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THE Onlooker

Pop Culture Edition



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Onlooker's NOTE

Pop culture helps us bridge the gap between reality and fantasy. It's a driving force behind the beliefs and views prevalent in the society. With our last issue of 2020-21, Team Onlooker aims to present a fresh perspective about pop culture to its readers. We dive deep into how memes drive economies or how Disney isn't the happy place we all believed! Presenting to you an issue through which we question the norms, and bring to you what often gets un-noticed.

~ Team Onlooker

Team Onlooker

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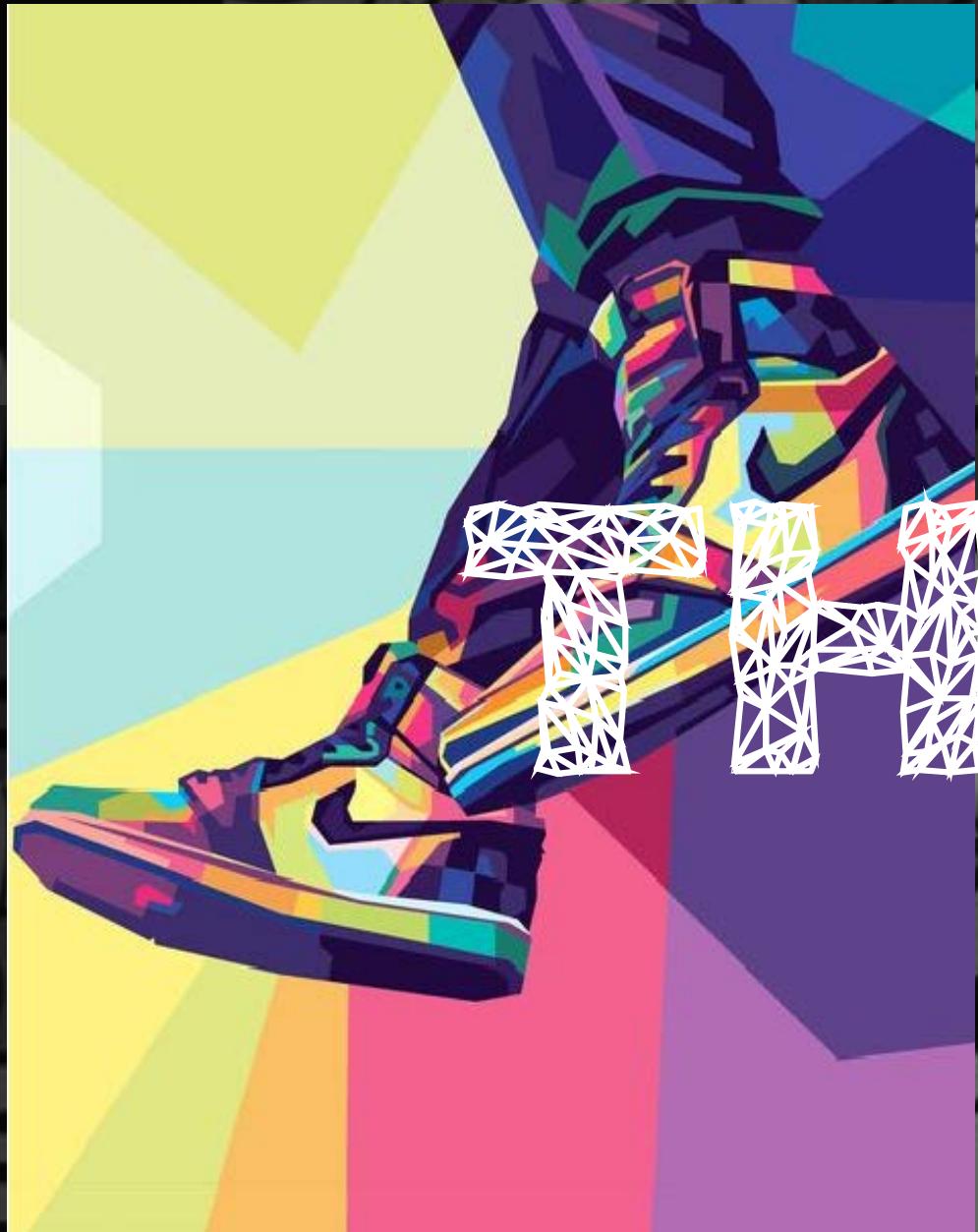
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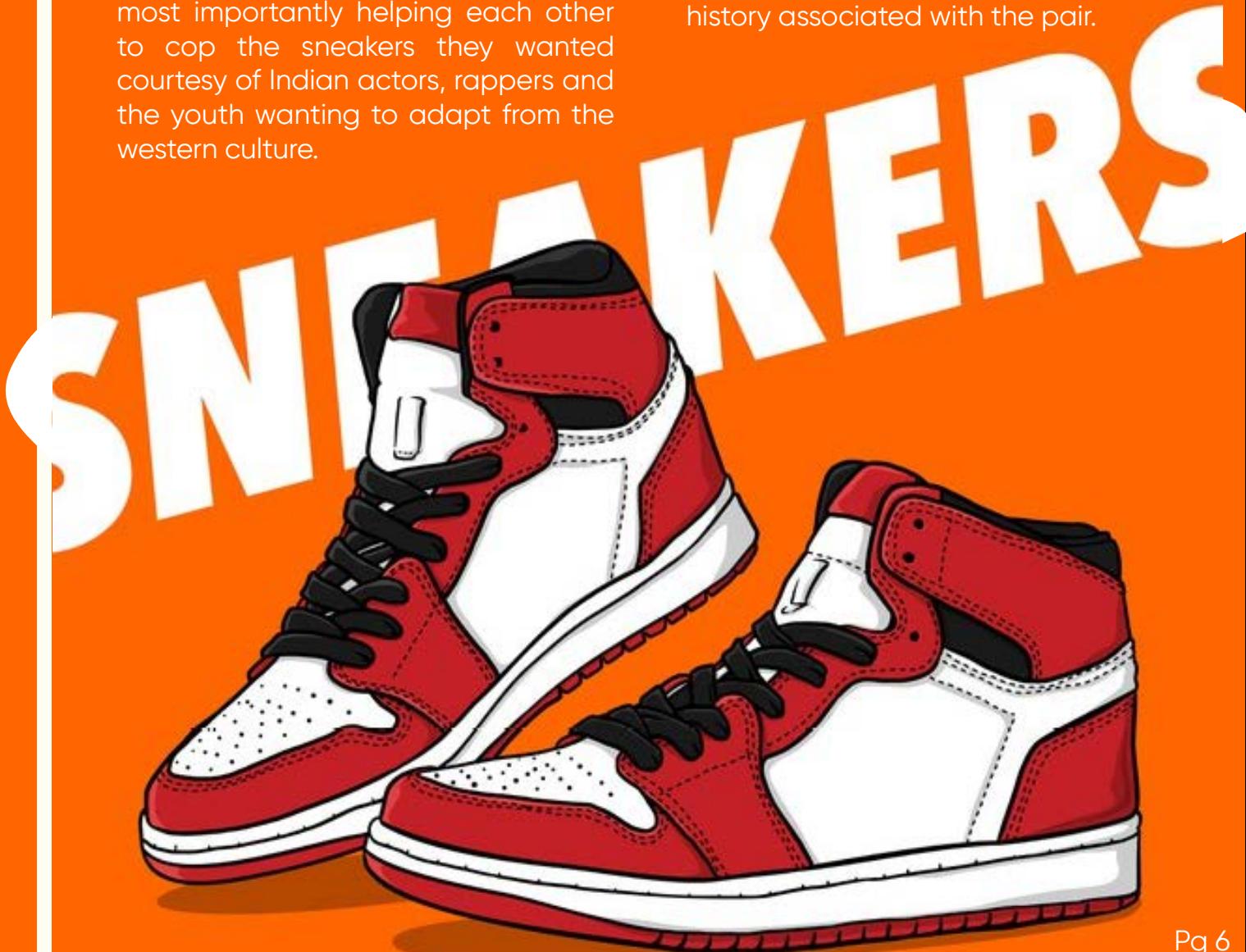
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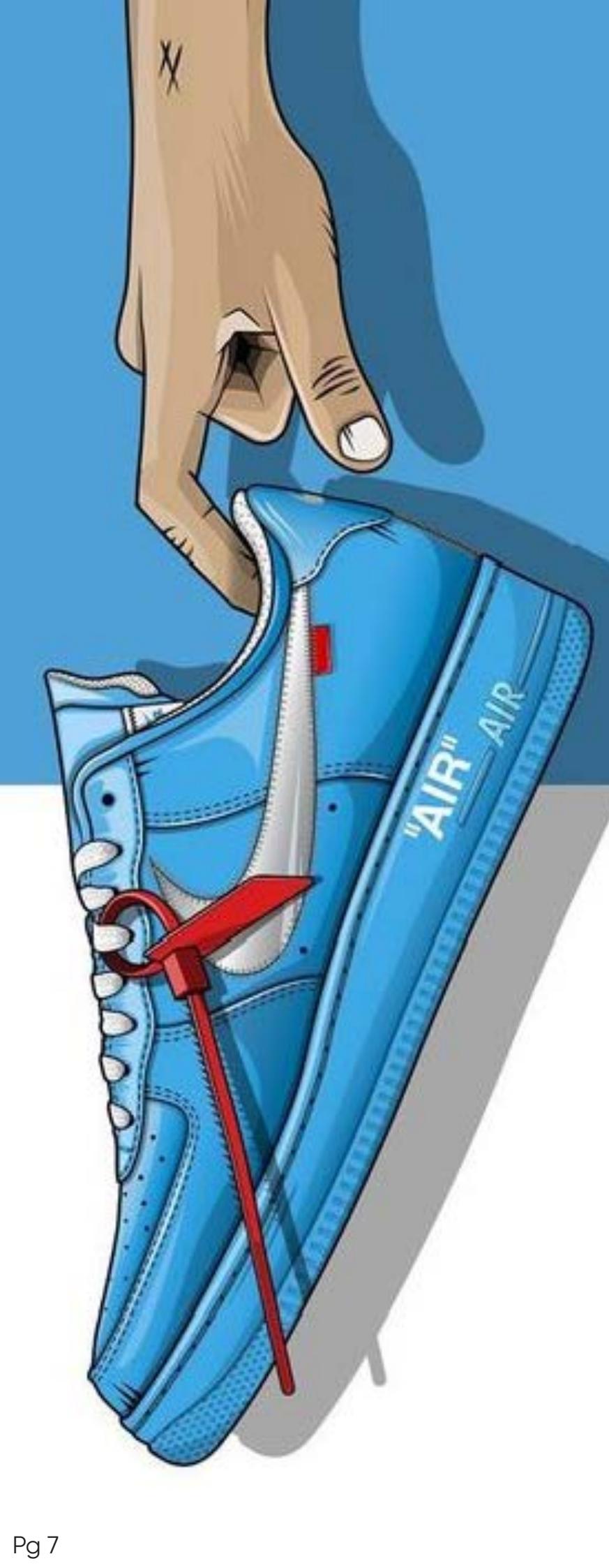
KEEP IT UP
DROPPED

