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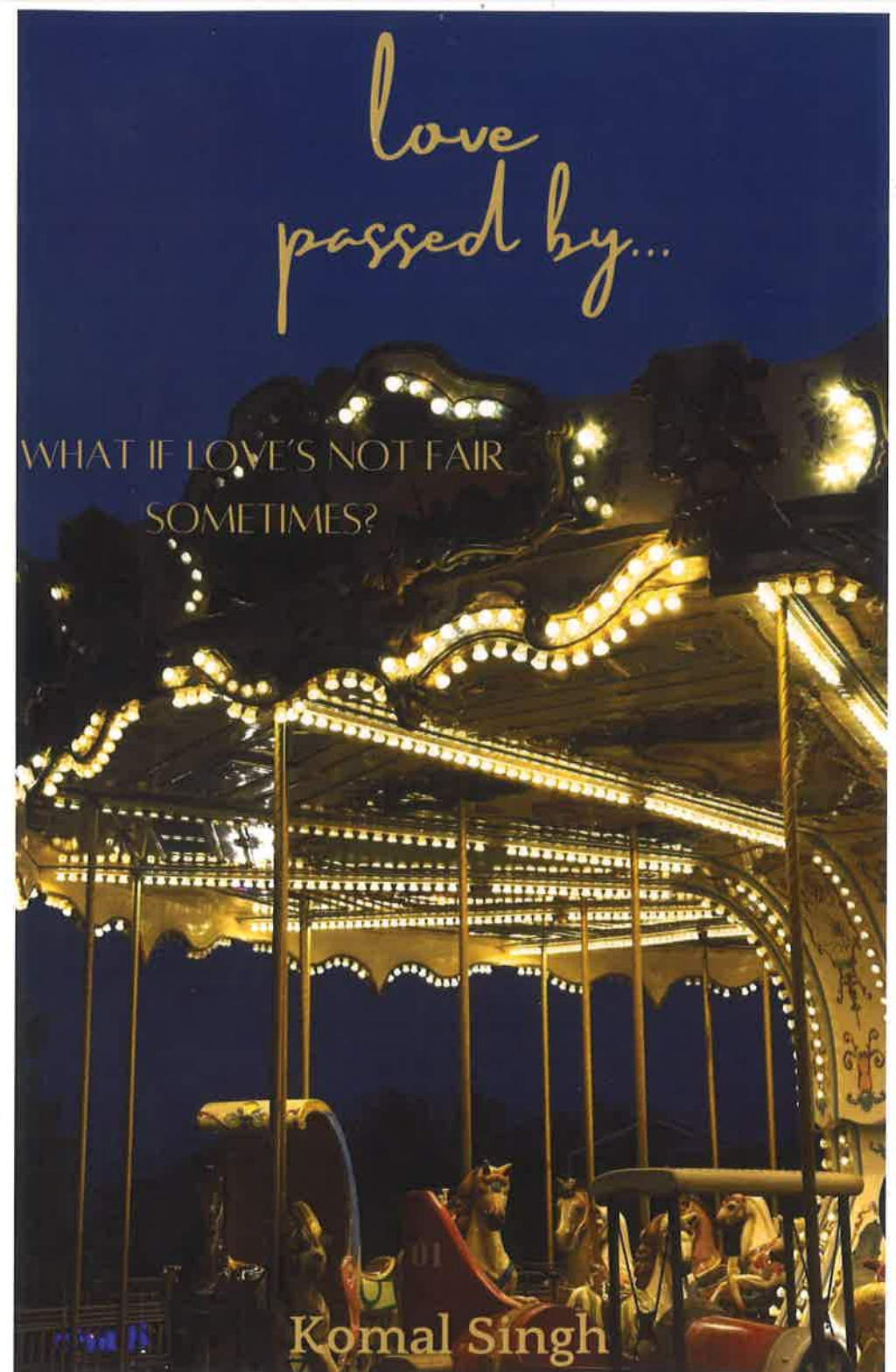
Div: B

Course: FYBAMMC

## ABOUT THE BOOK

Naina, a decent girl who always tops the class, Shanaya, the 'IT' girl of the school, Aaditya, the Head boy.

Dive deep into the story about them, where Aaditya is fed up of his girlfriend, Shanaya. Naina has the biggest crush on Aaditya but she's shy. Will Aaditya ever confess his feelings to Shanaya? Will Naina every come out of her comfort zone and tell Aaditya about how she felt? What will Shanaya think about Aaditya's feelings? There are a lot of unanswered questions, which can only be answered after reading the book.

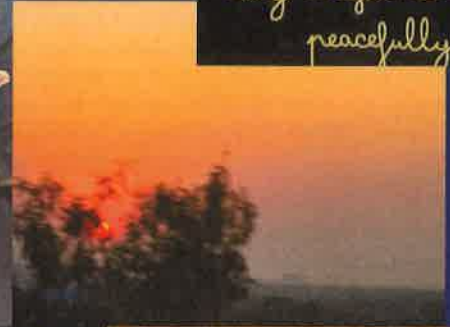


# IMAGE SUMMARY

he was the day  
she was the night



they might co-exist  
peacefully



I swear i'm only crazy and  
machiavellian  
cause I  
*care*



*I love you...*  
It's ruining my life



*You don't get to tell me  
about sad*

## NAINA

Thud!!! And all the books in my hand fell off in the corridor right outside the class of the Head Boy of the school, Aaditya Das. Instead of thinking about the books that fell off or about Ms. Surekha, the English teacher, all I could think of was about Aaditya .... Is he looking at me right now, is he going to help me pick up the books? ARE WE GOING TO HAVE EYE CONTACT??!!... as I looked up, I saw Shanaya; the boogie, the perfectly insta worthy girl, basically the 'IT' girl of our school; she was helping me to pick my books ...or in a way she wanted to be nice in front of Aaditya. And from a different angle she wanted to show me that Aaditya was Hers! She knew about my Aaditya obsession, while I knew about Her's and Aaditya's relationship.

If I were to answer about their relationship status I would just want everyone to know that she was with Aaditya for his good looks infact extremely good looks , and he was with her for her looks which were good enough and also for the reason that he could show off that he was with the most loved girl of the school who every boy liked, since the last three years.

Thinking about me, I am the most introverted person anybody can ever meet, I don't have that many of the charming or attractive LOOKS, but to be honest I think I am a decent looking girl and I think I have a personality where once you get to know me you'd be shocked in a fun way of course but the only problem is that I'm an introvert. I am not that of a boogie nor am I the wanted one...Oh! Yeah, I am a wanted one, only when there are exams arriving or the assignments are due. I am a pretty good student and to be precise I've been the topper of the school for the number of years when Aaditya and Shanaya were dating. They always come to me when there are exams and me having a soft almost molten heart for Aaditya would help them. The pattern was a bit different all the time never ever talked to Aaditya. I taught Shanaya, and she then taught Aaditya. I felt a little weird at first but then it became a habit because their relationship wasn't my business whatsoever...I mean I did think about what was wrong, but I never really cared to ask.

Is it because of me? Shanaya knew I liked him; she must've asked him not to talk to me. Nah I don't think anyone could stoop so low in insecurity. Also, why would SHANAYA be insecure of me. Never mind let's just leave it as a thought, what do I have that can piss her off anyway.

With all my books in my hand I started to leave the room. Just when I calmed myself down, that's when I saw a disgusted look that was given by Shanaya. Of course! I left the room as soon as I possibly could because I wanted to avoid a conversation that could've possibly happened at that time with her.

## AADITYA

As soon as Ms. Surekha finishes her class, I peep out of the window in the corridor waiting for my friend Dhiraj to bring me a pen. But I see Shanaya my girlfriend I would personally prefer a gap between the two words though. I find her so annoying, the reason being that her mouth opens with an "I AM" and ends also with the same.

I am so irritated by her self-obsession that I just want to leave her but the only reason I can't do it, is my image which I know shouldn't be reason to stay and bare her tantrums but she is such a fuss and a sulk that it would take her no time to just throw thoughts about me in the air of the school to make a mess of my image and people would obviously believe her. Which is a silly thing I know! But what can people also do. Shanaya has portrayed herself in front of everyone in such a way that boys start liking her and girls start getting influenced by her. They don't know the real Shanaya. But for the first time I saw her helping someone. She was helping the girl who generally helps us pout in the time of exams and assignments of course because she is the topper. I never really could thank her in person. Which I know makes me look like an ungrateful person but what can I do? Shanaya made sure I never talked to her. When I asked her why, she just casually said that the topper had a crush on me. Like it made any sense. Haha.

The topper Naina! Why would she be into me? She being so intelligent and smart with such a beautiful face, hair that falls into place like dominoes, her smile which makes the world move slow for me, her eyes like sinking ships on waters. She is the definition of "Beauty with Brains". I don't think I've ever described someone in such a way.

There goes the blood that rushed into my cheeks, so scarlet it was maroon.

I am so sure that Shanaya helped her just to show me how kind and good a girl she is. She just kept looking at me with a weird sparkle in her eyes and I knew what the next "I AM" was going to be about. However, Naina looked so pretty, even prettier than Shanaya in my eyes. I fought the urge to talk to her, even though I wanted to. A LOT. Every meeting before this we had was with Shanaya and of course when I am with Shanaya I just lose my mind as she doesn't keep me sane. She has a problem with me every now and then, she brings it up even in front of Naina. Every time I just keep thinking if Naina ever thought of me as a loser along with when the so called 'spending quality time' with Shanaya will end.

I remember adding Naina, the topper yet pretty girl on my Instagram and sometimes I just want to impulsively text her, but that would need a lot of searching because I don't remember her surname so well and I have a lot of Nainas in my friend list and to the end of me putting the pressure on my brain all I could remember was her not having a profile pic which againnn is a problem because so many of them don't have a profile pic. This drastically reduced my searching.

After school I had so much work as a Head Boy. Teachers won't let me go home until I finish some of their paperwork. However, I tried to finish my work as soon as possible but made sure that whenever Shanaya calls me I must be engaged in some or the other work.

Shanaya called me five times in a row while I was doing some work but all I could ever think of was going home and resting because Shanaya would call me to make me listen to her rant and just talk nonsense and also fight with me over stupid irrelevant stuff on call for 1-2 hours or even worse, ASK ME TO MEET HER, which I neither had the time nor the energy for to be honest.

When I reached home, Shanaya had already texted me multiple times in a row. I didn't have the energy to answer all of them, so I just ignored it till the spam texts became annoying and frustrating and I had to answer them.

"WHAT IS YOUR PROBLEM?"

Shanaya texted with such BOLD letters that I could hear her screaming the words.

"I don't know what I did now, and I would be delighted to know what action of mine made you so mad"

I had to use sarcasm of course, how else am I supposed to reply to a question that's been asked to me daily.

"Only if you cared enough, I wouldn't be waiting for your text and your call the whole day" Shanaya replied.

"I'm sorry"

I genuinely didn't have the energy to discuss this anymore because I knew I would have to apologize anyway so better do it now than to listen to her calling me names, treating me like nothing like she always does.

## NAINA

As soon as school got over, I tried to just rush back home again just to avoid Miss insta!!!

But in the back of my mind there still was Aaditya and I could not even get over the fact that I fell in front of him and that too got helped by the girl he is dating. He must be thinking such highly of his girlfriend right now and even if he noticed me, I'm sure that his eyes did not stop on me. I don't know how and why but my hand almost automatically just glided into my pocket I picked out my phone and the first thing I always search for is Aditya's insta ID...@iamaaditya on the gram. I just keep watching his posts and profile...I'm just soo in love with him, I'm sure. I quickly kept my phone in my pocket, what if someone saw me stalking Aditya's account. My days would turn into a nightmare after Shanaya gets to know about it,

As soon I got home, I impulsively texted him a 'HI' from my side thinking to talk to him but deep down I had a feeling that he would not reply. I started to do my chores in no hope of getting a reply from him.

As soon as I went out my room, my phone made a noise, "Ting". I just could not believe my eyes...A REPLY BACK FROM AADITYA. I was stunned and woken back to reality by my mom saying, "Your lunch is served Naina, please come out" I sighed at the thought of eating lunch because I GOT A TEXT FROM AADITYA, but I had to go. I gobbled my lunch in my mouth and when I was just going to my room, my mom screamed from the other part of the house, the kitchen saying, "please go to the Raju store and bring a box of curd right now, your brother needs it" I sighed again but bolted down the stairs, didn't even wait for the lift, brought what my brother needed and rushed to my room. I locked the door and unlocked my phone...staring at it for five minutes straight...it was a reply from Aaditya. THE Aaditya I like, love and what not.

"Wassup naina??" he replied

"Nothing just got home."

I wrote and pressed the send button with my stomach dancing with the butterflies.

TING! And there was another reply from him...

"I think I assumed you were home" with a smiley emoji..

"Ha-ha! just got into the moment." I replied...to my surprise he was online and read my text AND now he's texting back...!!!

"Like a moment you had with Shanaya in the corridor?? Today!!"

"Umm I had hoped that you did not see it!"

I got so nervous; my hands started shaking because what i didn't want was him to see me being so careless!

"Why not?"

"I don't know it's kind of embarrassing, you know I could not even hold my own books properly!" At this point I threw the phone on my bed and started to shake.

"What's to get embarrassed in that???"

"I don't know. I just don't know I mean whenever I see you my brain just freezes. I don't know what to call this feeling...I think that's because you are the headboy!"

"Well, if you don't tell me then how it is fair to me??"

My heart stopped. What should I do? Should I tell him? Would he tell Shanaya? I mean at this point a reply from him is unbelievable so I could take the risk.

"I mean whenever I see you my brain just freezes. I don't know what to call this feeling...I think that's because you are the head boy!"

"Well, that's interesting."

"What do you mean?"

"I heard you had a crush on me"

OH NO!! HOW DOES HE KNOW, WHO TOLD HIM, I NEVER GAVE HIM SIGNS It's good he thinks it's JUST a crush ...

He started typing...my heart started beating fast.

"Is it true?"

WHATT!!!

"What are you even talking about? Who told you about this ...is it a rumor??"

"Shanaya!!"

"Of course she did!!"

"Why is there an 'Of course'???"

"You know she thinks I have !! but that's..."

"True."

"What??"

"Yeah, some of your friends have told me, even Dhiraj says so...they say they see it in your eyes when you look at me."

"Umm mm..."

"Well, you don't have to be awkward now...c'mon it's okayyy"

"Thanks! But I don't have any intention to come between you and Shanaya!!"

"I know."

"Well then I think we can be friends...you know to avoid awkwardness."

"Yeah. I thought we were...you know now that we were talking for like quite some time!!"

YEAHHHH I SCREAMED INSIDE

"NAINAAAAA!!!!!!!" I heard my mom call me ...telling me that it has been forever that she was calling me and even more of the time that I have been in my room.

I went down to my mom swiftly as I could...my mom was making something with the curd I bought her. Now she wants me to cut fruits for her. Being a bit upset about the fact that now I cannot talk to Aaditya for some time...I picked up the chopping board, a knife and a dozen of the fruits, which could take forever to cut...finally when I finish to cut them. I saw the time and it was already 7:30 in the evening and just at this moment my friend Dhriti was at the door of my house. Well Dhriti is dating Dhiraj, and she is in my school, in my society and a family friend. She was here to call me to play badminton as we do almost every day, so I kept the chopped fruits on the kitchen counter. Dhriti came in and said hello to my mom and we ran away to just play our game.

By the time I came home dad was already back from the office and we all ate our dinner finishing with the star of the day THE DESSERT, it was delicious, given that everyone in my house has a sweet tooth. But knowing that a reply from Aaditya was waiting for me I started to blush...just when my mom asked me why I was smiling since I came from school. I did not react and left the living area and went out into the society garden for a stroll.

I unlocked my phone and there it was the thing I was waiting for his reply...

"I would love to know more about you"

I was again blank except I was only thinking about 'Why does he want to know me? ME!!?'

So, I reply to him saying "like what??"

And I waited ...took a stroll around the garden and left for my house.

I reached my house and a notification struck my lock screen from him. I went up to my room changed into my PJ's and read his reply...

"Like your likes, dislikes, what is your type like what kind of a guy would you like to be your boyfriend..."

Why was he asking me about my type in guys? What is he thinking? Isn't he with Shanaya?

"Well likes and dislikes in what sense??"

"Like let's say food!"

"Okay. So, I like Italian cuisine ...I cannot tolerate spicy food hence...a great choice.i think..."

"Yeahhh !! totally."

"What about you?? What cuisine do you like ??"

"Well, I am a spicy food lover. So maybe Mexican...tacos are my favorite!"

"That seems good."

"Yesss it isss"

"Tell me Aaditya. What is your type??"

"Well, I like girls who don't talk too much about themselves and who are interested in the person they are talking to... someone who lives in reality more than in her virtual space where there is just what they showcase.etc"

"What about you Naina tell me."

"Well...for me a guy who is extremely loving...caring...interesting to know about ...who has more of gentleman qualities than the so called 'alpha' male kind..."

"I can see that you're describing me. Now it's very clear why you like me...huh...!!"

"Oh please...but nothing in your type seems to be like Shanaya....??"

"that's because I don't like Shanaya ..."

"WHATTT??"

"Yeah"

"Why??"

"Well, you already know my type!!"

"Then why did you even commit to her??"

"I don't know... but I primarily think that it is because when I committed to her it was a phase where I had just been out of relationship and had no one to lean on. So maybe because of that."

I started doubting his intentions.

"I see. but why are you telling this to me so easily...like we are not even that great of friends..."

"I just felt like..."

"Hmmm... it's okay..."

"I can't wait to get out of this entire relationship..."

"Don't you think you are oversharing me...?Why are you trusting me so much??"

"Even I have no clue or the reason...but yeah Shanaya almost has a note of who I talk to and what I talk about so...you are the exception and now that we are friends, I can tell you. Am I right...or will you tell her??"

"Of course, no ... I won't tell her, but to be honest I don't think what you are doing to her or to her emotions is right!!"

"Yes, and I am aware of the same...it's just I am trying to have a correct way and time to do so!!"

"That is true you need to do it at the most appropriate time!so that you do not hurt her more!"

"But Naina ...can I tell you something??"

"Yes...go on"

"Well, you know even I kind of have a crush on you..."

"Do not joke with me...please at least on this sensitive of a topic!?"

"No ...honestly...I saw you today morning in the corridor and I could not take, my eyes off of you!!!"

"I do not believe you!!!and what if you are having the same feeling that you had while you committed to Shanaya!???"

"OH MYYY GOD!!!" "Really Naina...you think I'll do that to myself again??"

"Umm mm....?"

"I cannot believe you think that..."

"Nooo...but I don't know how it is to date."

"Well date a person ...with whom you forget the count of time."

"That being said ...it's like 1:30 am and we are talking for like last two hours....."

"Then I think we are compatible..."

My heart started beating fast. But I had to get things straight, so I calmed myself down.

"And I think you are cheating on Shanaya right now"

"Yeah... whatever...I am just SOOO happy...finally I have someone so compatible to mee..."

"Btw Aaditya I think that now we should sleep and....Maybe"

"Meet tomorrow in school!!!!... I will tell Shanaya the truth!!!!...ok? dear ...Naina!!!"

"Stop making me feel this way!!!"

"Okay... good night Naina...see you tomorrow...oh and before that in my dreams!"

"Good night, Aditya...sleep well!!!"

"I will...because of you!"

"So will I "

"Bye Miss Kumar!"

"Bye Mr. Das"

I couldn't believe what just happened to me, I stared at the ceiling for some time before I processed whatever happened to me. I don't know what he must be thinking right now. I hope for something good. Let's hope for the best tomorrow.

I slept smiling and blushing at the thought of meeting him tomorrow

## AADITYA

It was awesome talking to miss Naina Kumar ...and finally I am going to sleep with an excitement to meet her tomorrow. I wonder what she must be thinking about me right now.

The next morning Naina and Aaditya both woke up with a smile, thinking about each other and with the excitement to meet.

Naina wore her cutest outfit. Did her hair, did her makeup for the first time...

Aaditya wore his best fit. Twice checked his outfit before walking out of his home.

## AADITYA

I am excited and nervous at the same time. I was excited because I was going to meet Naina. Nervous because I was going to meet Naina for the first time ugh also because of Shanaya, how can I forget her. The thought of even facing Shanaya was making me unhappy but what could I do. If you really want a person, God will make a way leading you to that person. For me that "person" is Naina.

After talking to her, I realized I was being unfair to Shanaya and to myself because why would I want to torture myself in that hell of a relationship. Not that I care about Shanaya, I mean I used to... and I like to defend myself by saying, I was going through a phase. After some time Shanaya became toxic and manipulative which made my already worse situation even worse.

I think it's time I free myself from this relationship, give myself some time and then get ready for another relationship.

I reached school. Desperately looking for Naina, I couldn't find her anywhere, almost thought she didn't come to school intentionally. I frowned and then I saw Shanaya who was talking to everyone but me. This was something that happened daily, so I was just used to it.

I remembered what Naina and I talked about, and I gathered courage to talk to Shanaya about how I felt.

I went up to her, even though she was busy talking to her friends. At first, she was a bit annoyed to see me after what happened. She ignored me at first but then she came around.

She asked me "What??" in the most arrogant tone.

I stuttered a bit, but I had to take my stand and tell her what I felt.

"Actually, Shanaya whatever happened between us on text the other day made me realise a lot of stuff which I always wanted to say to you or thought about you."

"What do you even mean?"

"You are always trying to control my life, you manipulate me, and what not. It has reached a limit where it has started to affect my life, my mood. You always make everything about yourself."

Shanaya stared at me with dead eyes. I didn't know what to do or say more as this was the first time Shanaya wasn't talking about herself and kept quiet for a long time.

As soon as I started to open my mouth to say something.

She started screaming and crying, bringing everyone's attention to our conversation.

As everyone knew how Shanaya was the "perfect" girl, they started asking her in concern. She kept crying continuously, I was in complete shock as I didn't know what to do. This was the

first time I was being watched by so many people with evil eyes. People came and asked me what happened. I said I didn't know what happened.

Shanaya started talking.

"HE CHEATED ON ME WITH THE GIRL WE STUDY WITH! NAINA, SHE ALWAYS HAD EYES ON HIM AND FINALLY TOOK HIM AWAY FROM ME"

She pointed at Naina who was standing quietly by the door of the classroom.

Everyone gasped.

I looked at Naina, she was crying. I wanted to go to her, but I couldn't because everyone was gathered around her.

I looked at Shanaya, she was crying.

I didn't know what happened, everything happened in a second. I knew Shanaya wouldn't take this in a good way, but I never ever thought she would stoop so low and include Naina in it.

I saw everyone screaming at Naina and me and the others comforting Shanaya.

I ran towards Naina but there were so many of them that it took me some time to get to her. As soon as I got to her, she ran into the washroom. I ran behind her, she locked the door and kept crying.

I called out to her multiple times, but she wasn't ready for a conversation.

All she kept saying was I betrayed her, which wasn't true at all. I called out to her multiple times, but she wasn't ready for a conversation. I tried talking to her, but her crying made sure my voice didn't go through the door.

I called out to her one last time as loudly as I could

She asked me to go away. Begged me to go away. I didn't want that, so I just stayed there waiting for her.

I wish I could just tell her how much I liked her, how much I cared about her, how all of the things she heard was untrue.

She must've assumed stuff on her own and acted upon the situation. But I wish I could tell her that.

She wasn't ready for a conversation. I didn't know what to do. I would usually leave someone alone at this time, but something made me stay. Her health, her mental state, what she must be feeling right now made me wait, Shanaya wasn't on my mind. Her crying didn't matter to me, but Naina's crying did.

I wanted to keep her safe, I wanted to keep her safe from every evil in the world. I felt my heartbeat to my ears. I could feel it beating fast. All I could of was her. Naina. I have never felt this way for someone. I don't want to leave her alone. I wanna be with her. I wanna keep her close to me, safe with me, away from everyone.

All of this must be new to Naina. I don't think she is used to all this attention from everyone. She must be feeling devastated right now.



What can I even do? I wanna make things right. I want everything to go back to normal.

I wish she could open the door just once, so that I could make her understand, hug her.

“Creak...”

I heard the door open and rushed to the washroom door.

Naina, she was all a mess, she was crying. She rushed to hug me. I couldn't think of anything other than to comfort her.

I explained everything to her. She was still crying, I guess she was in shock herself. I started rubbing her back, consoling her,

Naina then stopped and looked at me. Her eyes were filled with tears. Her eyes were red.

She said, “Aaditya, I like you so much, I have always admired you, dreamt about you, dreamt about a life with you. Everything that happened today was something unexpected. I didn't know I was responsible for all that happened today. I asked you to confess to her about your feelings which resulted in this.”

“I... What are you talking about Naina?”

“Aaditya, I think I may have ruined everything for you, your reputation as a head boy, your relationship and everything. I am responsible for everything that happened today. I cannot do this. I need some time to think about everything.”

I gasped and tears started to roll down my eyes. She looked at me for the last time, removed my hand from herself and left crying.

I wanted to cry, I wanted to scream. I didn't know what to say, I froze. I could feel her palm glide on my palm as she left. I wanted to stop her. I couldn't. I stared at the door in shock. I wanted to talk to her.

As I realized, I looked back and I couldn't find her anywhere. I ran towards the corridor and couldn't find her. I texted her on Instagram, didn't get a reply.

That's when I realized I had lost her. I had lost the girl with whom I was the most compatible with, with whom I enjoyed myself. The first time I ever enjoyed myself truly and was happy, was with her.

I wish I could say this to her right now but

I lost her.

In the shadows, I whisper my  
heart's song, A melody lost in  
the night's throng. For you  
alone, my love does soar, Yet you  
drift away, forevermore.

Your smile, a beacon in the dark,  
Ignites the fire, leaves its  
mark. But I'm just a ghost in  
your sight, Longing for your  
touch, day and night.

I watch from afar, a silent gaze,  
As you dance through life's  
endless maze. In dreams, I hold  
you close, so tight, But in  
reality, you're out of sight.

One-sided love, a bittersweet  
curse, A flame that burns, but  
can't reverse. Yet still, I'll  
cherish this unrequited art, For  
loving you has its own quiet  
part.

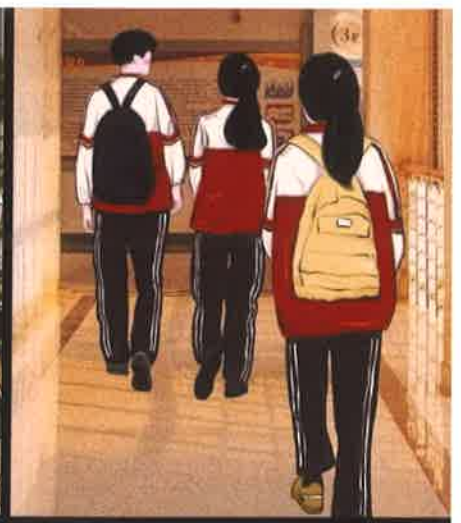


# I n c o m p l e t e l y Y o u r s





Loving someone from afar is like watching the stars you can admire  
their beauty, but you can never touch them.



Till we meet again.

**Chapter 1**  
**Introduction to Dhriti**

In the quiet town of Coonoor, nestled amidst the lush greenery of the Nilgiri Hills, lived a young woman named Dhriti. With her tousled hair and earnest eyes, Dhriti exuded a quiet charm that often went unnoticed amidst the hustle and bustle of college life. She was a girl of few words, preferring the company of her thoughts and her camera to the noisy chatter of her peers. Dhriti's love affair with photography began at a young age when her father gifted her a simple point-and-shoot camera on her tenth birthday. From that moment on, Dhriti found solace in the click of the shutter and the hum of the film winding through the camera's mechanism. Through her lens, she discovered a world of beauty and wonder that she struggled to articulate in words. Coonoor, with its mist-covered hills and cascading waterfalls, provided Dhriti with endless inspiration. She would often wander through the winding paths, her camera slung over her shoulder, capturing the essence of the town in every frame. Whether it was the vibrant hues of a flower market or the serenity of a quiet alleyway, Dhriti had a knack for finding beauty in the ordinary. Despite her quiet demeanor, Dhriti's photographs spoke volumes. They captured the fleeting moments of joy, the quiet whispers of nature, and the raw emotions of the people around her. Each click of her camera was a testament to her unique perspective and her ability to find beauty in the mundane.

As Dhriti grew older, her passion for photography only intensified. She spent hours poring over photography books, experimenting with different techniques, and honing her craft. Photography became more than just a hobby; it was a way for Dhriti to express herself, to make sense of the world around her. But Dhriti's journey as a photographer was not without its challenges. In a world where everyone seemed to be constantly chasing after the next big thing, Dhriti struggled to find her place. She watched as her peers pursued flashy careers and glamorous lifestyles, wondering if she was somehow missing out. Yet, deep down, Dhriti knew that photography was not just about fame or fortune. It was about capturing moments, preserving memories, and finding beauty in the everyday. And so, she continued to wander the streets of Coonoor, her camera in hand, finding solace in the click of the shutter and the hum of the film winding through the camera's mechanism. For Dhriti, photography was more than just a passion; it

was a way of life. And as she captured the world through her lens, she discovered that sometimes, the quietest voices speak the loudest

In the bustling realm of college life, where laughter echoes in crowded corridors and friendships bloom amidst the chaos, there existed a quiet observer named Dhriti. Despite possessing a remarkable talent behind the lens, Dhriti was a solitary figure, content to tread the fringes of social gatherings. While her peers reveled in the camaraderie of gossip-laden canteen chats and boisterous parties, Dhriti found solace in the serene lanes of Coonoor. With her camera nestled against her side like a trusted confidant, Dhriti wandered through the tranquil streets, capturing moments of raw beauty that eluded the hurried gaze of passersby. The gentle hum of life intertwined with the whispers of nature became her symphony, a melody she cherished in the quietude of her solitary expeditions. Yet, beneath her stoic exterior, Dhriti harbored a yearning to belong, to be woven into the intricate tapestry of college camaraderie. But the threads of social interaction seemed elusive, slipping through her fingers like grains of sand. Instead, she found comfort in the silent conversations between light and shadow, in the delicate dance of colors captured through her lens. Each photograph she took was a reflection of her inner world, a mosaic of emotions woven into the fabric of visual storytelling. Through her art, Dhriti found her voice, a silent proclamation of her existence amidst the cacophony of college life. And so, while her classmates reveled in the spotlight of social gatherings, Dhriti embraced the shadows, finding beauty in the spaces between moments. For in the quietude of her solitary wanderings, she discovered the true essence of herself. In the twilight of her college years, Dhriti found herself at a crossroads, a juncture where the expectations of the world clashed with the yearnings of her heart. While her peers mapped out their trajectories towards conventional success and societal norms, Dhriti felt a stirring within her, a profound longing for something more profound, something that transcended the mundane. As the days dwindled towards graduation, Dhriti's restlessness grew, like a whispering wind urging her to seek out the unknown, to embrace the uncharted territories of her own being. Amidst the bustling corridors and echoing lecture halls, she wandered, an observer of life's intricate tapestry, searching for the threads that would weave together the narrative of her existence. It

was amidst this uncertainty that Dhriti's love affair with photography ignited, a flame kindled by the beauty of the world unfolding before her lens. In the quiet solitude of her darkroom, she found solace, a sanctuary where moments frozen in time whispered secrets of truth and beauty. Each click of the shutter became a declaration of her longing, a testament to her quest for meaning in a world that often felt overwhelming and inscrutable. With each photograph she captured, Dhriti peeled back the layers of her own soul, revealing fragments of herself hidden beneath the surface. Through the lens of her camera, she found connection – to the world around her, to the fleeting moments that slipped through her fingers like grains of sand, and most importantly, to herself. As the final year of college drew to a close, Dhriti emerged not as a mere graduate, but as a pilgrim on a journey of self-discovery. Armed with her camera and a heart brimming with dreams, she embarked on a new chapter of her life, guided by the unwavering light of her passion and the unshakeable belief that within the chaos of existence, there lay hidden treasures waiting to be uncovered.

## Chapter 2

### The World of Tarun

In the vibrant corridors of Coonoor College, Tarun was a figure of fascination, a walking epitome of charisma and charm. With a demeanor that radiated warmth and confidence, he effortlessly drew people into his orbit. His easy smile was like a beacon, guiding students and faculty alike towards him. In the classroom, Tarun was more than just a student; he was a natural leader. His keen intellect and articulate way of expressing himself made him a force to be reckoned with during discussions and debates. Students hung onto his every word, captivated by his passion for learning and his ability to articulate complex ideas with ease. Outside the confines of the classroom, Tarun's magnetic personality continued to shine. Whether he was holding court at the college canteen, engaging in animated discussions with friends, or simply strolling through the campus, he exuded an aura of confidence and charm that was impossible to ignore. Those fortunate enough to cross paths with Tarun found themselves deeply impacted by his presence. He had a way of making everyone feel seen and heard, of instilling confidence in those around him, and of leaving a lasting impression on their lives. In the bustling halls of Coonoor College, Tarun was not just a student; he was the undisputed king of the campus, his presence leaving an indelible mark on the hearts and minds of all who encountered him. Dhriti was a quiet soul, always more comfortable blending into the background than being the center of attention. But then there was Tarun. From the first moment she saw him, something shifted within her. It was as if his presence had the power to light up the room, casting a spell that drew everyone in, including Dhriti.

She couldn't help but admire him. Tarun possessed a charisma that seemed effortless, a confidence that commanded attention. His charm was magnetic, pulling people into his orbit without even trying. And Dhriti found herself orbiting closer than most, her heart fluttering at the mere sight of him. In the bustling halls of their college, Dhriti watched Tarun with a mixture of fascination and envy. While she struggled to navigate the social landscape, stumbling over her words and second-guessing herself, Tarun moved through it all with grace and ease. He seemed to effortlessly form connections and forge friendships, leaving Dhriti in awe of his ability to navigate the complexities of college life. But despite her admiration, Dhriti couldn't help but feel a pang of insecurity. How could she, with her reserved

nature, ever hope to capture even a fraction of Tarun's charm and confidence? Yet still, she couldn't tear her eyes away, drawn to him like a moth to a flame. As the days passed, Dhriti found herself yearning for just a moment of Tarun's attention, a chance to bask in the warmth of his presence. And though she knew deep down that she could never be like him, she couldn't help but dream of a world where she could be brave enough to step out of the shadows and into his light. Dhriti was a woman of quiet grace, her demeanor masking the tumultuous emotions swirling within her. Among the many threads that wove through the fabric of her life, one stood out prominently – her unspoken attraction to Tarun. Tarun possessed an effortless charm that drew people to him like moths to a flame, and Dhriti was no exception. From the moment they first met, she found herself captivated by his presence, her heart skipping a beat with every smile he bestowed upon her. Yet, Dhriti was all too aware of the stark contrast between their worlds. Tarun belonged to a world of privilege and opulence, while she inhabited a realm defined by modesty and hard work. Despite her best efforts to bridge the gap, she couldn't shake the nagging feeling that their worlds were irreconcilably different. Still, she couldn't deny the rush of emotions that flooded her heart whenever they interacted. Each casual conversation, every stolen glance, fueled the fire of her secret crush, leaving her heart in a perpetual state of fluttering anticipation. But beneath the surface of her infatuation, a storm raged within Dhriti. She grappled with conflicting emotions: the desire to be near Tarun, to bask in the warmth of his presence, and the harsh reality that their worlds could never truly intersect.

