

The unseen hands that keep VN clean

— Anushka Jain —

— Viraj Gaur —

Viman Nagar prides itself for being an upscale locale. There is an abundance of high-end eateries, elaborate housing societies some of which are frequented by university students and young working professionals.

Getting things to run like a well-oiled machine is a responsibility which must fall on all sections of Viman Nagar's residents. However, ensuring that the trash from all the upscale locations doesn't end up disrupting the everyday routine falls on its conservancy workers. Working tirelessly throughout the day, these workers head back to homes boarded up behind tall buildings, way out of sight.

Kalabai Pawar (55) is one of such many workers of Viman Nagar, responsible for collecting, sorting and loading dumped garbage onto the municipality's garbage trucks. Work begins for her every morning at 7 AM and ends by 7, in the evening.

But working for the municipality isn't all Kalabai does. A worker, among the thousands on the municipality's pay roll, she finds her pay so meagre to sustain herself that she works two jobs in a day. Once the garbage is sorted and the buckets are dumped, she heads off



Workers sift through waste without any safety equipment

to one of the many upscale societies in Viman Nagar. Just to earn a few hundred rupees more and support her six-member family.

The sole breadwinner in her family, Kalabai earns roughly Rs. 200 on a good day. Every now and then she finds herself unable to work, perhaps impaired by a glass shard disposed carelessly into the unsorted trash or left sick due to her aging health.

It's a tough life for Kalabai, who migrated to Pune from her village in Maharashtra's Aurangabad district for work. While her village receives too little rain to farm, her life in the city leaves her wanting for dignity.

"All the cooking in my house is done by my daughter-in-law. I don't feel very clean, letting my grandchildren eat food cooked by my hands", she confesses. Legally required to distribute soaps

in recent times the Pune Municipal corporation has not provided the sanitation workers with them. Meanwhile, authorities distribute safety equipment such as gloves and suits among the sanitation workers. However, most of them, like Kalabai, do not find them comfortable to work in. "We have to open the tightly knotted plastic packets to get to the garbage, we can't do that when we are wearing (the municipality's distributed) gloves. The protective suits that the municipality distributes are not comfortable to work in under the heat so we hardly wear them as well", she says.

"The protective suits that the municipality distributes are not comfortable to work in under the heat."

A resident of Viman Nagar's Yamuna Nagar slum, Kalabai shall continue to work with the sanitation department for many more years to come. However, a lack of adequate safety measures, sympathy and understanding harangue not just her but many other workers. Left disillusioned by the municipality's policies and continued promises of improvements, Kalabai doesn't believe things would change for her and her co workers.

Photograph: Akshata Tilwankar

Prateek Kuhad takes the stage at Symbhav 2019



Kuhad on stage

— Sahana Iyer —

Symbhav, the annual inter-college fest of Symbiosis Law School in Viman Nagar, was hosted from February 22 to 24, 2019. Every year, the fest presents the performance of a well-known artist.

Last year featured the commercially hit performance of Farhan Akhtar. This year, the fest catered to the niche audience of indie music, now growing popular among college students. Popular indie artist Prateek Kuhad performed his sober tunes at the fest.

While the tickets were sold out for the event, only a mellow number of people showed up for the concert. Despite the delay, people were happy with the execu-

SSLA hosts international gender meet

— Srishti Patnaik —

It was an enriching weekend for the students of Symbiosis as the Annual International Gender Conference on 'Women in Urban Spaces' was conducted by the Symbiosis School for Liberal Arts in the SVC Auditorium on 1st and 2nd March, 2019. The event was kick started with a pre-conference to set the mood, conducted on Friday, 28th February, which included Book Readings by Dr. Ramya Ramanath from De Paul University. The pre-conference ended with the screening of 'Danzon', a 1991 film directed by Maria Novaro, coupled with an in-depth conversation with Professor Gayatri Chatterjee.

