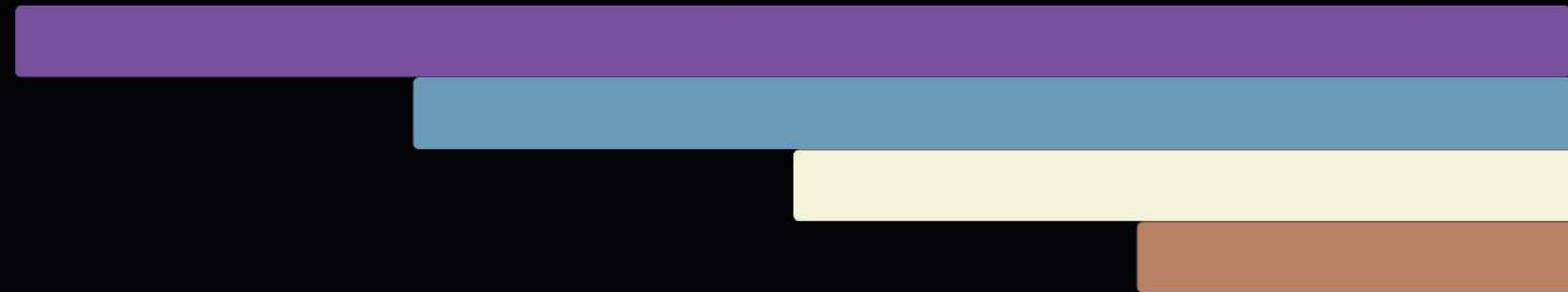




THE BLEND.



About Us

TheBlend is Karnavati University's very first and very own student-run magazine, managed by the KU Editorial Board. As the name suggests, this magazine's purpose is to display the different ideas, interests and experiences that 'blend' together, to form our rich university culture. It is intended to be a safe space where the vision of various students of our university's constituent colleges meet and amalgamate in the form of written expression and art. In order to document and display an array of interesting opinions and notions about diverse topics involving public interest, law and society, design and campus culture, we at Karnavati University, through TheBlend, aspire to give individuals a platform and an opportunity to voice their opinions, hence making an impact in society through forms of creative and written expression.



Aaditi Rohilla

UWSL, SEM 4, Editor In Chief

'Reflections' is portraying retro as this month's theme, it is an old and classic approach to the world and it's a perspective in life. We all remember the simpler times when the world had fewer worries and was filled with passion and joy. When I think of a simpler time, I think about my grandparents. Nanaji and amma have given me the world and helped me become who I am today, a very hardworking and ambitious version of their little Aaditi.

I have spent many years living with them separately and they've been the best role models to me. My nanaji is so adorable, in fact, he reads every issue of our magazine and asks me little questions about articles along with multiple suggestions. Their wisdom, happiness, warmth, and love will inspire me to do great things in life and make them feel proud every day of their life!

Aditi Kawdikar

UWSL, SEM 4, Editor

Acknowledging the current scenario the world is going through right now, it might correctly seem like we're back to square one in battling this pandemic. What started last year as a 21 day lockdown turned into a whole one year struggle. We surely do reminisce the old mask free times where life was much more simpler. The Editorial board at The Blend hence, takes you to a time that was fun, colourful and quirky.

For the March Issue of TheBlend, we went Retro and Vintage. Our theme "Reflections" very precisely projects how things pertaining to all domains possible were, and how they have evolved with time. The members of the editorial board have encapsulated these aspects both in written expression and through their art. They just keep getting better edition after edition! We hope you get to experience those times and maybe get even more inspired from the past.



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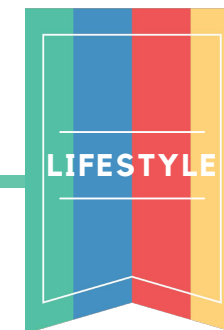
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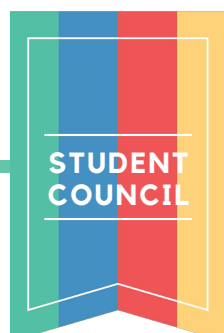
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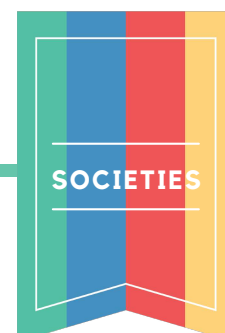
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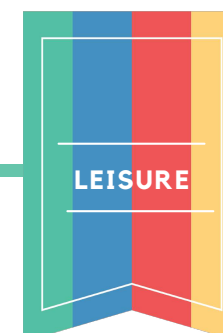
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DESIGN

The Return of Retro in Graphic Design

"History repeats itself." In the world of graphic design, nothing dies. Everything created here remains and is almost always available to the future generations. In fact, old, retro trends tend to resurface every few years. For designers, these serve as inspiration and for the audience, they exude a sense of nostalgia. The return of a few of these trends are discussed further.

Bold, bright colours were used in the 1960s as a sign of rebellion when the Free Love and Flower Power movements took off. These vivid colours have been observed to make a comeback.

This also links to the resurgence of Psychedelic Art; art influenced by hallucinogenic drugs. Popular in the late 1960s, inspired by the Psychedelic Movement, this style emerged as a trend. It is still prominent today with its fluid-like shapes, vibrant colours, hand-drawn typography and fantasy themes.

The 1970s graphic design arena was dominated by simple, flat shapes often arranged into patterns. Many such patterns have been used in recent branding and packaging of products.

Apart from this, the 70s also kickstarted the trend of freeform typography. Letters became more irregular, varied, bubble like and inspired by neon signs. This style of typography is now observed in several areas including advertising and personal branding, among others.

In the 1980s the pinnacle of design was the Memphis Style. This style uses bold geometric shapes, striking colour combinations, linework, funky patterns and asymmetry. Memphis Revival as it is often called, is in full swing. In recent times it has been observed in several areas of graphic design from print to branding to web. The above mentioned are just a few of the retro comebacks. There are several other trends which have resurfaced.

We often go back to history for inspiration; retro thus returns and will continue to do so in the future as well.

- Bhavika Garg, UID SEM 4



The Forgotten Decade -1950s in Japan

In the years following the war, the country saw its social, economical and cultural shift immensely, which gave birth to a whole new lifestyle in Japan. The country had entered a period of growth, and arguably the most transformational decades in the 20th century which was termed as an "economical miracle".

As a reaction to this unprecedented change, the nation witnessed the most diverse, creative output in this decade which went on to leave a mark in history.

The decade was highly experimental, innovative with vast variety of art disciplines and artistic movements. The artists used this mode as a means of expression for the trauma the society as a whole witnessed during and post world war 2. Paintings such as "American Soldier, Child, Barracks," by Ikeda Tatsuo, drew the attention of people around for their 'irrepressible creative spirit that was both provocative and innovative, opening to experimental movements, new trends in abstract artistic exploration and materialist aesthetics'.

Reportage painters highlighting social movements, abstract expressionists, avant-garde artists etc narrated stories and experiences through their work making this one of the richest periods, and Tokyo the once war inflicted city, to cultural capital.

Japan reached the pinnacle of its film industry in the 1950s with the help of the artistry of greats like Akira Kurosawa, Kenji Mizoguchi, and Kaneto Shindo, who are now considered as one of the greatest filmmakers of all times. Their movies impacted international cinema as a whole and are now studied all over the world.

Films such as 'Rashomon', 'Seven Samurai', and 'Tokyo Story' are the reason the decade got coined as the Golden age of cinema. 'Rashomon' 1950 by Akira Kurosawa won the Academy Award for the best foreign film, introducing the world to Japanese cinema. In 1954 Ishoro Honda released the anti-nuclear horror film 'Gojira' which was translated to Godzilla in the west and is now regarded as an international icon.

The idea of survival resonates throughout the films and art made post-war highlighting the struggles of this society and how they managed to survive and thrive as a country. Japan now has the world's third-largest economy, one of the most technologically advanced countries and the 4th largest film industry in the entire world. In recent decades, movies like Katsuhiro Otomo's Akira in the late 1980s or Hayao Miyazaki's Spirited Away in the early 2000s, has seen a sharp rise in interest in Japanese animation across the globe.

The urge for growth and beginning a new chapter in the decade 1950 has helped the nation to rebuild, restore and arise as one of the most successful nations across the globe.

- Mahek Rastogi ,UID, SEM 4



LAW

History Of Censorship In India And The Path Forward

If the freedom of speech is taken away, then dumb and silent we may be led, like sheep to the slaughter.

— George Washington

Cinema is an artistic presentation of ideas, stories, and often points of view, sometimes inspired by reality and often set to music, with the aim of enthralling, enchanting, or simply entertaining the viewer. Few other modes of communication have the same level of insidious influence and impact in our daily lives as the internet.

Article 19(1)(a) of Part III of the Constitution states that all citizens shall have a right to freedom of speech and expression but Article 19(2), on the other hand, sets reasonable restrictions on the rights granted by Article 19(1)(a).

In India Cinema is Governed by The Cinematograph Act of 1952. The Act provides for the certification of cinematograph films for display as well as the control of cinematograph exhibition. Under Section 3 of the Act, a regulatory body known as the Central Board of Film Certification (CBFC) is created, with the primary responsibility of certifying films for public exhibition.

History Of Censorship

The beginning of censorship dates back to the British period with one eye on the freedom movement, another on the barrage of Alliance propaganda, the British government in India ordered a cinematic fact-finding mission to oppress the wave of the freedom movement that was happening through films and songs. Indian fiction film directors were finding ways to talk about the ongoing freedom struggle without mentioning it directly.

After independence, to put it lightly, things were in disarray. Each of the five censor boards looked at films in their way, with their own set of laws and local pressures. Sometimes, a title that one state accepts would be refused by another.

The creation of the Film Certification Appellate Tribunal (FCAT), a quasi-judicial body chaired by a retired high court judge, in 1981, to which one could appeal if dissatisfied with the CBFC's reviewing and revising committees' decisions. This is basically where things are right now. In the years since there have been a few small improvements.



Current Situation And Path Forward

According to an RTI response, the Central Board of Film Certification (CBFC) has banned 793 films in 16 years. The Censor board in India has a very confusing and vague approach as sometimes it has banned good films which showed the reality of society and sometimes it has taken a liberating approach and approved problematic content.

But in recent times it's becoming hard to exercise one's right to free expression through cinema the latest Tanishq commercial, the Padmavati controversy, and may more. One of the hot topics of recent time is the Censorship of Over the-Top Platforms.

Many people have welcomed the move but some have stated that it violates writers, filmmakers, actors right to freedom of speech and expression.

Many argue that content present on these platforms should be regulated because such content incites communal violence, is defamatory, hurts religious sentiments, is vulgar and culturally inappropriate but others argue that writers and filmmakers are mirrors of the society they portray the hidden reality of the society and they should be allowed to do so. The Ministry of Information & Broadcasting will release content guidelines for video-streaming platforms.

In future, it is possible that like cinema, OTT platforms will also be fully regulated by the government and it may lead again lead to a conflict of law and creative freedom.

Censorship seems to have penetrated deeper into the lives of Indian people, either willingly or forcefully, through political institutions.

