

WORDS FROM THE UNSEEN WARRIORS OF OUR COLLEGE



This pandemic frontline workers are still valiantly coming out to fulfill their services for the sake of humanity. Frontline workers are those who provide services to the nation during the obnoxious period of COVID - 19 in all possible ways. To be precise, the frontline workers provide essential necessities during hard times that endanger their lives, in the fields of health, hygiene, nourishment, certainty, security, travel, etc.

In such a difficult time the frontline workers of Burhani College took up arms and served needlessly for the institution. "Travelling was a task but I was not terrified or agitated" stated Meena Kamble (38) she works as a Security Guard at Burhani College. Being a mother of two she travels almost 90 minutes from Ghatkopar to college every day. Her struggles were seamless as her children's education totally depends on her earnings.

"Having served the institution for so long it has become my second home" stated Haider Ali Khan (63) who too serves as Security Guard at Burhani College. His loyalty and faith in the institution helped him to continue his work even during unforeseen times.

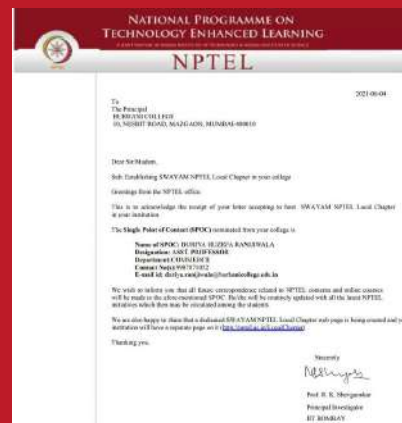
"Basic needs never get over, one needs to strive to earn them irrespective of time, situation and conditions" quotes Suresh Singh (45). He too works at the College as a Security Guard on shift basis. He lost some near and dear ones but continued to struggle to help maintain his family needs. He travelled for an hour and a half daily to earn his everyday bread and butter.

Travelling was of the primary concern of all our frontline workers. Being settled faraway, the lack of train travel made the commute hard, but they sailed through these challenges. "Prevention is better than cure" stated Gujab Singh Yadav (47) who is one of the favourite peons serving the BMS/ BAMMC department for a decade. He re-joined work as soon as the restrictions were lifted and travelled with all the safety measures: intact gloves, mask and sanitizer being his primary companions.

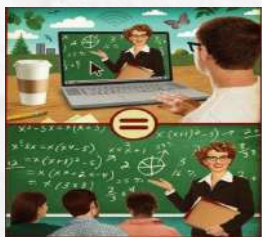
We at Burhani College would like to appreciate all their efforts during this Pandemic. There are several other names to mention. Thank you to all the frontline workers of Burhani College who have served us and made the functioning of the institute a smooth ride during this Pandemic.

BURHANI COLLEGE : A LOCAL CHAPTER ON NPTEL

Burhani College is proud to announce that they are now a local chapter as approved by MHRDA under the aegis of IIT BOMBAY for National Programme on Technology enhanced learning (SWAYAM). It is an opportunity for students, academicians or anyone associated with our institution to improve their technical learning on a subject of their choice from 9 different streams including Arts, Humanities, Finance, Commerce, Engineering and so on. The highlight of the course is that the learning material is free of cost. The course certificate can be availed through an examination and payment of nominal fees. For further details contact Prof. Durriya Ranjiwala: 9987871052



THE NEW PHASE II: A PANORAMA BY COLLEGE FACULTIES & STUDENTS



As innovation has grown, so too has the manner in which we learn new abilities. Due to the pandemic, there was a major shift to online medium of education which had to be incorporated by many private and government educational institutions. In addition to completing the course, the interactions between various stakeholders are also online. Before these situations arrived it was always a big-time debate regarding which are better online classes or offline classes and now that almost all schools and colleges are using online modes for teaching. There are many point of view regarding the same, positive as well as negative. "

Teaching in the traditional mode for so long resulted in online mode giving me mixed feelings" stated Mrs. Mehjabeen Shaikh, lecturer from the department of Commerce. The adaptation and transition phase was fast for the students with the tech savvy generation, but it created certain hurdles for the teaching community where the teaching-learning roles were reversed for the first time.

The Gurukul System of Learning emphasized on holistic learning with an incremental focus on professional, social, religious and spiritual education. The shisha or students would leave their homes in their tender age and lead a disciplined life with their Guru. I am sure that this phase of online learning was never envisaged in those times. "As we agree that an atmosphere is required to teach concepts, values and social communication we have a paradigm shift to online teaching due to the deadly virus. Here there was no choice but to move to virtual teaching" states Mrs. Sadiya Phuggawala (Dept of BMS) Essentially there were upskilling and training programs organized for the teachers and the senior staff. With the Learning Management Programs being in abundance it was a task to choose the correct version that suited the institutional needs.

While we have to accept that the future of education is now the HYBRID MIXED offline and online teaching. My experience has been wonderful and challenging too as the home atmosphere does not allow dedicating an undivided attention but it has never affected the quality of education being imparted as I try to make the content PPT very interesting and engaging" she further stated. Mrs. Tejal Gade Coordinator of Arts department felt that the lockdown gave her the highly due to opportunity to learn the online teaching methods. She had minimum use of technology due to her constant adherence to traditional teaching. She managed to deal with her technophobia and proved to be victorious through these challenges. "I attended more than half a dozen Faculty Development Courses on e-Teaching & Learning for getting required knowledge and hands-on training to master every single aspect of online teaching. Right from understanding the functioning of various digital platforms, tools for recording video, preparing PPT with animations, videos, Pictures etc., taking attendance, means to maintain discipline in virtual class and so on" she quoted.