In 1980, India made its first and only Olympics Basketball Competition and secured the last position. 3 years later, the Indian Cricket Team won the World Cup, it was needless to say the country wanted their children to be more like Kapil Dev than Ajmer Singh Chopra. While everyone dreamt to be a cricketer in India, in 1984, Michael Jordan revolutionised the future of sneakers. Since Indians weren't fond of the sport, the sneaker culture or community didn't enter the country until the 2010s. The Sneaker Culture was heavily influenced by Hip Hop and Basketball culture. With independent artists such as Divine falling in the spotlight and the basketball wave catching up in India, the Sneaker Culture has taken a prominent rise. With the sneaker culture finally arriving in India, people were pairing colorful kicks with a suit, searching for a pair of Jordans or Yeezy on the internet and most importantly helping each other to cop the sneakers they wanted courtesy of Indian actors, rappers and the youth wanting to adapt from the western culture.

SNEAKERS AND BUSINESS

Initially it was considered to be a fad but its exponential growth showcases the genuine love towards sneakers and the idea of building a community providing them with jobs, whilst pursuing their passion and socializing, all of this whilst wearing fashionable sneakers. The culture is relatively new and many do not know the business behind it. Sneakers are not considered as a consumption expenditure anymore but as assets. The sneakers are given away by these brands on a first come first serve basis so that everyone has a fair chance of copping the pair but the business begins once that is done. Either people cop to collect sneakers or for reselling them at a higher price to the ones collecting. Profits range from a bare minimum of Rs.1000 to lakhs depending upon the popularity or the history associated with the pair.





COLLABORATIONS

The concept of Sneaker collaborations might sound relatively modern yet the first collaboration goes back to 1932 when Converse carved the name of the legendary basketball player Chuck Taylor on their All Star Sneaker. This made Converse a household name making that sneaker one of the best sneakers to be worn. Everyone knows 'Jordans' (or might've heard it from your sneakerhead friend) came into existence because of a collaboration between Nike and Michael Jordan, which is the most associative collaboration in the history of EVERYTHING! This decade observed a massive shift in pop culture fields like music, arts, sports which resulted in beautiful 'grails' existence because of sneaker collaborations with pop stars. Nike, Adidas, Reebok, Puma and almost all other brands have collaborated with famous personalities like Drake, Travis Scott, Virgil Abloh, Pharrell Williams. The artists' popularity helped the shoe brands earn millions and with them the lucky fans got a similar opportunity. How? All the loyal fans who managed to cop the grails had the opportunity to sell it for more than twice its original worth. If we try to understand the numbers of the reselling market then the Air Yeezy Red Octobers were sold at an estimated retail value of \$179 and now have an estimated reselling value of \$2900 just because it was the last collaboration between Kanye West and Nike. Similarly the resale value of many other such collaborations have skyrocketed. The profits make it apparent that the phenomena of collaborations is here to stay for a very long time. Converse's Chuck Taylors. Then come the sneakers who are liked for their shape and subtle colours like Jordan

III and IV. Having a variety of colours is really important to have an attractive collection, luckily Adidas with the help of Kanye West has released 'Yeezy' of almost every colour.

FASHION

Just like the combination of a plain white tee shirt and denims, some sneakers will never go out of fashion. The basic color ways of OG Air Jordan 1 are always a safe option, similarly the very famous Adidas Superstars popularized by Run DMC are a must haves. A sneaker collection is always incomplete without a pair of Air Force 1, Vans old Skool and Nike is no less when it comes to colours as only a couple of things must have been left in the life of Michael Jordan that haven't inspired Nike to make a new colourway. The colours and the variety offered in sneakers make it a bold and fashionable choice among the youth.

All the stores mentioned above are based in India therefore, either there are no shipping charges or are very minimal so hype sneakers almost cost just much as their MRP but if you don't mind shedding some extra bucks you can always buy, trade and sell sneakers on global sites like Stockx, GOAT, Farfetch, End Clothing etc. Why are sneakers so expensive at such sites? It is so because people literally bid for a pair so price keeps rising as the bids increase otherwise, the additional shipping cost is the major factor behind the surge in the prices. All these sneakers usually are shipped from out of asia so the custom duty attached on these luxury products can sometimes be equal to the half of the price of the sneaker.

The culture is still budding, events at various clubs by Adidas like the 'Sneakers Day' and other companies are held solely for sneakerheads to socialize and exchange sneakers. New people keep joining the community either because of their love for sneakers or just to make easy money, regardless of their intentions, they help in making the community bigger and hopefully the community will be big enough to attract giants like Nike and Adidas. This would mean more number of sneakers being released in India which will not only help the community and culture prosper but will also bring attention towards basketball, skateboarding and many other such sports.

**Priyansh Singhal
Dhruv Kataria**

PLACES TO BUY YOUR
DRIP:
VEGNONVEG
SUPERKICKS
MAINSTREET
MARKETPLACE
CREPDOGCREW



A Dichotomy of Fame

A

Rahman, a name bringing peace with every utterance, is a milestone in the Indian music industry with an omnipresent music expression- from little villages in the Indian countryside to some of the most expensive performance venues in London.

When AS Dileep Kumar decided to shed his faith and adopt a new identity, Allah Rakha Rahman was born- A young, newly converted Muslim in an erstwhile Hindu Family in the 1980s radical India. Struggling for an identity, struggling for food and struggling for peace.

It is said that it is only grief that feeds the metaphorical fire in an artist.

Rahman had plenty of it, and a lot more- grief, noise and pain.

A young boy who grew up before his time, Rahman lost his father to a long standing unknown ailment when he was just 9. The responsibilities of feeding a family of three sisters and one mother fell upon the only man of the house. Rahman did not know what was happening to life. For him, unlike other children who played in the fields, life had always been restricted to the doors of the hospital. For him, that was all life was ever going to be. He was always a simple boy, who just wanted a simple happy life.

“Up until I was about twenty-five, I used to think about suicide maybe every day, I just felt that I was stuck and I didn't know where I was going. I felt I was a failure at what I really wanted in life”



Rahman was at one of the lowest points in his life when he gave up God. He became an atheist and despised his name. He was having trouble identifying himself, as if he was oblivious to himself. For nearly 2 decades, he despised his entire existence. Until God happened.

When all seemed to be wilting forever, Rahman turned to Sufism finding his light there. He changed his name and religion letting go of the past. With God on his side, and his belief firmer than ever, he knew what his purpose was. Diving into Sufism fetched him the niche he had always yearned, the thrill he always lusted. Music finally entered his life and the very melody was the melancholic beginning.

Around a time when all Indian musicians kept their hands full with Indian classical, Rahman thought of fusing Indian regional and western music. For him it was never a revolutionary idea. He created the music he grew up listening to and would always wonder why Indian musicians fear experimentation.

“

Throughout my lifetime, I've found it difficult to comprehend the emotions that I feel. Anger, pain, happiness are extreme words. Some emotions are simply ineffable to fit into these narrow categories. One lonesome evening in memory of something that you've lost, while sitting in the balcony you start reminiscing and appreciating whatever time you spent in the arcade of the oblivious moments.

The song I associate with this exquisitition is 'Rehna Tu'.

These countless emotions can be best felt in the music that touches your soul and brings to light the unspoken words that even you didn't know you ever felt. I associate emotions, places, times of the day with music and every now and then, I find the music to be Rahman's.

His peers describe him as an insurrectionist who wanted things to be done differently, music to be seen differently, languages to be felt differently and the nation to hear differently.

He often talks about the journey of a song, how he takes a story, pens down the words left unsaid by the characters, composes their emotions into melodies and creates a piece that not only fits perfectly in a story but adds exponential merit to it. . Unlike most musicians, Rahman uses movie plots to compose songs and hence, he only composes for the stories he appreciates and feels that they deserve to be told.

A means of visualising Rahman's effect is to imagine a 'bed of sound'- a hitherto unpredicted marriage of electronics with aesthetics.

The challenge that every musician faces is predicting the correct aesthetic, the emotion of characters, to pour the nectar of a region in the tone of music. Rahman believes in experiencing his music before creating it, getting absorbed in a story to be narrated by the song and feeling the



emotions he wants the listener to feel. Probably that's how you come up with lyrics of a masterpiece like Nadaan Parindey.

