# ONLOOKER

BY YOU FOR YOU

2021 | Jan

# Onlooker's Note

When we decided to re-launch the Onlooker Magazine, we knew we wanted to create a safe space for students of the college to express their thoughts and creativity. Our team wanted to start 2021 with 'you.

This issue features incredible work that was sent by the students of NMIMS and we've hand picked the best for you to enjoy.

Here's presenting the January issue of 2021, #ForYouByYou

- By Team Onlooker

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# RAST

Does it exist beyond colours and hues?
Can it exist within ourselves?

Sometimes do we house contradicting selves?
Yearn for much, but two opposite poles?
Follow several ideologies, despite them being disjoint?

Ever caught between "If it's meant to be, it will be" and "If you want it, go get it?"
Ever caught between interpreting hardships as a 'sign' to stop trying or a challenge to make us stronger?
Ever caught yourself weighing in on fate and hard work, wondering what shaped you?

How is it, that we have a subtle requirement to fit in, always
But also the outrageous need to stand out?

Hope to be remembered for our similarities, to be a part of everyone
But also strive to be different, to set ourselves apart from those very people

How is it, that we seek comfort in denial and uncertainty
But also demand realism and clarity at its best?

How is it that we characterize our nature by the solitude we yearn for?
But promptly crave for human interaction and attention as well?

Are we sometimes 'too much' but also 'never enough'?
Are we always either one of them or a little of both?

Is it this Contrast that defines us, or is either end not a part of our true self?
Do our choices portray our personality or are they merely responses to situations?

Do we ultimately rest ourselves at either end of the spectrum?
Or do we oscillate always, according to circumstances?

Will we ever choose one end independently?
Or will a Contrast always exist?

"ARE WE SOMETIMES 'TOO MUCH' BUT ALSO 'NEVER ENOUGH'? ARE WE ALWAYS EITHER ONE OF THEM OR A LITTLE OF BOTH?

– Pritika Thakkar

"DO OUR CHOICES PORTRA
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OR DO WE OSCILLATE ALWAYS, A

Edits- Padmesh Patawari
Photo-Gaurav Pandeya

## AY OUR PERSONALITY OR
## ONSES TO SITUATIONS?

## S AT EITHER END OF THE SPECTRUM?
## ACCORDING TO CIRCUMSTANCES?

# A SHOT AT

## A THIRD OF COLLEGE STUDENTS EXPERIENCE A LACK OF CONFIDENCE, YOU ARE NOT ALONE.

Entering a new college, surrounded by unknown faces, gathering your confidence, and telling yourself for the thousandth time on your way that 'you got this', and 'you can do this', but what really is all this for?

Have you ever experienced those chills and felt numb when on the very first day the professor asks you to introduce yourself in front of the class? Have you ever forgotten your name while speaking, and felt blank? Realizing at that particular moment that this will be your first impression(or maybe last) in front of your new peers. Well, it is easy to experience lack of confidence in college. Self-doubt and anxiety amongst incoming college students is common. All you need to do is accept it and not run away or feel inferior because of it.

A third of college students experience a lack of confidence, you are not alone. Every individual doubts their ability to work, once in a while which often leads to them questioning theirselves. Here are a few points that can help you build your self-esteem and fight through it:

Photo- Hriday Sharma

# CONFIDENCE

1. Take One Step at a Time: Try taking small risks to overcome small fears, try taking part in college discussions, or try answering questions in class or talking to a few people in your class. Once you conquer this step you will realize the wall of anxiety you built around you is crumbling.

2. Stand in Front of the Mirror and Practice: Analyzing your body gestures will help you gain control over them and one should keep practicing until the nervousness disappears.

3. The process to build up confidence will take time. You need a lot of patience for it. Think about the things you are good at and take up those tasks first. This will help you boost your confidence.

4. Never underestimate yourself: Never, ever look down, keep your eyes open to the world, smile, and dress confidently. This can be your powerful weapon in the process of overcoming your lack of confidence.

5. Be ready for all types of criticism: Use it in a positive way to improve yourself. Every flaw that people point out can be your chance to work on it which will lead you on to the path of perfection.

6. One of the most crucial way is to be more accepting of yourself. Look at your strengths and achievements and put a plan in place to discuss your weaknesses. Stop being excessively critical of yourself.

Settling in a new environment and successfully beating all the challenges that life keeps throwing at you can be tough, but all you have to do is believe in yourself, keep smiling, and accept all the challenges with a strong mind. No matter what others think about you, one should never stop trying, and always stay optimistic. One day you will feel a rush of confidence within yourself.

