL THE
CAFES

Freshers Bucket List

Here are the plans at the rim of the bucket lists for the Batch of '24!

From heartaches to headaches, from Mondays to fun days, from ups and downs and best to worst experiences that made you go aww or blah - here is some of the valuable advice that JMCites wanted to share with you.

For all my juniors and classmates who sometimes feel that everybody around them is moving too fast and doing so much while you're just doing a little part of something, it's alright. You do you, and you do it at your own pace. But do not hold yourself back from doing anything you want. College is to explore the unexplored and create your own experiences. All the best and welcome to college.

Freshly out of school, college professors will treat you as "freshers" only in the first year. And one fine day you'll realise that you are done with your first year of college, in front of your laptops and now all you can do is drown in the ocean of assignments and juggle between deadlines. It'll hit you that you are no more a fresher. But through all of this, don't forget that your seniors have got your back. JMC has hands down the best seniors you can reach out to.



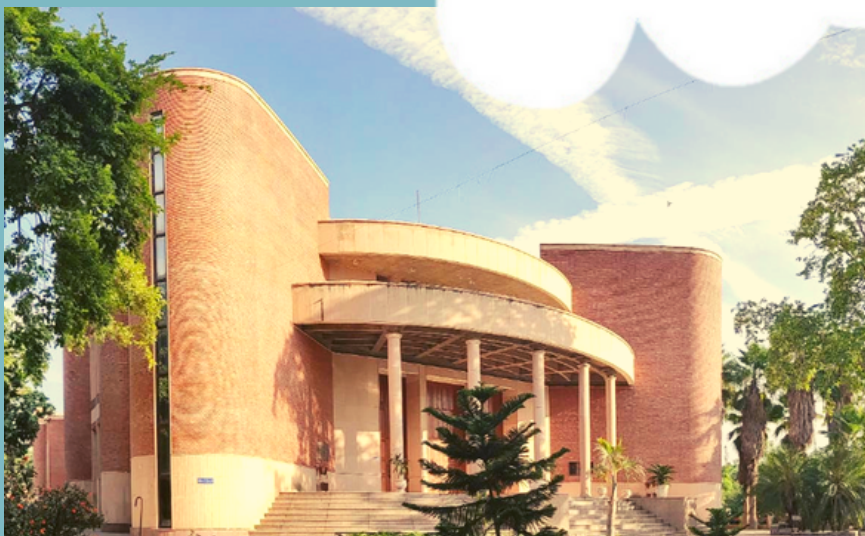
BEEN THERE

TAKE RISKS!!
ALWAYS KEEP
LOOKING FOR
NEW EXPERIENCES <3

FELT THAT



*Seh lenge thoda
is my go-to
for everything*



College experience to us (the "pandemic batch" as they call us) has been equal to zero but college societies make it worthwhile. Join as many societies as you can, TMT especially (we are a fun bunch, trust me) and try to make the most of what college life has to offer. I can vouch that JMC has so much to offer that a few months into college, you'll see yourself grow a lot as a person.

Hellooo juniors, JMC would be one hell of a ride for y'all. From cribbing to go to girls college to exploring your own capabilities would transform you into one strong individual. The most exciting part of JMC journey is definitely it's- fests do not miss them, shine out girls xoxo

Make the best out of your college life. Don't get overwhelmed by your seniors and their achievements. Start small. Take up whatever opportunity you can and look at every opportunity as a sign to grow. Don't run for internships for publicity tasks. Join good societies where you feel that you can grow and learn a lot. For some societies, step out of your comfort zone and try on new departments and responsibilities. Keep in touch with your seniors for guidance. Trust me, joining organizations and societies is more effective than doing some internship in your first year. Gain the experience of various departments in the initial years and go for internships on a professional level later on. Learn some basic skills like Canva and Microsoft applications since they come in very handy. Grades matter but don't let them dishearten you. Keep a good track of your work, set up reminders and above all: CREATE IMPACT AND GROW.

BEEN THERE

FELT THAT

I think I would be speaking for everyone by talking about body image issues. As young impressionable girls with access to social media and pop culture that constantly stresses on having perfect bodies, from childhood we have always felt aware of our bodies. Which is quite messed up. No fourth grader should be called out on having "thunder thighs" or no middle schooler should be bullied for "hairy underarms and thighs". These are natural and perfect parts of growing up and we are made to feel shame over our beautiful and unique bodies. Looking into the mirror and staring at our perceived flaws and insecurities is unfortunately a feeling almost everyone in our generation can relate to. I have been there, and felt that. Honestly it's still a struggle to fully accept my insecurities but at the end of the day, always remember that your body is the least interesting part of you. " We weren't made to look perfect, we were made to look real"

I'm usually someone who's over-critical and unforgiving about myself and the things I do. But I recently learnt how to be more forgiving and kind with myself. It's simple really – treat yourself how you would treat your friends (if my friend was feeling shitty about something, I would be so understanding/forgiving and do my best to make her feel better). So I learnt if I showed myself the same compassion, it allows me to be way happier and less stressed. Moral of the story, learn how to go easy on yourself – its life changing!



College is the one place where you can explore yourself without holding anything back. It's about getting out of your comfort zone and contesting for that college election that you always dreamt of, it's about complimenting that stranger who's confidence you admired (eventually befriending them), it's about taking on a new challenge and participating in that Miss Fresher's contest that you always knew that you'd be too afraid to do. The one motto that everyone should follow in their 3 to 4 years of college life is that of Nike's, 'Just Do It'. Online or offline you've got to put yourself up on that stage for everyone (and you, yourself) to see.

ALUMNI CONNECT

Introduction of **OUR PANELIST**



SHUBHANGI AGGARWAL
AUDIT ASSISTANT AT DELLOITE
FORMER INTERN AT EY



SHEETAL KAKKAR
IMPACT & STRATEGY CONSULTANT AT SATTVA
FORMER INTERN AT GENPACT, MINISTRY OF
EXTERNAL AFFAIRS AND NITI AAYOG



NEETI OBEROI
ASSOCIATE, BUSINESS OPERATIONS AT ZS
FORMER ANALYST AT EY



AARUSHI ALAGH
PURSUING MBA FROM NMIMS
FORMER INTERN AT PWC AND ICICI BANK



DEVYANSHI AGARWAL
RISK ANALYST AT EY
FORMER INTERN AT CONFEDERATION
OF INDIAN INDUSTRY



KAMAKSHI KATYAL
CURRENTLY PURSUING MASTER IN MANAGEMENT
GRAND ÉCOLE AT ESSEC BUSINESS SCHOOL
WORKING AT ACCENTURE
FORMER MANAGEMENT TRAINEE AT ITC HOTELS



ARPITA CHAWLA
CUSTOMER SERVICE REPRESENTATIVE AT
ROYAL BANK OF CANADA
FORMER DEPUTY MANAGER AT ICICI BANK



SAMPADA SAXENA
RESEARCH ASSISTANT AT STANFORD UNIVERSITY
FORMER INTERN AT INVEST INDIA,
NITI AAYOG, SUN MOKSHA



MAHEK HAIDER
JMC BATCH OF 2021



DEEYA VERMA
PRODUCT MANAGER AT ICICI BANK
MBA IN INTERNATIONAL BUSINESS FROM IIFT

ALUMNI CONNECT

Question 1: How do you think the skills, knowledge and experiences you've had in JMC are helping you today?

Neeti Oberoi-

If there's one thing I can say for certain it is that the three years I spent at JMC have for sure been the most fruitful years of my life. The skills of communication, leadership and people management, combined with various experiences outside of the classroom, be it taking sponsorship meetings or organising fests, have added a holistic dimension to my personality and instilled in me a sense of self and confidence that shines through in my work life each day. While it would be fair to say that no college or experience can fully prepare you for the corporate world that lies ahead, JMC has definitely equipped me to better handle day-to-day white-collar life.

