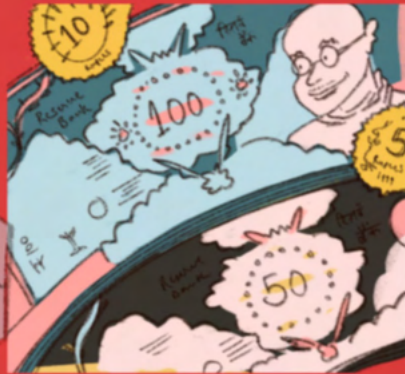


Issue no. 7

# The Blend



July - August 2021







# ABOUT US

TheBlend is Karnavati University's very first and very own student-run magazine, managed by the KU-SGC 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.

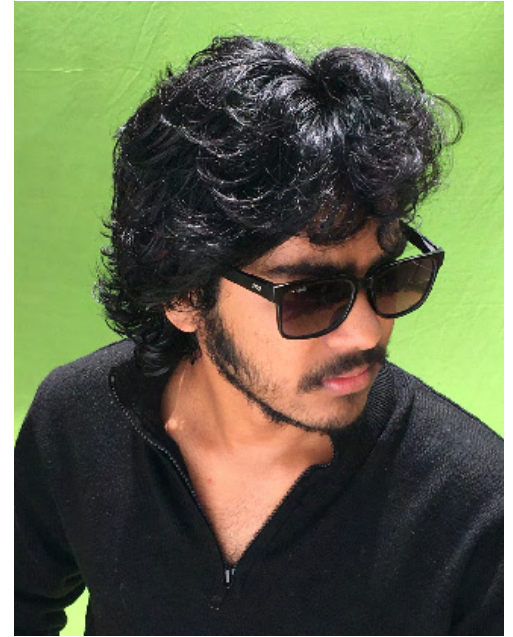
## MEET THE EDITORS



Aaditi Rohilla, Editor-in-chief



Aditi Kawdikar, Editor



Atharva Mali, Design Editor

## EDITORS' NOTE

In a regular mundane lifetime, countless moments are spent learning the answers to questions. However, over the years we realize questions always have more worth than answers, especially the ones we haven't managed to answer. Some questions have a different answer from each view, some are beyond our intellectual capability, and some answers we just don't have. Day in and day out we come across questions that puzzle us to no end. As we age, we always figure that there will be a point where the answers to such will present themselves. Yet even as questions get resolved, few plague us eternally. Diving into them is exciting, because it takes you to the edge of knowledge and you never know what you'll find there.

# WHAT'S INSIDE?

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# DESIGN

The Cure To Your Art Block

Who Made Heels More Fashionable?



# THE CURE TO YOUR ART BLOCK

*'The bad artists imitate, the great artists steal.'*

*- Banksy*

No one should live in a bubble especially a creative mind, as it is the curiosity for the world around them, that fuels their creative drive. However, in the dreadful times that we find ourselves in, it is difficult to fuel this drive, locked in a room. Today through exploring the workings of the creative geniuses that the world has known, and the origin of ideas that have shaped our present, pave your path to getting over your creative block and inspiring yourself. The works birthed by Salvador Dali have impacted the developments of modern and contemporary art heavily. Dali's creative repertoire blanketed painting, image arts, film, sculpture, layout and photography, at instances in collaboration with different artists.

He additionally wrote fiction, poetry, autobiography, essays and criticism. His secret? 'Slumber with a key' - Dali's afternoon naps lasted less than a few seconds. He slept on a chair with a heavy metal key on a plate. As soon as he slipped into slumber he would drop the key, instantly waking him up. The artist believed that this allowed him to utilize the fluid space between wake and sleep, where mysterious images occur.

Theodor Seuss Geisel was an American author, cartoonist and poet. Throughout his career, he wrote and illustrated forty four children's books. Some of his most celebrated works

include Green Eggs and Ham, One Fish Two Fish Red Fish Blue Fish, Horton Hatches the Egg, Horton Hears a Who, and How the Grinch Stole Christmas. To get over the notorious writers' block Dr Suess wore hats. He had a collection of over 100 hats in his secret closet and wore one until inspiration hit.

The mastermind behind Star wars George Lucas too was inspired by something very earthly for the galaxy far far away. After visiting La Pedrera located in Barcelona, Spain, he got the idea for costumes for the Storm Troopers and Darth Vader from the twisted chimneys on the rooftop of the building. Papà Enzo created the logo for Ferrari based on the horse painted on the fuselage of the fighter plane of Francesco Baracca a heroic airman of the first world war.



The father of Air Max - Tinker Hatfield - drew his inspiration for the design, from the architecture of the Centre Pompidou during a visit to Paris. Mr Hatfield was an architect and was capable of appreciating the building's inside-out approach. He incorporated this idea, which helped him create the Nike Air Max 1. Inspiration can be found in every shape and form. All that is required from us is to observe and appreciate the world around us.

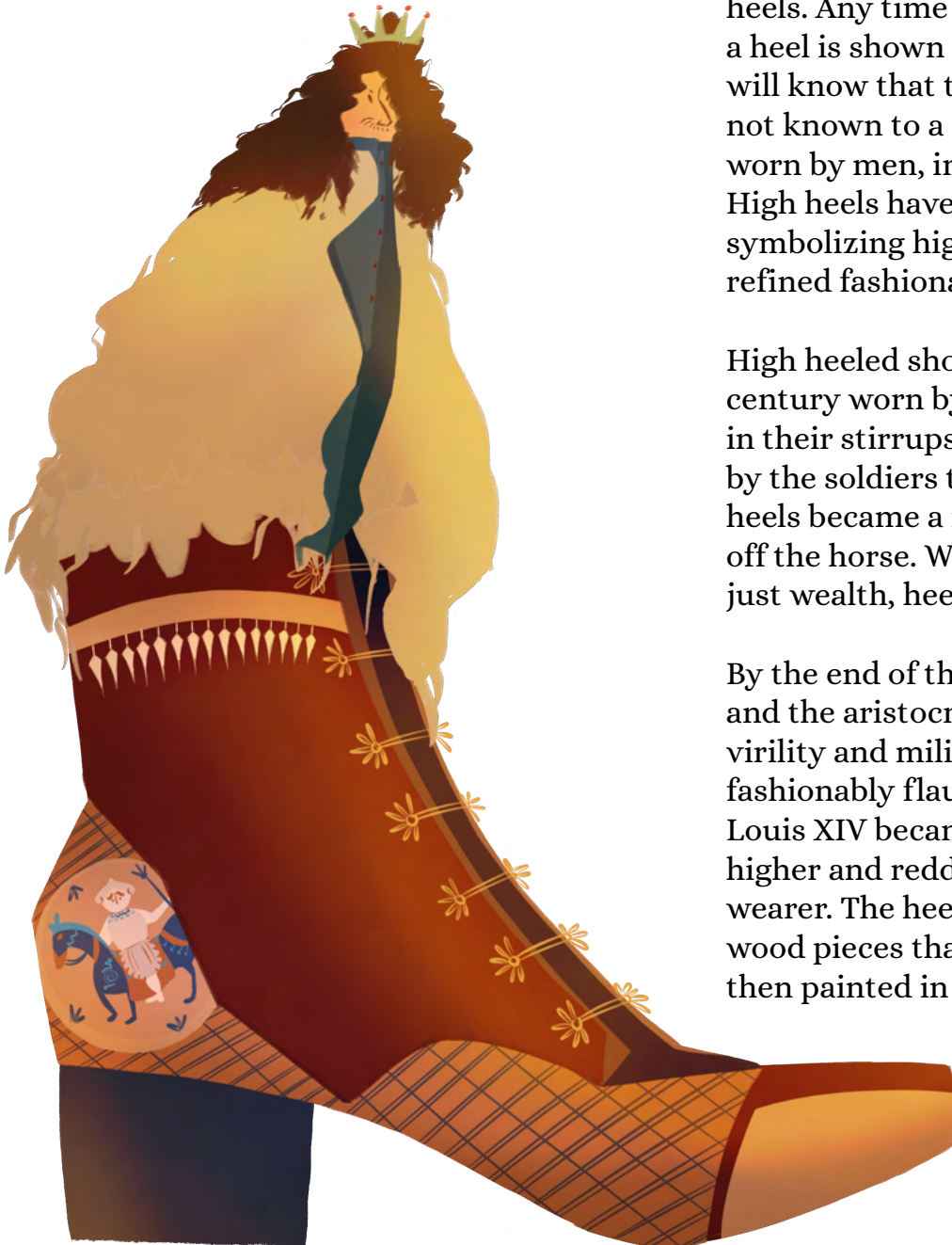
- Mahek Rastogi, UID, SEM 5





# WHO MADE HEELS MORE FASHIONABLE?

*Christian Louboutin or King Louis XIV, find out who brought the red heel in vogue.*



Stilettos, pumps, peek toes, etc., and then comes Louboutin, Jimmy Choo, Prada; hearing these names can only bring one thing to mind a beautiful pair of heels. Any time one wants to symbolize femininity, a heel is shown and any person who might see it will know that the image denotes women. A fact not known to a lot of people, but heels were initially worn by men, in positions of power or authority. High heels have had varied cultural meanings symbolizing high social stature, military power, refined fashionable taste, etc.

High heeled shoes were initially seen in the 10th century worn by Persian cavalry to keep their shoes in their stirrups. It also provided the stability needed by the soldiers to shoot arrows. By the 17th century, heels became a norm among Persian riders on and off the horse. While owning a horse was a symbol of just wealth, heels symbolized money and power.

By the end of the 17th century, heels reached Europe and the aristocrats adopted them as a symbol of virility and military prowess. While men were so fashionably flaunting their legs across Europe, King Louis XIV became the most famous of them all. The higher and redder the heel, the more powerful the wearer. The heels worn by the King were made of wood pieces that were piled on top of each other and then painted in a deep shade of red.

- Illustration by Priyanshi Khatri



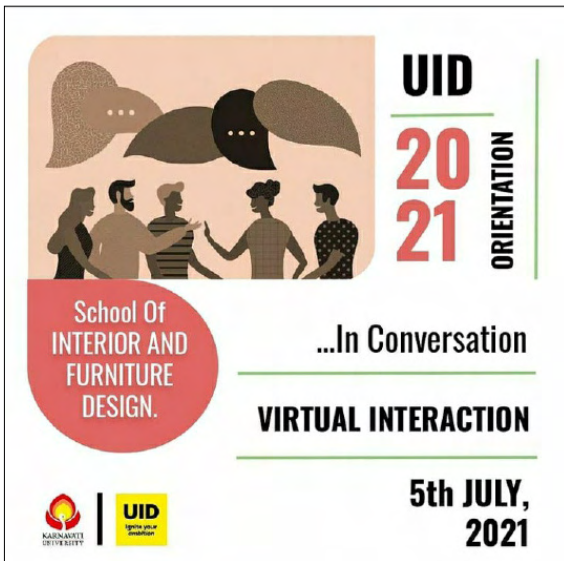
By 1670, a law was passed that only allowed nobility to wear high heels. Shoes became increasingly gendered throughout the 18th century -women's shoes became narrower, more ornamental and the heels higher, whereas men's shoes became broader and sturdier. Consequently, men stopped wearing heels around 1730 as a reaction against their perceived feminisation.

Heels not only got higher but also thinner. For example, pencil heels have been worn by women for quite some time now. The runway witnesses so many different types of unusual heels that models walk in. But why are heels supposedly more attractive? The bio-mechanical results are also consistent with the theory that wearing high heels makes women look more attractive by making them more feminine, as the effect of heels was to exaggerate some sex-species elements of female gait including greater pelvic rotation, increased vertical motion at the hip, and shorter strides.

High heels help gain confidence, are a part of power dressing, and help one feel more feminine. But maybe men don't need to feel so reluctant if they like the idea of heels, after all, men were the ones who started the trend!

- Kripa Joshi, UID, SEM 5

# ACTIVITIES AT : UID



## UID 2021 Orientation

“When we step to a new beginning, it is always fun to listen to tales from ones who have traveled on it.” The School of Interior and Furniture Design organized a “Conversation Day” as start of new academic session 2021-22. Students showcased their work based on the given topics and panel discussion was conducted followed by a Q/A session.