- Prakhya Shah, UWSL, SEM 6



Capital Punishment: From Emergence To Existence

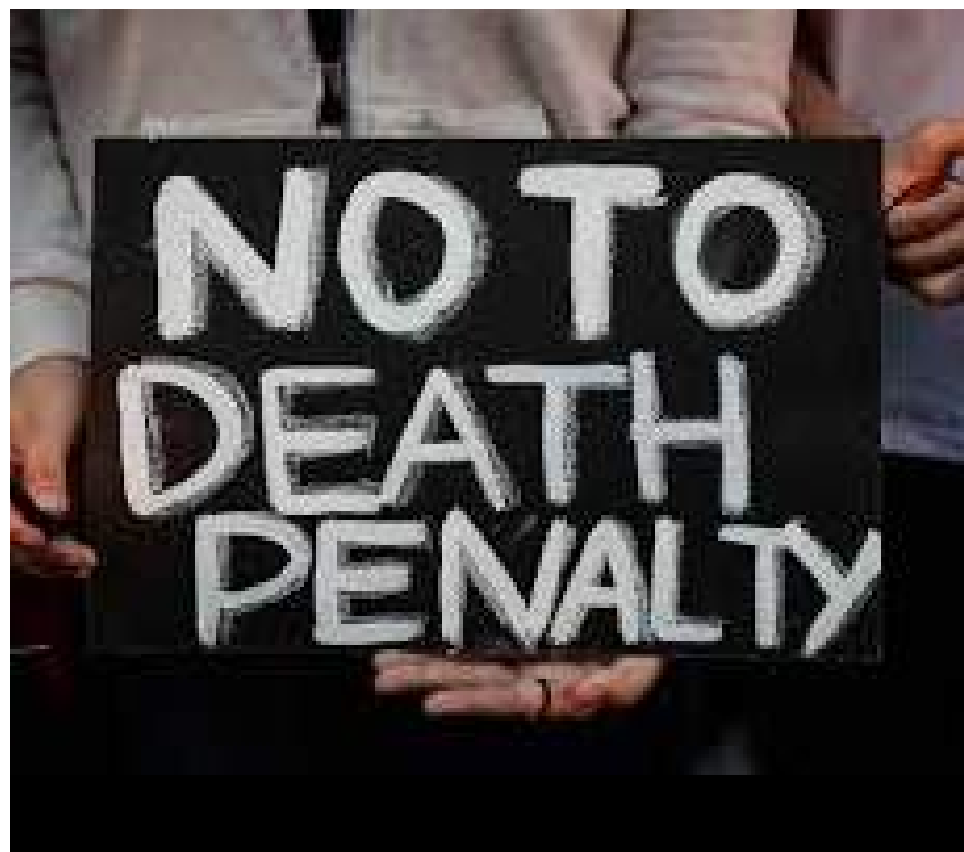
Capital Punishment, also known as 'death penalty', is the execution of an offender sentenced to death after conviction by a court of law for a criminal offence.

As tribal societies gained social structures and humans started governing themselves, death penalty became a common response to a list of crimes which include sexual assault, injury to the body, treason, and others. crimes in Greece.

In the 7th-century capital punishment for murder, treason, arson, and rape was widely utilized as a method to punish the offender guilty of such crimes in Greece for all types of crimes.

Even in the Eighteenth-Century B.C, in the code of King Hammurabi of Babylon, death penalty was laid down for 25 different crimes. Also, it had been laid down in the Draconian Code in Athens which made capital punishment compulsory for all types of crimes.

The criminals were killed by burning alive, drowning, and beating till death. In Britain, it was in the 10th century that hanging became a customary norm for execution.



Looking at it from a religious perspective, the followers of Judaism and Christianity find the reference of capital punishment in the holy books. Even in Islam, as stated by the Quran, capital punishment is condoned. It can be said that from the mid-eighteenth century, many societies administered extremely cruel forms of capital punishment.

In China, the executions took place by cruel methods such as sawing the sentenced in half, flaying him when still alive and boiling. In Rome, the people were put to death like methods of crucifixion whereas in Europe people were put to death by drowning, boiling in oil, and other painful methods. In Saudi Arabia, the offenders were beheaded.

The Death Penalty in India had been introduced decades back. For the first time in 1931, an issue was raised to abolish death penalty but it failed. Several types of punishments including capital punishment is mentioned in the IPC and some provision from the CrPC are also relevant.

Capital Punishment saw a challenge regarding its constitutionality in the case of Jagmohan Singh vs. State of UP, where the Supreme Court stated that Death penalty was permissible. In another case, it was also stated, in 1980, that this should only apply to the rarest of rare cases those who oppose, believe that it does not.

In the Law Commission Report of 2015, it was recommended that capital punishment should be abolished for all crimes except those related to terrorism and those that hamper national security.

It is often said that those who hamper the right to life of one person, do not have the right to live. It is also said that Capital punishment Is just a form of retribution. Others who oppose the idea of capital punishment believe that the law is enforcing an idea that it wants to repress or stop and capital punishment is counter productives.

People believing in Death Punishment believe that it has a deterrent effect whereas those who oppose, believe that it does not.

Recently, it was for the first time that a woman will be hanged in independent India. Though it is not official, it is being said that preparations are being made.

It is said that life is precious and death is irrevocable. Efforts should be made to eliminate all types of crimes and abolish the concept of death penalty in itself. It is believed that death penalty is immoral and people are killed in the name of Justice and Law. It is also believed that we are no one to decide who has the right to live and who has to die based on the rules created by us.

- Aadit Sheth, UWSL, SEM 4



BUSINESS

Marketing Timeline : (1950 - 2020)

The history of marketing goes a long, long way back: did you know that already in ancient Rome, the most successful gladiators were getting paid to wear and advertise products? Ever since people have had things to sell, there has been marketing.

Sales and marketing interact with changes in society and advances in technology, always searching for the best way to get people to buy what you're selling. Let's go over the biggest developments in marketing ideas over the last 100 years:

Before Liberalisation

Since goods were produced in small batches, usually by hand, marketing was done by word of mouth, recommendations, and influencer marketing - having popular and respected people use and recommend your goods to others. As mass production set in, it became necessary to sell more and more products, and marketing as we know it was born.

The birth of radio in the 1920s increases the reach of advertisers, and marketing ideas start to look for the best way to use this new technology, although at this point it is mainly to make customers aware that a product exists. The Great Depression puts a stop to mass production, and companies must now focus on selling their existing stock.

Sales are not as easy as they used to be, and companies start looking for professionals who will increase sales; some do this through aggressive and unethical means including false advertising, which is later regulated.

1950

With the advent of TV in 1941 and an increase in phone use in the 40s, the 50s are a hotbed for marketing ideas. As marketing professionals look for ways to capitalise on new communication technologies and to deal with savvier customers, the marketing concept/marketing mix is born: the search for the balance between Product, Price, Promotion, and Place/Distribution.

1970

The 70s were a great time for new marketing ideas, and they mark the birth of synergy marketing. Synergy is defined as "the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements." Synergy marketing is what happens for example when a new animated movie comes out, McDonald's offers the toys for the film with the Happy Meal, Disney parks create an attraction related to the film, and the film manages to name drop McDonald's.



"The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it." - Ray Kroc, founder of McDonald's

"The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it." - Ray Kroc, founder of McDonald's

Everyone involved wins much more exposure and sales than if they had all advertised independently.

1980

Marketing gets personal in the 80s when experts in the field start seeing sales as building a relationship instead of a one time transaction. CRM (customer relationship management) becomes a powerful tool for marketing, as interactions with potential customers are now tracked to follow up on what is now called "the customer lifecycle" from cold prospect to buyer.

Another interesting marketing idea from the 80s is "guerrilla marketing", which relies on shock and originality to advertise and promote a product or service with very little budget.



1990

One digital advertising strategy that went on to be universally loathed is "spam", the Internet equivalent of flyers and a disruptive and disrespectful approach to marketing.

Post Liberalisation

A much smarter marketing idea born in this decade is SEO (Search Engine Optimization), which tries to rank a product or service at the top of Google or yahoo's search results to give the seller an edge.

With the new millennium comes another huge milestone for marketing: My Space and the birth of social media. The Internet is now highly personal, and customers have access to information and communication like they never did before.

Marketing professionals have to change their strategies and approaches to approach savvy customers leveraging the power of social media.

The Internet turned out to be a double-edged sword for marketers because while it afforded unprecedented access and information about potential customers, it also allowed those customers to filter or block advertising, as well as to compare and shop around in ways that were not possible before. Marketing now became about catering to customers' needs and desires, and about building relationships of trust.

Today

"People do not buy goods & services. They buy relations, stories & magic." - Seth Godin

With social media evolved into 24/7 personal broadcasting, everyone has the ability to become an influencer online. In this way, marketing history has come full circle.

- Kashish Parihar, UWSB, SEM 4



30 Years of Economic Liberalisation: India Then And Now



Liberalisation is the process that enables the elimination of control exercised by the state over economic activities. It provides greater autonomy to the business enterprises in decision-making and eliminates government interference.

Liberalisation was begun to put an end to these limitations and open multiple areas of the economy. Though some liberalisation proposals were prefaced in the 1980s in areas of export-import policy, technology up-gradation, fiscal policy and foreign investment, industrial licensing, economic reform policies launched in 1991 were more general.

There are a few significant areas, namely, the financial sector, industrial sector, foreign exchange markets, tax reforms and investment and trade sectors which gained recognition in and after 1991.



Liberalisation in India

Since the adoption of the New Economic Strategy in 1991, there has been a drastic change in the Indian economy. With the arrival of liberalisation, the government has regulated private sector organisations to conduct business transactions with fewer restrictions.

For developing countries, liberalisation has opened economic borders to foreign companies and investments. Earlier, Investors has to encounter difficulties to enter countries with many barriers.

These barriers included tax laws, foreign investment restrictions, accounting regulations, and legal issues. The economic liberalisation reduced all these obstacles and waived few restrictions over the control of the economy to the private sector.



Objectives of liberalisation

- To boost competition between domestic businesses
- To promote foreign trade and regulate imports and exports
- Improvement of technology and foreign capital
- To develop a global market of a country
- To reduce the debt burden of a country
- To unlock the economic potential of the country by encouraging the private sector and multinational corporations to invest and expand.
- To encourage the private sector to take an active part in the development process.
- To reduce the role of the public sector in future industrial development.
- To introduce more competition into the economy to increase efficiency.

- ### ***Impact of Liberalisation***

- **Free flow of capital:** Liberalisation has enhanced the flow of capital by making it affordable for businesses to reach the capital from investors and take a profitable project.
- **Diversity for Investors:** The Investors will be benefitted by investing a portion of their business into a diversifying asset class.
- **Impact on Agriculture:** In this area, the cropping designs have experienced a huge change, but the impact of liberalisation cannot be accurately measured. Government restrictions and interventions can be seen from production to distribution of the crop.

- ### ***Economic Reforms during Liberalisation***

- Financial Sector Reforms
- Tax Reforms / Fiscal Reforms
- Foreign Exchange Reforms / External Sector Reforms
- Industrial Sector Reform

- Abhinav Kumar, UWSL, SEM 4



LIBERAL ARTS

Retro and Folk

*"Tere jaisa yaar kahan
Kahan aisa yaarana
Yaad karegi duniya
Tera mera afsana"*

When Kishore Kumar sang these lines, probably he was referring to the magic of retro that swings into our lives. Undoubtedly, the world keeps returning to it. The gush of nostalgia spreading in our veins is intoxicating and addictive. No wonder as the years go by, we all develop a certain degree of calling for the good old days. As a concept, retro brings elements of past years, freshly baked to our tables. The Indian retro culture is garnished with folk cultures growing all across the country.