Shubhangi Aggarwal

JMC has not only academically advanced me, but has also played a vital role in polishing my networking, collaborative and leadership skills. By the end of three years, I left as a confident woman, ready to face life ahead.

Arpita Chawla

One such thing I learnt here is to take initiative and take the first step. Being in JMC I used to push myself to try new things and volunteer for anything and everything and now it has become a habit which many times turns things in my favour.

Devyanshi Agarwal

My three years at JMC have been extremely instrumental in shaping the person I am today. It's not the bookish knowledge but the practical experiences that have helped me cope up with various situations whether it's at work or interacting with people at events and gatherings.

Question 2: If you were given an option to change your career path or role for a day what would you be doing?

Neeti Oberoi-

Post my undergrad education of B. Com (H) I was fortunate enough to crack a college placement at Ernst and Young in the Business Consulting Practice. During the course of my work, I realised that I have a knack for data interpretation & analysis, and would like to further build my technical skillset for the same. Thus while I enjoyed my client-facing role, if given the opportunity to switch my role for a day, I would like to work as a business analytics associate for a leading firm.

ALUMNI CONNECT



Devyanshi Agarwal

If given a choice to change my walk of life, I'd for sure be a fighter pilot in the Indian Air Force, protecting our glorious skies!

Shubhangi Aggarwal

If I had the option to change my career path for a day, I would definitely be at an event management company, planning & organising events (which is something I have actually done throughout my college life!). It gives me immense satisfaction even to date and pursuing a career in the said field only makes me more passionate.



Mahek Haider

During my final year, I thought a lot about maybe having gone down the wrong path - maybe I should've pursued a BBA or an additional cutting edge course. Sure, you will get several placement opportunities but how many of those are actually viable in the long term? If I could change my career path for one day, I might think about taking up B. Com. LLB but my advice to anyone reading this would be to enrol in practical courses pertaining to your career path as well as interning in the same fields.

Question 3: One piece of advice that you'd like to give to your younger self.



Neeti Oberoi-

Life's tougher than you imagine for it to be but life's also a lot more fun!! Do not lose your spark and edge and always remember to be kind. In this corporate rat race, a little kindness and words of motivation can mean a lot more than you think.

Devyanshi Agarwal

Not an advice, but what I'd like to tell the younger Devyanshi would be to always continue making the choices her heart feels most alive by and continue taking the risks with all honesty and determination.



Arpita Chawla

I think if I meet my younger self today I would definitely tell her that don't be afraid to take up opportunities that are coming your way, don't be afraid if you see people around you are more experienced than you, don't ever be in a doubt about whether you can or can not do it because until unless you don't do it you will never know. Just don't ever be afraid of what people will think and just GO FOR IT!



ALUMNI CONNECT



Mehak Haider

Prioritise yourself because no one else is going to. Consistency, discipline and hard work are the three key ingredients to a successful life.

Question 4: What is the one thing you took away from JMC which is irreplaceable?

Neeti Oberoi

The one thing that I took away from JMC which shall forever be irreplaceable is the lifelong connections. Be it my own batchmates, juniors, seniors, teachers or mentors. A network as strong and as far-reaching with such an immense amount of support and concern is extremely difficult to create and it's something I shall be eternally grateful for.



Shubhangi Aggarwal

JMC gave me a lot of tangible things, in terms of good grades, awards and an amazing set of friends & teachers. However what remains irreplaceable is the fire it ignited in me, to never settle for anything less. The experience at JMC truly made me believe in myself & my capabilities and I couldn't be more grateful for this.

Arpita Chawla

I took away self-confidence and that's irreplaceable. JMC had given me so many opportunities where I would test my own limits, sometimes I passed, sometimes I failed but in between that process I learnt and that made me a strong confident woman.



Devyanshi Agarwal

Everything that I have got from JMC is special and irreplaceable. All the opportunities, the freedom to create something and most importantly the love and support of all my professors!

Mahek Haider

The lessons I learnt at every point, from my first day in college to the very last one (behind a laptop), are truly irreplaceable along with the bonds I made with my friends, seniors, juniors and professors. It was, undoubtedly, my privilege to share the same rooms with these wonderful people from whom I got to learn oh so much. All the highs and the lows have taught me that there is so much to live than we can perceive at first. We just have to delve deeper, look at the bigger picture and wait for the right time.





MANAGEMENT

1. What soft skills have you gained while pursuing MBA?

The majority of the MBA projects and work are done in groups or teams. The MBA curriculum encourages exchanging ideas with peers.

All this has led me to become a better team player. Working in groups helps in exchanging ideas, understanding and respecting your group member's opinions and coordinating with each one of them by setting priorities for timely completion of work. This inculcated in me a sense of responsibility, a seed of decision-making abilities and leadership skills.

Another and very important skill that I am still learning while pursuing my MBA is time management. It becomes essential to manage and prioritise things that have to be completed during the day to achieve efficiency and to increase productivity. When I have a number of things on my plate, I pen down the things to be completed to clear my mind and then decide the order of priority to be able to finish the tasks for the day. This enables efficient and timely completion of work.

2. What advice would you like to give to students who want to pursue MBA

My advice would be to firstly 'Set your goals. Once you have a clear objective of pursuing an MBA, you should plan when to start the preparation and how to go about the preparation.

Sharpen your skills and abilities, read books, gain knowledge in the areas that you are interested in, be aware of the current news, network with people who will be able to guide you to achieve your target. Seeking help from seniors and mentors can help you give direction to be able to achieve your goals.



AARUSHI ALAGH

3. What was your role as an audit assistant at Deloitte?

I have 20 months of experience in Deloitte USI as an audit and assurance assistant. I was a part of the life sciences and healthcare industry where my main role was to audit the financial statements and internal control processes for the US-based clients.

This included designing end to end audit strategies followed by planning and execution of client audits. Preparation of time budgets for the timely completion of the audit was also done. Various testing procedures were used to audit the client's financial statements and internal control processes.



RESEARCH

1. Did you always want to be a research assistant? When did you realise your interest in this field?

Since early childhood I have been a very curious soul, always trying to dig deeper into things and going beyond textbooks. During my undergraduate studies at JMC, I was in a state of exploring different facets of economics. The various projects, assignments and research projects during the course further helped me develop an inclination towards research. Once I was pursuing my Master's from Delhi School of Economics, I was pretty certain of my interest in research and decided to pursue and ultimately landed at getting an RA role with Stanford University.

2. What does a typical workday look like for a Research Assistant?

The work of a Research Assistant can be very varying. It's a new experience each day and a lot of it depends on one's team and the project. For me there are days filled with data analysis, reading different theories and applying them, brainstorming as well as writing. The diversity of work is what makes it fun. One day you could be cleaning data, another day you would be running regressions and analysing it. The best part for me is finding out the results and connecting the dots. It excites me a lot.

3. How has working in India been different from working in California?

Due to the pandemic, I have been working from home. Moreover, my research is based on the Indian context which makes it suitable to work from here. Though offline experience would have been very exciting, online work gives a different experience. No doubt that it's not a substitute to the physical mode, but it does allow for more conversations and exchange of ideas and to work in a flexible manner. The working culture is also different and enriching due to interaction with students from diverse backgrounds. Apart from working on the project, I have learnt a lot about other subjects and cultures, which definitely added a lot to my personal growth.



SAMPADA SAXENA

4. What are the skills required to be a good researcher?

The most important skill is not a skill but the zest and desire to know more. Once you get into that zone, half of the work is done. But on a professional front, a good understanding of the core subject, a strong holding on quantitative aspects which includes proficiency in mathematics, statistics and econometrics (for an economics course, that is) and practice of some coding languages and data analytics tools can provide a big push.

5. What does a research assistant do at a university?

The role of an RA can be different depending on the department and the mode. Since I have been working from home, my main responsibilities involve literature reviews, data collection and cleaning, data analysis, a decent amount of writing and helping the team in various projects as and when needed.