## UID Virtual UrIdentity Induction Programme

Your dreams, your inspirations, your college, UrIdentity The virtual induction programme of UID hosted several eminent speakers from across globe that included journalists, designers, artists and more who threw light on shaping perspectives and creative thinking in their own way. The speakers included Dadi Pudumjee - Founder (Ishara Puppet Theatre), Pradyumna Vyas - Board member WDO, Prof. Preeti Das - renowned journalist and Additional Director USLM, Sarah Collins - senior lecturer on the BA Fashion Design and Technology Programme at the Manchester Fashion Institute, Anju Modi - Fashion Designer, Dr. Preeti Shroff - Dean, MICA, Umang Hutheesing - Cultural Revivalist and Designer to name a few.



## Foundation Exhibition Batch 2020

A virtual exhibition by Foundation Semester 2 Students of B.Des and Integrated Master of Design 2021 was conducted. It was a unique platform for 1st year students to showcase their design prowess.



## Lipan Kaam (Mud work) workshop

Lipan Kaam Workshop was organised by UID for students of first semester under the guidance of artisan Girishbhai Parmar. Lipan Kaam is done by locals of the desert on the walls of their Bhunga ( Traditional Houses) and are decorated with Aabhla (mirrors) adding a glimmer to the art. Delicately carved by hand, mud and embellished with mirrors, students came up with their designs and patterns. Lipan kaam depicts the rich legacy of Gujarat.



## National Handloom Day Celebration

“The handloom industry needs a little hand-holding to get back on its feet”. On the occasion of National Handloom Day, UID celebrated the artistry of the handloom weavers and the true spirit of Swadeshi movement by providing them a platform to sell their products. The faculties and students were encouraged to wear handloom based outfits in support of the weavers and artists of the handloom industry.

## Exhibition by Laakood India

UID Alumni of the graduation batch of 2020 - Anvit Rao, Chandresh Rai, Satyam Raut, Manish Ladhe and Vamika Chitravansh started their entrepreneurial venture called ‘Laakwood Pvt.Ltd’ . They design lifestyle and home management products from recycled wood reducing the usage of plastic as much as possible.



# LAW

Uniform Civil Code

Is Indian Secularism Minority Pleasing  
At The Cost Of Being Anti Minority?

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*How irrational is it to ask for a certain group of persons to give up their right to have 4 wives just for the greater good of the society?*

Criminal law is the same throughout the country, why can't personal laws keep up with the same gold standard? Article 44 of the Indian Constitution talks about the State's duty to secure a uniform civil code, equally applicable over all its citizens, regardless of their religion.

However, the Art. 44 happens to be a part of the Directive Principles of State Policy, which means that it is non-justiciable and cannot be enforced in the Courts. Which, simply put, means that the State may act on it if it wishes to, but the country has barely got anything more than "promises" out of them.

The Preamble to the Indian Constitution takes pride in having the word "secular" inserted in itself, which is quite ironic when one takes a look at the personal laws, the umbrella term for laws concerning matters such as marriage, divorce, succession, guardianship, etc.

The Hindu Marriage Act, 1955, which is applicable to Hindus, Sikhs, Jains and Buddhists, banned polygamy, which was practiced by Hindu men before that. Christians, Muslims and Parsis have

their own personal laws and there is a concerning amount of inconsistency in personal laws across these religions, which gives rise to conflict.

The constitution of India, through Articles 14 and 15, promises to its citizens the right to equality and protects them from discrimination on the basis of religion, while Article 25 confers them with the right to freedom of religion. The problem here is that an alarming chunk of religious practices, not pertaining to any one religion, are violative of the idea of equality.

The court has the responsibility of deciding which right supersedes the other and so as to not let it be a problem, it has been saying for decades that interfering with personal laws is not a power that it can exercise. Because of the same, the courts have not taken any progressive step for having a Uniform Civil Code in the country, despite having reiterated the importance and the need for it time and again. Practices like polygamy, dowry, child marriage, etc. Which are by their very nature discriminatory or violative of a person's fundamental rights end up getting protection



for quite an unreasonable amount of time before any action being taken on them simply because they are backed by their religion, customs and traditions, even if they are outrageously unjust and inequitable.

There is no possible explanation for having permitted Muslim men to have as many as four marriages, while others may get punishment up to seven years in prison and or fined.

Goa is often cited as the only state in India having a Uniform Civil Code for its citizens, in fact, it has even been applauded by the Supreme Court and High Courts for it.

Although, it does have its own contraventions, and is often questioned on being discriminatory between Christians and non-Christians, and hence should definitely not be set as a benchmark that the entire country should look up to.

The Law Commission had said in 2018 that Uniform Civil Code would not be a feasible option and that it may not be a step forward. It did, however, highlight the importance of having all personal laws codified, which is not yet the case for Muslim personal laws. Going against the Law Commission's report, many are of the belief that mere codification is not sufficient and there must be uniformity in personal laws.

Right-wing extremists have also been heavily demanding a UCC. However, their idea of a UCC, quite arguably filled with patriarchal notions, would barely be a step forward. The formation of a UCC should be viewed as an opportunity to bring about gender justice instead of being used as propaganda or to fuel communal differences.

- Diya Dalwadi, UWSL, SEM 3



# IS INDIAN SECULARISM MINORITY PLEASING AT THE COST OF BEING ANTI MAJORITY?

*Do you agree with me that there's something wrong with Secularism in India as it favors minorities? Well, we both are wrong, read here why.*

The term “Secularism” was coined by agnostic British author George Holyoake, seeking a less aggravating word for atheism. Weird? It is. Through continued usage, the word evolved to join the mainstream vocabulary and even further to be a buzzword. The idea of secularism soon elevated to the idea of a state and various forward-looking nations started following it. Hence, it was no longer an individual school of thought. European nations had a proactive approach concerning religious governance. The Indian scenario is however different from that of Europe.

Although India included the word ‘Secularism’ in its Constitution in the year 1976, the secular fabric was prevalent in the past as well - ranging from ancient and modern history to the post independence period.

The same can be seen in the inclusive principles of the indigenous religions of India, mainly Hinduism. The fact that India has been ruled and looted by the very guests it welcomed, stands as an epitome for the inclusive imbibed in the Indian culture independence period.

The Indian idea of secularism is different from the western or the ‘original’ idea of secularism since it follows a positive approach towards the multi-religious population and aims at including all the religious practices and giving them a common ground for propagation instead of separating the state and the religion.

Indian secularism is often perceived to be minority pleasing on the cost of the privileges the majority communities must get. The contention sounds prima face right, but

such a limited approach can be disastrous to the concept of secularism.

The reason behind giving minorities certain additional privileges is to give them the head start they deserve in order to come on an equal stage as the majority.

This differential treatment is reflected through the basic structure of the Indian Constitution. In order to achieve an equal outcome, an equity or fairness based differential treatment is often followed. The same principle can be reflected in Article 14 of the Indian Constitution.

The contention that Indian secularism is anti majority is hence, defied by the very purpose of secularism. Since the government has

to uplift the religious minorities to provide them the same ground, it will take certain additional steps to uplift the minorities. Blatantly tagging any such act of the state as anti-majority or minority pleasing is erroneous in every aspect.

The Indian population is not educated enough to perceive the idea of secularism in its broader sense. Such unawareness has been capitalized on by the political parties (not to name any) and used to win elections by seeking votes from a particular religion.

What these political parties unknowingly do, in addition to milking the religious divides, is to create a situation of disbelief in the nature of the constitutional values and build premises for an unrest situation.

- Mrutyunjay Saramandal, UWSL, SEM 3





# ACTIVITIES AT : UWSL



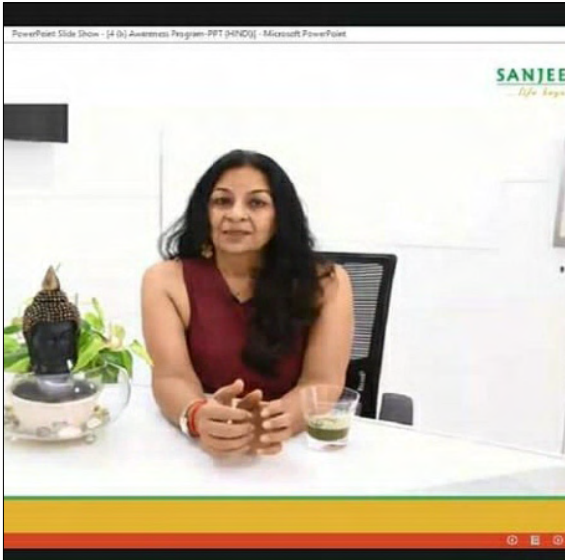
## 'Gender Sensitisation' - A virtual session to honour Pride Month

UWSL, Karnavati University in association with Gandhinagar #QueerPride organised a virtual session on 'Gender Sensitisation'. The session was graced by Shri Manvendra Singh Gohil, Prince of Rajpipla, Gujarat and LGBTQ+ Activist, Ms. Damini Sinha, Software Engineer and LGBTQ+ Activist, Dr. Gagandeep Kaur Makkar, Clinical Psychologist. IIT Bhubaneshwar and Ms, Vedica Saxena, Vice President, D and I Council, Delhi for WICCI and Project Directore with Tagore International School, Delhi. The session was The seminar covered a variety of subjects including struggles people with different sexuality face daily such as violence, teasing and body shaming. The emphasis was put on the fact that it is necessary to teach younger generations about normalising LGBTQ+ and raising awareness regarding the same.

## IP Awareness Week

UWSL, Karnavati University conducted 'IP Awareness Week' from 28th June to 3rd July 2021. The session were delivered by senior law faculties and practising alumni. The panel included Dr. Ramdhass Perumal- Assistant Professor, UWSL, Adv. Neel Lakhani - Founder, TRIO Legal Consultants, Ms. Nishtha Agarwal- Assistant Professor, UWSL, Mr. Shrut Brambhatt- Assistant Professor, UWSL, Adv. Divij Sauarbh Mehta - Trademark Attorney and Partner-SD MEHTA and Associates. The IP Awareness Week covered varied topics such as "Intrduction to Law of Patents", "Copyrights and Digitalisation Issues and Perspectives", "Introduction to Law of Geographical Indications in India", "Design and Trade Secrets: Issues and Perspectives" and "Trademarks-Rights Protections and Challenges". The sessions were extremely insightful and provided an ocean of knowledge to the students.

IP AWARENESS WEEK (28th June 2021 to 03rd July 2021)		
Date	Topic	Time
28-06-21	Inaugural Address by Prof. Umamahesh Sathyanarayan, Dean (U/C) - UWSL	3:00PM - 3:15PM
	Special Address on 'Functions of KU IPFC' by Prof. (Dr.) Deependra Sharma, Dean - UWSB & Dean (U/C), USLM	3:20PM - 3:45PM
	Introduction to IPR by Dr. Sanjay Pandey, Associate Professor, UWSL	3:50PM - 4:50PM
29-06-21	Introduction to Law of Patents' by Dr. Ramdhass Perumal, Assistant Professor, UWSL	4:00PM - 5:00PM
30-06-21	Copyrights and Digitalisation: Issues and Perspectives' by Adv. Neel Lakhani, Founder- TRIO Legal Consultants (Alumnus, Batch 2014-19)	3:00PM - 4:00PM
01-07-21	Introduction to Law of Geographical Indications in India' by Ms. Nishtha Agarwal, Assistant Professor, UWSL	3:00PM - 4:00PM
02-07-21	Design and Trade Secrets: Issues & Perspectives' by Mr. Shrut Brambhatt, Assistant Professor, UWSL	3:00PM - 4:00PM
03-07-21	Trademarks - Rights, Protections & Challenges' by Adv. Divij Sauarbh Mehta, Trademark Attorney, and Partner - SDMEHTA & Associates (Alumnus, Batch 2016-20)	4:00PM - 5:00PM

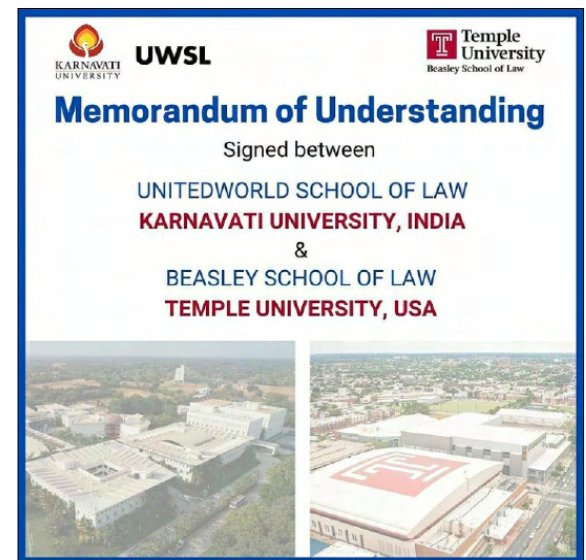


## Cancer Awareness

An insightful webinar on Cancer Awareness :Preventive Lifestyle was conducted by UWSL. The session was delivered by Ms. Sumki Begum, Programme Coordinator - Outreach and counsellor, Sanjeevani- Life Beyond Cancer. The session began with a avisual address by Ms.Ruby Ahluwalia, Founder of Sanjeevani. The session was a walk through on the guide of dealing iwth cancer, its symptoms and how one can prevent cancerous cells. Sumki Begum also discussed how immunity is the only parameter that can be controlled and checked to prevent cancerous cells, Hence healthy lifestyle with a good diet is a must for strengthening of the immune system.