Mrs. Fatema Modi (Dept of BMM) quotes "Change is the only thing constant in life. Yes, we all had to adapt to it or else we can't survive. Everything has its own set of pros and cons. Physical education is a must and we all wish to get back into it as it builds our social skills, we can interact with people face to face unlike in the virtual world, connect together and help us to learn a lot more in our journey called LIFE." Two semesters down the line our faculty have become champions in managing online classes with several devices and games formats. It has made the education easy going, smooth and interesting.

The other side of coin the students too have faced their own set of challenges and changes. "During online lectures our professors gave 100% efforts that we shouldn't just be a book worm and made us do lot of activities ,debates etc which made our lectures quite a fun but due to technical glitches it becomes difficult to have such interesting debates and activities online. Probably only half the class participates and becomes difficult even for the professors to get the class engaged" quoted Fatema Electricwala our final year student. She further stated that spending two years of higher education in the traditional mode had made the online version far less interesting.

"In comparison of online & physical lectures, I'd always go for physical lectures" states Fakhruddin Masala (TY B.COM). He emphasizes that on evaluating the pros and cons of both the segments, physical lectures always have the ball in their court, as a student always engages in active discussion with teachers and their fellow friends, whereas in online lectures you are just sitting and staring at a screen with your headphones on. In physical lectures, a student also get boosts his/her confidence by speaking in front of the class, taking part in various discussions. However, in online lectures you don't get a chance to present our self in front of the class. Ayyan Khan (TY B.COM) states "With an online system of learning, one has the privilege to learn from home at their own comfort, while there are also a lot of negatives when it comes to online assessment via online quiz, forms, etc. Online education is a bit stressful with a lot of piled up work." He believes we are compelled to resort to online methods while the whole world faces the pandemic. One doesn't need to travel and risk them to possible exposure.

Online learning is a growing and exciting new way to learn about almost anything. As we all become more familiar with computers and computer access becomes increasingly common, online learning will continue to open doors and offer learning opportunities for those who are interested. On the other hand offline learning has a big question mark on it, about when it is starting considering the strained current scenario. But whenever it starts students will be happy to adopt it. Students will once again be able to attend their lectures in colleges and school and will be able to focus more on their studies.

RETIREMENT

I joined Burhani College in 1990 and it's been 30 years of me teaching in this institute. I used to teach EVS in Junior College and Maths and Science in FYBCOM. My journey in Burhani College was a memorable one with amazing colleagues and students I had over these years. I will always miss motivating my students in all their difficulties to always being there to help them. After retiring I am surely missing the teaching mostly, because the sole reason why I became a teacher was because of the strong passion I had towards teaching. The retirement part wasn't very hard as it's been almost 2 years teaching online and not being in the college, but it's a part of life and I am ready to move to the next part of my life.



MRS ARTI TRIVEDI

BURHANI RISE TO IT'S PINNACLE AT INTER-COLLEGE VIRTUAL FEST

THE WHOLE WORLD TURNED INTO ONE DIGITAL WORLD , THERE WERE FEW COLLEGES WHO TRIED TO KEEP ON THEIR LEGACIES OF GARNERING VIRTUAL FESTS.

HOONAR

On 11th February 2021, K.J. Somaiya College of Commerce & Arts hosted its annual cultural fest 'Hoonar'. It was a 3 day fest that provided students to showcase their talents in performing arts, literary arts and fine arts. Burhani College won the 1st runner up trophy. Here's our scorecard for Honor Elysium 2021

- 1st place for Mask On - Hussaina Engineer
- 1st place for Paint Saint - Hussaina Engineer
- 1st place for A Quest To Elysium Moiz Sanchawala
- 2nd place for Word Out - Raeqah Lokhandwala
- 1st place for Nautanki - M.D Kaif
- 2nd Place for Photography & Jalwa - Husain Bharmal



JOULE

KC College hosted a 2 day online college fest known as Joule - Ministry of Illusions on 12th and 13th March 2021. The events were based on illusions and reality where they created events based on a hyper realistic simulation to make us feel as though we were part of a game. The entire event was conducted virtually via zoom which fit the theme brilliantly and many of our beloved Burhani College students participated in several events and brought home the 2nd Runner-up Trophy. The winners of the Joule were:

- 2nd place in Cut Copy Paste - Asim Bijapure, Rameen Shaikh & Mohammed Kaif
- 1st place in Poetry in Motion - Asim Bijapure, Jamila Mustafa, Aditi Chaturvedi, Haider Madarwala, Rameen Shaikh, Mohammed Kaif & Altamash Bawa

OLÉ

On 22nd March 2021, Wilson College hosted a 5 day Inter-Collegiate virtual fest 'OLÉ'. The theme was to pay tribute to the 'Real Heroes'. Our students participated in multiple events and also bagged prizes in 2 events.

- 2nd Position for Mono Acting - Asim Bijapure
- 2nd Position for Poetry Art - Hussaina Engineer



BRAND YOU: A PERSONAL RECOGNITION BOOTCAMP

Brand You: A Personal Branding Boot Camp teenager today are prone to be hooked on social media platform for varied reasons. Social media today has its boon and bane. The boot camp organized by Burhani College in collaboration with GT Academy focused on the age group between 13-18 years, providing them an insight on the correct use of different social media platforms. The two-day workshop kickstarted with Mr. Murtaza Mustafa giving them a run to develop their social media persona which needs to be different and not a copied material. The first day ended with few activities including creating an Instagram account, stating which brand best defines you and renaming the camp. The second day was a technical brief on all the social media platforms which was taken up by Mr. Huzaifa Khairulla. The day ended with winners being declared for the scholarship and internship.