**"Kaaga re kaaga re mori itni araj tose
(In my moment at the deathbed, O scavenger, I have so much of request to you)**

**Chun chun khaaiyo maans
(eat my body's flesh as you wish,)
Arajiya re khaiyo na tu naina more
(but do not eat my eyes)
Piya ke milan ki aas"
(for they crave the sight of my lover, my last whim.)**



Inspiration is a fundamental part of Rahman's fabrication affair as he carefully picks up the best pearls of notes to compose a garland of perfection. Rahman considers inspiration so integral that he doesn't enter the studio until he has the perfect hymn in mind. He believes "what you come seeking, comes seeking you" and the best way to seek exceptional melodies is to seek within one's solitude. He prefers composing his music when the world sleeps, with no speck of sound in the air and no mails to respond to. He does nothing when he composes and doesn't believe in multi-tasking. When he's focussed, it is intense, as he says,

"It is a spiritual thing. Nothing comes without losing something. You can't focus on too many things all at once"

For him, being innovative is a pursuit rather than a trait. Undoubtedly, it takes a constant effort to ideate. Perhaps, this is the reason behind striking uniqueness in Rahman's music. Conventional composers would use melodramatic and flamboyant sounds to portray a climax. Rahman, as opposed to them, would use soft chords in piano or melodious meek voice to portray the inner turmoil, which being silent is far deeper.

As Guru's mighty will comes to succumb to his fate, a six minute long song with just four lines welcomes the painfully beautiful "Jaage hain" that surprises us with its unexpected softness in the movie.

Rahman, being a true explorer and traveller, does not limit his inspiration to feelings, but extends to places and journeys. The melodies of 1995's Bombay album changed the view of



the city, the roads of Punjab with trucks sprinting against the wind are seemingly humming all songs of 'Highway' album, the snow engulfed valley of Kashmir brings the sweet pain of 'Rockstar' album. The Rahman effect makes his music immortal in it's inspirations.

The journey we witness is not all glamour and fame. What we see and hear is not music. It is the ranjish, the agony and the loss of life. It is the ray of hope and the search for light. It is when God happens and life changes. When a simple small man, who always wanted a simple small life gets something he never wanted, but takes it on him to be calling to make people understand, what is and what just seems to be.

**Sukriti Pathak
Anirudh Bazari**



UNDERGROUND HIP-HOP CULTURE ONLOCKER ASKS

The rap genre and the underground rap scene in India came to limelight with the release of Gully Boy, but it had been growing and had laid foundation much earlier, starting from Baba Sehgal's album "Thanda Thanda Pani". At a time, Indians associated rap solely with artists like Honey Singh, Badshah and Raftaar, but the audience has grown to understand and accept more and more artists, genres and songs. Today Emiway, Neazy, Brodha V, Divine and many more are commercializing the rap scene with superhit tracks and albums, while artists like Prabh Deep and Seedhe Maut dominate the underground scene.

Starting out in 2017, Seedhe Maut is a rapper duo consisting of Abhijay Negi (stage name Encore ABJ) and Siddhant Sharma (stage name Calm), who began their journey by dropping the album "Bayaan" and have grown in popularity ever since.

Considering underground rap wasn't as popular as it is today, what was your motivation to listen to Seedhe Maut back in the day?

While exploring new artists on youtube, I came across Seedhe Maut and it's fair to say that I was blown away. They are unique and at the same time you relate so much to them it feels as if the closest of your friends have created this. Most raps are about dissing exes, rappers praising women or themselves but what I find most fascinating about seedhe maut is them presenting their perspective of life, it's lessons and hardships in their songs. They try to express and connect using music on things not often talked about, making them extremely relatable.

- Dron

Seedhe Maut is in a league of its own. I first discovered them when I came across their track 'Kranti' which was an absolute pleasure to listen to. Since then, I've been hooked. To me, they aren't just rappers, they're poets. The way they paint a picture for their listeners while maintaining an intricate flow along with relatable references and remarkable punchlines is what makes me gravitate towards them. These are just some of the things I love about their music.

- Harshit

Why should people discover the underground Rap scene in India?

The underground rap scene, not only in India but the Indian subcontinent, is full of thriving talent waiting to be discovered. The effort some of these artists put to deliver to their rather small audience makes me question how motivated they would be if they found a bigger fanbase. And honestly, they completely deserve it because they do it for their passion for the art. Not many of these artists care about earning from the rap scene. They simply use HipHop as a medium of expression and it's something to feast on. I believe that a distorted image of hip-hop and rap has been fed in the minds of the average indian and it is necessary to expose them to true underground rap to enlighten them.

-Harshit



3
As you've closely worked on several projects with them, what's their approach to the music?

The most unique thing about their music are the easter eggs. You just cannot understand the songs in one go, they're like a puzzle to be solved. You listen to them repeatedly until you connect the dots and understand the connection they place in each album. This particularly shows how carefully they curate their music. It's never about what's in the market, it's always about what needs to be there. From social issues to outlook on upbringing, everything is raw and is deeper than what meets the eye. As quoted by themselves "humse upar bohot, behtar koi nahi". They know their art and they wish to stick to it as opposed to popular preference of joining the mainstream and entering bollywood. They collaborate with artists who have the same ambitions as them and their form has fresh blood.

-Dron

What do you think about future of underground rap scene, Seedhe Maut specifically?

The Underground Rap Scene is like a gold mine. The people who have already discovered it are enjoying it and the fan loyalty is the proof of how it becomes a lifestyle. Genres like these are game changers bringing a breath of fresh air when the mainstream music industry is fixed on creating remixes of good old songs. I think this style has the potential of becoming the future of music in India as people have started exploring more music, and this brings the perfect opportunity for the underground to revamp the pop culture of tomorrow.

-Dron

Being an avid listener of Desi HipHop for over 4 years now, one thing is for sure is, they're in a league of their own and I'll call it Desi HipHop's victory when everyone realises who the real GOAT of the game is. If seedhe maut is reading this, I wanna thank you for all those absolute bangers you've made. Wish to perform on stage with you one day.

-Harshit



Dron Sharma is a FYBBA -A student of NMIMS ASMSOC, 19 years old and hails from Delhi, and he's a long time follower and fan of the Indian Rap scene. He has been closely related to Seedhe Maut, even working with them for a concert video recently, and describes them as one of his favourite artists.



Harshit Shah, a hip-hop enthusiast from Hyderabad is a student of ASMSOC FYBCOM - A and has been an avid listener of Desi hip hop for four years now. He has attended several live hip-hop concerts including an online live concert of Seedhe Maut and describes it as an experience he'll never forget.



SLAVE *to the* STYLES

HOW A FASHION STATEMENT REVAMPED HIP-HOP & THE AFRICAN CULTURE

The world of pop culture has had many contributors to its massive influence in today's era. Yet perhaps the biggest influence so far has been drawn from the ever so rich black community and culture. Despite the years of prejudice and struggles they are the reason behind the foundations of rap, blues and jazz. From N.W.A lifting the rap culture to The Weeknd's performance at the SuperBowl, the music artists, have not only achieved accolades for their musical talent but also with the 'fancy and bling' outfit have grabbed the world's attention.

We often see these artists and wonder, "Why do they dress that way?" but at the same time we wonder, "How do they look so cool in it?" The Migos' exquisite red carpet outfits to Jay-Z and Beyonce's styles, though may just seem to be a fashion statement, the truth behind it shall leave everyone baffled and no it's not the illuminati.

What may seem like a fashion statement is in fact the silent



social protest. Seems ironic right? Loud fashion for a silent protest? All of this can be attributed to as early as the victorian era, where the concept of dandyism was born.

The word dandy has held numerous meanings, changing as the generation passes. The origins of the word are up for debates, with some even suggesting that it was used as a homophobic slander by the Britishers towards the American Soldiers in the Revolutionary War. So how did the word 'dandy' become an answer to the years of injustice and racism towards the Blacks?

Originating in the Victorian Era, middle class white men who were zealous to live an aristocratic (the highest class in some society) lifestyle were the first dandies. This period intercepted the times where slave trade was peaking. The black dandies were first introduced when the enslaved Africans made to dress exquisitely to show that they belonged or represented a particular owner. Though the first black dandy was introduced while slavery was at its peak, Black Dandyism didn't emerge until slavery was abolished. The servants started imbibing symbols and fashion styles on their 'swanky' uniforms to showcase their own style and pride.

What stood as a spine for aristocracy had now evolved into a different sense of expression. It had now broken free from the barriers of class and gender and had become a statement to challenge the

WE ARE DANDY

/dandi/ n.

a man
unduly
concerned
with
looking
stylish and
fashionable

authority and the. Stereotypes. The freedom movement enabled the African men to express their freedom and power with the means of eccentric outfits. It became a way to break out from the narrative set which allowed the Black community, who were highly invisible to the eyes of humanity, gain visibility and also gain confidence to be comfortable in their own skin and styles and to express their freedom by creating their own narrative.

In the modern times, while Dr. Dre revolutionized the gangsta rap and the Hip-hop industry inspiring a number of artists that are probably sitting in your Spotify playlists right now, his album Chronic laid a new narrative for rap. Gangsta rap carried a 'thug' narrative, which though not intended, became the identity of hip-hop culture.



SPI
COL
CHASE
ME
AUT
RO
SE



This narrative had streamlined the entire genre of music to portray an image of a criminal or a hyper-functioning male. People associated rap to the black communities, which in turn led to people believing that rap=criminal=black community. Seems unfair right? To break the chains of typecasting the beautiful black culture and associating them with 'gangsta' or 'criminal' personalities, Black Dandyism rose as voice against this narrative and showcased that it's a message of self-definition, attitude and confidence.

Today, black dandyism has grown massively into various genres and has influenced pop culture, fashion and hip-hop. No longer does black dandyism refer to breaking the stereotypes and freedom. It has developed its own culture of picking up styles from the different eras and cultures to point out individuality and show the vibrancy of the African Aesthetics.

Dandyism was a dialogue started to establish ownership and Black Dandyism ended the dialogue by absorbing the blow of prejudice and unjust and making it their pride. It's a protest that was conquered by colors and styles, something that should send a message to people, that colors were created to embrace and not to distinguish.

To know more about Black Dandyism, you can read Shantrelle Lewis's book 'Dandy Lion: The Black Dandy and Street Style'.