## Memorandum of Understanding

Unitedworld School of Law, Karnavati University has signed a Memorandum of Understanding (MoU) with Beasley School of Law, Temple University, USA. The collaboration will look into avenues of Student and Faculty Exchange, Summer in Rome programme for students and much more.



# BUSINESS

Does McDonald's Really Earn By Selling  
French Fries?

India Without Income Tax





# DOES MCDONALD'S REALLY EARN BY SELLING FRENCH FRIES?

When the story of McDonald's is narrated, it often begins with Ray Kroc, the native Chicago milkshake mixing machine salesman who had the vision to see what the business model deployed by one of his clients, Speeder Service System, could turn into. Speedee Service System, launched in 1948, was the brainchild of two brothers, Richard James (Dick) and Maurice James (Mac) McDonald.

They successfully utilized the "drive-in" concept to food delivery and, ultimately, franchising opportunities. Ray Kroc became their franchise agent in 1954, opening up the first McDonald's franchise in 1955. In 1961, he bought out the McDonald brothers for the hefty sum of \$2.7 million.

Essentially, McDonald's makes money by leveraging its product-fast food- to franchisees who have to lease properties, often at large markups, that are owned by McDonald's. As reported in their 2019 10 K, 36,059 of the 38,695 restaurants were franchised, with McDonald's operating the remaining 2,636 restaurants. Approximately 93% of the total capacity are franchises, which is still below McDonald's long-term goal of 95%.

The advantage of this model is, that the revenue stream (rent and royalty income received from franchisees) is more stable and most importantly, while the operating costs are measurably lower, it allows for an easier path to profitability. McDonald's can leverage its market position to negotiate deals as it has control over the land and long-term leases. Analysts have noted it is akin to a subscription, where the subscriber (the franchisee) pays a fixed amount each month. This fast-food giant may serve billions and billions of customers, but the bulk of its profit isn't made from food sales.

McDonald's sells a variety of foods. We're talking enough food to serve more than 70 million people every day, with more than 75 burgers sold every second.

There are more than 36,000 McDonald's locations worldwide, but only about 5% of them are company-owned. The rest are franchised; they are run by individuals who McDonald's has contracted to operate them. In those situations, the company spends money only on the real estate of that location. The franchisee is responsible for all the costs of running the restaurant while also paying.



McDonald's for rent (which adds up to an average of 10.7 percent of their sales), a \$45000 franchise fee, and a monthly service fee equal to 4 percent of gross sales

Business Insider reports, with multiple means of collecting revenue at relatively minimal costs, it's no surprise McDonald's relies so heavily on franchises. "We are basically not in the food business." Former McDonald's CFO Harry J. Sonneborn reportedly told investors. "We are in the real estate business. The only reason we sell 15 cent hamburgers is that they are the greatest producer of revenue from which our tenants can pay us rent.

Being able to hand off the costs of running the restaurants is a primary key to McDonald's success. According to Wall Street Survivor, the company made \$27.4

billion in revenue in 2014, with \$9.2 billion coming from franchised locations and \$18.2 billion from company-owned locations. However, after factoring in the total costs of running those locations, McDonald's kept only 16 percent of the revenue from locations it owned directly compared to 82% of the franchise-generated revenue.

- Om D. Goswami, UWSB, SEM 5



- Illustration by Mitalee Makwana



# INDIA WITHOUT INCOME TAX

*What would have happened if there was no tax system in a country like India ?*

To quote Benjamin Franklin, “In this world, nothing can be said to be certain, except death and taxes.” In other words, while you can’t be sure of anything else in life, no one in this world can escape the inevitable: death and taxes. However, what if you were told someday that you are no longer required to pay any income tax due to its abolishment in India? Won’t it be unbelievable? What if that actually happens?

Surprisingly, some politicians as well as income tax experts are already pitching for the abolition of income tax in India. For instance, senior BJP leader Dr Subramanian Swamy had recently said that “One of the important ways to put the economy on double digit expansion mode would be to raise savings and abolish the Income Tax.” However, would it be wise on our part to do away with this tax?

Tax experts say the number of taxpayers under Direct Taxes for the financial year 2016-17 were 7.41 crore, generating a revenue of around Rs 8.5 lakh crore. With only 2% of the population being taxpayers, and a low Direct-Tax GDP ratio of 5.98%, the question of whether there is a case to abolish the income tax, is a reasonable one.

According to tax experts, the abolishment of income tax would definitely increase the disposable income available to taxpayers which could be channelised for savings and investment and reduce the government’s cost of administering the direct tax framework. On the flip side, it would negatively impact the economy which already has a fiscal deficit of 3.4%. The larger impact of abolishment of income tax would be to increase the income disparity



in the society with the higher strata of the society being able to increase their savings and investments while there are lesser avenues to the government to fund welfare schemes for the poor.

The overall spending of the government for 2019, in fact, was projected at around Rs 24.5 lakh crore, whereas the tax collections amounted to around Rs 20 lakh crore. Out of the total tax collection, direct tax contributed approximately 55% of the gross amount. Abolishing income tax would mean that the government will have to identify other sources of revenue to meet its funding requirement for undertaking social objectives, which may be a herculean task.

It may be noted that when demonetization was in effect, there were some talks regarding abolishing the income tax and bringing a consumption-based tax system. In the case of a developed country or a developing country like India, income tax helps in funding initiatives for achieving sustainable economic development and employment generation.

Income tax is one of the main sources of public revenue, amongst others, for the government. The related policies (including the monetary policy), as well as reforms implemented in this regard, play an important role in achieving the objective of economic stability, limiting the level of inflation and balancing the equilibrium on the market.

Thus, while the idea of the abolishment of income tax looks attractive in theory, practical implementation has not been tested in the past. The multi-dollar question is: Can the Indian economy afford such a misadventure?

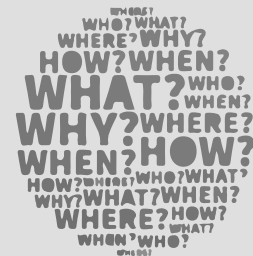
- Kashish Parihar, UWSB, SEM 5



# LIBERAL ARTS

Stigma around food servers in India: A result of our post colonial hangover?

Taboos: A Riddled Significance Of Life



# STIGMA AROUND FOOD SERVERS IN INDIA: A RESULT OF OUR POST COLONIAL HANGOVER?

*We claim to have gotten progressive with time. But are we ready to question and overcome our prejudice? Let's find out...*

Every time we travel abroad, we see young people waiting on customers in eateries, baristas, cashiers or in the pizza delivery business and hail that as progressive. However, when it comes to our country, our prejudice holds us back from being more accepting. We hardly see people our age working such jobs.

As a matter of fact, in 2016, Barack Obama's daughter, Sasha Obama, did a summer job at a restaurant. It should be a lesson for the youth of our country because the president's daughter doesn't differentiate, then why should we? The point shouldn't be significant because of her status but can be an inspiration to many as we tend to look up to celebrities or any public figures in general. So why not for all the right reasons?

The old-age caste system in India has always held us back from certain things. The stigma around serving in eateries has a lot to do with our conditioning. The discrimination against workers is so deep-rooted and a bad influence that it leads to internalization. According to a survey published in 2005, many servers leave their jobs due to the internalized stigma and also don't recommend a job in the business to a friend or relative. It only furthers the negative image of the food service and delivery industry.

Besides caste, class, race and skin colour, the issue also has an angle of gender dynamics. The majority of the servers in an Indian restaurant are men and very few women. While women are working as cashiers in McDonald's, waitresses and women in the food delivery service continue to remain a rarity. Women are considered less desirable in the restaurant business because of some age-old customary societal norms.

Call ours a conservative one, genuinely concerned or fearful but night shifts are a problem for Indian women and it is also a key factor that unfortunately lowers their demand in the industry.





Many high school students overseas take up jobs in cafes/restaurants as it helps them save up for their college funds. Every child growing up in a western household knows the importance of the same. Another reason why we don't take these jobs is that we are spoon fed throughout our lives. Indian parents wish to support their children for as long as they can. The concept of independence and self-reliance is still quite alien to us. Such jobs are considered thankless only because of preconceived notions.

Only when we question our prejudice and social stigma, will we be an accepting and progressive society. Subsequently, more youngsters would want to work those jobs, and even women would be considered more desirable in the industry. If given the opportunity, one must work in the industry. Not only will it help the customers and others to respect the job, but also make all of us humble. Moreover, it will help one gain perspective and look at their surroundings from a healthier, gender neutral point of view.

- Stuti Bhatia, USLM, SEM 5



# TABOOS: A RIDDLED SIGNIFICANCE OF LIFE



- Illustration by Niharika Bedse

Have you ever heard about the absurd practices of people walking on fire, devotees piercing themselves with sharp objects, followers worshiping snakes or customs as eerie as tribes consuming the dead? If yes, then you might have definitely snatched your hair and screamed to yourself, “What has fallen upon those people that they subject themselves to such gruesome practices?”.

Well, there is a key for every lock and noteworthy significance behind every custom and question. There are questions afloat in the universe, stranded, like a quest, waiting to be found and answered. Our culture is the answer to all our questions in the present, they say. Traditions are the underpinning of our identity and represent a critical piece of our culture. They define

the structure of our past, shape our present and what our future is likely to become. Thus with the key of knowledge, awareness and understanding of culture and its traditions, we attempt to unlock the quest of questions nobody answered.

## Theemithi: The Fire Walking Festival:

Theemithi (also spelt Thimithi), or “fire walking”, is a Hindu religious practice where devotees walk across a fire pit in exchange for a wish or blessing granted by the goddess Draupadi. Theemithi signifies the victory of Pandava’s over Karuavas in the battle of Mahabharata. It signifies the emplacement of dharma in society. Draped, the wife of the five Pandava brothers, was gravely humiliated in a public arena by the Karuravas and vowed to leave her hair untied until her perpetrators were duly punished by her husbands.

She marked the victory of Pandava’s by walking on fire, in a ceremony known as Theemithi, to prove her virtuousness and chastity by her adherence to dharma. She endures many misfortunes but remains steadfast to the Hindu principles of righteousness and morality. It is practiced in India, Singapore, Malaysia and Sri Lanka.

## Bullet Ant gloves ritual of the Satere-Mawe tribe:

Pain has been moulded into myriad forms and interpretations. At one time, pain was synonymous with punishment and in others, it has been regarded as a remedy. Today’s political and capitalistic system teaches us to view progress as a reduction of suffering. However, the Satere-Mawe tribe of Amazon, subject themselves to the sting of around 120 bullet ants. A single ant’s sting can feel like a bullet piercing the skin.



## Gerewol Festival:

Pain has been moulded into myriad forms and The pageantry of beauty and talent is something that has been used to evaluate a woman's worth since time immemorial. However, in the Wodaabe tribe, it's the men who have to be all "prim and proper". Tall, slim, elegant and sexy are the aesthetics we assume a woman contestant of a beauty pageant to possess. But when the contestants are men, their faces painted with red, white and yellow clay, the aesthetics hold true for them as well. These unusual beauty contests, known as Gerewol, celebrate the fertility the rains bring to the parched edge of the Sahara. Niger's Wodaabe men decorate their faces and dance for hours to impress female judges who may take them as lovers. This festival denotes the inclusiveness around beauty.

Culture breeds diversity, it underpins strength and beauty to further lay the solid foundation of a society and nation. It is rightly said, "Culture is the name for what people are interested in, their thoughts, their models, the book they read and the speeches they hear."

Vivek Luhana, USLM, SEM 5





# HEALTH & WELLNESS

Death And Life: An Ultimate Duo

Can Humans Regenerate?





- Illustration by Shruti Maniar

## DEATH AND LIFE- AN ULTIMATE DUO

*“If you breathe a little more consciously, you will notice that with every inhalation there is life, with every exhalation there is death”*

- Sadhguru

We think we're living a great life when in reality we fail to understand the true essence of life and death.