**UNTIL THEN, JUST KEEP WHISPERING TO YOURSELF "YOU CAN AND YOU WILL."**

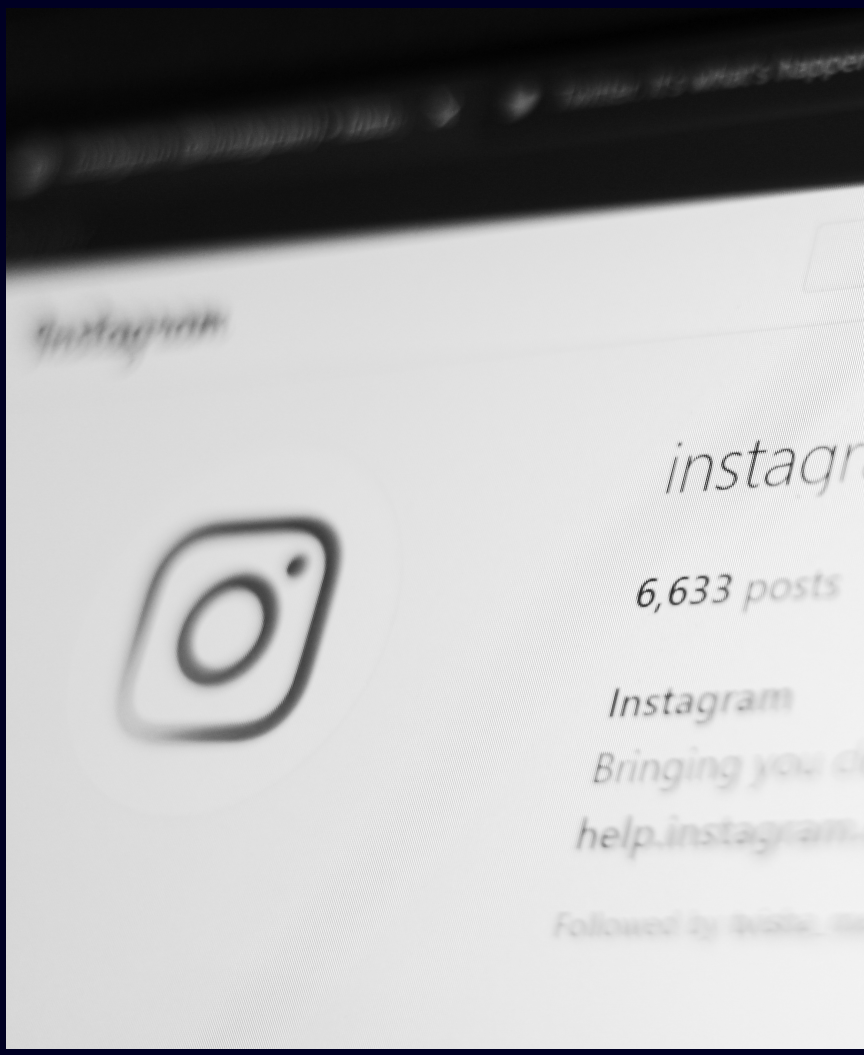
- Chahat Chopra

# SOCIAL MEDIA: AN ILLUSION

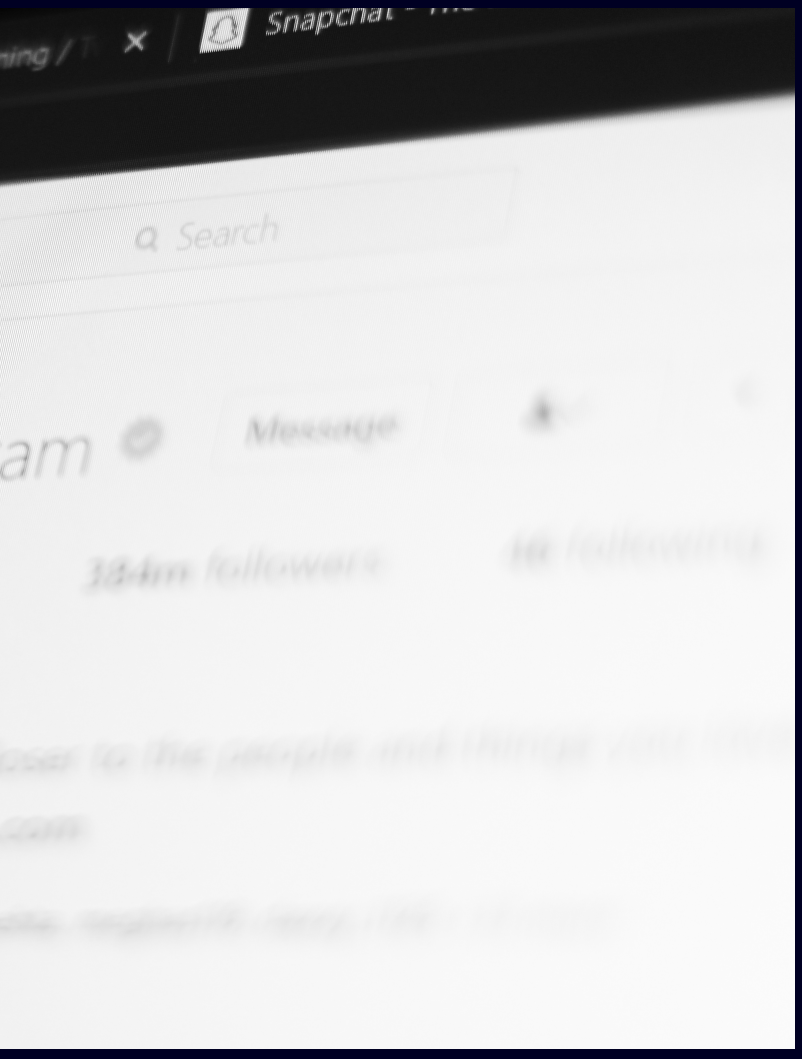
In this age of smartphones and technology, we all have that one friend who constantly keeps preaching about how they are not on Facebook or Instagram and how it has been the best decision of their lives. We have all had the urge to ridicule and label them "outdated", and most of us have done just that.

Taken at face value, social media has proven to be a boon. It has led to increased connectivity, enabled promoting established businesses and has even provided an opportunity to start entirely online operational businesses, without the need for physical presence.

Even so, the sad fact remains that most of us do not pay heed to proper or ethical usage of social media, further, we are not even really connected.



It is estimated that nearly 60% of the world has access to networking sites today and an average user spends about 2 hours and 24 minutes per day, switching across 8 social network and messaging apps. Facebook is home to the largest number of users between the age of 13 to 17, and as per research conducted by Hootsuite, Kepios and WeAreSocial, advertisers on Facebook can reach upwards of 113.3 million teens over there. As for the demographics of Instagram, approximately 75% of people between the age group 13 to 17 are active users. These statistics give an overview of the large number of teens that are especially vulnerable to the ruthless nature of these sites.
Scrolling through an average user's




> **We start seeking validation online when it should only come from within**

feed, we will find pictures and videos of numerous influencers adorned in the latest fashion trends, dining in fancy restaurants or out partying at extravagant clubs. Alternatively, we also find people we know who are incredibly successful or those who are seemingly enjoying each moment of their lives and free of the mundane problems that seem to be continually worrying us. It seems like everyone has it figured out, except for us.
Naturally, we start feeling anxious and isolated, as if we are not enough. Not beautiful enough, not successful enough, not intelligent enough, just not enough. Before we can realise it, we start comparing and judging ourselves on the number of likes and comments on the content posted and are left feeling unworthy when those are not at par with our expectations. All these feelings are especially deleterious to the young, impressionable minds of 13 to 18-year olds.

It leads to one feeling self-conscious instead of self-aware, giving rise to lower self-esteem; and before we know it, we forget how to love and accept ourselves for who we are and are determined to portray ourselves online as someone who will be liked and accepted by their followers. We start seeking validation online when it should only come from within

**"That is all social media is.
A persona we are maintaining.
An illusion.**

ourselves. Over time, our perception of ourselves is slowly reduced to an online persona that we seem to be constantly inhabiting, and we start investing a lot of time and efforts in trying to maintain it.

It does not stop there. Another curse is the act of mindless consumption. Our feed is ridden with content we do not need. Over time, when we are fed such trivial content over and over again, we start relating to it. We start losing perspective of what exactly is and should be essential to us. The phrase "Too much information can be as disconcerting as too little" comes to mind. We should allow ourselves to detach from things we do not need.

Social media also lacks the intimacy that humans require. The intimacy of looking people right in the eye when they are talking to us or averting our gaze when we lack the confidence to do so. Emoticons cannot replace enthusiastic head nods to convey our agreement, or the confused expressions shot to our friends when we have no idea what they are rambling about.

Being unaware of the dire implications of social media usage will inevitably lead us to question ourselves at some point in our life. It is up to us to determine how we need to go about it. Whether it is limiting our usage time, keeping a check on the content we feed to ourselves or taking time off from these platforms altogether, it is up to us to figure out what works the best for us.