Day One of the Conference started on an interesting note with Dr. Michele Morano from the De Paul University talking about how something as common as storytelling can be used as a method to empower women and girls and make them look at themselves in a completely different light. After this session, Chancellor Professor Dr. S.B. Mujumdar addressed the gathering at the inaugural function held at 12:30 pm. The conference was divided into four tracks. Discussions and question-answer sessions based on Track 1 (Women and Citizenship) and Track 2 (Women and Healthcare) was conducted on the first day while Track 3 (Women and Work) and Track 4 (Women of Eminence: A Stronger Voice) were discussed



An audience member asks a question

on Day Two. Veteran professors and professionals from various fields such as Dr. Meeran Borwankar (Former Director General, Bureau of Police Research and Development, India), Chaitali Banerjee Roy (special correspondent, Arab Times), Meghna Marathe (Consultant at the Department of Social Initiatives, Forbes Marshall),

Sutapa Banerjee (Independent Director and Visiting Faculty, IIM Ahmedabad) and Dr. Kiran Bedi (Lieutenant Governor of Puducherry) shared their invaluable views and opinions on how the existing male-centric world can be tailor made for women so that they feel safer, more empowered and confident to pursue their career and make independent decisions.

Photo: SSLA Documentation Team

TOP PICKS

The Umbrella Academy

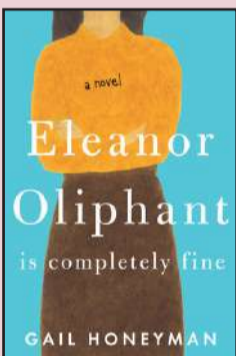
Aashna Kaul



If there is one series that can hold a lamp in front of Marvel it has to be Netflix's *The Umbrella Academy*. Focusing on the dysfunctional and super-powered family of siblings adopted by an emotionally distant billionaire. The show seems fresh with the inventive action sequences which are brilliantly executed. The season does lose the plot in the middle leaving you with the feeling of boredom. You'll almost have to force yourself to watch it at one point. The story involving Vanya and her love interest seems half baked. That being said, *The Umbrella Academy* has the potential to be someone who can challenge Marvel's throne with its truly exhilarating plot and storyline.

Eleanor Oliphant is Completely Fine

Vishab Thappa



The 29-year-old accounting clerk Eleanor Oliphant tends to stick to her routine; work all week, buy a supermarket pizza and two bottles of vodka on Friday, and spend the weekend alone in a

drunken stupor waiting for Monday to arrive. Eccentric, awkward, and judgmental, Eleanor might sound like the very definition of an anti-heroine, yet in the debut author Gail Honeyman's hands, she is refreshingly honest and utterly relatable. There is consistency in Eleanor's voice throughout the book and it's amazing how thorough her off-beat perspectives are. Honeyman raises really difficult issues about how easy it is to be lonely these days.

Taco Bell, Seasons Mall

Nayanika Mukherjee



As an introduction to American Tex-Mex cuisine, Pune's first Taco Bell has room for improvement. The crispy outer goodness that is the shell of their Naked Chicken Taco (Rs. 99) is left incomplete due to the lacklustre sauce and pico de gallo inside. Same story for their Soft Shell Taco with Pinto Beans (Rs. 79) and Cheesy Double Decker Tacos (Rs. 129)--soft tortillas bearing underwhelming fillings. The saving grace, though, is their thickly-cut Mexican french fries, and unlimited soft drink refills.

Nevertheless, if you're craving some Tex-Mex, you're better off sticking to Mexican Rodeo

MSRTC slashes bus fares by upto 25%

Yash Agarwal

In a welcome move for commuters, the Maharashtra State Road Transport Corporation (MSRTC) has reduced the ticket prices of its Shivshahi class of sleeper coaches by around 25% on most routes. The actual fare reduction is in the range of Rs.230 to Rs.500 for different routes, depending on the distance. An MSRTC official said that the fares have been cut for its sleeper coach service keeping in mind the demand by the customers and the competition in the market. He also pointed it out that suggestions and demands for this reduction in fares were made by MSRTC officers from across the state. Another factor which went into consideration was the recent fall in fuel prices, which again warranted a fare reduction.