I remember when the Editorial Board had a writers' meeting to discuss articles for this issue. After discussing with my fellow members and hoping to get some inspiration I realised that I wanted to write about something which people hesitate to talk about. So I chose Death. Believe me, I was elated when the idea got approved.

I began my research which mostly involved a lot of thinking. I had an incredulous time writing it, so I hope you have fun reading it too. We're all aware of this term, Death. Very much familiar with the meaning and the concept too. Though, this term makes a dinner conversation go silent. Are we that scared or simply in denial? Death is certain, it is inevitable and is the ultimate truth. As true as that is, we cannot talk about death without talking about life.

Hence termed them, the ultimate duo, where one is incomplete without the other. So let's understand life first.

People say, we're more than just bodies we're souls; and they are immortal. Let's say souls are like energy, that can neither be created nor destroyed. Hence, they only change forms. Now, when someone dies; as I perceive - the name dies and not the soul and the body. They simply change forms. The body returns to nature, where it first originated and the soul chooses a new home. This concept of soul and body changing forms is what people perceive as death. So technically we didn't die, did we? We just changed forms. Then what are we afraid of? Our names, dying.

Moksha, or as some call it mukti - when the soul merges in the source, everything becomes crystal clear and we begin living life. That is death. Irony?

"This place is a dream. Only a sleeper considers it real. Then death comes like dawn, and you wake up laughing at what you thought was your grief."

-Rumi

We are afraid of changing forms that we hush anyone who speaks of that, when in reality we have no clue when that's going to happen. Most people are familiar with deep sea diving. Why is it that we realise the importance of our existence, our breath after we experience something like it (or even a near death experience)? Death is a beautiful thing which makes us realise what life is. It puts many things to an end and also happens to be the start of many! Even the awareness of it, causes realisations to live in the present. Our world is approximately 4.5 billion years old and plenty of moments have passed till now. It is a fact that none of it will repeat itself or come back.

Every moment is special and will only exist once. Right this second, when you are reading this. Gone! At most, you'll be able to create a similar moment, but not the same. The realization of 'living this moment only once' raises a sense of gratitude inside. Our sense of perception widens and we begin to understand the essence of life, and in turn death. Hence, accepting that my name could die any moment, it'll only compel me to live this moment with total awareness.

In my opinion, instead of shutting down any conversation about death, think, try and understand what a beautiful thing we're silencing.

- Ishwari Raut, UID, SEM 3

# CAN HUMANS REGENERATE ?

*Can stem cells advance to a point where humans can regenerate?*

In recent decades, we have made huge advances in creating prosthetic limbs. These artificial limbs support our weight and are adjusted to match our speed. Despite these strides, we can't compete with organisms like salamanders, crabs, starfishes, and lizards. These animals are least bothered by a loss of a limb because they can simply regrow it. The question that arose was - Can humans regenerate limbs? Come to think of it, regeneration is a fascinating process. It'll give humans the potential to be absolutely fearless. However, this is a hypothetical scenario and absurd imagination to question if humans can regenerate limbs.

Brace yourselves for disappointment for the answer to this question. Scientists don't know why mammals cannot regrow limbs. They think it is because humans have complex biological structures. In short, human cells mature to a point where they lack the capacity to regrow. The tissue types involved in this process mature during embryo genesis. They lose the capacity to revert to a less mature state. The "adult stem cells" we refer to, have the potential to replicate but within the specific cell line that they have chosen.

In simple words, limb regeneration is more than just replacing tissues. It requires sophisticated controls to make sure that limbs and organs don't grow out of control. Humans build complex organ systems in the womb. From specific genetic information, a human embryo develops into a complete individual in nine months. So there is a limited ability to regrow things.

Nevertheless, we do regenerate. We regenerate skin, muscle, and blood. It's not as fascinating as regenerating a whole limb but here's the late unpleasantness - regeneration would require the multiplication of stem cells, which is one of the most feared chronic illnesses of all time, cancer. While it seems worthwhile, to give a person their arm back, giving them cancer that kills them before the limb can fully grow would make the whole thing futile.

- Sri Sharanya Sateesh, UID, SEM 3

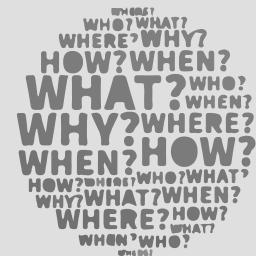




# LIFESTYLE

Is Decriminalization Of Drugs Our Answer  
To Drug Addiction?

Déjà vu







# IS DECRIMINALIZATION OF DRUGS OUR ANSWER TO DRUG ADDICTION?

*“By making a fruit forbidden, you are only increasing its appeal”*

At the dawn of the 21st century, Portugal found itself in the middle of a public healthcare crisis. When the whole European continent was preparing itself for the beginning of a new century, Portugal was struggling to keep its people away from drugs. Due to its geographical location, Portugal served as the focal point of drug trafficking between Europe and South America, and after decades of political turmoil, Portuguese society had fallen into a deep drug crisis. Every 1 in 100 Portuguese was a drug addict and at the end of the 1990s, estimated figure of drug addicts was 100,000.

The model that the Portuguese government proposed to solve the drug problem wasn't creative or out of the box. It was a radical idea but the application of principles solved the psychological complexities of addiction. Being in possession of drugs was no longer a crime, and individuals who were caught were sent to psychologists, social workers, and counselors.

In extreme cases rehabilitation centers were the final destination instead of judicial courts. The harm reduction policy on drugs was first implemented in Switzerland in the 1980s and Portugal implemented the same model because it had nothing to lose.

The situation didn't change overnight and social stigmas didn't disappear in a day. For a short period, crime related to drugs increased, drug dealers profited heavily but it was a long-term policy and it worked.

Awareness around drug abuse spread throughout the country during this time social workers and psychologists helped thousands to overcome addiction and at last, in 2015 Portugal was the country with the lowest drug-related crimes and drug use in Western Europe



The drug policy changed more than drug addiction; it changed the perception of society towards drug victims. Society looked at them as humans who were in dire need of support rather than dangerous criminals. The humanistic approach towards drugs touched the core of the problem, which was something the “war on drugs” attitude of multiple countries failed to achieve

## Decriminalization and legalization

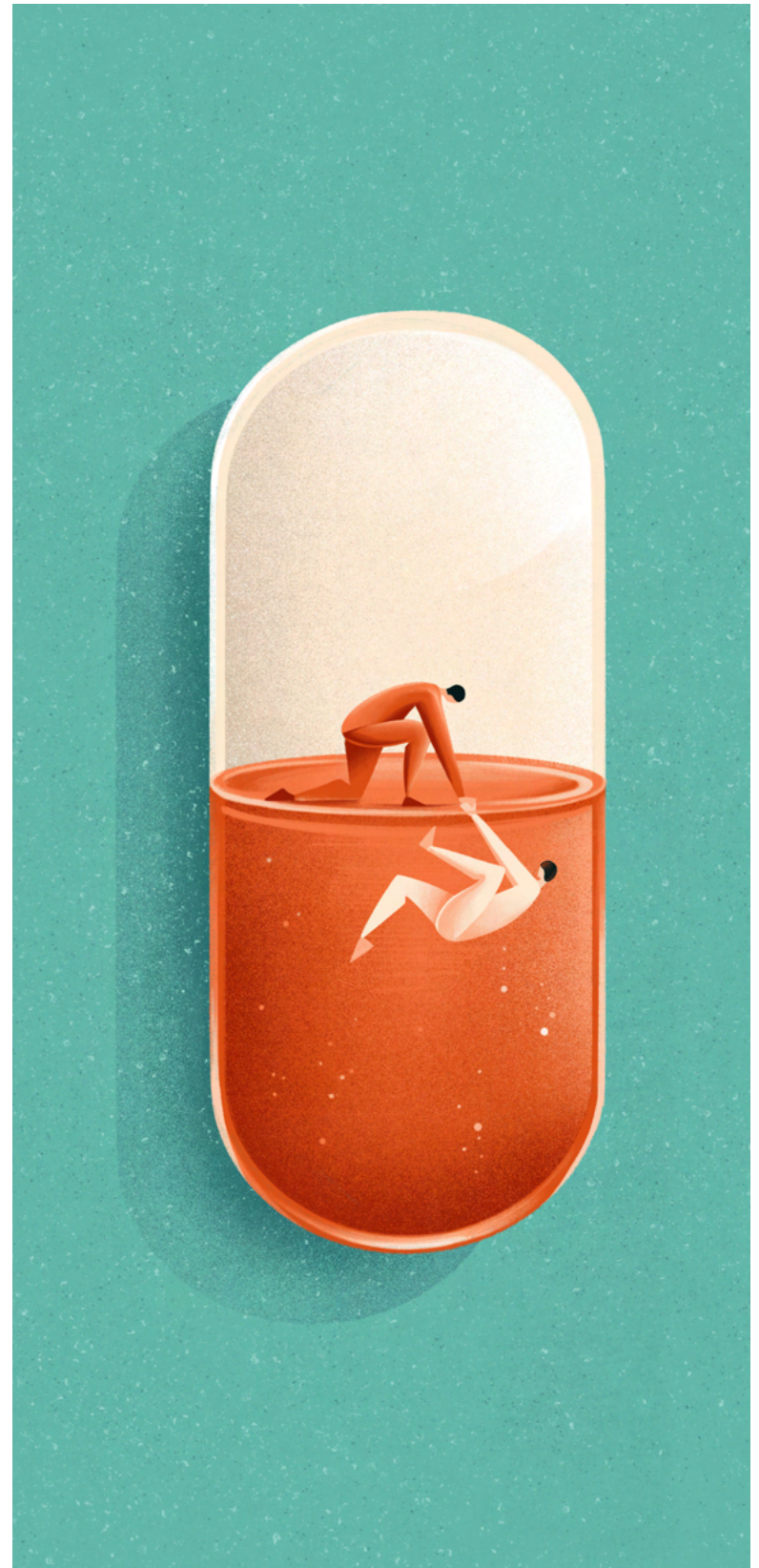
Decriminalization and legalization are different terms in Canada. Distribution or use of cannabis is legal. The focus of decriminalization is on treating drug addicts. Decriminalization has the potential to reduce the burden on the justice system. It also removes the negative consequences associated with criminal convictions for drug use. In decriminalization, we aren't opening the gates of heaven for drug dealers but instead removing the tag of criminals from people who require assistance.

## Can India risk decriminalizing drugs?

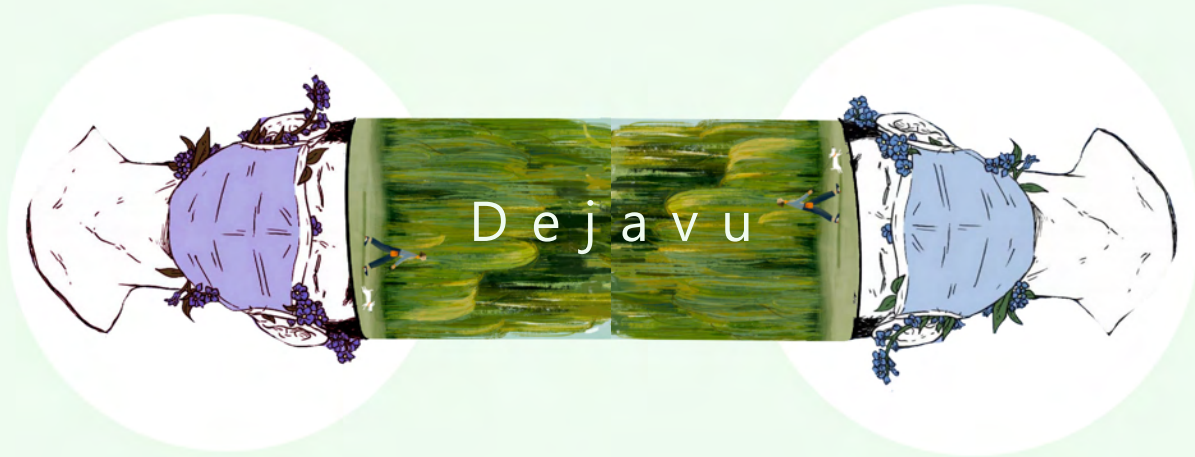
India's population and diversity in culture make every problem unique in itself. India can't copy Portugal's model and that is not because we have a different form of addiction. Maybe our social, cultural stigmas towards addiction are strong, but because our judicial system is destined to struggle, we don't have a strong rehabilitation program compared to other European nations and the Indian healthcare system is limited in resources. One of the key elements of decriminalizing drugs is to remove the role of the law and judicial system and trust the healthcare system. Can we trust our healthcare systems like Portugal, Switzerland and Canada? No, we cannot. Through our little European detour, we learned that to fight drug addiction we

require more psychologists and counselors than lawyers and judges. India might not be in a crisis but criminalizing drug addicts hasn't produced any results meanwhile decriminalizing addicts have already solved problems and societies in respective countries have moved in a positive direction.