It is important to remember that what we see on our feed is just a collection of the best moments of people's lives. It lacks the vulnerability and hardships all of us go through in our lives.
It would be unfair to compare the best moments of someone's life to our routine lives and feel dejected about it.
All of us are so much more than our online personas, and we must remember this distinction.

**That is all social media is.
A persona we are maintaining.
An illusion.**

- Eeshita Yadav

# ONLOOKER
# X
# NATURE CLUB

WRITUALS
WRITUALS
WRITUALS

# A call for my wildest adventure

*I bequeath myself to the dirt*
*to grow from the grass I love*
*If you want me again look for*
*me under your boot-soles.*

-Walt Whitman, Leaves of Grass

What are wild adventures? Is it just an adrenaline rush? I could just arrange for coffee if the excitement was my end goal, but it's not quite the same thing. Nature, oceans, wilderness, forests, tundras and humans, how do we intersect? In times like these, when we are stuck in our bubbles, isolated from the world, I believe it is helpful to remember what is true: we are interdependent. We need nature and we need each other. We cannot change the weather, but we can shape the earth; and strangely sometimes, if we are still enough, we can hear the earth, gingerly asking us," How will you mould me?"

Hriday Sharma

Sanjay Gandhi National Park in Mumbai has a long road that can be traversed by cyclers in the early hours of the morning. You can reach Kanheri caves and hike to find peaceful Buddhist caves that tourists find too boring. You can hear the water of small, effervescent streams and bask in the emergent sunlight. Make futile attempts to hide from monkeys but begrudgingly give up and give them some food anyways; after all, they are your cousins. The national park, being a vital part of the city where I was born, is dear to my heart. Nature changes us, shifts our focus and our centre. Cultures around the world have long associated being free with existing alongside nature. I have felt the freest when I take long walks in a forest or along a beach. In those moments I am able to ditch all the baggage of day to day drudgery and just breathe in some pleasant air.

Would some poor man whose house has been destroyed in a random forest fire share my views? Probably not. Diseases, viruses, thorns and maybe even eldritch creatures from our nightmares lurk behind thick canopies. We may have managed to conquer a lot, but a flood is a flood. The wrathful side of nature only delineates what it provides for us though, without diminishing the good aspects in any capacity. For me, harmoniously blending with nature is about embracing, warts and all, what it means to be human.

I have never actually gone cycling in SGNP even though I have always wanted to. Never found the "time"(didn't want to go alone). When it is truly safe to go there, I certainly will. I may or may not go with a friend, but I will ensure I see the daybreak and let go of the handles when the stretches are empty. I may very well fall, but it'll be my own mistake, and I'll dust off my bruises and start peddling again. Isn't that what life's about?

- Saachi Kaup

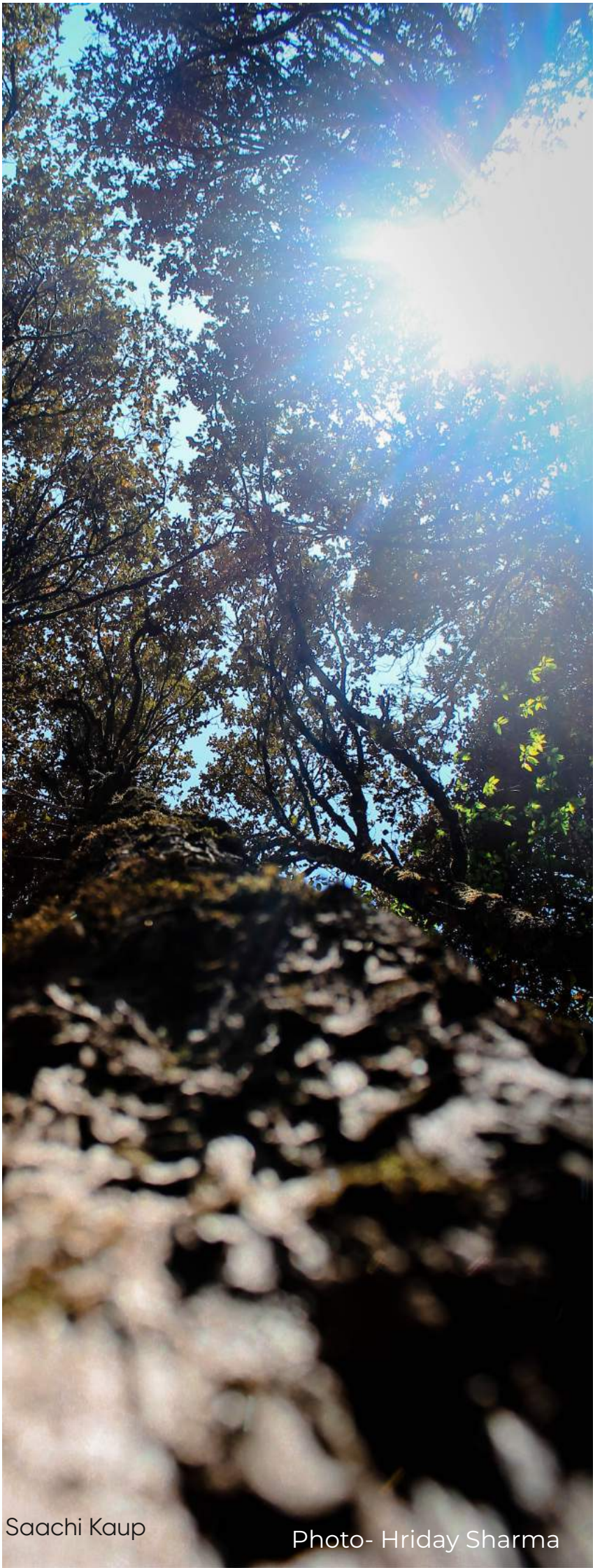


Photo- Hriday Sharma

# Poaching and Illegal Trading of Animal and Related Products

A newspaper wrote a headline, "Illegal wildlife traders cash in on virus by selling 'cures' of horn from endangered rhinos". This is just the tip of the iceberg. Let's explore more about this iceberg (poaching).

Poaching is an illegal activity in which animals are hunt down. Wildlife is under the great threat posed by these poachers. For instance, African pangolins have now become the target of poachers as the number of Asian pangolins has decreased to a large extent.

The parts of some animals are hunted for religious ceremonies or are treated as religious objects like the tails, feathers, heads, horns, and so on. Some animals like the rhinos, turtles, snakes, seahorses, and pangolins are hunted down because they are supposed to cure myriad of diseases. Wild animals like the lions, elephants, snakes, and giraffe are killed for their meat, traditionally referred to as "bush meat." Some animals like elephants, tigers and sea turtle are hunt down so that their body parts can be used to create decorative, ornaments, leather and so on.