"It's Loud, It's Disruptive, It's Flamboyant and Filled with Self-Respect and Pride. It takes a lot of confidence to strut down the street dressed in a bright sky blue Ankara fabric jacket. The color is often Pleasurable for the Wearer as it is for the observer."

-Shantrelle Lewis

Dhruv Kataria

STYLING FOR THE FUTURE: A DIVE INTO **SUSTAINABLE FASHION**



Fashion is one of the rapidly expanding industries that has altered the world in its many ways. Fashion and clothing has evolved from just looking good to a medium of expression. A statement that goes a long way with new fashion trends emerging almost every week, all endeavoring to be more colorful and fashionable than what we saw in the perhaps the previous trend.

Yet fashion isn't the only thing that has been evolving with time, just as consumers today demand for "organic" and "chemical-free" products, they are also looking for eco friendly



and sustainable choices in terms of clothing, food options and other consumer products. While, sustainable fashion is about designing and manufacturing clothes ethically and in ways that are environmentally friendly. It is also about more sustainable consumption and usage patterns which necessitates the usual shift in individual attitudes and behaviours.

ENVIRONMENTAL IMPLICATION

Myth: Fashion Industry is the 2nd largest polluter in the world!

Myth Busting: There are no numbers to back it up, but that doesn't mean it's not supposed to be highlighted.

Some of the damaging environmental impacts are related to the industry, from the amount of water wastage and pollution to filling up landfill, fast fashion is harmful in every sense. A pair of jeans that we so casually purchase, wear it a couple of times before it isn't "TRENDY" and leave it to gather dust at the bottom of our closets takes around 2,000 gallons of water to be produced. Alternatives like organic or low leveled chemical cotton, hemp, flax and lyocell require less water and are more receptive to the environment. The damage that the fashion industry does to the environment is simply staggering. Even though trends are short lived, ecological deterioration is not.

ECONOMIC IMPLICATION

Myth: Sustainable fashion is expensive.

Myth busting: Using alternatives like hemp and flax require less water and pesticides which serve to be economic advantages as they reduce overall cost. These materials are also reusable and have more shelf lives compared to fashion fash materials. Even though the initial costs may be dearer than that of fast fashion. Sustainable fashion is, well, Sustainable!

SOCIAL IMPLICATION

Your favorite brand releases a limited edition purse only available for the season, you're tempted more than ever to get one of those babies for yourself! Seeing others carrying the "trendiest and hottest" purse creates a sense of insecurity and peer pressure. You suddenly need the purse to validate yourself for a very short but extremely satisfying amount of time. This is what fast fashion does to you. It makes you an outfit-obsessing, materialistic, overthinking individual. Sustainable fashion not only lets clothing be a medium to express yourself but lessens the oh-so-overwhelming anxiety to be every updated and trendy. Your favorite celebrities and influencers have also come to support eco-friendly fashion. Olivia Wilde, Stella McCartney, Aditi Rao Hydari, Katrina Kaif and Emma Watson have taken to social media platforms to support their cause, they believe in establishing viable and long lasting trends in the industry.

THRIFT STORES

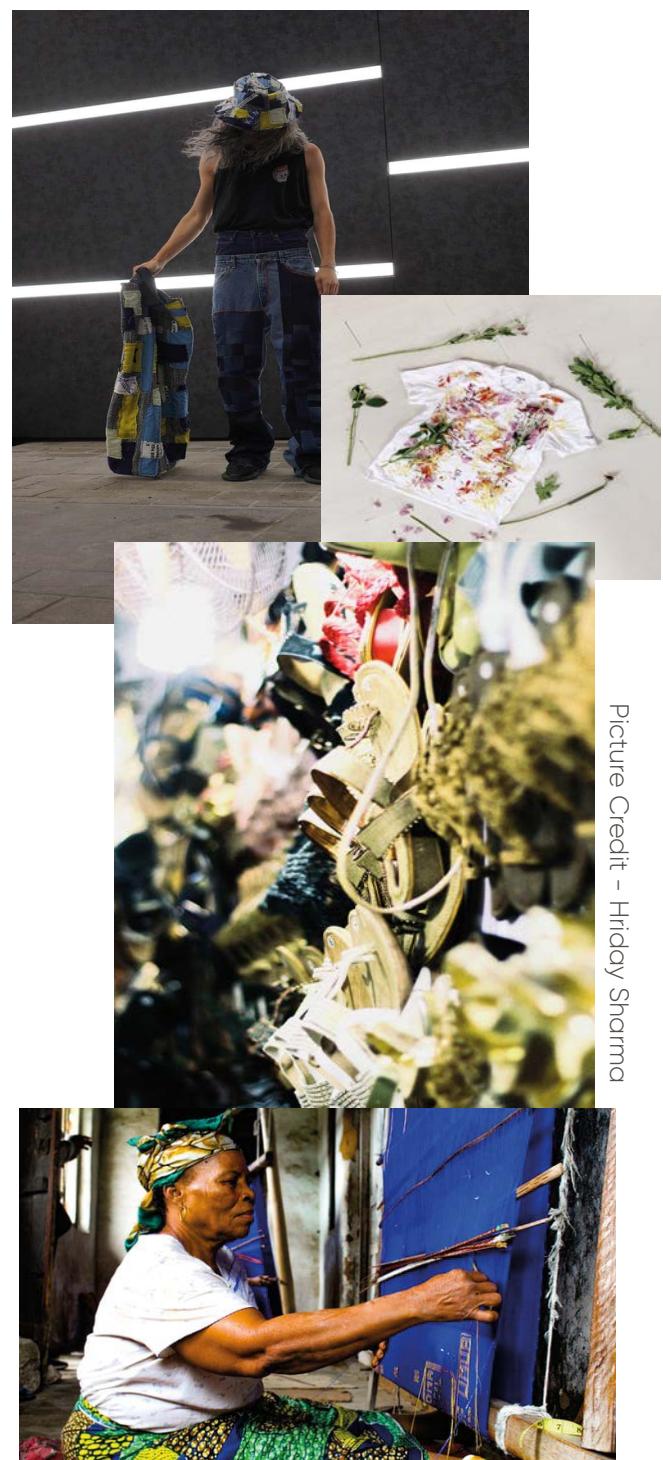
During the lockdown, many discovered the wonders of the thrift stores. Thrift stores are small, privately owned businesses where one can buy pre-owned and/or used clothes, shoes, jewellery, utensils and many more items of incredible usage. These second hand goods are generally sold at throwaway rates and are mostly in reusable conditions.

The thrift shopping culture still being new to India, is not entirely popular yet. If one is looking to make sustainable fashion choices, finding unique items or is simply wanting to buy high end products at lesser prices, thrift stores are the perfect stop.

People have thrift stores confused for stealing from the poor sometimes. Whereas thrift stores have made it really easy even for the lower middle class to keep up with the fast evolving trends. Thrift stores are a great environment friendly choice to make. Less resources are used and wasted. It may be tough for you to believe but the pair of jeans we don everyday takes about 1800 gallons of water to be made. Through thrifting, you can keep these resources invested in all of these clothing items from going to waste. Even lesser pollution is made and there is definitely lesser clothing in landfills too.

It is fairly easy to underestimate the power that you hold as a consumer. The impact of one single purchase has long term ramifications, so the next time you swipe your credit card at a store, do your research and engage yourself socially and economically!

**Chirag Bakliwal
Nitisha Iyer**



Bright Swipe

Dear mom,

I have grown up listening to stories of how you and dad met and your love story but today as I stand on the verge of entering the dating world I'm not too sure if this is the world I wanna date in.

Back in your time people took time and efforts to know each other and after committing they didn't give up easily. Once people were in love they were patient enough to wait and to pursue that person but in this world of right swipes, I don't think anyone has the patience, everyone wants options nowadays. They feel that commitment is tying them down and taking away their freedom.

Maybe that's why the relationships today are divided into categories: fling, attraction, casual, serious and what not. Honestly, it confuses me. Though, I wish our relationships were more old-school, just like in movies, it has become impossible to find it. Not giving up, growing old together? They have just become plot points for cheesy rom-com. It's scary to look at a screen and a description to make a decision and then swipe to validate and judge if the person is okay for me.

Modern Age dating has allowed people to make a choice and has given them freedom to choose who they want to date which has made it convenient to find your 'soulmate' (don't know if that still exists!) It sure sounds convenient and I won't deny that dating sites are interesting but the innocence and the beauty behind love has died. It has also made love more conscious, and judgemental, one wrong move and the 'match' becomes 'unmatched'. Love was meant to be embraced and not meant to impress the other person. Sure, freedom and choice is appreciated but the spark has died. I guess it's just too confusing to dwell between the freedom/choice and the insecurities of being judged. Maybe that's modern love. I really hope that the modern age love had a bit of an old school touch and our love stories also had the innocence that you guys had back in your time. So here's to another attempt of living my old-new school love life. Maybe it's not as easy as right swipe, but you never know how it might end up?

Love,
Hopeless romantic
in the world of Tinder

8:15 PM 



Type a Message



THE OTHER SIDE OF THE LUXURY GOODS INDUSTRY

The mask which you're perhaps wearing right now probably costs twenty bucks a piece, fifty if it's something tacky and flashy, and maybe a hundred bucks if you wanted to spend more for a special event. Now, imagine a mask, which looks the same as yours, feels the same as yours and lasts almost the same as your mask, and now imagine that mask with a price tag of six thousand bucks on it.

That, is what the concept of luxury does. The aforementioned mask is an Off-White Arrow print mask which has been selling out on every release since its introduction. The price of this same mask is consistently rising and along with its demands.

The Luxury Goods Industry has an image of ravishing bling and splendor. People who can and do afford these things are, more often than not, viewed in lights of superiority and desirability by those who can't. However,



"MAS

OFF-WHITE c/o VIRGIL ABLOH
Defining the grey area
and white as the color of

TM



this is just a facade of a much darker truth. Experts say that the central selling point of luxury goods, in more than 50% of the cases is people's attempts to cover their insecurities. Contrary to the contemporary belief, these same people, considered to have their lives resolved, are in fact in an unhealthy state of mind.

