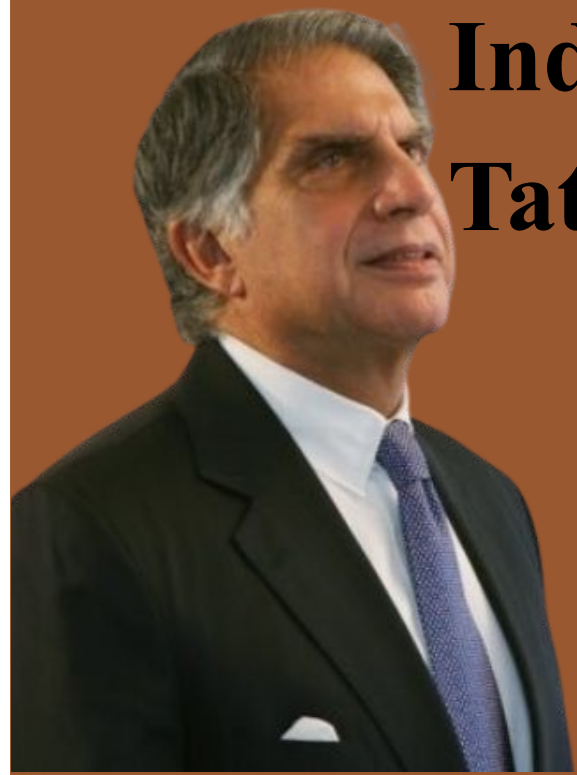


THE ECHO

Mahindra University's Official Newspaper

A Heartfelt Tribute to India's Industrial Titan: Ratan Tata



Ratan Tata is no more. The passing of this timeless titan has left an irreplaceable void. He passed away on 9th October, 2024 at the Breach Candy Hospital, Mumbai, and was accorded with a prestigious state funeral in the city. Indians from all walks of ... P6

Spice Girls FC Lift The Cup: MU Intra-College Football Tournament



College Football is a symbol of teamwork and the showcase of talent among those who are passionate about the sport. This year, the much-anticipated intra-college football tournament proved just that, by bring... P12

The Evolution of Horror: From Cheap Jump scares to Mind-Bending Horrors



Remember the thrill when a killer would pop out from behind a door, or a doll would suddenly move? Those moments made us jump out of our seats, hearts pounding... P7

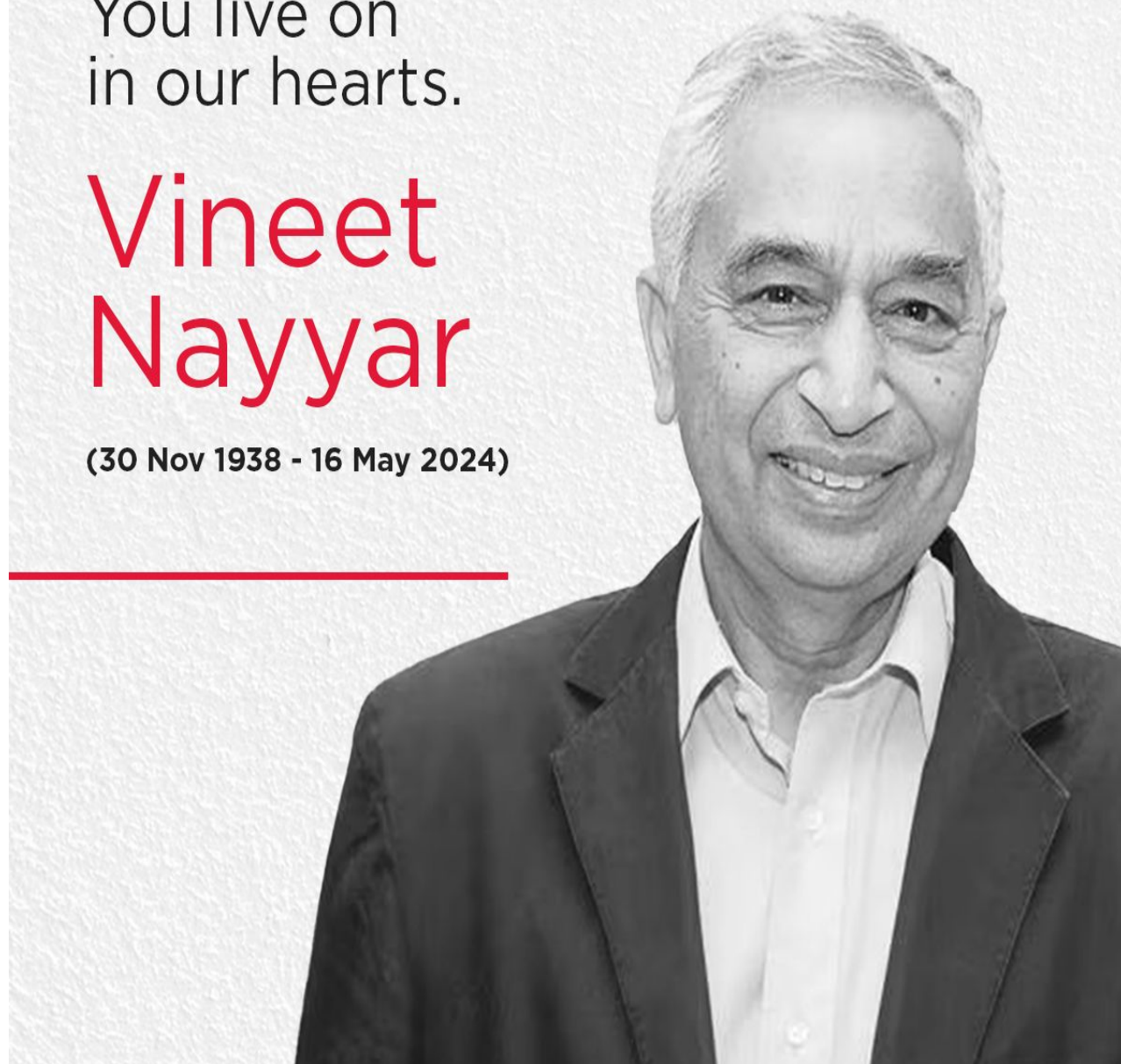
A Visionary Leader: Remembering Vineet Nayar Lasting Impact On Mahindra University

Chanakya Naidu, Forum Editor

You live on in our hearts.

Vineet Nayar

(30 Nov 1938 - 16 May 2024)



Source: Mahindra University instagram

In the world of education and leadership, certain individuals leave behind legacies that not only transcend time, but also shape the futures of those they influence. Mr. Vineet Nayar, co-founder of Mahindra University, was one such figure whose visionary leadership continues to shape the very fabric of the institution. Recently, Mr. CP Gurnani, former CEO and Managing Director of Tech Mahindra and co-founder of MU, and Dr. Yajulu Medury, Vice-Chancellor of Mahindra University, shared their reflections with The Echo on Mr. Nayar's lasting contributions and his enduring impact on the university and its community. Mr. Nayar's vision for Mahindra University was not limited to building a mere institution of learning. He imagined a multidisciplinary space where knowledge, creativity, and commerce would coexist and flourish. As Mr. CP Gurnani eloquently put it, Mr. Nayar believed in the importance of a holistic education, where engineering, law, humanities, and business could thrive alongside one another. "He laid the foundation for what you call the multidisciplinary approach at Mahindra University," Mr. Gurnani remarked, emphasizing that Mr. Nayar's foundational principles have been pivotal in shaping the university's growth and development. His belief in the necessity of humanities, finance, and English as a rounding force in education continues to manifest in the diverse programs offered at

the institution advantage, and creating an institution that would last for centuries was his way of contributing to the country's future. As Mr. Gurnani recalled, Mr. Nayar once urged Anand Mahindra to invest in an educational institution that would endure for generations, comparing it to the legacy of Harvard, Cambridge, and MIT. More than a visionary, Mr. Nayar was also a man of profound optimism and resilience. His leadership style was unique—he empowered others to grow while gently guiding them. "He let a thousand other flowers bloom, he beautifully played the role of the catalyst," was how Mr. Gurnani thought of him.