TREE PLANTATION- ENDURANCE TO MOTHER NATURE BY REHABILITATING NEW SAPLINGS

On 4th June, 2021, as an effective step taken towards the conservation of our environment Burhani College started an initiative in the form of a Tree Plantation Drive in its own campus. The teachers, non-teaching staff and students all were indulged in the process of plantation. Here are the variety of trees we planted:

Local Name	Scientific Name
Lemon	Citrus Citrus
Papaya	Carica Papaya
Tulsi	Ocimum tenuiflorum
Betel	Piper Betle
Spinach	Spinacia Oleracea
Tomato	Solanum lycopersicum
Chilli	Capsicu, frutescens
Fenugreek	Trigonella foenum



On the World Environment Day, Burhani College had partnered up with Burhani Foundation to undertake a Photo and Art Competition. The theme for the event was 'Ecosystem Restoration' where students expressed their thoughts on environment in every way possible. Students of our college actively participated in the event and displayed some amazing work.

IDRIS ARSIWALA- YOUNG WIT TRIES TO LEVEL UP HIS KNACK



Idris Arsiwala, a young cricketer and a trained MMA (Mix Martial Arts) fighter. In the last three years of his MMA training he has fought 4 tournaments and acquired 1 gold medal, 3 silver medals and also participated in a DSO Taekwondo Tournament and won a silver medal in it. Last year in 2020 he won the award for the most promising player of Dawoodi Mohalla for his bowling and fielding performance as he took 3 wickets and an outstanding run out in the tournament. Recently his team played three finals and won all of them and in one of the matches he took two wickets conceding 18 runs in 3 overs. Also he was awarded the man of the match award on Saturday, 21 February 2021 by his captain Hussain Jetpurwala for his brilliant death over performance, in the last 5 matches in which he took 5 wickets. With his Entrepreneurship skills he followed his passion in cricket and started a business named Behind Every Athletes96 in which he sells all the basic sports equipment. During this pandemic he also started a new venture named Super Foods in which, every week he makes a qualitative food menu and sells them at very reasonable rates.

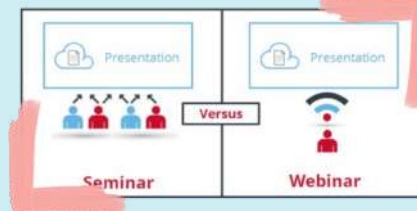
BASICS OF INTELLECTUAL PROPERTY RIGHTS



The national webinar on the basics of Intellectual Property Rights was conducted under the guidance of our Academic Dean Dr. Yusif Talib, CA Piyush Shah and CA Shailesh Borker on 5th June. The event focused on a mixed target audience which included industry persons, academicians and students. Our keynote speaker Pooja Menon and Co speaker Mr Mukesh Mishra made the webinar a highly communicative and enthralling session for our audience. They focused on how IPR has changed the paradise of trademark and patenting in the Indian industry backdrop the outcome was a rising interest in achieving better patenting of academic content.

SEMINARS TO WEBINARS 2.0

The global pandemic has made the world see a number of first on a micro and a macro level. Burhani College BMS department was no different as students of management, the college encourages its BMS students to indulge and involve themselves in activities that will help them to develop their communicative and interpersonal skills. On a general college day, that would require talking to classmates, faculty members, students and faculty of other colleges, guests or visitors to the college and simply anybody who is approachable with a genuine, corporate purpose. In the pandemic time though this seems a lot difficult, if not impossible. Thus, to enable the students to fundamentally achieve the same level of quality and experience, the professor of the subject Principles of Management and Business communication II decided to take it to the virtual level. The students were now assigned to host webinars; where everything from the topic to the speaker was to be selected by the students themselves; an excellent opportunity to allow students to sharpen their managerial skills. Apparently, the task that had been assigned needed ample amount of time to let the student bring the best out of it. The students were told about this assessment right at the beginning of the Second Semester of their First year in BMS. The dates were flexible and needed negotiations between the speaker, college, student and the professor enriching the negotiation skills of the students.



The major tasks that students needed to do included:

- 1) Selection of the topic/ subject,
- 2) Finding a suitable speaker,
- 3) Finalizing the dates, layout, series of the event with the speaker,
- 4) Advertising/ endorsing about the webinar to the public,
- 5) Making arrangement for the final day,
- 6) And finally, hosting the event on the selected day.

The webinars were hosted on different dates starting from 1st March, 2021 until 25th March, 2021. The following are the reviews on the webinar by the different students of FYBMS. "After a lot of thinking, we choose the topic of Psychological issues because a lot of people suffer from it. So we wanted to spread awareness about it. We found a guiding speaker Ms. Sherebanu Bhatia who is studying psychology and has knowledge and experience about this topic. Our webinar explained depression, anxiety and connected this topic with Schrodinger's theory i.e. Schrodinger's smile which means how a person hides their emotion by pretending to be happy. While preparing ourselves for this webinar our team members felt that there were unknown facts about this topic that were discovered and were able to put light on it for others and it also helped us to overcome our fears", says the team that hosted the webinar on psychological issues.

"Our chief guest for the day was Mrs. Mansi Rana, the managing director at EZ Ranking IT Service Pvt. Ltd. She introduced us to the importance of digital marketing and highlighted the benefits of digital marketing trader's as well as consumer's point of view. She also gave a brief introduction on Productive Marketing by using multiple platforms such as Social Media, Paid Ads, Content Marketing, E-mail Marketing etc. She also provided guidance on career in marketing.

"From this webinar we can explore and can get an idea of how much social media optimization is important for us as the future generation is building a career in market- ing", says Zainab Punjani from the Digital Marketing Team.