The reason behind their overly expensive buys is to use them as a coping mechanism, from their day to day lives and from themselves. Bling after all, isn't all rainbows and butterflies. But, what about those who cannot afford such things? What about those people who want the same coping mechanisms in their lives, but can't get them?

They turn their heads towards another industry of much cheaper goods and grander scale- The industry of Unauthorized Authentic goods and Master-copies. For those who are unaware, Master Copies and Unauthorized Authentic goods are practically the same items, at times made in the very same factories by the very same workers, but illegally traded.

These items sell for as less as 10% of the actual price of the commodity, while being identical to the goods at every touchpoint. In recent years the sales of these master copies have increased



so much that it is believed by experts that for every authentic piece of apparel, two master -copies are sold. More so, the fashion houses themselves are so done with the idea of master-copies that brands such as Gucci have started lines of products called the "Fake/Not" which takes a quip on the issue. The products literally have the word fake written on them as it is the only thing which can differentiate the authentic from illegitimate, considering the level of craftsmanship and intricacy in the copies.

What more, this is not the first time products have been copied their prices changed. In fact, the biggest irony in the luxury market itself is the fact that they were the first ones to do it. Ideally, streetwear was supposed to be cheap, hence the name quite literally went with the price. However, once the untapped segment was recognized by some of the big players, they delved into it and started charging absurd amounts for the same. What next, the streetwear which was supposed to be extremely cheap and rough, became lavish and extravagant. The biggest irony of the Streetwear Luxury industry is that it was ever only called "streetwear" because there was no distant element of luxury in it.

There may be ironies and influences of the luxury fashion industry which are not fitting. But, the industry is definitely taking the lead in terms of ensuring sustainability and morality. New faces from the industry and old faces including icons such as Kanye West are developing their more recent ranges purely on the fundamentals of sustainability and nature-friendliness. The industry does have a dark side, but it has a lighter side too. Trends, especially post Covid-19 have not been very favorable for the industry, which is at its crossroads for the direction to be taken for this new generation. Only time will tell what measures are taken and what steps are to be undone.

Anirudh Bazari
Suhani Sharma

POV: WE ARE MAD

@Disney



Hello and Welcome to Onlooker's Inaugural Round Table Conference. For our very first Conference we have Mystic Princes and Princesses from lands afar giving insights of their Non – Fictional life.

I am Olaf, the moderator and the host for this year and I am joined by the ever so lovely Cinderella, Snow White, Jasmine, Moana, Ariel, Ken and Prince Charming. I don't think they require any in depth introduction, We may also rediscover them altogether over this table today!

Now that we are already on this topic, wherein you all are described and introduced as the 'most beautiful' and so on, I wonder what is your idea of Beauty?

Snow White:

I am pretty sure people remember the mirror from my story. In reality the mirror's job is to reflect our truest self, yet more often than not, we forget that our perception of the reflection depends on us. I might've been the 'fairest of them all' but is that a criteria for beauty? Should such criterias even exist?

Prince Charming

I agree with Ms. White. People always see me as this young, handsome boy with impossible male standards. Broad shoulders, chiselled jaws and defined shoulder. This has reduced me into a stress and anxiety ridden prince. People are wondering where their Prince Charming is and set an unrealistic expectation for the boys. Everyone has a certain gene pool and ethnic background but that doesn't make them less handsome than the second person.

Olaf:

Aaaah that is certainly different than what I was expecting but clearly a great Insight! I have been looking at my carrot nose since morning thinking that it might look 'too orange' This brings me to the next question, What are your views on Body types and Positivity?

Jasmine:

Is there a constant in this segment? The idea of an ideal body type has changed over the years. From being 'Size Zero' to 'Thick' it has evolved a lot. I feel that everybody and individual is unique and typecasting shouldn't exist. Defining it with something crushes the individual comfortable in their skin. People reduced me to the 'Perfect HourGlass' Figure instead of focusing on the morals to my tale.

Ken:

Jasmine makes a fair point. It was more a personal choice for me to be this way and not to set an ideal body type. I feel 'Idealising' is overrated. In today's generation setting unrealistic having an ideal body type is focused more than being your own self.

Olaf:

I kid you not; I was petrified of being clicked with you both because of my cute potato tummy. I am so glad that the ones being idealised inherently don't even support the idea. Moving forward, Cinderella would you like to explain the importance of relations to us? Does 'Happily ever After' exist?

Cinderella:

Though my tale might be too old to learn from, there has certainly been an evolution in my ideas. For starters, I believe that if you need a happy life, you'll have to stand up for yourself, work against the odds and take the extra effort to make things work. Your class, background and work shouldn't dictate the spirits of your dreams. I regret staying in that vicious toxic cycle of relations and

waiting for so many years to finally make a move. Back in the day, I was expected to marry the Acceptable good guy. Nevertheless, I don't appreciate that people thought my looks and aura gained me that place. I am a creative, hardworking and intelligent girl; all of which got overshadowed by the fact that I look like I might fit in the role of a Princess.

Ariel:

I was once the bold, curious and adventurous mermaid who loved to explore the depths of the ocean. Ever since I fell for Prince Eric, I was reduced to a submissive and admiring female. My price of finding love was compromising my personality and my dreams which led to negativity and thoughts about me not being myself. I feel this can't be blamed on the other person or a gender. But, as people, we have to re-evaluate our criteria of finding 'the one'. Learn about each other, deeper than just skin and bones, see if it will help you grow and don't rush because it might get 'too late'.

Olaf:

That is so true. Relations are becoming more of a Social Checklist



these days. Talking about society, Prince have you faced any difficulty here?

Prince Charming:

You know Olaf, I am your beloved prince, the man of every girl's dreams. Constantly rescuing women from deep woes and troubles, I have come to ignore my own sorrows and pains. I embody the gender stereotypical phrases, "man up" and "toughen up."

But more often than not, we forget about the mental pressure men go through to keep up with this. I feel this deserves a dialogue.

Olaf:

Now that we have you who has finally spoken up, I am sure this will motivate many more people to talk about their problems. Moana, you seem a little lost, tell us about your views.

Moana:

Yes Olaf, I am just analysing how Princesses have evolved over the years. I am the new princess, defined by who she really is, not what the society wants her to be. I stand for what I believe in, not bound by gender norms and stereotypes. I am not a woman or a man but my story is one of every individual, it is about passion, love, leadership and strength. I do not fit into the princess culture, the physical and the cultural mold of the royalty. I am unique but like any other individual, I have my moments of insecurity and doubts, I have my bad days but I rise from it like a phoenix from the ashes!

Olaf:

Listening to you makes my heart happy Moana. This table is so much more than the stories we have heard. I am so sure each one of us has learnt something today.

“

To end this, I can only say that each one of us have the ability to write our own version of our ‘once upon a time’ without falling prey to any standards.

– Olaf

“No one should be a side character in the movie of their life.

– **The Holiday**

We often don't come across characters resembling a person in our lives, a character not moulded by the curve of the story but whose reality brings a curve to the plot. Here are some such characters that were the drivers to the story yet their feelings and stories were heavily overshadowed under the plot lines.

Characters that deserve their own story...

1 The Auto Driver, Tamasha

After Ved boards an auto-rickshaw en route his journey of self-destruction, he crosses paths with an impressionable yet oblivious character, the auto driver who reflected Ved's inner turmoil.

Ved jovially asks the driver if he has any plans to go to Bombay to be a star after he sees him style his hair, to which the man replies that he did aspire to be a singer and that his clothes are deceptive of his past self and who he is at heart, a singer. Ved casually asks, "what's the problem then?" This proceeds into Ved retrospecting his life decisions and how the circumstances moulded his reality. Between choosing his own race and the race everyone was running, he lost himself in a journey he didn't embark on.

At this point, the barrier between Ved and the driver collapses. They weren't just a passenger and driver in the conversation but were two lost seekers, masquerading

“**Problem ek hi hai
bhaiya, Haalaat**

as men the world wanted them to be. Though momentary, the Auto Driver's story pinpointed Ved's dilemma, whilst he was in self-destruction mode. The rickshaw ride served as a metaphor for the journey Ved had taken and the driver served as the one who broke the walls and rescued him from it. Not only did this help Ved to scratch out his own path but the driver set out to achieve his own destination. In the closing scene of the movie, we spot him singing in a theatrical performance of Ved and the glint in his eyes becomes a testimony to his dream coming true.

“**Andar se kuch aur
hi hain hum, aur
bahar se majboor.**



**On the inside,
I'm a completely different man.**

2

Mr Awasthi, Taare Zameen Par

They always say the father is like the nut who's hard from outside but gentle on the inside. Father's firmness is supposed to be a yin to the yang of mother's softness, though extremely stereotypical, our society is sadly based on them and takes pride in following so.

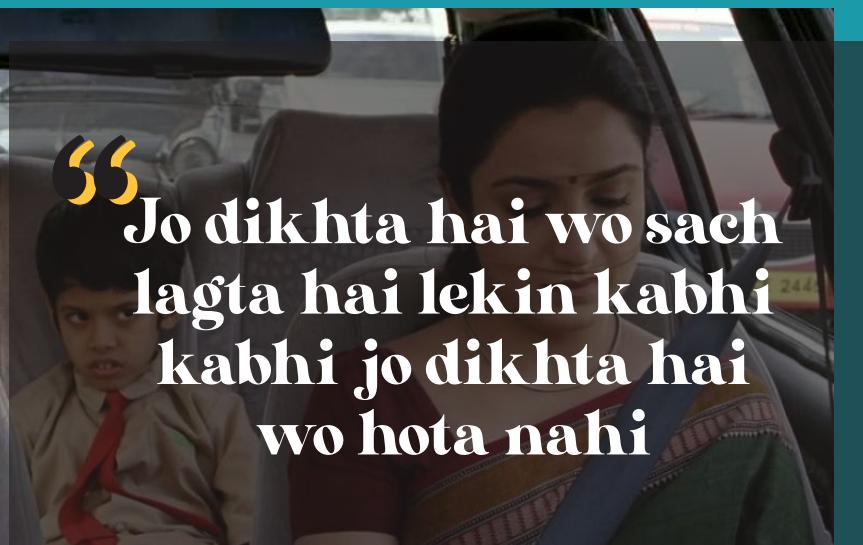
The movie helps us shape the way the characters think. Mr Awasthi is a man subjected to a society that believes that the supposed to work tirelessly to earn a living, a son is supposed to follow his father's path and excel at it while the responsibility of a mother is to serve the two. In such a society, Ishan is a misfit.