Despite the ache in her heart, Dhriti knew that she had to come to terms with her feelings. She couldn't continue to cling to the hope of a love that could never be, a love destined to wither in the face of insurmountable odds. And so, with a heavy heart, Dhriti made the difficult choice to bury her feelings deep within, to guard them like a precious secret hidden away from prying eyes. Though the flame of her affection for Tarun still burned brightly, she resolved to find solace in the knowledge that some loves are meant to remain unspoken, cherished silently in the recesses of the heart. Dhriti's heart danced to the rhythm of uncertainty as her feelings for Tarun bloomed. With each passing moment, her admiration for his charisma



and popularity deepened, but so did the shadow of her own self-doubt. In the dazzling light of Tarun's presence, Dhriti found herself grappling with a profound sense of inadequacy, questioning whether she was truly worthy of standing beside someone so esteemed by their peers. As she navigated the corridors of her mind, Dhriti found herself entangled in a web of comparison, her inner voice whispering tales of her perceived shortcomings. She couldn't help but measure herself against the seemingly unattainable standards set by those around her, feeling as though she fell short in every aspect. Her insecurities gnawed at her, casting doubt upon her worthiness to even dream of a connection with Tarun. Yet, amidst the tumult of her emotions, a flicker of hope persisted within Dhriti's heart. Despite her reservations and the relentless barrage of self-criticism, she couldn't deny the magnetic pull drawing her towards Tarun. It was a yearning born from the depths of her soul, a longing for a connection that transcended the boundaries of her doubts and fears.

In the quiet moments of introspection, Dhriti found solace in the fleeting glimpses of warmth exchanged between her and Tarun. Each smile, each shared moment, served as a beacon of possibility in the vast expanse of uncertainty. Though she knew the path ahead was fraught with challenges and uncertainties, Dhriti couldn't deny the allure of the bond she shared with Tarun, however fragile and ephemeral it may seem. And so, with a heart heavy with both trepidation and hope, Dhriti ventured forth into the uncharted territory of her emotions, ready to embrace whatever fate had in store for her. For in the depths of her soul, she knew that true worthiness lay not in the eyes of others, but in the courage to pursue the desires of her heart, no matter how daunting the journey may be. In the bustling corridors of their high school, Dhriti was always drawn to Tarun, the charismatic figure who seemed to effortlessly command attention wherever he went. Yet, while Tarun basked in the spotlight of popularity, Dhriti remained on the sidelines, a quiet observer with her camera always at the ready. In moments of solitude, Dhriti found solace in capturing Tarun's essence through her lens. She would watch him from afar, admiring the way he interacted with others, the way his laughter echoed through the halls, and the way his eyes sparkled with enthusiasm for life. Through her photographs, Dhriti sought to immortalize these fleeting moments, hoping to capture a

piece of Tarun's larger-than-life persona. But her fascination with Tarun ran deeper than mere admiration. In him, Dhriti saw a kindred spirit, someone who, like her, yearned to break free from the constraints of societal expectations. Despite their differences in social status and popularity, Dhriti believed that through her photographs, she could bridge the gap between them, forging a connection that transcended superficialities. Each click of her camera shutter was a declaration of her silent longing, a testament to her desire to connect with Tarun on a level that went beyond words. And as she painstakingly curated her collection of photographs, Dhriti couldn't shake the feeling that, in capturing Tarun's essence, she was also capturing a piece of herself. But amidst her quiet devotion, Dhriti remained uncertain whether Tarun would ever truly see her, not just as a girl with a camera, but as someone worthy of his attention and affection. And so, she continued to gaze longingly at him from afar, her camera poised to capture the candid moments that defined his larger-than-life persona, hoping against hope that one day, he would see her as she saw him: as a soul yearning for connection in a world that often felt too vast and lonely to navigate alone.

In the quiet solitude of her dimly lit studio, Dhriti found solace behind her camera lens. Each click of the shutter echoed like a whispered prayer, a desperate plea to the cosmos to grant her the courage she lacked to expose the raw depths of her emotions. With each photograph she captured, Dhriti poured her heart and soul into the imagery, weaving intricate tales of longing and desire through the lens of her camera. The images spoke volumes of her unspoken yearning, capturing fleeting moments of vulnerability and passion that she dared not express openly. Yet, despite the eloquence of her photographs, Dhriti remained haunted by the fear that true connection could only exist in the elusive space between two beating hearts. It was a fragile realm she longed to inhabit, yet feared to tread, for the vulnerability it demanded was a daunting prospect. In the silence of her studio, Dhriti grappled with her inner turmoil, wrestling with the overwhelming desire to bridge the chasm between herself and the object of her affection. Each photograph served as a silent testament to her unspoken longing, a visual symphony of emotions that she dared not voice aloud. And so, Dhriti continued to capture moments of beauty and longing through her lens, each click

of the shutter a silent prayer for the courage to reveal the depths of her feelings. In the delicate dance between light and shadow, she sought solace, hoping against hope that someday, she would find the bravery to step into the fragile space between two beating hearts and claim the connection she so fervently desired.

In her eyes, he was the perfect boy she ever met  
But in his eyes, she was just another girl  
And that's when the irony of one sided love comes in

## Chapter 3

# The Fateful Encounter

In the quiet town of Coonoor, where the scent of eucalyptus lingered in the air, Dhriti found herself navigating the bustling corridors of Coonoor College. With each step, her heart danced with nervous excitement, unaware of the twist of fate about to unfold. The autumn morning painted the world in hues of gold and amber, as if nature itself was setting the stage for something extraordinary. Dhriti, lost in her thoughts, weaved through the throng of students, her mind consumed by the anticipation of what the day might bring. Little did she know, just around the corner, destiny lay in wait, ready to orchestrate a serendipitous encounter that would alter the course of her life. And there, amidst the sea of faces, stood Tarun, a figure she had never laid eyes on before, yet one who would soon become an integral part of her journey. Their meeting was as unexpected as it was magical, a collision of two souls destined to intertwine. As Dhriti rounded the corner, her eyes met Tarun's, and in that fleeting moment, time seemed to stand still. It was as if the universe had conspired to bring them together, weaving a tapestry of chance and destiny. Their conversation flowed effortlessly, as if they had known each other for a lifetime. With each word exchanged, a connection blossomed, igniting a spark that would ignite their shared destiny. From that crisp autumn morning onwards, Dhriti and Tarun embarked on a journey filled with twists and turns, laughter and tears, but always guided by the invisible hand of fate that had brought them together on that fateful day at Coonoor College.

In the dimly lit hallways of their school, Tarun's laughter pierced through the air like a melody, beckoning Dhriti's attention with an irresistible allure. Intrigued, her heart raced as she turned the corner, her anticipation mounting with each step. And there he was, Tarun, the epitome of charm, his smile radiant and his eyes dancing with mischief, greeting her with a casual nod that sent shivers down her spine. Caught in the spell of his presence, Dhriti found herself mesmerized by his every gesture, her admiration for him blooming like a flower in the sunlight. In the dimly lit room, Dhriti's pulse echoed loudly in her ears, matching the rhythm of her racing heart. She stood there, paralyzed by the weight of her emotions, struggling to find her voice amidst the whirlwind of thoughts swirling inside her mind. As she reached for her camera, her fingers trembled, seeking solace in the familiar weight of the device cradled in her hands. The

camera became her shield, a barrier between her vulnerable self and the overwhelming intensity of the moment. With each click of the shutter, Dhriti felt a surge of relief wash over her, as if capturing the scene before her lens somehow anchored her to reality amidst the chaos of her emotions. Yet, despite the facade of composure she attempted to maintain, Dhriti couldn't shake the feeling of being utterly exposed, like a deer frozen in the glare of oncoming headlights. Every fiber of her being screamed for retreat, for sanctuary from the whirlwind of excitement and trepidation threatening to engulf her. But beneath the surface, beneath the facade of nerves and uncertainty, there was an undeniable spark of excitement, a glimmer of anticipation that refused to be extinguished. For amidst the fear and doubt, there was also the promise of something extraordinary, something worth braving the storm for. And so, with each hesitant step forward, Dhriti embraced the uncertainty, the fear, and the overwhelming rush of emotions, knowing that within the chaos lay the possibility of something truly magical.

In a quaint café nestled in the heart of the city, Tarun and Dhriti found themselves drawn into a delicate dance of conversation. Tarun, with his effortless charisma, effortlessly commanded the attention of everyone around him. His words flowed like honey, leaving a trail of laughter and admiration in his wake. Dhriti, on the other hand, felt like a ship lost in a stormy sea. Her admiration for Tarun ran deep, but her own insecurities held her back like heavy chains. As they exchanged pleasantries, her heart raced, her mind a chaotic whirlwind of emotions. She desperately wished to convey the depth of her feelings to Tarun, to express the admiration and affection that stirred within her soul. But every attempt at articulating her emotions felt futile, her words faltering and falling short. With each passing moment, her internal turmoil intensified, her longing to bridge the gap between them growing stronger. Yet, she remained trapped in her own silence, the words she yearned to speak slipping through her fingers like grains of sand, lost in the vast expanse of her uncertainty. Despite her inner turmoil, Dhriti couldn't help but admire Tarun even more. His easy charm, coupled with his genuine warmth, only served to deepen her admiration. And as the evening unfolded, she found solace in the simple act of being in his presence, cherishing every moment they shared, even if her words remained unspoken. In the

vibrant chaos of a bustling coffee shop, Dhriti sat across from her friend, her mind racing with thoughts and emotions she couldn't quite articulate. As they chatted, laughter echoing around them, Dhriti's insecurities began to stir like a dormant storm, rising from the depths of her subconscious. She longed to share her innermost thoughts, to bare her soul and forge a deeper connection with her friend. Yet, as the words hovered on the tip of her tongue, doubt crept in like a shadow, casting a veil over her intentions. Should she expose her vulnerabilities, or retreat into the safety of silence? Caught in this whirlwind of indecision, Dhriti found herself hesitating, her heart pounding with uncertainty. She glanced down at her camera, her trusted companion in moments of introspection, and briefly entertained the idea of hiding behind its lens, capturing the world from a safe distance. But as she lingered in this liminal space between vulnerability and retreat, the opportunity for genuine connection slipped through her fingers like grains of sand. Her friend's gaze flickered with concern, sensing the weight of unspoken words hanging heavy in the air.

In that pivotal moment, Dhriti realized the cost of her hesitation. The chance to bridge the gap between them, to share in the raw beauty of authentic communication, was lost. And though the coffee shop hummed with life around them, Dhriti couldn't shake the sense of missed opportunity that gnawed at her soul. As they parted ways, the weight of her unspoken truths weighed heavily on Dhriti's heart. She vowed to herself that next time, she would silence the whispers of doubt and embrace the vulnerability that lay at the core of human connection. For in the end, it was the moments of raw honesty that truly bound us together, transcending the barriers of fear and insecurity.

Dhriti stood in the bustling crowd, watching as Tarun slowly faded from view. Her heart felt heavy with regret, knowing that she had allowed her insecurities to sabotage any chance of forming a genuine connection with him. As the noise of the crowd surrounded her, she couldn't help but replay the moments in her mind, wishing she had been braver, wishing she had spoken up, wishing she hadn't let fear hold her back. But amidst the fog of disappointment, a small ember of hope flickered within her. Maybe, just maybe, fate would be kind enough to grant her another opportunity to bridge the gap between

herself and Tarun. She held onto that hope tightly, letting it guide her through the uncertainty of what lay ahead. As she navigated through the crowd, she made a silent vow to herself: the next time she crossed paths with Tarun, she wouldn't let fear dictate her actions. She would seize the moment, embrace the chance for connection, and trust in the possibility of something beautiful blossoming between them. With newfound determination fueling her steps, Dhriti moved forward, ready to embrace whatever twists and turns fate had in store for her. For now, all she could do was wait, hopeful that the universe would align in her favor once again.

जो झुट लिखु , तो तुझे अपना लिखदु.

जो सच लिखु , तो खुदको तेरा लिखदु.

जो हकिकत लिखु , तो ये इश्क दो तरफा लिखदु.

जो ख्वाब लीखु , तो ये इश्क मुकम्मल लिखदु.

जो मोका मिले लिखनेका, तो अपनी किस्मतमे तेरा नाम लिखदु.

## Chapter 4

# The Bloom of Friendship

In the bustling corridors of Coonoor College, amidst the flurry of students rushing to classes, two souls, Dhriti and Tarun, found themselves crossing paths with increasing frequency. Dhriti, with her vibrant demeanor and penchant for creative expression, seemed to contrast sharply with Tarun's reserved and introspective nature. Yet, in the quiet moments between classes and amidst the hustle of college life, a delicate bond began to form. Their friendship, like the first tentative buds of spring, took time to blossom. At first, their interactions were marked by a hint of awkwardness, as they navigated the unfamiliar terrain of each other's personalities. But as they delved deeper into conversation, they discovered a shared passion for photography that served as the foundation for their budding friendship. In the tranquil corners of the college campus, Dhriti and Tarun would often escape with their cameras in hand, chasing after the perfect shot and capturing the beauty of everyday moments. Through the lens of their cameras, they found a common language, a silent understanding that transcended the differences in their outward personas. As their friendship deepened, they began to appreciate the simplicity of life's pleasures together. Whether it was sharing a cup of chai at the college canteen or watching the sunset paint the sky in hues of gold and pink, Dhriti and Tarun found solace in each other's company. With each passing day, their friendship grew stronger, bridging the gap between their contrasting personalities and weaving a tapestry of shared experiences. In Dhriti, Tarun found a source of inspiration and vitality, while Dhriti discovered in Tarun a quiet strength and depth of character. Though their journey together was just beginning, the seeds of their friendship had taken root, promising to bloom into something beautiful amidst the corridors of Coonoor College.

As the sun rose over the lush hills of Coonoor, Dhriti and Tarun embarked on another day of exploration, their hearts filled with anticipation and curiosity. With each step they took, the bond between them grew stronger, like a delicate thread weaving through the fabric of their shared experiences. Their days were filled with laughter and conversation as they meandered through the winding paths of the countryside, their cameras clicking away, immortalizing the fleeting moments of beauty that surrounded them. Dhriti, with her keen eye for detail, captured the intricate patterns of dew-kissed

leaves, while Tarun, with his passion for storytelling, sought out the hidden narratives concealed within the landscape. As they walked side by side, their conversations flowed effortlessly, like a melody echoing through the hills. They shared their dreams, their fears, and their hopes for the future, finding solace in the warmth of each other's company. In the quiet moments between clicks of the camera shutter, they found a sense of peace, a sanctuary away from the chaos of the world. They watched the sun dip below the horizon, painting the sky in hues of orange and pink, and felt grateful for the simple joys that life had to offer. As the days turned into weeks, Dhriti and Tarun discovered that they were not just exploring the landscapes of Coonoor, but also the depths of their own hearts. And in each other's presence, they found a kind of happiness that transcended words—a happiness born from the pure and unspoken connection they shared. In the quiet of an evening, under the comforting glow of fairy lights, Dhriti and Tarun found themselves in the sanctuary of intimate conversation. Surrounded by the hush of a dimly lit room, they delved into the depths of their souls, sharing fragments of their inner worlds like pieces of a puzzle waiting to be assembled.

Dhriti's voice trembled with vulnerability as she recounted tales of her childhood, the laughter of innocence mingling with the shadows of unspoken fears. With each word, she peeled back layers of protection, exposing the rawness of her dreams and the scars of her past. Across from her, Tarun listened with a gentle reverence, his own vulnerabilities echoing in the space between them. He spoke of his aspirations, painted with hues of uncertainty, and his fears, woven intricately into the fabric of his being. In the safety of Dhriti's presence, he found solace in the shared understanding of longing for something beyond the confines of the present. As the night deepened, they whispered secrets into the stillness, secrets they had guarded with trembling hands and guarded hearts. With each confession, a bond grew stronger, forged from the fires of honesty and acceptance. Through their conversations, they unearthed hidden similarities, threads connecting their souls in ways they hadn't dared to imagine. They discovered in each other a mirror reflecting their deepest desires and darkest fears, and in that reflection, they found a sense of belonging they had been searching for all along. In moments of vulnerability and authenticity, Dhriti and Tarun found not only

companionship but a sanctuary where they could lay bare their souls, unburdened by the weight of pretense. And as the night faded into dawn, they embraced the uncertainty of the future, knowing that together, they could weather any storm that came their way.

In the quiet corners of Dhriti's mind, a storm brewed—a tempest of conflicting emotions swirling beneath the surface. She and Tarun had forged a bond, one rooted in shared interests and mutual understanding. Their friendship blossomed effortlessly, each conversation a symphony of laughter and shared secrets. But as the days unfolded, so too did Dhriti's feelings. What began as a simple camaraderie evolved into something deeper, something she couldn't quite name. She found herself drawn to Tarun in ways that transcended friendship, her heart quickening at the mere sound of his voice, her thoughts consumed by visions of their time together. Yet, with every flutter of her heart came a pang of apprehension. Dhriti feared the consequences of confessing her love—afraid that the fragile threads binding them together would unravel at the weight of her admission. What if Tarun didn't feel the same way? What if their friendship crumbled beneath the weight of her unspoken affection? Caught between the allure of love and the safety of friendship, Dhriti stood at a crossroads, her heart torn between longing and fear. She yearned to lay bare the depths of her feelings, to cast aside the cloak of secrecy that shrouded her emotions. But the specter of rejection loomed large, casting a shadow over her every thought. And so, Dhriti grappled with her internal conflict, navigating the treacherous waters of her own heart with trembling hands. In the end, she knew that the choice was hers alone—to risk it all for the chance of love or to guard her heart behind the walls of friendship, forever haunted by the echoes of what could have been.

In the quiet corners of her mind, Dhriti often found herself lost in contemplation, her thoughts swirling with the complexity of her emotions for Tarun. Each moment of reflection became a battleground between the comfort of familiarity and the allure of possibility. In the gentle whispers of her soul, Dhriti felt the tug of two opposing forces: one urging her to cling to the safety of the status quo, and the other daring her to venture into the uncharted territories of her heart. With each passing day, she wrestled with the conflicting impulses, unsure of which path to follow. Should she continue to tread the well-worn

path, where the boundaries of their relationship were clearly defined? Or should she dare to break free from the constraints of predictability, embracing the uncertainty of what lay beyond? As she grappled with her inner turmoil, Dhriti found herself caught between the comfort of familiarity and the exhilaration of the unknown. Her heart yearned for a deeper connection, yet her mind hesitated, wary of the risks that lay ahead. In the silent moments of the night, Dhriti's thoughts danced between the memories they shared and the dreams she dared not voice aloud. With each heartbeat, she found herself teetering on the edge of a precipice, torn between the safety of the known and the allure of the unfamiliar. And so, amidst the quiet whispers of her heart, Dhriti stood at a crossroads, uncertain of which path to take. For in the depths of her soul, she knew that whatever choice she made would irrevocably alter the course of her journey. In the bustling corridors of their college campus, amidst the cacophony of student life, Dhriti found solace in the quiet moments shared with Tarun. Their encounters were like stolen glimpses of a hidden world, where time seemed to stand still and their connection flourished. Each stolen glance held a world of unspoken emotions, a silent exchange of longing and understanding that transcended words. Dhriti found herself drawn to Tarun's warmth, his gentle demeanor soothing the storms raging within her own heart. Their whispered conversations became the highlight of Dhriti's day, moments where she could let down her guard and be herself without fear of judgment. Tarun's presence brought a sense of calmness to her turbulent thoughts, his words weaving a comforting cocoon around her troubled soul. But beneath the surface of their burgeoning friendship, Dhriti felt something more stirring within her heart. It was a realization she dared not speak aloud, even to herself at times. Yet, deep down, she knew that her feelings for Tarun were not merely platonic; they were the tender beginnings of a love that dared to defy the constraints of fear and insecurity.

As they navigated the complexities of their evolving relationship, Dhriti found herself cherishing each moment spent with Tarun, treasuring their shared laughter and quiet moments of companionship. And though the path ahead was uncertain, she knew that with Tarun by her side, she had found a kind of love that was worth every risk and every heartbeat.

## Chapter 5

# Heartbreak and Revelation



In the dimly lit dorm room, Dhriti's heart raced as she stared at her phone screen, the soft glow casting eerie shadows across her face. With each scroll, her breath caught in her throat, anticipation mingling with dread. She had known something was off, a gnawing suspicion clawing at her insides, but she had pushed it aside, unwilling to confront the truth. But now, as she scrolled through Tarun's social media profile, the truth stared back at her in vivid color. Each photograph was a dagger, piercing through the facade of her reality. There were images of Tarun laughing with friends, his arm draped casually around another girl's shoulders, a smile on his lips that Dhriti had once thought was reserved only for her. Her hands trembled as she clicked on each photo, each one a painful reminder of the lies she had allowed herself to believe. The memories flooded back: the whispered promises, the stolen kisses, the nights spent wrapped in each other's arms. How could she have been so blind? Dhriti's vision blurred as tears welled up in her eyes, cascading down her cheeks unchecked. She felt the weight of betrayal settle in her chest, crushing her beneath its unbearable burden. The room seemed to close in around her, suffocating her with its silence.

In that moment, Dhriti's world shattered into a million pieces, the shards of her broken heart scattering across the cold floor of her dorm room. And as she stared at the screen, unable to tear her eyes away from the painful truth before her, she knew that nothing would ever be the same again. Dhriti stood frozen, her trembling hands clutching the photograph that had shattered her illusion of happiness. The vibrant hues of the image seemed to mock her, each color a reminder of the falsehood she had been living. Tarun's smile, once a source of comfort, now pierced her soul with its betrayal. His arm entwined with Kushi's sent waves of agony through Dhriti's fragile heart, as if each touch was a dagger carving deep wounds of betrayal. For months, Dhriti had tried to convince herself that Tarun's late nights and distant demeanor were nothing to worry about. She had dismissed the whispers and the doubts, choosing instead to believe in their love. But now, faced with undeniable evidence, the walls she had built around her heart came crashing down, leaving her exposed to the harsh reality she had been avoiding. As tears blurred her vision, Dhriti couldn't help but wonder how long the charade had been going on. How many lies had Tarun told her? How many

moments of intimacy had been shared with Kushi behind her back? The pain of betrayal cut through her like a knife, leaving her feeling hollow and alone. In that moment, Dhriti realized that she could no longer deny the truth. The love she had believed in was nothing but a mirage, and the man she had given her heart to had shattered it into a million pieces. With a heavy heart and tear-stained cheeks, Dhriti knew that she had to find the strength to pick up the pieces of her broken heart and move on, leaving behind the painful memories of a love that was never truly hers.

Dhriti thought she had found her soulmate in Tarun. His charm and charisma swept her off her feet, and she believed their connection was unbreakable. However, her world came crashing down when she discovered that Tarun was already in a relationship with someone else. The shock of betrayal left her feeling as though the ground had been ripped out from beneath her feet. She struggled to reconcile the image of the loving Tarun she had in her mind with the cold, hard truth of his infidelity. The pain of rejection cut deep into her wounded soul, leaving her feeling lost and betrayed. The once-charming Tarun now seemed like a stranger, and Dhriti couldn't help but wonder how she had been so blind to his deception. As she grappled with the betrayal, Dhriti found herself questioning everything she thought she knew about love and relationships. She couldn't understand how someone she trusted so deeply could betray her in such a cruel way. The realization shattered her illusions of love and left her feeling raw and vulnerable. Despite the pain, Dhriti knew she had to find a way to pick up the pieces of her broken heart and move on. She vowed to never let anyone hurt her like that again and to guard her heart more fiercely in the future. Though the wounds of betrayal would take time to heal, Dhriti was determined to emerge stronger and wiser from the ordeal. In the midst of her emotional turmoil, Dhriti found herself engulfed in a tempest of conflicting feelings. Each wave crashing against her heart brought with it a new layer of pain and confusion. The betrayal she felt from Tarun's deceit cut deep, leaving her raw and vulnerable. It was as if the very foundation of trust upon which their relationship had been built had crumbled beneath her feet.

But it wasn't just the betrayal that wounded her. It was the callous disregard for her feelings that left her feeling shattered. How could someone she loved so deeply treat her with such indifference? The

pain of that realization pierced her soul like a dagger, leaving her gasping for air amidst the suffocating weight of her emotions. Yet, perhaps the most insidious of all was the sense of inadequacy that crept into her thoughts like a silent thief in the night. It whispered cruelly in her ear, taunting her with doubts about her worthiness to be loved. It gnawed at the edges of her self-esteem, leaving her feeling small and insignificant in a world that suddenly seemed so cold and unforgiving. In the days that followed, Dhriti sought refuge in the solace of her solitude. Alone in her dorm room, she allowed herself to succumb to the tidal wave of emotions that threatened to overwhelm her. She wept freely, her tears a silent testament to the pain that ravaged her heart. And as she wrestled with her demons in the darkness, she couldn't help but question everything she thought she knew about love and relationships. Was she deserving of love? Was she capable of loving someone without being consumed by fear and doubt? These questions haunted her, tormenting her with their relentless insistence. But amidst the turmoil, there was a flicker of hope.

A tiny ember of resilience that refused to be extinguished. For even in her darkest moments, Dhriti clung to the belief that perhaps, just perhaps, there was still beauty to be found in the ashes of her pain. And with that glimmer of hope to guide her, she vowed to rise from the ashes, stronger and more resilient than ever before. In the depths of Dhriti's despair, a tiny spark of resilience ignited within her. Despite the weight of her sorrows, she refused to succumb to hopelessness. Each day became a battle against her own doubts and fears, but she faced them head-on, determined to emerge from the darkness stronger than before with her camera as her companion. Dhriti ventured into the world, seeking solace in the quiet corners of nature. Behind the lens, she discovered a refuge from her troubles, finding solace in the simple beauty that surrounded her. Every click of the shutter became a release, as she poured her heart and soul into capturing the fleeting moments of grace that whispered of hope and renewal. Through her photography, Dhriti found a voice for her pain and a means of expressing the depths of her emotions. Each image was a testament to her resilience, a beacon of light in the midst of her darkest days. And as she shared her art with the world, she discovered that healing could be found in the act of creation, and that

even in the face of adversity, there was beauty to be found her days were once filled with laughter and light, but then came a storm of betrayal that threatened to consume her entirely. It was as though the very ground beneath her feet crumbled away, leaving her stranded in a sea of despair.

But Dhriti was not one to surrender easily. In the darkness, she found a flicker of hope, a spark of resilience that refused to be extinguished. With each passing day, she clawed her way back to the surface, her spirit tempered by the flames of adversity. She came to understand that her worth was not dictated by the actions of others, but by the love and compassion that resided within her own heart. It was a revelation that set her on a path of self-discovery and healing. Though the scars of betrayal etched deep into her soul, Dhriti refused to be defined by them. She gathered the shattered fragments of herself, weaving them together with threads of determination and strength. And in doing so, she emerged as a survivor, unyielding in the face of love's cruel embrace. Through the trials and tribulations, Dhriti learned that true resilience lies not in avoiding pain, but in embracing it, allowing it to shape and mold us into something greater. And as she stood tall amidst the wreckage of her past, Dhriti knew that she was a testament to the indomitable power of the human spirit.

In English we say it's One sided love

But In Urdu we say,

मुकम्मल ना सही, अधुरा ही रेहेनेदो,

ये इश्क हे कोई, ख्वाहिश तो नहीं,

इसे एक तरफा ही रेहेनेदो.

## Chapter 6

# Embracing Change

Dhriti's heart felt like shattered glass, the pain slicing through her with each beat. She stood at a crossroads, her path obscured by the fog of heartbreak. The choice before her was stark: to let the pain consume her or to summon the courage to rebuild her life from the ruins. In the beginning, the weight of her sorrow threatened to drown her. Each day felt like an eternity of tears and emptiness, a constant reminder of the dreams that lay shattered at her feet. But Dhriti refused to be defined by her pain. She refused to let it dictate the course of her life. With each sunrise, she found a flicker of strength within herself. It was small at first, barely a whisper against the howling winds of despair. But she nurtured it, feeding it with determination and resilience. Slowly, but surely, it began to grow. Dhriti knew that healing would not come easily. The scars on her heart were deep, etched into her very being. But she was not afraid of scars. They were a testament to the battles she had fought and the strength she had gained. Day by day, she began to piece herself back together. She rediscovered the things that brought her joy, the passions that had lain dormant beneath the rubble of her heartache. She reached out to friends and loved ones, allowing their support to bolster her as she navigated the rocky terrain of healing.

And as time passed, Dhriti found herself standing taller, her spirit unbroken by the storms that had once threatened to consume her. Though the scars remained, they no longer held her back. Instead, they served as a reminder of her resilience, a badge of honor earned through struggle and perseverance. With each step forward, Dhriti forged a new path for herself, one that was guided not by the pain of the past, but by the promise of a brighter future. And though the road ahead was uncertain, she walked it with courage and grace, knowing that she was stronger than the sum of her broken pieces.

Dhriti's journey through grief was a tumultuous one, marked by the ache of loss and the haunting echoes of what could have been. Struggling to navigate the labyrinth of her emotions, she sought refuge in the comforting embrace of her camera, a loyal companion that had witnessed both her triumphs and her tragedies. As she stepped into the realm of her passion, Dhriti's heart trembled with uncertainty, yet her spirit burned with an unyielding determination to find solace amidst the chaos. With each breath she took, she felt the weight of her sorrow lifting, replaced by the gentle whisper of

inspiration that beckoned her forward. Through the lens of her camera, Dhriti embarked on a journey of self-discovery, weaving her pain into the fabric of her art with every click of the shutter. In the quiet solitude of her darkroom, she found sanctuary, immersing herself in the alchemy of light and shadow as she breathed life into her captured moments. With each photograph she captured, Dhriti unearthed fragments of beauty hidden within the mundane, each image a testament to the resilience of the human spirit in the face of adversity. In the soft glow of dawn and the fiery blaze of sunset, she found solace, her lens a conduit through which she poured her heartache and longing. As the days turned into weeks, and the weeks into months, Dhriti's art flourished, a vibrant tapestry woven from the threads of her sorrow and her joy. With each image she shared, she touched the hearts of those who beheld her work, offering a glimpse into the depths of her soul and the boundless capacity of the human heart to heal.

And so, as the seasons changed and the world continued to spin, Dhriti stood steadfast amidst the ebb and flow of life, her passion for photography a beacon of hope in a world shrouded in darkness. For in her art, she found not only solace, but a sense of purpose and meaning that transcended the boundaries of grief, lighting the way forward on her journey of healing. In the bustling city of Mumbai, amidst the cacophony of life, Dhriti found solace in her work as a graphic designer. Days blurred into nights as she poured her heart and soul into her creations, seeking refuge from the chaos of her personal life. But amidst the whirlwind of deadlines and designs, she discovered a beacon of light in the form of Aarav. Aarav, with his serene demeanor and quiet strength, seemed to effortlessly weave himself into Dhriti's world. Their paths crossed unexpectedly, like two stars converging in the vast expanse of the night sky. From their first encounter, there was an unspoken connection, a resonance that transcended words. As Dhriti grappled with the tumultuous currents of her emotions, Aarav emerged as a steadfast anchor. His unwavering support and understanding presence became a lifeline in her time of need. With each passing day, their bond deepened, growing stronger amidst the trials and tribulations of life. Through whispered conversations and shared moments of vulnerability, Aarav helped Dhriti navigate the labyrinth of love and relationships. His

gentle encouragement served as a guiding light, illuminating her path through the darkest of times. And when the weight of her pain threatened to engulf her, Aarav was there, offering his shoulder to lean on and his heart to console her.

Together, they forged a bond that transcended the ordinary, a bond forged in the fires of adversity and tempered by the passage of time. In Aarav, Dhriti found not just a kindred spirit, but a soulmate whose presence filled the void within her heart. In the quaint town of Aarav, amidst the whispers of the wind and the gentle rustle of leaves, Dhriti found solace in the company of a kindred spirit named Aarav. Their meeting was not just a chance encounter; it was a convergence of souls yearning for connection and understanding.

Dhriti, burdened by the weight of her past, felt like a ship lost at sea, battered by storms and battered by life's relentless waves. But Aarav, with his unwavering presence and empathetic gaze, became her anchor in the tempest. He saw beyond her scars, recognizing her inner strength and resilience. Together, they embarked on a journey of healing and self-discovery, navigating the labyrinth of their emotions with courage and vulnerability. With each shared moment, they peeled back the layers of their hearts, uncovering hidden depths and raw emotions. In Aarav's company, Dhriti found the courage to confront her demons and embrace her imperfections. Their bond blossomed into a friendship rooted in mutual trust and unconditional acceptance. They laughed together, cried together, and shared their deepest fears and dreams without reservation. As they delved deeper into the intricacies of their own hearts, they also found themselves entangled in the delicate dance of love and longing. Their connection transcended the boundaries of mere friendship, evolving into a profound and transformative love that illuminated their path forward.

Through the highs and lows, triumphs and setbacks, Dhriti and Aarav stood by each other's side, drawing strength from their shared journey. And in the end, they emerged not as broken souls in need of fixing, but as empowered spirits, united in their resilience and boundless capacity for love.

## Chapter 7

# Transformation and Growth

Dhriti found herself lost in the labyrinth of her own heartache. Once vibrant and full of life, she was now a shadow of her former self, consumed by the darkness that shrouded her every thought. But time, that relentless healer, began its subtle work, stitching together the fragments of her shattered soul. With each passing day, Dhriti emerged slowly from the cocoon of despair, her spirit buoyed by the flicker of hope that danced on the horizon. She found solace in the click of her camera shutter, capturing moments of fleeting beauty in a world that seemed devoid of light. And in Aarav, a steadfast companion, she discovered the strength to face the unknown with courage and resilience. Together, they embarked on a journey into the vast expanse of the world, leaving behind the confines of their pain and sorrow. With every step, Dhriti felt the weight of her burdens grow lighter, replaced by a sense of purpose and determination. The scars of heartbreak etched into her skin served as a reminder of the battles she had fought and won, a testament to her unwavering resolve. As they ventured forth into the unknown, Dhriti embraced the uncertainty of the future with open arms, knowing that whatever trials lay ahead, she would face them with grace and fortitude. For she had emerged from the crucible of adversity not as a victim, but as a survivor, her spirit tempered by the fires of love's cruel embrace. And though the journey ahead would not be without its challenges, Dhriti walked with her head held high, a beacon of hope and resilience in a world fraught with darkness.