ARCHIVE

BLOOD DONATION DRIVE

30TH JULY, 2019



A great initiative of organizing the blood donation drive was taken by Burhani College in partnership with Saifee Hospital led by Dr Umiya. The blood donation program was held from 10:30am-5pm. There were a total of 150+ donors including the professors.- students and parents who were seen to take greater initiatives. A group of doctors and nurses from Saifee Hospital were present on the campus for conducting the drive. The day ended with a phenomenal success.

CONVOCATION 2020

8TH FEBRUARY, 2020



The last day of college brings tears to our eyes. The day of Convocation has smiles, faces which look slightly mature from the year gone by. This is the last time they are back in college. The place they spent close to three years of their major time. The convocation of the batch of 2018-19 took place on 8th February 2020, which was the last major event before the pandemic hit us. The event was a major success with Shehzadi Naqia Bensaheba Burhanud- din gracing the dias with her presence and thought provoking speech. There were close to 400 graduates convocating that year. The event started with Tilawat-E-Quran followed by NAZM. There was a mesmerising musical performance- a duet of flute and beat boxing and emotionally captivating play on the life of a graduate.

MAGN 2K19

11TH - 12TH DECEMBER, 2019



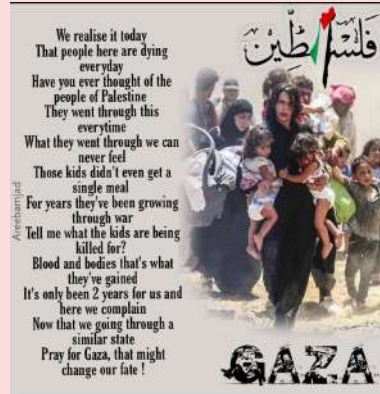
Burhani College team enthusiastically participated in "MAGN" a two day festival of Anjuman Islam College. We won in 13 events along with special appreciation in mocktail making. All the efforts of our students resulted in bringing the 1st runner up trophy home.

NAZM

MANN BHAR KAR JIYE
MANN ME BHAR KAR NA JIYE,
CHORIYE SHIKAYATEN SHUKRIYA ADAA KIYE, PEHLE
JITNA HAI PASS USKA TO MAZAA LIJIYE,
CHAHE JIDHAR SE GUZRE MITHI HULCHUL MACHA
DIJIYE, UMR KA HAR EK DAUR MAZEDAAR HAI,
APNI UMR KA MAZAA TO LIJIYE ..



-SOHAIL MANSURI (STUDENT TYBMM)



-AREEBA HUSSAIN (STUDENT SYBMS)

IF WE VACATED OURSELVES FROM SOCIAL MEDIA

Social media has become so easy to access anywhere and at anytime, we often feel compelled to pay attention 24/7 to what is taking place on our newsfeed and timelines. Taking a vacation from social media is helpful occasionally. There are certain sways if we take a break from social media like feeling less stressed, feeling more self assured and more importantly we shall learn more about ourselves. Let us see what does students of Burhani College have to say about this:

Sakina Bootwala, TYBMS(HR):

Could you go a day without social media? If there was ever a holiday for social media to be declared, might you enjoy serene bliss or be stressed? Would you be happy about it like the other holidays? Nah?

Let me put it this way, Would you like one peaceful day in a year, away from all the social media toxicity? One day just for the well-being of your mental health? Now it makes sense, right? Heavy social media use may have bodily influences like strained vision or neck pain; however, it additionally means we are withdrawing from the actual world, that can have a psychological impact. There are clear links among social media use and elevated despair and anxiety. You may enjoy the entertainment on social media but it's keeping you away from many other important daily activities. We are managed but till maximum of the time we get stressed by the media about who 'liked' my post, why is he/she now no longer reply- ing, what my buddies are up to right now etc. But are those all so import- ant? If they are, why now we no longer make the move to invite and be part of them face-to-face or ear-to-ear through calling them? A day out with your near and dear ones is always better than a day on social media. No stress of replying or checking every notification you get! A day without social media might set a clean signal: The world isn't as caught in a giant, adverse remarks loop because it appears at this moment.

Huzefa Challawala, TYBMS(Marketing):

What does Vacation from Social Media actually mean? It actually refers to a period when a person refrains from using electronic gadgets to reduce stress and focus more on social activities in the physical world.

It's no secret that how many are now abusing how social media is supposed to be used. Today when you go to a restaurant, you see people taking pictures of the food first, instead of living in the actual moment. If you ask a young teenager to take this vacation, he will feel like he is stranded on an island. What he won't understand is the amount of opportunity he has once he is off social media. Let's discuss why it is important for us to take a break from social media:

1) You can reconnect with the real world.

Social media is meant to be an avenue for communication, not as an escapist pastime that can consume your entire day. When you get off your phone, you are giving yourself a chance to reconnect with the real time, being mindful of the surroundings around you.

2) You stop the comparison.

Unfortunately, social media sometimes becomes so toxic that it has reached the point of being a medium for competition and comparisons. For example when you post too much on social media while you are on a holiday, it's like you are competing with others rather than breathing in the real purpose of the vacation, which is to enjoy a new place. In fact, many have noted that taking social media breaks from time to time can boost your mental health.

3) Your Privacy protected.

This is one thing a lot of social media users have forgotten. Remember that one of the key dangers that you are exposing yourself to when posting your whole life on social media is when you are up, your privacy is up to the entire world. Hence, you are making yourself more susceptible to the dangers of prying individuals on the Internet. For me, the best time to take a break from social media is when you go on a holiday. Instead of being glued to your phone, you will be able to relax, enjoy the scenery, have fun and have more memorable moments with your friends and family. It will be an incredibly refreshing experience. So the next time you are going to a hill station or anywhere on a holiday, remember to enjoy the moment.