Photo- Hriday Sharma

Earlier it was the impoverished peasants that used to poach animals but now this industry has become a billion-dollar industry. One of the driving factors for these poachers is huge profit margins and fewer risks because of the loopholes in the laws that protect the animals. Poor peasants poach animals on the orders of rich people to earn their livelihood. So even if they are caught guilty of poaching, it is generally the poor peasants that are caught and not the real mastermind behind the deed. Why blame only those who poach animals when the people consuming those products are to be blamed equally. The poachers are driven for the crime because of the huge demand for these products.

Consumers are demanding and poachers are poaching but has any one of them considered what the serious consequences of their deeds could be. One of the most common consequences is the imbalance that is created in nature. Just as overfishing creates an imbalance in the marine system similarly these excessive killings of animals disturb nature. We all must have read in our junior classes about the food chain but poaching disturbs it all. These killings are not only responsible for the death of animals that are targeted but also of those animals that are not the targets.

Although there are laws to protect animals from poachers like Prevention of Cruelty to Animals Act, 1960 and The Wildlife Protection Act, 1972, these laws are not strict enough to prevent such illegal acts. There are various other ways through which animals can be protected. Educating the public is extremely important as they will report the incidences of poaching, saving the lives of those animals. The laws should be made tougher so that it creates fear in the mind of the poachers. One of the ways through which poachers can be tracked is by using harmless detectors on wild animals.

- Mehak Lonial

# FLOWER & THORNS

A Rose and a Cactus, befriending each other
An uncanny combination?
What sparks their bond?

Perhaps,
The comfort the rose finds, with the small flower on the cactus- to match itself?
The semblance the cactus seeks with the rose having thorns- a reflection of its own appearance?

The fact that they're so different, yet similar?
A small commonality to begin with and a hope for more?

All of us are unique, different
And with that, a rose and a cactus to one another-
each of us distinct?

With each person we come across, we determine our willingness to interact
We consciously choose the people in our life

While this choice may seem straigahtforward and effortless
Have we wondered what we ultimately look for, in every person we meet?
What do we seek?

Do we strive to find someone who is similar to us or different from us?

Do we seek someone who shares the same perspective, to acknowledge us profoundly?
Or offers a new perspective, to nudge us with a new outlook?

Do we yearn for a reflection of our story, to resonate?
Or someone with a new story to share, to be an onlooker to new experiences?

Do we interact with someone because we see a part of us in them?
Or because we'd like to imbibe a part of them, in us?

Being a rose in the world, do we only befriend other flowers?
Or are we willing to befriend a cactus, with/without their flower?

Because ultimately, does a bridge of commonality always have to exist,
to spark an interaction?
Or do we always build one, once we interact?

Sometimes, don't we bond on those very differences that exist?
To explore the unaccustomed?

So,
Do we look for someone who's similar or different?
Or someone similar yet different?

“Do we yearn for a reflection of our story, to resonate?
Or someone with a new story to share, to be an onlooker to new experiences?

Photo- Gaurav Pandeya

- Pritika Thakkarr

# 2020 IS GOING TO BE MY YEAR

Everyone, including brands, said this. Products and services often take over a year to develop and bring into the market. Many companies had big plans to celebrate the arrival of a new year, a new decade. But then, COVID-19 hit.

Rumours of a new virus emerging began as early as December, but the real effect of it wasn't seen until March. Since then, it has been a long and taxing journey of adapting to the new needs of customers and selling the products without being too pushy. Over the year, the brands learnt to be sensitive towards customer situations and adjusted by effectively positioning existing products to evolving wants of the customers.

Nykaa, an online retailer of beauty and cosmetics, found it's products to be redundant. Nobody was stepping out of their homes, let alone to a party. Cosmetics and beauty products weren't the need of the hour. To adapt, Nykaa immediately put out statements empathising with its customers and communicated that "We are all in this together." They also reiterated their hygiene standards and ensured social distancing.

From cosmetics, for the next 6 months, they shifted their focus to self-care at home, encouraging women (their

> **Brands have to re-strategize their offerings to adapt to the constantly changing times...**

Photo- Esha Patel

primary Target Group) to buy DIY Kits. They offered a wide range of products like masks, facial steamers, at-home manicure sets, etc. To add to their vast brand of products, they also launched hand sanitizers and disinfectant sprays to keep up with demand. Nykaa also generated multiple sales, encouraging customers to stock up for the future and purchase products at prices never seen before. Shifting focus from their primary product wasn't easy. Revenues dropped but the transition portrayed on their social media seemed extremely natural and well planned.

Raymond's, another luxury, formal wear brand for men found itself to be insignificant with their primary offerings amid the pandemic. To recover, they immediately came up with high quality, stylish face masks to serve its customers. Raymond's also launched a campaign around their tag line - "A complete man." The brand made short stories and persuaded their customers to celebrate the smallest accomplishments in life with a date night at home. They said dressing up in a custom Raymond's outfit was bound to lock away the lockdown blues. The brand also recently came out with a fabric that supposedly protects you from viruses and other bacterial infections.

With the lockdowns ending and the nation unlocking every single day, brand such as Nykaa and Raymond, have stood their grounds by sticking to their core offerings by tweaking it to stand the test of time. Brands have to re-strategize their offerings to adapt to the constantly changing times, while ensuring their customers maintain their loyalty with the brand.

These are just a few examples of how brands have had to switch up the way they communicate and sell this year. The pandemic has affected businesses and ventures of all sizes, so let's not forget to support the local stores and the brands we have been loyal towards and overcome this virus together by wearing a mask.

- Ashna Agarwal

# ONLOOKER ASKS

## 1 DR. BOISHAMPAYAN CHATTERJEE

**What has been one of the funniest situations they have been in during the online lectures?**

Okay. So this one was during the Halloween. When I logged in all videos were turned off and no students were visible and the screen was completely black. I had no idea what's going on... and it stayed like this for about half a minute..like complete black and then suddenly all students turned on their videos with dull, dark and scary background, they too looked a bit grey....and then we all started laughing and greeted each other happy halloween.

## 2 PROF. HRUSHIKESH PANASKAR

**What has been one of the funniest excuse a student has given to not turn on their videos during online lectures?**

I have loose motion today so I have to go washroom again and again that's why I'm attending lecture in washroom.

## 3 DR. CHRISTINE D'LIMA

**Since you make classes interactive and interesting what has been your best experience so far this year with all the struggles?**

"A mind that is stretched by a new experience can never go back to its old dimensions." says Oliver Wendell Holmes.The pandemic has given everyone new experiences and we've learnt to make the best of it. Online classes wasn't easy initially for students and teachers alike. Like every sudden change, there were challenges but challenges make the experience even more memorable and online classes were no exception.Of the many great moments we shared in class, a few memorable moments were the suprise screen sharing on teacher's day to wish me, discussing examples for consumer behaviour proactively.
Every enthusiastic good morning was reciprocated and the class actively partook in all the discussion in class. The students even volunteered to have extra sessions in the semester. All of these and many more such incidents make a challenging year, definitely more memorable and my classes did bring out a smile even with all the difficulties.