MANAGEMENT

1. What soft skills have you gained while pursuing the management field?

When it comes to management, it's a broad concept that may appear simple at first, but it's really a lot more about self-organisation and people's skills. Time management and communication skills are two of the most important soft skills I've learned during my career. Time management - we do far too many things in our lives that aren't actually necessary but have become urgent. This may lead us disregarded for things that are more important, but not as urgent. As a result, it is important that we learn how to plan our time so that we live purposefully while being productive and successful in our professional lives.

2. What is the agenda or workload of a typical master's student?

Pursuing a Masters degree is much more demanding than a bachelor. There are more challenges in managing one's time and efforts depending on where one sees themselves in their career. Typically, Master's students are either interning or working part-time. Moreover, you have to spend more time working on your resume, CV and job applications, while planning your career ahead. As a master's student, you have a lot of opportunities to explore your interests. What specialisation you choose and which university you're enrolled in should be based on what goals you have posted your Masters.

3. When did you realize your interest in the management field and how has your journey been till now?

During my working years, I realised how natural I am at so many things that are required to pursue a career in management. I worked for ORF and Dharma Life, a think tank and a non-profit organisation, respectively. My job at these two organisations provided me with the opportunity to gain international exposure. It was during this time that I realised that I wanted to pursue my Master's degree abroad. In addition, my decision to pursue a MIM programme stems from my time as a Management Trainee at ITC, where I truly enjoyed and learnt business skills.



KAMAKSHI KATYAL

The MIM Program gave me the opportunity to meet with like-minded and brilliant people from over 50 different nationalities. My journey so far has broadened my perspective and shaped my career in a unique way.

4. What advice would you like to give to students who want to make a career in the management field?

For students interested in a future in management, I would advise them to work for a few years before pursuing their master's degree, since this will help them grasp the concepts and courses at university with greater clarity. Also, selecting the university is critical since it plays a pivotal role in linking where you are and where you want to be. Lastly, as a fresher, be actively involved and make as many mistakes as possible, as these are the foundational years where you may take risks and explore what exactly do you have your heart on.



CONSULTANCY

1. What does a typical workday look like for a social impact consultant?

A typical workday for a social impact consultant would comprise of a lot of problem-solving for clients, having a social impact at the core, brainstorming and arriving at solutions, engagement with internal and external stakeholders especially the leadership of the organisations, rigorous research and generating insights from the same.

2. What are the skills required to be a consultant?

Consulting demands the following skills:

- Structured Thinking,
- Strong problem solving skills,
- Excellent communication, and
- Versatility.

3. What was your motivation behind changing your career field from audit assistant to impact consultant?

One year into audit made me realise that I didn't want to do this for my entire life. Hence, I actively explored other career options. Consulting as a profession intrigued me since my college days but JMC didn't have any consulting placement opportunities back then. As destiny would want it, I landed up in the social impact consulting space. Each day feels like I bring a difference in this world & create an impact that truly matters!



SHEETAL KAKKAR

4. What advice would you like to give to students who want to make a career in the field of social impact consulting/finance?

One advice I would like to give to my juniors is to push to your limits, explore in your twenties, don't settle for anything you're not happy with and take this time to discover yourself, identify your interest, leverage and build upon your skills, read as much as you can, it's the best habit I've developed recently!

Do not shy away from taking risks in your twenties because this is the time to push your limits and strive to achieve higher! You should surround yourself with people who encourage you and support you in your growth! Lastly, change is the only constant so be flexible enough to adapt to different situations and learn as you grow.



CONSULTANCY

1. What does a typical workday look like for a PR & Communication Consultant?

We usually start with reading what's in the news. This is news tracking, where we may also document relevant articles and respective journalists who authored the same. This helps us to be up to date with the media as well as tells us who is active to cover a particular industry. The focus is then shifted to outreach, where we connect with journalists over calls, emails, and messages to let them know about our clients and pitch them story ideas. In some cases, the discussions happen in person.

If they like to go ahead with an idea we take the same forward to our clients to close the opportunity. We share information on the format of the opportunity (interaction, writing an article, sharing a quote on a recent development etc.) Sometimes, we help them with the research or drafting of the piece so it matches the requirements of the journalist.

On the other hand, we actively map new ways of establishing credibility for our clients. It may be reaching out to new format creators like Instagram, Clubhouse, Twitter, or collaborating with Universities and organisations for panel discussions, and events. By the evening we can reach out to more people to check for opportunities, discuss the day and progress with the internal team. It is usually a fast-paced job, where taking prompt actions is crucial not only for a consultant but also to yield results for the clients.

2. Any advice for college students who are seeking marketing/PR/Communication as a career?

Stay abreast of what's happening in the news. It will help you map the trends as well as the people who work specifically in a niche, called 'beat' in the PR industry. It's advantageous to remember the names of journalists on tips, along with their beat. In marketing and communications, it is important to brainstorm, innovate and think of the right mix of activities with respect to a global market and young demographic.



REVA MALHOTRA

3. Is there any difference between a marketing analyst/consultant and a PR consultant?

Yes, there is a difference. PR focuses more on image building. We seek to establish connections with the right audience at the right time via appropriate media. These media may differ from owned assets like websites/social media to assets where we earn spaces on merit like news publications, micro-influencers, advocates on social media.

Whereas, marketing diverges to a profile of sales, lead acquisition too which is not usually a PR's job. Marketing these days involve digital marketing, Search Engine Optimisation, Advertisement, digital metric analysis. The long-term goals of marketing are aligned with the goals/business strategy of the respective enterprise. This is where the difference is apparent, PR strategy and activities are more aligned to the communications goals of the enterprise.

4. A lot of students wish to build a career in this field. What kind of soft skills & technical knowledge is absolutely necessary for this profile?

On the soft-skills side, one has to be open to listening and comprehending the stakeholders' point of view. What are the client's communication goals, what are their preferred talk points, what kind of audience do they want to cater to? Besides, we should have strong communication skills to keep our point across the table sans friction. The sense of accountability to guide the client as and when required is crucial. The ability to observe and listen also is helpful to understand what might be of the journalist's interest.

On the technical side, basic knowledge of Office tools comes in handy. It's more of a muscle to develop for the long run. The more well-versed you are with the new aged tools, the more it will add value to your organisation or venture. Writing skills are critical in the field of communications or PR, do work on getting grammar, sentence structure and vocabulary right. We constantly revise pitches, come up with topic suggestions for a particular industry, write emails, messages and sometimes short/ long-format content, all of these forms requires agility and understanding of tonality and vocabulary.

5. Where do you see the demand for PR consultants in India going in the long run?

The Covid-19 has given an impetus to the industry in terms of innovation and a much required digital push. A plethora of options, long-term as well as short-term, are now available for people interested in the field. You can venture into agency roles or consultancies or kick start your entrepreneurial journey in the field.

Thanks to the pandemic, the gig economy is thriving. This ecosystem is nurturing for someone who seeks to work independently. A full-time associate comes with liabilities of providing for insurance, arranging visas (if hired by international organisations). Whereas, consultants come to solve a specific problem, are hands-on with their tasks, flexible to expand or reduce tasks based on the workflow.

The more the experience, the more efficient they are in problem-solving. Moreover, the current generation comprehends the difference between traditional PR as well and new-age-digital PR activities. What one needs to learn is a way to amalgamate both and work hand in glove with the client's expectations.





MANAGEMENT

1. What are the skills required to excel in the management field?

In order to be a successful manager, apart from the basic skills of multitasking, time management, etc; one must ensure to be thick-skinned and never take the comments of his/her superior to the heart. In addition, one must learn to be diplomatic in their day to day dealing with peers, clients and third parties. Lastly, since as a manager one's responsible not just for themselves, but also their team, one must have a high sense of accountability and responsibility.

2. What does a typical workday look like for a management trainee?

Every day of the week as a management trainee (product manager to be specific) is different depending on the project they're working on and what phase the project is in. But to generalise I would say our day is mostly made up of calls with senior management to discuss the status of various clients, constant communication with sales teams in an attempt to fetch updates on pipeline clients, training the sales teams on the features of various products, suggesting and implementing product developments, client on-boarding and conducting UAT (User Acceptance Testing) for each client.