Worried for the future of his child, the father tries to mould him to make sure he fits in, not realising that in the process, he's shredding his wings to enclose him in a cage. A cage Mr Awasthi has always been a part of. The result-oriented system.

The day when he goes to visit Ishan and his teacher in the boarding school is the day we get a glimpse of the man behind the firmness of a father.

On the day of his visit, he informs Ram, the teacher, proudly how his wife is learning about dyslexia, trying to assert how they care about their child. After hearing this, Ram sheds some light on how for a child, an occasional hug, kiss on a forehead, some assurance of having his father's back is far more important than to know what a cruel world it is out there. 'Care' was a four-letter word having completely different meanings for the individuals in this context.

As we see Mr Awasthi exiting the office, upon seeing his child struggling to read sentences, there were tears in the eyes of his father. The tears of 'care'. On one hand, he was content to see his child trying to learn, on the other, there was remorse running down his eyes. At the moment he wanted to do something he was supposed to do long ago. His eyes were screaming how he wanted to hug Ishan and be there for him, but maybe he didn't have the courage to face every wrong he did to his child when he needed his father the most.



3 Inspector Rana, Kahaani



Talk about the biggest plot twists in Bollywood movies, nothing beats Kahaani. The movie left some of the watchers with the thought of Satyoki after Vidya avenged her husband's death.

Just like his name, Satyoki Rana proved to be the charioteer for Vidya, who paved the way for her without any self-gain. Although not impossible, the journey of getting to Milan Damji would have been extremely tedious for Vidya alone. Despite meeting dead ends Rana stuck throughout. It was difficult to comprehend the reason behind the inspector's drive to help Vidya. If it was a part of his duty or his care and sympathy towards a pregnant woman searching for her husband, was an undiscovered mystery. Despite this, the sure conclusion is that the inspector was indeed a man of high demeanour and unlike every stereotypical hero who is supposed to fight for the helpless woman, he lets Vidya take the charge.

As Vidya vanishes into thin air like the story she weaved, Rana is the first one to

connect the dots and know the ulterior motive. While communicating the plot to Khan, in his voice there was respect for Vidya as if he was a partner all along. This sense of pride can be evident from the fact that meek Rana who wouldn't dare to voice against his superiors became fearless when it came to Vidya. She gave him purpose, courage and belief that he was more than what he knew himself to be.

At the epilogue, he understood that despite him not knowing her motives, he was the reign holder for Vidya as she executed a mission, even hard for trained IB officials. He was not only a friend but an integral weapon in her fight against the unjust. He was her Satyoki and indeed, a great one.

**“Satyoki naam ka
matlab? Saarthi. Jo
Arjun ko ranbhoomi
tak le jaata hai**

4 Theon Greyjoy, Game of Thrones

Sent as a young hostage raised by the Starks, honoured and well treated, yet constantly reminded that he was a foreign hostage as a result of the failed rebellion. All Theon wanted was acceptance, whether it was his captors, his dad or his sister. Let alone acceptance he was branded as being nothing but a joke to his family.

The constant undermining pushed him to ruin his allegiance and betray the Starks. Yet karma had come knocking in the form of Ramsey took over Winterfell as his harbinger.

Theon had already been pushed to his limits yet it didn't compare to what Ramsey had about unleashed on him. A series of physical and psychological torment was only worsened by his father disowning him. Yet, what could have been the unfortunate end of a character became a turning point. Theon was turned into someone who cared little for any other vanities, but this also turned him into 'Reek' who could barely hold a fight against a feather.

“What is dead may never die.

The Phoenix of the New Theon rose from the ashes of 'Reek' to rescue Sansa Stark from the monstrous Ramsey. He supported his sister's claim to the Iron throne although he had failed to stop his uncle from taking her as a prisoner. When Bran was the Night

“Theon Greyjoy deserves contempt, deserves pity but one thing which he deserves most is applause for the Reek-lamation of his name”



King's target, Theon came forward to save him, stepping forward to defend the same boy he had boasted he murdered. By this time, all signs of Reek had been shed and what was left was the real Theon. He realized that the Starks are as much family as his sister Yara and had paid his dues to the Starks who accepted him for what he was. He used the last of his strength to charge toward the Night King in one frantic effort and was martyred. He will be sorely missed but never forgotten for the hero that he became.

**Sukriti Pathak
Yash Gawande**

SUCH MEME MUCH WOW

Memes are the goldmines of social media engagement, relying on a common human emotion: humor. They are amazingly unique and funny but are spawned out of the simplest yet the most obvious things in life. It's no lie that you might've visited this article after scrolling memes on Instagram, Reddit. Believe it or not some people earn their livelihood through these (inserts Stonk meme), that's the story of the meme economy.

The pandemic created a need for comic relief, as the line between life and reality blurred. Meme culture saw an exponential increase. The



most common example of such a rise was "Rasode Main Kaun Tha" (I know you are humming it right now) by Yashraj Mukhate. He was indeed the Stonks of the real world.

Not only did this establish his digital presence, it gave rise to an untapped genre of part-music part-song and gave Yashraj a chance in bollywood (Shut up and take my Money Meme)

Luxury brands like Gucci have embraced 'humour' in their marketing campaigns as younger consumers turn to social media platforms for their entertainment. The #tfwgucci

FINANCIAL MARKETS



imgflip.com



campaign, 'a collaborative meme project' saw Gucci's creative director Alessandro Michele commission artists to adapt memes to feature its watches in a bold ad campaign that dared to embrace internet culture. While many devotees view such campaigns as the grizzly death of meme culture, for marketing teams everywhere the campaign proved how the meme remains a largely untapped resource to monetize within our attention economy.

Even financial markets aren't untouched by Memes. The meme economy is where FOMO meets YOLO. Popular stocks for younger adults are called 'meme' stocks due to their high volatility and most of them are popular tech stocks with high sentiment like Amazon, Tesla,etc.

A lot of drama has unfolded lately after Reddit's subreddit r/WallStreetBets

propelled a meteoric surge in American video game company 'GameStop's' shares soaring over 400% this week, after aggressive touting of GameStop's stock by several of its members. This was done through Diamond Hand Memes and a call to revolutionize the stock markets by beating Hedge Funds.



The amateur day traders thought GameStop was an exciting opportunity because so many professional investors were shorting the stock. The motive behind running up the stock was to force a short squeeze in GameStop (GME) stock, where investors who had used options to bet against the stock needed to cover those bets by buying shares. These were the big "bad" hedge funds

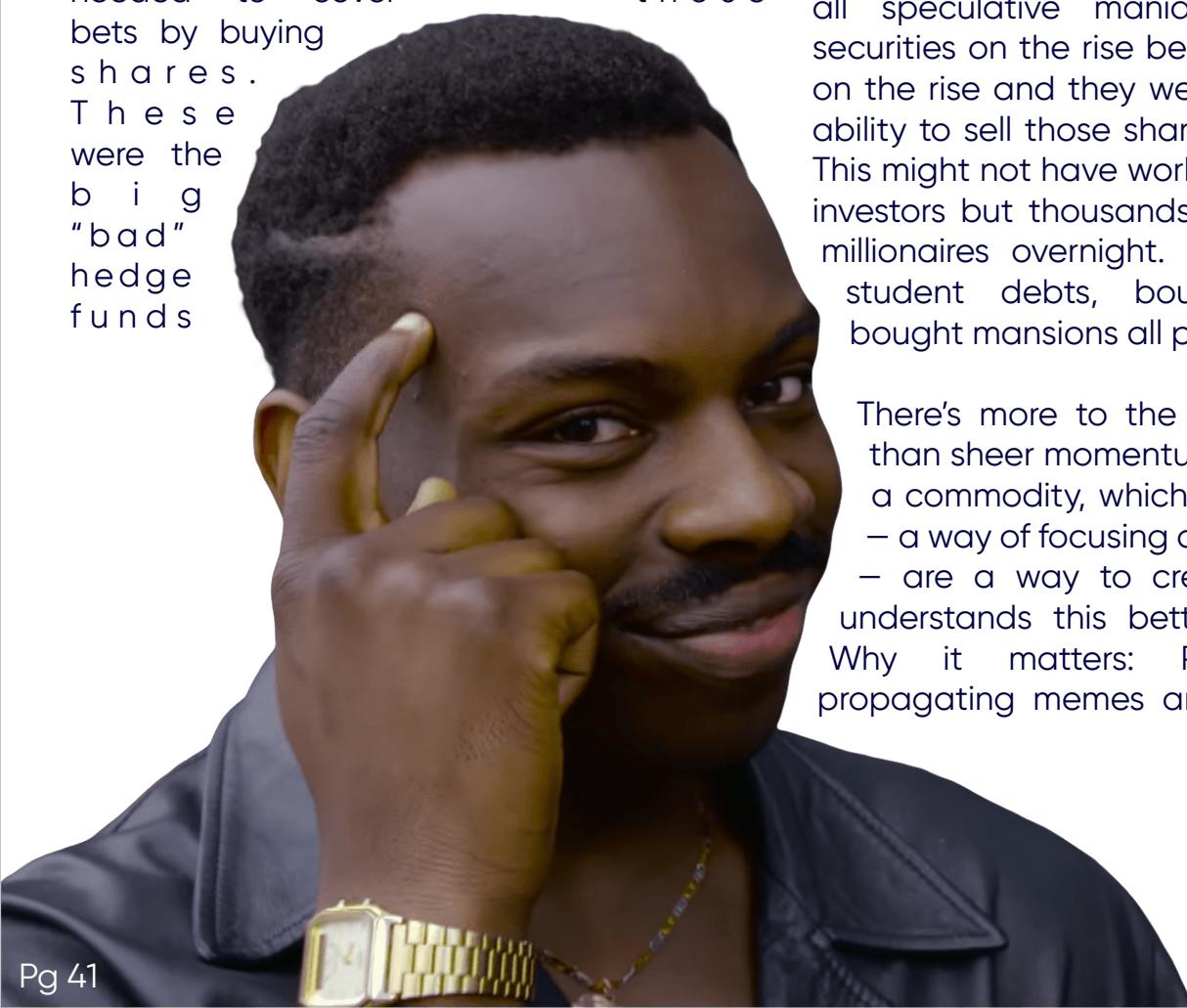


Use memes for fun.