## 4 PROF. VIVEK SAURAV

**If there is one rule you could break at NMIMS, what would it be?**

The only rule I want to break in NMIMS is to cancel all my lectures on Saturday, so as to enjoy the weekend with family and friends and, let students escape their hectic academic schedule to relax and cherish their beautiful life's.

As I say:
"Don't wait for life to be easier or simpler or beautiful. Life is always complicated and will be tougher every day. Learn to be happy and rejoice it with your loved one's, else you'll run out of time..."

# IMPORTANT HR PRACTICES POST PANDEMIC

The pandemic has been disruptive for many, especially the corporate world who have been challenged to a dynamic environment filled with speculation and the race for survival. Depressing as it might sound, the reality is that the virus has spared no one and things are not going to be the same anymore.

The problems of the pandemic are known to all of us but what's the next step? Complaining isn't getting us anywhere.

The most obvious effect of the pandemic is that the virus has endangered the lives many. But humans aren't the only ones whose lives are endangered. There have been major financial setbacks recently making it difficult for businesses to survive. To cut the costs these companies chose the easiest option- sacking of employees. Layoffs were the immediate reaction from start-ups to mid- size to large MNC's. Unemployment, underemployment and job insecurity has surged ever since.

The only question arises is that in times of crisis why do companies often forget about their employees? The reason for the success of the company is their hard work and a motivated and secure workforce makes the company what it is. They are supposed to be the biggest asset of the company in fact they are the company and without them it's just a building. The shift between the working environment from brick-n-mortar to virtual, WFH (Work from Home), has not been easy for anyone. With the loss of human contact, the negativity spread, the panic and fear of catching the virus
Currently, the crucial thing is leveraging the employees, caring and helping them out, which in turn increases productivity and helps business survive innovatively and can transform into a competitive advantage. The HR professionals need to step up and drive the course of the companies on the road to recovery. It is not just a support function in fact, it is the backbone of an organisation which has even come out much stronger during these tough times. Striking the right balance between the organization and employees' expectations by devising a lot of strategy, which can support people from a reward perspective, HR professionals have to ensure that the best interests are protected.

**These are some HR trends companies are applying, that HR professoinals need to focus on. Some of them are :-**

## 1 Personalization and WFH:

Before employees are called back to office a proper understanding has to be maintained on who is more comfortable with WFH and who is not and how important it is for the employees to return back to offices and what roles are the most critical and require physical attendance etc.. This would help the companies understand better about their workforce and predict future required capabilities .

## 2 Employees' Wellness and health benefits:

With the employees coming back to office, the company will have to make provisions for their safety which include regular temperature checks , sanitization, stock of masks etc. The companies must also ensure that they have the medical information of the staff and are up to date. The companies should also offer health and wellness benefits for employees while also taking care of mental health.

## 3 HR Tech and Automation:

Everything is almost digitalized and so have certain HR practices. Technology is going to be beneficial for everything right from employee experience, recruitment, employee engagement practices, learning and development, upskilling, communication etc. It is time to team up with HR innovators and to add as much value as possible.

## 4 Communication and Organizational

Keeping employees well informed and keeping them in loop should be their priority. Communication related to virtual collaborations, compensation, leaves, performance evaluations, medical guidelines, etc. is going to be the key to generate trust and belongingness among the employees. To cope with a rapidly changing business world, we need to build more agile organisations. Traditional hierarchies of roles could be replaced by more horizontal and amoebic structures.

## 5 Talent Redefinition:

Processes like recruitment and hiring will have to gain newer perspectives. Redefining talent requirements to align with your risk mitigation strategies will become crucial. Innovative, broad and diverse talent pool will be the need of the hour.

These trends are here to stay and this is going to be a unique experience for companies, from embracing remote work and virtual collaboration, to introducing new workplace policies and processes, and collectively writing the playbook as they go through this unprecedented time together hence push organisations to ensure it provides a higher level of support to their employees.

- Bindiya Vasudeva

# ANTI SOCIAL

If someone were to ask you how many times do you check your phone, what would your answer be? How many times do you check Instagram, Facebook, Whatsapp, Snapchat, Youtube?

Padmesh Patawari

# PRIVACY

Privacy is just a 7 letter word for anyone, but looking at it deeply its everything you deeply desire. Privacy is basically, protection for you. It's a bedroom, with no windows, ultimately you know you are not being spied upon so you are free to do anything. But is that the truth? All companies say "PRIVACY MATTERS", but what you don't know is your data is available out there to a million marketing and advertising companies. The Netflix documentary, "The Social Dilemma" featured a line, "If the product is free, you are the product." Even Robert Greene, a well-known author of the book 48 Laws of Power says "Despise the free lunch". You have to understand the services provided aren't just for making your life simpler, instead you are the service that they are using. Some tech genius' have claimed that you can be spied upon through your smartphone easily. A hacker can get access to your accounts and see you through the front and back camera, listen to your conversations by turning on the microphone feature. Every message you send, every picture you take is being tracked.

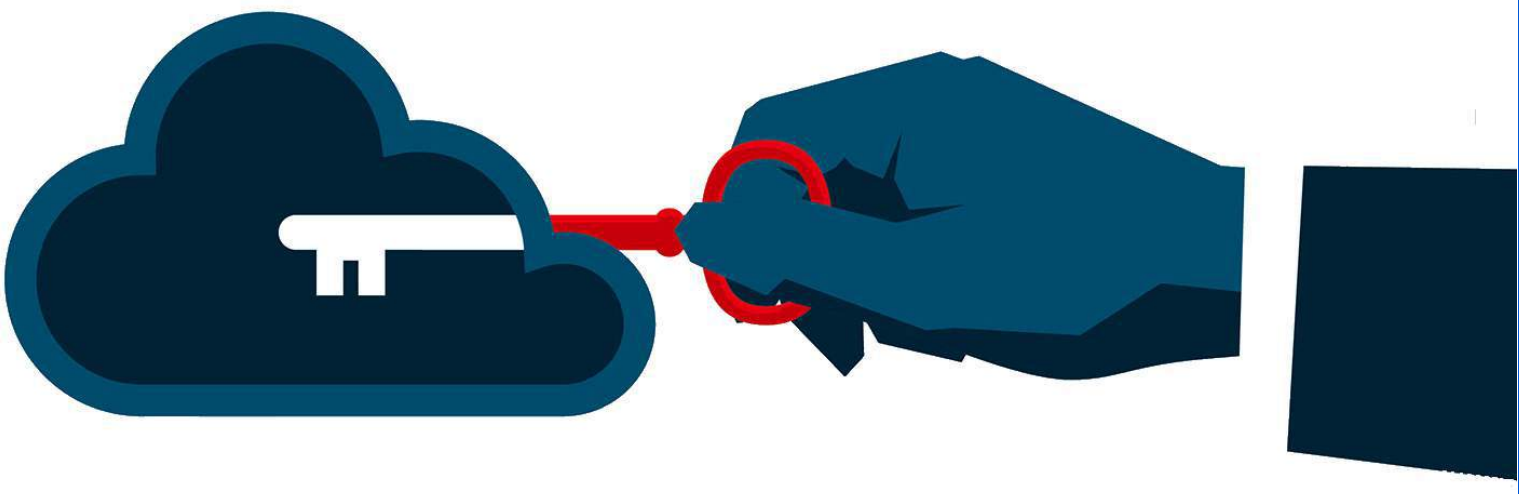
Everything you search for, everything you see and everything you say in and around a device is recorded and stored. It's true, whether you believe it or not. Nowadays, smart computers in our pockets mimic the smart brain we have. Basically, you and your phone are similar. According to scientific studies, a person's personality and other traits can be figured out just by snooping through their phones. All the things you hold personal are in that small device you use own. But is that information personal enough or just a lie being fed to you? There are data leaks happening every day and being sold on the DARK WEB. Data is the new oil.As a practice, check your privacy settings right now. Is the location "on" 24/7? Well, Google knows where you are right now. Did you allow it to track you? Maybe yes, do you want it to track you? Pretty sure the answer must be a no. The hands-free assistant feature that makes us look cool, when you say 'Hey Siri' or 'ok Google', is just the feature collecting data under the pretence of looking exciting and make technology easier to use. All your conversations are heard! In a nutshell- the internet isn't safe anymore but, precautions can be taken. Sites have trackers which track what you are searching and give you the results you want so they know what you want all along. To avoid that there are some changes to be made to be safer from the scams/frauds happening around you.