In the midst of Dhriti's journey, there lay a profound shift waiting to unfold, and it began with the subtle stirrings of introspection. Alone in the hushed sanctuary of her dorm room, she grappled with the shadows that haunted her, confronting the specters of doubt and insecurity that dwelled within her soul. Yet amidst the darkness, there was a beacon of light - Aarav, a steadfast presence whose unwavering support became Dhriti's guiding force. With Aarav's gentle encouragement, Dhriti embarked on a voyage of self-discovery, learning to face her fears with courage and resilience. In the silence of her sanctuary, Dhriti turned to her camera, wielding it as both a shield and a conduit for her emotions. Each click of the shutter was a cathartic release, as she poured her heart and soul into her photography, transforming pain into artistry. Through her lens, Dhriti captured moments of vulnerability and strength, beauty and

imperfection. Each image was a testament to her journey, a visual narrative of her innermost struggles and triumphs.

As the days turned into weeks, Dhriti's art became her sanctuary, her refuge from the chaos of the world. With each photograph, she found solace and healing, discovering the power of creativity to transcend pain and transform darkness into light. With Aarav by her side, Dhriti learned to embrace her flaws and imperfections, recognizing them not as weaknesses to be hidden away, but as badges of honor that spoke to the depth of her humanity. She discovered that true strength lies not in the absence of vulnerability, but in the courage to embrace it fully, to stand tall in the face of adversity and to dare to be unapologetically herself.

## Chapter 8

# Transformation and Growth The Promise of Tomorrow

In the heart of a charming town, where the cobblestone streets whispered tales of centuries past, Dhriti and Aarav's love blossomed like a flower in the sun-drenched courtyard of an ancient villa. Their bond was woven with threads of laughter, stolen kisses, and dreams that danced upon the gentle breeze. Each morning, as the sun painted the sky with hues of gold and pink, Dhriti would find Aarav waiting for her beneath the old oak tree by the town square. With a twinkle in his eye, he would sweep her off her feet and spin her around, their laughter echoing through the narrow streets. Their days were filled with simple pleasures: wandering hand in hand through the market stalls, savoring the sweet aroma of freshly baked bread, and watching the sunset paint the horizon with vibrant shades of orange and purple. In those stolen moments, they felt as if time stood still, cocooning them in a world of their own making. But amidst the serenity of their love, storms loomed on the horizon. Aarav's family had long been at odds with Dhriti's, their feud rooted in generations past. Yet, in the face of adversity, Dhriti and Aarav clung to each other with unwavering determination. As the clouds gathered overhead, threatening to unleash their fury, Dhriti and Aarav stood side by side, their love a beacon of hope amidst the darkness. Together, they weathered the storm, their bond emerging stronger than ever before.

In the quiet moments that followed, as the town basked in the afterglow of the rain, Dhriti and Aarav knew that their love was not just a fleeting moment in time, but a timeless masterpiece painted upon the canvas of their hearts. And as they walked hand in hand along the cobblestone streets, they knew that no matter what challenges lay ahead, their love would always be their guiding light. On a serene afternoon, when the sun bathed the world in a golden glow, Dhriti's world shattered with a single ring of her phone. The urgency in the caller's voice foretold of impending tragedy, and as Dhriti listened, her heart plummeted into a chasm of disbelief. Aarav, her steadfast anchor, her confidant, her beloved, had been ensnared in the cruel grip of a tragic accident. The words echoed in Dhriti's mind like a haunting refrain, tearing through the sanctuary of their existence with merciless force. In that moment, devastation became her companion, and the once vibrant hues of their shared world dulled into shades of despair. With each passing moment, Dhriti clung to the fragments of hope, praying for a miracle to mend the

shattered pieces of their once perfect life. But as the days turned into weeks, and the weeks into months, the cruel reality of Aarav's absence became an immutable truth. And yet, amidst the wreckage of her heart, Dhriti found strength in the memories they shared, and solace in the enduring love that transcended even the cruelest twists of fate. In the quiet depths of her grief, Dhriti found solace in the subtle whispers of nature, in the tender embrace of the wind and the soft warmth of the sun. Each breeze carried echoes of Aarav's laughter, each ray of sunlight felt like his gentle touch, a reminder of the love they once shared. Though Aarav had departed from the realm of the living, his presence lingered in every corner of Dhriti's world. His love, an ever-present force, wrapped around her like a comforting blanket, guiding her through the darkness that threatened to consume her. With tear-stained cheeks and a heart heavy with sorrow, Dhriti embarked on the daunting journey of healing. Yet, even in her darkest moments, she clung to the memories of Aarav, holding them close like precious treasures. For their love was not bound by the limitations of time or space; it transcended the physical realm, etched into the very essence of their beings. As the days turned into weeks, and the ache in her heart persisted, Dhriti learned to navigate the intricacies of her grief. She found strength in the enduring bond she shared with Aarav, drawing upon their love as a source of light in her darkest hours. And so, with each step forward, Dhriti carried Aarav's memory like a sacred talisman, a constant reminder of the beauty and fragility of life. For in the midst of her pain, she found comfort in the knowledge that their love would endure, a testament to the enduring power of the human spirit in the face of life's most profound challenges

I watched you from steps away  
Realising i could never be your person  
Even if I change the way my heart beats  
You'd never love me or any of my version  
But I never fail to adore you  
And that hope of love still keeps me shaking  
My lungs choke it gets hard to breathe  
With my heart ceasing and patiently aching





the end.

--SUMMARY--

The story unfolds in a non-linear fashion, depicting Dhriti's journey through love, heartbreak, and self-discovery. Dhriti is a spirited young woman who finds herself torn between two men, Tarun and Aarav. As the narrative progresses, we witness Dhriti's growth as she navigates the complexities of her relationships and grapples with her own desires and aspirations. The story explores themes of love, friendship, and the complexities of relationships.

ABOUT AUTHOR

DEVIKA NAIK

A-48

FYBAMMC

In the shadows, I whisper my  
heart's song, A melody lost in  
the night's throng. For you  
alone, my love does soar, Yet you  
drift away, forevermore.

Your smile, a beacon in the dark,  
Ignites the fire, leaves its  
mark. But I'm just a ghost in  
your sight, Longing for your  
touch, day and night.

I watch from afar, a silent gaze,  
As you dance through life's  
endless maze. In dreams, I hold  
you close, so tight, But in  
reality, you're out of sight.

One-sided love, a bittersweet  
curse, A flame that burns, but  
can't reverse. Yet still, I'll  
cherish this unrequited art, For  
loving you has its own quiet  
part.



W a i t

I n c o m p l e t e l y  
Y o u r s



# LA BELLA



## RATED SALON IN THE TOWN

The new face on the Runway

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## FRESH GLAMOUR

Amazing makeovers for every face shape

---

## LOVE YOUR BODY

Find your inner beauty

---

99+

No-Cost Tips &  
Tricks for the Season

# ABOUT US

We are a Multi grant-winning Beauty salon, situated in Malad West, Mumbai. Our great group of staff and specialists are accessible to enable you to feel good and quiet in our wonderful salon.

Every individual from staff conveys their own abilities and identity to the salon, with a well-disposed group of receptionists and advisors striving to set aside a few minutes at Indulgence is to the magnificent standard our customers anticipate from us.

The owner drives an exceedingly experienced group of beauticians, colorists and excellence specialists who cooperate to make a remarkable ordeal and uncommon dimension of administration to customers, whatever their prerequisites might be.



## How does the teamwork need to done !

In the beauty industry, teamwork is key to success and providing excellent customer service. By helping each other out, even if it means assisting with a client that is not yours, the salon can maintain a positive and efficient workflow and keep clients happy. It also demonstrates a collaborative and supportive work culture, which can be appealing to potential clients and help retain current ones. Make sure that all team members are adequately trained in their areas of expertise. This will ensure that they are confident in their abilities and can perform their tasks effectively. Encourage team members to support each other, especially during busy or stressful times.

Well, it's a classic case of the 'Fearless Leader Effect'! The departure of these dynamic individuals caused a major shift in the team's vibe and productivity. It was like the team had lost its superhero.. But hey, that's life, and sometimes even the greatest leaders have to take a bow. It's time for the team to adapt and find new ways to keep the creative energy flowing and the productivity rocketing! This will help to build a strong team dynamic and promote a positive work environment. Set achievable goals for the team and track progress regularly. This will help to keep everyone motivated and focused on the task at hand .





# Serenade

Lifestyle

Women  
Fashion

Tips



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Will never stop providing the best content related to fashion and beauty in a magazine. It is my commitment and the entire la bella Magazine team to always provide the latest and most substantive content on the local and international fashion scene because we believe our readers deserve the best.



# Skin & Hair Care

We're ready with the natural ingredients that will keep your skin fresh and hair shiny even under the hot sun so it doesn't interfere with your activities. Summer is a season full of outdoor activities and fun in the sun, but it can take a toll on your skin and hair. The good news is that there are natural ingredients that can help keep your skin fresh and your hair shiny, even under the hot sun. These ingredients are not only effective but also gentle on your skin and free from harmful chemicals.



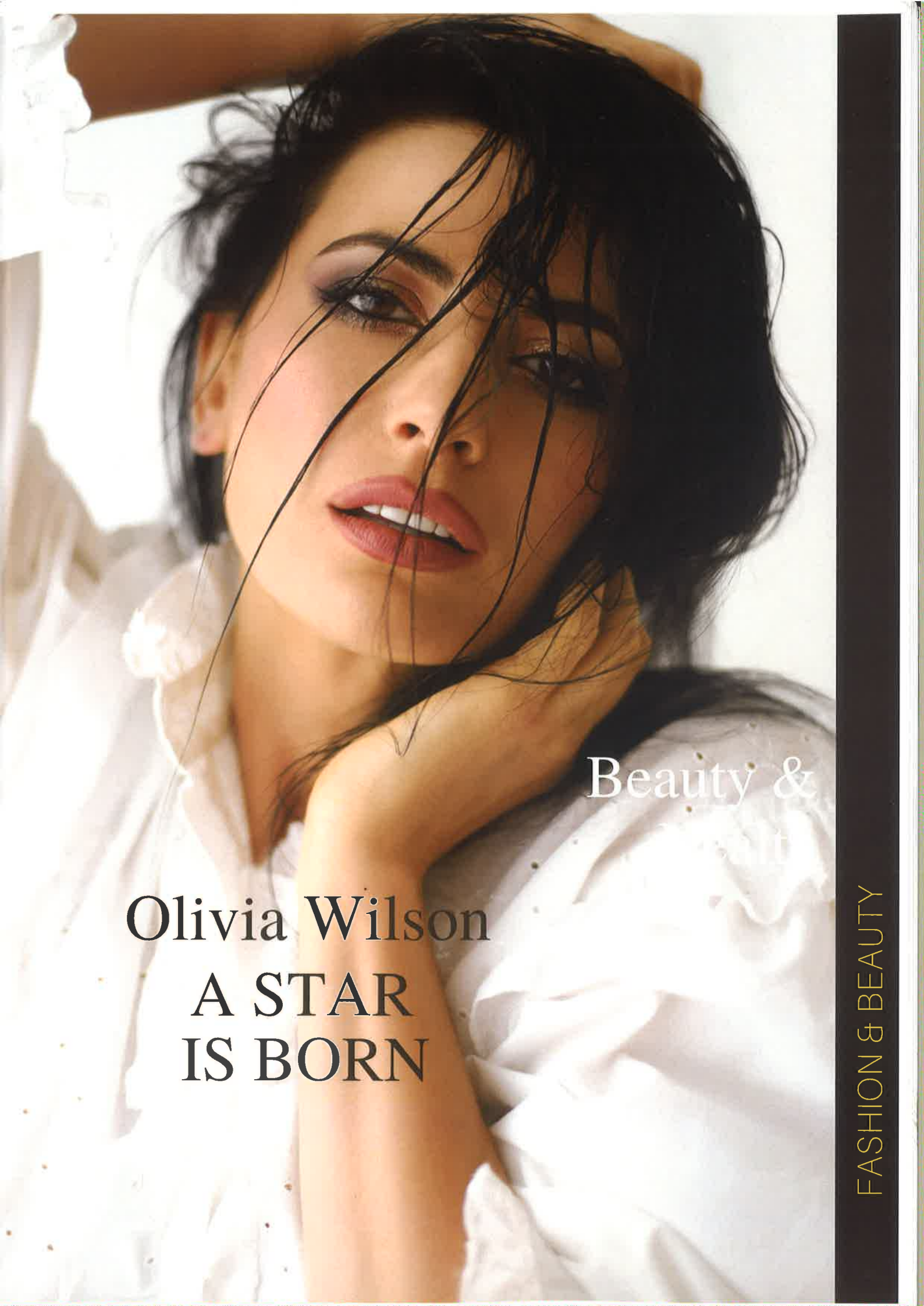
Most people know that a healthy beauty routine comprises cleansing, toning, moisturising, and a lot of sun protection. But still, errors are made when you do not understand how a particular product works, why a certain technique is popular, or how to discern a genuine claim from a dubious one. Check the product claims which are verifiable: safety certificates, toxin free, vegan, dermatologically tested, safe for sensitive skin, efficacy trials. A healthy beauty routine is essential for maintaining healthy skin, hair, and nails. However, it's important to understand how each product works and how to discern a genuine claim from a dubious one.






“people used to watch celebrities on the red carpet talking about what they were wearing, or they would flip through magazines and look at celebrities in makeup ads, but that has lost its traction, especially among younger consumers,” says Vettese, who surveyed consumers and interviewed Hughes for the research project. “Now, people want to go online and get an at-your-fingertips experience. They want to ask an influencer questions and get personal responses.” Similarly, flipping through glossy magazines to see photos of famous faces in makeup ads has lost its charm, especially among younger consumers.

To study just how much influence influencers have on consumers, Vettese surveyed 520 women, specifically targeting beauty enthusiasts on Facebook who use such keywords as “beauty,” “skincare,” and “makeup.” These women buy a whole lot of makeup. More than 40 percent said they purchase multiple products each month. Do you ever wonder just how much influence influencers really have on consumers? Well, wonder no more! These women are serious about their beauty routine and buy a whole lot of makeup.



Beauty &  
Health

Olivia Wilson  
A STAR  
IS BORN

A black and white advertisement for NARS mascara. The central focus is a mascara tube and its wand. The tube is black with the 'NARS' logo in white, stylized script. The wand is partially inserted into the tube, showing a red brush head with fine bristles. The background is dark with some light streaks, suggesting motion or the application of the product.

NARS

## ALL-IN-ONE OR NOTHING

Exclusively designed with over 200 hooks and bristles,  
NARS' lash-catching brush layers on a  
uniquely fluid first-to-market formula for extreme length.  
Extreme volume. Extreme control.

# Christian Dior



## MASCARA PARFAIT

PERFECTION IN THE WINK OF AN EYE

PERFECTION OF THE FORMULA

PERFECTION OF THE BRUSH

PERFECTION OF THE LOOK

Hydrolysed cashmere. Ophthalmologically tested. Mascara Parfait has been especially developed for sensitive eyes and contact lens wearers.

MACY'S • BULLOCK'S • MARSHALL FIELD'S



“People need to understand that what makes a skin glow and look good is not its colour but how healthy and flawless it is. At La bella, we believe that healthy skin is beautiful skin. It is a healthy skin that makes you look youthful and gives a fair glow,”

We need to be able to find a way to help all dark-skinned women beautiful in their own skin. Causal statements like “You are fair. Therefore, everything will look good on you” needs to go away consciously.

While the social narrative needs to change, what is also essential is for the industry to propagate awareness, about the possibility, and side effects of using so many skin fairness cremes such as thinning of the skin, discolouration of the face, increased visibility of the capillaries, severe acne, hypersensitivity to sunlight, rebound paradoxical pigmentation, unwanted facial hair growth, and skin allergy.

Feel Beautiful, no matter what your  
skin tone is!

# Beauty News

## *Reliance Retail is considering purchasing a 49% stake in Naturals Salon and Spa*

### *Enrich outlines a change in direction from being just a salon chain to becoming a sought-after beauty destination*

Previously, visiting an Enrich Salon only offered services such as haircuts, facials, and other beauty treatments. However, as part of a new strategy shift, every future Enrich Salon will have equal space for retail sales of beauty products, transforming the brand from just Enrich Salons to Enrich Beauty.

Enrich, a chain of beauty salons currently operating in six cities, is undergoing a change from being solely a provider of beauty services to a beauty retail outlet. This transformation will see the introduction of multiple brands across a wide range of beauty categories, including makeup, skincare, hair care, and fragrances.

Enrich's CEO, Vivek Bali, explains that the salon already has a regular customer base who visit every month for services. He says, "Our customers come in monthly for services, but then go elsewhere to purchase beauty products. So we want to offer them a one-stop-shop for all things beauty. They are here for 40 minutes to an hour, so why not make it convenient for them to also buy beauty products at the same time?" This, he explains, is the central concept behind the company's new strategy.

Reliance Retail is exploring the possibility of entering the salon industry and is currently negotiating the acquisition of around 49% of Naturals Salon & Spa located in Chennai. This move will position the company as a competitor to established brands such as Hindustan Unilever's Lakme, as well as regional players like Enrich and Geetanjali. India's salon and beauty industry, valued at Rs 20,000 crore, comprises of approximately 6.5 million salons. The sector was one of the hardest hit during the COVID-19 pandemic, with the CEO of Grooms India Salon & Spa taking to social media to request government support to keep the two-decade-old company afloat.



# Start your day by following these steps!

1

Wash your face. Morning and night, rinse your face with water and rub a small amount of gentle cleanser between clean palms. Massage face wash all over your face using gentle pressure.

Apply toner. If you use toner, apply after cleansing your face and before everything else. Pour a few drops of toner into your palms or a cotton pad and gently swipe onto your face.

2

3

Apply serum. Morning is a great time to use a serum with antioxidants—like a brightening vitamin C serum—because they protect your skin from free radicals you'll encounter throughout the day.



4

Apply eye cream. You can apply regular moisturizer to your under-eye area, but if you decide to use a specialized eye cream, you'll typically want to layer it underneath moisturizer, since eye creams tend to be thinner than face moisturizers.

Use spot treatment. It's a good idea to use acne spot treatments at night, when your body is in repair mode. Be wary of layering acne-fighting ingredients like benzoyl peroxide or salicylic acids with retinol, which can cause irritation.

5

6

Moisturize. Moisturizer both hydrates skin and locks in all the other layers of product you've applied. Look for a lightweight lotion for the morning, ideally with SPF 30 or higher. Those with dry skin may want to use a cream morning and night.

Apply sunscreen. It may be the last step, but nearly any dermatologist will tell you that sun protection is the most important part of any skin-care regimen. Protecting your skin from UV rays can prevent skin cancer and signs of aging.

7

## Artist of the Month

# Daniel Bauer



Makeup artist Daniel Bauer is known for his innovative approach to incorporating bold and unconventional colors and textures in his makeup looks. From using green eyeliner to applying bright pink lipstick, Bauer is not afraid to experiment with different elements to create unique and stunning looks. He firmly believes that rules are meant to be broken and encourages individuals to express themselves through their makeup without worrying about conforming to societal norms. One of the things that sets Bauer apart from other makeup artists is his willingness to experiment with different techniques and products.

According to Bauer, makeup is all about having fun and feeling confident, and individuals should focus on what works for them rather than following the latest trends. Ultimately, the only trend that matters is the one that makes you feel great in your own skin. Bauer's work has been featured in numerous fashion magazines and he has also served as the official makeup artist for prestigious fashion shows and events.





# Editor's Note

Will never stop providing the best content related to fashion and beauty in a magazine. It is my commitment and the entire la bella Magazine team to always provide the latest and most substantive content on the local and international fashion scene because we believe our readers deserve the best.

**Editor-in-Chief**



let's follow how South Korean fashion has come to prominence in the last decade. Not only in daily life, but important moments such as weddings also began to use Korean-style wedding dresses. Happy reading!

# *build* **THE** **PERFECT LOOK**

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Kemp is wearing Color Sensational<sup>®</sup> Lipcolor in Nearly There. ©2012 Maybelline LLC



## **BRAND**

Our magazine informs you about various brands with vitamins and their benefits, don't miss out on healthy product information from us, OK?

## **TREND**

The trend of healthy products is now starting to be very popular with many people, besides now there are many variations of healthy brands which of course enhanced no less effective than cheap products







## Did you know?

One of the best places for women to get parlour service in India is Jawed Habib Hair & Beauty Salon. The salon chain of Jawed Habib Hair & Beauty Salon is also very extensive, and this journey started in 1984 when Jawed Habib begins his salon work with his father.

He started working in the father's Salon, and at that time, the name of the Salon was Habib's Hair and Beauty. This Salon was also in the posh area of Delhi and near the Oberoi Hotel.

# *Style*

## On Budget!

Creating a unique hairstyle can enhance your appearance and convey your individuality. Your hair type and length may impact the styling options available to you, but there are endless possibilities to express yourself. Experimenting with different hairstyles can help you find the perfect one that suits your personality and makes you feel confident and beautiful.







THE ULTIMATE LIST OF

# BEAUTY TREND

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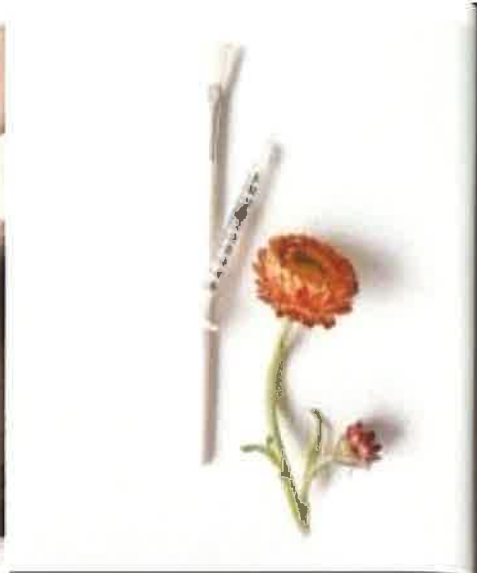
Over the past few years, there has been a significant shift in the beauty industry, with beauty salons adapting to new trends to keep up with changing customer demands. One trend that has emerged and gained momentum is the focus on natural and organic products.

Many people are now looking for beauty treatments that are free from harsh chemicals and are made from natural ingredients. This trend has led to the emergence of new product lines, which are formulated with natural and organic ingredients, such as aloe vera, chamomile, and lavender, which are known for their soothing and nourishing properties.

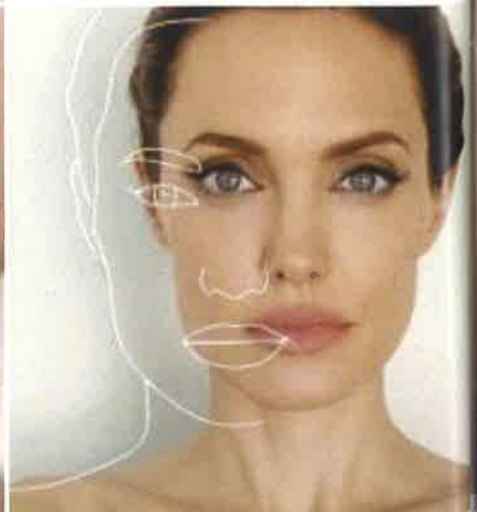
Another trend that has taken the beauty industry by storm is the rise of technology in beauty treatments. With the advancements in technology, beauty salons are now offering treatments that were previously only available in medical clinics. These treatments include laser hair removal, IPL photofacials, and microdermabrasion, which can help to improve skin texture, reduce the appearance of fine lines, and even out skin tone. The use of technology has also led to the development of innovative beauty tools, such as facial cleansing brushes, LED light therapy masks, and microcurrent devices, which can be used at home to enhance the effects of professional treatments.

social media has also played a significant role in shaping beauty salon trends. The popularity of platforms such as Instagram and YouTube has led to an increase in demand for certain beauty treatments, such as lash extensions, brow lamination, and spray tans. Influencers and celebrities have also had a big impact on beauty trends, with many people looking to emulate their favorite stars' looks.





YOU ARE  
*beautiful*





*Photo credit*



## VINTAGE

The history of the beauty industry is a fascinating tale of human innovation, creativity, and resourcefulness. From the earliest times, people have sought ways to enhance their appearance, using whatever resources were available to them. This has led to the development of a wide range of beauty products and cosmetics, each with its unique history and story.

One of the most intriguing aspects of the beauty industry is the use of natural ingredients. From ancient times to the present day, natural resources have been an essential part of beauty regimes, with people using everything from fruits and flowers to minerals and insects to create different colors and effects. This reliance on natural ingredients has led to the development of a vibrant and diverse industry that celebrate the beauty of the natural world.

Another key feature of the beauty industry is its ability to adapt and evolve. As technology and scientific understanding have advanced, so too have the products and techniques used in beauty treatments. From the earliest cosmetics made from simple ingredients to the sophisticated skincare products of today, natural resources have been an essential part of beauty regimes, with people using everything from fruits and flowers to minerals and insects to create different colors and effects.







## How The Past is Being Resurrected

For a brief moment, the 1990s appear to have occurred only about 20 years ago. But for Generation Z, the 90s are an era that only exists in the past. Even though there are only a few years between the 2000s, there's no doubt that Generation Z has absolutely no memory of the decade prior to their birth.

---

However, it doesn't mean they can't enjoy any trends that come before their lifetime. Apparently, now a trend is starting to emerge where various 90s fashion products are popular again among some of the Z generation who have never experienced life in these times.



# THE FUTURE

The beauty industry in India is booming with new products and services being introduced regularly, and it is expected to continue to grow in the coming years. This industry is not just limited to skincare, make-up, nails, lashes, hair care, and grooming, but it also includes wellness and personal care products.

The beauty industry plays an important role in enhancing people's confidence and self-esteem. It is a multi-billion-dollar industry that caters to the needs of individuals who are looking to look and feel good. With the increasing demand for beauty and personal care products, new businesses are emerging, and existing businesses are expanding their product lines to meet the growing demand.

# BEAUTY

FEB - 2023

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# LIFE OF STRAYS

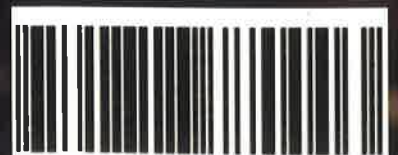
GENERALLY LAZY, OFTEN FRIENDLY, ALWAYS LOYAL

ADOPT,  
DON'T SHOP!!

**IT'S JUST  
A MATTER  
OF CARE...**

DEDICATED TO  
STRAYS OF  
INDIA

**THE FACE OF  
UNCONDITIONAL  
LOVE**



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## Stray dogs can be great pets too

Display Exceptional Intelligence  
Immensely Loyal  
Have Robust Immunity  
Save a Lot of Money

# Debunking Common Myths about Strays

In India, a significant population of street dogs can trace their ancestry back to their wild canine forebears, predating any officially recognized breeds by the American Kennel Club. However, with the rise of full-breed dogs among Indians, more and more street dogs are the result of abandoned pets or cross-breeding with purebreds. Despite misconceptions, these street dogs are usually not hostile and will only bite if they feel threatened. Regrettably, they often experience fear and mistreatment from humans. Street dog populations in India are influenced by waste management. They feed on scavenged waste, leading to higher populations in areas with abundant waste. Surprisingly, they aid public health by consuming perishable waste and deterring hazardous scavengers like rats and mice.



## **In this issue,**

Where 35 millions stray dogs have largely been tolerated just as another nuisance in the public place. Most Indians tend to ignore them though every now and then a few compassionate dog lovers do step in to help men's best friend. There are some people out there who are a dog lovers in true sense, as they love and care for the indi Street dogs as much as they care and love the breedded once. For them every dog is a beautiful and super amazing creation of God.



# CONDITION OF HOMELESS CANINES

## **Nobody's child: the stray dogs of the city**

Street dogs in India face a challenging existence, as they are subjected to constant mistreatment and cruelty. These voiceless creatures, who are often hungry and in need of basic necessities, are met with hostility and indifference by many in the population. They are seen as unwanted and unloved, leading to frequent acts of cruelty such as being pelted with stones, kicked, and even thrown off buildings. The suffering of street dogs in India is a harsh reality that requires immediate attention and action. These animals, who roam the streets in search of food and shelter, deserve to be treated with kindness and respect, not with violence and disregard. It is heartbreaking to think of these innocent creatures being subjected to such inhumane treatment, and it highlights the need for increased compassion and awareness towards their welfare. It is quite essential for everyone to understand the situation of stray dogs.



# Misconceptions about strays dogs

## Stray dogs are a social responsibility-

The majority of people view stray dogs as a threat and a nuisance. A few unlucky dog bite incidents is all it takes to make people distrust stray dogs and think they are all nasty. A dog almost never bites unless it is provoked, ill, or in pain. In fact, dogs may not even prefer to interact physically, according to a study by The American College of Veterinary Behaviorists that was published in Psychology Today. Dogs, on the other hand, are frequently expressive and gregarious creatures that are eager to "speak" to us, provided we listen to them. Humans aggression also appears to significantly exceed that of man's animal progenitors. The relationship between humans and dogs has existed since more than 15,000 years. Humans have raised canines to be their friendly and eager companions with an added talent of interpreting the former's emotions.

## Stories about stray dogs biting & mulling

Unexpectedly, a large number of people adore their own pets yet are very cautious of stray dogs. Their motivations can include widespread perceptions that stray animals are unclean, messy, and unreliable. Social media viral reports about dogs or packs of dogs viciously mauling children are a major contributor to this type of behaviour.

## Do not violate Animal Rights

Stray dogs of India have co-existed with humans since the Vedic ages. The localities, in which we live, belong to them, as much as to us. Cribbing about the issue, hating dogs, beating them up or dislocating them does not help anyone or resolve the issue in any which manner. Let's not create bad karma for ourselves by being cruel to these voiceless, helpless animals.





# Compassion Is Beautiful.

**ADOPT FROM A SHELTER OR THE STREET.**



Parvathy Nair  
with adopted dog Maximus  
for **PETA**



# Adopting Strays: Finding Your Perfect Furry Companion on the Streets

## The Rewards of Adopting a Stray...

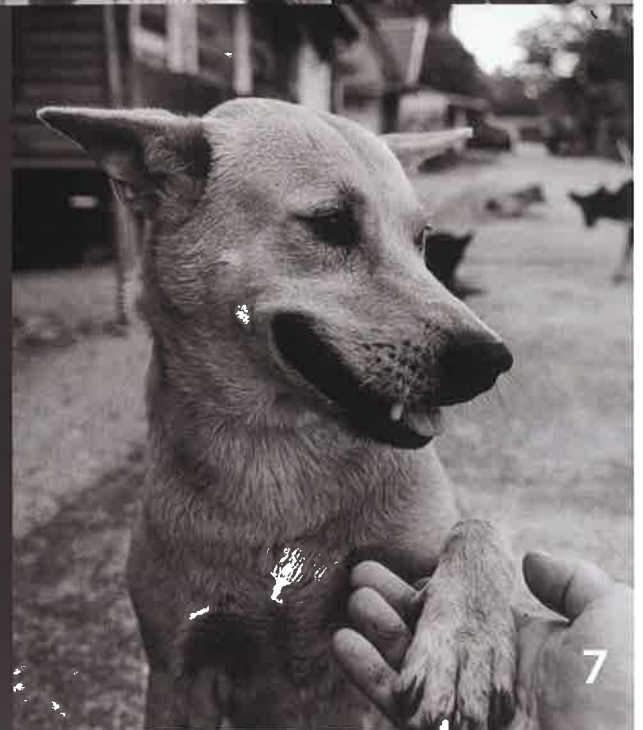
Are you in search of a new furry friend? Consider adopting a stray animal! Not only will you be giving a loving home to an animal in need, but you'll also be gaining a loyal and grateful companion. Adopting a stray animal may seem daunting, but it can be a straightforward and fulfilling process. First, start by visiting your local animal shelter or rescue group.

They have a variety of animals available for adoption, including strays that have been picked up from the streets. When you adopt a stray, you are providing a second chance for an animal that may have had a rough start in life. Many strays have been abandoned or left to fend for themselves, and they are often in need of medical attention, food, and shelter.



## BENEFITS OF ADOPTING A STRAY..

One of the most significant benefits of adopting a stray is that you'll be saving a life. Shelters and rescue groups are often overcrowded, and many animals are euthanized simply because there isn't enough space or resources to care for them. By adopting a stray, you'll be freeing up space for another animal in need. But adopting a stray is not just a selfless act - it's also an opportunity to enhance your own life. Pets have been shown to improve mental health and reduce stress levels, and the bond between an animal and its owner can be incredibly rewarding. Plus, adopting a stray can be a unique and exciting experience - you never know what kind of personality or quirks your new furry friend will have!



# Street Smarts: Delicious and Nutritious Foods for strays!



Stray dogs are a common sight in many parts of the world. These dogs often scavenge for food on the streets and are vulnerable to hunger and malnutrition. As an animal lover, you may want to help these dogs by feeding them. However, it's important to know what foods are safe and healthy for dogs before feeding them. In this article, we'll discuss some of the best foods to feed stray dogs.

**Cooked Meat:** Cooked chicken, beef, or turkey can be a good source of protein for dogs. Avoid feeding raw meat as it may contain harmful bacteria that can make dogs sick.

**Rice:** Rice is a good source of carbohydrates that can provide energy to dogs. Cooked rice is easily digestible and can also help with diarrhea in dogs.

**Vegetables:** Cooked or raw vegetables such as carrots, sweet potatoes, green beans, and peas can provide vitamins and minerals to dogs. However, avoid feeding onions, garlic, and mushrooms as they can be toxic to dogs.

When feeding stray dogs, it's important to remember that these dogs may have health issues or allergies that require a specific diet. Therefore, it's best to consult with a veterinarian before feeding stray dogs regularly. In addition, avoid feeding them processed or high-fat foods, as these can cause digestive problems and obesity. Stray dogs need to be fed with the nutrition that they require to live in the environment.

**Eggs:** Cooked eggs can be a good source of protein and provide essential nutrients such as vitamin D and choline. However, avoid feeding raw eggs as they can contain harmful bacteria.

**Bread:** Plain white or wheat bread can be given to dogs in small amounts as a treat. Avoid feeding bread with added sugars, as well as bread with nuts, raisins, or chocolate, as these ingredients can be toxic to dogs.