Source: Forbes India

Whether facing political. The establishment of Mahindra University was deeply personal for Mr. Nayar, driven by a combination of his own academic lineage and his conviction that India's future lay in the hands of its young talent. Mr. Gurnani spoke of Mr. Nayar's family background—his brother, an academic and economist, had also been a significant influence. Education, in Mr. Nayar's view, was India's greatest

challenges or funding concerns, he maintained a firm belief that positive outcomes would emerge from noble intentions. "He was an optimist at heart," Mr. Gurnani shared, recounting how Mr. Nayar's outlook always centered on gratitude and perseverance. His ability to see opportunity in adversity and to inspire those around him to press forward was a hallmark of his leadership.

Mahindra University Greener, Cleaner Kabaddi League: A Campus: NCC's Swachhta Diwas

Aashritha Reddy, Staff writer

Mahindra University's first-ever Kabaddi League has concluded with spectacular success, breathing new life into one of India's oldest and most revered sports. After months of anticipation and preparation, the league, held on October 3rd, 4th, and 5th, saw not only thrilling matches but also a level of excitement that matched the players' energy. The event began with great enthusiasm during the freshers' orientation, introducing the campus to the sport's deep historical and cultural roots. Following intense selections on September 18th, 19th, and 20th, players were auctioned into four boys' teams — Maharathi, Simhavirs, Yodhas, and Garuda — and three girls' teams — Shakthi, Rudra, and Agni — adding a competitive edge to the league. The league's opening days did not disappoint. Each team faced the others three times, providing the crowd with gripping matches filled with strategy, agility, and teamwork.

The stands were packed with a lively and energetic audience that cheered on the players at every turn, creating an electric atmosphere. After two days of intense league matches, Team Simhavirs and Team Yodhas from the boys' league emerged as finalists, while Team Shakthi and Team Rudra from the girls' league advanced to the final stage. In a nail-biting conclusion, Team Simhavirs secured the gold in the boys' category, while Team Shakthi claimed the top spot in the girls' division. The Kabaddi League has not only celebrated the university's commitment to reviving an ancient sport but also inspired a sense of unity and pride among students. Mahindra University is already looking ahead, hoping to build an even stronger university team and make this league a lasting tradition that honors the resilience and heritage of Kabaddi. As the university continues to foster this legacy, the Mahindra University Kabaddi League stands as a testament to the enduring appeal of this ancient sport, bridging generations and uniting the campus in celebration of both tradition and athletic excellence.

Vajr Verma Staff writer

The introduction of NCC in our university marks a major step in the mission to nurture discipline.

"With 28 students currently enrolled, we plan to increase this strength to 83 in the next two years while expanding various initiatives. It is noteworthy that Dudilla Sriharsha, a student at Mahindra University, was chosen to participate in the Republic Day Camps. This is an exceptional accomplishment, considering that we have only recently initiated our NCC operations this current year." - Dr Prashant Gupta, CTO, NCC

Mahindra University commenced its first batch of NCC in September of 2024, which was quoted as a significant step in fostering discipline, leadership, and service to the nation. The very first cadets have marked their presence with a Swachhta Diwas Initiative in which over 89 kgs of waste were cleared off the campus, adding on, 15 new garbage bins have been installed across the campus. This was possible thanks to the 30+ volunteers who partook in the drive and woke up early. Following the drive, the event transitioned into a vibrant cultural performance where there were performances of dances- we're talking of classical, a mix, music & also a quiz. The goal of NCC in MU is to inspire more students to join the NCC and create a cadre of disciplined young leaders who can represent Mahindra University on national platforms, ultimately contributing to society and the nation.

Esteemed dignitaries, including our college's Registrar, Retired Colonel Rajive Chauhan, and the Head of Student Affairs, Retired Major General Sukesh Rakshit, both who's from the army background spoke of their journey, and what one can expect as part of the army, and expressed their pride & joy for soon being able to watch uniformed cadets around the campus. "There is no life like army life; there is no service like army" The VC acknowledged this first milestone as well—the day concluded with expressions of gratitude to all participants and a sense of brotherhood in the air.

Erudite’s Sorry-Not-Sorry

Ritvik Mittal & Shruti Vermai, Staff Writer

The Erudite - the Literature and Debate Club of Mahindra University - is committed to improving debate and literary skills among students. Whether you’re a veteran in debate or looking to hone your skills, we offer a welcoming environment for everyone to develop themselves further. This is done through a variety of engaging events where participants have the opportunity to explore different viewpoints, contend in inspiring discussions, and express their opinions with conviction. One such event that we recently held was none other than - *Sorry Not Sorry*.

A few weeks ago, we kicked off the semester with a witty and hilarious twist: Sorry Not Sorry, where students donned their best celebrity personas and passionately pleaded their cases for redemption. This affair encouraged members to think about the concept of “cancellation” and the nuances associated with public perception and redemption. Each presentation showcased a variety of creative approaches, from earnest speeches to multimedia elements. The audience plays an active role by voting on whether celebrities should be “uncancelled” or remain “canceled” based on the strength of their arguments. One student strutted in as a faux Kylie Jenner, claiming that her "Kylie makeup" did not in fact cause COVID-19 (we're still skeptical), and another embodied Daniel Ricciardo trying to justify winning, by less than legal means, and the fan favorite? Kanye West’s jaw-dropping revelation about his 'secret love affair' with presidential candidate Donald Trump—an admission so outrageous it could put any Taylor Swift song to shame! Each speech was extraordinary and the speaker all the more.

Additionally, Sorry Not Sorry provided a meaningful platform for the participants to hone their persuasion, communication, and speaking skills in a fun and dynamic environment! With a jam-packed ELT, competitive banter, and enough laughter to last a lifetime. So, we at Erudite would say it was a great success in our books! We hope to bring you a lot more of the same excitement and dopamine throughout this semester, stay tuned.

Ganesh Chaturthi Celebration In Hyderabad

Shravani Somnath Motgi, Staff Writer

Hyderabad, the city of Pearls and a major technology park, turns into a city of colours, flowers, lights and happiness during the festival celebrations. From celebrating a festival at one’s home to celebrating a festival in a particular area or even celebrating a festival with the whole country, a festival is never incomplete without any celebrations. Khairtabad is an area in Hyderabad known for housing a Ganesh Idol. A 70-foot idol was installed for worshipping at the pandal (a particular area of activity with decorated structures), which attracts tons of devotees during the number of days the idol of Ganesh is kept in said pandal or house.

In the present year, Hyderabad made considerable progress in reducing the negative impacts of the Ganesh Chaturthi celebrations on the eco-system by making clay idols and using organic colors for immersion of statues. The immersion operation learned a lesson from Bangalore, which invited responsible behavior among its citizens by creating immersion tanks for

the eco-friendly idols and urged people to practice their beliefs without diluting the spirit of the festival. This event is not only an occasion for worship but also another opportunity for the showcasing of the deep traditions embedded in the city of Hyderabad. Different pandals have been conducting various cultural activities across the city such as classical dances, bhajans, storytelling about Ganesh and his different avatars, which have invited age diverse crowd making it more of a cultural festival than a religious one.

Many of the pandals, however, did not stick to conventional topics and instead addressed relevant issues like the environment, gender equality and education. Most of these themes found their way into the design, text and even the acts of performers and turned the celebration into a cause for social change as well as religious practice. In the neighborhoods, contests for the children such as drawing, making idols and singing devotional song, were held. Prizes were also being

distributed creatively to engage the society. The excitement surrounding the festival can be seen because people from all walks of life, irrespective of caste or creed, come together to partake in the festivities which uphold the idea of togetherness and harmony which the festival is intending to promote.