Browsers - Chrome/Safari are not safe enough and track your day in and day out. The alternative is Brave, Mozilla Firefox, Tor.

Chat - Signal (The Whatsapp Killer), Wire, Telegram

Email - Protonmail (The most secure email in the world), Tutanota

Search Engine - DuckDuckGo



- You can't delete your current accounts but you can **switch wherever possible.** Change your passwords every 2-3 months.
- Bitwarden is a great **password manager** to store it all securely.
- **Two-factor authentication** is a must to make sure you can't be hacked! Be safe if you want to protect your privacy at all costs!
- Don't make **passwords too easy to guess**.
- Go through your phone settings and **check the permissions given to all the apps**, because why does the "calculator" need the wi-fi and location services to be on?!

# RULE OR BE RULED

The whole point of social media was to bring people closer but since it has evolved, the technology has too and so have the problems. Social media has been a major cause of mental health issues. The craving for attention, the craving for likes. If it weren't for the views and comments why would you even post? Isn't that the hard truth? Do you rule your social media or does the media you consume rule you? Fake news spreads faster than wildfire and causes riots in moments. This is all our doing. You don't need social media. Social media needs you. You are not the users but you are being used, which has been the constant message of the documentary "The Social Dilemma'.

Today the walls of technology and social network have broken the barriers of privacy and stood tall in front of our brains, establishing a complete rule over it. Humans built technology to free the world so why is it that the technology controls us today? While reading this article you may have unknowingly touched your phone a couple of times, why? Think about it, are you controlling your mind or is the technology doing it, and if it is, then when are you going to break this chain?

- Arnav Gogri

# EUROPEAN SUPER LEAGUE

The idea for the European Super League had been proposed almost two and a half decades ago, as a mini-tournament for the world's best sides, though nothing came to fruition. Fast-forward to 2020, there are genuine concerns over this so-called virtual fantasy becoming a reality, or rather, an absolute nightmare. To all the people unfamiliar about what the European Super League is, its current plans include 18 of Europe's best teams being involved in a round-robin tournament without the prospect of promotion or relegation, much like the USA's Major League Soccer. This would end up replacing the UEFA Champions League (or the UCL) as Europe's leading football competition and would relegate all other countries' leagues to a secondary status. It can perhaps best be summarised by this quote, "Why play Burnley twice a year when you can play Barcelona instead, all while earning more money?". One of the most interesting aspects of UCL is its unpredictability and diversity. Teams from all across Europe participate in its premier competition. And for a good reason too. From underdog stories to mind-boggling scorelines, to the unearthing of stars, the UCL has it all. However, a European Super League would cause all the hype regarding the UCL's suspense to cease to exist. The excitement of switching on your television on a Tuesday or Wednesday night to watch your favourite club battle it out to qualify from their group would just no longer exist. What about those clubs who can't afford to be a part of this Super League? They would no longer have a platform to display their hidden talent to Europe, to the world. A prime example is the current Golden Boy, Erling Haaland. Back when he burst into the limelight during the 19-20 UCL, he played for Red Bull Salzburg. Now they might not be one of Europe's biggest clubs, historically and financially, but their performances did light up the UCL group stage. And without the UCL, the world might not have known about Haaland, and he might never have gotten his transfer to Borussia Dortmund. The same could be said about Atalanta, they were everyone's favourite underdog team, their run to the quarterfinals attracted fans from across the world. But Atalanta's fandom wouldn't exist if there was a Super League instead.