3. What is the most important lesson that you have learned while pursuing your career in this field?

A wake-up call that I got once I was a few days into my career was that there is no better way to learn anything other than on the job training. No amount of education can prepare you for a career in management. You learn by doing. Additionally, the field and the particular role you join might be completely different compared to what you studied for. However, that should not discourage you and instead should act as motivation for you to expand your knowledge base.



DEEYA VERMA

4. How is an MBA in international business different from other typical MBA courses?

An MBA in International Business covers all the facets of a traditional MBA. In addition, it inculcates a global way of analysing situations in the minds of students. Apart from the regular management subjects, we at MBA(IB) were also taught subjects like 'International Marketing mngmt', 'International Economics', 'International Financial Management', 'International Trade Logistics' and 'Financing of International Trade' to name a few. Also, an MBA in International Business (at least at IIFT) offers students the opportunity of pursuing a major or minor in trade.

Aside from the managerial courses, an MBA in IB requires students to learn a foreign language for the period of one trimester. This helps prepare the students for international full-time placements and internships in foreign countries like Singapore, UAE and a few countries in Africa.

5. What challenges did you face while pursuing your career in the management field?

One challenge I have faced while working as a management trainee for over a year is that you are expected to be prepared for a crisis situation 24*7. Though such situations are rare, there are times when my team and I have stayed up compiling recon data till 2 a.m. or had to travel out of the city at a few hours' notice. I was initially caught off guard but over time I have become comfortable with such situations.

6. What advice would you like to give to students who want to pursue a career in this field?

For aspiring managers and MBA students, I have only one piece of advice- don't pursue an MBA simply for the tag and the benefits (high CTC, stature, etc) that come along with it. People feel that after securing admission into a Tier 1 B school, life is a cakewalk. That is far from true. Securing the best placements on campus is a rat race and post that, every day on the job is a hustle. Go for an MBA only if you are sure of the value additions will bring to your professional career.

.....



CRYPTOGRAM

CRACK THE
CODE BELOW :

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
13	10	18	12	20	8	4	11	19	25	26	3	15	9	21	17	2	1	7	22	14	24	6	23	16	5

— — — — — — — — — — — — — — — — — — —

16 21 14 13 1 20 9 20 24 20 1 22 21 21 21 3 12 22 21

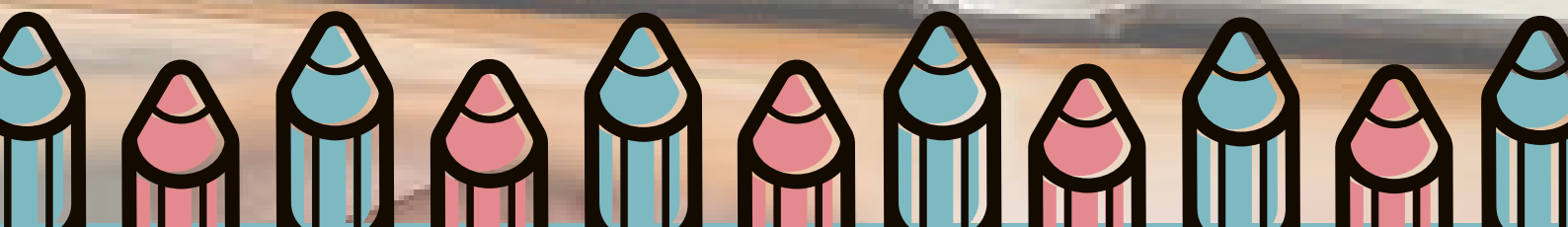
— — — — — — — — — — — — — — — — — — —

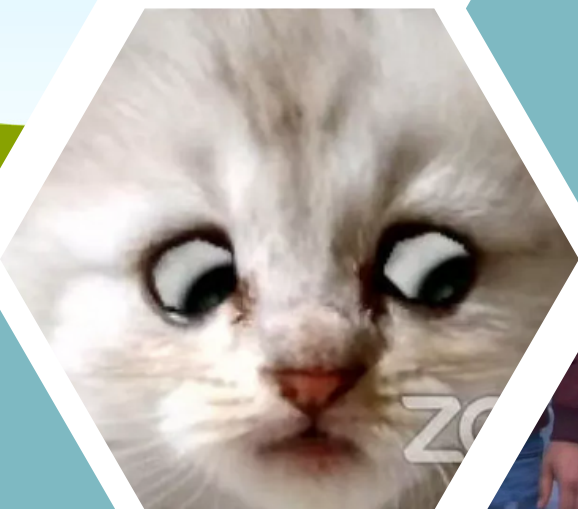
7 20 22 13 9 21 22 11 20 1 4 21 13 3 21 1 22 21

— — — — — — — — — — — — — —

12 1 20 13 15 13 9 20 6 12 1 20 13 15

TO FIND OUT THE RIGHT CODE HOP ON TO
WWW.THEMERCURIANTIMES.COM





THE GEN KNOW-HOW Z



KHABY LAME

In March 2020, during the outbreak of the coronavirus pandemic, Khabane Lame, a young factory worker, lost his job. What else could he do to spend time in quarantine?? He began spending hours each day posting videos to TikTok under the name Khaby Lame. He gained fame in 2021 after his tik-tok videos went viral wherein he used life hack videos. He became an internet favourite for his poker face solutions to life problems. His way of responding to them in a wordless manner made it easy to understand reaction clips.

Complicated life hacks with a reaction twist.

BERNIE SANDERS

From reading captions like “when you realise rasode mein yeh the to har homie Bernie nahi hota”, Sanders appearance could be seen in riding a local train or sitting at a sabzi mandi. He also created a buff with his presence in recreated iconic Hindi cinema moments. So basically he transposed across places and time, between movie scenes, dropped into historical moments, famous paintings and more. The photo quickly made its way across the internet paired with funny captions, then cut and paste into different iterations.



CAT ZOOM FILTER

“I’m not a cat”, well not a usual statement we hear during court hearings!! What happens when you accidentally switch on your camera and get struck in between? Well not a pleasant moment of course.. An attorney got stumped during a hearing by a Zoom filter that turned his face into a kitten, making his plaintive cries of I’m not a cat that much funnier. He eventually figured it out, but only after the whole thing was recorded.



COWIN REGISTRATION

*“Roz utho, nahao,
CoWin par slot check karo, so jao”*

It shows waiting at the staircase for seats in an aeroplane but there is no plane in sight. This is really bizarre and can be related to any helpless situation where some people are standing on the stairs but they don't know what to do after that or maybe they are still pondering why are they there in the first place? This meme was interpreted in various ways, it was used for the students who were in the final year of their college and had to change plans at the last moment.

It depicted the plans students made after their board exams that eventually came to an end due to the pandemic which was also presented in a funnier way. This meme was also used during the vaccination drive when the vaccination centres allowed 18+ people to get vaccinated but there were no slots available on the website.



OTP Kidhar Hai?



Disappointed but not surprised

INDIA VS PAKISTAN

In June 2019, during the India vs Pakistan match the cameras captured the reaction of a fan in the stands watching with his hands on his hips.

Eventually, his mood got elated after the recent win of Pakistan against India, and the meme got viral comparing his reactions in 2019 vs 2021 with the caption “he finally has a smile on his face”.

People often compare it with their life's situations like when you were hoping to get honey but instead you get honey bees.

INTERNSHIPS IN TOUCH, IN TUNE, IN TERN

ANASHWARA UDAY MENON

**MILAAAN FOUNDATION- PROFILING OF
ADOLESCENT GIRLS FROM RURAL
AREAS OF KARNATAKA**

This was the first internship that I took up as a content writer. I came across this vacancy on Internshaala. I've always been fond of content writing and this opportunity suited me the best. I was assigned over 50 adolescent girls from rural Karnataka. I had to write profiles for these girls for Milaan foundation's database and website. This internship was for a month and it not only helped me hone my content writing skills but also made understand how hard it is for girls in these areas to attain basic things like education. It made me more sensitive as a person. It has provided me a good experience in content writing and in future I wish to work more on this skill.