-Pranshu Kumar, USLM, SEM 5







- Illustration by Prajjwal Kashyap

## *What really is déjà vu?*

Have you ever had the uncanny feeling of visiting a completely new place that you're certain we've never visited before, yet something in your head tells you that this isn't the first time you've been here? If all of this sounds all too familiar, don't worry you're not alone, it's a common phenomenon that is referred to as Déjà vu.

How déjà vu works is still a mystery. There have been some studies and experiments that have been conducted in order to understand the phenomenon better. Anne Cleary, a cognitive psychologist at Colorado State University, has a hypothesis. She says that déjà vu is a particular manifestation of familiarity. We feel a familiarity even when we shouldn't have it and the feeling is jarring and we're unable to answer questions like when and why we've been in the situation before and that's what is so unique.

Working on existing studies, she has put 298 people to the test. The team built environments in the computer game The Sims - layouts that were spatially the same, but thematically different: for example, a garden and a junkyard. Participants were then tasked with watching videos that showed a first person walk through of a series of scenes.

They were then shown a series of test videos, which were cosmetically different from the study videos, but half of which were laid out exactly the same. At a critical point, the participants were stopped and asked if they were experiencing déjà vu and if they knew what the next turn should be. Around half of the participants reported feeling a sense of premonition alongside déjà vu - but they were no more likely to hit on the correct answer than participants who chose randomly. Therefore the feeling of predicting the future isn't real.

Some other theories suggest that déjà vu is a supernatural experience. They suggest that the reason people experience it is because of having been through those situations in a past life. These claims, of course, cannot be corroborated by any evidence or findings. No matter what you want to believe when it comes to the reason, you can sleep peacefully knowing that they are not a cause of concern.

- Amrutha Jaisanker, UID, SEM 5

# GAMING

# A Bug's Life

# Can Video Games Shape Public Opinion?



# A BUG'S LIFE

*Are bugs in games really all that bad?*

A bug or a glitch in a video game can result from a variety of problems: errors in coding, poor design, bad textures and many other issues that come with the tedious process of game development. More often than not, these errors in the virtual realm of a game world lead to some hilarious incidents which would forever remain in the history of gaming. Although it might sound like an error in code is a flaw, these “mistakes” sometimes end up enhancing the experience and even make an otherwise mediocre game quite endearing.

Bugs have been found in games for a long time, from the garbled pile of code that appeared as a Pokemon named ‘Missing No.’ to the Xbox 360’s ‘Red Ring of Death’.

These anomalies, among others, have become legendary bugs that gamers will remember for years to come. In recent memory, Cyberpunk 2077 had the most disappointing release of 2020 as it was unplayable on old-gen consoles and riddled with bugs and glitches. On the other hand, it was quite enjoyable because of all the strange and often ridiculous bugs that interrupted my play through during the most intense scenes.

I could be discussing the plot to take down a mega corporation with my friend as he helplessly tries to get out of his car which has somehow sunken into the road. An NPC would carry his gun in his hand indefinitely even while he was eating a burger, which was quite the sight. These strange incidents made the otherwise rough experience of Cyberpunk quite enjoyable for me.





Even older games are quite infamous for being a buggy mess but that too is part of the charm, with Bethesda being the game studio that has gone down in history with their buggy unfinished titles.

Some bugs were so iconic that they have become a staple of the gaming community. The floating horses of Skyrim that would fall out of the sky and the sudden death by touching a red car in Fallout 4 are only the tip of the glitched-out iceberg in their games. Humor aside, bugs have been exploited by gamers in a more serious context as well.

Speedrunners have been exploiting glitches for ages. If there's a hole in the code then they will most definitely take advantage of it. One man managed to enter the developers' room in Doom Eternal by simply launching himself into the sky with a certain glitch and landing through a tiny hole in the map. A professional Counter-Strike player once jumped on invisible pixels to gain a tactical advantage over the enemy team as he could literally see the entire map from that angle.

Bugs might be faults in code, but they have become a huge part of the community. To err is human, and sometimes it's the imperfections in these beautiful virtual worlds that remind us of the inherent nature of human life and that it's funny to see a mammoth randomly fall from the sky.

- Nakshatra Roy, UID, SEM 7





# CAN VIDEO GAMES SHAPE PUBLIC OPINION?

*See how the medium of video games can even be used to spread propaganda*

Much like any other form of art, video games are sought after widely for the entertainment value and stories we get to experience within. A lot of these games tend to carry a central message, such as friendship, resourcefulness, and virtue. More quaint games could even represent emotions like ostracization, isolation or depression and help the players sympathize with such groups. It goes without saying that almost any game you pick up will have some or the other effect on the way you perceive things. Now, what if this were taken to the next level?

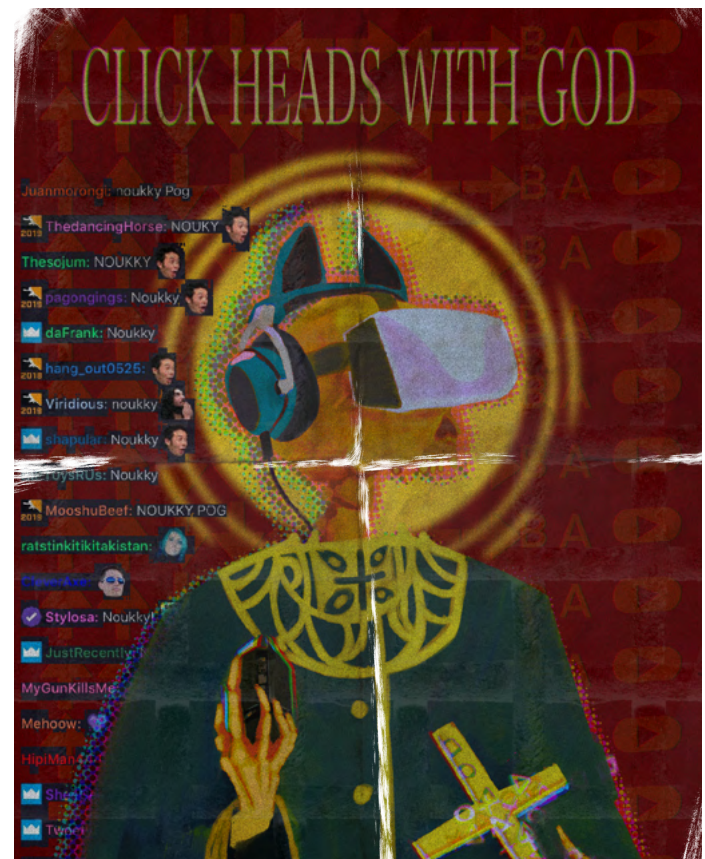
Video games are a powerful tool to influence the opinions of many people. It breeds thoughts the same way print media and propaganda films do, only in a much more niche yet impactful manner. We've all seen military-themed first-person shooter games, such as Call of Duty, Arma and Battlefield. They embody great degrees of realism, inspired by real-world events and groups, and simulate combat that is very similar to real wars.

Violence is one side of the coin, but the ideas put into a player's mind can be twisted and turned by the developers. For example, let's take Full Spectrum Warrior. It was a 2004 game that began as a training simulator for U.S. Army soldiers.

Set in a fictionalized Iraq, the game features a vast urban landscape resembling the Middle East, filled only with Arab men to shoot. But the reality of the war was entirely different, where Iraq was simply suffering. Similarly, the 2003 game Quest for Saddam had you play as a

soldier to complete a series of missions in a desert compound, with the aim of locating Saddam Hussein and killing him. The common thread in such games was that Americans or western soldiers are almost always the heroes and the enemy is some group or country that's seen as a threat to the western ideology.

Even in the east, the governments use video games as a means to shape the opinions of the youth. Anti-Japan War Online, a 2008 Chinese game, is set during the Japanese invasion of China in the early 20th century. Players can choose to play as one of seventeen Chinese characters to fight against Japanese armies, and to help players differentiate between the two sides, they made the Japanese soldiers ugly. U.S. Army soldiers.



- Illustration by Rahul Reddy

This also extends to the domain of religion. For example, Christian video games draw upon the bible's teachings and typically feature combatants that spread the light of Jesus and vanquish an Antichrist force that seeks to oppress them, with a great deal of symbolism sprinkled around.

Propagating religion through games can be taken as either a good or bad thing, but the fact remains that the medium encourages the teachings in a powerful way. When it comes to using games to spread propaganda, rather than steering towards peaceful conflict resolution, the games offer weaponry for your troops to unload on the 'enemies'.

This is a side of video games that often lies unspoken about, but realizing the impact that video games can have on public opinion would be a great asset in the right hands.

- Ackshaj Anand, UID, SEM 5





# SPORTS

India In Ice Hockey

Statistics in sports are misleading







# INDIA IN ICE HOCKEY

Ice hockey is a sport that is slowly gaining popularity in India. Ice hockey is played mostly in places like Ladakh, Uttarakhand, West Bengal, Sikkim, Arunachal Pradesh, Himachal Pradesh and Jammu and Kashmir in the north of India, where cold weather has its presence and the game can be played outdoors. Ice hockey enthusiasts from other places in the country, as well as expatriates from abroad, head to places like Ladakh for the experience of playing in some of the highest rinks in the world.

There are a few artificial indoor ice skating rinks in the rest of the country, such as the Doon Ice Rink in Dehradun, which can accommodate an international-sized rink. The Indian Women's National Ice Hockey team is the ice hockey team representing India internationally in women's. The team is overseen by the Ice Hockey Association of India, a member of the International Ice Hockey Federation. The team was formed in 2016 and currently competes in the IIHF Women's Challenge Cup of Asia Division

I tournament. The Indian national ice hockey team is the National Men's Ice Hockey team of India. They are controlled by the Ice Hockey Association of India and a member of the International Ice Hockey Federation (IIHF).

India is currently not ranked in the IIHF World Ranking and have not entered in any World Championships tournaments or at any Olympic Games, but have played in the Challenge Cup of Asia which is a regional tournament for lower-tier hockey nations in Asia.

- Niloy Lahiri, UID, SEM 5

# STATISTICS IN SPORTS ARE MISLEADING

## *Can we trust statistics in team sports?*

Sports analysts and pundits love numbers and statistics. It is the focal point of their one hour long shows which most of the audience skip. The only way to empirically approve an idea is to back it up with numbers.

In team sports, numbers seem to be the explanation of every success and failure. The sports world follows the norm of evaluating players based on numbers.

Foundationally it is impossible to quantify every aspect of a team or an individual; there are only minor aspects we can measure with absolute certainty.

### Intangible elements in play:

Intangible elements in sports are unnoticeable. These are the elements that can't be observed. These aspects make the same amount of difference as tangible elements in sports.

Sourav Ganguly has 100 catches registered in one-day internationals. Looking at this milestone one can form a false impression of Sourav Ganguly being an excellent fielder but experts are familiar with the fact that his fielding was his weakest point. We will be returning to our beloved dada but look closely at the intangible elements present in two other sports. In basketball, the movement of players away from the ball, matchups, and the velocity of passes have never been officially recorded.

In football positioning, communication, tactical manoeuvring are essential in sustaining a team but there is no quantification. Luka Modric won the football ballon d'or in 2018. There were three legendary players above him in terms of stats, later he was under fire for his rare achievement.





For a normal football spectator Modric didn't deserve the ballon' d'or but the intangible elements present in his playstyles like balance, vision, agility, tactical positioning and movement are nothing short of remarkable. It is only after keenly observing his play one can appreciate the influence he asserts in a match.

### Trophies and improvements are equal:

The Indian cricket team failed to win the 2003 World Cup Final under the captaincy of Sourav Ganguly meanwhile, India won every possible trophy under the captaincy of MS Dhoni. In terms of numbers, MS Dhoni appears to be the better captain than Sourav Ganguly but one cannot quantify the improvement that took place under Ganguly's tenure as captain.

India's triumph in the 2007 and 2011 World Cup started from Ganguly's captaincy. Ganguly captained a morally and mentally distorted team recovering from match-fixing scandals and managed to reach multiple finals and he strengthened the base for leaders like MS Dhoni. He changed the culture of a national team, promoted an aggressive playing style, improved the psychology, and laid the foundation for the future generation. We can compare the number of trophies but can we compare the progress between the two and is there any hope for trophies in team sports without a good base? It's no secret that statistics don't tell the whole story. It is a Grey metric designed to understand some aspects but it's never the answer to our questions. Statistics don't lie but they don't tell the whole story and in an Online world where greatness and failures are determined by numbers, they mislead us more than educate us. Individual excellences undoubtedly play a crucial role in winning and losing but statistics either underrate a player or over rate.