In a bid to maintain safety during the celebrations, the Hyderabad Police and other relevant authorities have taken extreme precautions, with over 30,000 police officers being deployed throughout the city. Great care is being exercised in controlling the considerable foot traffic at popular located decorated structures, and also during the process of immersion of the idols. More so, vehicles are redirected to alternative routes, and cameras are installed for safe and sound festivities. And this was how Hyderabad celebrated Ganesh Chaturthi with great zeal and a beautiful cultural spirit.



Source: Shutterstock

One Nation, One Election: A New Era For Indian Voting?

Shrilekha Jaligama, News Editor

The cabinet of Indian Prime Minister Narendra Modi approved the proposal for ‘One Nation, One Election’ on 18th September, following the submission of a report prepared by former President Ram Nath Kovind’s panel. ‘One Nation, One Election’ was one of the key promises made by the Bharatiya Janata Party (BJP) in their Lok Sabha election manifesto for 2024. The approval of this proposal is being hailed as a historic move, though its implementation may face potential challenges.

The concept of synchronising elections for all levels of government has been a recurring topic of discussion in Indian political circles for several years. In fact, this was how elections were conducted in India after independence, until a few states disrupted the cycle by holding elections separately. The idea has been endorsed by the current government since 2014, but it is only now beginning to take shape.

Information and Broadcasting Minister Ashwini Vaishnaw stated that the recommendations made by the panel would be thoroughly discussed across the country before being taken forward. The panel has recommended holding simultaneous elections for the Lok Sabha and state assemblies, followed by local body polls within 100 days. Elections are the cornerstone of any democracy, and the way they are conducted is equally crucial. Consolidating elections would save a significant amount of money, reduce the burden on voters. Electoral polls are very costly in India due to their scale, and multiple elections occur throughout any given year. The government could reduce recurring expenses by introducing concurrent elections, which would also ease the burden on security forces and poll officials.

A single election could potentially lead to a more cohesive and stable government, as all levels of representation would align with the same mandate from the people. Governments would be able to focus more

on governance rather than being distracted by upcoming elections during the initial years of their term. Additionally, a merged election process, being less tedious and cheaper, could lead to higher voter turnout. However, critics have also highlighted the drawbacks of this policy, with the primary concern being that local issues might be overshadowed by general elections, which tend to attract more attention. This is particularly worrisome in India, which has numerous regional parties. Another concern is logistics. The country may require almost three times the number of electronic voting machines (EVMs) currently in use. Moreover, educating the public about this new arrangement will be essential to avoid confusion. Additionally, there needs to be clarity on how to handle hung assemblies and ousted governments under this system.

Removing The Scars Of Colonialism: Renaming Port Blair

Satakshi Reddy, Staff Writer

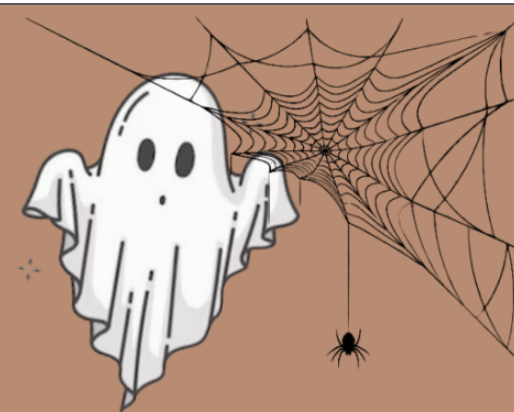
On September 13, 2024, Home Affairs Minister Shri Amit Shah announced the renaming of Port Blair to Shri Vijayapuram. The name was changed to reflect the island’s historical and cultural significance, namely the fact that the Andaman Islands were used as a strategic naval base for Chola emperor, Rajendra I. The islands were used to launch an attack on the Indonesian Sriwijaya empire. The Cholas referred to the lands as ‘Ma-Nakkavaram’, meaning great open/naked land, which is a possible origin for its modern name ‘Nicobar’.

A major portion of the known history of the Andaman and Nicobar islands, however, is of the colonial period. Port Blair, its capital city, was named after naval surveyor and lieutenant Archibald Blair. The islands were originally colonised by the East India Company (EIC) in 1755 after realising the significance of the location of the islands as

a way to monitor activity of Malay pirates. Following the aftermath of the Revolt of 1857, the EIC undertook the construction of the Cellular Jail, or Kala Pani, a penal colony in Port Blair built primarily to house political prisoners. Several Indian nationalists and freedom fighters were sent to trial following freedom-driven rebellions, many of whom were executed, the remaining of whom captured and sent to serve a life sentence at Port Blair. The renaming of Port Blair was said to be an effort by the Bharatiya Janata Party (BJP) to remove the scars of colonialism inflicted by centuries of British rule in India. Although this change was made to reflect modern India and how far it has come as an independent republic, the change has also sparked controversy about the government’s possible underlying motives. Prime Minister Shri Narendra Modi has previously restored the pre-colonial names of other cities, such as changing Gurgaon to

Gurugram and Allahabad to Prayagraj, and with this restoring the rich historical significance these names hold. However, it must also be said that these changes align strongly with the BJP’s nationalistic agenda. Additionally, it is possible that the erasure of traces of colonisation fail to acknowledge the fact that British rule in the Andaman and Nicobar islands played a large role in shaping the lives, culture and customs of generations of islanders. People whose lives were irrevocably transformed by colonisation, and whose traditions, dialects and even food were all forced to adapt to these changes. Several islanders argue that these parts of history also shape what the islands are today, and this cannot be ignored. Regardless of the debate surrounding the move, it is undeniable that the change of Port Blair to Shri Vijayapuram highlights the complexities of honouring pre-colonial Indian heritage while also acknowledging the struggles.

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Hezbollah Pager Attacks To A Middle Eastern War?

Aditya Ruchir Gupta, Snigdha Devata, and Sreeram Vavilala, Staff Writers

On September 17th and 18th, 2024, a series of explosions involving thousands of pagers took place in a coordinated attack against Hezbollah across Lebanon and Syria. The blasts resulted in numerous injuries, particularly affecting victims' faces, eyes, hands, and fingers. In anticipation of potential Israeli surveillance, Hezbollah had converted their communication methods from smartphones to pagers months prior to the attack, believing it would enhance their security. Initially, Taiwanese manufacturer Gold Apollo faced accusations of producing the faulty pagers responsible for the explosions. However, the company denied these claims, asserting that according to a cooperation agreement with BAC, a manufacturer based in Budapest, BAC was solely responsible for the design and manufacturing of the products, while Gold Apollo only permitted the use of its brand trademark for sales.

This incident is part of a larger and ongoing conflict between Israel and the Axis of Resistance, which comprises Hezbollah, Hamas, and the Houthis. Allegedly, Iran funds these militant organizations, further complicating regional tensions and hostilities. The Houthis have actively targeted ships linked to Israel and indiscriminately attacked numerous vessels in the Red Sea, leading to disruptions in

global trade. Notably, from October 2023 to March 2024, the Houthis attacked over 60 ships, reflecting their aggressive stance. Furthermore, on September 15th, the Houthis launched a missile aimed at Israel, prompting Prime Minister Benjamin Netanyahu to issue a stern warning of a “heavy price” for such actions.

In the aftermath of the pager attacks, exchanges of missile fire occurred between Hezbollah and Israel. On September 23rd, 2024, Israel launched extensive airstrikes deep into Lebanon, resulting in significant casualties, with around 569 people reported dead. This assault is often interpreted as a retaliation for the earlier pager explosions. In response, Hezbollah initiated a heavy missile attack targeting Tel Aviv, the capital of Israel. This series of military actions has showcased Israel's military capabilities to Lebanon and has heightened fears of an escalating conflict.