For Noam Chomsky, "Real popular culture is folk culture". Traditionally practiced by a small, homogeneous group of rural folks, folk culture has been repeatedly brought to the present to flood our minds with nostalgia. In many ways, it camouflages itself from our vision. Fashion has been stitching traditional folk arts, patterns, designs making way for its comeback. The retro rich 'sharara' or a lavish 'Anarkali suit' attire finds its root in the Islamic tradition. The diverse draping range doesn't stand aloof. Jewelry as part of folk culture has its own ways of adorning the retro theme, particularly in South India. The stupendous and spectacular temple jewelry defines retromania there.

Folk music has been jazzed up with modern tunes bringing back a lot of the forgotten sounds from all directions. From Kashmiri Dilbaro to the Punjabi laung gawacha, folk songs have made their way into our lives again, every now and then. The classical 'Bhumro' hits the right notes. Folk culture has always been celebrated in the media invariably as the Indian Retro. From the simplicity of 'Malgudi days' to the proficiency of 'Vikram and Vetal' every show has nostalgia and folklore dripping from it.

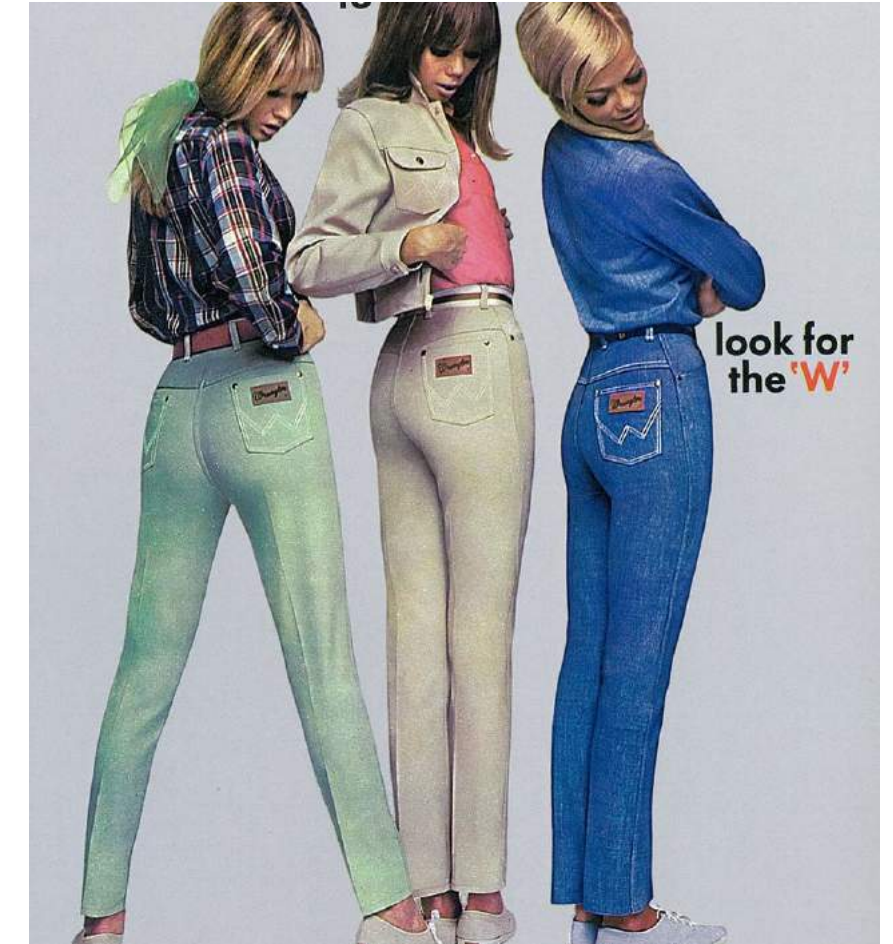
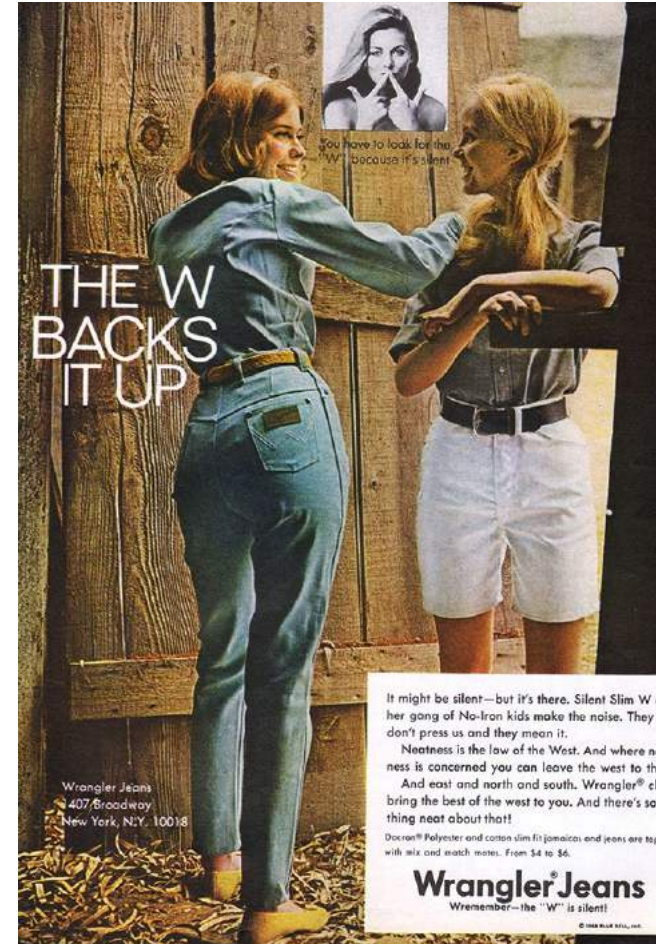
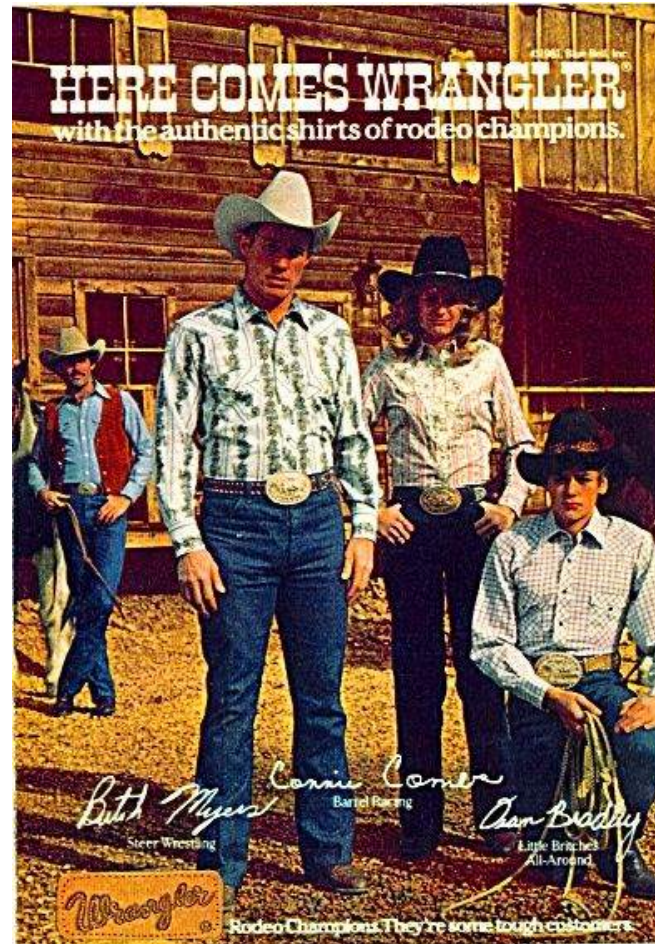
Folk art has its own retro feel. Modifications and improvisations are a part of the Indian Retro culture. Art styles often have re-occurred in films and retro shows. Another influence of folk culture over retro India is seen through the dances. Songs like "Jab Pyaar Kiya Toh Darna Kya" (Mughal-E-Azam, 1960) & "Inhi Logon Ne" (Pakeezah, 1972) are infused by Kathak. Rouff, Lavani, Bhangra were commonly projected between the 50s-70s.

Folk culture is the seed that when nourished, led to the budding of various forms, that today ripe before us as retro. Ironically, retro is seen through the lens of West or Bollywood. Its horizon already goes beyond our view. Perhaps it's time to expand our view, increase our lens rather than altering the horizon.

- Khushi Shrivastava , USLM , SEM4



The Wranglers Revolt



From people on the street, commoners to celebrities, jeans have always been a witness of style statements for people from different walks of life. Today, jeans have become an integral part of everyone's wardrobe-essentials. But how did the classic denim wear gain popularity? Its origins trace back to Genoa, Italy in the 17th century. It was used for work clothes, making it a crucial fabric for the working class in Northern Italy. Weavers in Nimes, France tried their hand at reproducing cotton corduroy.

They were unable to do so, however, they gave the world denim and in no time, the fabric took over the world. The word jeans come from the name of the city Genoa in Italy, where corduroy was called jean or jeane. It initially cited the trousers that were created using the cotton fabric, but in no time, Levi Strauss, a businessman adopted it and it eventually became synonymous with denim. Strauss and Jacob Davis, tailor-created jeans for gold miners in America. They used rivets in jeans to keep them from ripping. Modern jeans too have rivets in them today.

It wasn't until the mid-50s when people had started to call them jeans. Levi's had officially started using the term in the 1960s. The 50s were an era that saw younger people wearing jeans. The youth wanted to differentiate themselves from the older generations who would wear waist overalls. Wranglers soon became the physical embodiment of the rebellious teen. the denim rebellion was, however, popularized by Hollywood legends James Dean in 'Rebel Without A Cause' and other films that he starred in, as well as by Marlon Brando in 'The Wild One'.

In both films, the actors had worn jeans and leather jackets and were portraying the roles of rebellious characters. The actors would also wear jeans off-screen. Hence, their on-screen as well off screen persona soon became a signifier of the rebellious voice of the youth. They became the denim icons of that time and the entire denim rebellion is still known to be an iconic moment in the history of pop culture. This also witnessed schools and public places banning the wearing of jeans because of what they were epitomizing.

With this, also began the era of counter-culture, wherein young people would wear jeans and express their solidarity for the working class. Popular culture has had celebrities creating history with jeans. From James Dean, Marlon Brando to Britney Spears and Justin Timberlake's all denim outfits, pop star Rihanna, to the Kardashian sisters, the evolution of jeans in popular culture, has come a very long way. Anyone who is a popular culture enthusiast knows how significant these instances are and that they will always be legendary. Jeans have been around for over 150 years and are sure to stick around for more and retain their cult status.

-Stuti Bhatia, USLM, SEM 4

HEALTH & WELLNESS

U-Turn To Retro Diets

In today's world, everyone is conscious about their health. Almost everyone around us gives a lot of importance to their diets, children and elders alike. Diets are also one of the newest fads in the world. The highly publicised and endorsed products in the market, most times fail to be of any use.

For those who face burnout trying to find a diet that works for them, here's a potential option you can explore. Here are a few retro diet rules that can be considered.

First things first, cook your own meals. Cooking your own food gives you the control over the kind of food you want to eat, you get to have control over all the ingredients that go into it. This is precisely what's missing in instant foods.

Drink water or Tea. Juices and smoothies have a lot of sugar based calories that cause belly fat. While on the other hand, water and tea are cheaper and healthier.

Stop Snacking. The one thing we all love is snacking but we all know the bitter fact that snacking ruins our appetite. Snacking is very addictive and once it becomes addictive we lose control of the amount of calories we intake. Raiding the fridge and the shelves for snacks then becomes a common practice. Eat at the table. This is a much needed piece of advice for all of us.