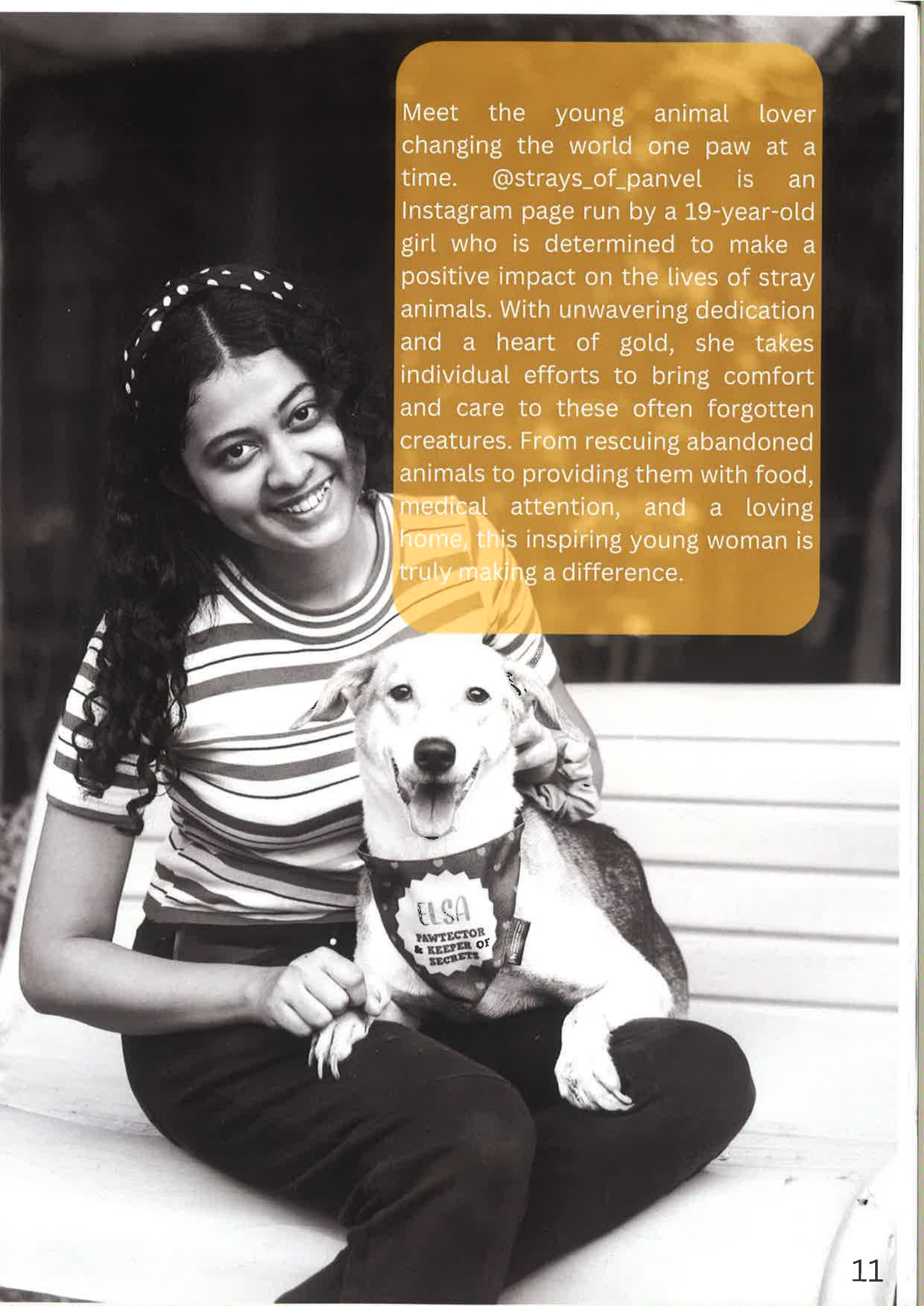


# STREET SAVIORS: HERO FOR HOMELESS HOUNDS

The Welfare for Stray Dogs is a non-profit organization dedicated to helping stray dogs in their every day lives by sterilizing them, treating their injuries and illnesses, and putting them up for adoption. In order to aid Welfare for Stray Dogs in their noble cause we (the year 11 students of DAIS) visit the NGO on a weekly basis and help in the character training process of the dogs in order to make them more adoptable. This involves feeding, bathing, and walking the dogs, in order to make them get used to interacting with humans. Many of the dogs there have been injured by people, and are aggressive because they are afraid. So, we play with them (using baby-steps and different techniques based on each dog's comfort with humans) to regain their trusts, and make them more "adoptable", in the hopes of increasing their chances to lead a better life. Moreover, simply playing with the dogs is fun, because even the most injured are incredibly sweet and lovable.

WSD is home to street-dogs of all ages, and even a large number of cuddly cats and cuddly kittens. Surprisingly, you can find a few "pure-breed" puppies there as well. Our aim is to spread our mantra - "Adopt, don't shop". The same slogan hung at our stall in the 2019 CAS Fete at DAIS. We had an array of cute merchandise, balloons, posters, and a 'tug-or-fall' rope game. If you did buy some puppy-powered merch or played our game, thank you- You contributed to the 37,890 rupees that we raised to help fund WSD and improve the lives of many strays!





Meet the young animal lover changing the world one paw at a time. @strays\_of\_panvel is an Instagram page run by a 19-year-old girl who is determined to make a positive impact on the lives of stray animals. With unwavering dedication and a heart of gold, she takes individual efforts to bring comfort and care to these often forgotten creatures. From rescuing abandoned animals to providing them with food, medical attention, and a loving home, this inspiring young woman is truly making a difference.



# Pawsitively Proud: Incredible Canine Pawrents!



Zeus

Meet Zeus, the charming Indian street dog with a heart of gold and a wagging tail that never stops. This handsome boy was rescued by his loving owners and has since been living his best life, exploring the world with enthusiasm and affection. Zeus's infectious personality and adorable looks never fail to capture the hearts of everyone he meets. Whether he's out on a walk or snuggled up at home, his playful spirit is amazing.

Mango, a mixed-breed stray dog from India, has found a loving home after adoption



Mango

with his adoptive family who cherish him beyond measure and relish every moment spent cuddling him. Rescued from the streets, Mango's journey has been nothing short of remarkable since he was taken in by his caring family who have been capturing his captivating adventures in their hearts.

Hazel, an Indian stray dog, has found a forever home with her loving adoptive family. This furry friend is an avid traveler who enjoys exploring new places alongside her mumma. With a proclaimed love for treats, Hazel never misses a chance to indulge in her



Hazel

favorite delicacies. Playing with balls is one of her favorite pastimes, and she never fails to light up the room with her infectious smile.

# Corporate Career to Canine Crusader

Sajesh, a Bengaluru resident, dedicated his life to improving the welfare of stray dogs in his community. He organized outreach programs, provided medical attention, and promoted adoption and foster care. Sajesh's compassionate efforts have inspired a movement and demonstrated the power of individual action.

As a result of Sajesh's work, the lives of many stray dogs have been transformed, and he has helped to create a more caring and supportive community. His efforts have not only helped to improve the welfare of animals but have also highlighted the importance of community involvement and the impact that each of us can have on the world. Sajesh's story serves as a reminder that we can all make a difference, and that by working together, we can create a more compassionate and just society for all beings.

Helping stray dogs is an act of kindness that can transform lives and create a more compassionate world.







## Saving Each Other: My Journey with a Stray Dog Companion

"We have adopted 3 street dogs as a pet! Let me tell you this was the best decision we have ever made. People usually don't like street dogs. They say they are dirty but when the same people will see any breed dog they be like oh my god he's so cute. (Telling this from my personal experience). After adopting them I realised that every street dog needs love. When ever I go some where and I found street dogs I spare some time to play with them."

-Bhawani Bhardwaj

"I am so happy to share that I have adopted two lovely female stray dogs, and they are the absolute best! Despite being strays, they have been no trouble at all for me and my family. In fact, one of our neighbors has a German Shepherd, and it takes a lot of energy and effort to train and manage it. But my two dogs have been so well-behaved and easy to manage, proving that breed or pedigree isn't the only factor that determines a dog's behavior. I feel incredibly grateful for the opportunity to open my heart and home to these wonderful animals. Adopting stray dogs can be a truly fulfilling experience, as these dogs are often in need of love and care, and they can be so loyal and grateful in return. I feel like I've given my two dogs a second chance at life, and it's heartwarming to see them flourish in a loving and caring environment.

I think it's important to spread awareness about the joys of adopting stray dogs. These dogs may have had a tough start in life, but with love, patience, and attention, they can become just as well-behaved and trainable as any other dog breed. By adopting stray dogs, we can make a difference in their lives and in our communities."

-Apoorva Joshi





### *What their heart says*

Hello there! I may just be a neighborhood stray, but don't let that fool you. I have a special set of genes that make me a survivor in even the most difficult of situations. I've had to rely on my instincts and wits to make it through some tough times, but it's made me all the stronger for it. Now, let me tell you about my true purpose in life. It's simple, really: to shower unconditional love on anyone who will accept it. I may not have a fancy pedigree or a shiny collar, but I have something even more important: a heart full of love and a desire to share it with anyone who needs it. I am man's best friend, not just because of my loyalty and companionship, but because I can help make your life better in ways you might not even realize. Just having me around can bring a smile to your face and make you feel less alone. I'm a reminder that there's always hope, even in the darkest of times.

So, I'm asking you to give me a chance to love you.

-your local stray

### Happy faces





*Pet Food,  
with the  
Royal Seal  
of Approval*




*Treating  
Pets Like  
Royalty,  
Since 1968*



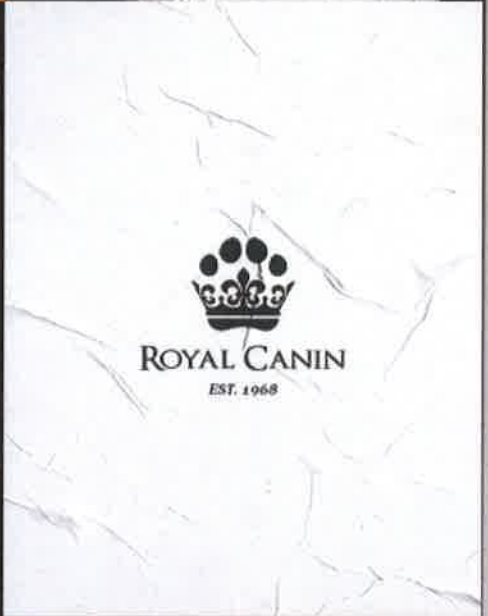
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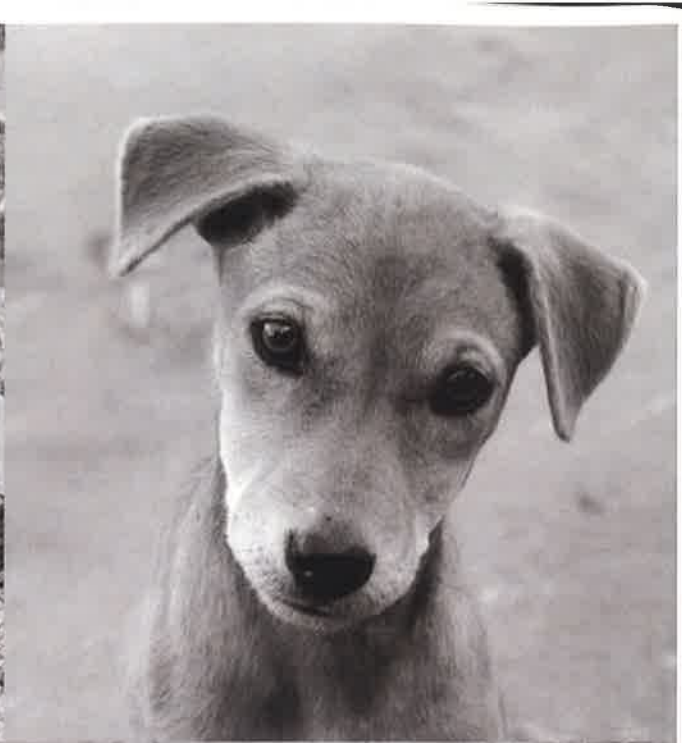
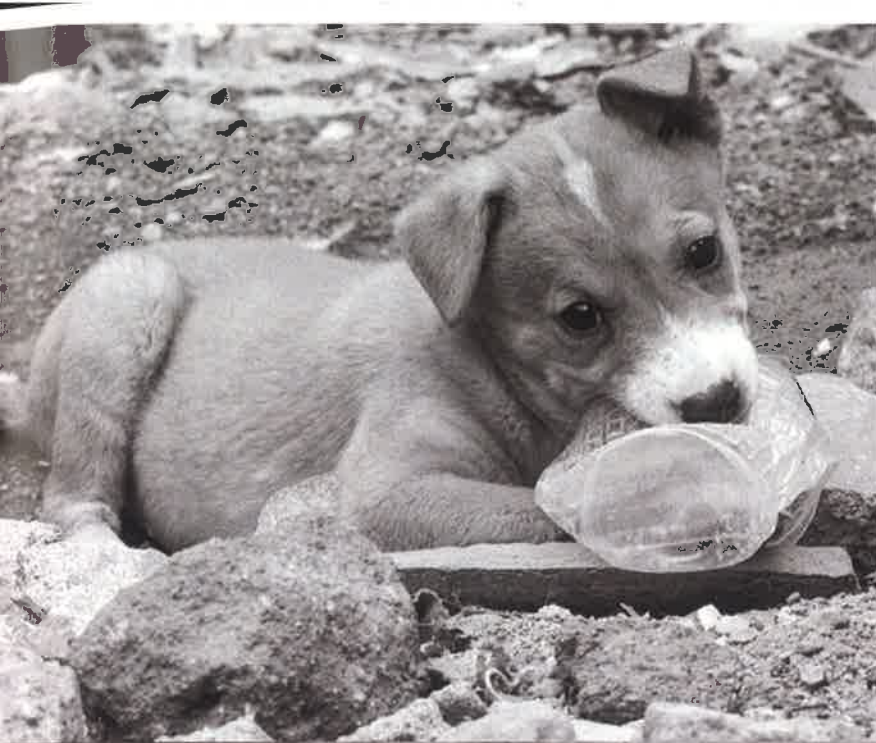
*Work Like  
a Dog.  
Feast like  
a King.*



*It's the  
dogs...  
Crown  
Jewels.*

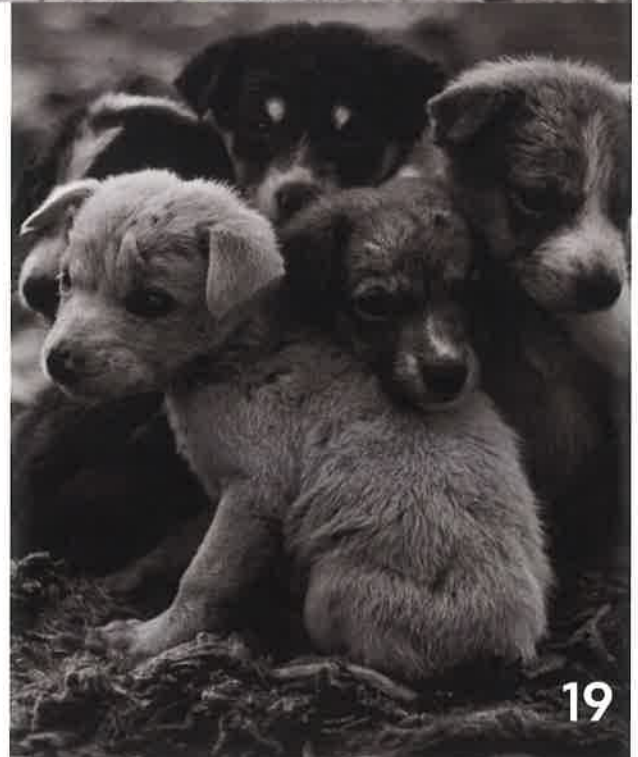






### **Home is Where the Dog Smell Is!!**

As I sit in my home, I can't help but be enveloped by the comforting scent of my furry friend. It's a scent that has become so familiar, so soothing, that it feels like a warm embrace from an old friend. It's a scent that fills me with love and appreciation for the simple things in life. So, when someone remarks that my house smells like a dog, I no longer take it as an insult. Instead, I see it as a badge of honor, a symbol of the love, loyalty, and gratitude that my furry companion brings to my life. The scent of my dog is a reminder of the unconditional love that he gives so freely, and of the many ways that he has enriched my life.



I may not have a home or a family to call my own, but I still have a heart full of love and loyalty. I have learned to appreciate the small things in life and to find joy in the simplest of pleasures. Please don't judge me for my circumstances, but see me for the brave and resilient soul that I am.





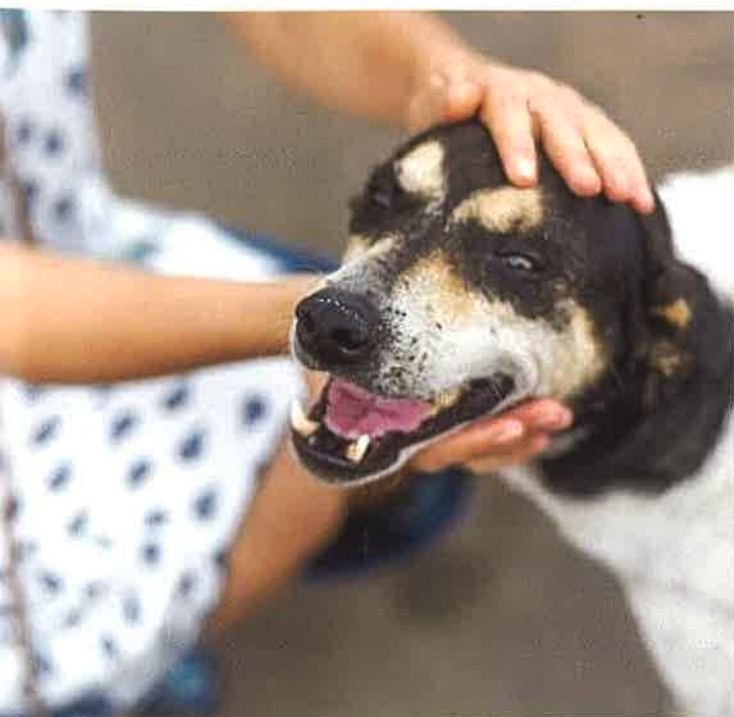
# RESCUE. LOVE. UNLEASHED

## Stray Dogs' Urban Intelligence.



Stray dogs, despite their difficult and often challenging circumstances, have been known to display exceptional intelligence in a variety of ways. One particularly unique aspect of their intelligence is their ability to navigate and survive in urban environments.

Unlike their domesticated counterparts, stray dogs often have to rely on their wits and problem-solving abilities to find food, shelter, and safety in busy cities and towns. This has led them to develop some remarkable skills, such as the ability to recognize and navigate complex urban landscapes, read human body language, and even learn how to use crosswalks and traffic lights to safely cross busy roads.



Additionally, many stray dogs have been observed exhibiting a high degree of social intelligence, forming complex social hierarchies and working together to achieve common goals such as finding food or protecting their pack. Some have even been known to develop unique and individualized communication systems, using different vocalizations, body language, and even facial expressions to convey complex ideas and emotions.





## Unleashing Loyalty!!

Stray dogs are often seen as unwanted and neglected animals, wandering the streets in search of food and shelter. Despite their difficult circumstances, many stray dogs exhibit an immense amount of loyalty to those who show them kindness and compassion. One of the reasons why stray dogs can be so loyal is because they have to rely on humans for survival. When a kind person provides a stray dog with food and water, the dog quickly learns to trust and depend on that person. There have been numerous stories of stray dogs who have saved their owners from danger.

In some cases, stray dogs have even been known to risk their own lives to protect their human companions. There have been numerous stories of stray dogs who have saved their owners from danger, whether it be from a fire, a burglary, or even an attack by another animal.

Despite the many challenges that stray dogs face, their incredible loyalty to those who show them kindness and compassion is a testament to the resilience and beauty of the canine spirit.

Stray dogs are a common sight in many parts of the world, and despite the harsh conditions they face, they often seem to be in good health. This has led researchers to investigate the immune systems of stray dogs.

## *The immune system of stray dogs!*



One of the key adaptations of stray dogs is their immune system, which has evolved to deal with a range of pathogens and parasites that they encounter on a daily basis. Research has shown that stray dogs have a more robust immune response than pet dogs, which is likely due to their exposure to a wide range of pathogens. One of the key components of the immune system is the production of antibodies, which are proteins that recognize and neutralize foreign invaders such as viruses and bacteria. Stray dogs have been shown to have higher levels of antibodies than pet dogs, which suggests that they are better equipped to fight off infections. Despite their strong immune systems, stray dogs are still at risk of contracting diseases and infections. This is because they often lack access to veterinary care and vaccines, which can help to prevent many common diseases.

In addition to producing antibodies, the immune system also relies on a type of white blood cell called T-cells, which help to destroy infected cells and prevent the spread of infections. Stray dogs have been found to have a higher number of T-cells than pet dogs, which further supports the idea that their immune systems are more powerful. However, by better understanding the immune systems of stray dogs, researchers may be able to develop new treatments and vaccines that are more effective in protecting these animals.



# THE STRAY CANINES..

On dusty streets and crowded lanes,  
They wander, lost in search of love,  
Their puppy eyes, so full of pain,  
Yet so much trust, it's hard to shove.

No home to call their own,  
No warm bed, no cozy nook,  
Just the cold, hard pavement stone,  
And strangers' eyes that sometimes look.

But still, they wag their tails in hope,  
And chase after every passerby,  
With dreams of treats and pats to cope,  
And a fleeting glimpse of a kind eye.

Amidst the chaos and the noise,  
They persevere, with hearts so pure,  
Their love unbounded, their spirit poised,  
To conquer all, and to endure.

Oh, Indian street dogs, we see you,  
And we feel your pain and your plight,  
We promise to love and care for you,  
And make your world a little bright.

-Akansha



# PAWSOME LIFE LESSONS: WHAT STREET DOGS TEACH US!

Street dogs, also known as stray dogs or community dogs, are dogs that live on the streets without a home or a particular owner. These dogs can be found in many countries around the world, and they are often seen as a nuisance or a danger to society. However, street dogs can also teach us many things if we observe and interact with them in the right way. Street dogs can teach us many things if we take the time to observe and interact with them. They can teach us about resilience, living in the moment, loyalty and friendship, resourcefulness, and compassion. We should not underestimate the value of these lessons, as they can help us become better human beings and create a better world for all.



## LIVE IN THE MOMENT WITH STRAYS!

Street dogs do not worry about the past or the future. They live in the present moment, and they enjoy it to the fullest. They are not concerned about what happened yesterday or what might happen tomorrow. They focus on what is happening right now, and they find joy in simple things like playing with a ball or exploring their surroundings. This ability to live in the moment is something that we can learn from street dogs, as we often get caught up in our worries and concerns about the past and the future.





# How Adopting a Dog Can Transform Your Life

Stray dogs are often seen as a nuisance or a danger, but what many people don't realize is that they can actually be a source of joy, love, and personal growth. Adopting a stray dog can change your life in countless ways, from boosting your physical and mental health to providing you with companionship and a sense of purpose. One of the most obvious benefits of adopting a stray dog is the companionship they provide. Dogs are social animals that crave interaction with humans, and a stray dog who has been living on the streets or in a shelter is likely to be especially grateful for the attention and affection you give them.

## Dog can change your life is by improving your physical health

Dogs need exercise, and taking your new furry friend for regular walks or runs can help you stay active and fit. This can be especially beneficial if you struggle with health issues like obesity or high blood pressure. Plus, spending time outside with your dog can boost your mood and reduce stress.

Adopting a stray dog can also have a positive impact on your mental health. Dogs are natural stress-relievers, and spending time with them can help you feel more relaxed and calm. In fact, studies have shown that petting a dog can lower your blood pressure and reduce anxiety. Dogs can also provide a sense of purpose and meaning, as you work to provide for their needs and care for them. Of course, adopting a stray dog isn't always easy. Stray dogs may have behavioral or health issues that need to be addressed, and adjusting to life with a new pet can be a challenge. However, with patience, love, and commitment, adopting a stray dog can be one of the most rewarding experiences of your life.





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## Pawsitively Helpful: Why Stray Dogs are Actually Good for Society

When we think of stray dogs, the first thing that comes to mind is often danger, disease, and discomfort. But what if we told you that these four-legged wanderers are actually doing us a favor? That's right, stray dogs can actually benefit society in more ways than one. Firstly, let's talk about their role in the ecosystem. Stray dogs often scavenge for food, feeding on scraps and leftovers from our waste. This may seem unappealing at first, but in reality, it helps to reduce the amount of waste in our environment. When stray dogs feed on leftover food, they are helping to break down organic matter, making it easier to decompose and reducing the amount of waste that ends up in landfills. Secondly, stray dogs can also act as watchdogs for our neighborhoods.

Additionally, many stray dogs have been rescued and trained to become service animals. These dogs have proven to be valuable resources for people with disabilities, assisting with daily tasks and providing emotional support. Service dogs have been known to improve the quality of life for individuals with physical, mental, and emotional disabilities. Lastly, stray dogs provide companionship to many people who may not have access to pets or cannot afford to care for them. Studies have shown that interacting with animals can have a positive impact on mental health, reducing stress and promoting relaxation. Many stray dogs have been adopted into loving homes and have become beloved members of their families.

Overpopulation, disease, and aggressive behavior are all concerns that need to be addressed. However, it's important to acknowledge that stray dogs are not all bad. In fact, they can be quite helpful to our society.

So, the next time you see a stray dog wandering the streets, remember that they are not just a nuisance, but a valuable member of our community. Who knew that these scrappy pups could be so pawsitively helpful? Moreover, stray dogs have been known to bring people together and foster a sense of community. In many areas, locals come together to feed, care for, and protect the stray dogs in their neighborhood.

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# PAWSOME POOCHES: THE UNCONDITIONAL LOVE!!

One of the most remarkable traits of stray dogs is their unwavering loyalty and love towards their human companions. Despite often coming from difficult backgrounds and facing numerous challenges, these dogs have an uncanny ability to form strong bonds with those who show them kindness and compassion. Once they have found a loving home, they will stop at nothing to protect and care for their human family. Their devotion and loyalty are truly unparalleled, and it's no wonder that so many people consider their furry friends to be a part of their family. Whether it's through tail wags, cuddles, or sloppy kisses, stray dogs have a way of reminding us of the true meaning of unconditional love. What's more, stray dogs often exhibit a remarkable degree of forgiveness and resilience.



## What's more,

They are quick to forgive and forget past traumas, and instead focus on the present moment and the loving relationships they have formed with their human companions. Their ability to bounce back from adversity and embrace life with a positive attitude is truly inspiring, and a testament to the power of unconditional love and loyalty. In a world where trust and loyalty can sometimes be hard to come by, stray dogs serve as a reminder.



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**Bid to 'target Indian democratic system', gov't ticks off US investor George Soros**

By Nikita Yadav

Billionaire George Soros' expectations of "democratic revival in India" in the wake of the Adani-Hindenburg row on Friday invited sharp rebuttals from the ruling BJP and opposition Congress with both ticking off the US investor, saying that the Indian democratic process alone, and nothing else, determines its domestic electoral outcome. The BJP fielded minister Smriti Irani to slam Soros' remarks as "attempts to weaken the democratic processes of India at a time when it was rising" and as a "war on the country". "Soros wants a pliable, weak government that can serve his interests. But this is a new India. It is not weak. This assault on Indian democracy will be met with the might of India. We have defeated imperialist forces before. We will defeat them again," Irani said, urging citizens and political organisations alike to denounce the American investor's "ill intentions" in one voice. The Congress hit back at Soros too, saying that whether the PM-linked Adani scam sparked a democratic revival in India would depend entirely on the Congress, other



"Soros wants a pliable, weak government that can serve his interests. But this is a new India. It is not weak. This assault on Indian democracy will be met with the might of India. We have defeated imperialist forces before. We will defeat them again," Irani said, urging citizens and political organisations alike to denounce the American investor's "ill intentions" in one voice. The Congress hit back at Soros too, saying that whether the PM-linked Adani scam sparked a democratic revival in In-

"Adani enterprises tried to raise funds in the stock market but failed. Adani is accused of stock manipulation and his stocks collapsed like a house of cards. Modi is silent. But he will have to answer questions from foreign investors and Parliament," the business magnate said. "This individual seeks to demoralise our democracy, weaken our democratic interests and bring an onslaught on the economy of India so he can gain himself... PM's image has not been attacked for the first time. A war is being mounted against India," said Irani. She questioned the timing of Soros' remarks, close on the heels of India becoming the world's fifth largest economy and the US and French Presidents and UK PM publicly expressing gratitude to Modi for creating job opportunities in these three nations, citing Air India's historic 470 aircraft deal. "It has nothing to do with George Soros. Our Nehruvian legacy ensures people like Soros cannot determine our electoral outcomes," AICC general secretary Jairam Ramesh tweeted, while Uddhav Thackeray-led Shiv Sena asked that "who was Soros and why was the BJP doing a full press conference on him". Soros, speaking at the 2023 Munich Security Conference on Thursday, predicted that the Adani issue would weaken Prime Minister Narendra Modi's "stranglehold on the federal government and open doors for the

**WFI chief Brij Bhushan Sharan says ready to resign if protesters go back; alleges Bajrang Punia, Deepender Hooda hatched plot**



The WFI chief is in the eye of a storm after the grapplers levelled sexual harassment charges against him and demanded his arrest as well as ouster from the Wrestling Federation of India. Various political parties, including the Congress and AAP, have lent their support to the wrestlers. Singh, who has till now remained defiant about not quitting his post, said that he was ready to resign if it would make the protesters go back home "if they go back and sleep peacefully

Talking to PTI here, the WFI president said, "I want to thank the leader of the Samajwadi Party Akhilesh Yadav (for not siding with the protesting wrestlers). I know him since his childhood. I am elder to him. Though there are political differences between us, Akhilesh knows the truth." "If there are 10,000 wrestlers in Uttar Pradesh, 8,000 of them are from the Yadav community and belong to the Samajwadi family. Hence they know the truth," he

The BJP MP from Kaiserganj added that the protesters are mere "toys" in the hands of the Opposition. "All these players have become toys in the hands of the Congress and other opposition parties. Their motive is political and not my resignation," Singh said, adding that he was yet to receive a copy of the FIR registered against him. The WFI chief wondered why the railway board was not stopping wrestlers associated with the railways from sitting on protest

About Congress leader Priyanka Gandhi's participation in the wrestlers' protest, Singh said "She does not know the facts. Deepender Hooda, the architect of this conspiracy, brought her to the protest site." "The day she comes to know the truth or the day the investigation report comes out she will realize that she should not have gone to the protest site. I openly challenge them to fight against me from Kaiserganj, Gonda, Shravasti or any Lok Sabha seat in the area. The result will clear all misunderstandings." The BJP MP claimed that "a big industrialist is responsible for the conspiracy against me." Asked to name the industrialist, he said, "If I do so, he will get me killed." The protesting wrestlers had on Saturday warned against using their platform for political gains claiming few people were trying to take their fight for justice in a different direction. PTI Talking to PTI here, the WFI president said, "I want to thank the leader of the Samajwadi Party Akhilesh Yadav (for not siding with the protesting wrestlers). I know him since his child-

**3 minors among 11 dead after inhaling toxic gas in Giaspura area of Ludhiana**

By Nikita Yadav

Eleven people, including three children, died allegedly after inhaling toxic gas in the city's thickly-populated Giaspura area on Sunday, with authorities suspecting that dumping of some chemicals in the sewer led to the noxious emission. Four more persons, who were taken ill, are undergoing treatment at a hospital, officials said, adding the area was sealed, the residents were evacuated and a National Disaster Response Force (NDRF) team was at the spot following the incident. Though the source of the leakage and the type of the gas were yet to be ascertained, the officials said that they suspected that the poisonous gas was released after some chemical was disposed of in the sewerage in the area and reacted with methane. Giaspura is a thickly populated area with a migrant population. Several industrial and residential buildings are located here. All the victims belonged to Uttar Pradesh and Bihar and had been staying in Ludhiana. The incident came to light Sunday morning when some people who came to a local grocery store to buy milk started fainting. Four persons died on the spot while others were rushed to the hospital. Among the dead were three members of the family that owned the store and five from another. Police said five females and six males were among the dead. The district administration announced Rs 2 lakh compensation each for the family of the deceased and Rs 50,000 each for those who were taken ill in the incident the same day.



"It is likely that there is some gas contamination. We are collecting samples from manholes. It is quite likely that some chemical reacted with methane in manholes," Ludhiana Deputy Commissioner Surabhi Malik told reporters. The DC said the cordon at the scene of the leak will be extended. She said those who died in the incident did not show any symptoms of respiratory problems "It is likely that because of neurotoxins the deaths took place," Malik added. Additional Deputy Commissioner Amarjit Singh Bains said, "A broken manhole has been found in the area and there was a strong smell emanating from it. There is a possibility that the chemical has been poured into the sewerage from that point." A district administration official said a team of the National Disaster Response Force (NDRF), which has reached here, will ascertain the source and the type of gas the spot while others were rushed to the hospital

The DC said different teams of district administration, police, municipal corporation and Punjab Pollution Control Board are stationed at the site. Ludhiana Police Commissioner Mandeep Singh Sidhu said it was apprehended that someone disposed of some chemicals in the sewerage which led to the emission of the toxic gas. "A cat was also found dead at the incident site," said Sidhu. Through the public address system, people are being called to stay away from the area, said Sidhu. Police also deployed drones to check for other victims who could be lying. Additional Deputy Commissioner Amarjit Singh Bains said, "A broken manhole has been found in the area and there was a strong smell emanating from it. There is a possibility that the chemical has been poured into the sewerage from that point." There is a possibility that the chemical has been poured into the sewerage from that point."

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Salman Khan defends 'no low neckline' rule for women on his sets: 'Their bodies are a lot more precious.'



Actor Salman Khan has tried to defend his stance on not letting female co-stars wear deep necklines on sets of his movie. The actor's Kisi Ka Bhai Kisi Ki Jaan co-star Palak Tiwari had earlier said that Salman has a rule for women on his movie sets that doesn't allow them to wear plunging necklines. Salman has said that he doesn't want any man to look at the women on his movie sets with bad intentions, therefore 'the rule'. Salman appeared on Rajat Sharma's show Aap Ki Adalat recently and tried to defend his stance by saying that women's bodies are precious and should be covered. However, when the interviewer cross questioned him, saying that he starred in his first ad commercial at the age of 17 and appeared in just boxers. To this, Salman responded with a commonly heard statement: "At that time it was okay. The atmosphere is bad these days." When asked if this rule was only for girls, the actor said, "Ye ladkiyo ka chakkar nahi hai, ye ladko ka chakkar hai. Jis husab se ladke ladkiyo ko dekhte hai, aapki behne, aapki biwiya, aapki mothers, wo mujhe acha nahi lagta. (It's not a matter of girls, it's about the boys. The way they look at girls, at your sister, wife or mother. I do not like it) So, I do not want them to go through this." Salman, who is appearing in the show after a gap of nine years, tried to support his statement by saying

"Sab jaante hai, par kabhi kabhi inki nezyat kharab ho jaati hai, to koshish hai ki hum jab picture banaye, to hum unko ye mauka na de ki ye aake humare heroines ko, humari auraton ko iss prakr se dekhe." (Everyone knows it that sometimes their intentions that go bad. So we try that when we make a film, we don't get give this chance to anyone that they come and look at our heroines, our women like this). In an interview with Siddharth Kannan, Palak had revealed that before co-starring with Salman in Kisi Ka Bhai Kisi Ki Jaan, she was an assistant on Salman's film Antim: The Final Truth. She had also shared how, on the sets of Antim, Salman had enforced a strict dress-code for all the female crew members. She said, "When I was AD-ing with Salman sir on Antim, Salman sir had a rule: 'every girl on my set, the neckline should be here, all the girls should be covered, like good proper girls'. The Final Truth. She had also shared how, on the sets of Antim, Salman had enforced a strict dress-code for all the female crew members. She said, "When I was AD-ing with Salman sir on Antim, Salman sir had a rule: 'every girl on my set, the neckline should be here, all the girls should be covered, like good proper girls'." However, later Palak had said that her statement was misunderstood and she was only talking about keeping herself in check around"

Sonam Bajwa reluctantly agreed to do a song in Varun Dhawan's Street Dancer 3D, was 'disheartened' when it was cut out of the film

Sonam Bajwa reluctantly agreed to do a song in the Varun Dhawan-starrer Street Dancer 3D, and was 'disheartened' when the song was left on the cutting room floor.