Additionally, Israel enjoys strong backing from the United States, which has faced accusations of war profiteering to advance its defense-industrial complex's ambitions in the Middle East. The U.S. continues to strengthen its long-standing alliance with Israel through increased defense support. As tensions rise and hostilities become more evident, the potential for a broader Middle Eastern war looms large, driven by this latest sequence of drastic events between Israel and Hezbollah.

The Truth About Corporate World: The Ernst And Young Case

Shirsha Pattanaik, Staff Writer

Social media has been buzzing lately with the news of the tragic demise of the 26-year-old CA professional Anna Sebastian due to a cardiac arrest, owing to the extensive work pressure and long working hours at her workplace. Her mother Anita Augustine expressed her deep sorrow and fury in a private letter addressed to Rajiv Memani-the Chairman of EY (Ernst and Young) India, the company where Anna used to work. In the letter which was soon leaked to the public, her mother gives heartbreaking details of the toxic work culture her daughter used to face at the company.

Holding the post of an executive at the Auditing and Assurance department, Anna was obligated to travel frequently as part of catering to their clients. She often had to stay at poorly maintained paid guest accommodations, returning late at night or even early in the morning. Her working hours would sometimes stretch to even 12 hours a day. It is alleged that her manager would often assign her work late at night and have her working even on Saturdays and Sundays. She had only been in the company for four months, clearing her CA exams in November 2023 and joining the office in March of 2024.This was her very first job, her mother recalls her being “excited and thrilled” to join the company.

However, due to the immense pressure her mental and physical health started deteriorating.Many of her colleagues in the same department had stepped down from their positions due to the same reasons. In the weeks leading to her death, she complained of having chest pain to



Source:Istock pictures

her parents. Worried, her parents advised her to consider resigning as it was taking a toll on her body and mind but Anna remained determined to prove her worth and hence kept pushing boundaries until the very end.

The incident led to a huge outrage about the toxic work culture prevailing in India and how big companies are normalizing this, citing it as necessary for the country’s development. Famous personalities such as Shashi Tharoor and Rahul Gandhi have shared their condolences to the parents, promising to propose legislation in the parliament for a fixed calendar to regulate working hours across all workplaces. Many CA’s and working professionals have come forward emphasizing how important it is to set boundaries between our personal and professional lives and prioritize our mental health. In response to the outrage, Ernst and Young has released an official statement stating that they share their “deepest regret for their irreparable loss”. The Labour Ministry of the country has officially started an investigation into the matter.

The Second Assassination Attempt On Donald Trump

Arnish Raiji, Staff Writer

Donald Trump, the former president of the United States (2016-2020) has recently rejoined the presidential race for the 2024 election, looking to serve his second term. He was nominated as the Republican party’s official candidate on July 15th and shortly announced Ohio senator JD Vance as the nominee for vice president. Two days prior to this on July 13th, Trump was rallying in Pennsylvania when the unexpected happened - in an attempted assassination, he was shot in the right ear by a man on a nearby rooftop. Thomas Matthew Crooks aged 20, fired multiple rifle rounds, killing one audience member and injuring others while failing to execute Donald Trump, the presumed target, before being shot and killed by Secret Service snipers. This attempt shook America to the core, as such security breaches and apparent assassination attempts were unforeseen due to the significant security precautions. While lots of support poured in for Trump, including from current president Joe Biden, there remains global speculation about the shooter’s intentions, the legitimacy of this “attempt” and the security failures that took place.

However, barely two months later, a second apparent attempt on Trump’s life had taken place. Trump was golfing at his West Palm Beach club on September 15th, where Ryan Wesley Routh was caught hiding in the shrubbery with a rifle.Routh was accused of lying in wait for Trump for 12 hours before he was caught with food, a rifle, and a camera.

The suspect got moderately close to Trump, a few hundred yards away from where



Source:Bonner County Daily Bee

Trump was golfing. Routh now faces charges for possessing a firearm alongside previous felony charges for stolen goods and firearm possession. Interestingly, several years ago the suspect was pro-Trump but his social media accounts showed that his opinions on Trump were slowly turning disdainful in recent years. After his apprehension, authorities found a letter he had written, describing his attempt and encouraging others to “finish the job”, even offering a reward of up to \$150,000.

Since the attempt, Donald Trump has stated that he is indeed safe and that the attempt was thwarted before anything could happen. Kamala Harris, the Democratic candidate for the presidential race has spoken about her relief of him being safe, and stating that there is no place for violence in America, while Trump has been accusing the Department of Justice and Harris of severely downplaying the attempt on his life and treating Routh with a “slap on the wrist”, and has been using the attempt to discredit the opposition. He stated that “Their rhetoric is cursing me to be shot at” and that “The left has taken politics in the US to a new level of hatred, abuse and distrust that will only get worse.” He also used this opportunity to criticize immigration policies of the Democratic party, even though the suspect is an American.

Bangladesh-Pakistan Nuclear Pact: Where Does India Stand Now?

R. Savitha Reddy, Staff Writer

A controversial Bangladeshi professor proposed the idea of a nuclear treaty between Bangladesh and Pakistan, claiming that it’s time for the former two adversaries to improve their ties.Dhaka, Bangladesh: As ties between India and Bangladesh sour, new reports have emerged hinting at a possible nuclear treaty between Bangladesh and Pakistan. This deal was suggested by Professor Dr Shahiduzzaman, a University of Dhaka professor, with a specialisation in International Affairs. According to Firstpost, Professor Shahiduzzaman’s profile couldn’t be found on the University of Dhaka website but there was an old article based on him on the Jamaat-e-Islami website. Jamaat-e-Islami was a banned political party in Bangladesh until August when Mohammed Yunus became the country’s chief advisor. In Professor Shahiduzzaman’s words, “In order to change the Indian habitual perception, our only answer I feel is nuclearization. Pakistan is the most reliable, trustworthy security ally of Bangladesh. They will do anything, I can assure you, they will do anything to protect us from the Indians”.Pakistani media has received this idea with loud cheers. A Pakistani newspaper, ‘The Express Tribune’ released

an article titled, ‘Major shift in Pak-BD’ ties on horizon citing various changes in both countries relationship. It stated that frequent meetings have been taking place between the diplomats of both countries under the new government in Dhaka; a task which was difficult under Sheikh Hasina’s regime. Further reports also suggest that a meeting between Muhammad Yunus and Pakistani Prime Minister Shebaz Sharif is likely to take place as both leaders will be travelling to New York later in September to speak at the UN General Assembly. This sets a dangerous situation for India, which has always had great ties with Bangladesh. So, the question is what can India do to put its step forward and be a major player in the game?

Sources like The Hindu have reported that ‘Indian envoys have been engaging with advisers on home affairs, energy, economics, fisheries’. This is a positive sign as it signals India’s interest in improving the ties. Moreover, Muhammad Yunus has stated that he wanted ‘fairness and equality’ in Bangladesh’s ties with India. Given India’s friendly history with the previous government and the ongoing crisis in Bangladesh, India should facilitate talks with its eastern neighbor’s new government to bring back normalcy.