OJASVINI SACHDEVA

**EXPLORING 2GETHER - SOCIAL
MEDIA MARKETING, COSSET
CLOTHING - CONTENT WRITING**

I came across the first internship opportunity with a start-up Exploring2Gether through Internshala where I was supposed to create content for their social media, within a month of my internship I was made the head for the content department and it was my responsibility to make sure that all interns are sending their content on time and the content is up to the mark. This internship helped me in channelling my leadership qualities and helped me in realising the different ways of creating good quality content. My second internship was with a slow fashion brand, Cosset Clothing, I found this opportunity via LinkedIn. During this internship, my role was to send in 2 articles of 600-800 words every week, they gave me the topics, so this internship was a huge learning opportunity for me and made me realise the areas in which I was lacking as a writer and it also helped me realise how much I loved being a content writer. This internship also expanded my vocabulary. Both these internships have made me realise my calling, and I am grateful for that.



AADYA NANDWANI

**AMBITREE INDIA - BUSINESS
DEVELOPMENT ASSOCIATE**

I came across this internship through one of my family freinds. I chose this internship as I was highly motivated to learn and expand my horizons. It was a 3 months internship with a monthly stipend which included responsibilities such as: 1. Spearheading the digital marketing portfolio. 2. International Client Handling: Communication & strengthening relations. 3. Researched and analysis for business opportunities. This internship opportunity has made me learn a lot not just in the field of marketing and research but other areas as well. This internship has also made me realise that one should take time and explore their interests full - fledgedly, when unaware about thier passion or confused about thier career.



INTERNSHIPS IN TOUCH, IN TUNE, IN TERN



IFFAT FATIMA

DAIS WORLD

The best part of this WFH situation is that we learned how to be multitasking, and with time management I always managed to do multiple internships at the same time, the roles of the internships were always different of course. I earned good enough money to buy myself an iPhone which was something that I always wanted to have but with my own money. I came across the current Internship through placement cell of JMC. The company is a digital News Media Organization, exactly what I was looking for to gain experience in Mass Communication before I choose this field in my PG, it isn't a stipend based internship but it is worth it. The duration is 3 months and they have a whole curriculum prepared for the whole period. I learnt how to find newsworthy trends, how to format news and how to dig deeper and investigate a story. Through out the whole process not only I was sure of what I want to do in life but what I don't want to do in life for sure i.e., a monotonous 9-5 Job.



SHERLIN ROMI

**1) ALIGNBOX SOLUTIONS -
CONTENT WRITING,
2) THE BIGPITCHR- CONTENT
WRITING**

I came across these internship opportunities through Internshala. I opted for these Internships to learn, grow, and expand my horizon in the field of content writing, along with getting first-hand experience when it comes to internships. The duration for *AlignBox Solutions* was 1 month, and I signed up for a paid 1 week trial internship for *The BigPitchr*. My responsibilities included writing 2 articles per day and submitting them within the time frame. These internships helped me learn so much about the field of content writing, helped me brush up my vocabulary, along with time management. I also got the opportunity to do intensive research on various issues of interest to write these articles, enlightening me and pushing me to do better everyday. I received positive feedback from my mentors, and gained valuable experience from these internships. I believe that with the experience that I have gained from these internships, it would open doors for me, not only in the field of content writing, but in other areas as well.

STEFNA JOJI SEBASTIAN

GODUTCH, MARKETING AMBASSADOR

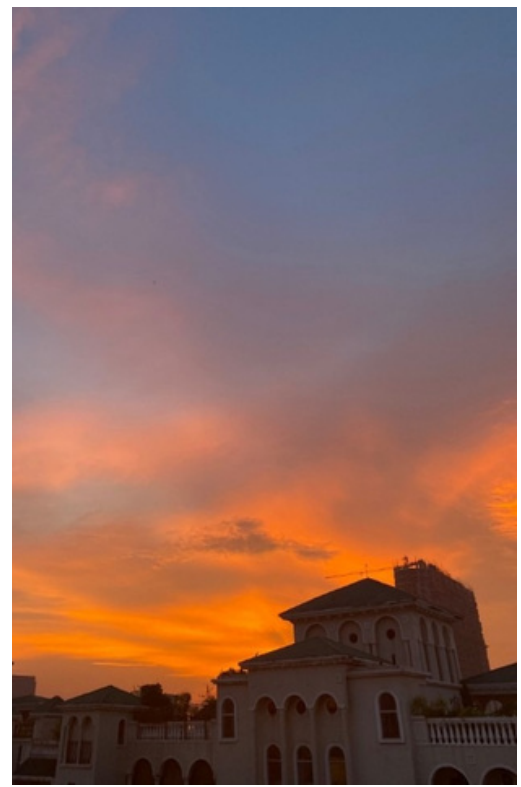
I came across this internship opportunity through my classmate, honestly instead of opting this job profile I got this job profile, being a marketing ambassador that too online didn't help me that much however it did help me overcome my fear of stepping out of my boundaries. I believe that if it were offline it would've given me an opportunity to work in that workspace and made me more aware and confident about my capabilities. The duration was for a month and within a month I had to get multiple downloads, it gave me a small insight on how the marketing team of an app works and if I ever choose to go into the field of marketing, this internship might definitely help me. it did connect me with people from different areas and helped me widen my social circle. I feel that internship like these really tests your social skills and how well-connected you are.



NANDINI JAIN



BHANA VI



DRISHIKHA PURI



OJASVINI SACHDEVA



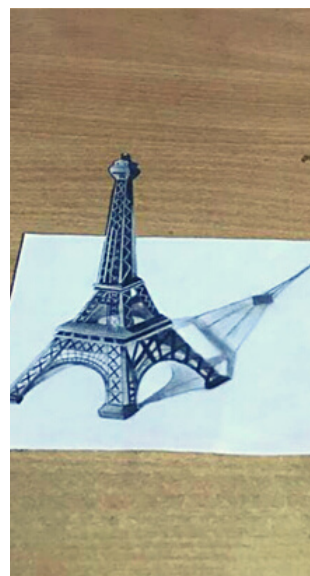
ESHA SOLOMON



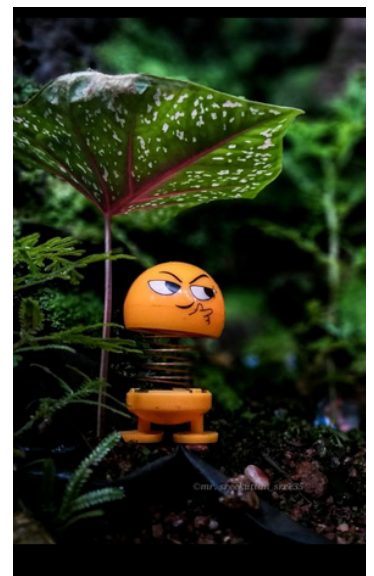
RAJASWI BATISH



HARSHITA



PARIDHI SIKRI



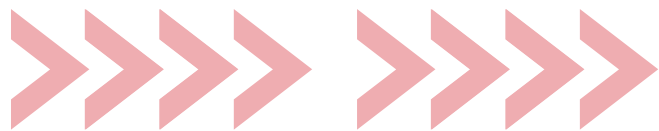
STEFIYA THOMAS

PINK WISH

BY: DARSHNA MISHRA

Q.1. Darshna, it's inspirational to see someone my age hustling for their business and doing such a great job! What was your key motivation to start your own business?

There wasn't a key motivator behind it, rather a curiosity to understand the system of imports and exports in jewellery items. I have finally switched on to importing my products. When I started, I faced many barriers, but I stayed patient. Gradually, I understood the dynamics which put things into perspective.



Q.2. Since you are a college student, how do you juggle your student, entrepreneurial and personal life?

