

MAY 2022



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MESSAGE BY DR. GAYATRI RAI

Dear Students,

Summer break is an opportunity to learn new skills and developing hobbies. This time away from everyday School can be wonderfully restorative. Senior students must be busy with their internships and research projects. As USLM is busy with preparations of new semesters, we have attention towards providing you all possible help and guidance for internships and projects. I wish all students to enjoy the summer break and utilizing this time for giving maximum attention to health and skill development and enjoying family time.

Best wishes,
Dr. Gayatri Rai,
Associate Professor & In charge -
Academic Affairs, USLM

DISCOTHEQUE, PROTESTS AND BREAKING THE CYCLE

The agency women lacked since time immemorial in the household and the society, was often gained in social and political movements. Indian Independence Struggle was one of the many examples where the call for a greater purpose erased the patriarchal foundations amongst the struggling multitudes. But as the veneer of public movements falls off, and we go towards stability, misogyny leads the way again!

One of the most detrimental factors to women's rights and movement is the effect caused by irresponsible comments made by public figures and leaders in relation to women. Political battles lay bare the threads of society which bound each individual to another. In a bid to or any queries regarding shivani & my clients,

Please let me know first before messaging Shivani or Nil. outdo the opponent, leaders resort to comments based on slut shaming and moral policing which seek to judge the woman in terms of her gender alone.

One of the party members referred to famous dalit woman leader as a concubine because of the way she gave party tickets. The question to pose is that would the retort have been the same if the leader had been a male. Another woman leader discounted the protest of women on an issue by raising the question on their moral character by claiming they went to discotheques.

These comments entrench gendered thinking and prejudice deeper into the minds of the populace. The discourse makes these observations normal and the de facto judgement. A very well used statement made by public figures is to reduce women into their looks and physical attributes. Whether women leaders, activists or individuals, nobody is spared from this trait that ensures the perception of women does not go beyond the reductive and the superficial.

Individuals whose words are reverberated across the country should be more responsible in their conduct and statement. The ramifications of their statement go beyond their political purpose. But maybe herein lies the irony. The deep seated conservatism has defined these viewpoints as 'normal' for these individuals! They propagate the normal as they understand it.

This further points towards the need for change in society with education and awareness. We need to construct a better discourse and a better world which sees and judges individuals on their merit and person, rather than their gender. We have to build awareness against the tools of inequality and create responsible individuals. The relation between thinking and discourse may indeed be cyclical, but let's break the cycle today!

Ms. Mudita Raj,
Assistant professor of Mass communication, USLM

BIDAAI 2022

On the 10th of May 2022, USLM hosted its first ever farewell (BIDAAI 2022) for the outgoing batches of 2018 and 2019. As they say, all good things come to an end, a very beautiful chapter of one's life ends with their college life. The event began with a grand welcome of the seniors as they all walked in amidst the thunderous applause, dressed up as their favourite Bollywood stars. Next on, our host for the event, Janvi, took us all on a trip down the Memory Lane as she reminisced some of the best moments spent at the Alma mater. A fun Bollywood trivia session ensured everyone was all geared up and cheered up for the party, after the nostalgic account. The head of the department, Dr. Gayatri Rai graced the occasion with her presence. The other faculty members joined the event too, to bid a final adieu to their dearest students.

Gayatri ma'am imparted her wisdom and congratulated the students. This was followed by a super fun speech by Preeti ma'am. She fondly recalled the good times with the batch and added a personal touch to it. Next up we had our beloved Himanshu Sir on stage. He appreciated the growth he has seen in the students. Then it was Purnima ma'am who touched our hearts when she said 'kaam jab bhi Karo, ishq ki tarah Karna.' Various other faculty members present their shared their experiences with the batch along with some precious advice for future.

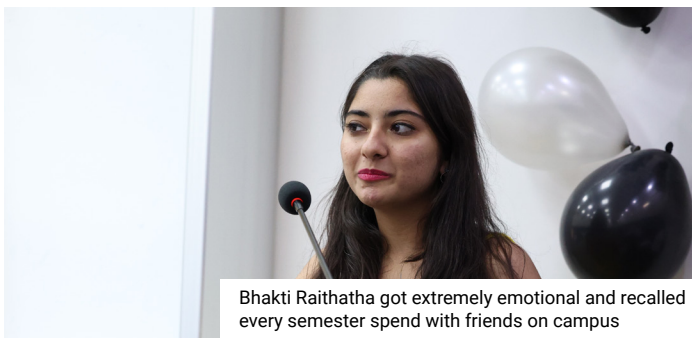
After this, the juniors performed a dance-drama depicting college life at KU. This was a visual treat and was thoroughly enjoyed by all. The seniors were also presented with mementos to help them remember some of the best days of their lives. The event proceeded with an award function, wherein various titles such as the best couple, Mr. And Miss fashionista, best friends etc were given. Professors presented crowns and tiaras to the awardees, and they all looked adorable wearing them. A short audio visual was screened using the merry memories made on this journey. This really made everyone nostalgic.

