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It has carved its niche in the digital realm, with fantasy leagues and social media



Pictures: BHAVNA SONI

SUMMER HEAT

Coolants get popular

'The increasing use of air conditioners in India could lead to a rise in emission by as much as 120 million metric tonnes by 2050.'

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Summer heat: Coolants get popular

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With prediction of heat wave during summer of 2024, it can be well imagined what extensive use of air conditioners will do to exacerbate the situation.

Raju Yadav, a local farmer and milkman told Expressions, "Though it was hot during our time, we still remained connected to nature and used home remedies."

Yadav is not far off the mark. Since time immemorial, indigenous methods have been used by communities to remain cool in hot weather. Thus, if such practices are initiated once again, summer will be a tolerable season.

Surendra Singh (71), a tuition teacher mentioned how in earlier times they use to soak the jute bag in water and then hang them at doors

and windows, which helped to cool air and ventilate. This was possible by using khus / vetiver curtains. These screens are totally eco-friendly and cost effective. Khus is a native Indian grass which has traditionally been used and can be still seen in few households as a coolant.

Nirmal Kumar (56) says another fantastic alternative is gond katira. "I soak a spoonful of gond katira one night before and next morning it is all cool and ready to be mixed with water, lemon and some salt. It is my daily routine for summer," he

opines. Gond Katira is a crystalline herb and swells up when mixed with water. This has excellent cooling nature.

Another traditional alternative is a clay pot. Earthen pots have a very good tendency of cooling the stored water and provide fresh chilled water with added goodness of nature.

In fact, oiling the skin also protects it from extensive heat. It seals in moisture

thereby preventing skin dehydration.

Experts also state that barefoot walks in mornings can help cool down mind and body. Walking barefoot on grass can have benefits like reduced inflammation, low stress, increase feeling of calmness and boost immunity. Yes, who can forget Indian sattu drink. A desi remedy for multiple issues it gets enhanced during

summer. Known as the poor man's protein, sattu is basically flour made of roasted gram. Considered as a powerhouse of energy, it can be easily be made at home. Sattu is a staple drink in states like Bihar, Jharkhand and UP. It is rich in iron, which helps in blood circulation and reduces inflammation. It acts as a cooling agent and keeps one feeling energetic and also protects from heatstroke.

Such good alternatives available at our fingertips can definitely help us stay cool when the sun has its grip strong on us. ■



Print media: Getting trendy

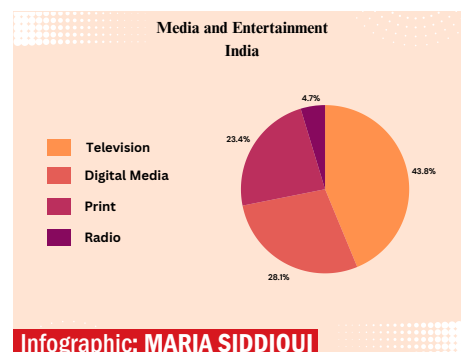
MARIA SIDDIQUI

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With extensive digitalization of news, media research has shown that this technological advancement is creating problems for the print or legacy media. With spread of news faster and sharing on multiple platforms, print media seem to have fallen out of grace.

But is this true? Fauzia Naaz, a journalist with Zee News opines to Expressions that, "Print media still serve a significant audience especially among older generations and in rural areas where digital access is limited."

During the pandemic, newspapers reduced pagination by an average of 20%



to cut costs. In 2023, circulation numbers for most newspapers managed to return to 90% level of pre-COVID time. While many national dailies showed good recovery in pagination and to some extent in their circulation, the overall recovery of the Indian newspaper industry is flat. Global reports indicate that while advertising is rising overall and slightly in print

Print media are not dead but have evolved through time and innovation. With advancements in digital media, newspapers have been reshaped into e-newspapers and magazines or journals. Also, digital media are flooded with content which reduces the attention span. Furthermore, people enjoy reading the newspaper with the nostalgic feeling of the paper and the folds are always keeping print media alive.