Talking about my personal life, as I told you before, I'm an introvert and I have a small circle of friends and we usually meet once in a while, and I ensure that I make time for my family. Usually, I devote time to my business whenever I'm free, not the whole 24 hours but whenever my schedule permits.

This was hard to juggle during my first year of college and find time to pack the orders after completing a pile of assignments. Usually, I discuss the assignments with my friends and that helps. I use the Indian postal service, so I have to physically go to the post office to ship my orders. Since classes are online, I can adjust the time to do it but if college were in offline mode that would become a hassle for me.



Q.3. As we know that starting a business is not easy, and while initiating something like this you must have faced challenges along the way. So, what were these hurdles for you?

As I took a bulk order the process overall became risky since there was an amount of uncertainty. If I did not gather a certain number of bulk orders, it would have completely changed the prices, eventually, that impacted my profits. So often it was difficult to manage the monetary aspect.

When it comes to imports only a few people acknowledge that imports take days to reach India. Most imports come from either South Korea or China as you can get quality products at relatively lower rates. But yeah, it requires both time and patience. So, customers who wait for their order to reach them are truly a blessing! Lastly, explaining to people that unboxing is required so that I can add them to my Instagram stories was a major challenge. This is a very common policy among small businesses.

ENTREPRENEURS AMONG US

Q4. What is your vision for your business to be in the next five years? Have you ever thought about it?

Yeah, of course, I know that our colleges would reopen someday and that would be hectic for me to manage everything. I am planning to start prepping for my postgraduate studies and with that going on I don't feel I would be able to properly devote time to my business. I would try my best to handle everything. But if offline college starts, I'll be selling my business. Either I can earn, or I can learn.

Q.5. So now when you look back upon your starting point, you must have witnessed growth in your business. My question to you is what promotional strategies did you use to expand the reach of your brand?

My main strategy was not to invest in anything but to do smart work, I started giving shoutouts to famous stores and saw immediate responses, so it worked quite well. Whenever I took pre-orders, I would give 10-20 shoutouts daily and that lead to 300-400 orders per slot. And yes, reels are a great way to increase engagement.

But more than this I focused on giveaways. Since giveaways are quite a trend among small businesses so, I organized 2-3 giveaways every few months. But all in all, I felt shoutouts worked the best and I saw the gains. I also tried promoting my page through Instagram, but I didn't see any significant results, even after investing money I did not get the expected response. So shoutouts worked out better since that did not cost me anything. I would suggest someone who is starting from square one to devote time to shoutouts and reels.

Q.7. Lastly, is there any piece of advice you would give to our readers who are aspiring to start their businesses but do not feel confident enough?

I remember, at the start of my journey, I did not earn any profits or see progress at all. I researched the market for a good 5 to 6 months and then when I came back the business boomed. So, research is a must! I started with google and youtube, to see whether people search about finding importers and wholesalers. I even came to Delhi to explore the import markets.



Q.6. How did behind-the-scenes planning go? For you to start an accessory store on Instagram, seems like quite a big risk. What was the idea behind your brand, Pinkwish?

My first plan was to do something different from other stores. I focused on the price factor and tried to make it reasonable so that people would engage with my page. This helped collect some of the prospects.

Secondly, I never actually invested in my business and started from zero. Instead of investing, I took pre-orders. I asked for the payment first and then begin shipping orders. After collecting the orders and creating bulk, this ensured that reasonable prices were offered to customers.

This helped me to get sufficient revenue to cover my expenses. Initially, I started this business to cover my expenses but later on, it became a hobby I continued I liked the work! It has changed me a lot since we attend online classes and do not feel productive while staying at home, this path has somewhat molded my introverted personality.

PRIYAL MITTAL

Priyal Mittal is a 3rd-year student of Jesus and Mary College, pursuing Entrepreneurship and Advertising under B.A. Programme. She has always wanted to be a content creator on Instagram and lockdown motivated her to follow her dream.

Q.1. What inspired you to start your journey to become a social media influencer?

I think the only thing that inspired me to do this is myself. I am not someone who does things just because someone else is doing it. I was posting vlogs on my private account, so my friends were like why don't you make your account public and then do it, if they liked it, that's great, if they don't, then switch back to a private account again. So, I think the only thing that inspired me was that I didn't have much to do in lockdown since it brought a pause into everyone's daily life.

Q.2. Was there any content creator that you drew inspiration from?

Lilly Singh, who was also known as 'Superwoman' is someone I have admired since I was 13. She has always inspired me to do better.

Q.3. When did you start noticing that your platform was gaining a lot of attraction? Was there some particular video or did it happen overnight?

Yes, there was one video that crossed a million views, but I hadn't noticed since I was travelling. When I came back, I got a lot of texts, and I was surprised to see that my video crossed a million views. I think to grow on Instagram, you need a video to blow up like that so that you can get noticed by a larger audience.



Q.4. What do you think is the #1 key to success in the social media industry since it's been growing very rapidly, so how can you make a unique place for yourself?

Every second person out there is an influencer, it doesn't matter if they have 100 followers or a million followers. So in such an industry, I think the two things that make you stand out are consistency and adding your personal touch to trends. Consistency is very important.

I have seen a lot of people being very enthusiastic for the first two months about making videos and creating good content, then after two months, it's like they give up. Coming to trends,

I think it's important to follow them on Instagram but it's even more important for you to add your touch to it, don't just follow it, especially if you want to stand out from the rest of the people who are also doing the same trend.

ENTREPRENEURS AMONG US

Q.5. You just mentioned consistently creating content, so does that ever make you feel burned out? If yes, how do you overcome burnout?

Not only sometimes, but I feel like that every day. I think this is something I need to let go of the constant burden of posting a picture, a reel video every single day has made me feel very stressed and I have cried so many times about it especially when I don't have a post for the next day.

The fear of not being consistent has been very burdening on me, I am still working on letting go of this fear. I think being consistent doesn't mean you have to post everyday but you have to post enough so that people don't forget about you and people will forget since there are so many other great influencers out there. I wish someone had given me the same advice that being consistent doesn't mean you have to post every single day

Q.6. Since you just mentioned how you have to create content often, how do you manage to bring a balance between your personal life and creating content?

Honestly speaking, I started working full time a month back and it's been very hectic to manage my classes, my work, and my account.

I think it's all about your priorities like if I can miss a certain class sometimes, it's okay as long I am not running behind in my studies, but I really can't be inactive on my account, so I am still trying to find a balance since I can't ignore my job which I am being paid for or my commitment to a brand. So, it's taking a little time for me to adjust and sort it out, but I think with time, hopefully, I will be able to balance it out. I shoot most of my videos at night around 11 P.M. - 3 A.M. I don't get time in the morning because of the office until and unless it's a weekend, then also I have to plan and see if I am free.



Q.7. How do you rejuvenate yourself after such a busy schedule?

Honestly sometimes, I just cry myself to sleep. I don't think there is a solution to this other than learning how to balance everything with time. I know I am not capable of being a full-time creator since I am in college and have to study.

Maybe in the future, I will be able to be a full-time creator. So some days, I just spend more time with only myself, I isolate myself from people especially when I am not feeling good.



ENTREPRENEURS AMONG US

Q.8. Talking about the future, do you have any concrete plans like do you want to grow in the same path, or do you want to have a conventional job that most of us are trying to get?

I don't think I am capable of doing a 9-5 desk job. I love being a creator even though sometimes it's really hard. I know it may not be stable and there are risks involved so, therefore, I don't want to leave this, but I don't want to not have a job as well.

I am currently working with a PR company so, it's somehow related to my Instagram since they are in the same field. I think I will continue to work there until at least I have some financial stability and emotional stability to be a full-time creator. Since being one you need to have a team full of good photographers, editors, stylists, etc.

Q.9. Now, this makes me wonder if you are doing it all alone for now?

Yes, I am, I don't have anybody helping me out, I am the editor, I am the videographer, I am the stylist. I am playing all the roles. I just have a phone, a tripod, and a ring light.