Use memes to pay student loans.

who profit from dying companies by making big bets, as seen in movies like The Big Short. The rapid surges in these stocks, and their equally rapid declines, are the result of speculation. Very few people bought shares of GameStop because they thought the company had a hidden path to growth. As in all speculative manias, people bought securities on the rise because the price was on the rise and they were counting on their ability to sell those shares to a greater fool. This might not have worked out well for most investors but thousands of people became millionaires overnight. They paid off their student debts, bought porches and bought mansions all powered by memes.

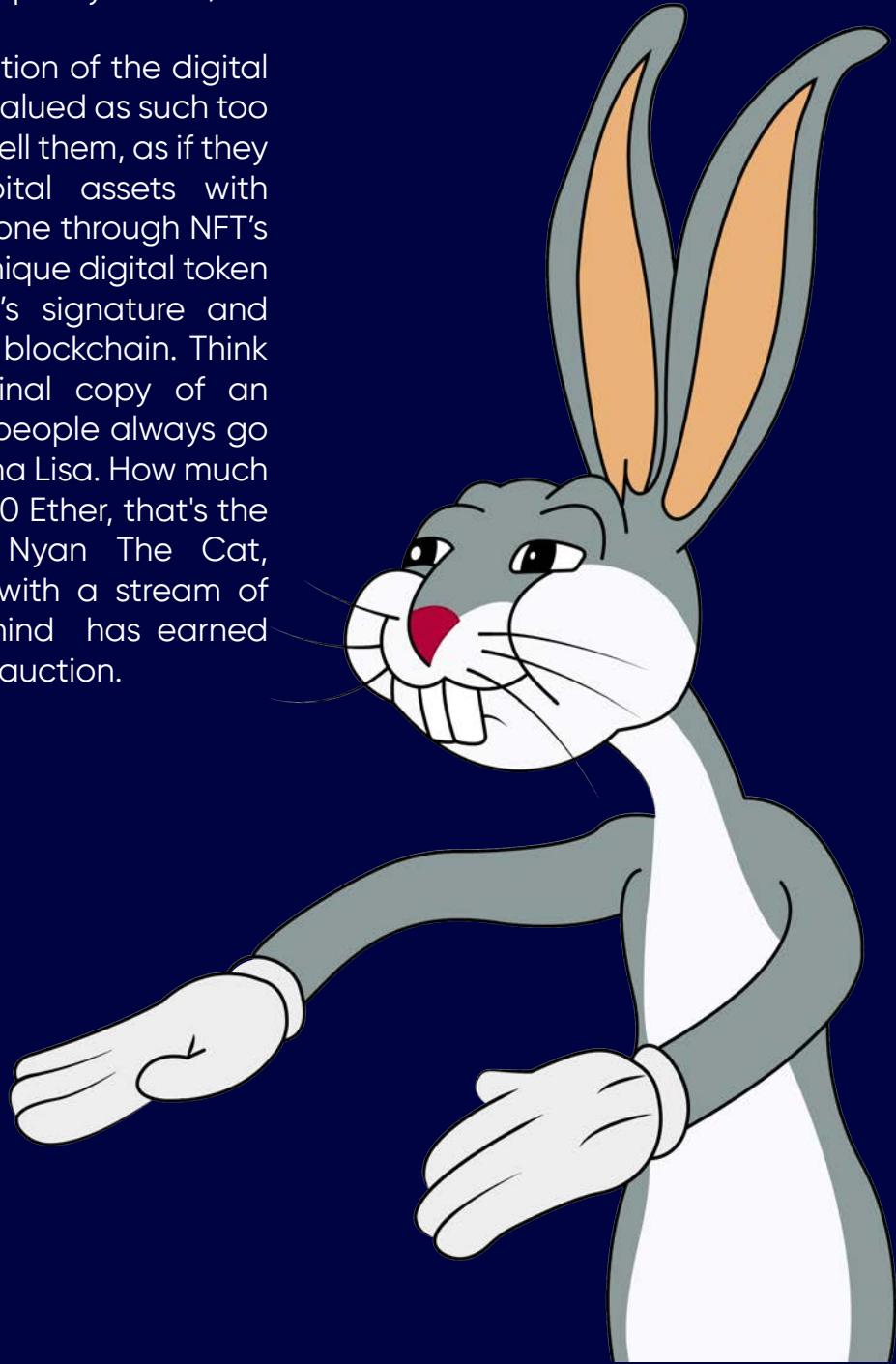
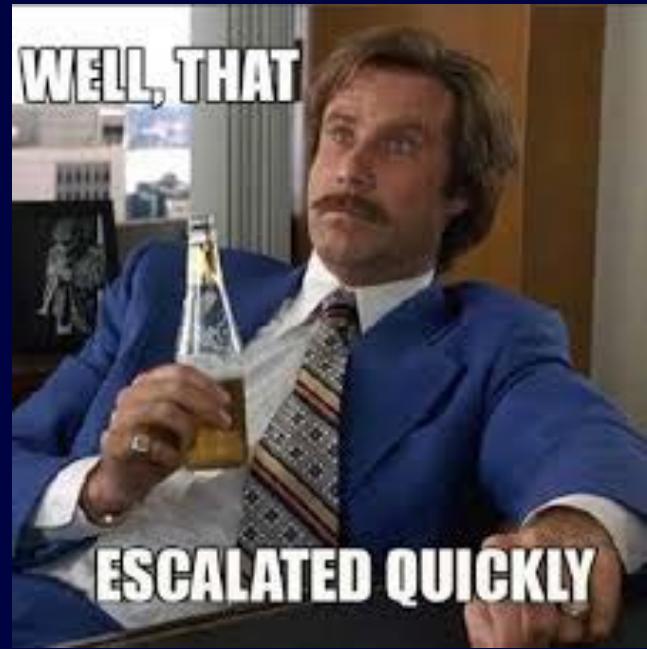
There's more to the meme stock mania than sheer momentum alone. Attention is a commodity, which means that memes – a way of focusing and scaling attention – are a way to create value. No one understands this better than Elon Musk. Why it matters: People expert in propagating memes are finding that their



skills have made millions – or, in the case of Elon Musk, even billions. Tesla bought \$1.5 billion of its bitcoin spending its cash reserve. When this news became public, the value of the world's bitcoin rose by \$90 billion while the value of Tesla rose by \$8 billion Musk owning more than 20% of Tesla, saw his net worth rise by over \$1 billion as a result of this announcement. The price action solidified Musk's power as a memelord (bugs bunny meme) – someone who can focus the attention of millions on a single meme. In recent weeks he has also helped to pump up the price of Dogecoin, a joke cryptocurrency with no supply constraints; there are now so many Dogecoins in circulation (almost 130 billion) that their total value exceeds \$10 billion. (well that escalated quickly meme)

Memes have been a revolution of the digital art era, but now are being valued as such too and you can now buy and sell them, as if they are commodities or capital assets with fluctuating values. This is done through NFT's (Non-Fungible Tokens), a unique digital token encrypted with the artist's signature and individually identified on a blockchain. Think of it as buying the original copy of an artwork, replicas exist but people always go to the Louvre to look at Mona Lisa. How much is it worth you may ask? 300 Ether, that's the price recently paid for Nyan The Cat, pixelated gray cat flying with a stream of rainbow colors trailing behind has earned 500 thousand dollars in an auction.

Yash Gawande
Rahul Bhakar



WHAT THE TECH?



The world has come a long way from student's writing essays regarding "Technology: Boon or Bane?" to the entire world being drawn into a bubble of technology to be kept safe from the pandemic over the past year. From binging on Netflix to attending Zoom lectures, it's inevitable to agree that technology has become a significant driver of our lives. Despite the numerous digital and technological detox, we strive to take.

2020 saw an exponential rise in inventions on the technological front. Despite Covid-19 halting the world, technology did not stop; in fact, it thrived as the demand for solutions and convenience rose.

So here's a list of Onlooker's picks on technological releases and inventions of 2020.

Sony PlayStation 5 & Microsoft XBOX Series X & S- Most anticipated

Back in 2013, PS4 and XBOX One had become the anticipated launch for gamers. 7 years later it was safe to assume that it was indeed the best invention of the generation. Despite the pandemic, Sony's PlayStation 5 and XBOX Series X & S launch was humongous crashing almost all pre-order websites, which just went on to say that the pandemic can't contain the gamers enthusiasm. While PlayStation 5 was regarded as a



'revolution', XBOX Series S was regarded as the 'Massive Upgrade' for the gamers.

Motorola Razr 2020- Most unexpected comeback

Back in the early 2000's flip phones were the craze. Everyone owned one or almost wanted to own one. Just when people lost hopes of seeing their beloved phone design, Motorola finally released a horizontally flipping phone- Razr, filled with all the latest features and specs one could hope for. Sadly, the great comeback which was ambitious to create a new trend failed as the price point of \$1500 didn't justify its design and it's almost similar offerings to other smartphones.