The rivers of knowledge are initiated by the means of pen... which embodies the knowledge into a tangible form. By knowledge, the roots of ignorance and evil are cut off. When this true embodiment of knowledge sits in the heart of humanity; challenges, problems and chaos are totally eliminated from society.

-Hussain Shakir- Alumni

FROM SHEER KHURMA TO SHEER ENIGMA



Most of the religious festivals at this time of the year celebrate prosperity, hope and light. And it is important that we hold onto the meaning of these celebrations all the more if we cannot mark them in the way we might have in the past. Big festivals like Holi, Ramadhan and Akshay Tritiya which used to be full of glitter and life have been gloomy and lifeless due to the pandem- ic. People have now understood what it's like without family and friends all gathered together and enjoying festivals like how they did before. But this hasn't stopped them from being creative and enjoying it in their own ways. They have come up with virtual ways to celebrate festivals via festive-themed online games, posting selfies and videos, and coming up with trending online challenges. Sharing videos and posting online have been the major part of this sit at home festive period. During the festive period, even though going out and shopping has not been an option in this pandemic, people have been using online stores like amazon and flipkart more and more for sending gifts and shopping for themselves. It has not been an amazing festive season by any chance but people have left no stone unturned to make it enjoyable. Try and enjoy the festivities as much as you can with your loved ones but ensuring they are protected as much as possible from the coronavirus may be the greatest gift you can give to them.

- Althamash Bawa (Student TYBMM)

A STEP TOWARDS MANKIND- (FOOD DRIVE)



During this pandemic, when people did not have any jobs and were deprived of daily food, one of my friend suggested to start a food drive under the name of SMS Relief Drive. then we created an Instagram handle and started raising funds from everywhere. At times we were so confused about the sender, we couldn't function anything but were just awestruck with the response. This year made all of us feel grateful for everything we have. We sometimes crib for things which we don't have but we forget that whatever we have is something which other people dreamt of. We are blessed beyond the measures by the Lord Almighty as he keeps showering his blessings on us, so why not help the people who are in actual need and as they say "a good deed never goes uncounted". Since last year we wanted to do something for the needy people but we weren't just getting the opportunity to do so, but this year came as a blessing and we started our food and ration distribution everywhere. We started on Friday, 7 May 2021 and until now we have successfully distributed 6043 food packets, water bottles, glucose biscuits and bananas. We have also distributed 129 ration kits all over Mumbai. We are now planning to go to Matheran very soon and distribute food packets over there as this pandemic has hit them hard as tourism over there has come to a standstill. Lastly we would like to thank each and every person for their generous contributions. Let's do our bit in whatever capacity we can.

Following students of Burhani College initiated the food drive:

- Mohsin Lokhandwala FYBMS- A,
- Husain Cyclewala FYBMS-A,
- Hasan Kothawala SYBMS-B,
- Idris Arsiwala SYBMS-B,
- Huzefa Challawala SYBMS-B

HISTORY TELLS US....

WE LEARN NOTHING FROM HISTORY!



HIBA KHATRI
(STUDENT TYBMM)

"The German philosopher Georg Hegel famously said, The only thing that we learn from history is that we learn Nothing from history". This is a working thought because there is so much that went wrong when you look at the world history. As you are often told history repeats itself, is there a way that we can undo that pattern?

Just think about the greatest challenges facing humanity today and you will realise that those challenges have been sources of this conflict and appeal. Consider:

Food:

In this situation of lockdown I have seen many families suffering from scarcity of food due to unemployment. Nobody can deny the fact that this pandemic has affected your own life horribly. History shows us that the Romans conquered Egypt after the death of Cleopatra. This conquest was for one reason alone: Food .During World War II, 3 million Indians starved in Bengal because of scarcity created by colonialism.

Farmers:

During the British rule farmers protested against the false policies like zamindari system, forced commercialization, etc and now in the modern era the farmers are still protesting against farming laws of the government which were initiated in September 2020. After hundreds of years the loop of farmer suffering has not yet ended.

Environment:

Pollution, global warming , climate change, melting glaciers, rising sea levels, deforestation, ocean acidification, reduction of biodiversity, desertification and increasing ocean temperatures are issues that are regularly spoken about even if not necessarily acted on. Many species of animals, birds and flora have either gone extinct or will soon be. I shudder to think how our children and grandchildren will live on Earth. History tells us that the dinosaurs and the Neanderthals, species that dominated Earth, eventually went extinct. Our collective memories still remember the flood myths-Noah's ark, Pralaya of Dwarka, Atlantis, Gilgamesh. Nature fighting back has been a recurring theme. We must prevent history from repeating itself by managing our environment better.

TRADITIONAL MEDIA VS MODERN MEDIA



ANAS MANSURI
(TYBMM)

For years, people pitted "traditional" and social media against one another. Some harbor the misconception that as social budgets increase, traditional media budgets have to decrease to balance the books. And as people continue to increase their time spent on digital media, there's the fear that social media will eventually replace traditional media entirely. Operating with this scarcity mindset can leave teams jockeying for support and over-merchandising their work, further widening the gap between social and traditional media. The result is a real missed opportunity to weave social and traditional media together to exceed your brands goals. But the conversation shouldn't be about social media vs. traditional media. Rather, we should explore how social media and traditional media can work together to create a cohesive brand experience. Brands that embrace both will find themselves well positioned to build lasting customer relationships.

Breaking it down: Social Media vs. Traditional Media

Let's take a moment to lay out what we mean by traditional and social media.