Q.10. Wrapping this up by asking the last question, do you have a piece of advice for our readers who are aspiring to be influencers but are afraid to do so?

First of all, there isn't anything to be afraid of, since every second person is an influencer, we influence people in our lives. Just create a public Instagram account and start posting. That's how my friends encouraged me too, they asked me to post and said "if people don't like it, they don't like it. Simple, there's no harm." started with only 500-700 views on my reels.

I never thought that there would be a time when over 130K people would know me. So my advice to everyone reading would be to just start somewhere.



MEDIA BISTRO



FEVIKWIK -

"TODO NAHI JODO"

Do you know what makes this brand multipurpose? YES, it's their ease of application, known for their unique quirky and humorous advertising. Their vision has always been to satisfy their customers with quality and innovation.

CADBURY -

"KUCH MEETHA HO JAYE"

Chocolate = Cadbury
Creating a place in the hearts of Indian customers.



VODAFONE -

"ZOOZOO"

Reflecting spirits of integration. Diverting it's business from a mobile telephony company to emerging as a major player in communication services.

5 STAR -

"RAMESH AND SURESH"

The Do Nothing Segment Attracting their customers with the content that kept on changing but their vision remained same. One of the major highlight of this brand is that they did not endorse any celebrity but managed to position the product successfully.



NIKE -

"JUST DO IT"

Quality and Stylish products. The brand along with famous athlete endorsements have become more popular among customers.



MEDIA BISTRO



KFC -

"IT'S FINGER-LICKIN' GOOD"

KFC used to serve the same menu all around the world. They use the face of their legendary founder which is regarded as one of the most popular trademarks.

MAGGI -

"2-MINUTE EDUCATION"

The comfort food Maggi is a very well-known brand for its instant noodles. One of the best-selling brand for instant noodles in India.



DETTOL -

"BE 100% SURE"

Trusted protection. The brand "Dettol" started its journey in 1933 as antiseptic liquid. Known for its high quality and affordability.

COLGATE -

"IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH"

Known for its goodwill. When it comes to oral care or toothpaste, in particular, there is one brand that immediately pops up in every Indian's mind and that is Colgate.



L'ORÉAL -

"BECAUSE YOU'RE WORTH IT"

Universalization, Attractive and famous models and celebrities are used for their promotions. In India, Aishwarya Rai Bachchan and Sonam Kapoor have been its brand ambassadors for years, which initially helped the brand to gain the trust of their desired audience.



Education as the Pathway towards Gender Equality

BY ARYA VERMA

*"You educate a man; you educate a man.
You educate a woman, you educate a generation"
- Brigham Young.*

Article 21A of the Indian Constitution declares that the state shall provide free and compulsory education to all children of the age of 6 to 14 years.

Every child deserves to reach their full potential but gender inequalities create an obstacle in their path. Education can change the future of an individual. In our country, girls have always been the one's adjusting, sacrificing and compromising for the family.

Across the world, girls show higher survival rates at birth, are more likely to be developmentally on track, and just as likely to participate in preschool, but India is the only large country where more girls die than boys. Investing in girls' education transforms communities and the world. Girls who receive an education are less likely to marry young and more likely to lead healthy and productive lives.

Educating a girl reduces inequality between the male and the female child. It contributes to the personality development of a girl. It aids in them becoming more stable, resilient and gives all an opportunity to fulfil their potential. The gender divide starts at the very fundamental unit, the home.

"In rural areas, girls are more likely to drop out of school, the reason being the traditional gender norms like cooking, cleaning and doing other household chores. Child marriage and menstruation are also one of the main reasons why they drop out.

The biggest setback for the development of females in rural areas is the mentality of the people. "Ladki ko padha ke kya fayda hoga, aakhir me chulha chauka hi sambhalna hai." Families favour boys when investing in education "Kyunki wahi khayal rakhega parivar ka!"

Scholarships & Reservation is a tool used against social oppression, discrimination and injustice.



Women have always been oppressed and victimized. There are many parents who are forced to ask their children to drop out because of financial problems. Both reservation and scholarship would help us combat the disparity in our society. These are one of the crucial steps to be taken until the gender gap is bridged.

The Indian government has also started schemes like *Beti Bachao Beti Padhao* and *Unnat Bharat Abhiyan*. The ministry of education has started the campaign with the vision to involve professional and higher educational institutions in the development process of rural areas in the country to achieve sustainable development and better quality of life.

But the government's slogan of "Beti Bachao, Beti Padhao" cannot be achieved without a fundamental right to secondary education backed by measures that make free public education institutions available and accessible for all, especially girls!

Race To Space

BY NANDINI JAIN

The race to build the Utopian world of our dreams and to save mankind from the deluging upheavals of nature, that mankind itself has brought about, has left the boundaries of the land and, escalated up there to the space beyond.

This race is among the richest persons, the three billionaire entrepreneurs of our world- Elon Musk, the CEO of SpaceX, Jeff Bezos, the founder of Blue Origin, and Richard Branson, founder of Virgin Galactic.

Each of the space venture rivals has been investing dollars' worth millions into their start-ups and claim to ferry their customers to space, costing just about a penny to become a part of it. However, Virgin Galactic does not happen to be a rival to Blue Origin as SpaceX continues to usher and remains streets ahead in that arena, not to mention about Elon Musk also leaving behind Jeff Bezos, to be the richest person on Earth, and wants him to take this reality with a pinch of salt.

SpaceX has leapt, rather, is sprinting in the space race, much ahead of the other two space giants, flying its astronauts to the ISS (International Space Station) the previous year and plans to shoot up for a trip to the moon by 2023. Officials in the concerned area vocalize on Musk's remarkability of doing things 50 times heavier and grinding than Blue Origin.



The two billionaires have been arduous to launch their long-range orbital rockets, and have been competing over a government contract for building a spacecraft to send their astronauts the moon as early as 2024.

Musk won, and clearly, Bezos didn't look satisfied. On another end, Blue Origin does seem to have floundered far behind SpaceX on orbital transportation and lost billions of dollars.

**THE RACE IS HERE TO
CONTINUE, BUT, AT THE CLOSE,
IN ANY WHICH WAY,
THE SPACE GOTTA BE THERE
TO CHOOSE THE WINNER**

Ramble on the Pitfalls of Social Media

BY VRINDA

It began as a nagging thought; An incessant itch in my brain. A scab I started picking on until it festered into infectious sepsis that I couldn't ignore. Now the only way I can soothe my brain is to write a rant on how I feel about social media.

As GenZ we navigate our way through a whirlwind of online classes, diligently updating posts for our College Societies and DMing friends. But mostly we scroll through social media because of the addictive thrill that comes with the voyeuristic way in which we can view other people's lives. The lives of influencers, our best friends who've moved to other countries, or people we hate or are envious of. There is an algorithm made just for you, a man-made set of instructions created just to trap you into the abyss that is social media.



Forgive me for being morbid or deep about something as trivial and superficial as social media but it is something really serious that we need to discuss. It is almost a chemical, visceral reaction in me, every time I open the app-which-will-not-be-named. All my neurons and synapses fire away, wanting me to continue the incessant scrolling as my brain collates the images in front of my eyes. The perfectly edited photos, expensive clothing, costly food, and impossibly beautiful-looking bodies lure your eyes like siren calls but it only leaves you feeling insecure as you feel how less your life measures in comparison to what you are viewing.

It is almost a default to start picking out the defects you have, Using social media is like opening a can of worms even Pandora couldn't think to imagine. This is because of the glorification of perfection that these apps boast.

*"Social media consumption
has become a daily part of
our diet."*

When you start comparing how your body looks with that of a mega-billionaire like Kylie Jenner, it puts into perspective how messed up and skewed your thinking can get because of what you're consuming. If you are a student putting in all hours of the day, working hard to do well in your career, but you see a whole demographic of your age having fun and partying, then imagine the mental side effects it can have.