Today we're all so immersed in our mobile phones, TVs and other gadgets that we mindlessly nibble our food and walk away. Instead, sitting at the table makes us more aware about what we eat and regulates our appetite.

There are so many different kinds of diets that have come into existence over the past few years. In some way or the other, we all find it a little difficult to follow them. So, why not adopt diets that are simpler and original? As a U-turn on the current diet fads, the retro diets are almost guaranteed to work for children and adults alike.

- Sri Sharanya Sateesh ,UID, SEM 2



Retro Fitness Fads

Fitness is a concept that has been there even in the old times. People have been working out and taking care of their health through their own ways and fitness gears. In those times, people were much fitter as compared to the present times, owing to the importance given to physical exercise in their daily life.

Evidence has shown that people have been exercising even in Ancient Greece to prepare for wars. In the earlier times people used to be involved in much more physical work, such as farming. But from the 80s, people started using a variety of fitness gear which rose to fame around the world.

Aerobics was developed in the 1960s but became famous with the release of Jane Fonda's workout video and book in 1982. Her videos targeted the older contemporaries and wanted to spread the message of the importance of working out. People used to wear shiny leotards with belts and this too became a widespread trend. Even though the hype for aerobics dwindled in between, it's now rising back into trend. A similar trending fitness was the vibrating belt machine. This was also one of the most used exercise equipment in gyms and spas.

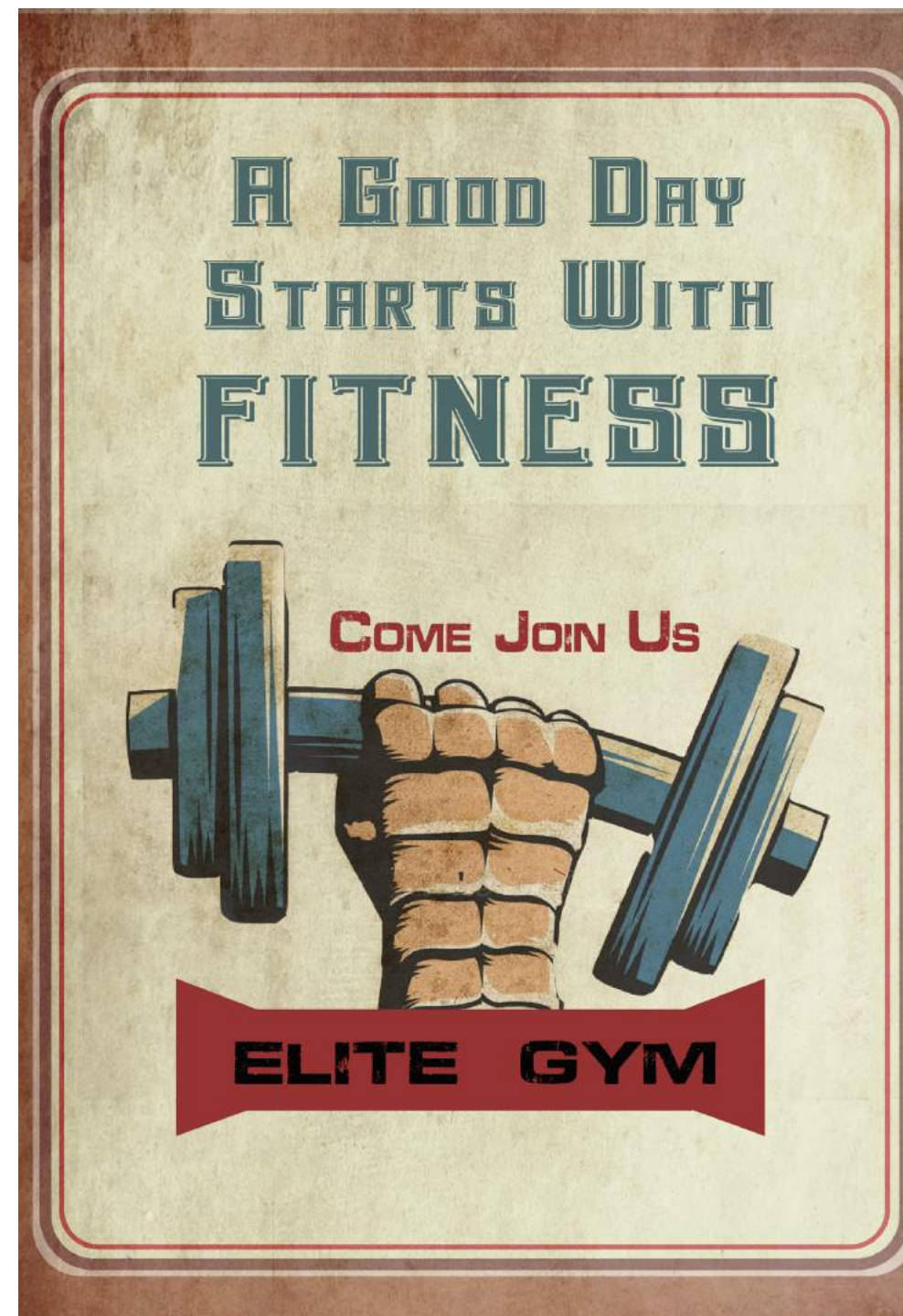
It was a machine that people used to melt away their fat by doing no actual work. It became famous as it was advertised in a way which showed that people could lose their fat even while sitting or napping, which increased people's interest in this exercise machine. Another similar invention was the Slendo Massager. Jazz exercises were quite famous then and still retain their popularity.

Young people loved combining energy and music together to make workouts a lot more fun. One such example is Zumba classes, where people exercise in the form of dance with music. Following the lead of Jane Fonda's spandex trend, the ThighMaster by Suzaane Somers came into the light.

They made it a famous trend by showing appealing infomercials which claimed that by using their product, they could squeeze themselves into a good figure quickly, which was something every woman wanted. He used to motivate people to change their eating habits and exercise to lead a healthy life. People used to get inspired by watching his videos.

Other trends include exercises like Strippercise and Tae Bo, which gained their following in a similar fashion. These trends might have been famous then, but some of these exercises are used extensively even today. Fitness and lifestyle is something that can never go out of fashion and the ways to go about it will only keep changing and evolving.

- Anshita Agarwal, UWSL, SEM 4



Health, Strength, Grace, Form

How to Get Them
How to Keep Them



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LIFESTYLE

Why Retro and Nostalgia Branding Works ?

If you could, would you go back and live the old days again? Now, many of us would say yes to this in a heartbeat and that is because, while we may not realize the sentiment, we get attached to the smallest of memories when we look back at the days gone by. We feel the whirlpool of emotions all at once, we are transported back in time and we, for once, get to live without any unknowns. We are in charge of our nostalgia. Retro branding reminds us of the reminiscent old days, and not one person is immune to it. It's as they say: old is gold.

Essentially, nostalgia branding captures the audience's attention and takes them back to their more familiar selves from the past. It is effective because the audience feels that the branding is more authentic and humble. This also helps brands establish a personal connection with their audience. Brands invoke positivity among their audience and as a result, they generate more revenue and visibility. In today's world where each one of us has a jam-packed schedule, nostalgic moments always give the much-needed momentary pleasure and break from the stressful and hectic life. Digital media has become increasingly impersonal and in this day and age, branding that is personal and strikes a chord with consumers works extremely well. Branding that uses personal experiences to market products has always worked well as it creates something everyone can relate to in one way or the other.

Branding that tells a story, especially one that the consumers experienced themselves, makes them want to buy the product even more. Nostalgia is a bittersweet feeling that makes people feel a sense of loss but it also evokes a sense of joy, and in today's world numerous brands tap into this perfectly. By offering products that somehow let consumers relive their best memories, brands have learned how to perfectly market their products, and consumers aren't complaining.

- Neha Naskar, UID, SEM 2

- Sri Sharanya Sateesh, UID, SEM2

- Amrutha Jaisanker, UID, SEM 4



Millennials And Their Obsession With The Good Ol' Day

Millennials are known to be the most hyper-nostalgic generation. This isn't any new revelation. Gen Y gets mocked for using nostalgia as an escape mechanism and refusing to grow up while they argue that nostalgia is the way they cope with the world. Irrespective of the real reason, nostalgia is a strong feeling and marketers have capitalized on this as well

Retro has influenced the Fall/Winter 2019-2020 runway. These nostalgic trends have been targeted by brands that can easily get references and then turn them into cool pieces with a touch of retro. Trends like bike shorts or color denim work very well with millennials as well as those belonging to Gen Z, who find these trends to be a novelty.

Retro has also permeated a number of fields besides fashion from the return of polaroid's to the appeal of vinyl, these products seem to tug a string with millennials, who are reminded of older and simpler times. Hectic lifestyles, increasing workloads, and responsibilities are what cloud their minds, and millennials seek a sense of solace from these retro products.

Nostalgia is like a bandage that provides comfort from these responsibilities. This millennial nostalgia has fuelled the success of games like Pokemon GO. They as children always wanted to experience the world of Pokemon in real life, and with the advent of this game they could do so. This has made the game extremely successful as a result.

The shared nostalgia also helped them talk to strangers and other fans of the game on their journey. No matter how much millennials are teased for being nostalgic, their attachment to the past has resulted in several innovations in various fields. Pepsi's line of soft drinks 'Pepsi Throwback', Urban Outfitters bringing back Lisa Frank products, and Nintendo bringing back Super Nintendo exemplify this point. Maybe being the most nostalgic generation is not necessarily a bad thing, for it has paved the way for retro products, sometimes with a modern twist, to be successful and revolutionary.

- Amrutha Jaisanker, UID, SEM 4



GAMING

Good Ol' Arcades

It's hard to talk about the present without acknowledging the past. Just like anything else, video games have come a long way. But it wasn't always about grand stories with jaw-dropping set pieces. Arcade games are regarded as the pop culture icons of video entertainment, exemplified by games such as Pac-Man and Space Invaders. These games triggered a paradigm shift in the entertainment industry and would begin the Golden Age of Video Games.

The first notable arcade game that took America by storm was Pong(1972), a simple game inspired by table tennis where two players would compete against each other. This was the first time a computer game had become accessible to regular people because most video games back then were prototypes reserved for engineers and Harvard students. Video Games.

Pong quickly became quite successful, and demand for the game increased. With games like Asteroids(1979), Centipede(1981) and Defender(1981), arcade games reached the peak of their popularity. Games designed with children and bored adults in mind soon started welcoming players from various walks of life. The high-score system of these games encouraged friendly competition and would pave the way to modern Esports. Arcade games might've been fun to play, but their primary goal was to create player engagement.

If we look past shiny machines and colourful pixels, all arcade games were rigged to be unwinnable. The levels became progressively difficult as the AI turned more erratic and would sometimes bend the rules to its advantage. Pac-Man's 256th level would quite literally bug one half of the screen in a mess of code and glitch out completely and came to be known as "The Kill Screen". The creators of these games wanted the players to have fun, but not too much fun. These games were supposed to be easy to pick up yet hard to master. Their main goal was to have many people playing on one machine for a short amount of time.

Needless to say, these games created the foundation for modern gaming. The Golden Age came to an end by the mid '80s due to market saturation, which caused the arcade gaming phenomena to die out. But the human brain was way more accepting of video games because of it. With the development of microcomputers, a new wave of game consoles made video games accessible to everyone sitting at home. They didn't need to go to a bar or an arcade parlour to spend their quarters. All they needed was a television. Thus began a new era of gaming, and the rest is history.