Bus Route	Old Fare	New Fare (Estimates)
Pune - Nagpur	Rs. 1990	Rs. 1485
Pune - Amravati	Rs. 1600	Rs. 1190
Pune - Kolhapur	Rs. 470	Rs. 360

New and reduced fares by MSRTC for Shivshahi class of sleeper coaches

It is a widely accepted fact that the introduction of such high fares by the public transporter had made private transporters much more attractive to the commuters. The recent decision will shift the preference back in MSRTC's favour given lower fares are the most important consideration when making a choice for most commuters.

In related news, The state transport department also decided to add 1,000 buses to its fleet, taking MSRTC's total to 2,000. Of these, 600 buses are to be owned by the MSRTC and 400 are to be run on a contractual basis. This comes on top of electric buses being added to the public bus fleet in Pune city.

K-pop concert film frenzy at Indian cinemas

Nayanika Mukherjee

If you've used the World Wide Web within the last year, chances are you've heard of the meteoric rise of K-pop, or Korean pop music, in India. With a vivacious musical style and hefty production value, the genre's popularity in the subcontinent has been spearheaded by boy group BTS (Bangtan Sonyeondan, i.e. Bulletproof Boys). The septet saw the release of their second concert film, *Love Yourself in Seoul*, at select cinemas in 37 cities across the country. The film is a multi-camera recording of BTS' inaugural concert at their 2018 world tour, which began at Seoul's Olympic Stadium.

PVR Cinemas at Phoenix Market City, Viman Nagar was one of the prized locations in Pune for the single-day screening on February 2. Tickets for the show had sold out within a few hours of release. As attendees walked in, the theatre's quiet hum was replaced by fan chants and complex choreography, while BTS songs played on the speakers. Families were decked up in the band's merchandise; even toddlers could be seen walking about in official t-shirts. Barshana Panigrahi, a postgraduate media student and long-time K-pop listener, attended the film's 12:00 pm



Fans pose with posters and merchandise after a screening in Tamilnadu.

show at the mall. "I thought it'd just be on a screen, so maybe I won't enjoy enough, but the crowd blew me away. We sang, danced and some of us even cried together," she explained while describing the success of the film. A major K-pop group is yet to hold a concert in India, making the film the closest a fan could get to experiencing the genre in person.

The response was similar at shows all across the country, spanning locations from Jammu to Mysore. PVR Cinemas had spent considerable time on the marketing efforts in the weeks leading

up to the release via PVR Live's Twitter handle. The hype was further amplified by two national BTS fan clubs who share the name, 'Bangtan India'. Since K-pop listeners are restricted to a scattered urban demographic, these organisations provided estimates to theatres on how many fans planned to attend. Moreover, they helped organise an encore screening on February 10 to accommodate the growing demand. They also provided free souvenirs to the over 26,000 viewers of these screenings at PVR Cinemas across the country.

Photograph by PVR Live

One man's journey- sharing a meal today

Jivraj Karande

In our country hundreds sleep hungry every night, not because of famine or drought but because they didn't have anything to eat. Dr. Ameya Ghanekar, a 28-year-old corporate trainer from Pune set out on a journey through North India with the goal of sharing a meal with a stranger under his pet project 'Trusting The Unknown - Sharing A Meal Today.'

He started his journey from Dehradun on December 29, 2018 and gradually moved to Rishikesh, Mussoorie, Chopta and Tungnath.

"Giving away food is a good gesture



Dr. Ameya Ghanekar (right) serving a customer (left)

but sharing a meal with someone we don't know that's the part that makes

a difference. One could have awesome conversations, cherish the diversities, make a friend, learn something new, contribute to someone's life and more."says Dr.Ghanekar who is currently living in Dubai.

Recalling from his memory,Dr. Ghanekar says he met a beggar on the streets of dehradun with whom he shared a meal. "I got him two parathas ,through his actions, he showed me that he couldn't break bread and that he was hearing and speech-impaired. I had tears in my eyes at that moment."