Shruti Gupta

- print's share of the overall pie is falling although not as much as in television news.

Shruti Gupta, an Executive at Soft Age Information Technology Limited says, "Print media are not dead but have evolved through time and innovation. With advancements in digital media, newspapers have been reshaped into e-newspapers and magazines or journals. Also, digital media are flooded with content which reduces the attention span. Furthermore, people enjoy reading the newspaper with the nostalgic feeling of the paper and the folds are always keeping print media alive." Brochures are a new lifeline for print media, she added.

Print media's continued success in India is the widespread availability of low-cost newspapers and magazines. During periods of financial strain, many newspapers curtailed pagination to manage costs. This, combined with the fact that many people in India still do not have access to high-speed internet, has contributed to the continued popularity

of print media in the country. At under Rs 1,000 for an average annual subscription, newspapers in India are cheaper than any other major newspaper market in the world. In a bustling corner of Lucknow, a rickshaw puller named Sanjay flips through the pages of his daily newspaper. "I read the newspaper every day because I'm interested in politics and other subjects," he explains. "It's affordable, and when I don't get any rides, especially in the early mornings, I have time to catch up on the news."

The Pitch Madison Advertising report 2024 predicts a seven per cent rise in print ad revenue with projections reaching 20,613 crore largely due to the ongoing general Lok Sabha election.

Digital media rise hasn't rendered print media obsolete in India says Kashish Sahu, a lawyer. He highlights print media's continuing importance for legal professionals, who still depend on printed legal journals for their work.

In a country where fake news and misinformation are widespread, many

people rely on print media for accurate and reliable information. A new generation of media consumers has risen demanding content delivered when they want, how they want and very much as they want it.

An invaluable benefit that technology and digital media have brought to journalists is the ability to get audiences to interact with their news effortlessly from anywhere in the world. Print media have also adapted to the digital age by incorporating technology into their operations. Many newspapers and magazines now have an online presence.

Rajkumar Joshi, a 30-year-old newspaper distributor says, "I almost lost my livelihood during COVID times as the demand plummeted, but now it has revived," he says.

In addition to climate change and the urgent need to adopt greener practices, Indian Newspapers have been utilizing chemistry-free plates since 2012, much ahead of the global transition to greener alternatives. ■

Learning to thrive in a corporate world

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The move from the comfortable and familiar grounds of academia to the corporate world can be both thrilling and nerve-racking for second-year students. This significant change ushers in a brand-new era of possibilities, difficulties and enormous personal and professional development. This is more pronounced when young minds are forced to leave their comfort zones and have to deal with challenges, including deadlines, and a constant drive to succeed in a setting that is very different from their previous experiences. In an organized and encouraging setting, the academic setting allows students to pursue their interests, learn at their own speed, and rely on a peer and mentor network. Despite its own set of difficulties, college life provides a certain amount of stability and comfort. The corporate sector, on the other hand, is fast-paced and frequently harsh, requir-

ing rapid adaptation and a high level of professionalism from the start.

Students going into corporate positions need to pick up the skills necessary to deal with the challenges of working in a professional setting fast. Firm deadlines and high expectations replace the safety nets of academic life, such as flexible deadlines and the chance of additional credit. This change necessitates a major modification of work habits and mindset.

The constant pressure to generate results and meet deadlines is one of the most intimidating parts of working in the corporate world. In the corporate world, deadlines are strictly enforced and cannot be ignored, unlike in the academic realm where they are frequently flexible. Effective time management becomes essential, and missing deadlines can have repercussions that affect not only the

person but the team and organization as a whole.

The desire to succeed in the corporate world and show oneself may be a strong motivator, even in the face of obstacles. This drive is frequently the result of a desire to succeed professionally and personally, become financially independent, and advance one's career. Overcoming challenges and reaching goals can provide an immensely satisfying sense of accomplishment.

Personal development is yet another important facet of this adventure. The difficulties encountered in the workplace promote introspection and personal growth. Young professionals acquire stress management techniques, efficient communication abilities, and build strong professional relationships. These abilities benefit them both professionally and in terms of their general personal growth.