Actor Sonam Bajwa didn't mince her words when she spoke about being left on the cutting room floor in the film Street Dancer 3D. Sonam said in an interview that she was in two minds about doing the project in the first place, because they wanted her just for a song sequence, and when that song didn't make it to the final cut, she was 'disheartened'. In an interview with Siddharth Kannan, Sonam said that after the fiasco, she vowed to make more thoughtful decisions about her career, and suggested that her song being axed from the movie created a negative impression of her in the industry. Sonam is best known for her work in Punjabi films, but she also commands a strong social media following.

Sonam said that she has 'no complaints' and has been made to feel welcome by the Hindi film industry, but is certainly not happy about how things went down on Street Dancer 3D. She said, "I felt very bad. Firstly, I never wanted to do a song. But the team was so looked up to. Remo is such a senior artist, director, choreographer. Varun Dhawan is loved by everyone. I was in two minds, should I do the song, should I not do the song. But they'd reached out to me, so I decided to go ahead. And when the song didn't make it to the final edit of the film, I was very disheartened." Siddharth Kannan, Sonam said that after the fiasco, she vowed to make more thoughtful decisions about her career, and suggested

ABCD 3 is the third installment of a popular Bollywood film series. Earlier it was in news for Katrina Kai's exit and then for Shradha Kapoor's entry in it. Now, there is a new addition to the cast and that too from our very own Punjabi film circle! Sassy Sonam Bajwa will be seen in a special song in the Varun-Shradha starrer ABCD 3. Clearing the air that it isn't her Bollywood debut, Sonam shares, "I feel happy and grateful to be a part of this project. I get to play a Punjabi girl in the song. I am super happy to be playing what I actually am and in the place where I get so much love and support from. Looking forward to working with Remo Sir and Varun." In this film the fiasco, she

Sonam said in an interview that she was in two minds about doing the project in the first place, because they wanted her just for a song sequence, and when that song didn't make it to the final cut, she was 'disheartened'. In an interview with Siddharth Kannan, Sonam said that after the fiasco, she vowed to make more thoughtful decisions about her career, and suggested that her song being axed from the movie created a negative impression of her in the industry. Sonam is best known for her work in Punjabi films, but she also commands a strong social media following. I was very disheartened." Siddharth Kannan, Sonam said that after the fiasco, she vowed to make more thoughtful decisions about her career, and suggested strong social media following. I was very disheartened." Siddharth

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## Wrestlers' protest: Sakshi Malik's wedding picture with Brij Bhushan Sharan Singh sparks controversy

By: Nikita Yadav

The current wrestlers' protest started on 23 April when the wrestlers alleged that Delhi Police didn't file an FIR against WFI president, who is also a BJP MP from Uttar Pradesh's Gonda, after seven female wrestlers, including a minor, filed a sexual harassment complaint against him at the CP Police Station in Delhi. The protesters had also demanded the Sports Ministry make the inquiry report into sexual allegations against Singh public, along with an FIR against him. After the players reached Supreme Court on 24 April to have an FIR registered against Singh, the apex court asked the Delhi Police to respond. The Delhi police on 28 April told the court they will register an FIR against Singh. But the wrestlers said that they will continue agitating till Singh's sent to jail. The protest started earlier this year on 18 January when the wrestlers led by Tokyo Olympics bronze medalist Bajrang Punia, two-time world championships medalist Vinesh Phogat and Rio Olympics bronze medalist Sakshi Malik made the allegations for the first time. After a session of deliberations with the Sports Minis-



ter, who assured that a panel would enquire into the case, the protest was called off on 21 January. However, the enquiry report was not made public by the ministry and no action was taken against Singh. This prompted the wrestlers to once again take to protests. The protest started earlier this year on 18 January when the wrestlers led by Tokyo Olympics bronze

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## Gymnast Dipa Karmakar handed 21-month ban after failing dope

BY Nikita Yadav

NEW DELHI: Gymnast Dipa Karmakar has been handed a 21-month ban for failing a dope test conducted by the International Testing Agency Dipa Karmakar's dope sample collected out-of-competition by the ITA, which is an independent organization that manages the anti-doping program of the International Gymnastics Federation (FIG) was found to contain Higenamine which is a prohibited substance under World Anti-doping Agency Code. Dipa Karmakar is an Indian Gymnast from Tripura State. She is the first gymnast from India who competed in the Olympics. In her debut 2016 Summer Olympics in the final, she reached 4th position. At the Rio Olympics, she lost an Olympic medal by just 0.15 points due to her historic achievement at Rio Olympics, she became a well-known Gymnast as well as the face of gymnastics in India. In the final, she performed a difficult Prodonova Vault and competed against the world's top Gymnasts such as Simone Biles of the United States, Maria Paseka, and Giulia Steingard. The ITA further informed Karmakar's dope issue was resolved under a case resolution agreement under article 10.8.2 of the FIG Anti-Doping Rules and an equivalent provision...

The ITA confirms that Dipa Karmakar has been suspended for 21 months, effective until 10th July 2023 after testing positive for Higenamine. The positive sample was collected on behalf of the FIG in the scope of an out-of-competition control on 11th October 2021. The Switzerland-based non-profit organization works under the supervision of WADA and the International Olympics Committee to implement Anti-doping programs for various international federations. The ITA further informed Karmakar's dope issue was resolved under a case resolution agreement under article 10.8.2 of the FIG Anti-Doping Rules and an equivalent provision...

Dipa Karmakar is an Indian Gymnast from Tripura State. She is the first gymnast from India who competed in the Olympics. In her debut 2016 Summer Olympics in the final, she reached 4th position. At the Rio Olympics, she lost an Olympic medal by just 0.15 points due to her historic achievement at Rio Olympics, she became a well-known Gymnast as well as the face of gymnastics in India. In the final, she performed a difficult Prodonova Vault and competed against the world's top Gymnasts such as Simone Biles of the United States, Maria Paseka, and Giulia Steingard. The ITA further informed Karmakar's dope issue was resolved under a case resolution agreement under article 10.8.2 of the FIG Anti-Doping Rules and an equivalent provision...



## GT's victory pushes KKR to edge of cliff

By: Nikita Yadav

Defending champions Gujarat Titans once again came up with a clinical display to prevail over Kolkata Knight Riders by seven wickets in the IPL here today and climb to the top of the table. It was a sweet revenge for Gujarat, who had lost their home game due to Rinku Singh's heroics. First, Gujarat's pace duo of Mohammad Shami (3/33) and Josh Little (2/25) picked five wickets between them, while left-arm spinner Noor Ahmad (2/21) continued his fine run to restrict Kolkata to a below-par 179/7 after Hardik Pandya opted to bowl. On a batting-friendly strip, Rahmanullah Gurbaz's scintillating 39-ball 81 set the tempo but Kolkata managed just 45 runs and lost three wickets in the final five overs to miss the 200-run mark.

In reply, Gujarat raced to the target in 17.5 overs, with Vijay Shankar remaining unbeaten on 51 off 24 balls. Defending the total, the hosts had their moments when they stopped Shubman Gill at 49 and almost had David Miller on a hair. But they committed a harekiri as Miller's skier, which would have been a straightforward catch for their wicketkeeper, was attempted by Suyash Sharma from third man and he ended up grassing it. At that time, Gujarat needed 51 runs from 29 balls but it turned out to be a game-changing moment as Shankar and Miller (32 not out) sealed the issue in an unbroken 87-run unbroken partnership that came off 39 balls. The win took Gujarat to the top of the standings with 12 points from eight matches and need to win two more



Kolkata, on the other hand, are staring at an early elimination after suffering their sixth defeat from nine matches and must all their remaining five matches now to have a shot at making the playoffs. Defending champions Gujarat Titans once again came up with a clinical display to prevail over Kolkata Knight Riders by seven wickets in the IPL here today and climb to the top and Gujarat needed

## Satwiksairaj Rankireddy, Chirag Shetty Pair Reach Badminton Asia Championships Final

By: Nikita Yadav

After winning the first game 21-18, Sarwik and Chirag were trailing 13-14 in the second when the Chinese Taipei duo of Lee Yang and Wang Chi-Lin retired, handing the match to the Indians. Satwiksairaj Rankireddy and Chirag Shetty became the first Indian men's doubles pair to enter the final of the Badminton Asia Championships after their opponents retired midway through the semi-final match, on Saturday. After winning the first game 21-18, Sarwik and Chirag were trailing 13-14 in the second when the Chinese Taipei duo of Lee Yang and Wang Chi-Lin retired, handing the match to the Indians. They face the eighth-seeded Malaysian pair of Ong Yew Sin and Teo Ee Yi, who defeated fourth seeds Takuro Hoki and Yugo Kobayashi of Japan 21-6 26-24 in the other semifinal, in the final on Sunday. India's top men's doubles pair Satwiksairaj Rankireddy and Chirag Shetty assured a men's doubles medal at the Badminton Asia Championships after 52 years after outplaying Indonesia's experienced duo Mohammad Hsan and Hendra Setiawan in the quarterfinals in Dubai Friday. After winning the first game 21-18, Sarwik and Chirag were trailing 13-14 in the second when the Chinese Taipei duo of Lee Yang and Wang Chi-Lin retired, handing the match to the Indians. They face the eighth-seeded Malaysian pair of Ong Yew Sin and Teo Ee Yi, who defeated fourth seeds Takuro Hoki and Yugo Kobayashi of Japan 21-6

eration of India treasurer Krishan Bir Singh Rathu told PTI. The 27-year-old Navneet, who picked up the sport during the Commonwealth Games in Delhi 12 years ago, also expressed disappointment. "We thought things would change but they have not yet. We are hoping the government recognition comes through soon so that we are able to plan our competition calendar much in advance," said the Delhi-based athlete, who had missed his flying exam to represent India at the CWG. After winning the first game 21-18, Satwik and Chirag were trailing 13-14 in the second when the Chinese Taipei duo of Lee Yang and Wang Chi-Lin retired, handing the match to the Indians. They face the eighth-seeded Malaysian pair of Ong Yew Sin and Teo Ee Yi, who defeated fourth seeds Takuro Hoki and Yugo Kobayashi of Japan 21-6 26-24 in the other semifinal, in the final on Sunday. India's top men's doubles pair Satwiksairaj Rankireddy and Chirag Shetty assured a men's doubles medal at the Badminton

## Dhoni becomes second batter to hit 1000 runs in 20th over in T20 matches



The only other batter to have gone past the magical four-figure mark in the shortest format of the game is former West Indies and Mumbai Indians batter Kieron Pollard. During the match against Punjab Kings, Dhoni walked into bat amid raucous cheers at Chepaak in the 20th over as Ravindra Jadeja fell off the first ball. The 41-year-old batter failed to middle the pull off the first delivery he faced, and got a single off the next. With two balls to go, Dhoni was still 12 off the mark. As he has done on innumerable other occasions, Dhoni responded with back-to-back maximums to send the Chepaak crowd into delirium. While the first hit ramed into the digital advertisement banners at the boundary, the second disappeared over midwicket, ensuring CSK finished with an above-par 200 on the board. The 41-year-old batter failed to middle the pull off the first delivery he faced, and got a single off the next. With two balls to go, Dhoni was still 12 off the mark. As he has done on innumerable other occasions, Dhoni responded with back-to-back maximums to send the Chepaak crowd into delirium. While the first hit ramed into the digital advertisement banners at the boundary, the second disappeared over midwicket, ensuring CSK finished with an above-par 200 on the board. Incidentally, this was the 27th time the Chennai franchise hit a 200-plus score, the most by any IPL team.

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The left-handed batsman hit the Namibia skipper for a six and a four. In the following over, he hit another six off Suyash Sharma. He finally reached his fifty in the 18th over when he hit Kulwant Khejroliya for another maximum. The out-of-favor India allrounder reached the landmark in just 20 balls. His innings came to an end on the very next ball. Dube hit 2 fours and 5 sixes during his brilliant century. With two balls to go, Dhoni was still 12 off the mark. As he has done on innumerable other occasions, Dhoni responded with back-to-back maximums to send the Chepaak crowd into delirium. While the first hit ramed into the digital advertisement banners at the boundary, the second disappeared over midwicket, ensuring CSK finished with an above-par 200 on the board. Incidentally, this was the 27th time the Chennai franchise hit a 200-plus score, the most by any IPL team.





## Mumbai Metro offers 25% fare concession from today: Check eligibility, documents needed and more



BY: Nikita Yadav

From May 1, Mumbai Metro lines 2A and 7 have announced a concession of 25% on the fares for citizens aged above 65 years, persons with disabilities, and students up to Class 12. The discount will be applicable to the National Common Mobility Card (Mumbai One) holders for 45 or 60 trips. These lines are operated and maintained by Maha Mumbai Metro

Operation Corporation Ltd (MMMOCL) and the Mumbai Metropolitan Region Development Authority (MMRDA). To be eligible for the concession, persons with disabilities need to submit valid documents such as medical or government certificates for disability, while senior citizens will have to provide age proof. Students will have to show their or their parent's PAN card along with their school ID. The documents can be shown

The move is aimed at providing a gift to Mumbai residents, according to the Chief Minister of Maharashtra, Eknath Shinde. CM Shinde has also announced that travel for senior citizens on state transport buses will be free while women can avail of a 50% concession in bus fares. Line 2A, also known as the yellow line, runs between Dahisar E and DN Nagar in Andheri West. On the other hand, Line 7, also known as the red line.

The official statement by CM Shinde has said that the move is expected to benefit thousands of citizens and is a gift to Mumbai residents. The discounted fare is expected to be beneficial for citizens who use these lines for their daily commute. With a vision to "be the most admired and most trusted metro company in the world, delivering safe, reliable and sustainable mode of travel to our customers at competitive cost, with international standards of customer care, thereby creating superior value for all stakeholders", Mumbai Metro apparently saves 90 minutes of travel time for a Mumbaier. The official statement by CM Shinde has said that the move is expected to benefit thousands of citizens and is a gift to Mumbai residents. The discounted fare is expected to be beneficial

## Tripura VHP writes to Chief Justice of India against same-sex marriage pleas

By: Nikita Yadav

The Vishwa Hindu Parishad (VHP) in Tripura on Monday wrote to Chief Justice of India (CJI), D.Y. Chandrachud, requesting him not to decide on the plea to validate same-sex marriage in the country on an urgent basis, claiming that the Hindu society and heterogenous marriage culture would be destroyed if the apex court makes it legal. "The petition of same sex marriage was filed in the Supreme Court by a section of conspirators. If the same sex marriage is legalised, the Hindu society and heterogenous marriages culture would be destroyed," said the VHP's letter addressed to the Chief Justice via West Tripura district magistrate's office. "While issues of eradication of poverty, implementation of basic and free education, right to pollution-free environment, problem of population control are affecting the entire country, there is no urgency shown nor judicial activism seen on the part of Hon'ble Supreme Court of India," it added. Speaking to the reporters after submitting the letter, VIIP up-prant secretary Shankar Roy said, "The institution of marriage is not only a union of two

## Gangster Tillu Tajpuriya, accused in Delhi's Rohini court shootout, killed in Tihar Jail

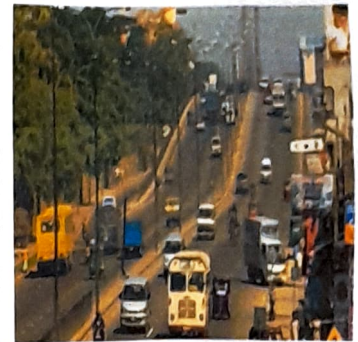
By Nikita Yadav

Tillu Tajpuriya, an accused in the Rohini court shootout case, was killed after being attacked by rival gang members in Delhi's Tihar jail. Jailed gangster Tillu Tajpuriya, an accused in the Rohini court shootout case, was killed after being attacked by rival gang members Yogesh Tunda and others in Delhi's Tihar jail, news agency ANI reported citing prison officials. He was taken to Delhi's Deen Dayal Upadhyay Hospital, where he was declared dead. Further investigation is underway by Police, ANI reported. Yogesh Tunda and others in Delhi's Tihar jail, news agency ANI reported citing prison officials. He was taken to Delhi's Deen Dayal Upadhyay Hospital, where he was declared dead. Further

## Heavy vehicles banned on some highways for Navi Mumbai event.

By Nikita Yadav

The movement of heavy vehicles on Mumbai-Goa highway, the Expressway and the old highway between Mumbai and Pune as well as the Gujarat to Mumbai stretch would be banned on April 15 and 16 for the Maharashtra Bhushan award ceremony in Navi Mumbai's Kharghar, an official said on Friday. As per the order issued by state transport department joint secretary Rajendra Holkar, the step has been taken to avoid traffic snarls on these routes as several lakh followers of renowned social worker Appasaheb Dharmadhikari will attend the function scheduled for Sunday. Dharmadhikari, a reformer who has held tree plantation drives, blood donation and medical camps as well as de-addiction work in tribal areas, will be conferred the prestigious award at a function on April 16, which will be organised by Union Home Minister Amit Shah as well as Maharashtra Chief Minister Eknath Shinde. As per the order, heavy vehicles carrying essential commodities like milk, cooking gas cylinders, petrol and diesel, medicines, liquid oxygen, food grains and vegetables etc and ambulances as well as those supplying material for highway and road construction will be allowed to ply. Mumbai-Pune old



A similar notification was issued by authorities of Mumbai-Goa highway number 66, Palghar district, bordering Gujarat, on Thursday. As per the notification issued by the Palghar district authorities, the Ahmednagar-Mumbai highway number 48 will be shut for heavy vehicles from 2pm on April 15 to 11pm on April 16. However, vehicles can move towards Gujarat from Mumbai as well as Maharashtra Chief Minister Eknath Shinde had, earlier this week, made the announcement of the coveted Maharashtra Bhushan award for 2023 being conferred on Dharmadhikari at a function in Kharghar in Navi Mumbai on April 16. He had said Union Home Minister Amit Shah would attend the function, which will be held at the Corporate Park in Palghar. Meanwhile, Mahendra

## City records 'good' air quality for the first time this year

By: Nikita Yadav

Experts attributed the improvement, from a 'moderate' AQI of 64 a day prior, to warm conditions and a western disturbance that is currently passing over parts of North India, in turn bringing swifter winds to the north Konkan coast as well Mumbai. For the first time since November 29 last year, the city on Monday morning saw its lowest air pollution levels of the year, with the air quality index (AQI) settling at a 'good' 47, according to the System of Air Quality Forecasting and Research (SAFAR). According to the Central Pollution Control Board's daily AQI bulletin, which uses data from a larger set of AQI monitors, Mumbai saw 'satisfactory' air for two consecutive days on Sunday and Monday, with AQI values of 81 and 74, respectively. Experts attributed the improvement,



Experts attributed the improvement, from a 'moderate' AQI of 64 a day prior, to warm conditions and a western disturbance that is currently passing over parts of North India, in turn bringing swifter winds to the north Konkan coast as well. "During summer months air quality improves because warm air rises and carries pollutants up into the atmosphere. A western disturbance is passing over north and central India right now because of which Delhi and parts of interior Maharashtra

This same weather system has led to stronger winds along parts of Mumbai, Thane and Palghar because of which pollutants were dispersed and clear skies were seen," said an official with the IMD's regional forecasting centre in Mumbai. An AQI of 100 to 199 is considered 'moderate', while 50 to 99 is considered 'satisfactory' and below 50 is considered 'good'. AQI in excess of 200 is considered 'poor', above 300 'very poor', above 400 'severe' and above 500 is considered 'severe+'. As per the CPCB's classifica-



The VHP said that the apex court already protected rights of the same sex persons and transgenders in 2014 NALSA judgement and Navtej Singh judgement in 2018. They also requested the Chief Justice to seek consultation with all stakeholders regarding the issue, if required, and ensure same-sex marriage is not made legal by the judiciary as the issue comes under the domain of legislature. "Further right to register their marriages, which is now being claimed, is not a fundamental right but a statutory right and can only be protected and regulated by the legislature through appropriate enactment", it added. "While issues of eradication of poverty, implementation of basic and free education, right to pollution-free environment, problem of population control are affecting the entire country, there is no urgency shown nor judicial activism seen on the part of Hon'ble Supreme Court of India," it added. Speaking to the reporters after submitting the letter, VHP up-prant secretary Shankar Roy said, "The institution of marriage is not only a union of two heterosexuals but also the

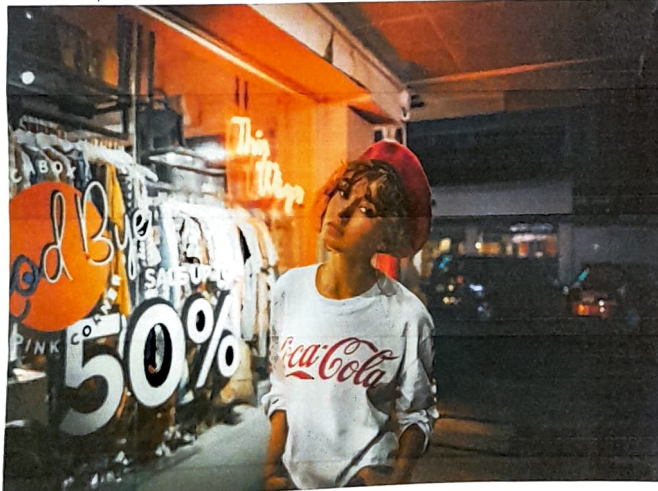
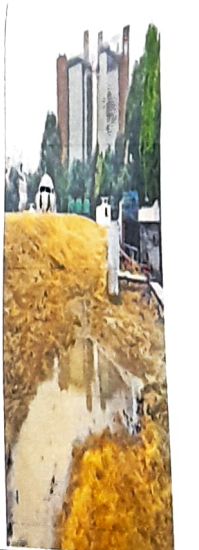
## NDMC seeks to redevelop terrace garden at Palika

By: Nikita Yadav

The New Delhi Municipal Council has invited bids to rejuvenate the old garden space located on top of the underground market, the officials said. While the work of waterproofing treatment of the terrace of the market has been completed, subsequent phase of the garden's development will include a landscaped green space with pedestrian pathways, designer lights and vertical gardens, said NDMC vice chairman Satish Upadhyay. "Besides horticulture work, the redevelopment work will involve civil and electrical features. We will also completely revamp the fire fighting mechanism. Once complete, the terrace garden will feature landscaped pathways for pedestrians, an inbuilt sprinkler system and designer railings," Upadhyay added. The popular garden space was last revamped before the Commonwealth Games in 2010 and the three-acre space has been lying neglected for the last four years. According to a redevelopment report prepared by the council, the existing cement mortar structures in the garden will be demolished and many parts of earth will be excavated. The new structure will feature stainless steel railings and new pathways with granite stone. The civic body will develop a new 30cm-deep soil layer on top of the market roof where both artificial and natural doob grass will be planted.

A senior NDMC official said that more than 1.5 lakh ornamental plants and shrubs will be planted in the first phase of beautification of the terrace garden. "The garden will host sections of Orange Jasmine Murraya exotica, fire bush (Hamelia patens), Hibiscus and Calliandra. A dedicated section will be featuring various forms of Bougainvillea varieties such as Sobhira, Thima, Marry Palmar and Cherry Blossoms. The garden will feature two type of hedges made up of Red Iresine (Blood leaf plant) and Duranta Goldiana," the NDMC official said, requesting anonymity. The electrical work in the new garden will comprise LED bollard lights and concealed LED bricks along the pathways, and street lights with a heritage look. Vinay Kumar, who heads the Palika Market association, said that the market originally had a very lush green garden on top of it but the problem of seepage and leaking from roof had. "We have seen a series of maintenance works after in every five to six years. The current green space is in a barren state for the last three years," he said. Kumar said that traders have been demanding the rejuvenation of the green belt for several years now. "We have written countless letters to NDMC. We are satisfied with the waterproofing work carried out this time but some cracks have started emerging in the dome area and the civic

In 2009, it was listed as a "notorious market" by the Office of the United States Trade Representative for selling counterfeit products in large quantity, including pirated software and media. "The garden will host sections of Orange Jasmine Murraya exotica, fire bush (Hamelia patens), Hibiscus and Calliandra. A dedicated section will be featuring various forms of Bougainvillea varieties such as Sobhira, Thima, Marry Palmar and Cherry Blossoms. The garden will feature two type of hedges made up of Red Iresine (Blood leaf plant) and Duranta Goldiana," the NDMC official



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Page No. 06

Virat Kohli shares cryptic post after verbal fight with Gambhir

Page No. 05

Uganda parliament passes mostly unchanged version of anti-LGBTQ bill



## India's Ludhiana city hit by deadly gas leak

AT LEAST 11 PEOPLE KILLED AND 11 HOSPITALISED IN NORTHERN INDIA'S PUNJAB STATE.

Abhishek Pathak, Lucknow

At least 11 people have died and 11 have been admitted to hospital after a gas leak in Ludhiana in the northern Indian state of Punjab, according to a top city official, who added that the entire area was being evacuated.

A team from the National Disaster Response Force (NDRF) was at the site on Sunday, according to a video feed shared by the ANI news agency. Police were seen patrolling while wearing masks and asking locals to keep out of an area that had been cordoned off, the video showed. Bhagwant

Mann, Punjab's chief minister, expressed sadness over the deadly leak.

"The incident of gas leak in the factory in Gaspura area of Ludhiana is very sad," Mann said in a tweet. "Police, government and NDRF teams are present at the spot. All possible help is being provided."

Ludhiana Deputy Commissioner Surabhi Malik told reporters the deaths were a likely result of "gas contamination".

"It is quite likely that maybe some chemical reacted with methane in manholes," she was quoted as saying by ANI. "All of this is being verified. NDRF



is retrieving samples. India was the site of one of the worst industrial disasters in history when gas leaked from a pesticide plant in the central city of Bhopal in 1984. About 3,500 people, mainly locals living in shanties around the Union

Carbide plant, died in the days that followed and thousands more in the following years. People still suffer its after-effects now.

In 2020, a gas leak near a chemical plant in the southeastern state of Andhra Pradesh killed at 11

people. At least 800 were taken to hospital with breathing difficulties and irritated skin. At least 200 pupils were admitted to hospital after a gas leak in 2017 near their school in southern New Delhi.

## Ludhiana: Woman, husband, 2 others arrested for 'lover's' murder

Wahneet Singh, Ludhiana

A day after a half-burnt body was found at Sahabana village in Jamalpur area, the Ludhiana police solved the case with the arrested of a woman, her husband, their son and their nephew.

While the victim has been identified as Sawinder Singh (50), an electrician, the accused were identified as Ramandeep Kaur alias Ramni of Bachhattar Nagar in Jamalpur, her husband Sandeep Nagpal, their son Prince and their nephew Shivam of Moga. Another accused, identified as Akash of Ferozpur, is yet to be arrested. Inspector Bikramjit Singh said that the victim's wife Surjit Kaur in her statement said that Sawinder was having an affair with Ramandeep

During investigation it was revealed that Sawinder and Ramandeep had taken an accommodation on rent in Jamalpur to meet secretly. On Friday night, Ramandeep had called Sawinder to meet where she, with the help of Sandeep, Shivam and Akash, assaulted Sawinder with blunt weapons and then strangled him to death. Thereafter the accused took his body to Sahabana village and set it on fire.

Police said that Sawinder used to spend his income on Ramandeep but now he was asking her to return his money. To get rid of this dispute, Ramandeep conspired the crime. A case under Sections 302, 301 and 34 of IPC has been registered against the accused at Jamalpur police station.

## Brookfield, Bharti Enterprises close Rs 5,000-crore deal

Mansi Soni, Mumbai

Bharti Enterprises and Brookfield Asset Management on May 1 announced the closure of a joint venture agreement for a 3.3 million square feet portfolio of commercial properties in the Delhi-NCR region and Punjab.

A Brookfield managed real estate fund will now own a 51 percent controlling stake in the joint venture, while Bharti Enterprises would continue to hold a 49 percent stake. The enterprise value of the transaction is Rs 5,000 crore, the two companies said in a statement.

These properties are Worldmark Aerocity in Delhi, Airtel Centre and Worldmark 65 in Gurugram, and Pavilion Mall in Punjab's Ludhiana city. "This transaction with Brookfield for our marquee properties in North India is a significant milestone for us to partner with a global infrastructure investor with deep and rich experience and insights into real estate," said Harjeet Kohli, Joint Managing Director, Bharti Enterprises, said.

Bharti Realty will continue to own and operate its remaining commercial assets, which includes approximately 10 million square feet of upcoming development in Delhi's Aerocity. It will remain focused on developing premium quality commercial real estate in key locations, the statement said.

## Byju's CEO assures company's compliance after raids over alleged forex law violations

Palak Roy, Delhi

Indian education platform Byju's CEO is confident that the country's financial crime-fighting agency will find the company compliant after raids on its premises over suspected breaches of foreign exchange laws, according to an internal memo.

Byju's is one of India's biggest startups, once valued at \$22 billion. It has attracted global investors such as General Atlantic, BlackRock and Sequoia Capital, which have invested in the company over the years. "As we are funded by 70+ impact investors who have satisfactorily done due diligence on our operations, including all FEMA (Foreign Exchange Management Act) compliance, we are confident that the authorities will also come to the same conclusion," CEO Byju Raveendran said in



the memo sent late on Saturday, which was seen by Reuters. Byju's did not respond immediately to a request for comment. India's Enforcement Directorate raided three premises linked to the company on Saturday over alleged foreign exchange law violations. The searches revealed that Byju's parent firm Think & Learn Pvt Ltd had received foreign direct investment of nearly 280 billion rupees (\$3.43 billion) between 2011 and 2023, the agency said on Saturday. The agency also

said that the company remitted 97.5 billion rupees to various foreign jurisdictions between 2011 and 2023 in the name of overseas direct investments. In the internal memo, Raveendran said that the company had sent some money overseas to fund its international acquisitions. "I want to assure you that we are fully cooperating with the authorities," Raveendran said, adding that the required documentation and statutory filings had been submitted to the Enforcement Directorate.

## Shankar Sharma on his 4 AM strategy, Brightcom and lessons from losing bets

While explaining this strategy, Sharma has a word of caution and a piece of advice - this strategy is not for everyone and position sizing is key here. He also outlines the criteria for selecting what he calls 4 AM stocks.

Adil Parag, Bihar

With over three decades in the world of investing, Shankar Sharma does not shy away from calling a spade a spade. His Twitter timeline is a "Dear Diary" of sorts.

From the big wins to the big losses, his journey is out there for thousands to see. A part of this journey has been Brightcom

Group (BCG) - a Rs 4 stock in May 2021 to Rs 113 in December the same year, and now down at Rs 9 amidst a Securities and Exchange Board of India (Sebi) scrutiny.

In November 2021, Sharma called BCG a 4 AM stock. "The world is sleeping. But a faint bit of light is creeping up at the edges. That's the home run period," he wrote.

He believes the 4 AM investing principles can get an investor from a "slum to a penthouse." "Investing in the Levers, Nestles and Asian

Paints of the world cannot help you get a penthouse. Money can be made only in the unloved sectors of the markets," he says.



## Why brain strokes are rising among young people

Pari Singh, Madras

Gujarat Chief Minister Bhupendra Patel's son Anuj Patel, who suffered a brain stroke on Sunday and has been stabilised in hospital, is not a rare

case. "There has been a sudden rise in the incidence of stroke among the younger population, especially among those under 45.

Brain stroke is the second leading cause of mortality and the lead-

ing cause of long-term disease. What are the kinds of brain strokes that young patients are coming in with? "Mostly there are ischemic strokes that are caused by artery-blocking blood

clots that can travel to the brain. Hemorrhagic strokes, which happen when a blood vessel in or near the brain ruptures, happen too," adds Dr Gupta.

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**Benjamin Shah**

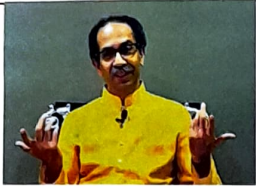
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### Time to put BJP govt's back on the mat: Thackeray at MVA rally



ANKIT TILAK, MUMBAI

Shiv Sena (UBT) chief Uddhav Thackeray on Monday accused the BJP of looting Mumbai and Maharashtra and said that the Maha Vikas Aghadi (MVA) will not stop until the government's back is put on the mat, drawing an analogy with wrestling.

Addressing the Vajra-mooh rally of the opposition tripartite MVA at the Bandra Kurla Complex (BKC) in Mumbai on Maharashtra Day, Thackeray said, "The unity of the opposition is not only to safeguard the Constitution and our Bharat Mata but to stop the insult of Maharashtra and the looting of Mumbai being watched with open eyes by this (state) government. All three parties are here. Let's bring all the flags together. And let them (BJP) have elections in BMC, Assembly and Lok Sabha or in all three at one go. We will not stop until we put your back on the mat." "You (BJP) blame me for giving up on Hindutva for allying with Congress and the NCP. What about Mohan Bhagawat who is visiting mosques? Has he given up on Hindutva, too... I am a Hindutvadi, but my Hindutva is not just about gomutra," said Thackeray, taking a dig at the Centre, saying while China is busy changing India's geography, the union government is busy changing the country's history.

The former CM also slammed the state and central governments over the Mumbai Metro rail project and the use of Aarey land for the carshed.

Thackeray said that on May 6 he will visit Barsu village in coastal Ratnagiri district where residents are protesting a proposed oil refinery. "This is not PoK (Pakistan occupied Kashmir) or Bhagladesh where I cannot go. Nobody can stop me," he said.

Coming down heavily on Shinde, Uddhav said that the former has no say in administrative matters and has no option but to take orders from (BJP). "The land at BKC was given to bullet train. Who is going to use it? Did you get kloaka (boxes of money) for that," he asked Shinde. Leader of the Opposition and Nationalist Congress Party (NCP) leader Ajit Pawar who attended the rally said that the present state government is not

of peoples' wish. "This government has come to power through gad-dari (backstabbing)," said Pawar. Slamming the government over its functioning as well as lack of financial discipline, Pawar alleged the centralisation of administration across local bodies as no elections are being held.