Traditional media describes channels like TV and print ads, radio spots, billboards and other non-digital forms of media that target a broad audience. With traditional media, the goals are usually straightforward: increase awareness by getting in front of as wide an audience as possible and improve or change people's perception of a brand.

On the other hand, social media describes a variety of digital platforms like Facebook, Twitter, Instagram and others that allow for targeted distribution and audience interaction. Goals associated with social media include increasing awareness and perception, but also cover customer service, retention, sales and advocacy too.

1. Social media is catching up to TV and radio
 2. Active discovery happens on social media
 3. Communication will be centralized on social media
 4. The influence of social media extends beyond marketing
- For all the fears of social media replacing traditional media, the reality is that leading brands need both in order to succeed. Use either tactic on its own, and you not only lose out on an entire swath of your audience but you also risk the opportunity to connect with your customers: both current and potential. And the insights from social media only strengthen the impact of traditional media strategies, helping marketers hone their messaging and create content relevant to their target audience. The brands that embrace this dual approach, combining traditional with social media, will broaden their audience, build brand loyalty and maintain their status as a market leader.

PANDEMIC CEASES THE WORLD, BUT NOT CRICKET



SHABBIR ELECTRICWALA
(STUDENT SYBMS)

The COVID-19 has caused disruption to cricket across the world as leagues and competition have been postponed or called off. The International Cricket Council (ICC) announced that both the 2020 and 2021 edition of the ICC Men's T20 world cup was postponed due to this ongoing pandemic outbreak. In May 2021, five teams were dropped off the ICC T20 International Championship rankings due to the lack of points with them. For the first time in Indian Cricket history BCCI was forced to hit a pause on all forms of cricket and to commence the start of IPL 2020 (UAE) which was later postponed due to this pandemic situation. As the year passed due to the pandemic, the ICC Women's World Cup was also postponed. This also affected many more T20 tournaments around the globe: G20 (Canada), Everest Premier League (Nepal), Pakistan Super League (PSL) was postponed due to a huge spike in the number of COVID-19 cases around the country. In this desperate and tough situation there still continues to be a ray of hope coming from cricketing legends like Virat Kohli, Faf du Plessis, Pat Cummins , Kevin Pietersen and many more. Virat Kohli donated a huge amount of 2 crores to PM Cares Fund, Faf du Plessis donated his bat and jersey to raise funds and to help underprivileged people in South Africa. Pat Cummins and Kevin Pietersen donated to UNICEF India respectively.

Since the outbreak of the COVID-19 pandemic last year, England has hosted West Indies, Pakistan, Ireland and Australia behind closed doors. This English Summer, England will host New Zealand, Sri Lanka, Pakistan, India and the much awaited World Test Championship Final between India and New Zealand in Southampton. The biggest relief for cricket fans is that the England Cricket Board has allowed fifty percent of spectators in stadiums. ICC has imposed new rules on all cricket players to participate in any series or tournaments, in which they have to go under strict quarantine of 16 days. The COVID-19 situation has already forced many changes and several more unexpected.

HUMAN RESOURCE SHAPING ITS NEW DYNAMICS IN PANDEMIC



ASIM BIJAPURI
(TYBMS)

The pandemic caused by COVID-19 is creating havoc around the world. The economic and labour crisis created by the COVID-19 pandemic could increase global unemployment by almost 25 million, according to a new assessment by the International Labour Organization (ILO).

However, if we see an internationally coordinated policy response, as happened in the global financial crisis of 2008/9, then the impact on global unemployment could be significantly lower. The preliminary assessment note, COVID-19 and the World Of Work: Impacts and responses calls for urgent large-scale and coordinated measures across three pillars: protecting workers in the workplace, stimulating the economy and employment, and supporting jobs and incomes.

These measures include extending social protection, supporting employment retention (i.e. short-time work, paid leave, other subsidies), and financial and tax relief, including for micro, small and medium-sized enterprises. In addition, the note proposes fiscal and monetary policy measures, and lending and financial support for specific economic sectors.

Different Scenarios-

Based on different scenarios for the impact of COVID-19 on global GDP growth, the ILO estimates indicate a rise in global unemployment of between 5.3 million (low scenario) and 24.7 million (high scenario) from a base level of 188 million in 2019. By comparison, the 2008-9 global financial crisis increased global unemployment by 22 million.

Unemployment is also expected to increase on a large scale, as the economic consequences of the virus outbreak translate into reductions in working hours and wages. Self-employment in developing countries, which often serves to cushion the impact of changes, may not do so this time because of restrictions on the movement of people (e.g. service providers) and goods.

Falls in employment also mean large income losses for workers. The study estimates this as being between USD 860 billion and USD 3.4 trillion by the end of 2020. This will translate into falls in consumption of goods and services, in turn affecting the prospects for businesses and economies.

Working poverty is expected to increase significantly too, as "the strain on incomes resulting from the decline in economic activity will devastate workers close to or below the poverty line". The ILO estimates that between 8.8 million and 35 million additional people will be in working poverty worldwide, compared to the original estimate for 2020 (which projected a decline of 14 million worldwide).



MODERN MEDIA

OVERSHADOWS OLD MEDIA



SAMANA RIZWI

(VISITING FACULTY BAMMC)

The Media has been reviving itself in many forms and the on-going debate of Traditional media and Modern media doesn't seem to get old. But, the COVID-19 pandemic has definitely changed and broadened the scope of both the media.