But yes, it is also a time of great possibility and growth. ■

Approx. 30-40% of second-year students undertake internships or part-time jobs in corporate settings for the first time.

The Contrasting Worlds of KASHI VISHWANATH CORRIDOR and MANIKARNIKA GHAT



Picture: DIVYA KOTWANI

DIVYA KOTWANI

Bachelor of Journalism & Mass Communication

Rani Devi is not far from the truth when she says that, "Weird places don't exist only in foreign locales. India too is home to several strange places." Devi sells sandalwood and mango leaves at Manikarnika Ghat in Varanasi.

If we talk about religion, India is a place where many different beliefs and practices co-exist. Faith is so deeply ingrained in the many shrines and religious places here that it leaves even a non-worshipper in bewilderment.

At Varanasi's renowned Kashi Vishwanath Temple, which is among the most important Hindu temples in India, there exists the most contradictory thing one can ever see - 'The Shri Kashi Vishwanath Dham corridor stands right next to the cremation site Manikarnika Ghat'.

Kashi Vishwanath corridor project was completed three years ago and pilgrims from all over the world visit here to see the famous new corridor project.

Rani Devi, owns a small business at Manikarnika Ghat of selling sandalwood for funeral ceremonies. She is being engaged in this business since the last 10 years with her husband. She further says

Not a single day passes by when dead bodies are not cremated here, with the number going up to two or three hundred every day. Death is celebrated at Manikarnika Ghat.

Somnath Gupta

During the construction of corridor, at least 40 ancient temples were rediscovered and restored without altering their original structures, highlighting the project's commitment to preserving cultural heritage.

that pilgrims and tourists are in a happy state and in a positive environment when they are inside the temple. But the moment they come outside the corridor the scene becomes completely contrasting, people naturally feel a little uncomfortable by watching all this. The whole happiness and enjoyment they witnessed inside the temple vanishes here, as they come across the harsh reality of life.

"Not a single day passes by when dead bodies are not cremated here, with the number going up to 200-300 every day. Death is celebrated at Manikarnika Ghat," says Somnath Gupta, a priest at the ghat.

He further elaborated that chants are sung every hour of the day and smoke engulfs the area day and night as the dead are cremated.

This scene of dissimilarity between the temple and this ghat astonishes infinite number of tourist and pilgrims, some even start feeling uneasy while observing the whole scenario of nearby Manikarnika ghat.

However, the main aim of this corridor was to build an effortlessly accessible path for the pilgrims who had to wander through crowded lanes to visit the temple, but eventually it created an ironical situation outside the temple for the tourists. ■



Pictures: KHUSHI GULATI

Beat the HEAT

It's alternatives over ice creams

KHUSHI GULATI

Bachelor of Journalism & Mass Communication

As the summer season is now at its peak, it is impossible to go without cold treats with ice cream topping the popularity charts.

But the picture during corona was different. As citizens became more health conscious, they understood that presence of trans fat, sugars and use of hydrogenated oils in ice creams was bad for the body.

So as not to lose their customer base, ice cream companies developed different varieties of their products - sugar-free ice creams, diet ice-creams among others. But people left behind ice-creams and went for other alternatives.

In a survey conducted by Expressions, it was revealed that 81.1% of people switched to alternatives. There are many alternatives like juices, shakes, coconut water, sugarcane juice, smoothies, soda, limewater, jaljeera and many more. People have different preferences, hence each of the products have different customers. The best that stood among

alternatives was coconut water. Around 58.5% preferred coconut water and consumed it more frequently than any other option. Regular customers said it was best after morning walk.

Siddhi, a regular consumer, said that she switched from ice cream to coconut water two years ago. She added that it was the best decision she had taken. Some went for juices and shakes. Akshay, owner of Madover Milkshakes told that he saw an opportunity in 2022 and today he is making big profits as the demand changes benefited him.