"This government is scared of elections. Why is it not announcing local body elections? They are scared of the people of Maharashtra," he said. Clarifying that the MVA would stand together in the upcoming elections, Pawar appealed to the workers of all three parties to remember that winnability will be the only criteria and those who will not get ticket should also not get disheartened.

"People write without cross-checking evidence. I want people to not get misguided by such news," Pawar said, without directly referring to the recent speculations about him about joining hands with the BJP. Claiming that the present state government has only a few days left, Shiv Sena (UBT) MLA Aaditya Thackeray said, "It is coming down for sure. It is just a matter of few days now."

Adding that people gathered in the BKC not for language, religion or caste, Aaditya said, "We are here as Constitution protectors," he said.

Slamming the state government over the loss of industrial projects to Gujarat, Aaditya said, "Maharashtra and Gujarat were formed on the same day. But the treatment that Gujarat is getting today is different from Maharashtra. Our CM is not of Maharashtra... he is behaving like the CM of Gujarat who is gifting them projects," he said.

Former minister and NCP MLA Jitendra Awhad said that the results of APMC elections is a clear indication that the people of this state have rejected the government of traitors."

Slamming the state government over the Kharghar tragedy on April 16 when 14 people died of heatstroke, Awhad said, "Not a single minister has yet visited the house of those who died in Kharghar tragedy. This is the kind of insensitive government we have. Their deaths are nothing but murders," said Awhad.

## Assurance of free housing to encroachers nothing but a premium on illegality: HC

The HC made the remarks while holding that the Slum Rehabilitation Authority (SRA) should hold the process to allot redevelopment rights of a project at Marol, Andheri, to a developer who would comply with procedures and had the consent of society members.

VARSHA PURCHIT, GOA



A Bombay High Court bench led by Justice Gautam S Patel recently reiterated the remarks made by another bench earlier that "assurance of free housing (to encroachers) is nothing but a premium on illegality."

The HC made the remarks while holding that the Slum Rehabilitation Authority (SRA) should hold the process to allot redevelopment rights of a project at Marol, Andheri, to a developer who would comply with procedures and had the consent of society members. Senior advocate Jagdish Aradwad (Reddy), representing the SRA, told the bench that consent that the developer claimed to have obtained had not been verified. He also submitted that 51 per cent majority of eligible slum-dwellers and not the entire body was required to decide on the developer.

The time-frame stipulated for owner developer and also did not have the necessary consent of the required majority. Advocate Jagdish Aradwad (Reddy), representing the SRA, told the bench that consent that the developer claimed to have obtained had not been verified. He also submitted that 51 per cent majority of eligible slum-dwellers and not the entire body was required to decide on the developer.

is not juridical, i.e., not one that the law recognizes," the bench said.

The bench also referred to a "binding" verdict of a bench led by then Chief Justice Dipankar Datta of February last year in a suo motu PIL related to building colonies and illegal construction. The HC had observed that "policies which confer premium illegality in favour of encroachers by granting them a windfall of state largesse" should be done away with. It had added that such policies were implemented "under the garb of slum rehabilitation merely because such slums turn into 'potential vote banks.'" In light of the verdict, Justice Patel noted, "It is under the Slum Act that encroachers are, as a matter of welfare, given benefits of rehabilitation; and, specifically, what is held out to them is the pro-

mise of 'free housing'. There is clear an inherent disjunct or connect, trespass yielding a free-of-cost high-value real estate asset, and division benches of this court have often been moved to remark that this assurance of free housing is nothing but a premium on illegality." The HC directed the SRA to conduct a fresh survey and invite developers including the petitioner, who could not be excluded to participate in the open and transparent bidding process. It also said the CEO of SRA will ensure stipulated procedure is followed and he will also decide whether requisite numbers of majority have been met or not before issuing Letter of Intent (LOI) to a successful bidder. The bench posted further hearing to July 28.

## Maoism not ideological battle, but an anti-national activity: Fadnavis

RIYA PILLI, MUMBAI

Less than 24 hours after three Maoists were killed in a police encounter in Gadchiroli, Deputy Chief Minister Devendra Fadnavis on Monday visited the district, where he is scheduled to stay overnight.

"In the past, I have twice done a night halt in remote areas of Gadchiroli. Today, I will stay overnight."

being supported by external forces, in some cases ISI... Maoists don't believe in democracy and the Constitution," said Fadnavis after his arrival in Gadchiroli. Shortly after his arrival, Fadnavis, who is also the state home minister, inaugurated police buildings at Damrancha and Gyrapatti in Aheri taluka of Gadchiroli district. Earlier, the closest police station to Gyrapatti, which is located at the border of the state right before Chhattisgarh begins, was 35 km away. Local residents also raised the issue of lack of connectivity, and Fadnavis assured them that

steps will be taken to improve the situation.

"In the past, I have twice done a night halt in remote areas of Gadchiroli. Today, I will stay overnight."

steps will be taken to improve the situation.

"It is our sincere endeavor to bring development to every last man and last mile in Gadchiroli. We want youth to give up arms, join the mainstream and participate in development of the state," he added. On Sunday, three Maoists were killed in a police encounter in Manne Rajaram

village at Aheri taluka. According to police, the Maoists have been identified as Bitu Madavi, the commander of Perimili Dalam, Vasu of Perimili Dalam and Srikanth of Aheri Dalam. Deputy Inspector General (Gadchiroli range) Sandip Patil said on Monday, "Based on the information, members of Perimili Dalam and Aheri Dalam were camping in forest areas between Manne and Perimili... two C-60 parties were deployed for carrying out searches. The Maoists fired on the police team. Three Maoists were killed in the encounter that ensued."

### BRIEFY

**NMMC TOP OFFICIAL ON ACB RADAR IN GRAFT CASE**

NAVI MUMBAI: A Deputy Municipal Commissioner (DMC) in Navi Mumbai Municipal Corporation (NMMC) has come under the radar of Anti Corruption Bureau's investigation after the complainant in the ACB case named him as well for demanding the bribe via his staff.

**CITY RECORDS 'GOOD' AIR QUALITY FOR THE FIRST TIME THIS YEAR**

Mumbai: For the first time since November 29 last year, the city on Monday morning saw its lowest air pollution levels of the year, with the air quality index (AQI) settling at a 'good' 47 according to the System of Air Quality Forecasting and Research (SAFAR).

## Over 4 lakh cases disposed of in Lok Adalats

The first Lok Adalat this year was held in February where around 11.95 cases were settled. The next one is scheduled on September 9.



HASMITA RAMACHANDAN

In the second national Lok Adalat held on Sunday by the Maharashtra State Legal Services Authority (MSLSA), over 4.08 lakh cases were disposed of across the state.

crore and cheques handed over to the parties by the Chairman, District Legal Services Authority Mumbai.

A similar settlement before the MACT in Jalgaon was for Rs 53 lakh. A five-year-old pending civil suit in Jalgaon was also one of the cases disposed of during the Lok Adalat where one of the parties attended it from Dubai in virtual mode. Officials said more than 230 matrimonial disputes were settled. Among the notable cases was one before the Mumbai Motor Accident Claims Tribunal where the settlement amount was Rs 3.10 crore and cheques handed over to the parties by the Chairman, District Legal Services Authority Mumbai.

According to information provided by the authority, till 6 pm, around 4.08 lakh pre-litigation and pending cases were settled in Lok Adalats across the state. A special drive was also carried out over the past five days where 49,674 cases were disposed of. Among the notable cases was one before the Mumbai Motor Accident Claims Tribunal where the settlement amount was Rs 3.10

## Campus Talk: SVU launches digital museum on collection of manuscripts, paintings, sculpture

A historic object reveals as many facets as the questions posed of it. Taking a cue from this, the Somanya Vidyayatri University (SVU) is changing the way of religious and ancient Indian history is taught in its classes by bringing those historic objects into the classrooms.

ancient scripts offered by the Dharma Studies would have to visit the cave complex at Kaunheri in Sanjay Gandhi National Park, which is a rich resource of inscriptions in Brahmi. "Now, with these manuscript collections, we have added an in-house resource for students to learn and practice these historic scripts," said Rai.

The SVU has launched a digital museum, which is a collection of manuscripts, paintings, sculpture and other artefacts from ancient India. The collection includes manuscripts, sculptures and paintings that are symbolic representations of the Vaishnav cult or paintings depicting themes or compositions from Gita, Ramayana, Mahabharata, Vedas among all. The collection has been developed for over 80 years, originally started by K J Somanya, founder of the Somanya trust. This accessible repository of rare texts and paintings from ancient Indian history has changed the ways of functioning of the K J Somanya Institute of Dharma Studies at the SVU, said an official of the university.

She added, "The digital collection has five different manuscripts of the Kalpasutra, a very famous Jain text. This text has been studied and written about extensively, as a tradition and by academicians. But at the SVU, students study these manuscripts, compare their illustrations and note the variations, study the annotations, note the contents of the colophon (that particular witness) and do everything hands-on - which adds an invaluable dimension to a student's learning experience." "Chancellor of the SVU, Samir Somanya, said, "We are working on creative ways to enrich our students' lives. The launch of the digital manuscript collection is a huge step in this direction." The private university is also extending this access to others from the field of religious studies, students of ancient Indian History, culture and archaeology for academic pursuit.

Director of Dharma Studies, Dr Supriya Rai, said, "Our effort is geared towards facilitating an engagement with the objects in our collection in ways that equips students with research skills and fosters an enduring appreciation of culture and heritage." For example, students attending workshops on

### Arun Prakash writes: Ukraine crisis highlights India's need to reduce dependence on military imports



Moral Stand, Mumbai

Capitalist worldviews, regardless of their distance from Kiev, are feeling the reverberations of the war in Ukraine, which has impacted not only global political and financial systems but also common people everywhere. Ukraine is a key contributor of grain, oil and jet-fuel to the world's supply chains and Russia is a major exporter of natural gas and crude oil. Shortages of these items are leading to falling stock markets, rising prices, public discontent and even political upheaval.

Vladimir Putin's full-scale invasion of Ukraine reminds us that modern wars are the bedrock of inter-state relations and that "might is still right". His reckless nuclear saber rattling has not only brought us perilous close to the brink of World War III but also resulted in widespread collateral damage. Economic sanctions may not have killed globalisation but as countries seek alternate sources of food, energy, commodities and arms, polarisation and realignments are underway. The oasis built of this conflict can be discussed endlessly but it has two essential facets. First, is Putin's argument that a Ukrainian nation does not exist, because "it is an inalienable part of Russia's history, cul-

tural and spiritual space." Such irrevocable claims are made by hegemonic states to camouflage their greed for dominance and are echoed in China's "Nine-dash line" in the South China Sea, its occupation of India's Aksai Chin and blatant claims on Arunachal Pradesh. On the other hand, Putin accuses the US and Europe of bad faith, citing the assurance given to a worried Gorbachev that NATO would advance "not an inch eastward". This solemn undertaking was allegedly violated when NATO refused, in the next decade, to feature Warsaw Pact members. With Finland as the latest entrant, NATO is now 31-strong and Russia feels truly cornered.

For New Delhi to stand firm against this dual-threat it needs to undertake a dual-pronged effort to re-assess its policies and accord priority to "power-balancing" as well as "technology acquisition" on its diplomatic agenda. The Quad and Malabar groupings, whose membership includes Japan and Australia, are a manifestation of the convergence of US and Indian strategic interests. Although these forums appear to be serving a useful military-diplomatic purpose, their overall impact has been underwhelming. While China's frequent intimidatory messages

to Quad nations indicate that it sees this grouping as a potential impediment to its hegemonic grand plan, the Quad members — barring the US — have shown nervousness and tepidation in their responses. Quad meetings go to great lengths to emphasise that the grouping has no security implications and is just an "Asian NATO". It is time for India to re-evaluate its Quad partners to evolve a meaningful charter and agenda and to invest the grouping with substance — and teeth.

In this context two new US initiatives deserve mention. In September 2021, Australia, the UK and US announced the formation of a trilateral security pact AUKUS. Under it, the US and Britain apart from sharing many advanced technologies with Australia would also assist it in acquiring a nuclear attack submarine (or SSBN) force. Apart from basing the US and UK's SSNs in Australia, Project AUKUS envisages training Australian crew in nuclear operations, sale of 3 Virginia-class SSNs and delivery of the first UK-built SSN to Australia in the late 2030s.

SSA-AUKUS brings into stark relief the complete absence of any similar offer of training, military technology or hardware, by the US to India. This is despite warm bilateral ties, a "strategic partnership", the "holistic and path-breaking" Indo-US "civil nuclear deal and a host of defence-related agreements. Perhaps it was to address this chasm in Indo-US relations that an initiative on Critical and Emerging Technologies (ICET) was announced in May 2022 by Joe Biden. It remains to be seen if ICET results in significant sales or transfer of technology to India or ends up as an addition to the "alphabet soup" of Indo-US agreements.

## The ad-hoc epidemic

DU lecturer's suicide should occasion introspection on recruitments in universities and colleges. Government must regularise posts, fill vacancies

BYA BHASKAR MAHA

It would be unfortunate if the suicide by a former ad-hoc lecturer at a Delhi University college does not end the government's inertia over the broken recruitment system in the country's higher education institutions. The 32-year-old who took his life last week, had reportedly not got a tenure after a provisional teaching stint of nearly five years. It's no secret that ad-hoc appointments like him keep colleges and universities in several parts of the country running under deplorable working conditions. The education ministry figures for last year show that the central universities employed more than 4,000 teachers on a temporary basis. Though expected to perform the same duties as the permanent faculty, the ad-hoc lecturers are not eligible for benefits such as gratuity, pension, and the full range of medical allowances. Last year, in response to a question in Parliament, the government said it had no plans to regularise the services of these teachers.

appointment would be renewed or not. Now that the new session is going to start, their life hangs by the thread of luck and contract delay.

#### 'Resourceful connections'

Today it is an open secret that if you are being recommended by a 'source' affiliated to the Rashtriya Swayamsevak Sangh (RSS), then

Also, this is perhaps the beginning of the destruction of the institution. But who cares?

It is argued that what is wrong if today the RSS uses its influence to get its people in, have not the Left or other groups done the same? There is truth in it. But yesterday's crime does not make today's crime valid.



your appointment is almost certain. There is competition even there, there are caste groups, regional factions within the larger RSS family. But one has better chances to get a job if you have access to any of these connections, and especially, if you are backed by the student wing of the RSS. Are all temporary teachers able? No. But, are we sure that merit is the criterion now? No.

The colleges will have to answer how the teachers, who were deemed to be qualified for eight years, have become unqualified today.

Singh's students and colleagues say that he was a capable teacher. The students used to look forward to his class. Then what was the logic of ousting him?

In this way, a kind of annihilation drive is going on in the appointments of Delhi University teachers. This is certainly a massacre of talent. The students who are pursuing master's also know the truth. Such appointments will ruin generations of students. Then these students, who will become teachers, would become like their cronies. This is injustice to many generations of students.

Vice-chancellors or principals around the world consider it an achievement to attract brilliant minds to their institutions. This is also their ambition. But the same cannot be said about the leadership of India's educational institutions. Delhi University is no exception. Jawaharlal Nehru University saw similar appointments being made during the tenure of the previous vice-chancellor. The trend continues.

The leadership of India's educational institutions cares about the pleasure of their patrons, not the interest of their students. They do not ask if the contribution of their institute in the field of knowledge will be acknowledged in the world of knowledge. The prestige of today's colleges is probably measured by the share of their contribution to the annual Gauri Dakshina.

This whole thing is inconvenient for us, who as teachers are complicit in this dishonesty, to such an extent that we only whisper about it among ourselves and do not allow any discussion on it outside. Will this one suicide force us to break this conspiracy of silence?

## Policymakers must listen to women

BYA NIA, MUMBAI

In 2001, we visited wage earners in villages around Kotha Gaya in Bihar who had emerged victorious over a mighty Math in the 1980s. The land had shifted to the tillers after a long struggle led by Javaprakash Narayan's Sangharsh Vahini. Talking to women 20 years later, we realised that the land that was given to the men as the "head of the household" as per government policy, was already sold off, drunk off, or bartered off. However, in the latter phase of the movement, chief minister Lalu Prasad Yadav listened to the women activists and registered the land in the name of women tillers.

The outcome was remarkable. Women held onto their land, amidst impossible poverty and planned to pass it down to their daughters and daughters-in-law. "Men drink, women keep," they remarked. We asked these women why they had four children each. They answered that contraception is very difficult to obtain. "You have to take a bus to the taluka place, wait at the government clinic or dispensary for the whole day, listen to their curses and get a few condoms or pills. Doing this every few days is impossible, as we lose wages and money." It wasn't that they wanted more children, they just did not have many options. Policymakers and the urban upper classes think that the poor need to be made "aware". They need to be ordered and trained about health, education, superstition, finances, and contraception — against their reluctance to accept development. Hence, while making new

policies and passing legislation, the masses are never consulted. Obviously, many new, well-meaning policies fail.

When R D Karve advocated birth control and family planning in 1921 in Mumbai, it was for women to experience their full potential as human beings by being part of an active work force and to enjoy sensual pleasures without the endless cycle of pregnancy and delivery. Do we think women don't know this? That they like to go through the excruciating pain of childbirth and the debilitating physical condition again and again? Why do they do it? In Maharashtra, while working in Osmanabad district, I saw government sterilisation camps routinely conducting the complicated and risky female tubectomy. This is a major surgery with general anaesthesia and requires one month of rest and care. In India, 30 per cent of family planning is done through this method as opposed to 0.3 per cent vasectomy. Vasectomy is so fast and painless that the man can walk home the same day. Logically, this method should be a preferred method of contraception. But, that's not the case.

The government must take complete responsibility for maternal and infant mortality, which has thankfully improved drastically. India has managed to curtail the risk of women dying in childbirth or related complications in recent years. Yet, many populous states like UP, MP, Rajasthan, Haryana, and West Bengal still have very high maternal mortality. In infant mortality, we are behind not only China and Japan but smaller Asian countries such as

Sri Lanka, Bangladesh, Nepal. If in 2020, mothers and babies face avoidable deaths, what can we say about our development? Patriarchy ought to be ever present in this debate. In Harvina, I hear from my friends who work in the fields, in clowning in security that having a son is mandatory. A sonless mother is no mother. So we continue to give birth to girls — at times three, four, or five — till they ultimately get a boy. They don't love their daughters any less, but society forces them to have a son. Will this ever be addressed? Without changing the circumstances of women's lives, challenging the social norms, stigma, shame, fears, how will a new policy work?

Feminist research methodology teaches us to "listen to women" rather than foist a policy or legislation on them in a top-down manner. How to listen to women whose life will change by a particular economic or social policy? Simple, ask them. Hear their stories, note their suggestions and solutions. Make that a research requirement for drafting policy. There is so much to learn. Poor women manage to hold on to their dignity, despite so little in their possession. Creativity and labour within the family break their spirit, yet they celebrate festivals with the same family with exuberance. While successive governments keep them away from education and health, they vote in every election and run village panchayats. Women in India are a wonder. Starting this Women's Day, policymakers would do better by listening to them.

#### 'Merit is not the basis'

For years, a cause for concern for Delhi University colleges has been that it is not your merit or qualification but luck and the right connections that would get you a job. How strong and effective the source of a candidate for a post decides whether she gets appointed in a Delhi University college or not. One can see that this is not a recent phenomenon. We have been observing this approach for a long time.

Another hype for a temporary teacher is the principal of the college: How influential and powerful he is, and how much power he wants to use for the benefit of ad-hoc teachers working in his college determines whether ad-hoc candidates stand any chance in the interviews or not.

Like Singh, there are hundreds of temporary teachers who are watching helplessly as their positions are being snatched away. All of them have been teaching temporarily for years. Some have even worked for more than a decade. After each session, they endure a phase of insecurity: whether their

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## Rockets fired from Gaza after Palestinian hunger striker dies in Israeli custody

Mustard, Mumbai

Palestinian armed militant groups fired salvos of rockets from Gaza into southern Israel on Tuesday after an Islamic Jihad leader died in custody following an 87-day hunger strike, the first such death in more than three decades.



Bank Islamic Jihad sources said he was one of its political leaders. The faction has a limited West Bank presence but is the second most powerful armed group in Hamas-ruled Gaza, where Israeli forces bought a brief war against it last August. Jina Qasem Hassan of Physicians for Human Rights in Israel said she saw Adnan on April 24, at which point he had lost 40 kg (88 pounds) and was having trouble breathing but was conscious.

"His death could have been avoided," Qasem Hassan told Reuters, saying several Israeli hospitals had refused to admit Adnan after he made brief visits to their emergency rooms. The Prisons Service said hospitalisation had not been an option as Adnan had declined "even a preliminary inspection".

Khaled Adnan, who was awaiting trial, was found unconscious in his cell and taken to a hospital, where he was declared dead after efforts to revive him, Israel's Prisons Service said. Hundreds of people took to the streets in Gaza to rally in support of Adnan and mourn his death, and two separate rocket barrages were launched against Israel, claimed by an umbrella group of militant factions including Hamas and Islamic Jihad. The Israeli military said at

least three rockets were fired from Gaza in the hours after Adnan's death and a further 22 were launched later in the afternoon. Four were intercepted by Israeli air defence systems and the rest fell in open ground. Since 2011, Adnan had conducted at least three hunger strikes in protest at detentions without charges by Israel.

The tactic has been used by other Palestinian prisoners, sometimes en masse, but none had died since 1992. "We demanded he be moved into a civilian hospital where he could be properly followed up (on). Unfortunately, such a demand was met by intransigence and rejection," Al-Khatib told Reuters. Adnan, 45, was from Jenin in the Israeli-occupied West

## Uganda parliament passes mostly unchanged version of anti-LGBTQ bill



ROSHAN LADAK DELHI

Uganda's parliament on Tuesday passed a mostly unchanged version of one of the world's strictest an-

ti-LGBTQ bills after President Yoweri Museveni announced that certain provisions from the original legislation be timed down. Despite some changes, the new bill retains most of the harshest measures of the legislation adopted in March. Those include the death penalty for certain same-sex acts and a 20-year sentence for "promoting" homosexuality, which activists say could criminalise any advocacy for the rights of lesbian, gay, bisexual, trans-

gender and intersex citizens. A measure that obliged people to report homosexual activity was amended to only require reporting when a child is involved. A measure that obliged people to report homosexual activity was amended to only require reporting when a child is involved. A measure that obliged people to report homosexual activity was amended to only require reporting when a child is involved.

## Number of Indian students in US rose in 2022, those from China declined, says report

In 2022, India sent more students to the United States as compared to the previous year while China sent fewer, according to a new report.

K-12 schools hosted more than 700 international students in the calendar year 2022, similar to the calendar year 2021, the report said. All four regions in the United States saw an increase in international student records from 2021 to 2022, with respective increases ranging from 8 to 11 per cent, the report said. There were 117,301 pre and

roll international students, a decrease of 400 students from 2021 (1,18,308 students), it said.

There were 276,723 active exchange visitors in the United States in 2022 compared to 240,479 active exchange visitors in 2021, a 15 per cent increase. The report said 46 per cent (6,21,347) of all active SEVIS records hailed from either China (3,24,196) or India (2,97,151) in the calendar year 2022, one percentage point lower than calendar year 2021.

"The number of students from China and India made Asia the most popular continent of origin. Comparable to the drop from the calendar year 2020 to 2021,



China sent fewer students in 2022 compared to 2021 (-24,796), while India sent more students (+64,400)," US Immigration and Customs Enforcement said in its annual report. According to the Student and Exchange Visitor Program (SEVP), the number of international students enrolled at kindergarten through grade 12 schools increased 7.8 per cent from 2021 to 2022 (+3,887). No

post-completion optional practical training (OPT) students with both an employment authorisation document (EAD) and who reported working for an employer in the calendar year 2022, compared to 115,651 in the calendar year 2021 a 1.4 per cent increase, it said.

In the calendar year 2022, 7,683 SEVP-certified schools were eligible to en-

The overall number of active F-1 and M-1 student records coming from Asia increased by 68.6% from the calendar year 2021 to the calendar year 2022, with student record trends varying across different countries.

Seventy per cent of all international students in the United States call Asia home. Other Asian countries that sent fewer students this year compared to last include Saudi Arabia (-4.1%), Kuwait (-6.8%) and Malaysia (-4.0%).

## Is Sundar Pichai the right man to lead Google? US expert weighs in as OpenAI, Microsoft take early lead in artificial intelligence

Shweta Jain, Goa

As tech giant Google grapples with its recent setback in the AI race to OpenAI and Microsoft and a wider downturn in big tech, numerous stakeholders are beginning to question if Chief Executive Officer Sundar Pichai is the right person to lead the company.

Palihapitua added. The venture capitalist also pointed out that Google is in a relatively better financial position, as indicated by its latest earnings report. "The company is so profitable. The problem is that it is clearly not yet humming on all cylinders. You don't need to go through all of this drastic change to do the simple obvious things," said Palihapitua.

These are exactly those kinds of businesses now, they are ex-growth," he said. "I think it is time to just be reflective of the fact that there are some incredible companies, with ginormous cash flows, but now you've had this foundational platform shift which explains the fact that they really aren't good at innovating," Palihapitua added. The tech investor added

and Apple, and ask yourself, when was the last hugely disruptive thing that they created. You're hard-pressed to find something that was even done in the 2010s," he said. He went on to give instances about the same. He said, "The iPhone for Apple iPhone was 2007. Microsoft was in the 1990s. Google was in 1998 with the search. Maybe there were Maps and Gmail in the

He added that he believes that Pichai has the right skill set to lead Google in the times to come. While speaking on the hundred and twenty-sixth episode of the AI In Podcast, Palihapitua said, "I think he is a very capable person to run Google." "I think that he is the right person for the job. And I think what they have to do is just do the simple basic things right. It doesn't take a CEO change for a board of directors to authorize a 15 or 20 per cent reduction in workforce for a company."

Last week, Alphabet, Google's parent company, announced its first-quarter earnings, beating both market and analyst expectations. The tech giant's net income came in at \$15.05 billion in the quarter under review. Operating income was at \$17.41 billion in Q1 FY23. The tech investor explained that major big tech is past its hyper-growth phase. "Tech their valuations may still go up because they generate such an enormous amount of cash flow. But

that the biggest problem at major big tech is the lack of innovation in the last decade or so." "If you look at Google, Facebook, Microsoft,

2008s. Facebook was the core service that we built in the 2000s, after that there has not been anything but acquisitions."



### CLASSIC CROSSWORD



### ACROSS

1. Seek divine intervention
5. Calf prerequisite
9. Secretly keeps in the mental loop
13. Pride month
14. 1980s tennis star
15. "Here comes trouble"
16. Red line on a baseball
17. Love, in Spanish
18. Impolite
19. Not making the grade
22. Popcorn bit
24. Decide on
27. Physician's gp.
28. Every time

### SUDOKO

3		8	1		2
2	1	3	6		4
		2	4		
8	9			1	6
	6				5
7	2		4		9
		5	9		
9	4	8	7		5
6		1	7		3

### BRIEFY

**RUSSIAN STRIKES ACROSS UKRAINE KILL 26 INCLUDING FIVE CHILDREN**

Russian authorities have cited security reasons and attacks from pro-Ukrainian forces for the changes. Explosions and fires have occurred in Russia in recent weeks.

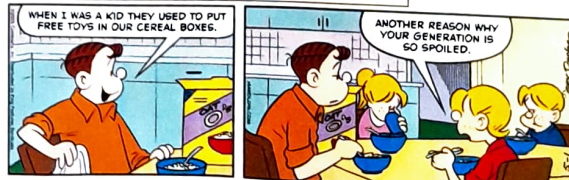
**REMAINS OF MISSING AUSTRALIAN MAN FOUND IN 2 CROCODILES**

The 65-year-old victim, named in Australian media as Kevin Darmody, had gone fishing on Saturday in far north Queensland as part of a group, who shooed away a crocodile so they could start fishing, police said.

### SAFE HEAVENS - BILL HOLBROOKS



### CROCK - BILL RECHIN



### IPL 2023: Punjab Kings beat Chennai Super Kings by four wickets



ROSHAN PATEL/DELHI

Chennai: Chennai Super Kings batters Devon Conway and Shivam Dube during the IPL 2023 cricket match between Chennai Super Kings and Punjab Kings, at M. A. Chidambaram Stadium in Chennai, Sunday, April 30, 2023. Chennai Super Kings batters Devon Conway and Shivam Dube during the IPL 2023 cricket match between Chennai Super Kings and Punjab Kings, at M. A. Chidambaram Stadium in Chennai, Sunday, April 30, 2023. Liam Livingstone of Punjab Kings reacts during the Indian Premier League cricket match between Chennai Super Kings and Punjab Kings in Chennai, India, Sunday, April 30, 2023. Mathiasa Pathirana of Chennai Super Kings celebrates the dismissal of Sam Curran of Punjab Kings during the Indian Premier League cricket match between Chennai Super Kings and Punjab Kings in Chennai, India, Sunday, April 30, 2023. Chennai Super Kings batter MS Dhoni plays a shot during the IPL 2023

cricket match between Chennai Super Kings and Punjab Kings, at M. A. Chidambaram Stadium in Chennai, Sunday, April 30, 2023. Chennai Super Kings batters Devon Conway and Shivam Dube during the IPL 2023 cricket match between Chennai Super Kings and Punjab Kings, at M. A. Chidambaram Stadium in Chennai, Sunday, April 30, 2023. Liam Livingstone of Punjab Kings reacts during the Indian Premier League cricket match between Chennai Super Kings and Punjab Kings in Chennai, India, Sunday, April 30, 2023. Mathiasa Pathirana of Chennai Super Kings celebrates the dismissal of Sam Curran of Punjab Kings during the Indian Premier League cricket match between Chennai Super Kings and Punjab Kings in Chennai, India, Sunday, April 30, 2023. Chennai Super Kings batter MS Dhoni plays a shot during the IPL 2023

### Virat Kohli shares cryptic post after verbal fight with Gambhir

Former India and RCB skipper Virat Kohli shared a cryptic post after his on-field spat with LSG team mentor Gautam Gambhir and seamer Naveen-ul-Haq. Kohli and Gambhir were fined 100 per cent of their match fee for breaking the IPL code of Conduct, while was fined 50 per cent of his match fee.

Kohli shared a quote attributed to Marcus Aurelius that read, "Everything we hear is an opinion, not a fact. Everything we see is a perspective, not the truth." LSG seamer Naveen-ul-Haq, who was in the middle of this altercation when it all started during the match, hit back with his own post. "You get what you deserve that's how it should be and that's how it goes," Naveen wrote on his Instagram

story. Following RCB's win in an emotionally-charged contest, Kohli and Naveen had to be separated after a conversation during handshakes. Naveen shook Kohli's hand tightly, was not ready to let it go, and said something before the RCB batter shook it off. Following RCB's win in an emotionally-charged contest, Kohli and Naveen had to be separated after a conversation during handshakes. Naveen shook Kohli's hand tightly, was not ready to let it go, and said something before the RCB batter shook it off. Bangalore's 126-9 looked under par at the halfway mark, but Lucknow's counter-charge didn't work on a tricky home track and it was bowled out for 108 in the final over.

## Satwik-Chirag make history, first Indians to become Asian champs in 58 years

PAUL SINGH/MUMBAI

It was at 7-11 in the second game that Chirag Shetye first pushed back - literally too, to start countering the Malaysians Ong Yew Sin and Teo Ee Yi. It was the slightest change of gears, but the proactive attacking spree that point onwards helped Chirag and Satwiksairaj Ramesh make history for India after 58 years, as they won gold at the Badminton Asia Championships in Dubai.



Dinesh Khanna had won India's only previous gold, in men's singles, at the BAC in 1965. It was at 7-11 in the second game that Chirag Shetye first pushed back - literally too, to start countering the Malaysians Ong Yew Sin and Teo Ee Yi. It was the slightest change of gears, but the proactive attacking spree that point onwards helped Chirag and Satwiksairaj Ramesh make history for India after 58 years, as they won gold at the Badminton Asia Championships in Dubai.

Dipesh Khanna had won India's only previous gold, in men's singles, at the BAC in 1965. The duo is yet to lose a tournament final since the Sued Modj International a few years ago, and have displayed an impressive finishing temperament, guided by Mathias Boe.

Ong and Teo relied mostly on fast-paced parallel exchanges and loopy crosses, denying the tall Indians any elevation to smash in the opening game. It was

the cross-angles that caught the Indians off guard, and they were constantly peppered with shuttles across the body, forced to take evasive lifts, and denied time to smash. Ong was particularly troublesome, prancing on the forecourt, working up angles for their loopy attack. At 16-20, the Malaysians had to scramble in defence, dive for the retrieves, but still managed to get the point and pocket the opener. Satwik had said before the match that this was going to be a face-off between the best attacking pair and the best defensive one, and the Malaysians had some pristine shots to show for it, including a point won at 5-7 in the decider, while seated on the floor. Yet their dependable defence would be tested by the Indians soon enough, as Chirag started pushing the shuttle back and breaking Ong's forecourt rhythm.

From 6-11 to 8-13, the Indians would slowly start the climb back in the second, opening up the back court. Chirag was the fulcrum of this

attack, and would start drawing out errors from Teo both off his serve and with cross racket strokes from around the net to level at 14-14. The Indians are especially lethal when they accelerate around the 17-point mark, and the aggressive attack yielded returns, as they forced a decider, winning the second 21-17 with Chirag hitting a steep downward shot.

### Showing resilience

The decider had tingling speed added to it in the rallies, and once again the Indians would fall behind 11-15, as the Malaysian defensive unit picked some steeply hit shuttles and parried the body attack. But twice Teo erred into the net to make it 15-11, and the Indians refused to look back thereafter. The trick was in forcing the Malaysians to lift and denying them the parallel angular game in which they were so comfortable. Once the Indians got the elevation to hit, they surged to 18-16 in the decider. A smart return of serve panned out at 19-17 from Chirag, who showed no finishing

nerve on the day. Just one winning stroke needed, Boe would tell the Indians when they were trailing, and the Indians would respond to the tactics, keeping their nerve. A big smash followed at 20-17 from Chirag, and in a melee of strokes the point after, Satwik would hit it round the head onto Teo to secure a historic win.

After the match, Shetye said, "I am over the moon after winning the Badminton Asia Championships title. I and Satwik worked really hard for this medal and I am happy that we have finally won the title. Also, I would like to thank everyone back home for supporting me."

"I am grateful for all the support we have got during the Badminton Asia Championships. It's a great feeling to win this tournament for the first time and I am sure we will win more such titles in the future. We will continue to work hard to bring laurels to the country," said Rankireddy.

### Ashish makes PQFs, Harsh ousted in Men's World Boxing Championships



MARCEL SONI/MUMBAI

Tokyo Olympian Ashish Chaudhary advanced to the 80kg pre-quarterfinals with a split decision win over Maysam Gheslaghi of Iran at the Men's World

Boxing Championships here on Tuesday.