- Pranshu Kumar, USLM, SEM 5





# HOME GROWN

Nomadic Artzz

The Local Foam



# NOMADIC ARTZZ

*‘Where art meets travel’*



Art and travel, the two things that inspired Sai Vikas the most. With an idea straight as an arrow, and passion as unfathomable as nature itself, he started Nomadic Artzz. Where art meets travel.

**Question:** What inspired you to start Nomadic Artzz?

**Answer:** I love traveling and while at it, I explore art and photography. I started this venture in April 2021. Being indoors in the pandemic really inspired me to appreciate nature, the adventure while traveling and experiencing the madness that comes with it. So when I got an opportunity to do that, I grabbed it with no second thoughts. That's how I explored art and learned along the way and that's how Nomadic Artzz began.

**Question:** What kinds of paintings do you focus on?

**Answer:** I delved into abstract painting because it liberated me. It gave me a sense of freedom because there are no boundaries to abstract ideas. Specifically, I focus on digital portraits, abstract paintings, nature photography, fluid art, color splash paintings etc.

**Question:** How did you come up with the name of your venture?

**Answer:** A nomad literally means, a wanderer. While travelling, nature inspired me. It doesn't have a fixed form. Nomads, they go with the flow! Hence, combining those two ideas, I came up with 'Nomadic Artzz.'

**Question:** How did the COVID-19 pandemic affect your venture?

**Answer:** Positively! I would never have started this venture if it weren't for the pandemic. It gave me an opportunity to start Nomadic Artzz Online. I got so inspired that I started this venture without any dilemma.

**Question:** What is your target audience?

**Answer:** People from ages 25-35, I have noticed they are mainly the ones who look for something unique and abstract. I have observed their keen eye on such pieces. People who are interested in knowing the story behind the artwork, understand what goes behind creating it. That is also a parameter which makes them want to buy an artwork.

**Question:** Are you planning to introduce a new range of art?

**Answer:** Yes absolutely, I am planning to introduce 3D models, decorative showpieces soon.

**Question:** How do you plan the costing of the paintings?

**Answer:** I add the material price and my commission for the pricing. I approximately take around an hour to make an abstract or fluid painting. The price range is very affordable considering that. Whatever profit I make, it is invested in the next product. Currently, I am more focused on expanding this venture and bringing more products than actually pondering upon the amount of paintings that are selling.

**Question:** How did you manage the obstacles while building up this venture?

**Answer:** I started Nomadic Artzz with no second thoughts, I was very confident pursuing the same. After a few weeks, I got a little disappointed at the start when I couldn't see the numbers increasing. People did recognize and encourage the work, but didn't buy any products. I feared that it may become stagnant and not achieve those goals he set up for.

That's when I thought of adding new range and variety to this. I started thinking of solutions rather than the problem. How I could make my paintings more appealing and how I could present it in a way that people like it. I developed a page where people could buy my paintings. Also, I'm planning to have an exhibition so that Nomadic Artzz gets more traction. I am still looking for opportunities and hence came across The Blend. I am trying to spread the word as far as I can. The motive is to keep going step by step.





Question: You are pursuing your studies simultaneously. How do you manage your time?

Answer: Since I just completed my masters in industrial design, I am looking for placement opportunities. Having a venture right by your side really helps you stay confident in these times. I am aware Nomadic Artzz won't buy me bread and butter right away, it will be a secondary earning. Something which will keep me satisfied and going besides my job.

Question: Where do you see Nomadic Artzz in the near future?

Answer: I see it as a well known business with people working with me for Nomadic Artzz. I hope the artworks and products get featured in galleries and exhibitions. That's when we get to interact with the audience and truly know about their likings. More travel! It teaches you so much, with experience you learn the craft more precisely. Travel makes your creative space larger and widens your horizons. I would like Nomadic Artzz to grow and reach heights.

Interviewed by: Riddhi Khichi, UID, SEM 5

Written by: Ishwari Raut, UID, SEM 3





# THE LOCAL FOAM



*‘Made of love, made for love’*

On a hot summer day in August, we arrive at our tiny cafeteria, ‘Clockwise’ to meet Ashmi Madia, owner of The Local Foam. She’s all pumped up to be fired with questions as she joins us directly from her class at sharp 11 am.

Ashmi starts by telling us about her school days and how she’s always been a studious student who gives 100% to everything she does. Her outlook on life is simple- live a balanced and fulfilling life. She never mixes her personal and professional life (she refuses to do any business-related work after 5 pm as she strictly keeps after-hours for recovering and rejuvenating herself from the day’s work.) She is disciplined and sticks to her word. She believes in a spiritually involved life and likes pampering her loved ones with handmade presents, which explains the tagline of The Local Foam- “Made with love, made for love.”



Question: What inspired you to start the local foam?

Answer: Whenever I had any skin problems, issues with my hair or with my body, my grandparents and my mother always recommended me to use home remedies and apply naturally available ingredients like besan, haldi, coffee, honey etc. Stating my personal experience, I hadn't used any soap till 8th standard, always applied the home remedies. That's what encouraged me to start something like 'The Local Foam'.

Question: How did the name 'The Local Foam' come up?

Answer: It has to be 'local' because I just wanted it to spread to local people. What we should and generally do at home is what I am selling in the form of a bar. Usually, the besan and other natural ingredients stay till two weeks from the date of manufacturing. This eventually proved to be another reason for me to start the brand.

Question: Which challenges did you face in your business?

Answer: It was during COVID when I started this so no one was ready to buy homemade products and it was a big challenge to convince them to buy my product.

Furthermore, it was a difficult task to provide them with the required information about the product, specifying the ingredients and their characteristics. Initially the question "why should we buy it?" Came up because of the existing competitive brand and lack of user experience.

Question: Tell us more about the manufacturing of the soap bars?

Answer: There are two types of processes to make soaps- The cold process and the Melt & Pour process. I have taken upon the melt & pour process because it is easier to blend all the ingredients and consumes less time to make than the cold process.





**Question:** What are the challenges faced in making soaps with a melt and pour process?

**Answer:** The soaps made with a melt and pour process tend to melt easily which cuts down the product longevity. After attending a few workshops, I was asked to scale and weigh the oils and soap base which increased the longevity of the soaps from 2-3weeks to 4-5 weeks.

**Question:** How did you convince your audience to buy your product at the initial stages of your business?

**Answer:** It was informed to them that during a pandemic they would get multiple opportunities to spend time on themselves, then why shouldn't they use the scrubs which come in a foam bar and use it every day which eventually makes the skin better and relaxed.

**Question:** What kind of products does The Local Foam offer?

**Answer:** The Local Foam offers spa-based bars which have scrubs, sugar, honey and Epsom salt that helps to relax when the aroma spreads and the gentle scrubs are felt on the skin which makes the skin soft and clear. If I am not making soaps, I would make spa salts that can be heated and dabbed on the skin.

**Question:** Do you allow customization of soaps?

**Answer:** I had come up with a menu system. Initially, it was a bespoke brand that made hampers on request. The audience is being provided with a list of ingredients in the form of a brochure stating the properties and benefits of individual ingredients. The customers can choose the ingredients that are to be mixed. Often people ask me for suggestions as to which ingredients to put for a particular skin issue they might be facing.

**Question:** Did the audience feel any difference after using your product?

People did judge the soap by the way it looked. They were in a dilemma whether to use or not but after use, their skin became soft along with pores fading away. In all the soaps, honey was a key ingredient.

**Question:** What kind of audience do you expect?

**Answer:** Audiences who understand the value of homemade soaps and the need for these ingredients are expected to be the right buyers of the product. Ladies staying at home or working women and girls who want to calm themselves and men who really want to feel stress-free at the end of the day can form the target audience.

**Question:** How did you do your marketing?

**Answer:** The Local Foam didn't have any official Instagram page at the beginning. Then I started my own page, which was spreading via social media platforms especially Whats App. I also connected with a café where I have put my cards. But it eventually happened through word of mouth.



**Question:** Where do you see your business in the next ten years?

**Answer:** I see my knitted dream going up in hotels, small customized soaps at hotels like Airbnb, in a lot of houses and gift hampers. The product should make the people feel good about themselves. The exclusivity of The Local Foam is to be maintained. It should always be offered for a special occasion and not for competing in the market.

**Question:** How does your business work?

**Answer:** The Soaps are self-made at home, in the oven. Then the procedure of batching it out and making it cold takes place. The batches never get repeated because they don't have a fixed plethora. It is then wrapped in butter paper and then sent out for delivery.

**Question:** Tell us about the distribution and transportation of your final product?

**Answer:** It initially started in Jamshedpur then slowly spread to Baroda and Rajkot. Shipping has been made to Kolkata, Chennai, Bombay and Delhi. If it's local, the products are delivered by myself. If the shipment has to be done to other states, then the prices of the products remain fixed, the delivery charges may vary.

**Question:** How much time did the catching-up process take?

For the first seven months, it took the baby steps and then it came into action with time and support from my family. There is a website but its information is not shapeable. The only reason I had made it Online was that I didn't have any team to work with. I am the only responsible person for the working of the brand. From making the products to its photoshoot, I do it all as a mother would do for her kid.

**Question: Do you want to take this small start-up to a big organization?**

This business came out of passion, as a hobby. It is the first dream that came out to be successful. What I want to make out of my career is home decor. I will never stop this business which I care for and treat it like a child. I want to do it but at my convenience, because my mind and heart are somewhere else too.

**Question: How do you overcome the fear of being unable to come up in a business since there is a lot of competition in this world?**

Answer: I have been in this place and yes, it can get overwhelming at first when you start a business and see the already flourished businesses and compare it with yours, but I suggest you just go for it, nothing can go wrong if you do it in a systematic approach. I want to take a risk before I turn older and become even more scared of it. If you fail, you try something else. If you don't, then something will come to you.

**Question: How do you manage everything in your daily life along with your business?**

Answer: I priorities things according to my schedule, when I'm not doing business, I don't answer or talk to my clients, that way I have my boundaries set because when I am not doing business, I am either thinking of how to better it and try out new recipes or just taking a break.

**Question: What's special about your product?**

Answer: I have been using sustainable materials like jute, paper, and my stickers are Eco friendly as well. None of my packages has plastic.

**Question: What is your message for the young minds with big dreams?**

Listen to your heart and don't curse yourself when you fail. Everybody has people who try to pull you down, it is upon us to not let it get to your head because it doesn't affect them in any way. I have one last piece of advice, be yourself!

Interviewed & Written by: Neha Naskar Sem 3  
Satakshi Pandey Sem 5



# STUDENT COUNCIL

Karnavati University Student Governing  
Council 2021

Auction Premier League -05

International Yoga Day

# KARNAVATI UNIVERSITY STUDENT GOVERNING COUNCIL

The Student Governing Council is a body of students that handles and represents every event, festival, performance, etc. To make sure each student who is a part of this university lives their college life to the fullest. It is a platform that fills in the gap between the students and the management. We also ensure that the student is living the safest life here at Karnavati University, We celebrate every single festival on the campus from Ganesh Chaturthi to Pongal. So, every single event that takes place on the campus is ideated and executed by this team. Besides this the student council also runs a platform called 'student grievance, where the students can approach the concerned member of the council and talk about their issues.

## ROLE OF STUDENT COUNCIL

- To enhance communication between students, Management and staff Members.
- To promote an environment conducive to educational and personal development.
- To promote friendship and respect.
- To support the management and staff in the development of the college.
- To organize and manage various events and extra curricular activities in college.