Well, what is your preference for the cold treats? People have started becoming more health conscious and fitness freak which changed their preferences a lot. For the same reason ice cream companies and outlets are trying to attract customers again by launching different flavours and varieties focussing on health as well. Reema, a doctor said that it was corona that caused the demand shift because people understood coconut water benefits and understood the importance of balance and health.

So this summer choose the balance and switch to healthier options for the



healthier lifestyle. Balance out the consumption of ice creams and switch to better alternatives and give a boost to your health with no compromise in taste and beat the summer while prioritizing your health. ■

When Lucknow VOTED



CAR RALLY FOR VOTER AWARENESS

Pictures: SURESH SAHU & ABHISHEK SINGH



Gratitude: That social glue of empathy

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Writer Albert Schweitzer writes that 'each of us has cause to think with deep gratitude of those who have lighted the flame within us'.

Gratitude is an appreciation of an altruistic act. It is one of the most important virtues that should be taught to toddlers, pre-schoolers and teens who are generally self-centred. By learning gratitude they become more sensitive to feelings of others. Grateful living is important because in our constant pursuit of materialism, people forget that even virtues exist. Grateful living is a way of life which asks humans to notice all that is already present and abundant - from the tiniest things of beauty to the grandest of blessings. It transforms a meal into a feast, a house into a home, and a stranger into a friend.

Talking to Expressions, Suhani Gupta says, "Philosophically, gratitude can be seen as an acknowledgment of the interconnectedness of all human experiences. It highlights the importance of recognizing the efforts and sacrifices of others. By fostering an attitude of gratitude, we cultivate a culture of respect and recognition, which strengthens societal bonds and promotes collective well-being."

"Gratitude contributes significantly to social capital, the networks of relationships that enable society to function effectively. When people feel appreciated and valued, they are more likely to contribute positively to their communities. This creates a cycle of goodwill and cooperation that is vital for social stability and progress." says Aarav Verma.

In their daily lives, people hardly realise that they receive more than they give. This is only because of gratitude.

"When we express gratitude, we

acknowledge the contributions and kindness of others, fostering a sense of community and mutual respect. This reciprocal appreciation not only enhances personal relationships but also promotes a more cohesive and supportive society." Varda Javed added.

"Teaching children gratitude is fundamental to their emotional and social development. When parents model and encourage gratitude, children learn to appreciate the kindness of others and develop empathy. This early education in gratitude helps children build strong, positive relationships and contributes to a more compassionate society." says Sheila Mirza.

"In the classroom, fostering a culture of gratitude can transform the learning environment. When children are taught to express thanks and recognize the efforts of their peers, they develop a sense of community and teamwork. This practice not only enhances their interpersonal skills but also promotes a supportive and collaborative classroom atmosphere." Riya Aggarwal added.

"Gratitude has significant benefits for children's mental health. Children who regularly practice gratitude are often happier, less stressed, and more resilient. By teaching children to be grateful, parents and educators help them develop a positive outlook on life, which can lead to healthier and more fulfilling social interactions." Dr. Mayel Khan added.

Gratitude also tends to result in increased self-esteem and confidence. It is a powerful tool for strengthening interpersonal relationships. Grateful people are more agreeable, more open, and less neurotic.

When children realise that the things they own and the opportunities they have, come from someone, it helps them develop a healthy understanding of how interdependent we all are, and teaches them to treat others with genuine re-

"At times, our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us"

Albert Schweitzer

People who practice gratitude consistently have stronger immune systems and healthier blood pressure, better psychological health with fewer toxic emotions, better sleep, increased mental strength, greater happiness and optimism, more generosity and compassion, less loneliness and less feelings of isolation

University of California



spect. Evidence from research suggests that grateful young adolescents (ages 11-13), compared to their less grateful counterparts, are happier and more optimistic, have better social support, are more satisfied with their school, family, community, friends, and themselves, and give more emotional support to others.

Grateful teens (ages 14-19) are more satisfied with their lives, use their strengths to better their community, are more engaged in their schoolwork and hobbies, have higher grades, and are less envious, less depressed, and less materialistic. Gratitude is central to children's health and happiness.