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- Varun Badrinarayan

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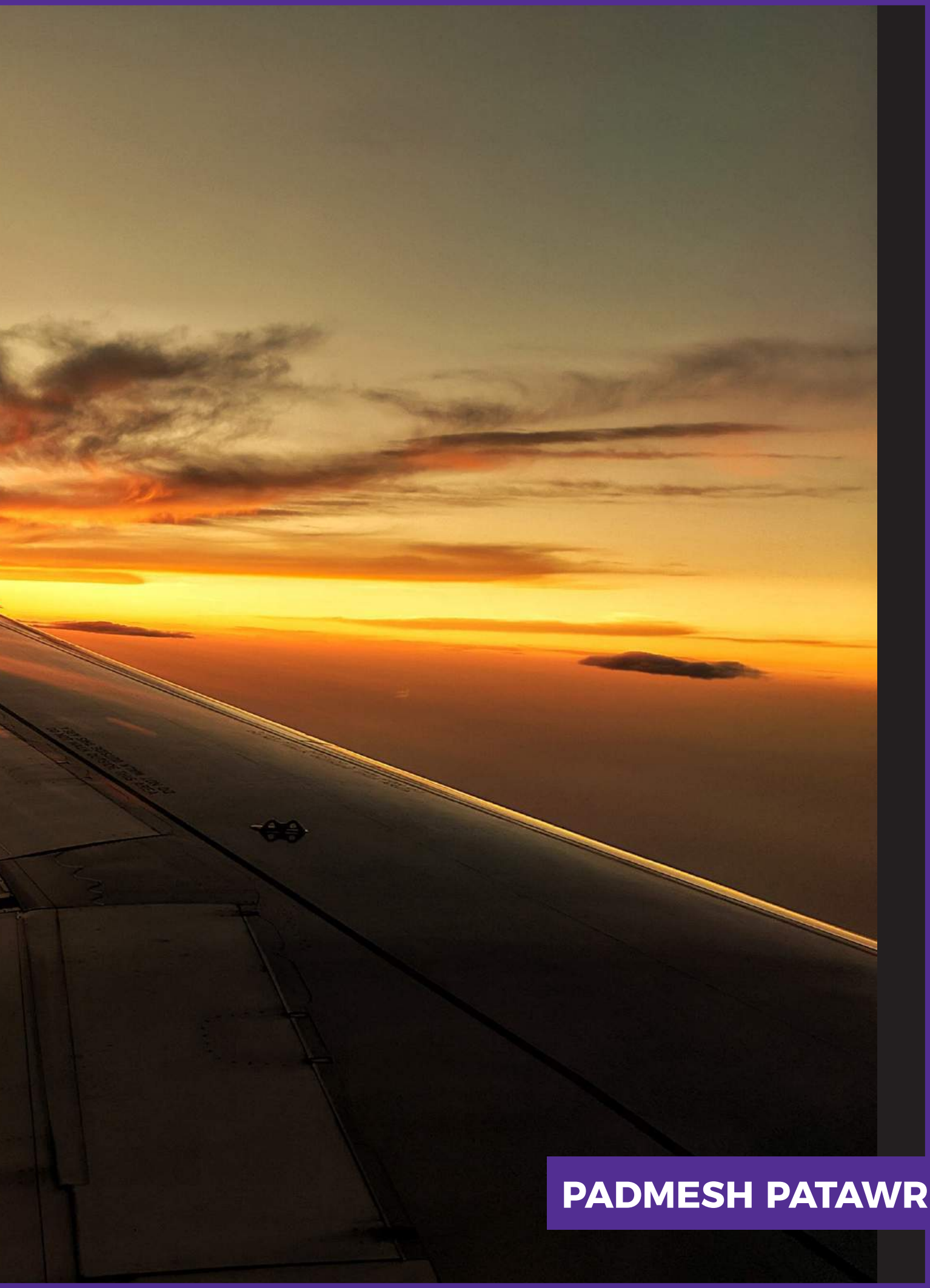

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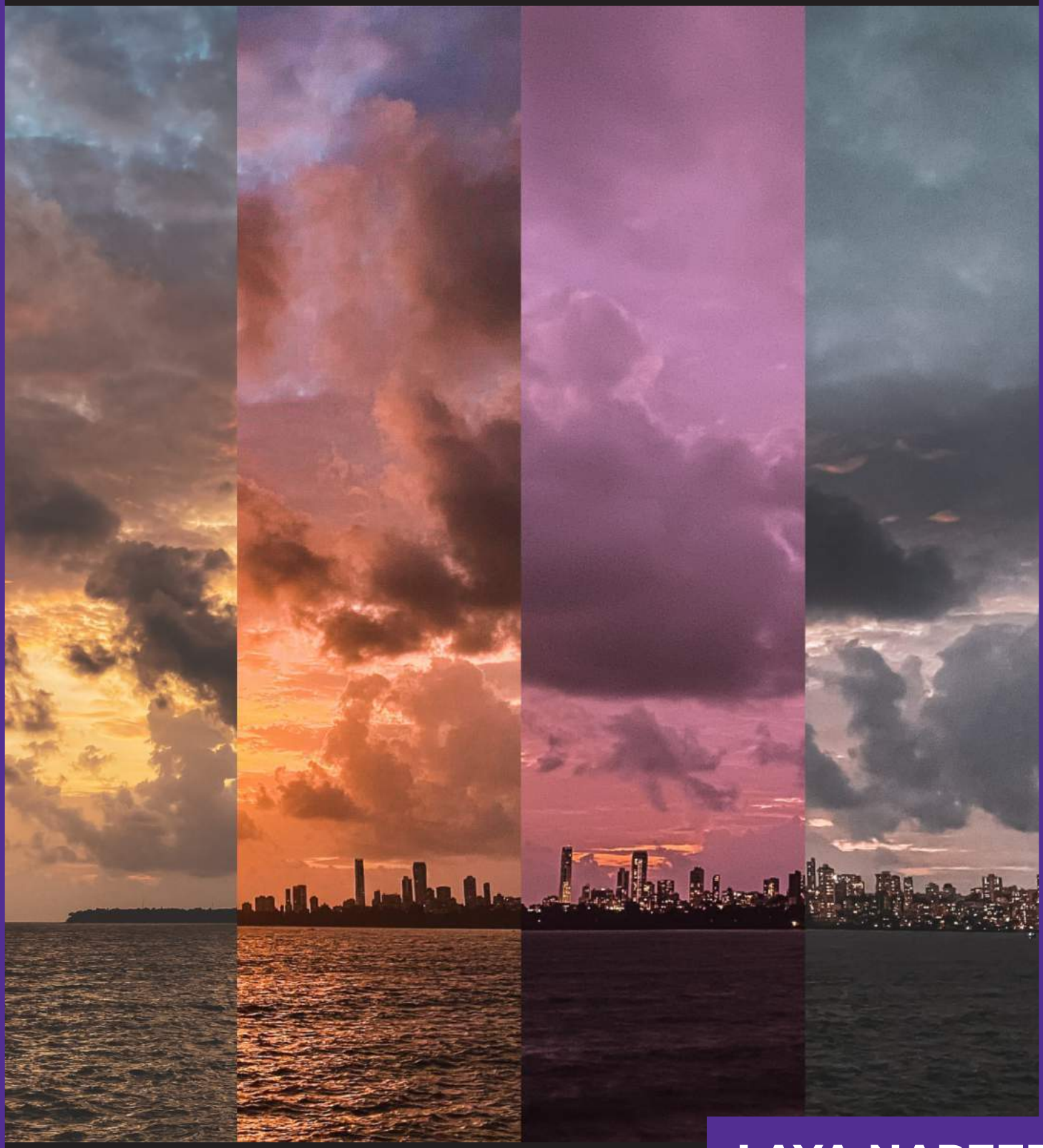