- Nakshatra Roy, UID, SEM 6



The Charm of Pixel Art Games

In today's world, we can experience a wide variety of video games for all kinds and ages of people to enjoy. Be it relaxing on a Sunday with a tranquil farming game or facing off against players worldwide in an intense match of Super Smash Bros., our culture has cultivated a rich and diverse garden of games with each one having its own flair and features to offer. Even if the same recipe is used to make certain games, the special spice added could make it stand out and shine as something unique or memorable. Harnessing this very charm can make all the difference for game developers.

Ever since the birth of video games, the industry has spawned a plethora of iconic games and one significant style that's remained dormant throughout the ages has its roots in the wonderful world of Pixel Art. In a nutshell, it refers to the digitally-created aesthetic that derives from the old 8-bit and 16-bit games seen in arcade machines and old consoles.

It began as a basic and widespread tool due to the lack of advancement in the field of game design and games like Pac-Man and The Legend of Zelda were made with sprites crafted at the pixel level. A notable feature is the limited colour palette and specificity in design, which made it easy to create and render. This also went with the abstract type of music and simple movements.

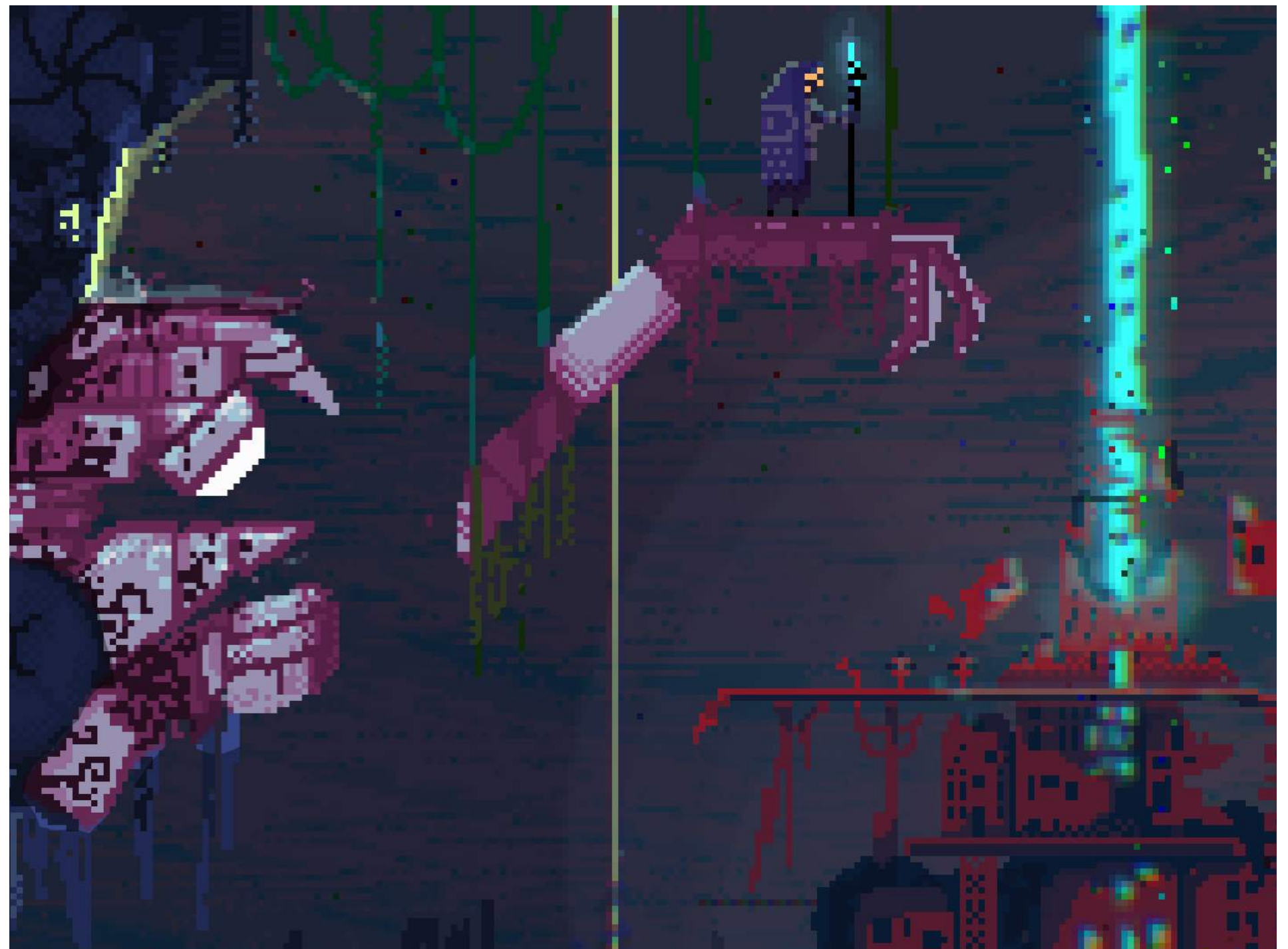
Pixel Art took a leap outside gaming as well, dipping its feet in tapestry, illustrations, music videos, album covers and posters. eBoy is noted as the 'Godfathers of Pixel' and with their stunning pixoramas – complex illustrations built from pixels – they made their mark in the realm of design. As games evolved to have improved graphics and 3D resources, this commonplace style soon became an unforgettable seed in game history.

Pixel Art games have never died out and a large fraction of the world continues to adore this medium of play. On one hand, adult gamers feel a sense of nostalgia rekindling their childhood memories, and on the other, kids would find simple arcade games easy to pick up and play. Indie games like Omori and Celeste are modern examples of how adapting this ancient style can support a beautiful narrative with no compromise in the visual aesthetic.

By involving isometry and innovative forms of geometry, in tandem with platformer or rogue-like playstyles, the pixel aesthetic sits as a powerful tool with a mystifying gravity of its own. RPGMaker is a well-known software that has birthed thousands of handcrafted indie pixel games from Mad Father to Lockheart Indigo, which retain their relevance and surrealism no matter how old they grow.

Needless to say, retro pixel games are not a regression of games but instead a simple yet immortal gift that keeps on giving. It has stood the test of time and continues to grow in a world of complex 2D and 3D video games. Pixel Art wears a never-rusting crown that shines brightly in humanity's digital heritage.

- Ackshaj Anand, UID, SEM 4



SPORTS

India's Topsy Turvy Football Journey

In 1911 like a Bollywood movie story, Kolkata based football club Mohan Bagan, against all odds defeated the British East Yorkshire regiment to win the IFA shield, it was more than a football victory, it was a victory over oppressors and injustice and to make the victory more sensationalizing 10 players of Mohan Bagan played the match barefoot. There on Indian players fell in love with playing barefoot, it became the Indian style of football. In 1948 a newly independent India entered the London Olympics, it was India's first representation on a global stage, and the whole world watched Indian players playing barefoot. India lost to France and their tour was over, despite their first major event, India's performance was hailed.

In 1950 India was served a once in a lifetime opportunity on a silver platter, FIFA was ready to sign a blank cheque to cover the expenses of the Indian football team to travel to Brazil and be a part of the World Cup, yet India withdrew from 1950 Brazil World Cup, Indian Football Association stated lack of practice and fitness to be the reason while the fascinating tale that dominates history is, Indian team lacked funding to afford boots and FIFA made it mandatory to play with boots on, later Indian players recalled prioritizing Olympics over World Cup being the reason of the withdrawal. India missed the opportunity of playing football at its biggest stage and never qualified for the FIFA World Cup ever again.

Indian football team managed to leave their footprints on sports history, in the 1951 Asian Games, Indian football team triumphed over 5 Asian countries and became Asian champions, unsurprisingly most players played without boots. India's obsession with barefoot football came to an end shortly after when they faced a horror show. In 1952, India as Asian champions entered Helsinki Olympics, ready to make a statement and ready to play the Indian style of football but reality struck hard, Yugoslavia ran a riot and knocked India out in the first round, India lost 10-1 and technical advantages of wearing boots finally were crystal clear.

Four years later in Melbourne Olympics India, this time with their boots on, secured fourth position (best position) in Olympics, reaching the semifinals, it was clear if well-equipped Indians can compete with the world's best. In the 1962 Asian Games, the Indian team became Asian champions again what looked like a promising future soon became a disaster, a nightmare that left Indian football in shambles, after Asian Games corruption and internal politics sucked the blood out of Indian football, a parasitic infection that Indian football is still suffering from, Indian football crumbled in the 60s and failed to make any significant advancement. India currently sits at 104th position in FIFA world rankings.

- Pranshu kumar ,USLM ,SEM 4



Maurice Tillet

Man rumoured to inspire the character “Shrek”

Often referred to as French Angel, Maurice Tillet was a professional French wrestler born in Ural Mountains, Russia. His friends referred to him as an angel because he had blonde hair and had an innocent face in his childhood. Maurice was very intelligent in his early days; he spoke 14 languages and also finished his law degree. However, he ended up in a wrestling ring. He also decided to try his hand at acting and played secondary roles in French films. secondary roles in French films.

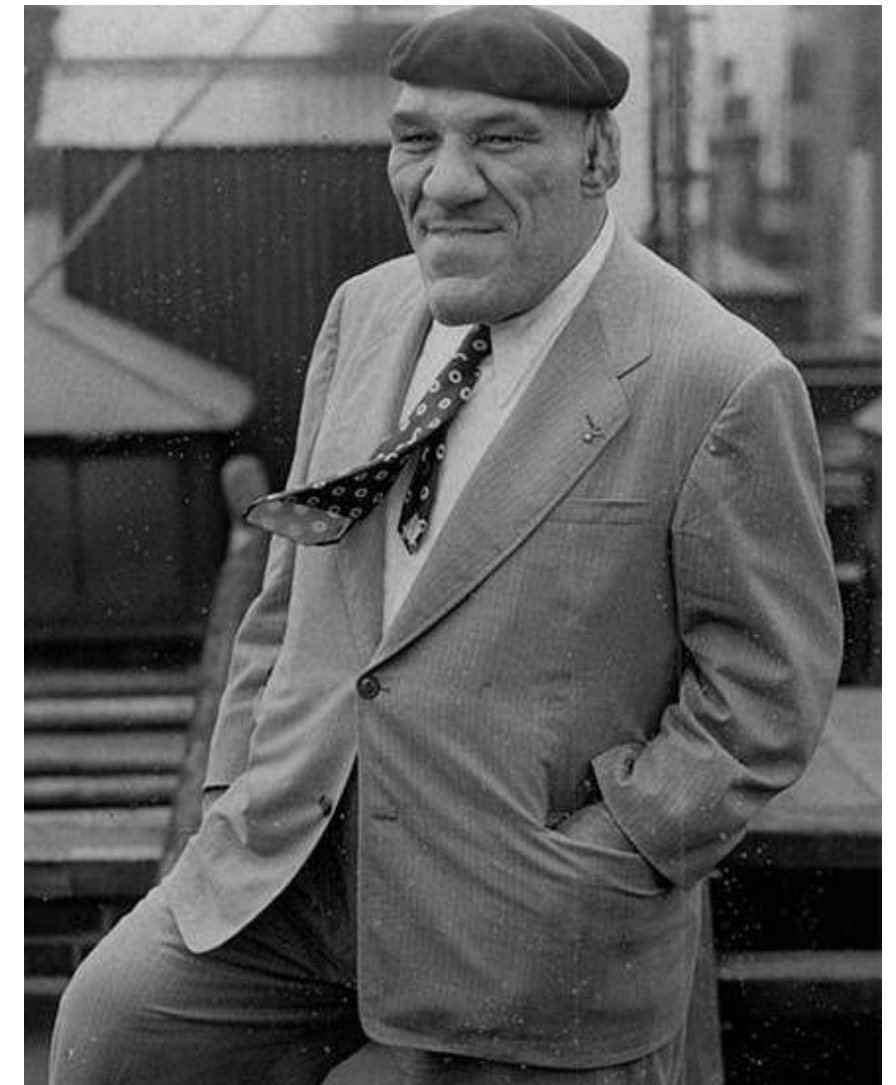
Professional wrestler Karl Pojello persuaded him to enter the wrestling ring. Tillet and Pojello flew to Paris for practice, and Tillet wrestled for two years in France and England before they left the United States in 1939 due to World War. His first wrestling match took place at the Boston Garden in January 1940 and the bear hug became his signature move. hug became his signature move.