Being grateful and expressing gratitude are qualities that need to be taught to children. Embodying a grateful attitude might be the most important part of teaching it. Children will take their cues from you. So thank them every time they complete a chore. This will have a multiplier effect. ■

Embracing Sustainability



Small initiatives for a noble goal

MOLLY SINGH

Bachelor of Journalism & Mass Communication

With over consumption of resources, it's imperative that humans develop sustainable habits in their daily lives. Sustainability is more than just a fancy word, it is a practice to scale down threat for the current generation and to present a viable society for the future generations. Mitigating the rate of hazardous non eco-friendly practices in one's daily lives can add to a healthy environment. These habits include cutting down rate of plastic, supporting local farmers and textiles, managing waste effectively, making mindful choices while opting for clothes, water management, understanding the importance of recycling, common practices like these can bolster the sense of community and enhance livelihood.

It is a common saying in Indian households that 'what comes from nature, goes back to nature'. Things with negligible value in an ethnic household are used over and over by women of the family in order to cut down unnecessary buying habits, for example a T-shirt turns into a duster after 20-30 washes.

Problems arise when people decide to do away with traditional practices in the name of frugality. And buying expensive fast fashion brands becomes a necessity for people. Though this is a common practice among youth, there is also a significant community supporting ethical and sustainable fashion. "Not only do I

feel good knowing that my purchase is doing justice to both the people making it and the planet, but also it has upgraded my style statement altogether.

Sustainable fashion isn't just a trend but it also feels like I'm contributing towards a positive impact on the environment with every purchase," said Shalini Gupta, a sustainable fashion enthusiast. "Four months ago, I decided to cut down the usage of plastic bags and started offering cloth bags to my customers, this was my way to contribute in the eco-friendly practices. Customers are also willing to buy vegetables from my shop knowing that they're supporting an eco-friendly initiative, this somehow has also increased my sale," said Naresh Singh, a vegetable vendor.

A significant amount of plastic waste accumulated near local shops and stalls is one of the primary contributors to plastic waste along with consumption of plastic bottles and plastic package. "I have been carrying my own water bottle when I started going to college, it's been two years and I believe it was one of the best decisions I've ever made, there is no need to buy plastic water bottles for Rs 20-30 every time you step outside, just carry your own steel water bottles," said Akriti Pandey, a college student.

Embracing sustainable practices in one's daily life is not just an individual approach but a collective responsibility. Initiatives at personal levels can result in small yet impactful changes that can make noteworthy differences in our society and beyond. ■



Pictures: MOLLY SINGH

A survey of 19,000 people by YouGov across 17 countries found that 81% of urban Indians think it's important for businesses to take steps to minimise their impact on the environment, while 50% said they respond well to advertisements that refer to sustainability

(ObanInternational.com)

ChatGPT 4 Omni : Education refreshed

ABHINAV VARMA

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The present times couldn't be more interesting for the field of education. The latest advancements in AI-driven conversational technology, ChatGPT 4 Omni emerges as a game-changer. ChatGPT 4 Omni seamlessly bridges language barriers while expanding its capabilities across diverse domains. Students are embracing this revolutionary tool as a new era of personalized learning is expected to kick-off.

Launched on 14th May, 2024, this newest iteration of OpenAI's renowned language model boasts enhanced multilingual proficiency, enabling fluid communication in an array of languages and dialects. Moreover, ChatGPT 4 Omni showcases remarkable adaptability, effortlessly transitioning between topics and contexts with unprecedented accuracy and coherence. With its unparalleled versatility and natural language understanding, ChatGPT 4 Omni sets a new standard for AI-powered conversational agents, promising to revolutionize interactions and facilitate cross-cultural communication on a global scale.

With AI tools ranging from Gamma for Presentations, Midjourney for Art, DALL-E for images, Synthesia for generating videos from prompts, Azure for text to speech, the canvas for students to experiment has never been wider.

"With the elimination of the intermediate tasks, like making a presentation or making notes for exams, AI has allowed me more time to focus on understanding the topic at hand instead of spending my time with arranging different layers of my presentation or changing the font color," says Faiz Faruqui, a student at Amity.