Citizens locked in their homes and the threat outside created panic in the minds of the people, where people started using social media more than usual. To add to that the traditional media left no stone unturned to talk about the world and the Government facing challenges during these crises. The traditional media, specifically some television news channels continuously sensationalized the news about the spread of coronavirus, with the news anchor peddling controversial claims about the origin of the virus and access to vaccines. On the other hand, the print medium struggled hard to be there in the race, where Mumbai Mirror, the most read tabloid got shut down because of the coronavirus induced economic crisis. Even the other giant newspapers in the industry, not only shrank their edition by reducing the number of pages, but also fired on a large number of experienced hands on the desk in order to cope with financial issues. But the surveys still suggest it is still considered to be a reliable source of information. But, it does raise question about the less importance given to the health coverage in the traditional media. Indeed, the traditional media has been constrained during the pandemic, but the modern media waved its path and unfasted many opportunities for its audiences. The 'physical distance strategy' has increased the use of and dependence upon social media platforms to stay connected for work, education and social purposes, platforms such as Zoom and Microsoft Teams have seen an exponential growth in users during this time. However, it has also highlighted that too much information available and fake or misrepresented facts shared, viewed by the audiences on the social media has put stress on the health behavior of its users. Thus, the COVID-19 pandemic calls for a re-evaluation of the stories shared or viewed by both the Traditional and Modern Media. And instead of thinking traditional v/s modern, think how two tactics can work together to help achieve an overall goal

HUMAN RESOURCE SHAPING ITS NEW DYNAMICS IN PANDEMIC



AMINA KHAN

(VISITING FACULTY BMS)

As the COVID-19 vaccination drive gains momentum in India, the health crisis of the pandemic will soon begin to subside. But the economic fallout from the lockdowns is here to stay. The biggest challenge facing India on this front is that of unemployment. While the problem is not new for the country, the impact of COVID-19 pandemic has further accentuated it. For 2020, the IMF estimates GDP growth of just 1.9% for the country, the lowest rate since the 1991 balance-of-payments crisis. This assumes significance in an economy dominated by micro and small businesses, primarily in the informal sector. Majority of employers operate businesses in the hardest-hit sectors of manufacturing, accommodation and food services, wholesale, retail trade, real estate and business activities. Restrictions on movement have had a direct impact on trade, and especially on retail trade, and it may persist with lowered demand. Manufacturing had already experienced a slowdown due to a decline in both domestic demand and exports. The impact of lockdown on construction was direct and immediate as construction largely ceased. COVID-19 has also exposed the vulnerability of urban casual workers, many of whom are migrants. They were among the first to be jolted by the lockdown measures as economic activities were halted, threatening survival of many small urban units and jobs of these workers. In most urban units, the jobs are linked with accommodation at the workplace and the unemployment may have forced these workers to vacate their shelters as well. With little choice, they are forced to return to their village in desperation. COVID-19 has increased vulnerability of women employment and has further added work care responsibilities in this time. World-wide it is seen that the pandemic has impacted the working women more than men. It is predicted that it would take at least two years before the women's career will be back on track to pre-pandemic levels. Work from home has been seen as less productive for women because of added household chores and irregular hours. Children's education is also the purview of mothers. With reduced revenues and uncertain future, most organizations are going for job rationalization, which is likely to affect women more as even employers are questioning the women's ability to work with children at home and prefer to employ those without such responsibilities. Research states that women are 1.3 times more likely to consider quitting or slow down their careers during the pandemic compared to men. Special efforts would be required from the industry to get women back on track or the consequences will be long lasting, leading to reduced GDP. Understanding of mental anxiety and flexibility is needed to help curtail this ever widening gender gap. Youth have been hit hard by school closures and the closing down of entry-level jobs in the labour market as well as internships and apprenticeships. High and persistent youth unemployment and underemployment in the aftermath of the global financial crisis showed that once young people have lost touch with the labour market or become marginalised in informal and precarious jobs, re-connecting them with good jobs can be very hard with potentially long-lasting scarring effects. Since May 2021, the Indian Government has gradually relaxed the lockdown and most economic activities are slowly resuming. Policymakers must begin to think beyond policies for the recovery and start on the task of building a future of work that is safer, fairer, greener and more effective. If organisation start practicing general policy orientation as a part of this approach, which we can tailor as per specific situation as well as circumstances, we would be able to help in building back better:

- Strengthening the institutions of work with action on a number of fronts.
- Revisiting existing regulatory frameworks to ensure equal treatment of workers regardless of their employment status and ensuring adequate working conditions for all workers should be an integral part of building back better.
- Modernising employment services and making them more flexible.
- Promote women's entrepreneurship and participation in managerial and leadership positions.
- Tackling the additional barriers faced by young women in gaining access to good quality employment.
- Promoting lifelong learning opportunities for all to match changing skills needs. A particular focus should be given on strengthening digital skills, especially for people with low digital literacy to enhance opportunities to work and learn online.
- Strengthening income support during economic downturns.
- Protecting workers in the workplace.
- Stimulating economic and labour demand.

PANDEMIC CEASES THE WORLD BUT NOT CRICKET



FAROOKH ENGINEER
(INDIA 1961-1975)

The pandemic showed us what we stood to lose, but it also gave us greater perspective on the issues that really matter.

Defeat, any sportsperson who has experienced considerable success will tell you, is a greater teacher than victory. The same for life and adversity.

Given how it felt when the world began shutting down in March, any cricket, let alone how much of it we have at the moment, feels like a miracle.

When life was suspended earlier this year - offices and businesses shut, borders closed, flights cancelled, resumption of live sport seemed the lowest priority. But yet, when it comes to sports, first football and then cricket, started up again, much earlier than we had expected, it reaffirmed its place in our lives.

Faith came from the West Indian players, who were the first ones to travel, and then from Ireland, Pakistan and Australia, who ensured a full English summer.