His wrestling skills were somehow always underestimated due to his appearance. Maurice became an immediate sensation after his first match in Boston and was referred to as unstoppable. He remained victorious for 19 consecutive months and resisted on to the AWA World Heavyweight Champion from May 1940 until May 1942. Tillet's health began to deteriorate and he was no longer referred to as unstoppable by 1945, and in his final wrestling match, in Singapore in 1953, he lost to Bert Assirati. Unfortunately, at the age of 51 Tillet died of a heart attack.

Maurice was a normal boy till the age of 13. Shortly after, he was diagnosed with a disease called “acromegaly.” The disorder results in increased bone growth including in the hands, feet, and face. Legendary wrestlers like Andre the Giant, The Big Show, and The Great Khali were all flagged from Acromegaly.



Maurice did not grow in height, but rather he experienced an expansion of features with his bones growing in size while his organs began to grow. He officially weighs 122 kilograms and is registered at just shy of 5'9”.



Because of his disorder, it was widely speculated that Maurice resembled the character Shrek from the 2001 film. However, the rumor was never confirmed by the film creators at DreamWorks. Though there was no word from DreamWorks, according to digititles.com, one anonymous blogger reported: "I was working in the PDI/DreamWorks art department while Shrek was being developed. On my wall, I had photos of wrestling oddballs, 'The Swedish Angel', 'Irish Angel' and the 'French Angel'. They may well have inspired the modellers who sculpted Shrek"

- Megh Mandaliya, USLM, SEM 4

HOME GROWN

Karya Panna

The conversation of sustainability nowadays, is catching everyone's attention but there are only few who act on it. Riya Sharma, a design student acted on it by establishing Karya Panna. Products at Karya Panna are not just any pieces, they are sustainable pieces that add elegance to your personality. Here, products are not just sold, they're presented to you as a memento that is memorable. All the materials in the making of any product is sustainable, be it the paints, woolen strings or the MDF, the quality is not compromised.

Riya started out by giving the jewellery she made to her friends and family, it is her dedication that has brought it here by the name of Karya Panna. Her mother made her realise that her jewellery has the potential to be a startup. Once the idea was executed, there was no turning back. With social media in hand, she is able to reach people and promote her brand. Be it bulk or individual orders, talking to customers, getting the material right, managing the cost, she is always on her feet. From places like Bhopal and Thiruvananthapuram, people have noticed the spark and encouraged the brand by placing orders. She gradually found her niche and style in the products that she makes. She enjoys mandala and indian art, but also customises products according to her client. The prices for the same vary from product to product. A lot goes behind managing the cost, the materials, the effort, time and much more. Established in the 2020 lockdown, she manages college and Karya Panna simultaneously.

She's working on her new collection, logo and accordingly manages her time and priorities. She wants her products to be as versatile as possible. Hence, she designs her work according to what people need but also tries to add her element to it and maintains balance. When asked if she sees any competition in the market, she answered, not really. Even though there will be brands who make sustainable jewellery and products, Karya Panna is unique because there is Riya's touch to it. When the products are designed, she makes sure that they are accessible, versatile and something that also reflects her personality into it. The support that 'vocal for local' has done for small scale businesses is tremendous and Karya Panna has witnessed it.

The dilemma of establishing a brand is different. People's needs, wants, likings and dislikings change over a period of time and observing them correctly is half the battle won. Even today. Riya firmly believes that if an idea pops up in your head, just go do it, no matter what. Simultaneously keep in mind that not everything is going to work in the market the way you want it to. There's a right time for everything and when that's met, you've achieved. To conclude, observation, dedication and passion in working on those ideas helped Riya to make it.

- Ishwari Raut, UID, SEM 2



Mekhala Moholkar



"The journey of a thousand miles begins with a single step"

With twenty seconds of insane courage, Mekhala, being an explorer of dreams, started working for the creation of her own brand, 'Mekhala Moholkar'. She wanted to make a back for herself and chase the opportunities open to her.

During the lockdown period, she invited the opportunities to design a prototype of a bag for herself followed by the procedure of designing a logo which was finally launched on 6th November, 2020.

In the beginning of her journey, she had faced numerous challenges since priority in the market was given to those with experience. Being a young Fashion designing student, she did not have a great experience in launching a self-designed product and establishing her own brand. She believed that it is a steady and slow success but it will turn into something one day.

Initially the brand was unsteady as people wanted to go for well settled brands in the market rather than a newly established one. At the beginning stages, strong marketing strategies were required to raise the production.

Since it is hard to get into the good books of people, the USP (Unique Selling Proposition) should be quality and the appeal of the product, which makes it unique.



Having a good design turn into a different aspect when functionality of the product comes into the picture. Artists make aesthetically pleasing pieces but designers make objects with predefined functionality.

The brand page has been recently launched in November. The customers can connect to the manufacturers through middlemen.

The designing process involves numerous steps starting from choosing the type of bag for ideation, deciding upon the shape and the target audience to the final packaging. Mekhala would like to work with a real black leather bag with a gold plate rather than introducing any tinted leathers because she wants to keep it minimal yet unique. To ideate her work, she sets her own point of focus as per the need. She believes in the theory of learning and exploring simultaneously.

She launched her first product in February 2021 and second in March 2021 because it's a start up and there should be a balance in the rate of manufactured products and the rate of products demanded by the customers.

Ideas about becoming a designer changed as she grew up, and named her brand "Mekhala Moholkar", having a story related to her love for peacocks. Handing over the products personally to the customers in reach gives a homely feeling. It helps to connect to the customers directly.



The policy of reaching out to the customers directly in person makes her brand more unique. According to her the strategy to cut down the existing competition in the market is to go with the flow and if not then one can get into the state of depression because at some point the customer controls the market and the competition acts as a catalyst.

She not only did receive orders from various parts of India but also from countries like Australia, UK and USA.

As a 19year old she knew nothing but with research and experience she learnt a lot about punctuality, how to get things done and overall, how to grow as a person. From living in her self-knitted dream land she realised the true aspects of life.

The business orientation is within the family who plays a vital role in supporting her emotionally and financially. Mekhala finds happiness in her work and that's what keeps her going.

- Neha Naskar, UID, SEM 2

STUDENT COUNCIL

MAC

Films are an important part of our lives, not only as forms of entertainment but also a powerful medium of educating the audience. Before March 2020, making a trip to the theatre once a week was a ritual for most of us. Needless to say, a lot has changed in the past year. 'Netflix and chill' has taken over almost every youth's life. The older lot, somehow still prefer the theatre screens.

Keeping these ideas and ideologies in mind, the Movie Appreciation Club was created by the Karnavati University Student Council to divert the students from their monotonous routines and inculcate a more critical perspective for watching movies. Every movie has a plot, storyline, characters and a message for the audience.

Here, movies are not watched just for the sake of it, but it is aimed at understanding the real, deeper meaning of the movie and appreciating it as a work of art. The club puts in a lot of effort to make every movie evening special and an unforgettable experience for the viewers.

After a long year of watching movies from the comfort of our homes, the freshers were welcomed with their first movie evening at the Anticlock! The excitement that was so evident on their faces was something that could not be described in words! The college life they were dreaming of was real!

Since the first movie screening, every Friday, the club has presented various movies very close to our hearts, that one could possibly never get tired even after having watched it countless times, like Zindagi Na Milegi Dobara, Yeh Jawani Hai Deewani, Chhichhore and so on!

The whole process, right from the selection of movies, to making all the arrangements to ensure everything was being carried out smoothly, in accordance to the rules and regulations, social distancing norms and wearing masks, everything was planned and executed by the students!

It was a delight to see enthusiastic juniors arrive before time at Anticlock, buzzing with excitement, huddled together in their respective groups with snacks in their hand, looking forward to watching their favourite movies and experience them one more time, but in a completely different atmosphere altogether. Something that they can look back at as fond memories as freshers at the peak of the pandemic of 2020!

Screening Zindagi Na Milegi Dobara

Saturday, 27th February 2021
Following the Jamming Session,
7:15 p.m. @Anticlock



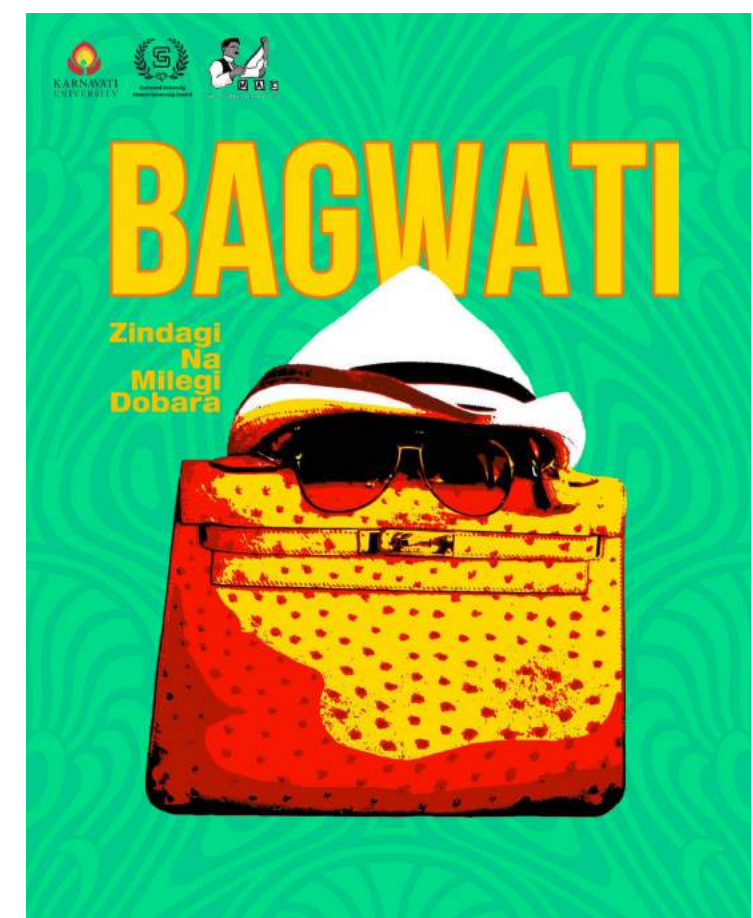
**Maintain Social
Distancing**



Sanitize Regularly



Wear a Mask



Sports Committee

Sports play a vital role in the life of a human being irrespective of age, gender, disability, etc. As it is the very first aspect of fitness and if you are fit & healthy physically and mentally, you lead a happy and prosperous life ahead.

Hence to keep the spirits of sports alive in Karnavati University and in order to encourage sports activities amongst students,, Om Patel (4th Year, UWSL) and Akash Nagaraj (3rd Year, UID) were given this opportunity to come up and work as General Secretary for Sports under Karnavati University, Students Governing Council.