Adaptive learning platforms, powered by AI, analyze students' strengths and weaknesses in real time. These platforms tailor educational content to meet individual needs, ensuring that students receive the right level of challenge and

support. For instance, Edutech platforms offer various AI courses, back ended with AI modules, helping students progress at their own pace. This personalized approach not only enhances understanding but also boosts student engagement and motivation.

AI-powered tutoring systems are another breakthrough, offering students on-demand assistance outside the traditional classroom setting. These intelligent tutors provide explanations, answer questions, and even offer feedback on assignments. This can be particularly beneficial for students who need extra help or for those who want to accelerate their learning. "The medical education has always relied on research breakthroughs for advancements, and AI supports budding researchers by offering an archive

of information on research

data, it also promises

revolution in the

field of medicine

via radiology

and imaging

as well as

personalized

medicine,"

shares Dr. B.B.

Lal, Ophthalmologist

and

former Associate

Professor at Gorakhpur Medical College.

Beyond personalized learning, AI is revolutionizing administrative functions within educational institutions. Tasks such as grading, scheduling, and even student enrollment can be automated, freeing up valuable time for educators to focus on teaching and mentoring. Automated grading systems, for instance, can quickly assess multiple-choice tests and even provide feedback on written assignments. This not only reduces the workload for teachers but also ensures that students receive timely feedback on their work. "With the use of smart classes and online teaching, many of the tasks that we teachers had were simplified, so it allowed us to better channel our focus on mentoring the students. AI offers further features on automating tasks to change



the landscape for education for better," says Rashmi Jauhri, a Teacher at the prominent St. Agnes College, Lucknow.

AI also plays a crucial role in making education more accessible. Tools like speech-to-text and text-to-speech can aid students with disabilities, ensuring they have the same opportunities to learn as their peers. Additionally, AI can translate educational materials into various languages, breaking down barriers for non-native speakers. This level of accessibility is essential in creating an inclusive learning environment where every student has the chance to succeed.

"Libraries are a haven of knowledge for students, but often research papers and books that students need are not available in their native languages, in such cases applications of AI can be done to make content available in different languages which can ease the learning process for the students as well as making education more accessible," says Purnima Saxena, Teacher and Library Manager at DPS.

Educators also stand the chance of benefiting from AI through data-driven insights. AI systems can analyze vast amounts of data to identify trends and patterns, providing teachers with actionable insights into student performance and behavior. This can help educators identify students who may be at risk of falling behind and intervene early. Moreover, these insights can inform curriculum development, ensuring that teaching strategies are aligned with student needs and learning outcomes.

"AI pulls the reins on the students, checking for plagiarism and allowing them to create genuine and original contents for their assignments, it also benefits the students by making results transparent and free of human biases," comments Aryan Raj, student. ■

The global artificial intelligence in education market was valued at \$2.5 billion in 2022, and is projected to reach \$88.2 billion by 2032

IPL

Etching itself in minds of YOUNG INDIA



Pictures: SHRUTI KAPOOR

SHRUTI KAPOOR

Bachelor of Journalism & Mass Communication

Cricket, once merely a sport, has metamorphosed into a cultural phenomenon, especially among the youth of India. The Indian Premier League (IPL), with its fusion of cricketing action and entertainment, has woven itself into the fabric of college students' lives, captivating their attention like never before. From heated debates in canteens to fervent cheers echoing through dormitories, the IPL has become more than just a tournament; it's an experience, a spectacle that transcends boundaries.

At the heart of this frenzy lies the perfect blend of athleticism and showmanship that the IPL offers. It's not just about the boundaries or wickets; it's about the drama, the adrenaline rush of a last-over finish, the euphoria of a six sailing over the stadium. But beyond the on-field action, the IPL has carved its niche in the digital realm, with fantasy leagues and social media platforms amplifying the excitement to unprecedented levels.

A Google Forms survey carried out among 50 students to gauge the influ-

ence of IPL on young minds suggests the combination of sport and entertainment garners significant interest, reflecting the IPL's unique proposition.