Augmented Reality -Most overhyped
AR was definitely one of the most awaited inclusion of iPhone 11, and was a feature that excited many users and enthusiasts. But now, it is simply considered overhyped, and not up to the expectations that it set before itself. Augmented reality (AR) is an enhanced version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli delivered via technology. This year, an overwhelming number of people felt that AR could not compete with what its potential had to offer.

Cyberpunk 2077 -Worst Innovation
Cyberpunk 2077 was a much looked forward to game, coming out more than 8 years after its teaser trailer did.



When it was released, it was purchased and played by millions, but people soon realized that the game was filled with glitches and bugs, and the animation was not up to the mark. This could've been a game that could've beaten GTA 5 in sales and popularity but the developers did not manage to hit home for most players, ending as a one time play for most. The game could not sustain its popularity even as much as other unexpected ones like Fall Guy and Among Us, and can be considered a massive failure.

Technology Comes Home

Not very often one can find a club centred around providing an



environment to hone their technical skills in coding, designing, video editing, back end development and digital marketing in a management school.

Exemplary of what can happen when sheer determination to teach meets the will to grow and learn, The Tech Club has persistently been working to bring this idea into action by amalgamating fun and learning with their exquisite events and talk sessions.

RESPAWN, a one-of-a-kind event that reimagines gaming, has been an annual event of Tech Club and has become synonymous with it.

However, the covid pandemic pushed the club to give Respawn a revamp and introduce to all, RESPAWN 2.0 - the same exciting experience but now from the comfort of homes.

RESPAWN 2.0 is an online gaming event that combines the nostalgia of the 90s and early 00s with the spirit of competition while providing students a unique platform to put their arcade gaming skills to the test and go head-to-head while playing classics like Pacman, Super Mario and many more.

SYNC is the brainchild of the Tech Club team and their biggest endeavour yet.



We are all too familiar with the hassle of keeping up to date with all upcoming college events, figuring out registration deadlines and managing the multiple event reminders and notifications. The solution? Sync.

Sync is an app aimed to make every student's life easier by providing a platform where they can

- bookmark specific events and register for them
- get an organised calendar of all upcoming events
- get personalized reminders

and much more.

A club that believes in growth through collaboration, Tech Club has been actively engaging with other clubs in college, like Onlooker itself to exchange the skills and synergise for growth. Apart from community building outside the club, they have also focussed on collaborating within the club between the departments in their yearly intra-club competition, Disrupt. To mark the end of an impeccable year of learning, teams of members from each department with varied skill sets are made to compete against each other by accomplishing a given set of tasks that not only test the knowledge they have gained throughout the year, but also help them test the practicality of the same.

Therefore, despite the pandemic putting a halt to major activities, Tech Club ensured this had no impact on the growth and learning of their members and kept their promise of creating experiences for a lifetime. With the team of members striving to keep the fuel to learn burning and the core working tirelessly to turn the motto of "educate, engage and evolve" to life, the Tech Club has grown exponentially and continues to fathom greater heights one day at a time.

So are you ready to get your life in sync with The Tech Club?



TECH CLUB

WHY ANIME REMAINS TO BE

UNDERRATED BUT
OVER-HATED ?



Most of us have tried to do the 'KAMEHAMEHAAA' or some Naruto 'Jutsu' as children, and put ourselves in the shoes of those loved anime protagonists. Anime is something some of us are acquainted with, yet it remains underrated and gets undeserving hate where it shouldn't. Often misjudged by watchers to be Japanese 'Cartoons', some people have clearly lost its meaning.

Sure, anime does cater to the kids in India, be it Pokemon, Doraemon, Shin Chan or Ninja Hattori, but it's not limited to this. Some of the 'proper' anime that Indians are familiar with have been Dragon Ball, Naruto and maybe One Piece and Bleach. Yet, the world of anime remains unexplored.

What exactly is anime?

In its most basic definition, "Anime is any hand-drawn and computer animation originating from Japan." So it is not just children's cartoons; it is any form of animated shows or movies that Japan produces. It's often associated with just

fighting and action due to Dragon Ball's and Naruto's nature, in reality, it spans practically across multi-genres and varieties, to be precise, anything under the sun. Others also associate anime to the more lewd hentai, which it clearly isn't.

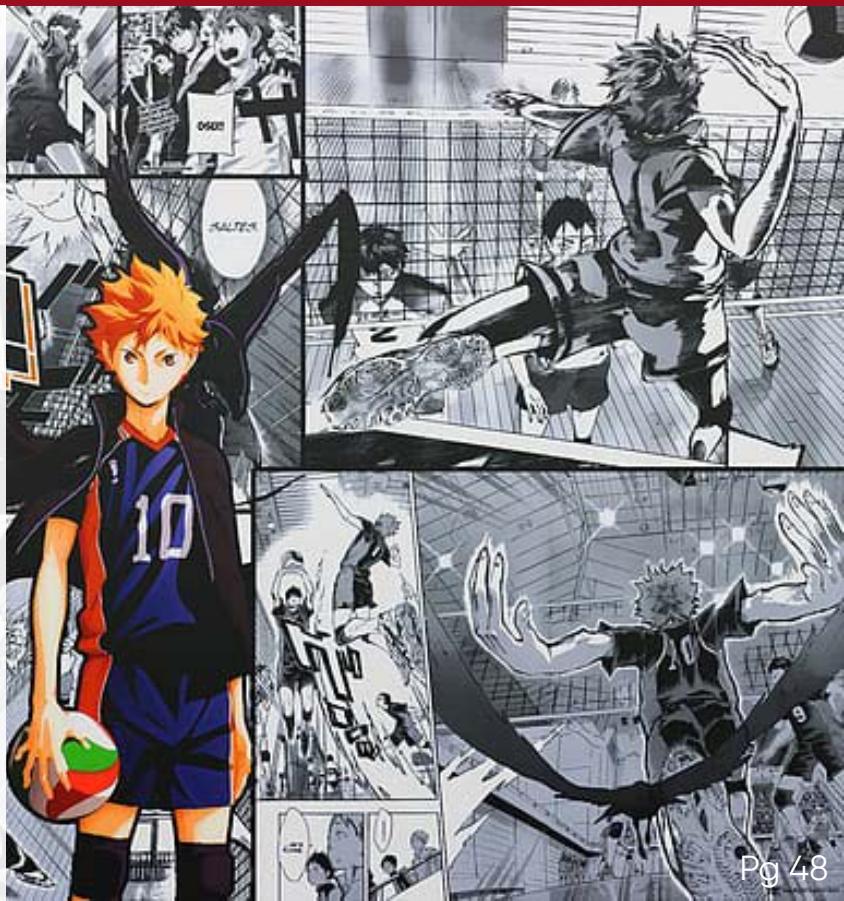
Why the hate?

It can be traced to 'Animax' and 'Jettix', the first few channels to introduce anime to India. They primarily served as children's cartoon channels and ended up generating the opinion that anime is meant for kids. This resulted in these channels going under soon since the target audience of anime includes adults as well. Many anime like Jujutsu Kaisen, Re: Zero, Death Note and Tokyo Ghoul are so emotional, intense and raw that they are not even suitable for kids.

But this scenario is rapidly changing. Over the past decade, anime's popularity has skyrocketed worldwide, including India, especially since Jio's inception in 2016. Fans were labelled 'weebs' and 'nerds' eventually caving into peer pressure to give up their love for it.

Now, the script has flipped. Anime has now drawn considerable fans, even celebrities like Disha Patani, Samuel Jackson, Raftaar, Keanu Reeves, Elon Musk and influencers like Ashish Chanchalani, CarryMinati and Bhuvan Bam, have come out as avid watchers.

How are these anime made? Much like MCU and DCEU, which are developed from the comics, Anime is made using manga as source material. Mangas are Japanese comics and are popular worldwide, especially the newer series. The writer enters into contracts with animation studios like TOEI animation, Ghibli etc. They then develop these series depending on the material



and the popularity. It could be developed as a movie, seasonal anime, constant long-drawn anime, or even a short 12 episode mini-series, and extended according to the reviews.

A lot goes into production as well, ranging from script making to animation to voice acting to much more, followed by post-production processes, including the promotional activities. These studios can spend up to millions of dollars on just these processes, but since the production cost remains confidential, it's hard to determine an upper limit. But in terms of anime films, the highest budgeted movie was Princess Kaguya at 50 Million \$, but the 2020 release, Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train, had a budget of 65 Million \$. These also make colossal revenue and profits as well. The aforementioned Demon Slayer has generated 450 Million \$ in revenue worldwide, making it the highest-grossing anime movie of all time, passing the previously set record by



Spirited Away. Despite the COVID Pandemic situation worldwide, these earnings imply it had the potential to earn far more.

The fan community goes by various names and levels. The most common term for a fan is a "weeb", while more loyal fans are termed "otakus". They are also classified as newbies, amateurs and veterans, playing a big part as different target audiences. Different anime may draw different varieties of fans as well. Like Dragon Ball and My Hero Academia, some, while having a majorly popular fanbase, also have a very toxic part of the community. In contrast, others like Bleach are considered to have an overall peaceful community.

All over the world, especially in Japan, conventions, meetups are held each year. Specifically for India, anime fans tend to form a large part of the Comic Con and fandom events held each year. Some anime are particularly preferred in the US,





like Naruto, Attack On Titan, Dragon Ball and My Hero Academia, while others like One Piece, Jujutsu Kaisen, Demon Slayer and Cowboy Bebop are more popular in Japan.

Here are some specific entry-level recommendations for all the readers.

If you would just love to start with mainstream or action based anime: Naruto, My Hero Academia and Fullmetal Alchemist: Brotherhood.

If your preference is more towards mystery thriller: Death Note and Monster should be on your watchlist.

For romance lovers: Your Name and Hiromiya would be great anime.

For the emotion lovers: a silent voice and anohana are a treat!

Rahul Bhakar

Published By

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ONE, EYKER