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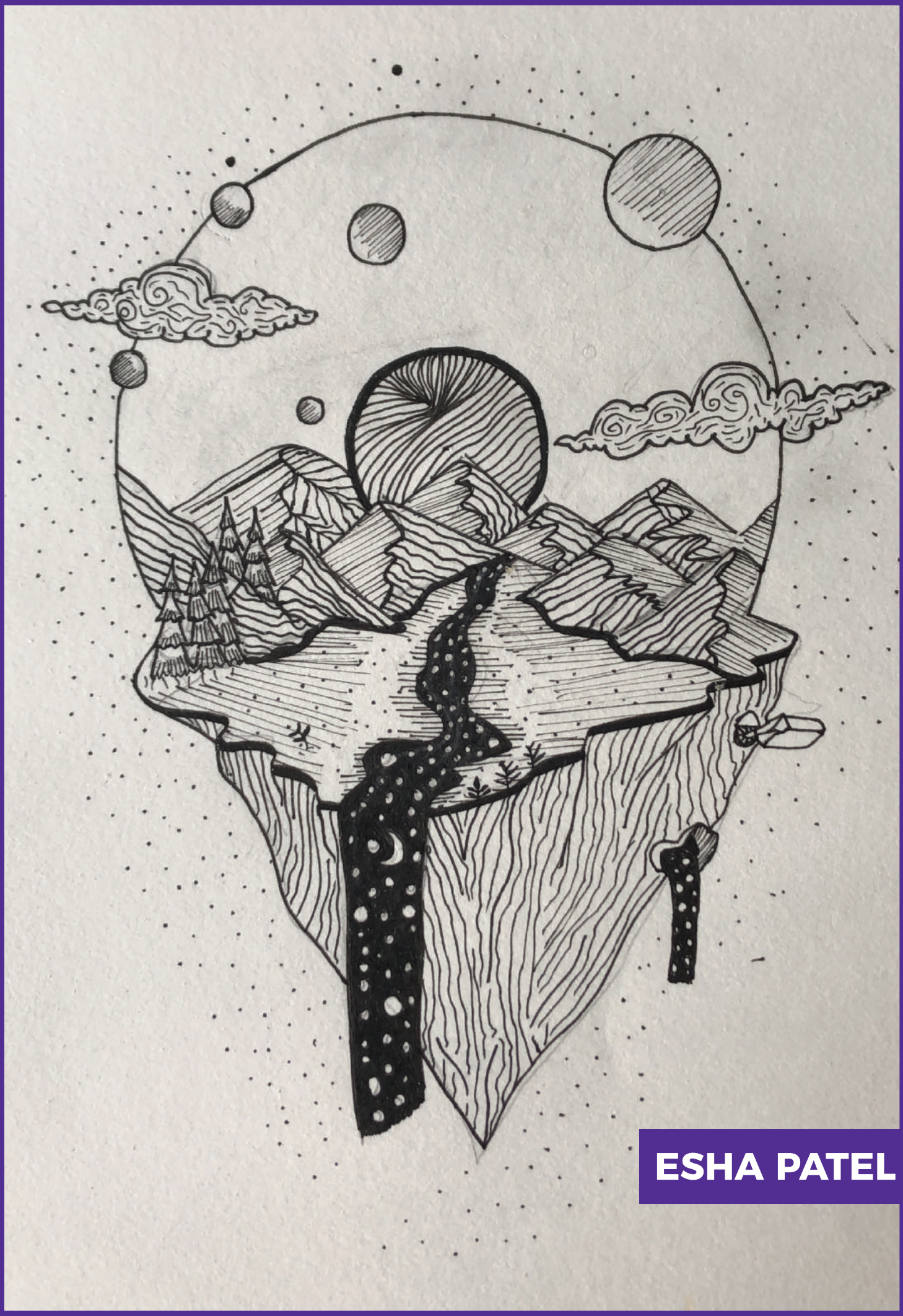

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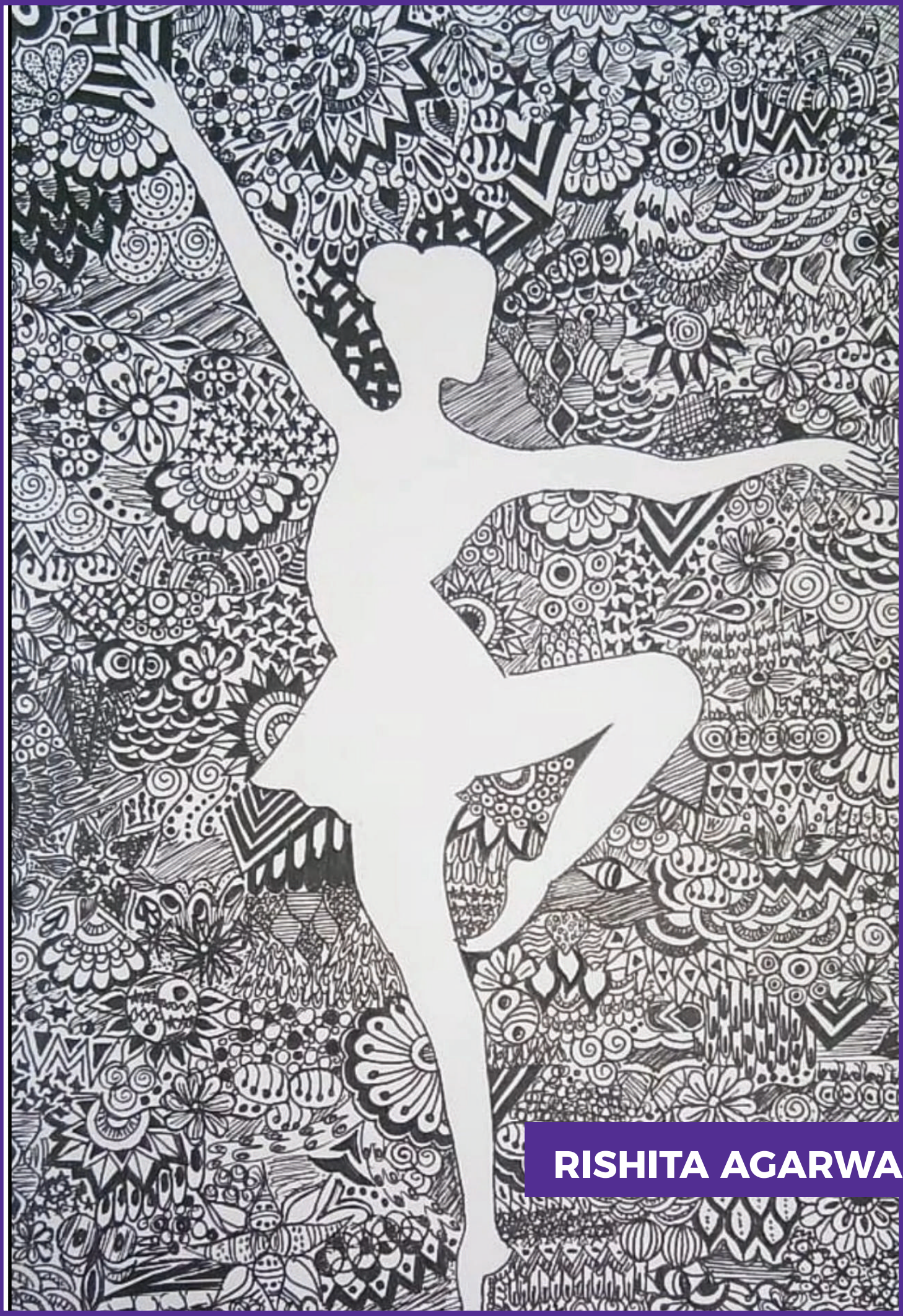

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