As the sports committee heads, they have hosted various sports events and competitions such as Auction & KPL for Cricket & Football, Basketball Tournament, Badminton Tournament, etc.

The Sports Committee consists of other team members; Khushi Patel (USLM), Gaurav Singal (UWSL), Niraj Palawat (UWSB), Yashdeep Jaisinghani (USLM) & Samarth Ladumor (KSD). As the university prepared for its reopening, the Sports Committee tried their best to refresh the spirits of all sport enthusiasts and conduct sport events yet again.

They successfully planned the Auction Premier League for Cricket and Football as a tradition of the university. As they started conducting APL -05 (Cricket), within a period of some time they had to shut all these activities due to rise in covid cases in the city, the university had to again shut down and hence the sports committee could not hold any more matches.

Since neither the sports committee nor the Student Council wants to hamper with the safety of the students, they respect the decision taken but also ensure everybody to bring back these sports tournaments yet again with the same enthusiasm while the situation gets much more stable.



Freshers

The most awaited time by a new student who enters college is freshers!

This time the freshers was nothing less than amazing where all the Covid norms were kept in mind. Everyone had to wear their masks at all times. Social distance had to be maintained and a 'no touch policy' was to be followed.

This year all the rounds for selection of Mr. and Ms. Freshers were also fun – filled, where we began with a form filling round in which the new students had to answer a few intriguing questions about themselves. Now, the ones who were selected for the second round had to appear for an interview wherein they were tested on their confidence, their on the spot wit and how they carry themselves. The third and last round was on the day of the party. They were given 4 tasks which they had to complete within 20 mins which tested their physical fitness and spontaneity. After all the rounds were completed, the Mr. and Ms. Freshers were announced who were :

<i>UID</i> Mr. Fresher - Sahil Miss Fresher – Maahi	<i>USLM</i> Mr. Fresher - Dhiren Miss Fresher - Ira	<i>UWSL</i> Mr. Fresher - Dhiraj Miss Fresher - Vishwaa
<i>UWSB</i> Mr. Fresher - Heet Miss Fresher - Velshi	<i>KSD</i> Mr. Fresher - Abhishek Miss Fresher – Deeksha	

All in all it was an extremely fun evening, where each and every person let their hair down and enjoyed to the fullest.



Akash Nagaraj

I have been into some type of sport all through my teens till now. In all honesty sport to me is more than just a game. It's thought me so much about discipline, hard work and leadership.

I would sport any time of the day, any day if you asked me to. It helps me learn a lot and do a lot while still having loads of fun. And to someone that is super hyperactive and can't learn in any form of sitting down, the sport seems to be my biggest life lesson. I have been helping every athlete in college have better days and tournaments since my first year. Now being the GS of the sports committee gives me the freedom to let them have the best time while they focus on performing. It's wonderful to be working in a team that is driven towards making sport a religion.



General Secretary

Om Patel

For me, sports have been a very fundamental aspect of my daily life. I am habitual to play or workout every day to make myself fit. In this era duplication is a mere fact, everything is being chemicalised and like before we used to get things in natural forms but now most of the things are not natural, so we should be duty-bound for ourselves to be fit and healthy. So sports is my very first priority for my lifetime.

I was working with KU-SGC since my first year & not only for sports but also for different events hosted by the council.



General Secretary

SOCIETIES

Izhaar

Lockdowns and curfews are not letting the spirit of competition and fests go down among us students. Symbiosis Institute of Design hosted a dance competition where the theme was "Surreal Recall- Contemporary twist to retro aesthetics elevated by surreal ideas."

In this competition, for the Solo Category Sakshi Jamgaonkar, narrated "Her strength lies in her vulnerabilities. Her grace lies in fighting back. Her beauty lies in loving herself. She's an entire universe in herself. She is me; she is you; she is every woman out there who stood up for herself bekhauff. For the Group Dance Category, members of Izhaar participated in a unique manner where the videos used in this performance were shot remotely with the contribution of each member Anjali Bhatt, Heer Naik, N. Hasika, Neha Naskar, Purvasha Choudhari, Rajvi Malkan, Sakshi Jamgaonkar and Surabhi Mandhare as our editors Saran Sitypop and Sanskriti Mehta brought the video in one frame to make this concept a reality with the help of the heads Dvija Shah, Naisha Gupta and Shravya Raghupathy.

The choreography was based on Sringaram, the mother of all Rasa's which is an ancient practice, where mostly women dress up for important occasions. One can see the contemporary version of it today, where women embellish themselves for every traditional occasion with surreal beauty as they connect with their cultural roots.

Expressing without using words is a skill that dancers possess. This month, a live session for members of Izhaar was conducted, hosted by Sanjana S. Rao. In this live session stories were told without using words but by eye contact and movements. Izhaar means to express and we took pride as our members Anuranjani Sharma, Mrudula Sawant, Rajvi Malkan, Ritusri Halambi, Sakshi Jamgaonkar and Surabhi Mandhare carried the session out beautifully.

Achievements:

A huge congratulations to Sakshi Jamgaonkar who participated and won the dance competition hosted by Symbiosis Institute of Design.

- Kripa Joshi, UID, SEM 4

Haafiza

'Never have I ever' is a popular game picked up from films and surprisingly helps us to get to know the people playing better. Haafiza used this game for the same purpose and it helped break the ice among all the members.

"Never let fear decide your future." One of the emotions we experience a lot yet hide and ironically are afraid of exposing. Fear was the emotion chosen for this month. The choice was made as, even though we experience it our daily lives and thus the students at Haafiza decided to work on it.

Keeping in mind the emotion for the month, a live session was conducted with the former members of Haafiza; Labhanshi, Aahana Tank and Kanaka Pandit. In this session, the three members talked about their journey with theatre and the emotions that come with it.

How they overcome fear in their daily lives as well as on stage was also talked about. For Shabdo ki shaam this month, all members shared their own perspective of fear; what fear is for each individual and how one perceives it. Members were also asked to enact and express fear as an emotion from their point of view.

- Kripa Joshi, UID, SEM 4



Samaa

Retro On The Road

Retro is the definition of bringing it back. In a state where everything seems progressive, there's one element that takes you to the simpler times, the nostalgic longings and delightful reminiscing. It's the life and soul of the 90's trend. Retro style is a style that is imitative or consciously derivative of lifestyles, trends, or art forms from the historical past, including in music, modes, fashions, or attitudes. It comes with a look forward to with a hint of, "I don't want to lose what it was".

In suit with the theme, let's focus on retro music. When I say, "synth", you say, "pop"! "Synth pop!" Well, at least in the west, synth pop; the middle ground between classic rock songs and new age pop was a definitive genre of retro music.

In Bollywood however, the rapidly changing style gave us hits like, "mere sapno ki raani", "main shayar toh nahi", "roop tera mastana" and many more like so. The style BECAME the golden era in bollywood. These have been labelled evergreen hits and their value is proven by the amount of inspiration current bollywood takes from the time. Retro became such a pop culture trend that it wasn't something taste exclusive but something that brought the society together to sway and sing.

-Vishnu Parasaram,



Kalam Kush

Keeping Up With Our Members

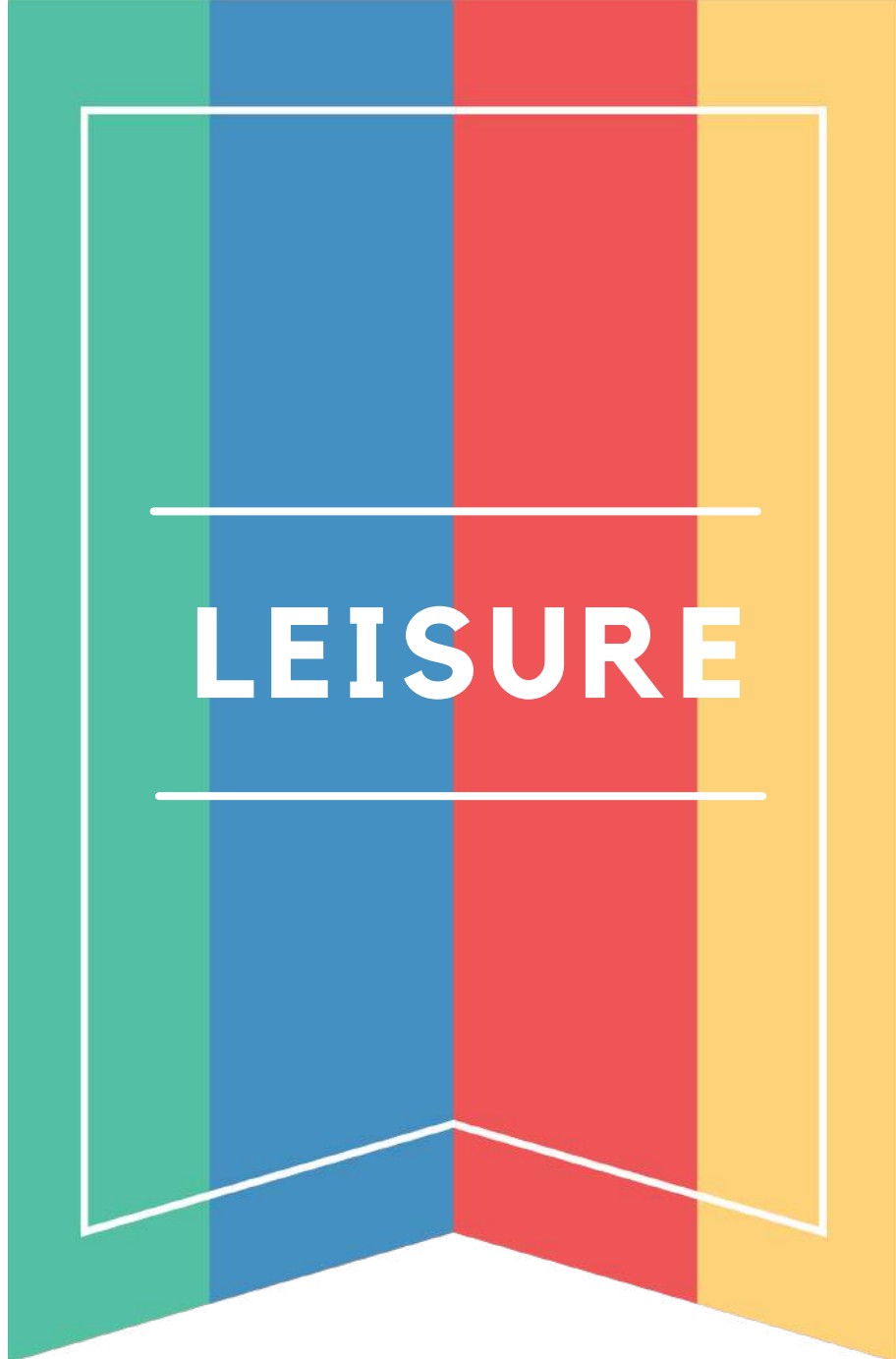
With college rebooting and restarting it became a challenge to keep up with the members and our routine activities. However, activities can be on hold but interactions never really stop. While few of our members were at college and few still at home, activities and interactions were planned and executed in an 'online offline' base so that no member has to miss out on anything.

Apart from members interacting with each other and learning, we started to use the power of social media for everyone's advantage. A part of our daily activities was for our members to explore and research on various topics that lie under the umbrella of literature and writing, such as Uncommon Genres of Writing, Inspiration v/s Plagiarism, Writing facts and Myths and many more.