Silent Screams: A Doctor’s Death, A Nation’s Outcry

Praharsha Chigullappally, Staff Writer

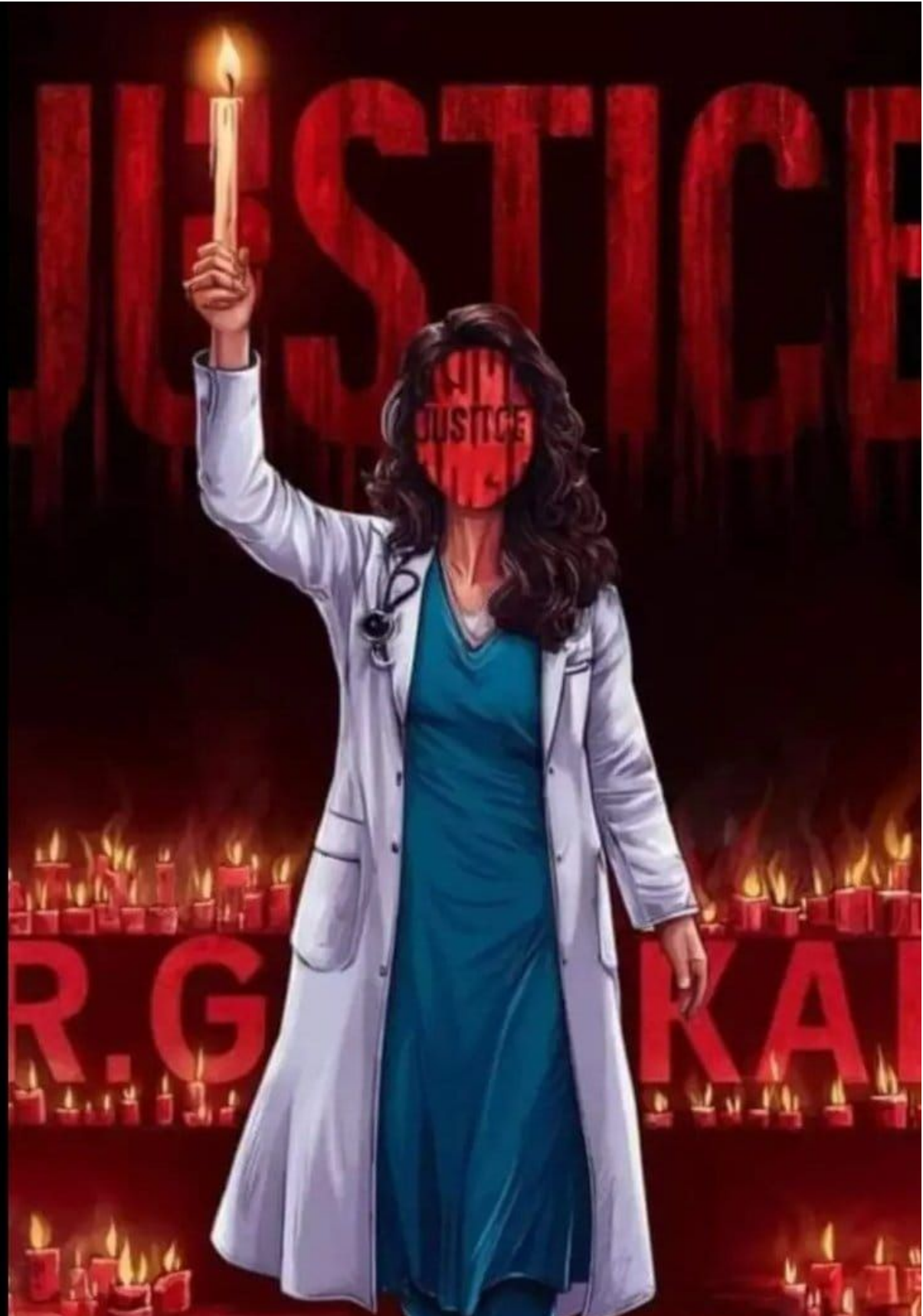
On August 9, 2024, at R. G. Kar Medical College in Kolkata, a 31-year-old female doctor was viciously raped and killed. Horrifying evidence revealed by the autopsy included severe genital mutilation, strangling, and rape, indicating "perverted sexuality" and "genital torture." Her body was covered in serious scars from torture, including fractures from strangling. The horrific incident has sparked a passionate debate about women's safety and the security of healthcare professionals in India, as well as a surge in national anger, international protests, and demands for justice.

The autopsy revealed around "150 ml" of semen in the vaginal swab. The extent of the injuries further led doctors and the victim's parents to believe she may have been assaulted by multiple perpetrators. Police detained Sanjay Roy, known for being a womaniser and domestic abuser. A psycho-analysis by Delhi's CFSL revealed he was calm and showed no remorse while recounting the crime. There are still some unclear questions like, why, as the principal, Ghosh was not immediately informed about the doctor’s death? And, why was there a forty-five-minute delay before the police were notified post the body was found? To ensure that rapists receive the death penalty, Mamata Banerjee declared she will call an assembly session and guaranteed that the bill would be passed within the first ten days of the session. She said that her party would protest outside Rajbhavan, if the governor did not approve the law. There have been a lot of complaints against Mamata Banerjee and the police. Even

though they have a great deal of power, they are getting down to protest instead of using their power to get justice. The "Nabanna March" began in College Square, but the police eventually hauled the protestors away by using lathi-charge and shell gas to scatter them. Kalyan Banerjee has stated, “Junior doctors who have been protesting are not allowed to appear for their final exams”. The doctors are fighting for justice since one doctor's life was brutally taken away, and by acting in this way, he is making matters worse by damaging their jobs.

Trinamool Congress stated that the “Nabanna March” was a conspiracy by the BJP and was “nothing short of a FATAL ATTACK on Bengal”. Instead of focusing on justice, the TMC is using this horrific case as a political tool, blaming the BJP and turning the tragedy into a battleground for political rivalry, rather than addressing the urgent need for accountability and safety reforms.

Source: RG Kar Medical College



“Incredible India” exhibition organized by Mahindra University

Shreeniketh A K, Staff Writer

Mahindra University hosted a vibrant two-day exhibition, “Incredible India: Exploring India’s Journey Through Food, Objects & Material Culture,” on May 7th and 8th, 2024. Organized by third-year B.Tech students (current fourth-year students) of the HS3207 elective under Dr. Paromita Das Gupta, the event offered a unique exploration of India’s cultural heritage through everyday objects and foods.

The event began with a keynote address by Prof. Sumit Dey from the Indira Gandhi National Centre for the Arts (IGNCA). His lecture, titled “A Panoramic View of India’s Cultural Heritage through the Institutional Lens,” highlighted how modern technology, especially AI, is being used to preserve India’s cultural treasures.

On the second day, students brought the exhibition to life with an impressive array of stalls at the ECSoE reception. The Amul, Parle G, and Haldiram’s stalls explored how these brands have become cultural icons. Other stalls showcased India’s culinary diversity, featuring beloved dishes like biryani, papad, and ghee. The history of Indian tea, a staple of daily life, also featured prominently, showing how it has

evolved into a cultural symbol over centuries.

There were also displays highlighting India’s rich material culture. The Bommala Koluvu dolls stall, for instance, celebrated their role in storytelling during festivals, while the Ayurveda stall illustrated the continued relevance of ancient health practices. Students also curated exhibits on Indian textiles, such as saris, and the evolution of Indian currency, offering a glimpse into the nation’s economic history.

The exhibition concluded with a tour by Vice Chancellor Dr. Yajulu Medury, who praised the creativity and depth of the displays. The event successfully offered a rich, immersive experience, celebrating India’s diverse cultural heritage through food, brands, and objects that continue to shape its identity.



Source: Media club
(All participants with V.C.)

Race To The White House 2024

R. Savitha Reddy, Staff Writer

As the election date of November 5 approaches, both Former President Donald Trump and Vice President Kamala Harris are intensifying their campaigns, focusing on critical issues that resonate with voters. This year’s elections have seen a lot of twists and turns. This is the first Presidential Election where a Candidate has dropped out at such a late stage. Both Trump and Harris represent opposite ends of the political spectrum, with Trump’s proposed policies leaning towards the Right with more Nationalistic Sentiments while Harris’s proposed policies lean more towards the Left and Centre and are more Moderate in nature.