## INTRODUCING CHIEF ADVISORS OF KUSGC 2021-22



**Sagar Modi**  
(UWSL)



**Riya Sharma**  
(UID)



**Anushka Shah**  
(UID)

# KARNAVATI UNIVERSITY STUDENT GOVERNING COUNCIL 2021

## CORE MEMBERS



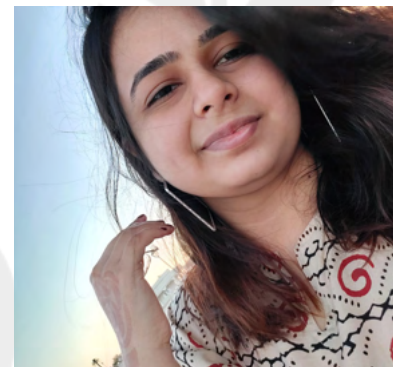
**Shailey Padhiar (KSD)**  
PRO To VC



**Parmesh Upadhyay (UWLSL)**  
President



**Aaditi Rohilla (UWSL, BBA LLB)**  
Vice President



**Kavya Dholakia (UID, FD)**  
Vice President



**Ravi Agarval (UID, ID)**  
Secretary



**Dharmil Kansagra (KSD, BDS)**  
Secretary



**OM Patel (UWSL, BBA LLB)**  
Treasurer





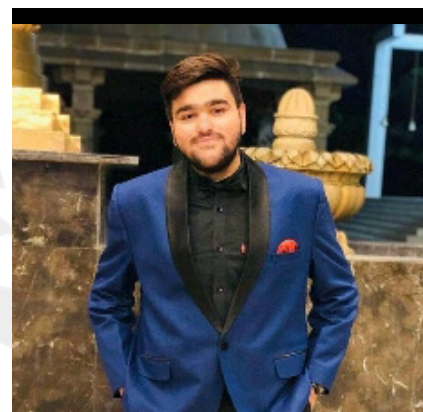
**Nirlok Jaisanghani (UID, PD)**

PRO



**Shreya Maheshwari (UWSL, BBA LLB)**

PRO



**Nilang Soni (UWSL, BBA LLB)**

Student Grievances



**Dhairya Patel (UWSL, BBA LLB)**

Student Grievances



**Riya Chelani (UWSL, BBA LLB)**

Institutional Social Responsibility



**Trishla Khandelwal (KSD, BDS)**

Institutional Social Responsibility

# JOINT SECRETARIES



**Rahul Bhavsar**  
UWSL, BBA LLB



**Suchandrika**  
UID, LSA



**Jonathan George Shajan**  
UID, PD



**Brill Khakhariya**  
USLM, Mass Comm.



**Yasheep Jaisinghani**  
USLM, Mass Comm.



**Jatin Bhojwani**  
UWSB, PGDM



**Vivek Dangar**  
UWSB, BDS



**Riya Parsana**  
KSD, BDS



# GENERAL SECRETARIES



**Lakshita Sangenaria (UWSL, BBA LLB)**  
Academic Committee



**Anjali Bhatt (KSD, BDS)**  
Academic Committee



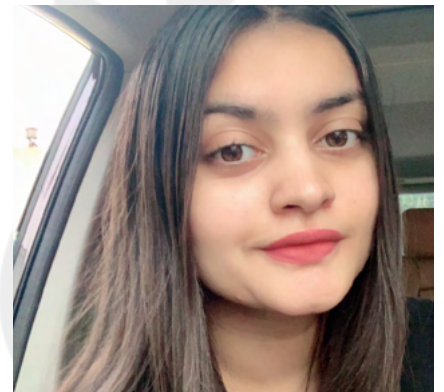
**Khushi Patel (USLM, LA)**  
Sports Committee



**Rajeev (UWSB, BBA)**  
Sports Committee



**Atman Sharma (UWSB BBA)**  
Sports Committee



**Aditi Kawdikar (UWSL, BBA LLB)**  
Cultural Committee



**Zenika Kakkad (KSD, BDS)**  
Cultural Committee



**Sahana Ramavan (UID, PD)**  
Cultural Committee



**Krapanshu Rathi (UWSL, BBA LLB)**  
Operational Committee





**Arpit Maheshwari (UWSB, BBA)**  
Operational Committee



**Shatakshi Pandey (UID, FD)**  
Digital Outreach



**Muskaan Tiwari (UID, VC)**  
Content team (Magazine)



**Yash Cholera (KSD, BDS)**  
Heal The World



**Debasmita Nanda (UID, FD)**  
Heal The World



**Meenakshi Rangnathan (UID, FD)**  
Clubs Committee



**Rajvi Malkan (KSD, BDS)**  
Clubs Committee



**Suchindrika (UID, LSA)**  
Creatives Committee



**Anant Jain (UID, ID)**  
Creatives Committee



**Sanjana Rao (UID, FD)**  
Communication & Sponsorship



**Vishnu Desai (KSD, BDS)**  
Communication & Sponsorship



**Aamet Pratap Sharma (UID, ID)**  
Photography Team



# AUCTION PREMIER LEAGUE - 05

With the reopening of campus, KU-SGC (Sports Committee) is all set to host its continuation of 5th season of Auction Premier League (Football).

Auction Date- 18th August 2021

Kick Off Date- 24th August 2021.







# **CELEBRATE**

## **International Yoga Day**

### **With Karnavati University**

Yoga can help achieve a healthier, stronger and fitter body while untangling your mind, elevating your senses and relaxing your soul. Karnavati University hosted an online soulful yoga session on the occasion of International Yoga Day. The session was mentored by Dr. Neelam Desai (BDS,CYS) , Karnavati School of Dentistry and was such that it transcended the limitations of body and mind.

# SOCIETIES

Haafiza

Izhaar

Kalam Kush

Samaa



# HAAFIZA

From understanding different emotions, Haafiza decided to dive deeper into the aspects of theatre. Theatre has always been more than just acting. It's what happens on and off stage. Through an ice breaking session; members discussed what theatre is to them, why theatre culture is dying and what happens on and off stage. Since the campus was open, sessions for Haafiza happened Online and off line. Performing in a theatre is understanding a writer's thoughts and the emotions (s)he has tried to put down through words. One of the most popular authors to write plays that have immense emotions is William Shakespeare. Members of Haafiza were given different lines from plays written by Shakespeare and were asked to decode the lines

Another activity was talking about the difference between theatre and cinema. Some highlights were; theatre is a dying culture but cinema continues to be popular. This is because theatre travels to different places to perform whereas cinema is broad-casted everywhere at once. Even after being released in a movie theatre, different platforms keep movies to watch at any point in time. Theatre is performed on the spot. The costume changes, stage setting, etc. Cinema takes its time to do location shoots, retakes, editing, etc. Acting in theatre is loud and exaggerated. Cinema makes acting seem more realistic.

To understand theatre through different sets of eyes of the members of Haafiza, everyone was asked to pick a play that they like. By setting no limitation on the kind of play that was to be chosen, many students chose plays that were in various languages. After choosing a play, they had to do an In-depth study on it. Acting is a very crucial part of the theatre, the actors at Haafiza were given On-the-spot situations which they had to enact.

Haafiza had a wonderfully productive two months of activities that kept all its members on their toes.

- Kripa Joshi, UID, SEM 5



# IZHAAR

Social media became such an important platform to showcase, share, post ideas among the gen Z. Izhaar chose the same platform to portray their concept of a viewer going through their social media account and watching different types of posts heavily inclined towards dance. This was done through performances that were compiled by Saran and Shravya. There are four posts on their social media handle (izhaar\_ku) based on different dance forms from across the globe choreographed to suitable music. The first is Bollywood on Vibe Hai by Divine which was performed by Bhavya, Purvasha, Vaishnavi. The second was hip hop on Godzilla by Eminem; performed by Ritu, Shreya Bane Third, K-pop on Left and Right by SEVENTEEN which was performed by Purvasha, Vaishnavi, Bhavya, Prarthana. And last but not the least, C-pop (tutting) on Dive Back in Time by JAWS; performed by Shreyas, Shreya, Shravya.

Social media has been a great platform to keep societies moving during this online culture. It is a great way to grow the societies' social media presence. Izhaar conducted interviews for a 'social media manager'. They eventually found the person perfect for this responsibility - Shweta Godse (2nd-year visual communication department UID) who herself is a great K-pop dancer, having the same vision as theirs with great past work as well.

In another activity, Izhaar used the platform of social media with a series of posts dedicating dance performances to the prodigy in that particular dance field. Up till now, there are three performances dedicated to Guru Kelucharan Mohapatra, Hrithik Roshan, Shobana Chandrakumar Pillai.

Izhaar had two months filled with dance, culture, and new choreographies which everyone can check out on their Instagram!

- Kripa Joshi, UID, SEM 5

# KALAM KUSH

## NUANCED PERSPECTIVES

In a world, where things or each and every statement is questioned, discussing and encouraging positive affirmation to different perspectives/ thoughts made the members interact amongst themselves. The world would be a better place if people understood a perspective on life can be molded, changed, or explained.

This month the society worked on the same, by crafting their thoughts in different forms of literature by introducing two activities. First, penning down different perspectives on the same photograph taken by a member. Furthermore, we introduced an activity 'What's your opinion?' in which we discussed our opinions on questions related to literature. It allowed everyone to appreciate and understand every level of perception and opinion. Lastly, 'Let's Talk Weird' in which we discussed unique and interesting facts about classic underrated writers and shayars to be more aware of different writing styles. After all, the grass is greener where you water it. To conclude, Kalam Kush is a literature society that allows the members to understand the world we live in by interacting and expressing their thoughts with each other.

What did our members say when we asked, "Does one's writing style and genre reveal the personality, behavior and nature of an individual?"

- Sneha Hada , UID, SEM 5





## Lakshya Verma

“One writes because they can’t express it in reality. With the help of writing, one can easily hide how the person actually is and pretends to be a different individual. In my opinion “That’s not the fact.”

## Shreya Chhajed

“Writing is all about being transparent, clear enough to see the blood and the ink flowing through and through the writer’s veins. So how can a Writer not be anything and everything she writes about?”



## Aamet Pratap Sharma

“Every human has multiple faces. So, in my opinion the conclusion is “maybe or maybe not” but we cannot judge a person just only by the way they write.”



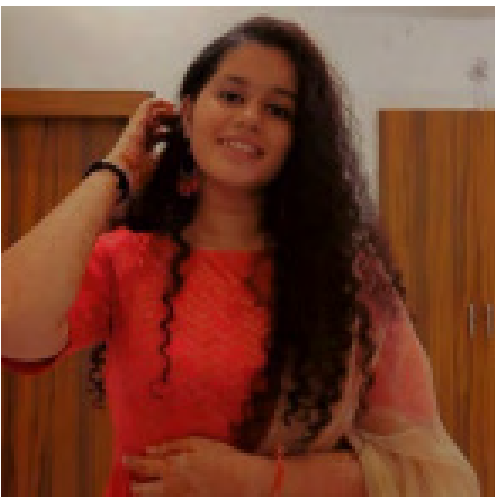


## Priyanshi Mehta

“Everyone has a different sense of understanding when it comes to writing. Most of the time personal experience makes a difference to it, which probably even has an effect on one’s personality and the way they approach things. So yes, I believe that one’s writing style reveals their personality. ”

## Sneha Hada

“I believe writing style in literature may instill someone’s personality as writers reflect and articulate their thoughts while expressing themselves but on the other hand some writers also fascinate and use fiction as their tool. They reflect their thoughts in some way or the other, it’s just human tendency.”



## Diya Bhandari

“Whenever someone writes on a particular topic, it’s either out of their personal experiences about something that they want to speak aloud. They usually have a feeling about it. Soyes!”

# SAMAA

All of us are moved by the music we listen to. A certain vulnerability falls upon us when the music really resonates with us and it is completely normal for a person to fall in love with an artist of their liking. But recently there's been a trend where an artist's personal life, how much of it they share, how much of it gets approved or how often one gets 'canceled', affects the popularity and spread of their art.

Taking into consideration how much mental health is important in today's day and time, it is important that we address how much of an artist's or celebrity's vulnerability, creative space, career, personal life and choices are affected based on how much their fans and followers want to know about them.

The scandals and criticism take up as much space as the praise and glamour. These days, pop culture obsessives are quick to cook up conspiracies anytime a celebrity breaks up, supports something unconventional, changes their appearance or when they make new friends or collaborations. In a wider perspective, this represents an obvious power dynamic shift which gives the fans and the corporate record labels a hold over an artist's creative production and paints an unflattering colour of popular vote and crowd pleasing as opposed to their heart's language.

Music is an art form hence we call the makers, artists. There's an ideal world where the art can be appreciated without any bias towards who created it but maybe the longing need to have transparency and invasion of privacy might just be the blanket over our eyes that keeps us from an unconditional appreciation of art.

We all know the lives of the artists we love and follow around but the unanswered question that stays behind the curtain is that how much of it do we really need to know and how much of it do they owe us to show?