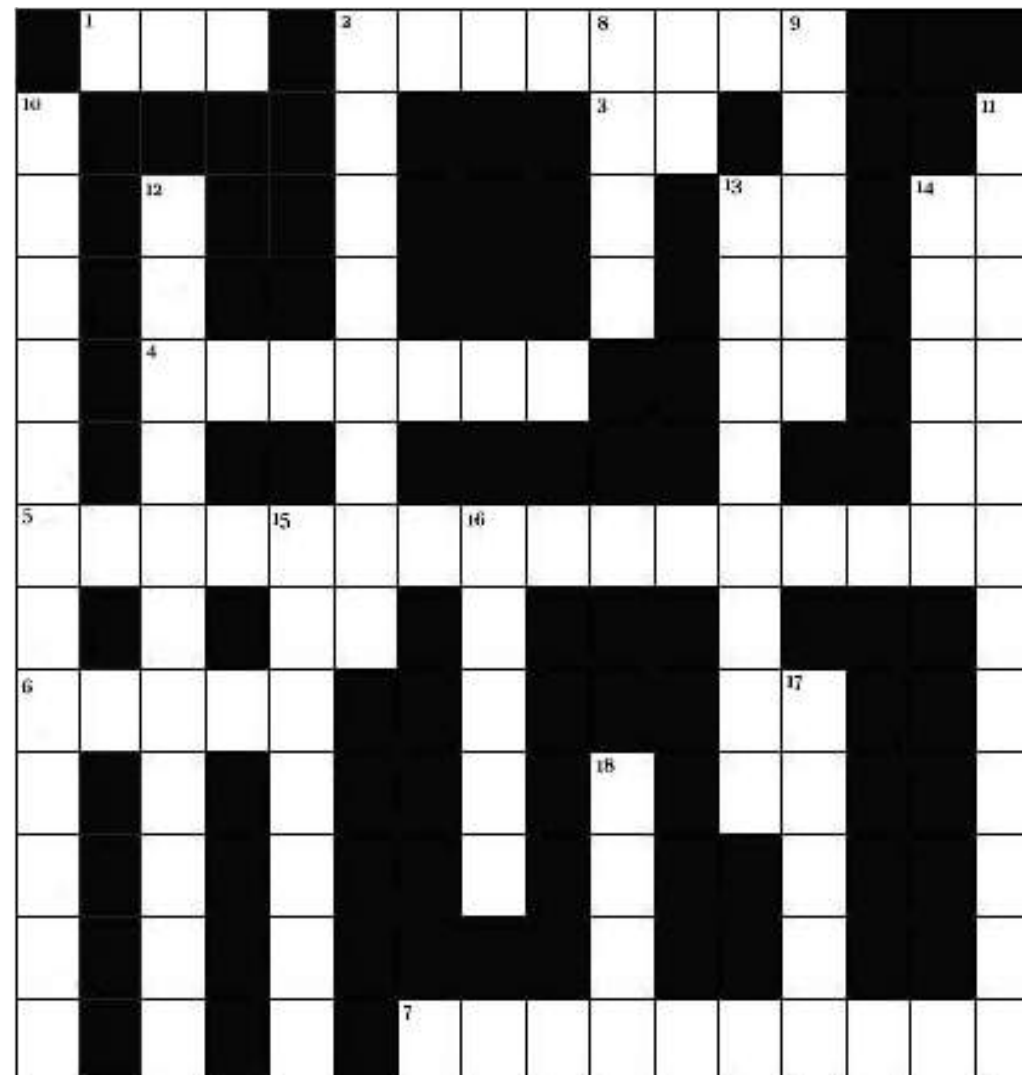
These informative articles were later posted on the official handle of Kalam Kush i.e., @kalamkush for everyone's benefit. Apart from this, being a part of a literature society means you never really stop writing and creating poetry. This was it. One of our interactive activities was to have our members work individually or collaborate with other writers and come up with a write-up on a weekly basis. The best write-ups later were featured on the official page.

Now while keeping up with our members, we also went ahead to keep up with The Blend- the magazine by Karnavati University Editorial Board. As the theme of this month was Retro, we planned one activity to support the same. Our members selected a retro movie and later chose a song from the same to re-think and re-write the lyrics in a way that they could depict the gist of the whole movie. This activity went hand in hand with dressing up in a Retro theme clothing for a one interactive session. That sure was fun!

- Shreya Chhajed, UID, SEM 4



Word Search



Across:

- 1- Mark Wahlberg's childhood wish coming to life
- 2- "AS IF"
- 3- 2009 pixar animated movie
- 4- film success; ship disaster
- 5- "be a lot cooler if you did"
- 6- _____: a royal adventure!
- 7- 1980 movie starring Jack Nicholson as Jack Torrance

Down:

- 2- Gilligan, notably
- 8- superhuman abilities gained from drug leakage
- 9- green, grumpy ogre
- 10- "just when I think I'm out, they pull me back in"
- 11- "come here, loverboy"
- 12- 1941 Orson Welles classic
- 13- "say hello to my little friend!"
- 14- 2008 Pixar robot
- 15- "yippie kay-yay, mf"
- 16- 1982 movie starring Steve Guttenberg as Edward Simmons
- 17- "WHAT'S IN THE BOX??"
- 18- Steven Spielberg's 1975 top-grossing film

W	M	O	F	U	M	A	B	R	S	M	G	N	F	G
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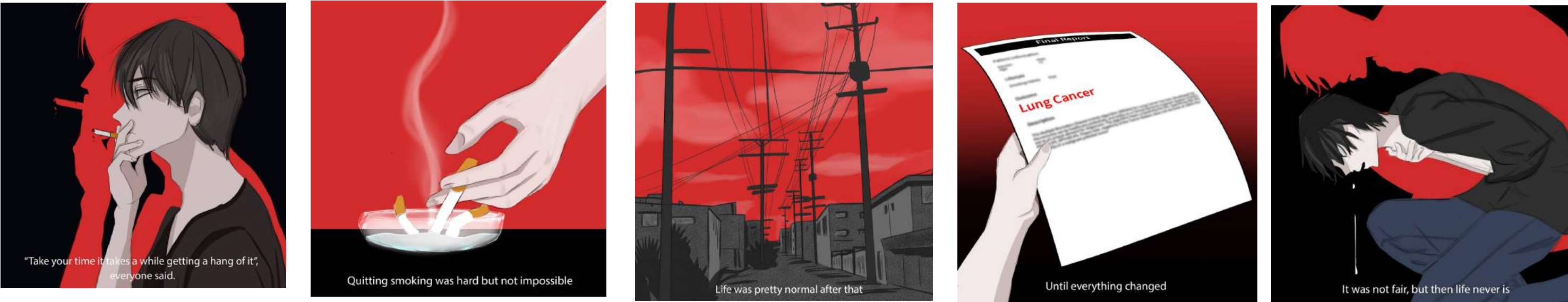
Last Issue Answer Key

Editor, Growth, Minimalism, Lucid, Pandemic, Drone, India, Alumnus, Market, Cannabis, Wellness, Fatigue, Binge, Valorant, Turtlewig

Comic Strip



- Atharva Mali, UID, SEM 4



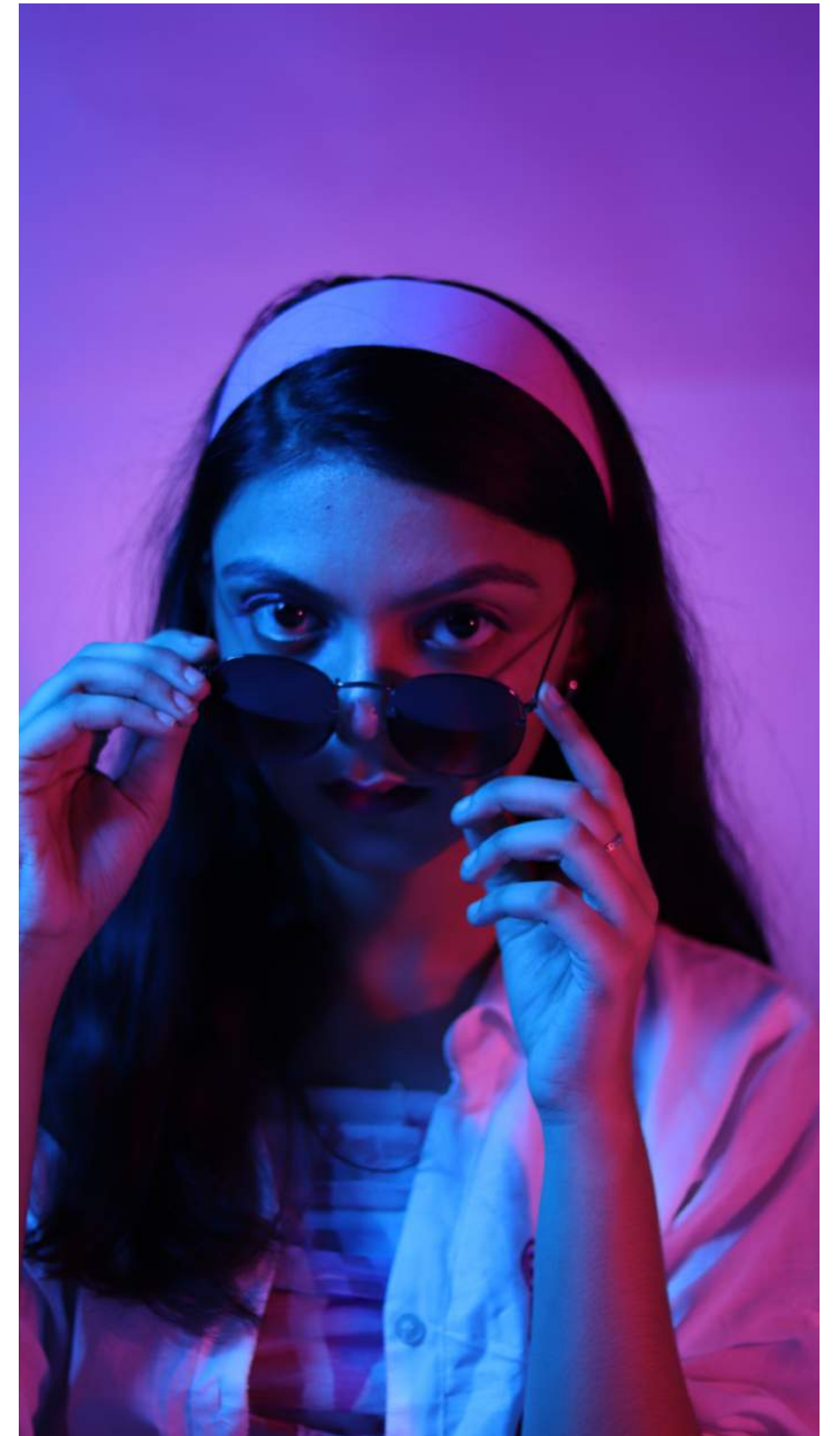
- Nandini Yadav, UID, SEM 4

FEATURED

Retro Styles



- Aayuti Liladar BBA, Sem 4



-Anjali Bhatt, 3rd Year BDS

Artworks



- Neel Ubhaykar, UID, SEM 4



- Prathibha Sharma, UID, SEM 4



- Prathibha Sharma, UID, SEM 4

Karnavati University

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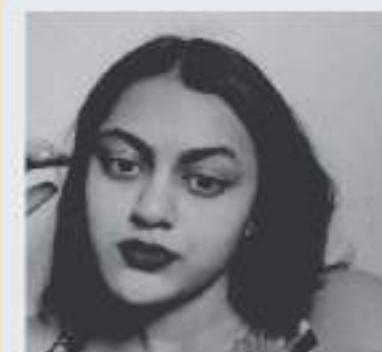
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