Source: Google image

Recent polling and surveys conducted by various media outlets in the US, present an aggregate of 48% support for Harris and 45% for Trump, highlighting the lack of a clear frontrunner in this election. While Vice President Kamala Harris leads marginally in the National Level, she faces challenges in key states like Georgia, Arizona, and Pennsylvania, where polling is a very tight race. Even after the recent debate between Harris and Trump, which attracted over 67 million viewers, polling has shown that support for both the candidates did not differ much. The Trump campaign still focuses on areas such as illegal immigration, tax cuts for all income levels, plans to roll back environmental regulations, existing international climate agreements like the Paris Accord again, and focus on fossil fuel development, which are an extension of his 2016 and 2020 presidential campaigns. Whereas, the Harris campaign has distanced itself from some of Biden’s policies and moved towards more progressive policies aimed at social equity and economic support for lower-income individuals. Ultimately, the 2024 election is shaping up to be another close and hard-fought contest, with both Harris and Trump battling for the presidency in a deeply polarised political environment.

How Jammu And Kashmir Is Shaping Its Political Destiny

Satvika K, Staff Writer

Jammu and Kashmir, the region with extreme political complexities in India, is now in the midst of its 2024 Legislative Assembly elections. These elections could be marked as one of the most significant political events of the year as these are the first assembly elections being polled out since the abrogation of Article 370. The state of Jammu and Kashmir was accorded special autonomy by the provision of Article 370 enacted in 1949, which allowed the state to have its own constitution, flag, and decision-making powers in most areas except defense, foreign affairs, finance, and communications, which remained under the jurisdiction of the Indian central government. This was revoked in 2019 by an overwhelming majority of support in the Indian parliament giving rise to the Jammu and Kashmir Reorganisation Act, 2019 proposed by The Bharatiya Janata Party (BJP) who came to the power in 2014 Indian general election, declaring the division of the state of Jammu and Kashmir into two union territories, the Union Territory of Jammu and Kashmir and the Union Territory of Ladakh.

The elections are being held in three phases for a highly competitive 90 seats. The major political parties residing in the region are the Jammu & Kashmir National Conference in alliance with Congress, while The People's Democratic Party and the Bharatiya Janata Party (BJP) are the two other major parties. With over 23 lakh electors eligible to vote this year a 61% turnout was recorded in the polls during the first phase which were held on 18th of September across 21 constituencies in seven districts. Places like Kishtwar which has been highly affected by militancy in the past has also recorded a voter turnout of 80% in the first phase. This reflects the local population's strong engagement with the political process this time around. The second and third phases are scheduled to be held on 25th September and 1st of October.

The decade-long awaited election’s votes are to be counted and declared on 8th of October 2024. This election is being seen as a test of BJP's influence in the region following its role in the abrogation of Article 370 with strong opposition leaders like Mehbooba Mufti from Jammu and Kashmir’s People’s Democratic Party (PDP).

After being under central rule for several years, restoring elected local governance is crucial for ensuring political stability and is a matter of national security in Jammu and Kashmir.

From The Editor's Desk

~ Ananya Agarwal, Mounami Jagarapu, Akshaya Buri

Welcome to the first edition of the year! We’re excited to introduce ourselves as the Editors-in-Chief of The Echo, MU’s newspaper. As we take on this role, we’re committed to continuing the paper's legacy as a thoughtful, engaging, and vibrant part of the campus community.

The Echo is more than just a publication—it’s a platform for every student, faculty member, and voice at

MU. Whether you have a story to share or insights to offer, we invite you to contribute. Together, let’s create something that informs, inspires, and strengthens our community.



Pickleball: Would You Invest In It?

Mounami Jagarapu, Editor-In-Chief

Source:Business Standard

In the past few years, starting from the covid pandemic period, pickleball has rapidly evolved from a niche sport to a multimillion-dollar global industry, and its rise in India’s urban and semi-urban areas is no surprise. We have everything from friendly community matches, to pickleball leagues, and this sport is poised to make a significant impact on the sporting culture in India. With its low cost of entry, simple rules, and appeal across all age groups, it’s well placed to become that one game that could bring in good returns, if invested in.

The primary reason pickleball is flourishing is the low investment needed to start playing. Unlike sports like tennis or cricket, which require specialized gear and large spaces, pickleball can be played with minimal equipment—a paddle, a lightweight plastic ball, and a court that’s smaller than a tennis court. This makes it an attractive option for both investors and sports facility owners, especially in space-constrained urban centres.

Additionally, what sets the game apart is its social nature and adaptability. The game encourages friendly competition and interaction, making it popular not just among athletes but also among casual players looking for a fun, low-pressure activity. The game’s flexible pace allows



both competitive and recreational players to enjoy the sport side by side, making it an ideal choice for corporate events, business meets, community clubs, and even residential societies.

The scalability of this game as a business opportunity in metropolitan cities is evident; we see many sporting venues with pickleball courts now.

Its potential, however, extends to smaller cities as well. This sport can thrive due to relatively lower costs involved in setting up its infrastructure.

The sport is definitely a booming business opportunity, particularly for entrepreneurs looking to tap into India’s expanding sports market. As pickleball continues to gain traction, the question isn’t whether pickleball will succeed in India, but whether you’ll seize the chance to invest in its bright future.

Retweets And Revolutions: A Look Into Social Media Activism

Chanakya Naidu, Forum Editor

You’ve probably heard it all before: hashtag campaigns are nothing more than a collective cry into the void, slacktivism at its finest. Social media activism is, to many, the ultimate pastime of armchair warriors. It’s a fair argument that adding a rainbow to your Instagram bio doesn’t exactly topple dictators or solve global warming. Indeed, it’s easy to be cynical. How could the typing of a tweet possibly compete with the stomping of the jackboot?

But hold your skepticism. While it’s easy to dismiss social media activism as hollow, there’s an undeniable truth lurking behind the noise. In both left-wing and right-wing spheres, these online movements don’t simply dissipate into the ether. They seep into our minds, our conversations, and- dare I say it- our actions.

The most popular argument against social media activism is that “*It doesn’t lead to real change,*” but we can’t just dismiss the Arab Spring and BLM as twitter tantrums, can we? Even recent right-wing populist movements owe most of their success to social media. These aren’t just digital flash mobs; they led to global discussions and tangible reforms. Pretending that a trending hashtag does nothing is akin to believing



Source:Twitter

that shouting into a megaphone at a protest is meaningless unless the laws are rewritten on the spot. It’s an undeniable slow burn, friends - change simmers before it boils. These online spaces provide a stage where every voice, however shrill or reasonable, gets its chance to be deservedly heard. And hear them, we do. Which brings me to my ultimate point: If we shut down social media activism because it’s “ineffective,” we risk silencing thousands of voices, left, right, and center. Dismissing online discourse as futile is not only myopic, it’s dangerous to democracy. It undermines the fact that political movements start not with actions, but with ideas - and what better place to exchange ideas than in the chaotic yet *democratic* space that is social media? The very protest *against* social media lends itself to the protest *on* social media. So maybe we should all scroll a little slower, because like it or not, we’re already part of the very conversation we claim to be above.

Chetan Bhagat’s Literary Journey: Bringing India’s Youth To The Forefront

Shravani Somnath Motgi, Staff Writer

Chetan Bhagat is a best-selling Indian author who has penned fourteen bestsellers, including ‘Five Point Someone,’ ‘One Night at the Call Centre,’ and ‘The 3 Mistakes of My Life.’ The two that I personally love are ‘The Girl in Room 105’ and ‘One Arranged Murder.’

Bhagat focuses more on the Indian middle class, modern youth, relationships, and society. His writings are usually based on

true incidents that people go through in a nation like India to achieve education, career success and meet their familial responsibilities.

A major featureobserved in Bhagat’s writing is simplicity and transparency. For amateur readers, his narratives are quite easy to follow and understand. He draws peoplein, makinguse of common vernacular, and relatable and understandable

situations. This style lets him to reach out to a wider audience, especially young adults, through literature.