Our generation has a very narrow lens of viewing life; A lens that shows fake perfection. Our whole worldview can change if our social media consumption is accompanied by a generous dollop of self-awareness. We need to realize that life can also be viewed through a kaleidoscope; a rainbow of colours and collectively special experiences because human life is meant to be heterogeneous. We are meant to lead unique, individualistic dreams and are meant to look imperfect and distinctive.

Censorship and Freedom Of Speech

BY MISHELLE ANTHONY

Censorship is a means to filter media in accordance with the audience to make it public-friendly and create a sense of comfort for the viewers. Censorship takes on a massive role in showbiz by increasing the scope and range of the audience which can be targeted, thereby generating more amount of revenue from all age groups.

Freedom of speech refers to the raw expression of emotions, beliefs, opinions, facts, mindsets, personalities, roles, situations, settings and whatnot. In this sphere, artists tend to take things into their own hands, which is quite understandable considering that it is their form of expression. Artists and creators adore playing with their art and skills in order to create extraordinary creations of both resplendent entertainment and also mind-boggling infotainment. Whilst dancing to the beat of their own drum, it is easy to get carried away and create content targeted to a set group of people and develop a target community. This may or may not happen on purpose, but again, it usually has a purpose.

You see, balancing scales of creativity and practicality is hard. On one hand, we have to make sure that any part of the audience isn't left out and they're comfortable with what they watch.

On the other hand, we have to make sure that the voice of the creators and the audience - which relates to the whole narrative of the creator - isn't suppressed in any way. This leads to disputes and often pans out into a total mess of a situation creating an altercation between the audience and the artists.

Here are the two aspects to consider - censorship helps with the inclusion of more people in the "community", with people being integrated and being able to access content as one big family; at the same time, many real-life pressing issues which may be sensitive to a certain group of people can't be addressed as long as censorship takes precedence. It's tempting to argue about twisting the art in a way where it subtly conveys its message to the audience and delivers it well at the same time, but this may work in some cases and not all.

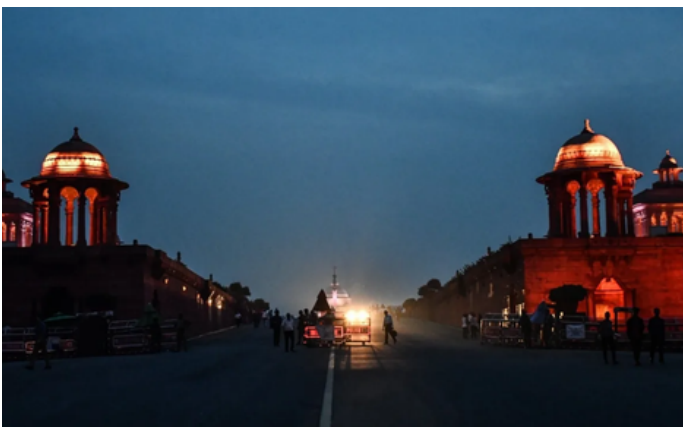


So, the real dilemma builds upon what path to take. Well, there are honestly no right answers. We cannot chain up our artists and creators from the one thing they do with passion in their soul and fire in their heart; and we also can't expose our audience to the content that may not be cut out for them to watch and make them uncomfortable or exclude them completely.

At the end of the day, we have to accept that both of them are the two sides of the same coin and would forever remain to be that way. We need to meet in the middle and find a common ground instead of picking sides and putting each other down. This way, the dignity of art as well as the artists remains preserved and the audience is satisfied.

City Lights In Delhi

BY SANCHIKA SAXENA



I have lived in Delhi my entire life. This place has been a home to my family for generations and it's safe to say my love for this place will never fade away. The beauty, culture and even the cuss words have become a part of me. I still picture myself wandering through the city and keeping up with my shenanigans.

It's the simple things - from roaming aimlessly in CP with my friends and settling for cheap burgers from McDonalds because our pockets couldn't afford the sheer fanciness of Starbucks. I miss the book shopping sprees at Daryaganj and the inevitable complaints from my mother about how my room doesn't have space for any more bookshelves. From family picnics in Hauz Khas to Sundays spent at the National Museum.

The metro is the best part about Delhi, warbling the melody of "Agla station Mayur Vihar Extn. hai, darwaze dayi taraf khulenge, kripya safdhani se utre" was an everyday ritual! I love sitting on floors of random stations, gossiping with friends and making empty promises "Arre we'll catch the next train". Don't even get me started on the street food, it's *chef's kiss* to die for!

The gol-gappas and momos are as good as any 5-star's cuisine, no cap. I yearn for the long drives at night, listening to 'Jessie's Land' on loop and giving off major main character energy! From being mesmerised by Akshardham at night to squeezing in e-rikshaws on days. Waiting all year long for the ever so famous 'Dilli ki Sardi' and feeling giddy over the annual consumption of unlimited chikkis, gajak and what not! I wish I could explore you every day, draw your intricacies on paper and become smitten by you even more. Because no matter where I move in this world, Dilli you will always have my heart <3.

Buzz around Fast Fashion

BY VRIDHI HINGORANI

Fast fashion is a term that has rapidly gained popularity in recent years, especially in terms of sustainability and environmental health. It is clothing whose designs are copied from celebrity wear, expensive fashion stores, luxury brands and fashion shows, and produced quickly and cheaply. The low prices, combined with the fact that these are replicas of “trendy” apparel, lead to them being demanded by hundreds of thousands of consumers across the world.

THE ENVIRONMENTAL IMPACTS

Water consumption: The garment and textile industry is the second most water-intensive industry in the world. To put this into perspective, a white t-shirt takes approximately 3000 litres of water to produce.

Waste generation: The fast-fashion industry encourages us to consider clothes as something disposable. With people jumping from one fashion trend to another, the rate at which we discard clothes is alarming.

Greenhouse Gas Emission: Essentially, gases that absorb and trap heat in the earth's atmosphere — causing global warming, are greenhouse gases.

The manufacturing, production and transportation of clothes use a lot of energy, which leads to the emission of various greenhouse gases including carbon dioxide, methane and nitrous oxide.

THE SOCIAL IMPACTS

To produce such inexpensive items at a quick pace, workers are exploited. Unfortunately, poor treatment of workers is a daily occurrence at sweatshops, where they are forced to work hours on end without taking a break. On top of that, they are barely paid the minimum legal wage to afford the most basic resources to live. To make matters worse, children are forced to work in these unsafe sweatshops.

What is the solution?

It is now time to re-think our choices as consumers. If you are wondering how to step away from fast fashion and be a more conscious purchaser, then the alternative is the exact opposite of Fast Fashion — Slow Fashion. Slow fashion is essentially an extension of sustainable fashion. It is producing quality clothes, which are locally manufactured and with slow production times. So, a slow fashion approach is to go from quantity to quality.



The key takeaway here is that it is important to take one step at a time. It is tough to switch from fast fashion to a more eco-friendly practice, and the only way to make a smooth transition is to be mindful — of our future purchases and more importantly, of utilizing our existing clothes to their fullest potential, through consciously upcycling and recycling. Over time, as we collectively realize the harmful impacts of fast fashion, we will be able to step out of the vicious cycle of the fast fashion industry and step into a safer and better future for fashion.

WORD SUDOKU

GUESS THE WORD FORMED FROM THE LETTERS AND
HENCE SOLVE THE SUDOKU

a.) L, S, V, E, U, I, R, N, A

		L	S	I		E	N	R
		E		N		A		
R		A					V	S
					L		R	N
	V		R		I		A	
A	L		E					
N	R					U		A
		S		U		R		
L	E	U		R	V	N		



FIND THE SOLUTION AT WWW.THEMERCURIANTIMES.COM

b.) C, T, S, L, I, N, O, A, G



			S				G	
		C	A				T	O
	G		T			C	I	
					O			G
		S	N		A	L		
N			C					
	L	I			S		A	
A	S				N	G		
	N				I			



DREAM



TEAM

2021-2022