The BCCI benefited from this experience and pulled off an even more impressive feat. At the best of times, organizing the IPL, which is as big as the World Cup in scale, is a gigantic task.

To gather players, support staff, broadcast crew, umpires and officials from at least nine different countries, amid varying levels of travel restrictions, and host the tournament away from home in three separate emirates, with different quarantine norms. The cricket economy, overheated for long and largely reliant on one country, is due a correction. Cricket subsists on broadcast revenue and the big cricket boards and the ICC have flourished in the last two decades on the back of mega rights deals. Cricket Australia is in a dispute over the value of the rights with its primary broadcaster; New Zealand Cricket has gone entirely digital. Pakistan has gone with an advertising revenue-sharing deal with the government-owned broadcaster based on highly optimistic projections. But the loudest warning came from the man primarily responsible for putting the cricket economy into hyper drive, Uday Shankar, the out-going chairman of Star and Disney India, under whose leadership Star invested over US\$ 4.5 billion in cricket rights in the current cycle, \$3.5 billion of which went to the BCCI alone.

For all the criticism they cop, let's give a hand to the administrators for rising to a challenge no one could have imagined, much less planned for.

HISTORY TELLS US....

WE LEARN NOTHING FROM HISTORY!



SUNITA BAJAJ
(PROFESSOR, ARTS (LITERATURE))

Any system of knowledge helps us in understanding the complexities of life and prepares us to come to terms with them in the most compatible manner. Literature is an ancient art which makes a deep impact on our thought process and stimulates our mind to think of multiple ways in which we can face the challenges of life in the best possible way.

Literature has shown us paths to follow to make some sense of this chaotic world, put it in order and make the world a better place to live. It has helped us overcome crises like wars, conflicts, power games, exploitation of varied natures and many other social evils. Therefore today, when the world is facing a lethal pandemic like COVID-19, a very pertinent question arises that has the study of literature, in any way, prepared us better to face such a situation. Right from the classical to contemporary writings, there have been detailed narratives of how epidemics have occurred time and again all over the world and threatened human existence. (examples from various Western & Indian texts)

Apparently, we have conveniently ignored all these narratives and became too complacent about our existence. We were too busy expanding business, controlling/destroying nature, amassing weapons of all kinds to destroy our enemies, accumulating wealth, working on our obsession with material comforts but this pandemic has come as a jolt and made us realize, rather harshly, how we cannot take life for granted.

Since the last century, we have never thought about safeguarding humanity against any such pestilence; not only this, but there has also been no attempt to create an awareness or orientation towards the hazards of an epidemic either at school level or at higher education.

In the literature of pestilence, the greatest threat is not the loss of human life but the loss of what makes us human.

Probably the most appropriate conclusion would be the closing word of Albert Camus novel The Plague: That the plague bacillus never dies or disappears for good; that it can lie dormant for years and years in furniture and linen-chests; that it bides its time in bedrooms, cellars, trunks, and bookshelves; and that perhaps the day would come when, for the bane and the enlightening of men, it would rouse up its rats again and send them forth to die in a happy city.

HUMOUR PARODY



FROM THE ARTIST CORNER



HATIM CHAMPELI
(TYBMM)

SHEIKH BUSHRA INTEKHAAB
(TYBMM)

WORD SEARCH



QUICK BITES



QUICK SNACK OF CHEESY GARLIC BREAD:-

- Ingredients:-** Serving for 4 people
TOTAL PREPARATION TIME:- 15-20 MINS
1. French loaf bread 12 inch or normal square bread 6 slices.
 2. 12 garlic chopped finely.
 3. Mozzarella cheese 200 gms or regular processed cheese.
 4. Oregano and chilli flakes.
 5. 150 gms butter

- METHOD:-**
- SLICE THE LOAF DIAGONALLY TO 8 PIECES AND IF REGULAR BREADS USED THAN MAKE IT HALF IN TRIANGLE SHAPE.
 - IN A GLASS BOWL ADD BUTYER, FINELY CHOPPED GARLIC, OREGANO AND CHILLI FLAKES AND MELT IT IN MICROWAVE FOR 10 SECONDS AND GIVE IT A NICE MIX.
 - TAKE THE SLICES AND APPLY THE BUTTER GARLIC MIXTURE ON THE CUT SLICES AND SPREAD THE GRATED CHEESE COVERING ITS FULL AREA.
 - KEEP THE BREADS ON THE BAKING TRAY AND BAKE IT FOR 10 MINS ON 250°c . (you can even bake it on non stick pan on medium flame covered for 10 mins if u dont have a microwave)
 - NOW REMOVE IT FROM THE OVEN AND GARNISH IT MIXED HERBS AND SERVE HOT.

RIDDLES

- 1) WHAT TEA DO HOCKEY PLAYERS DRINK?
- 2) I AM ALWAYS RUNNING, BUT NEVER GET TIRED OR HOT. WHAT AM I?
- 3) I HAVE NO LIFE, BUT I CAN DIE, WHAT AM I?
- 4) I WILL ALWAYS COME, NEVER ARRIVE TODAY. WHAT AM I?
- 5) PEOPLE ALWAYS BUY ME TO EAT, BUT THEY NEVER EAT ME. WHAT AM I?
- 6) WHAT DO YOU CALL A RABBIT WITH THE SNIFFLES?
- 7) WHAT DO YOU CALL A GREAT DOG DETECTIVE?
- 8) I AM FULL OF KEYS, BUT I CANNOT OPEN ANY DOORS. WHAT AM I?
- 9) WHAT CAN RUN BUT CAN'T WALK?
- 10) I HAVE NO LIFE, BUT I CAN DIE, WHAT AM I?

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