In the novel ‘Five Point Someone,’ Bhagat attempts to use humour while emphasising on the stress that students go through within the Indian educational system, focusing on the lives of three engineering students. Thus, the novel presents humour along with social criticism regarding the problems of the system.

Likewise, “2 States” investigates the struggles Indian couples encounter arising from differences in cultures, and the social pressures that come with it. “The 3 Mistakes of My Life” narrates a great human story involving friendship, dreams, and society, portraying how political, religious, and social issues shape young Indians.

Bhagat’s work is best reflected in how he always weaves an individual story out of a larger picture, thus providing food for thought. The fact that these stories are so simple, and yet offer such detail is primarily what makes his novels popular among readers.

What I find impressive is his ability to write in a way that’s simple yet engaging. If we look at Bhagat’s positioning with other Indian authors, one sees that he has a different style altogether. India has heavyweight authors who take up issues at a deeper, sometimes more philosophical level, whereas Bhagat has filled his own niche by writing about new-age India in a language that the young generation easily identifies with.

Source: IndiaMART



Is The Global Community Obsessed With The United Nations And The SDGs?

Tanishka Guha, Forum Editor

The year 2015 saw the introduction of the Sustainable Development Goals (SDGs) by the United Nations, consisting of 17 ambitious objectives aimed at transforming the world by 2030. Ranging from eradicating poverty to addressing climate change, the SDGs have garnered widespread attention from governments, corporations, and civil society worldwide. However, could this intense focus have evolved into an obsession that limits the broader consideration of global priorities? The SDGs present a comprehensive framework, encouraging all nations—regardless of their wealth—to align their policies with these targets. Governments claim progress, corporations link their sustainability efforts to the goals, and NGOs push for accountability. Nevertheless, this global preoccupation runs the risk of transforming the SDGs from a roadmap for progress into a mere checklist, oversimplifying intricate local realities. For instance, addressing climate change has taken precedence over other important objectives like promoting peace or decreasing inequality. While cutting emissions is urgently needed, what about areas that are engulfed in violence or experiencing severe socio economic crises? The disparity is glaring. Important concerns like violations of human rights, immediate humanitarian emergencies, or regional wars

run the risk of being neglected since the SDGs receive so much attention and investment on a global scale. Furthermore, despite being inclusive, the SDGs' broad reach frequently results in unclear obligations. Countries may show signs of compliance, but the real results are frequently lacking. Are we really changing civilizations, or are we just developing a shallow common language of aspiration? The question that needs to be asked as 2030 draws closer is whether the SDG framework is actually causing global change or if we are focusing too much on making it work that we are ignoring the larger, more complex issues at hand. The response could impact not only the SDGs' destiny but also the direction of global development in general. At times, the SDGs may give the impression of glossing over actual hardships by presenting refined objectives while avoiding complex realities. For example, SDG 1 strives to eradicate poverty but does not fully confront underlying issues such as corruption, unequal power dynamics, or exploitation. It's akin to pledging to repair the surface cracks of a wall without addressing the deteriorating foundation beneath. By proposing overarching solutions, they can sometimes obscure the deeper, systemic injustices that perpetuate cycles of poverty or inequality.

Source:United Nations



India And Its Revolution In Global Alliances

Abhijit Jillellamud., Staff Writer

A few incidents remained in my mind that became motivation to pen this article about my take on Indian geopolitics. Recently, Iran’s supreme leader Ayatollah Khamenei posted a tweet on “X” that gained worldwide attention. The post mentioned the “Enemies of Islam,” and how these “enemies” tried to make them indifferent to their shared identity as an Islamic Ummah. The tweet further mentions places such as Myanmar, Gaza, and India. But wait, why India? Myanmar has been dealing with the Rohingya issue, Gaza is dealing with casualties in the thousands, but why India, a democratic nation where the situation is peaceful? I thought it ridiculous to mention one of the only nations in the world where people of different faiths live in relative harmony.

Now, digging back into the past, this is not the first time the nation’s supreme leader has made such comments, but it was ignored in 2020 because of an attempt at friendly relations made by their president Ebrahim Raisi, who passed away in a helicopter crash this May. My point being - there are many countries where Muslims are in crisis, like the Uyghur Muslims in China. The most ironic part, in my opinion, is the Parsis’ genocide that happened in Iran itself. Today, whatever minority is left in the country is suppressed. The Indian External



Source:Business standard

Press X To Feel: Storytelling In The Digital Age

Akshaya Buri., Deputy Editor- in- chief

Though often dismissed as shallow or childish, video games are an incredibly immersive and innovative form of storytelling. For years, we’ve seen traditional forms of storytelling—movies, TV shows, and books—all of which have made us laugh, cry, and rage at some point. But video games as an art have flown under the radar too long. And I believe that they have the potential to rival, and even surpass traditional media.

A reason for this belief? Books and cinema are passive in nature. The audience watches, the audience sympathises, but the audience never participates. Video games, however, actively involve the player in the narrative. You don’t just watch events unfold from a distance: you’re in the middle of the action. Where a book might tell a story about loss, a video game allows you to experience it. Where a movie might explore the theme of redemption, a game can make you earn it through your actions. You don’t just follow a script—you create it. Video games also have an incredible amount of potential for newer and more innovative ways of storytelling. The interactive nature of video games allows developers to merge together the gameplay and storyline. One great example of this is “Undertale,” created by Toby Fox.



Source:Business standard

Affairs Ministry’s response to the tweet was related to this, in tough words. Although strict, it was relatively soft spoken compared to western nations’ reaction. This highlights India’s non aggressive nature in the geopolitical stage. The older Indian foreign policy upsets me, because it has humiliated India on the global stage numerous times in the past. Take Tibet for example, or the Panchsheel pact, or even the Kashmir ceasefire. For the sake of “friendship, ” India has shot itself in the foot numerous times, despite losing both territory and soldiers to its hostile neighbors. The only exception I can recall is the 1971 Bangladesh Liberation war.

Compare that with today’s Foreign Minister S. Jaishankar, a man whose sense of nationality inspires me. India transitioned from suppressed to a fearless nation on the global stage, and I would give credit to him. He proved himself when he dealt with foreign pressure when India bought Russian oil during the Russia- Ukraine war, and when he dealt Canadian accusations in the murder of Khalistani terrorist Hardeep Singh Nijjar. His statements have proved time and again, that India is now a rising global power that can make its own decisions. In conclusion, I am a big supporter of this bold, new foreign policy. and the nation needs such superheroes to take a step in the right direction.

Far-Right Activism In Public Media

Arnish Raiji, Staff Writer

The right wing is a spectrum of political thought that revolves around conservatism, nationalism and preservation of traditions and institutions, and many have noticed a concerning uptick of radical far-right content being shared and distributed on public media stages. In mentioning radical far-right content, I am referring to the extent that doesn’t reflect the traditional right-wing views of conservatism and nationalism, but instead the historically xenophobic, chauvinist, homophobic, and oppressive values that are prevalent today.

Upon mention of these values, I’m sure certain names come to mind: Donald Trump, Alex Jones and Infowars, maybe even Elon Musk and Twitter. It is concerning that these individuals can amass such immense power and influence, and have the ability to distribute their archaic, regressive, and discriminatory views, often to young and impressionable children on social media. Of course, they have the right to express their opinions as a function of their freedom of speech, but historically these radical ideals have led to the harassment and marginalization of many minority groups, a fact well known by these individuals. These far-right activists weaponize their agenda and rhetoric to resonate with far-right ideologies, creating a community within public media that continues to grow and gain exposure. An example of this is how Twitter has changed drastically since being acquired by Elon Musk.