Lastly, a few seniors spoke about their best days at college, friendships they cherish the most, and professors they admire the most, and expressed their gratitude. The dance floor was then opened for all and everyone had a merry time. The event concluded with refreshments at the mess. It is very rightly said, goodbyes are never easy. The place you all have in our hearts, will forever be yours. Batch 2018 and 2019, you'll be missed!

BY – MAHEK RAMNANI
SEM-5, USLM



All the seniors



Bhakti Raitatha got extremely emotional and recalled every semester spend with friends on campus



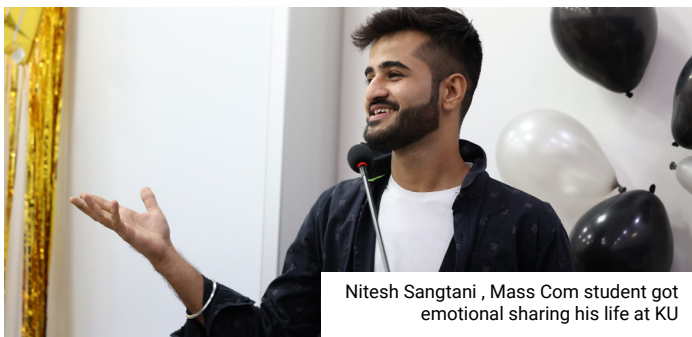
DR. Gayatri Rai addressing the students



Madhura Halde - classical dancer graced the event by her stupendous performance



Mass Com student - Sarthak Sahni sharing his journey at USLM, KU



Nitesh Sangtani , Mass Com student got emotional sharing his life at KU



Ria Raj and Kanishq Tejura - students of 3rd year performing on Bollywood songs



Seniors excited to attend the farewell



Student sword involved in a fun activity with Juniors



Students of SEM IV performing on PAPPU CAN'T DANCE SAALA



Thrilled and fun filled dance by SEM IV, Liberal arts & Mass Communication



USLM Faculties witnessing and participating in BIDAAI 2022

HERITAGE WALK

On 5 May 2022, the students of semester 4 Mass communication explored the glorious heritage of the old city of Ahmedabad. The legacy behind the 12 Darwaza, encapsulates the aroma of the pols of Ahmedabad with the fantastic architecture, sustainable sewage system, and the authenticity of the ancient Gujarati culture of Ahmedabad. The Mass communication professor, Ms. Aditi Shishoo organized the trip. Ahmedabad was honored with the title of 'Heritage City' by UNESCO, carrying the legacy of the walled city. The importance of the culture is magnified by dealing with the domain of Mass Communication. Experiencing the bits and pieces of the lives of the people of the old city of Ahmedabad was refreshing. Walking in the small lanes of the old walled city with humongous history with captivating architecture and an astonishing color pallet of culture, hustle, and simplicity was an experience that can never be put into the words.

The trip started with the Swaminarayan Temple, Kalupur which was followed by 22 stops more. Kavi Dalpatram ni Chowk sheds the light on the aspect of the loving relationship between the granddad and children, with the importance of 'Otlo'. Lambeshwar ni pol, Shantinatnaji Mandir at Haja Patel ni pol, the architecture of these pols are very strategic from the War perspective. Students visited the 'secret passage', Shantinathni pol. Astapadji Derasar holds very significant religious importance, it enshrines the idols of the first Jain Tirthankar and 24th Jain Tirthankar Mahavir Swami. Calcio dome is the specimen inspired from the Buckminster fuller's work, which served as the showroom + shop for Calcio mills. This dome collapsed in the earthquake of 2001, and High Court has given the verdict to reconstruct it again. Students visited the very old Ahmedabad stock exchange market, the Chandla pol, Rani-no-haziro, and Badshah-no-Haziro. This shows how old Ahmedabad city served as the homes to the different religions. The last stop for the walk was Jami Masjid, which endorsed the architectural styles of Gujarati and Islamic architectural styles.

The end of the beautiful heritage walk was with the fresh and lip-smacking Guju breakfast at the oldest Fafda house- Chandravilas, Manekchowk.



Guide explaining the lifestyle, intricacies and culture of Old Ahmedabad



Adore the heritage and art of the city



Gen Z getting enriched about the heritage



The beautiful old city, Pole of Ahmedabad



The Clock Tower



Intricate and historic art



HERITAGE WALK AHMEDABAD

End of the City Tour with Prof. Aditi Shishoo on the extreme right





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