Chennai Super Kings emerge as the undisputed favorite, showcasing the league's ability to foster regional allegiances and fervent fan bases, the survey reveals.

Moreover, the survey underscores the evolving consumption patterns, with online streaming platforms gaining traction alongside traditional television broadcasts. This shift signifies the IPL's adaptability to the digital age, catering to the preferences of a tech-savvy generation.

Social media emerges as a crucial conduit for IPL updates, with Instagram reigning supreme as the preferred platform for real-time engagement. This digital discourse not only amplifies the IPL's reach but also fosters a sense of community among fans scattered across the virtual landscape.

While stadium attendance remains a rarity among respondents, the thrill of witnessing nail-biting finishes and colossal sixes from the comfort of home is an experience in itself. It's this shared euphoria that binds fans together, tran-

Nearly 70 per cent of the 128 million viewers of the IPL 2023 were Gen Z and millennials, according to a report by InMobi's smart lock screen platform Glance

scending physical barriers and uniting them in their love for the game.

Beyond the spectacle, the IPL's impact extends to shaping career aspirations and nurturing budding talents. The overwhelming belief in the IPL's role in unearthing new cricketing prodigies underscores its significance as a catalyst for talent development.

However, amidst the celebration, questions linger regarding the IPL's influence on traditional cricket values and the balance between entertainment and sporting integrity. While opinions may vary, one thing is certain—the IPL has etched itself into the collective consciousness of young India, leaving an indelible mark on the cricketing landscape. ■

BEYOND THE FRUIT

Sweet & useful coconut tickles the palate



Pictures: SUPRIYA SRIVASTAVA

India ranks **3rd** in coconut production Karnataka being the largest state producer (www.tractorjunction.com)

away my unwanted husk and shells to use them for composting or to make coco peat for plants."

Coconut husks, which are often considered as waste, can be reused in a variety of ways. They are frequently used to produce coconut coir, a versatile material used in gardening, landscaping, and even as a raw material in manufacturing.

Coconut husks can also be utilized as fuel, activated carbon, or a component in environmentally friendly building materials. Recycling coconut husks decreases waste while providing economic benefits to industries and communities.

Food and Agriculture Organization estimates that global coir output in 2019 at approximately 1.26 million tonnes. India produced nearly half (518,000 tons), making it the world's largest coir producer.

The use of coconut trash not only reduces environmental pollution but also provides economic prospects for people that rely on coconut farming.

Farmers may increase their income streams and the overall sustainability of their business by converting trash into valuable commodities.

Culturally too they are important. Coconuts have long been a symbol of celebration in Indian weddings. Now, couples are embracing personalized and customized coconuts to add that extra touch of class and distinction to their big day. From metro cities like Lucknow and Kanpur to holy towns like Varanasi, Mr. Coconut caters to couples across Uttar Pradesh. Shivpal Singh, a nursery owner of Alambagh says, "Coco peat is water retentive and sustainable which helps in maintaining the growth of our plants."

"I've been gardening on my terrace at home for the past two years, and I like to get coco peat for a better growth," adds Neelam Singh, a customer.

So, the next time you enjoy a coconut, remember that its journey extends far beyond your plate, playing a vital role in a greener and a more sustainable world. ■

From This



To This



SUPRIYA SRIVASTAVA

Bachelor of Journalism & Mass Communication

Widespread in local parlance like use (one's) coconut or maybe the milk in the coconut, these phrases magnify the fact that the drupe (one-seeded fruit like mango) or the commonly termed coconut is a very popular fruit. Undeniably, with versatile roles in

food, medicines and cosmetics among other uses, this ovoid fruit is used in a myriad ways.

Called Cocos nucifera, coconut is high in dietary fibre, vitamins, and minerals, which help humans eliminate dangerous compounds. The unused husk of the fruit is also valuable in numerous ways. Talking to Expressions, Jagarnath Pal, a coconut water seller in Aashiyana, says "I purchase coconuts from a firm that takes