Photograph by Jivraj Karande

“ Don't take life too seriously. You'll never get out of it alive. — ELBERT HUBBARD

Exploring the cold desert



— Kritka Singh Bisen —

When I got the opportunity to explore the trans Himalayan region of the country I was super stoked, to say the least. Only when I started my journey from Pune to the small village of Khangsar and went from an airport to a lonely government bus stand I understood that I had lost all my strength from point A

to point B. Only after having lived in a small village for a week in temperature going as low as -30°C. I discovered my strength to withstand anything again. The journey to Ladakh and beyond was made up of only laughter, new bonds and innumerable cups of tea and bowls of thukpa.



Top Left- Capturing and observing Cham dance at the Chemday Wangchok Festival, Ladakh. 2018.

Top Right- In an open field in the trans Himalayan region of Khangsar village, Lahaul and Spiti, Himachal Pradesh.

Bottom Left - A cold day after snowfall in Ladakh. Autumn end 2018.

Bottom Right - Trying to see the activity from thr terrace on a cold winter day with heavy winds in Hemis, Ladakh.

Apeksha wins Ms Orion title



Miss and Mr Orion 2019

SCMC Reporter

SCMC Sem-II student Apeksha Gurnani, alongwith Atharva Wankhade, were declared Miss and Mr Orion 2019 at an event organised at the Symbiosis Institute of Management Studies (Khadki campus) here recently.

The event was judged by Femina Miss India Andhra Pradesh 2017, Srishti Vyakaranam, and faculty members of SIMS.

Eight participants were selected out of 56 entries on the basis of online submission of photographs and a video of their talent round. These eight contestants had to go through two rounds. In the first round the contestants were given 90 seconds on the stage with a track of their choice to walk and impress the judges. This was followed by a question-answer round wherein each participant was asked two questions. They were judged on the basis of their poise, attire, posture, walk, speech and content.

Both winners were awarded a cash prize of Rs. 10,000 each.

Prateek Kuhad takes the stage at Symbhav 2019

contd. from pg 1

tion of the event. "With the food stalls and the security, it was well-organised. It's a given that the artist will come a little later than been displayed. The time officially given was 6 pm but it started much later. But the atmosphere was good.

And I think it's better they called Prateek Kuhad this year. Last year, they had called Farhan Akhtar and a much larger contingent of people turned up to watch his performance.

So this year, the concert was not filled with people and had a fun, chilled vibe", said Guneet Kaur, a member of the audience.

Apart from this performance, which was undeniably one of the more popular events of the festival, there were numerous other events that saw high participation from the sister colleges.

These include Mr. and Ms. Symbhav (modeling contest), Hogathon (speed eating contest), War of DJs, JAM (Just A Minute), various other sports, creative, gaming, performing arts and quiz contests.

Reinventing the disc: albums of 2018

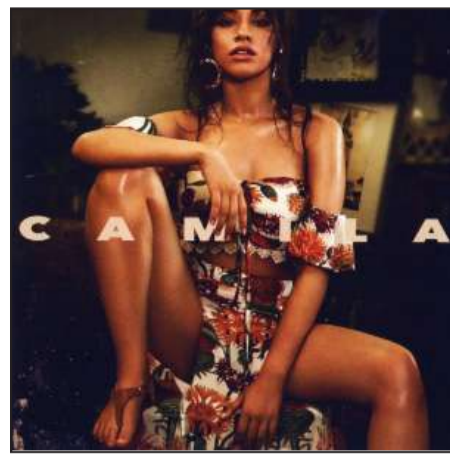
Viraj Gaur

Kamikaze was unexpected. For most fans and critics, Eminem has been on a steady decline after the release of *Encore* in 2004. *Marshall Mathers LP 2* (2013) was a blip but *Revival* (2017) was heavily trashed by critics across the board. *Kamikaze*, released in August last year, may have received mixed critical reviews but it was rarely described as boring or predictable; many see it as Eminem's return to form. The 14 track album features collaborations with rising artistes like Joyner Lucas and Royce da 5'9", with hits like *Lucky you* and *Fall reaching top of the charts*. *Kamikaze* has hit platinum in several countries including the United States.