- Vishnu Chandana, SEM 3, Member of Samaa

# FEATURED

Photography

Illustrations

Sketches

3D Arts

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# PHOTOGRAPHY



Neerada Mane-Patil, UID, SEM 5



Sayali Mahajan, UID, SEM 5





Neerada Mane-Patil, UID, SEM 5





Rishika Malhotra, UID, SEM 5



# ILLUSTRATIONS



Pranjal Warwatkar, UID, SEM 1





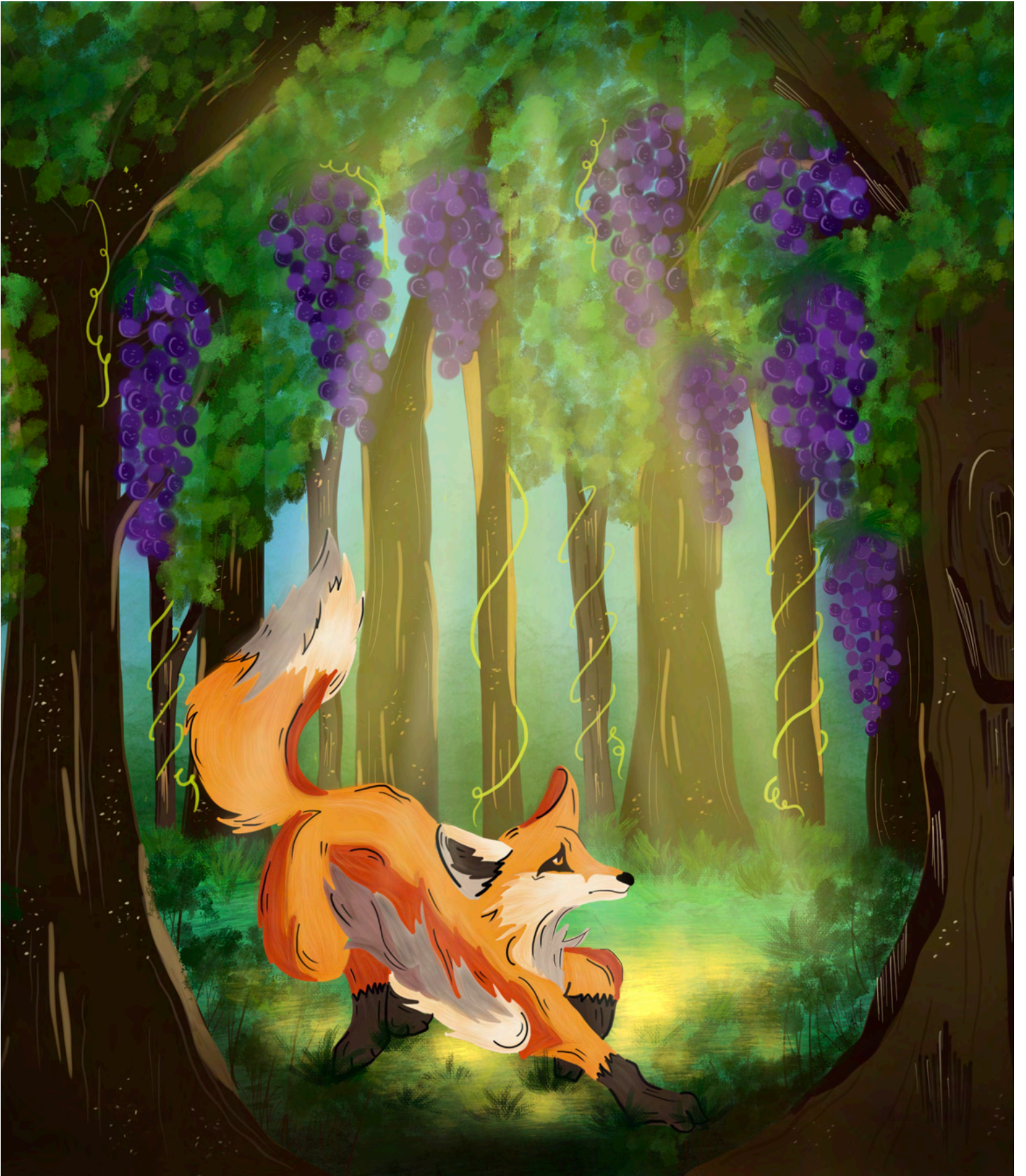
Rahul Reddy, UID, SEM 5





Tamoghna Sarkar, UID, SEM 5





Shrutika Bhandare, UID, SEM 5





Nupura Parulekar, UID, SEM 5



Disha Deshmukh, UID, SEM 5

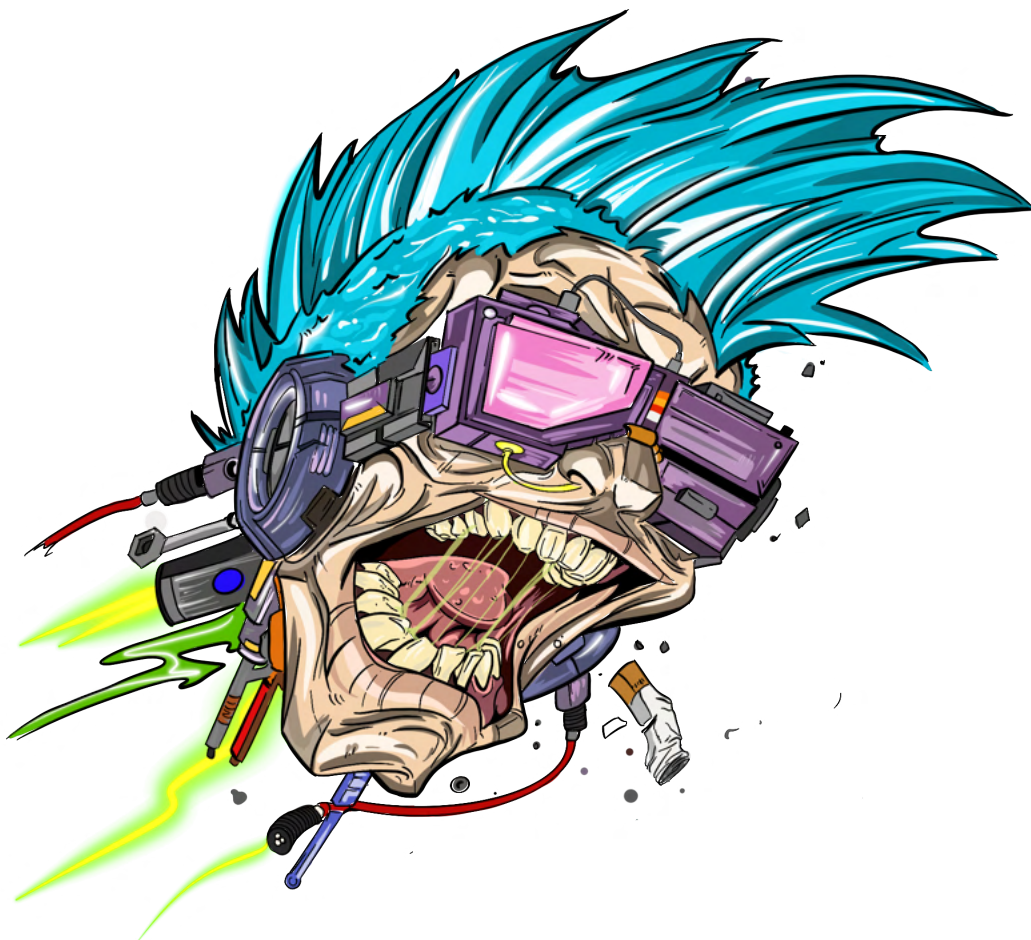




Priya Maji, UID, SEM 5



Manasi Lele, UID, SEM 3



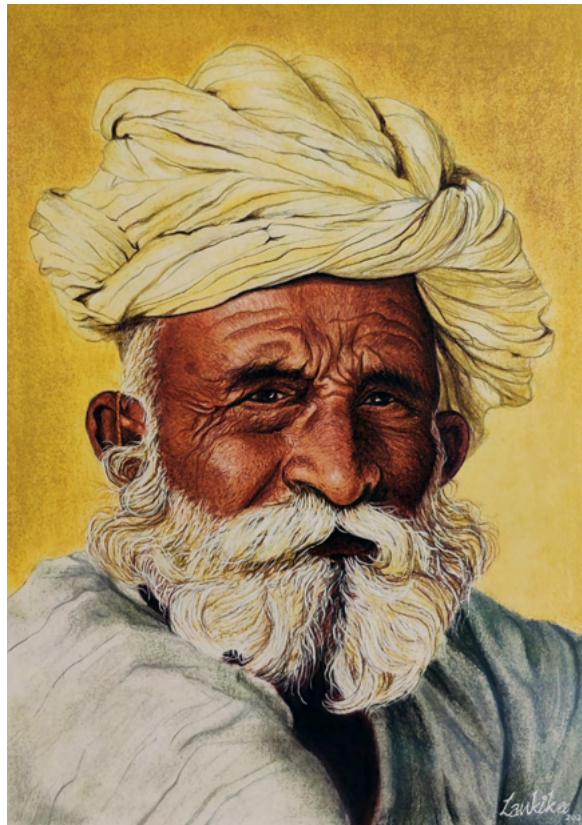
Sanjeevani Nama, UID, SEM 5



# SKETCHES



Atharv Patil, UID, SEM 3



Laukika Yadav, UID PG, SEM 3



# 3D ART WORKS



Atharva Mali, UID, SEM 5



Parth Shikhare, UID, SEM 5



Rohit Paradkar, UID, SEM 5



Deven Patil, UID, SEM 5



# OUR CONTRIBUTORS

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Sakina Mandviwala



Saumitra Pandey



Shatakshi Pandey



Tanvi Mehta



Muskaan Tiwari

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Prathamesh Hindlekar



Dwija Soni

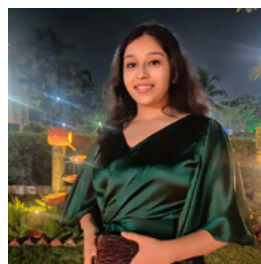
## HOMEGROWN TEAM



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Ishwari Raut



Riddhi Khichi



Shatakshi Pandey



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Aditi Kawdikar  
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Priyanshi Khatri  
Riddhi Khichi  
Srushti Maniar

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Raahul Reddy  
Srushti Maniar

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Nakshatra Roy  
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Kripa Joshi  
Shreya Chajjed

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Nishtha Mittal  
Priyanshi Khatri

## COVER PAGE

Priyanshi Khatri

# FAREWELL



Greetings from me to y'all, one last time!

TheBlend, the brainchild of both Aditi Kawdikar and yours truly, has now successfully become an integral part of Karnavati and its culture and the team couldn't be any more proud of what we've achieved in the past year together. All the diligent hard work that had to be put in, the laborious amounts of coordination required, the extraneous ideation process that was put into a coherent vision by the team was nothing to laugh at, and in my opinion, perfectly reflects just how passionate our students are about the work we do here.

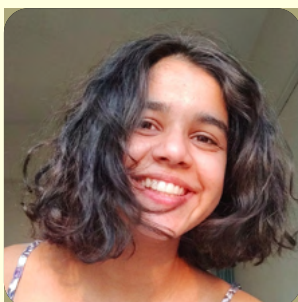
I have given this magazine my level best and I'm also sure that with more time, we would have turned the magazine into something more compelling and engrossing to you guys, the readers. However, now that we've done our part and set up a foundation for the editorial board, I feel comfortable knowing that this magazine can be passed on to a safe pair of hands. The new editors and team are extremely reassuring to me and will do wonders together I bet. I honestly can't wait for the next editions to come out!

I will surely miss working with everyone, including all you student contributors as well. Although, a special shout-out is due to my core team members, without whom the magazine wouldn't have come together in the way it has now. Aditi, Atharva, Aditya, Muskaan, Sakina, Shatakshi, Saumitra, Tanvi and Bhanvi, this one's for all of you!

In retrospect, my journey with TheBlend was nothing but perfect, filled with fond memories with a bunch of lovely people that I got to work alongside with and also achieve something substantial with. I have to thank you all one last time for reading and enjoying what we've worked so hard on, and I hope that TheBlend continues to impact you guys the same way it's impacted me!

Signing out,  
Aaditi Rohilla  
Ex Editor-in-chief/Founder of TheBlend (UWSL)

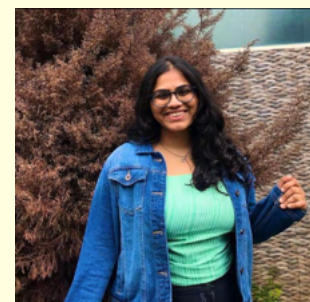
## MEET THE NEW EDITORS



Muskaan Tiwari  
Editor-in-Chief



Vivek Luhana  
Editor



Tanvi Mehta  
Design Editor





By KU- SGC Editorial Board

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