Ashish secured a hard-fought 4-1 victory against the former Asian Championships silver medalist. The 28-year-old from Hi-

maach Pradesh displayed his attacking intent from the word go by landing powerful jabs to keep his opponent at bay in the first round. Ashish, the 2019 Asian Championships silver medalist, then utilised his smart movement and supreme technical ability to edge past the Iranian. He will now face a tough challenge from the two-time Olympic champion Arlen Lopez of Cuba in the round of 16. Meanwhile, debutant Harsh Choudhary

bowled out of the competition after suffering a 0-5 unanimous decision loss against Bill McAllister of Australia in the 86kg category. On Wednesday, Nishant Dev (71kg) will take on the 2021 World Championships bronze medalist Sarkhan Alliyev of Azerbaijan in his first match of the tournament which is witnessing the participation of 538 boxers, including several Olympic medalists, from 107 countries.

## Messi set to play for his boyhood club Newell's Old Boys

MARCEL SONI/MUMBAI

Argentina world cup winning star Lionel Messi is all set to play a match for his early days club, Newell's Old Boys this summer.

Former Liverpool winger Maxi Rodriguez, who retired from playing football in 2021 after his third spell with Newell's Old Boys, had invited Messi and former Argentine teammate Sergio Aguero to play in his testimonial game on June 24. The covid pandemic had led to the postponement of his retirement game which will be played in June. Aguero, who had to retire from football due to a cardiac arrhythmia, was Messi's roommate during the Qatar World Cup where Argentina won its first World Cup trophy since 1986. Sharing the plan with Football Transfers, Rodriguez said, "Hopefully, it'll be an unforgettable day. Messi's invited, that's for sure. We want him there,

but he'll decide as the game approaches. Leo, like everyone else you can imagine, will try to be there." Meanwhile, Newell's Old Boys club had put up a banner of support for their country's captain in their stadium following the attack against his wife Antonela Roccazo's family business in March this year.

A threatening handwritten message to the PSG forward was left on a supermarket belonging to the Roccazos after two people on motorcycles shot the business.

The message of support from Newell's was posted on social media hours before their home game against Barracas Central in the Argentine league. "Leo, you are the heart of a country that loves you. Newell's is with you," read the red and black banner, which was placed behind one of the goals at the Coloso Marcelo Bieles stadium ahead of the match.

### Punjab Kings to test Mumbai Indians' class in crucial IPL game

MARCEL SONI/MUMBAI

Five-time champions Mumbai Indians' class and pedigree will once again be tested when they take on an unpredictable Punjab Kings in a crucial Indian Premier League match here on Wednesday.

A win will give MI the much-needed push on the points table, while a loss will see them slip further and chart a familiar course like the previous edition. MI had finished 10th and last in the previous edition. The Mumbai team is currently placed seventh with eight points from eight matches and things are not looking great for Rohit Sharma's side. The win against Rajasthan Royals at the Wankhede Stadium on April 30, though, would have installed a fair bit of confidence in the MI team after it chased down a massive 212 with three balls to spare to earn two valuable points. The win was crafted by Singapore-born Australian cricketer Tim David, who smashed

three sixes on the trot in the final over during his 14-ball unbeaten 45 to snatch victory from the jaws of defeat.

The 27-year-old middle-order batter smashed five sixes and two boundaries at a strike rate in excess of 300 as Mumbai Indians won on home turf. Mumbai Indians: Rohit Sharma (c), Jofra Archer, Arshad Khan, Jason Behrendorf, Devdell Brevis, Piyush Chawla, Tim David, Raghav Goyal, Cameron Green, Ishan Kishan, Duan Jansen, Chris Jordan, Kumar Kartikeya, Akash Madhwal, Riley Meredith, Shams Mulani, Arjun Tendulkar, Tilak Varma, Vishnu Vinod, Nehal Wadhwa, Suryakumar Yadav.

MI skipper Rohit's form, though, is the biggest concern for the five-time IPL champions and much would depend on the India captain on Wednesday after shoring up his side, after contributing just three runs in the match against the Royals.

## We remained silent as we feared for our careers: Sakshi Malik

Rio Olympics bronze medalist Sakshi Malik said that it wasn't the first time that wrestlers have approached law enforcement agencies seeking an FIR against Brij Bhushan

VARSHA PURDIT/GOA

As the wrestlers' protest at Jantar Mantar reached its 10th day, the grapplers were eager to put to rest certain allegations levelled at them by WPI president Brij Bhushan Sharan Singh. The BJP MP from Gonda in Uttar Pradesh has denied the sexual harassment charges against him and has

often asked, through media interactions, why the protesters remained silent for this long. Rio Olympics bronze medalist Sakshi Malik said that it wasn't the first time that wrestlers have approached law enforcement agencies seeking an FIR against Brij Bhushan. She alleged that in 2012 around half a dozen junior athletes had

approached the police in Lucknow to file an FIR against him but it was swept under the carpet due to the BJP strongman's influence. In 2012, a national camp was organised for juniors in Lucknow. An FIR was registered for sexual harassment, but within 24 hours the matter was settled and the FIR vanished. Around 5-7 girls had

approached the police back then to register an FIR for sexual harassment," said Sakshi. The star wrestler said that it wasn't a one-off case when Brij Bhushan used his influence to evade the law. "In 2014, you might have heard about a physio (Paramjeet Malik) who was in the national camp and worked with Geeta Phogat. His wife was also

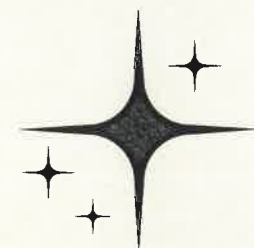
a wrestler, who was in the national camp back then. When he had raised his voice against these things and spoke to other coaches about it, the physio and his wrestler wife were removed from the camp in no time and since that day she hasn't been able to take part in any competition," she said.





**By: Pragati Jaiswal**





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- 6. SWOT Analysis**
- 7. Competitors**
- 8. Product Range**
- 9. Advertisements**
- 10. Collaterals**





# ABOUT ME

**Name: Pragati Jaiswal**

**College: Deviprasad Goenka Management College of Media Studies**

**Subject: Advertisement Design**

**TYBAMMC- Advertising**

**Semester VI- 2023-2024**



**Roll No.- 30**





# COMPANY BACKGROUND

Founded in 2024 by Pragati Jaiswal, Calma stands as a beacon of mindful snacking in a world often overrun by haste. With a profound commitment to holistic wellness, Calma meticulously selects ingredients renowned for their mood-enhancing and stress-relieving qualities, crafting each snack with care and intention. Beyond mere sustenance, Calma's mission is to foster a deeper connection between individuals and their food, inviting them to embrace moments of pause and reflection through mindful eating exercises and meditation tips included in every package. As a brand deeply rooted in the belief that nourishing the body and soul is essential for overall well-being, Calma endeavors to inspire a newfound sense of balance and tranquility in the lives of its customers. Established in 2024 by Pragati Jaiswal, Calma is more than just a snack brand—it's a philosophy of well-being. With a passion for holistic health and a commitment to mindfulness, Pragati envisioned Calma as a platform for promoting mental wellness through delicious, thoughtfully crafted snacks.







# PROBLEM AND SOLUTION STATEMENT

## **Problem:**

In today's fast-paced world, many individuals struggle with stress, anxiety, and a lack of mental well-being. Traditional snack options often contribute to these issues by offering products high in sugar, unhealthy fats, and artificial ingredients. This leaves consumers searching for healthier alternatives that not only satisfy their hunger but also nourish their minds and bodies.

## **Solution:**

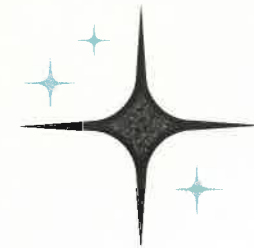
Calma addresses this problem by offering a range of snack products specifically designed to promote mental well-being and mindfulness. By carefully selecting ingredients known for their mood-boosting and stress-relieving properties, Calma provides consumers with delicious options that support their overall wellness. Additionally, each Calma snack is accompanied by a mindful eating exercise or meditation tip, encouraging customers to pause, savor, and nourish both body and mind with every bite. Through these initiatives, Calma aims to revolutionize snacking, offering individuals a pathway to greater balance, tranquility, and holistic health.





# UNIQUE SELLING POINT

**The Unique Selling Proposition (USP) of Calma lies in its innovative approach to snacking, integrating mental well-being and mindfulness into every aspect of its products. Unlike traditional snacks that merely provide momentary satisfaction, Calma offers a range of carefully crafted products infused with ingredients known for their mood-boosting and stress-relieving properties. Additionally, each Calma snack is accompanied by a mindful eating exercise or meditation tip, encouraging customers to pause, savor, and nourish both body and mind with every bite. This holistic approach sets Calma apart, providing consumers with not only delicious snacks but also a pathway to greater balance, tranquility, and overall well-being.**






# MISSION AND VISION

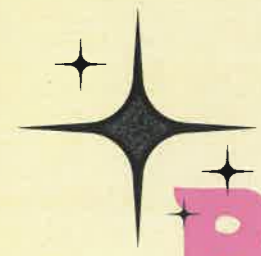
## **Mission:**

**Calma's mission is to revolutionize snacking by promoting mental well-being and mindfulness through delicious and nourishing products. We aim to provide individuals with holistic solutions that support their overall health and happiness, inspiring them to live more intentionally and enjoy every moment with clarity and tranquility.**

## **Vision:**

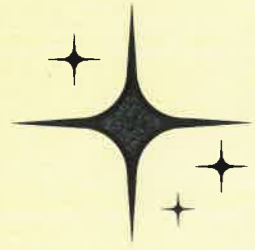
**Our vision at Calma is to create a world where snacking is not just about satisfying hunger but also about nourishing the mind and soul. We envision a future where individuals embrace mindful eating practices, finding solace and joy in the simple act of enjoying a snack. Through our commitment to innovation, transparency, and wellness, we strive to empower people to lead healthier, more balanced lives, one mindful bite at a time.**



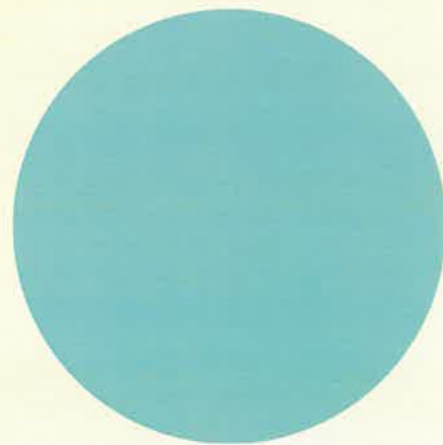


# BRAND LOGO AND TAGLINE

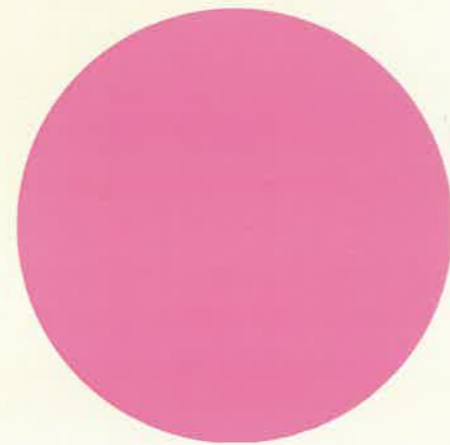




# COLOUR SCHEME



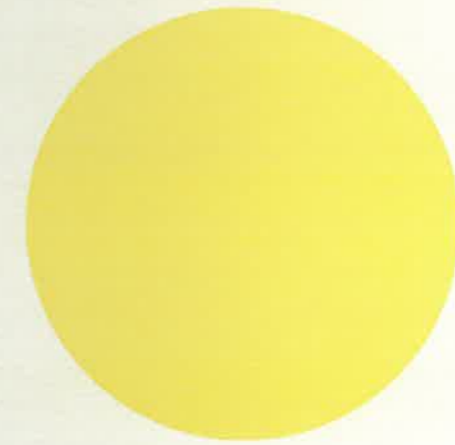
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#EC84B5



#F8E3F0



#FEF284



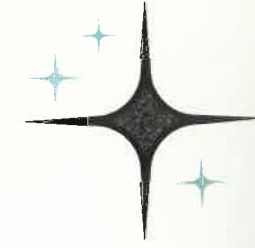





# BRAND LOGO

## Inspiration

The brand logo features a vibrant starburst with each point representing a different bright color. The star symbolizes aspiration and guidance, while the burst of colors evokes energy and positivity. Incorporate elements of nature or botanicals subtly within the star to reflect the infusion of mood-boosting ingredients in the snacks. The logo is covered with a half heart like design from one side which gives a sense of protection and tranquility. The font is clear, clean and modern, conveying a sense of calmness and sophistication.

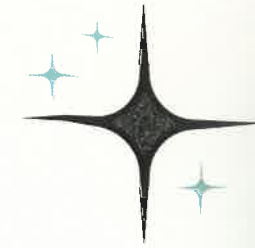





# BRAND NAME

## Inspiration

The name "Calma" for the brand can be a great choice. It simply means peacefulness. It's simple, elegant, and directly reflects the brand's mission of promoting calmness and well-being through its products. Plus, it's memorable and easy to pronounce, which is essential for brand recognition.

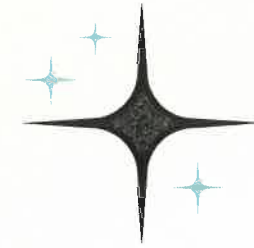





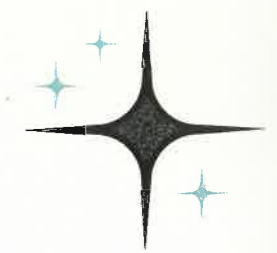
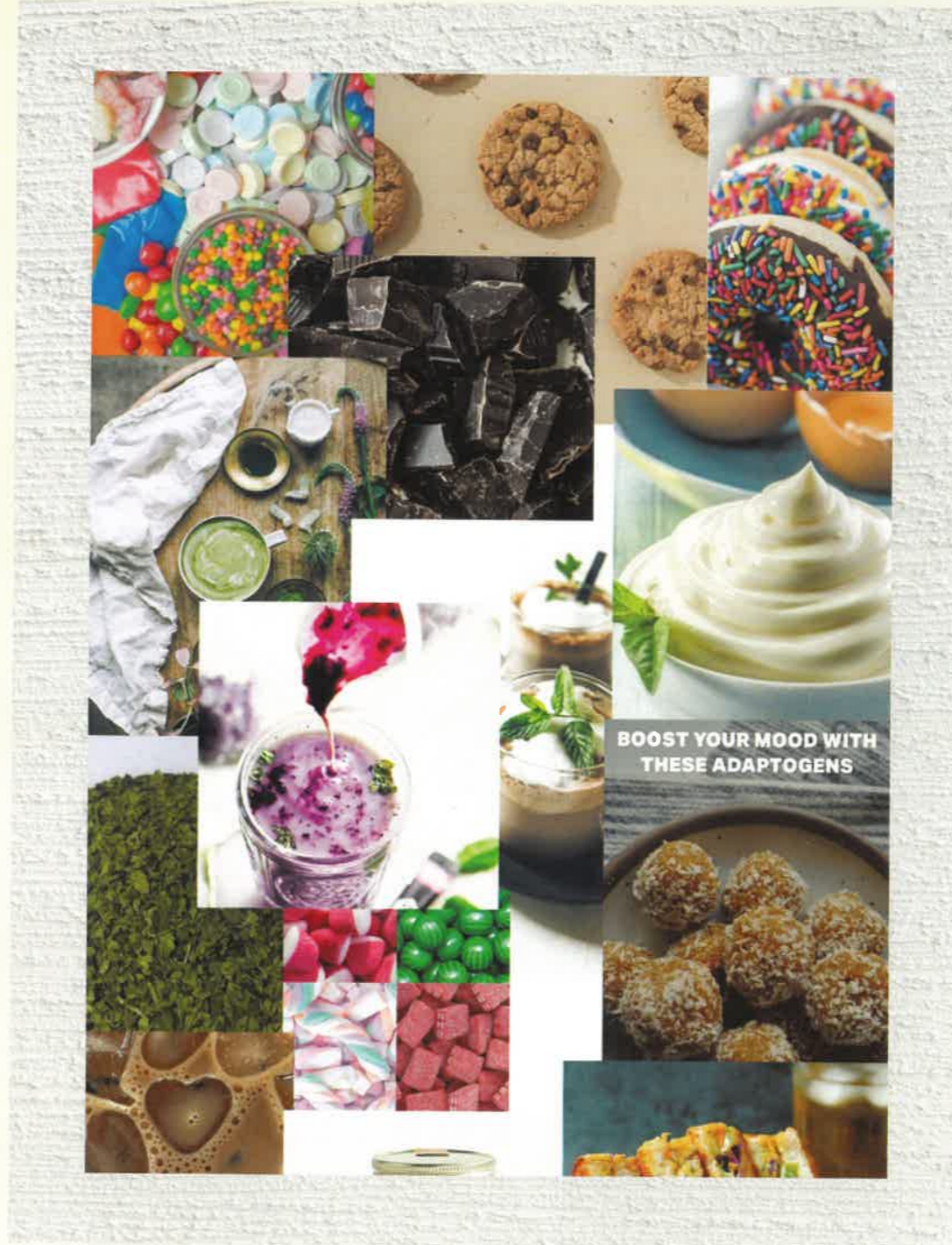
# BRAND TAGLINE

## Inspiration

The tagline "Snack to Serenity" is inspired by the idea of using snacks not just as a source of sustenance but as a pathway to inner peace and tranquility. It suggests that consuming Calma snacks isn't just about satisfying hunger; it's about indulging in moments of calmness and serenity with every bite. This tagline reinforces the brand's commitment to promoting mental well-being and mindfulness through its products, emphasizing the transformative power of snacks in fostering moments of serenity in our busy lives.



# MOOD BOARD



# SWOT ANALYSIS

## Strength

- Unique product offering:** Mood-boosting snacks promoting mental well-being.
- Mindfulness integration:** Inclusion of mindful eating exercises.
- Strong brand identity:** Memorable name and tagline.

## Weakness

- Limited market awareness:** New brand in a competitive market.
- Higher production costs:** Specialized ingredients may increase expenses.
- Distribution challenges:** Difficulty securing retail outlets initially.

## Opportunity

- Growing wellness trends:** Increasing demand for stress-relief products.
- Product line expansion:** Potential to include complementary wellness products.
- Strategic partnerships:** Collaborations to enhance brand visibility.

## Threat

- Market competition:** Facing established snack brands and emerging wellness companies.
- Ingredient sourcing risks:** Dependence on specific ingredients.
- Regulatory changes:** Impact on product formulation and marketing strategies.





# CREATIVE BRIEF



**Brand Overview:** Calma is a wellness-oriented snack brand dedicated to promoting mental well-being through delicious and mindful snacking experiences. Our products are carefully crafted with mood-boosting and stress-relieving ingredients, designed to nourish both the body and mind.

**Target Audience:** Calma's target audience consists of health-conscious individuals seeking holistic wellness solutions. They are typically urban professionals, aged 25-45, who prioritize self-care and are interested in incorporating mindfulness practices into their daily routines. They are open to trying new products that align with their values of health, balance, and tranquility.





# CREATIVE BRIEF

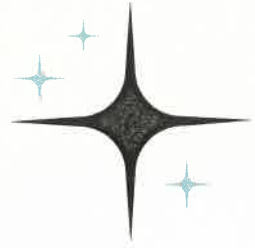



## **Brand Identity:**

Calma's brand identity is characterized by a harmonious blend of vibrancy and tranquility. The logo features a star and half-heart design, symbolizing aspiration and self-care, while the bright color palette evokes positivity and energy. The brand exudes a modern and approachable aesthetic, appealing to consumers who value both style and substance.

## **Brand Voice:**

Calma's brand voice is calm, empathetic, and empowering. We communicate with clarity and authenticity, offering guidance and support on the journey to mental well-being. Our tone is gentle yet confident, inspiring our audience to embrace moments of serenity in their busy lives.





# CREATIVE BRIEF

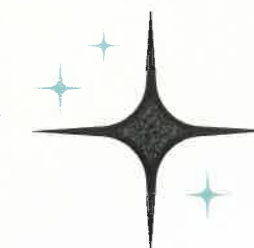



## Key Message:

At Calma, we believe that every snack can be a moment of serenity. Our products are more than just delicious treats—they're invitations to pause, savor, and nourish both body and mind. With Calma, you can indulge in moments of calmness and joy, one bite at a time.

## Brand Experience:

Calma provides a holistic brand experience that extends beyond the product itself. From the moment customers encounter our vibrant packaging to the mindful eating exercises included in every package, we strive to create moments of delight and connection. Whether enjoying a snack at home, in the office, or on the go, Calma invites consumers to cultivate a sense of calm and well-being in every aspect of their lives.

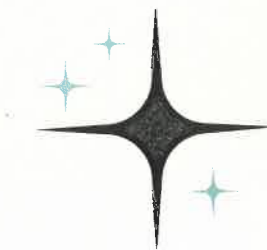




# COMPETIGORS



**RXBAR<sup>®</sup>**



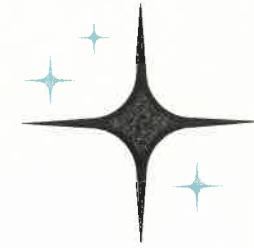



# SERVICE INFORMATION




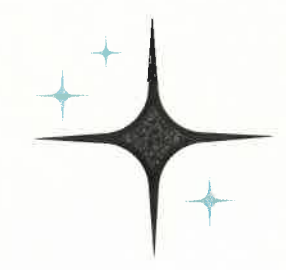
**Calma provides a selection of premium wellness snacks meticulously crafted with mood-boosting and stress-relieving ingredients. Our snacks are designed to nurture both body and mind, offering moments of serenity with every bite.**

**Each product is made with natural, high-quality ingredients and includes mindful eating exercises or meditation tips to enhance the snacking experience. Available online and in select retail locations.**

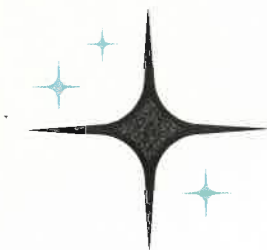




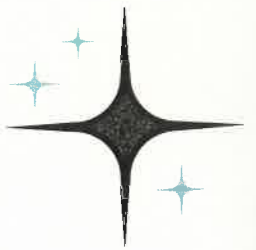
# PRODUCT RANGE

- **Chocolates**
  - **Candies**
  - **Wafers**
  - **Cheese and Mayo Dips**
  - **Origano**
  - **Cupcakes**
  - **Protien Bars**
  - **Cookies**
  - **Energy Drinks**
  - **Gums**
- 
- 

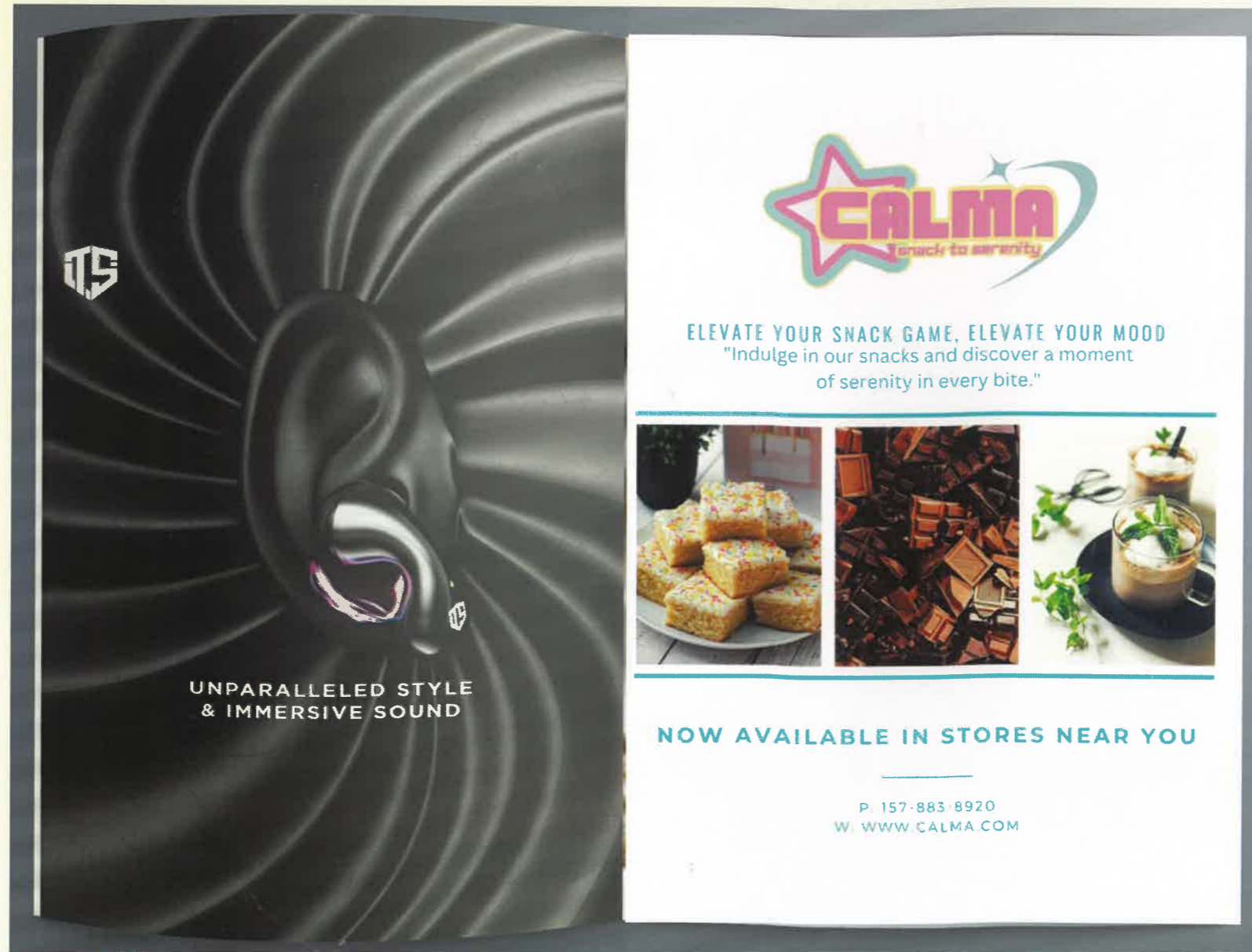
# MERCHANDISE



# NEWSPAPER AD



# MAGAZINE AD



The advertisement is presented as a magazine spread. The left page features a large, detailed illustration of a human ear, rendered in a dark, metallic style, set against a background of concentric, wavy lines that suggest sound waves. The text 'UNPARALLELED STYLE & IMMERSIVE SOUND' is positioned at the bottom of this page. The right page contains the CALMA logo, a tagline, a quote, three small images of products (cookies, chocolate, and a drink), and contact information.

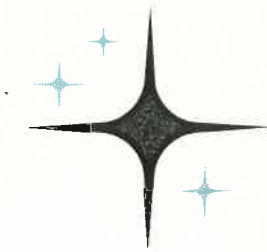
**CALMA**  
crunch to serenity

ELEVATE YOUR SNACK GAME, ELEVATE YOUR MOOD  
"Indulge in our snacks and discover a moment of serenity in every bite."

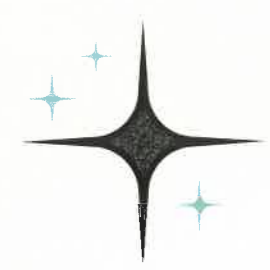
UNPARALLELED STYLE  
& IMMERSIVE SOUND

NOW AVAILABLE IN STORES NEAR YOU

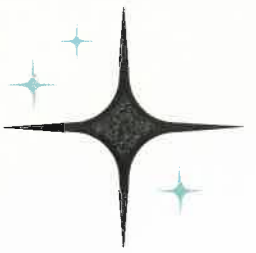
P. 157-883-8920  
W. WWW.CALMA.COM



# HOARDING AD



# SOCIAL MEDIA AD



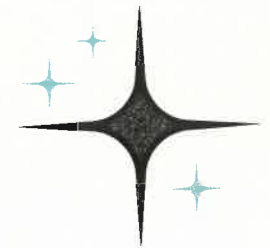


# VISITING CARD



**PRAGATI JAISWAL**  
CEO

☎ 9324xxxxxx  
✉ calma@gmailcom  
🌐 www.calma.in  
📍 Mumbai, India



*Vibe*

*Vibe on World off!!*

*About Me:*

2023 - 2024

Deviprasad Goenka Management  
College Of Media Studies

TYBAMMC - Advertising

Advertising Design

SEM VI

Roll no: 8021031

Digant Jangid

## *About Brand:*

In this competitive landscape, there isn't a brand that places a strong emphasis on delivering consumer benefits.

"Vibe's" vision is to enable people to explore, enjoy, and share music freely. The company focuses on delivering a seamless music experience through a user-friendly app interface, aiming to stand out in the market.

"At VIBE, we aim to enrich lives through music by offering immersive experiences that align with users' emotions and aspirations. Through curated playlists, personalized recommendations, and innovative features, we unite a global community through the universal language of music."

VIBE is to become the ultimate destination for music discovery, connection, and expression. Whether you're looking to unwind after a long day, discover your new favorite artist, or connect with like-minded music lovers from around the world, VIBE is here to help you make the most of every moment.

# Creative Brief:

## Objective:

To create an innovative music application that seamlessly combines personalized playlists, social interaction, and advanced features, with the goal of enhancing the music listening experience for users worldwide.

## Key Message:

"Experience music like never before with VIBE: your ultimate destination for personalized playlists, social connection and cutting-edge features, all designed to elevate your listening journey."

## Brand's Personality:

Vibrant	Social
Inclusive	Authentic
Innovative	Dynamic

## Target Audience:

Music Enthusiasts	Tech-Savvy Individuals
Social Media Users	On-the-Go Consumers

## Tone of Voice:

Warm	Motivating
Conversational	Engaging
Creative	Informal



## *Service Information:*

**Customized Playlists:** Users can create their own customized playlists or explore curated playlists curated by Vibe's music experts, ensuring they always have the perfect soundtrack for any occasion.

**Social Integration:** Vibe allows users to connect with friends, share their favorite tracks and playlists, and discover new music together. This social aspect of the application enhances the sense of community and fosters engagement among users.

**Live Events and Exclusives:** Vibe partners with artists, labels, and event organizers to offer exclusive access to live performances, virtual concerts, and behind-the-scenes content, allowing users to experience their favorite artists in new and exciting ways.

**Mood-based Navigation:** Vibe's intuitive interface allows users to explore music based on their current mood, activity or genre preferences, making it easy to find the perfect song for any moment.

Vibe navigates and tracks the algorithms of the users and play the perfect song for every moment

**Offline Listening:** Vibe offers offline listening options, allowing users to download their favorite songs and playlists for offline playback, ensuring uninterrupted music enjoyment even without an internet connection.

# Vibe

*Vibe on World off!!*

The name "Vibe" for the music application is inspired by the fundamental nature of music and its significant influence on our emotions, thoughts, and overall experiences.

Energy  
Modern and Dynamic  
Emotional resonance

## *Logo's Philosophy:*

The logo for Vibe incorporates a sleek and modern design that seamlessly integrates the brand name with a distinctive visual element - a digital switch.

The brand name "Vibe" is rendered in a bold and contemporary font, evoking a sense of energy and dynamism. The letters are evenly spaced and clean, ensuring clarity and readability.



Vibe

*Vibe on World off!!*

Instead of the letter "I" in "Vibe," a unique visual element is introduced - a digital switch. This switch symbolizes the technological aspect of the brand, hinting at the digital nature of the music application.

The switch is depicted in an "on" position, symbolizing the activation of the Vibe experience and the connection to music.

The overall design of the logo is clean, minimalist, and highly recognizable. It effectively communicates the essence of the brand - a modern, tech-savvy music application that offers an immersive and dynamic music experience.



# *Typography:*

## *Snell Roundhand*

*Snell Roundhand is a script typeface designed by Matthew Carter in 1966.*

*The design is based off the work of seventeenth-century calligrapher Charles Snell. The family is available in three weights—regular, bold and black.*

## **Adobe Devanagari**

**Adobe Devanagari was designed to be highly readable in a range of situations including quite small sizes in spreadsheets and in continuous text setting, as well as at display sizes, where the full character of the typeface reveals itself.**

**The family consists of four weights – Regular, Italic, Bold and Bold Italic.**

# *Color Palatte*

- 42bfb5

- ffffff

- 000000

Vibe

*Vibe on World off!!*

Vibe

*Vibe on World off!!*

*Logo in different sizes:*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Logo in different colors:*

*Vibe*

*Vibe on World off!!*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Vibe*

*Vibe on World off!!*

*Logo ideation:*

*Vibe*

*Vibe on World off!!*

*Vibe* 

*Vibe on World off!!*

*Vibe*

*Stationery*

**Vibe**

*Vibe on World off!!*

Contact no: 7506808070

E-mail: [vibeonworldoff.org.in](mailto:vibeonworldoff.org.in)

Visiting Cards Size: 91mm x 54 mm

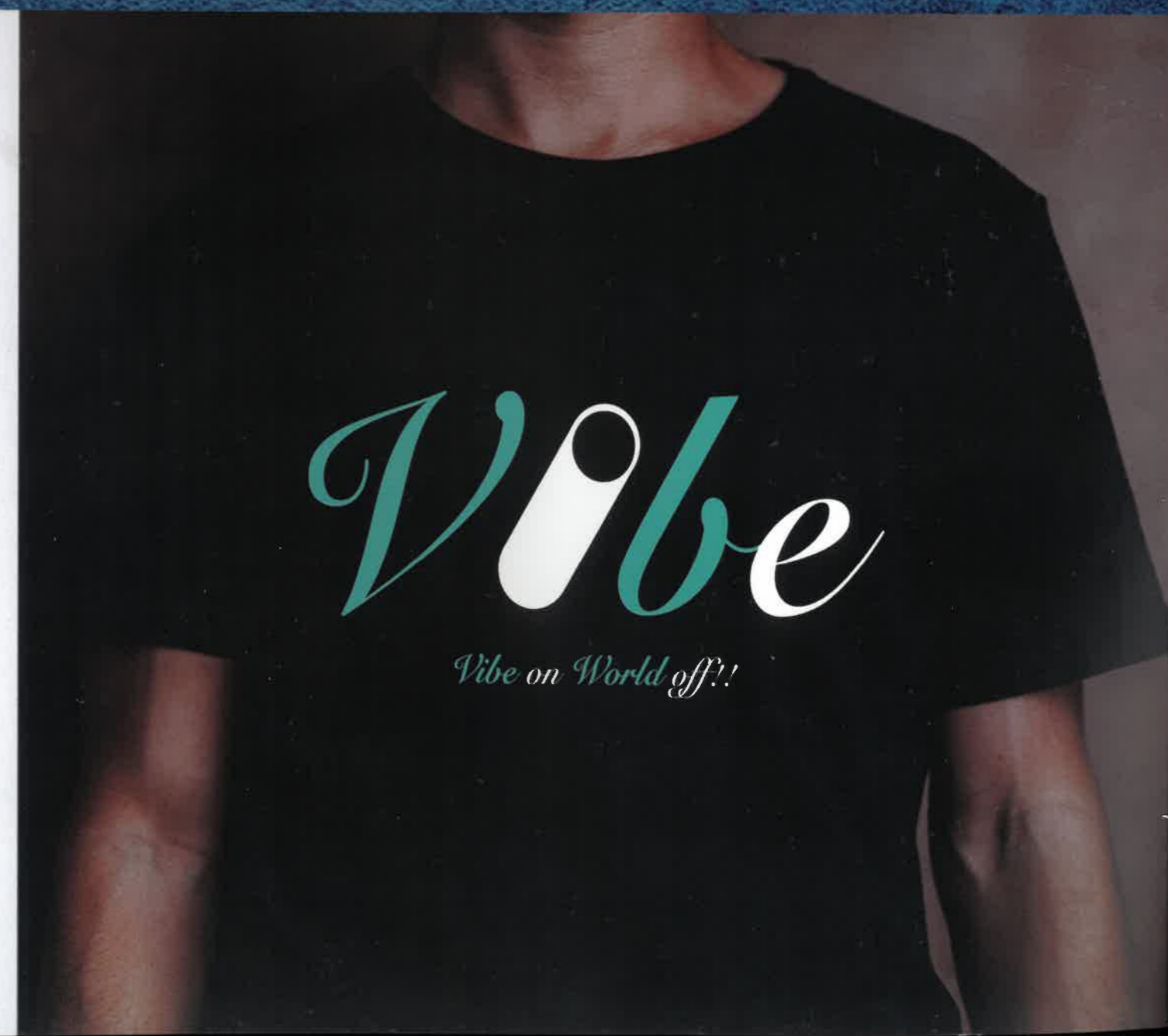
Letter head Size : A4

Envelope 4inch x 9.5 inch



*Merchandising*

# *T-shirts*





*Headset*

*Totebag*



*Advertisements*

"Discover Your Soundtrack to Life with Vibe:  
Where Music Meets Moments



# Vibe

*Vibe on World off!!*



"Experience Music, Amplified:  
Join the Vibe Movement Today!"