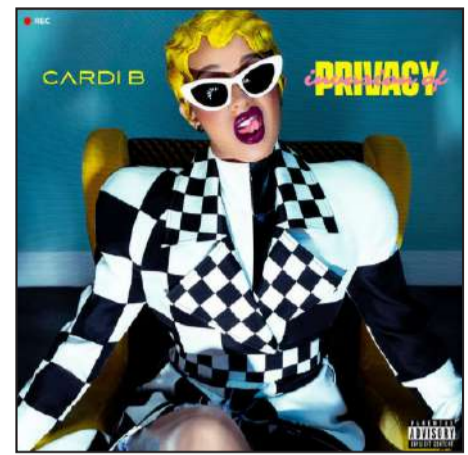
This album took a dig at several modern rappers, inciting controversy. In September rapper Machine Gun Kelly released *Rap Devil* a diss track targeting Eminem. In response to this Eminem released his own diss track titled *Killshot* which made the biggest hip-hop debut on YouTube.

Another album that made waves last year was Camila Cabello's self-titled *Camila*. The track *Havana* from the album made it to the top of global charts and stayed there for weeks. But the rest of the album is also worth listening to. It is as refreshing as one can expect a debut album to be, with some interesting takes on what modern romantic melancholy sounds like on a record. The album was well received critically.

Cardi B is another artiste who made an explosive debut studio album in 2018. Her album *Invasion of Privacy* has been acclaimed as fierce, funny and delightfully unique. Cardi has collaborated with a pantheon of artistes to craft a hip-hop album which displays a mix of several genres. With *Invasion of*



Camila by Camila Cabello



Invasion of Privacy by Cardi B



Kamikaze by Eminem



Kids See Ghosts by Kanye West and Kid

Privacy, she has capitalised on her *Girls Like You* fame and cemented her place among the most popular female rappers of all time.

Meanwhile Kanye West, who has been a critic-favourite ever since his debut into the hip hop scene with *The College Dropout* in 2004, was on a hiatus in Japan last year. There, in an obscure studio, forgotten by the world, he recorded

and released the album *Kids See Ghosts* in collaboration with the rapper and actor, Kid Cudi. The album is a collection of tracks which are best described as whimsical and experimental. *Kids See Ghosts* might be an insightful prelude to Kanye's much-awaited studio album *Yandhi*, which was due to be released in January this year, but has been postponed several times.

Are brands capitalising on star couples?

Pari Tavate

Last year was the year of weddings and romances for the stars of Bollywood. Every month had an influx of carefully curated pictures from picturesque weddings, tapping into the sentiment of the millennial audiences. With this, the celebrity couples saw a lot of paid partnerships and brand associations. Reading further into it, we can understand how it can be correlated to their equity in the public domain.

Several brands which cater to families or the middle class households choose to take married couples as their ambassadors. This works in favour of both the celebrities and the brand. Getting romantically involved increases popularity on social media for the celebrity, and the brands can bring in the reliability element for their target audience. For example, prior to their wedding, both Neha Dhupia and Angad Bedi's followers on Instagram grew. They made brand associations with Himalayan water and HumansOfBombay.

Association of couples sharing the load in household chores have also been observed in advertisements like Aishwarya Rai Bachchan and Abhishek Bachchan for Prestige cookers, Saif Ali Khan and Kareena Kapoor Khan for



Virat Kohli and Anushka Sharma in Manyavar

AirBnB, Shah Rukh and Gauri Khan for the interior décor company, D'décor, Virat Kohli and Anushka Sharma for Manyavar and Amitabh and Jaya Bachchan for Tanishq Jewelers.

Many experts state that advertisers utilise the reach of these celebrities

individually. Clubbing their popularity guarantees a greater visibility for their advertisement. Moreover, their familiarity from films paired with the on-screen candidness with their real-life partners allows the audience to connect with the brand.

Printer Publisher: Dr Sreeram Gopalkrishnan

Editor: Amitabh Dasgupta

Editorial Team: Batch of 2019 (Journalism)

SYMBIOSIS
CENTRE FOR MEDIA & COMMUNICATION

A publication of Symbiosis Centre for Media and Communication (for internal circulation only)

Write in to thescmchronicle@scmc.edu.in