Upset?  
*Vibe on World off!!*

"Discover Your Soundtrack to Life with Vibe:  
Where Music Meets Moments



# Vibe

*Vibe on World off!!*

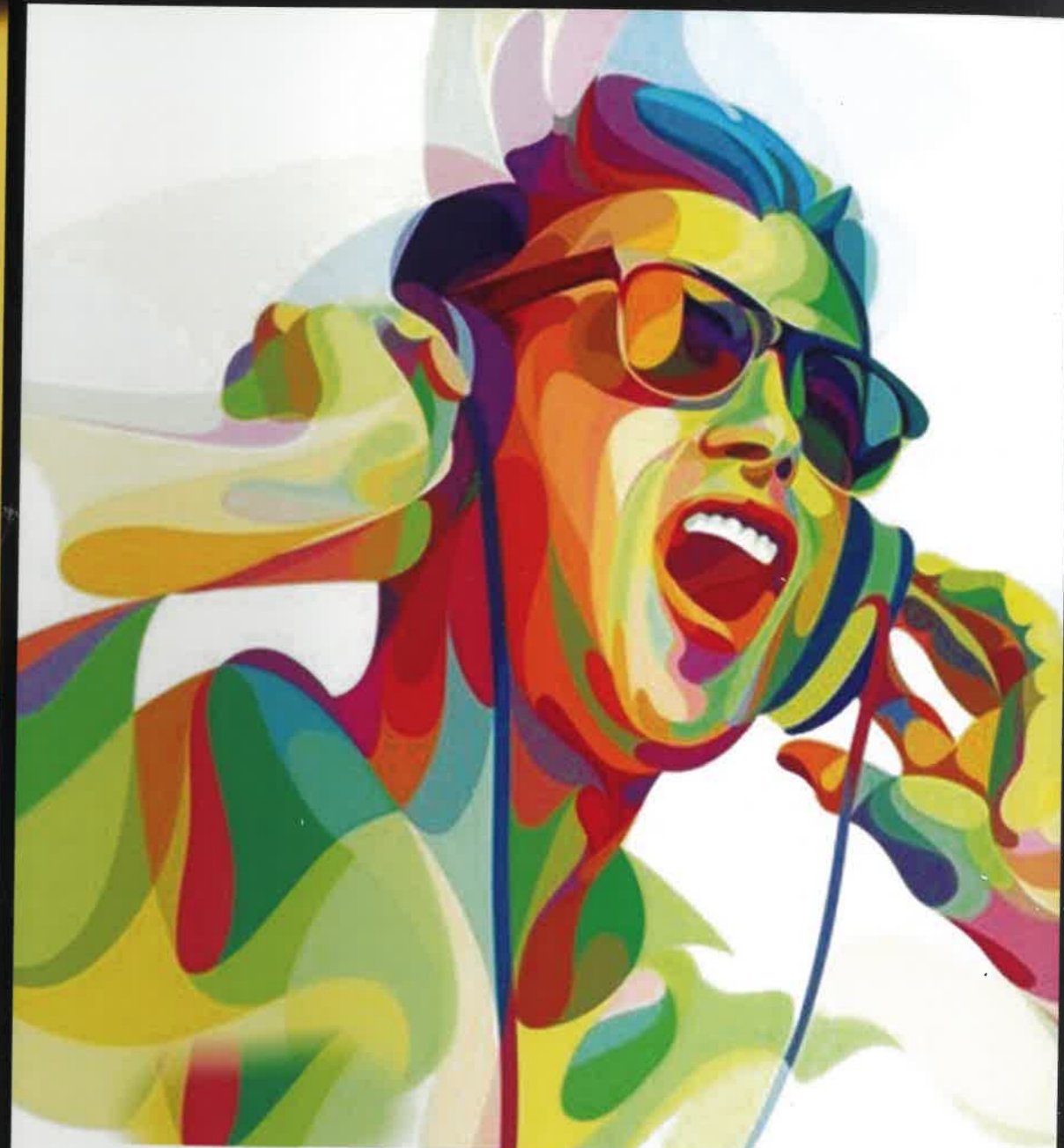
Available on



"Experience Music, Amplified:  
Join the Vibe Movement Today!"



Stressed?  
*Vibe on World off!!*



Irritated??

*Vibe on World Off*

Available on

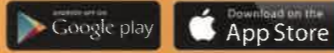
Upset?  
*Vibe on World off!!*

"Turn up the family jams and groove with your siblings on Vibe!!"



# Vibe

*Vibe on World off!!*

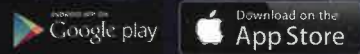


"Discover Your Soundtrack to Life with Vibe:  
Where Music Meets Moments"

# Vibe

*Vibe on World off!!*

Available on

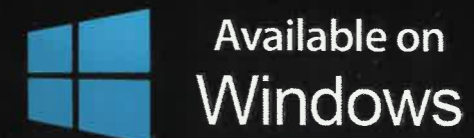
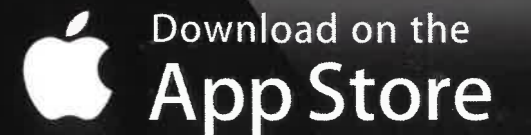


"Experience Music, Amplified:  
Join the Vibe Movement Today!"

# Music mangoge, Vibe denge

# Vibe

Available on



*Newspaper AD*



**SHOWBIZ**  
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Page 10

# Delhi Times

SUNDAY, NOVEMBER 16, 2014 | ADVERTORIAL - ENTERTAINMENT PROMOTIONAL FEATURE



**BACK BEAT**  
Kim Kardashian  
to be part of  
*Bigg Boss?*  
Page 14

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## Anurag and I both love each other very much



Chiston Julian

Priya Gupta@timesgroup.com

**K**alki Koechlin, 30, may have been born in Pondicherry, and also spends a lot of time with me in Mumbai. How did you come into films?  
I studied in Hebrew boarding school in Ooty from the age of 8 to 18, as both my parents were working. My mom earlier worked with my dad and later, taught French. My mum was quite strict, so I was in a very strict household. I would be quiet at home, very well-behaved and then, as soon as I would be in school, I was loud, an entertainer and the clown of my class. At home, my parents were quite old so the surrounding was of elderly people, there was no noise, reading books was encouraged, TV was not encouraged, so I was the geeky studious type of girl. When I was 18, my mom said I had to study as my paternal grandparents in France had left me some education money in their will. So, I went to study in London, as in school, I was very interested in writing and drama. I discovered the best of theatre in London and joined a theatre company there. But I really missed home and found it a culture shock there. Also I did not know where I belonged.

**T**alk about your family background?  
I was born in Pondicherry. Both my parents are French. They met in Pondicherry in the 70s, got married and stayed back in India. My father is one of those hippies with long hair, who started making small hand gliders and teaching it as well. My mother had been married previously and thus, I have a half-brother who is ten years older and had come with her from France. So he too grew up in Pondicherry like me, speaking English, Tamil and French. My parents divorced when I was 13 and my father, who lives in

Bangalore, then re-married and has a seven-year-old son. My mother is single and lives in Pondicherry, and also spends a lot of time with me in Mumbai.

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Kalki Koechlin

**T**o them, I looked *frang* and they would say, 'You don't look Indian and you don't look French either as your accent is not French. So, what the hell are you?' I didn't know what to tell them. And while I enjoyed my time there, life was tough and expensive and I would be Watressing on weekends. Once I got done, I was glad to come home, but

CONTD ON PAGE 12

## Action and relaxation is the best chord of life



Sukhwinder Singh

Puneja Swamit@timesgroup.com

**S**ukhwinder Singh's latest number, *Happy Buddy* from *Kill Dil*, is being hailed as the newest birthday celebration song. Now, the singer is all geared up for his upcoming release *Zed Plus*, where he will be seen in a different avatar - that of a *sutradhar*. In a free-wheeling chat, he reveals his plans of starting a music institute, and also hints he will get married within the next six months. Excerpts.

**What is keeping you busy these days?**  
My song *Happy Buddy* has become popular. So, I have been approached by an event company to perform for a unique function in Thiruvananthapuram. Around 73,000 people are going to come together to celebrate their birthdays and for the occasion, the organisers want me to sing this song for them. Apart from this, I recently visited Mahabubabad along with Gulzar, *sahab* and Vishal Bhatnagar, and we gifted the university a special song. Gulzar *sahab* has written the lyrics. Vishal has composed the music and I have sung it. This song has a message to it - it teaches that Urdu is a universal language and it doesn't belong to any particular religion.

**Though it was for educational purposes, the three of us really enjoyed working on this collaboration. What are your future plans?**

CONTINUED ON PAGE 11

**BUZZ STOP**  
**FAROOQUE'S DEBUT FILM RE-RELEASED**  
**THE LATE FAROOQUE SHEIKH'S** debut film *Garm Hawa* re-released on Friday. In a pre-recorded video, the late actor says "any list of Indian classic movies is incomplete without the film" that was initially released in 1974. "The list of Indian classics is incomplete without the mention of *Garm Hawa*," the actor is seen saying in the clip. The film tells the story of the Mirza family at the time of the partition in 1947. The film has been digitally restored. IANS

**INDIA'S OSCAR ENTRY IS LOW ON FUNDS**  
**NAMAZUDDIN SIDDIQUI**-starrer *Liar's Dice* is India's official Oscar entry for the best foreign language film category, but the actor says the filmmakers don't have funds on a grand scale at the Academy Awards. "The movie is a small budget movie. We need to screen the movie on a big scale there, but we don't have the money and are searching for support," said the actor, who was in the capital for an event recently. The actor asserts that they are searching for support for the Geetu Mohandas directorial. "We are talking to industry people and are optimistic," he said. IANS

**SHAILENE WOODLEY TO PLAY SNOWDEN'S GF?**  
**SHAILENE WOODLEY** is in talks to star as the female lead in Oliver Stone's untitled drama on US whistleblower Edward Snowden. Woodley, 22, would star opposite Joseph Gordon-Levitt, who is playing the NSA whistleblower in the film, a *Divergent* actress is poised to play the role of Snowden's girlfriend. PTI

**APART FROM SINGING, WHAT OTHER ACTIVITIES INTEREST YOU?**  
In my house, I have a gym, a meditation and yoga section, and a place where I pray to Lord Shiva.

## Kissa Bollywood ke missing kiss ka

After Delhi embraced the Kiss of Love campaign to try and remove the taboo attached to kissing, we find out what lengths Bollywood has gone to to hide the smooch

Umang Aggarwal@timesgroup.com

**R**emember the days when mommy would make you skip the end of *Tu Terah* and your cousin would later tell you that it was because the actors were going to K.I.S.S.? Or the time when you wondered why movie after movie in Bollywood had the flower fluttering scene? Till not long ago, kissing in front of an audience used to be a very big deal. But now, it's years later, you are a grown-up, and not only has our cinema embraced on-screen kissing, in real life too, kissing in public seems to have finally arrived. Following the lead of Kochi's Kiss of Love campaign, well as Kolkata are expressing their right to kiss publicly without the moral police telling them to feel 'shame'. As we are beginning to bid goodbye to the taboo attached with kissing openly - on-screen as well as off-screen - if you ever feel like looking back and laughing at the prudles, Bollywood gives you enough fodder. Here's a list of some of the most 'ingenious' ways in which kissing has been suggested but averted in the movies.

### CLOAKING IT, LITERALLY - AASHIQUI AND AASHIQUI 2

Mahesh Bhatt might be known for his 'boldness' in a *Saarensaf* or a *Murder* or *Raaz*, but for *Aashiqui*, the filmmaker chose to cloak the kissing scene, literally. The under-the-jacket kissing scene originated by Rahul Roy and Anu Aggarwal in the 1990 *Aashiqui* and replicated by Shradha Kapoor and Aditya Roy Kapoor in the sequel is a rare example of the 'almost kissing' scene in recent Bollywood movies. One could even see it as an extension of the revolving umbrella scene in older movies like Raj Kapoor's *Shree 420* where the drenched actors looking into each other eyes in the rain suggested the kiss. Aishwarya Rai's *Umrao Jaan* ditched the external kiss-cover, as her long hair serves the purpose of concealing the 'intimacy'.

### FLUTTERING FLOWERS - MUGHAL-E-AZAM

Even the classic *Mughal-E-Azam*, which told the love story of Salim and Anarkali, relied on this trope for its makeout scenes. Fluttering flowers, pecking birds and shaking bushes have been Bollywood's visual innumerable for kissing in innumerable movies. The said movie even has the *dees* fans cover the royal romance. From Farooque Shaikh to Shashi Kapoor and Deepki Naval to Rekha, most Bollywood actors of the 70s had to rely on flowers and bushes for their kissing scenes.

CONTINUED ON PAGE 10

"Discover Your Soundtrack to Life with Vibe: Where Music Meets Moments"

Where Music Meets Moments

Vibe

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Available on



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"Experience Music, Amplified: Join the Vibe Movement Today!"





**Football star Cristiano Ronaldo makes history by becoming the first player to finish the season as top scorer in 3 major leagues — England, Spain and Italy**

## Suraksha vote: NBCC back in

**Jaypee fray**  
The committee of creditors on Monday decided to seek a vote from bondholders and creditors to decide if both applicants in the fray for the insolvency resolution — the state-run NBCC and South India's Suraksha Group — should be given more time to submit revised offers. **P 9**

## Amazon close to \$9bn MGM deal

Amazon is reportedly close to acquiring Hollywood studio MGM. The value of the deal, which is expected to be concluded as early as this week, is pegged at almost \$9 billion. The Wall Street Journal reported on Monday. **P 13**

## 'Yaas' likely to spare Bengal

Cyclone 'Yaas' is likely to spare the south Bengal coast and hit the fisherbase coast on May 26 from with a wind speed of 135-160 km per hour. HM Anil Shah asked CMs to ensure power back-up in Covid hospitals. **P 7 & 16**

# Ltd on-site regn allowed for 18-44 at govt centres

**Move To Reduce Wastage Of Vaccine Doses**

Times News Network

New Delhi: The Centre on Monday enabled limited on-site registration and appointment for Covid-19 vaccination for the 18-44 years age group in government centres to utilise unused doses. This will be in addition to the facility of online appointments provided for this population group. Private health facilities

## HC: Probe how MP bought drugs in bulk

The Delhi HC asked the drug controller to investigate how BJP MP Gautam Gambhir bought drugs in bulk and take necessary action. **P 6**

**1,147 accounts for 95% of all variants of concern, 13 still have to go by online registration and appointments for vaccination people in this age group. Besides, they will also continue to publish vaccine**



**CM Kejriwal visits an oxygen depot in Mayapuri to inspect 5,000 oxygen cylinders imported from China. The cylinders can be used by individuals or used to prepare 3,000 oxygen beds if cases rise again, he said**

## Defini centres run out of Covaxin stocks

Defini has halted vaccination for the 18-44 age group while those above 45 and frontline workers can't get Covaxin in time as stocks have run out. **P 4**

## Post-Covid issues need to be addressed: Guharia, P 11

Over one crore people in the younger cohort have received their first dose of the vaccine. **► Cut wax wastage, P 11**

## Cops probing Sushil's links with gangster Neeraj Bawana

New Delhi: With the probe against arrested wrestler Olympian Sushil Kumar in the murder of another wrestler focusing on unearthing the crime network that Kumar was allegedly a part of along with jailed gangster Neeraj Bawana. Police are claiming to have



**► Northern Railway set to suspend wrestler, P 7**  
**► Govt call on withdrawing Padma unethically soon, P 10**

We found more evidence of Kumar's links with Bawana across the vehicles, a Scorpio SUV, which was seized from the spot where wrestler Sagar Dhankar was murdered. It has been found linked to a Bawana branch in Delhi. It has also emerged, say police sources, that many people accompanying Kumar on the night of the murder were Bawana's henchmen. At least seven more suspects are at large. Raids are being conducted to nab them. **P 11**

**► Items on extortion link, P 7**

## Cops 'visit' Twitter offices to serve toolkit case notice

**Co's Global HQ May Ask US Govt To Step In**  
Poojak Doyal & Rajeshwar Jha

A former employee on social media and the ripples Twitter's global headquarters in the US after Delhi Police personnel went to officers of Twitter links in south Delhi and Gurugram Monday evening.

**► Chhattisgarh cops meet ex-CM Raman Singh, P 10**  
**► 'Server not in control' in connection with their probe into the controversy of 'toolkit' case.**

Twitter's global deputy general counsel and VP (Legal) Jim Baker has been roped in to take stock of the situation. Sources said the US company may also be approached by the company as the situation has rapidly escalated after Twitter flagged some tweets by BJP functionaries as 'manipulated media'. "The only good part is that the local offices in India were shut due to the Covid situation. The global HQ is collaborating with the police action after two teams of the Special Cell reached the offices in Delhi and Gurugram. **P 10**

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**► Congress responds that alleged toolkit is fake and forged letters were used in the screenshots in circulation. Files police complaint against BJP members who shared docu- ment as the "toolkit" case is being investigated**

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*Magazine AD*



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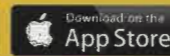
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"Discover Your Soundtrack to Life with Vibe:  
Where Music Meets Moments

Vibe

*Vibe on World off!*

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"Experience Music, Amplified:  
Join the Vibe Movement Today!"

*Hoarding AD*

"Discover Your Soundtrack to Life with Vibe:  
Where Music Meets Moments

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*Vibe on World off!!*



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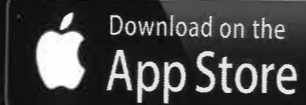
Google play

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Join the Vibe Movement Today!"

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*Vibe*

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Wednesday denge

**NETFLIX**

kheer mangoge,  
kheer denge

**zomato**

download the app



*Transit AD*



"Turn up the family jams and groove with your siblings on Vibe!!"



# Vibe

*Vibe on World off!!*



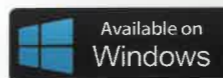


**Irritated??**

*Vibe on World Off*



*Available on*



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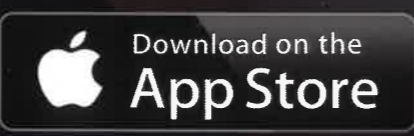
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*Website Interface  
and AD*

# Vibe

*Vibe on World off!!*

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Vibe Now!!!



# America Will Import More Sugar This Year Than It Has In 4 Decades

December 11, 2019 - 6:01 AM ET

DAN CHARLES



"Discover Your Soundtrack to Life with Vibe: Where Music Meets Moments"

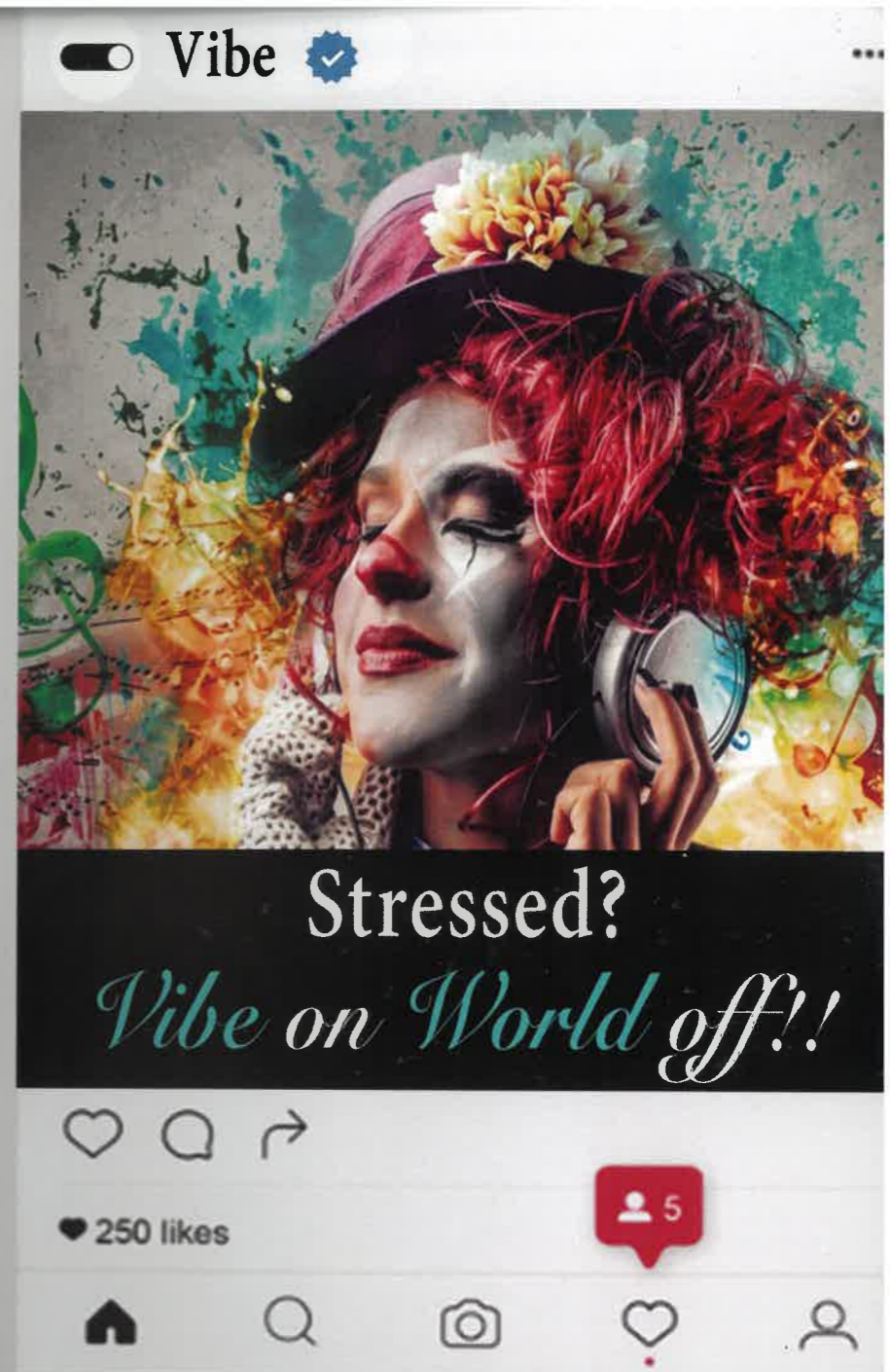
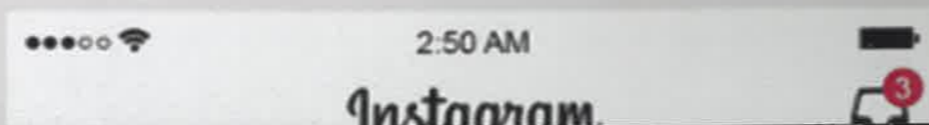
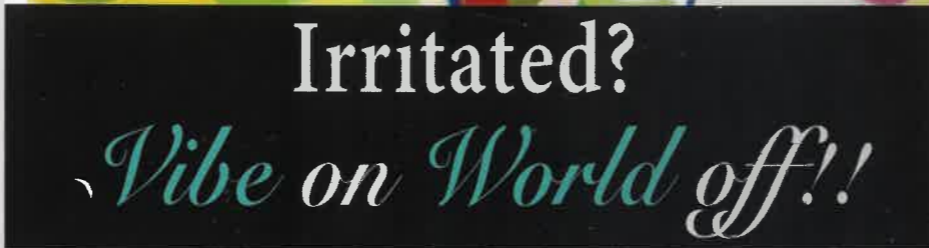
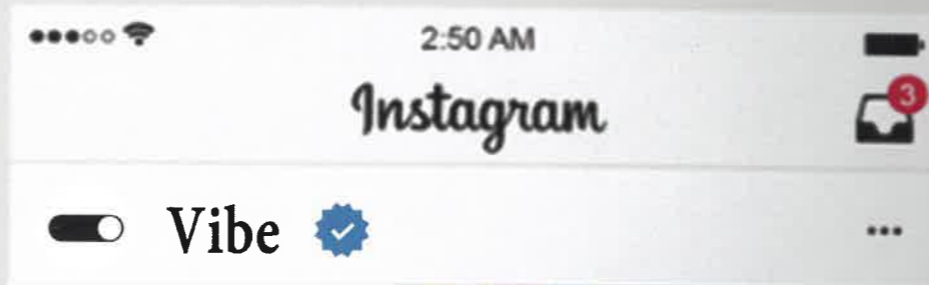
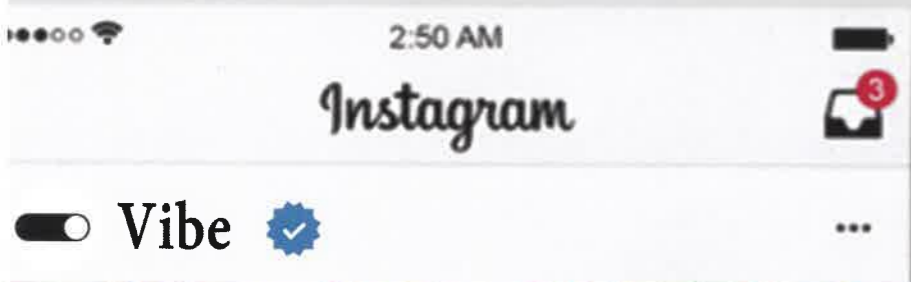
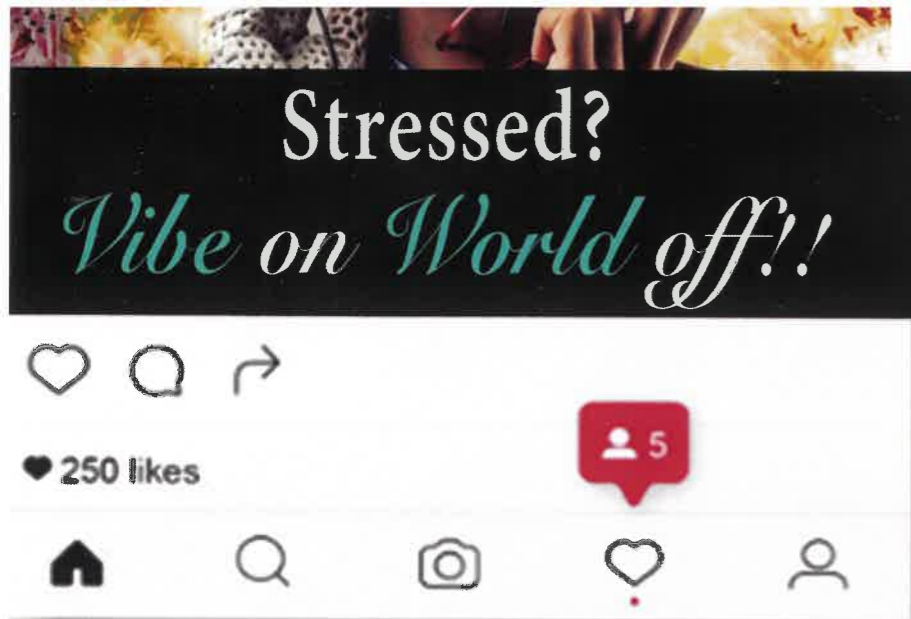


"Experience Music, Amplified: Join the Vibe Movement Today!"

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*Social Media*



*TV6 Storyboarding*





Scene 1

(Fade in from black to city's hectic rush.)  
(Sound effects of people talking and cars moving)  
Voice over: Hi!! Ever known the feeling of being transported to another world by a single song?



Scene 2

(Cut to a person living in the city who left from home to walk, having phone in hand opening Vibe App and searching for playlist)  
Voice over:  
Well, that's the magic of Vibe. With our personalized playlists



Scene 3

(Cut to panning the camera in the phone, when sharing plalists to others)  
(Visual element of Sharing the playlists on differet platforms)  
Voice Over:When you're discovering new artists, connecting with friends



Scene 4

(Cut to an exclusive music festivals of Vibe, panning on the artists playing the music at different places, different times)  
(Sound effects of Music Playing by the artist who made it  
Visual effects of panning artists through different aspects)  
Voice Over: or immersing yourself in the excitement of a live concert,



Scene 5

(Panning the camera on different people in the Music festival who are enjoying, playing games, interacting, etc.)  
Voice Over:  
Vibe is your passport to a world of rhythm and connection



Scene 6

(Cut the scene to Friends enjoying inside the car, using Vibe in Android Auto)  
Voice Over:  
Whether you go on a road trip to with friends  
Or



Scene 7

(Cut to siblings enjoying the music in headphones)

Voice Over:

Vibing with the sibilings in one room,  
Ofc we do have Multiconnectivity

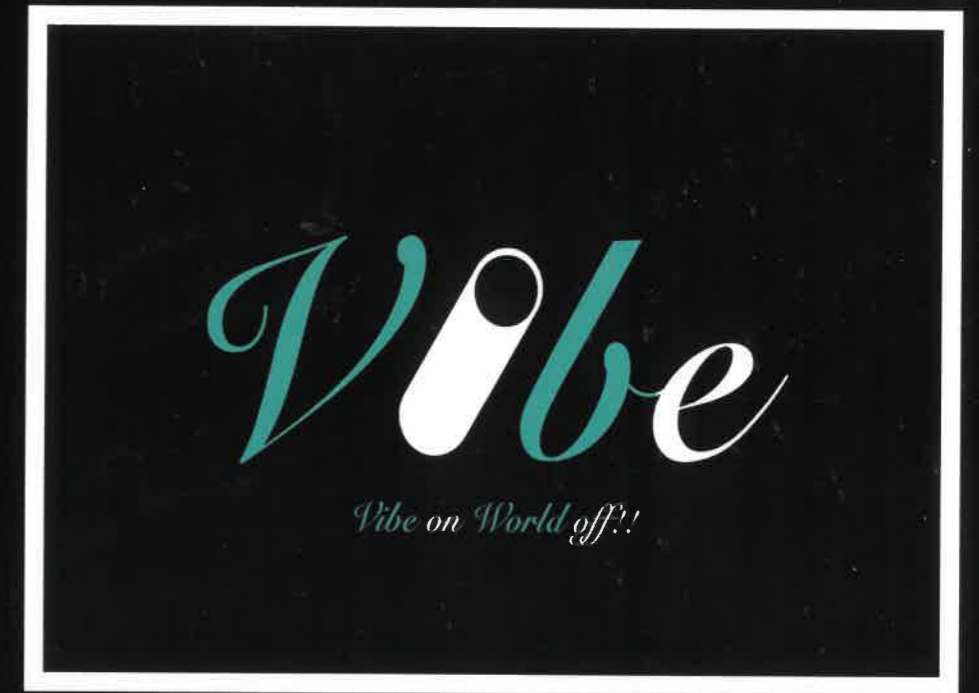


Scene 8

(Cut to woman stucked in traffic)

Voice Over:

Or you can also enjoy the music, ads free in a car  
if you are stuck in traffic on the way home

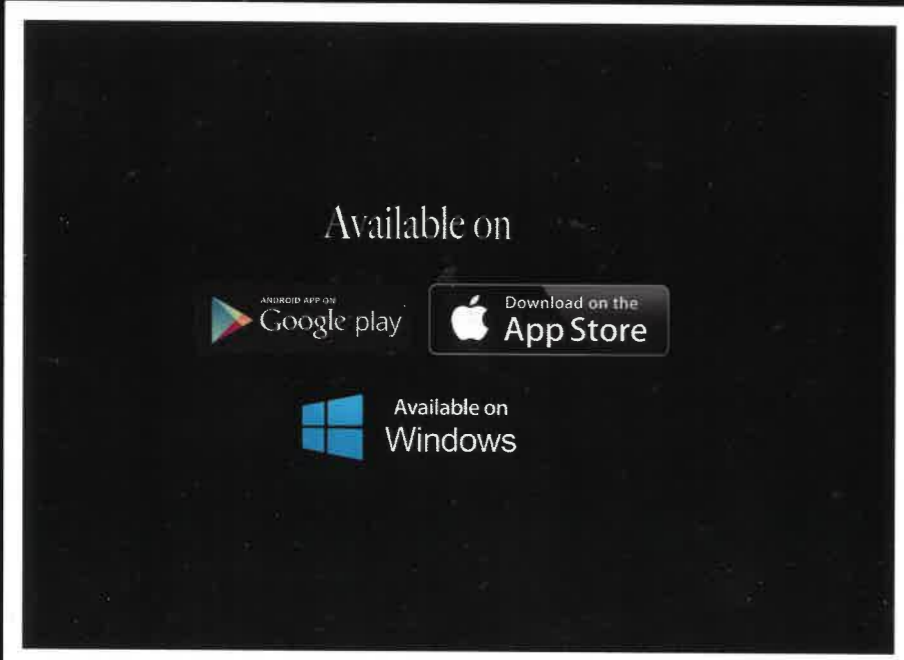


Scene 9

(Zooming out the Scene 8 and every other scene to the Logo off Vibe)

Voice Over:

Vibe: Your music partner for life Vibe enriches every moment  
with the perfect soundtrack. Download now and  
let Vibe be the rhythm of your life



Scene 10

(Cut to the information to download the application)



Scene 11

(Black out)