The platform had historically been regarded as a medium for unbiased political discourse, but since its acquisition it has been nothing short of an engagement farm with

algorithms designed to prioritize “rage-bait,” shock-value posts that fit Musk’s right-wing agenda. “Rage-bait” and polarizing content isn’t limited to just media platforms, but extend even to mainstream media. Media houses have also been forced to turn to covering far-right content as far-right activism continues to increase and this often leads to the inadvertent spotlights and amplification of the radical-far right values.

With radical right-wing media increasing globally, there has been a substantial change in public behavior and perception, on and off digital platforms. The repeated exposure to polarizing and extremist content has slowly started desensitizing the public to far-right content and subconsciously making it seem more acceptable. Moreover, the vast amount of easily accessible and convincing misinformation creates grounds for radicalization and echo chambers, where users get trapped in algorithms that lead them to content that conforms to their views, often getting more and more extreme in nature, enriching their far-right values, and blocking them from being exposed to alternative values and perspectives.

Source:Los Angeles Times



A Heartfelt Tribute To India’s Industrial Titan: Ratan Tata

Shrilekha Jaligama, News Editor

Ratan Tata is no more. The passing of this timeless titan has left an irreplaceable void. He passed away on 9th October, 2024 at the Breach Candy Hospital, Mumbai, and was accorded with a prestigious state funeral in the city. Indians from all walks of life, irrespective of their differences, came together to mourn his loss, hailing him as a visionary leader, a beacon of philanthropy and a committed nationalist.

Ratan Naval Tata, a name synonymous with innovation, philanthropy and business acumen, left an indelible mark on the Indian industrial landscape. Born in 1937 as the grandson of Jamsetji Tata, the founder of the Tata Group, he graduated from Cornell University and Harvard Business School before joining the Tata Group in 1962. Despite the legacy he inherited, Mr. Tata carved out his own path, driven by a deep sense of purpose and humility.

He served in various roles within the group before being appointed chairman in 1991, facing the daunting challenge of modernizing the Tata Group amidst India’s economic liberalization. Under his leadership, the group not only expanded into new markets but also excelled in steel, automobiles, telecommunications and IT services. His dream of providing affordable mobility to the common man materialized with the Tata Nano, demonstrating his focus on innovation and inclusivity. Iconic

acquisitions like Tetley, Corus and Jaguar Land Rover symbolized his ambition to position Tata as a global player. The Tata Group is a major job provider not only in India, but in many other countries as well. However, Ratan Tata’s legacy extends far beyond the Tata Group. He transformed the conglomerate to a global powerhouse with his deep-rooted belief in the power of corporate social responsibility.

The Tata Trusts, under his guidance, directed nearly 60% of their profits to initiatives in education, healthcare and rural development. Notable efforts include pledging ₹1500 crores for India’s fight against Covid-19 and offering numerous scholarships for Indian students abroad. The Tata Memorial Hospital provides free treatment to almost two-thirds of its cancer patients. Ratan Tata is also responded swiftly to crises, such as the 2008 Mumbai Terror Attacks, supporting victims and ensuring rehabilitation for bereaved families. A dedicated animal lover, he even funded a startup aimed at safeguarding strays.

Padma Vibhushan Ratan Tata’s immense contributions to India have immortalized him. Today, the Tata name stands for business excellence and altruism. Ratan Tata’s name commands respect and adulation. Unlike most billionaires, he understood that true fulfilment lies not in amassing wealth, but in serving others. His life exemplifies the aphorism, “A life not lived for others is not a life”.



Source:Google Images

The Coldplay Ticket Fiasco

Amithi Shangari, A&E Editor



Source: Coldplay

If you’ve been anywhere near social media lately, you’ve probably seen the outrage about Coldplay’s upcoming concert in Mumbai. Coldplay is set to perform in the D.Y. Patil Sports Stadium on January 18 and 19, 2025. The concert will feature a mix of hits from their acclaimed album "Music of the Spheres," including new singles and beloved classics. Fans were ecstatic to finally see Chris Martin and the gang live in India after their 8-year hiatus. This excitement quickly turned into confusion and frustration when BookMyshow crashed just a couple seconds before the tickets went live. Lakhs of fans flooded the sites, waiting to get their hands on the tickets. Instead, most were met with slow loading and “server down” notices.

The tickets were sold out in less than 5 mins across multiple sites, leaving many hoping for a miracle. Was it really just high demand? Or were some people buying multiple tickets to resell them at outrageous prices? Scalpers are notorious for taking advantage of the high demand, and are always a hot topic in the aftermath of such sought-after events.

To make matters worse, other platforms like Paytm, Insider and Zomato, which were also selling Coldplay tickets, ran out almost as quickly, adding to the chaos. These sites

stopped showing results for Coldplay after a couple of minutes. BookMyShow on the other hand gave the notice of “Coming Soon”, several minutes after the event went live. Some people were reporting ticket prices that reached over ₹12,000, which left fans frustrated not just by the technical issues but also by the sky-high prices.

Fans then took to social media platforms, flooding BookMyShow with memes. Popular brands like Domino’s and Swiggy also participated, throwing playful jabs. Complaints of being kicked out of the queue just before purchasing were rampant, and many are now left hoping for a second chance if more tickets get released. Complaints over scalpers have also been in plenty, as most complain about the unfairness of the whole situation

Anand Dubey, spokesperson of Shiv Sena, gave a statement about BookMyShow failing to sell the tickets fairly, increasing suspicion towards BookMyShow being involved in black marketing. A thorough investigation will take place regarding the situation that took place. Fans also pleaded Coldplay to interfere, stating how Coldplay had priced their tickets very reasonably, but other sites, including BookMyShow, took advantage of the crowd, selling off most tickets to influencers, employees and other celebrities.

BookMyShow has yet to release an official statement regarding this incident. There’s no news on whether more tickets will go on sale or if any additional concert dates will be added. Should Coldplay cancel their performance, it would lead to a massive outcry from fans who had been counting down the days to meet the revered artists. However, one thing’s for sure – this fiasco has left a bitter taste for fans. Many wanted to experience this magical concert, but are left feeling disheartened.

The Evolution of Horror: From Cheap Jumpscares to Mind-Bending Horrors

Amithi Shangari, A&E Editor

Remember the thrill when a killer would pop out from behind a door, or a doll would suddenly move? Those moments made us jump out of our seats, hearts pounding. Sure, those moments were fun, but now horror has evolved. Evolved into something much darker, much more disturbing. These days, horror is not just about making you jump at some silly doll with a knife, coming towards you. It’s about getting under your skin, and giving you chills down your spine- a feeling that stays with you long after the credits roll (personally, even long after going home). The genre is leaning away from tacky jump scares, and moving towards psychological disturbance, something that makes you question what is real. Filmmakers are diving deeper into the human mind, trying to bring out our most innate fears, things that haunt us on an emotional level. Taking “Hereditary” as an example- it tells the tale of a family’s reaction to grief in the face of bereavement. The fear, the urge to assign blame, and the stoic resolution of characters after a great loss, all were presented well. It’s a dark, emotional rollercoaster that explores grief, family secrets, and the eerie feeling that something just isn’t right. Another great example is “The Blair Witch Project”an extraordinary work that used marketing tactics to gain popularity. They made millions believe they were watching actual found footage. This concept, paired with

the buildup of the plot, made it one of a kind. It doesn’t use bells and whistles to scare us. Instead, it builds an ominous atmosphere, leaving you at the edge of your seat.What’s even scarier is how modern horror often leaves much to the imagination. Filmmakers are playing with the unknown, keeping you on edge without even showing you the monster. The fear doesn’t come from something jumping out at you, but from an overwhelming sense of dread and discomfort that builds slowly over time. It’s like a puzzle you can’t quite solve, which only makes it scarier. Even well-known films, like “The Shining”, make daylight terrifying, playing with our emotions. Instead of relying on the dark, they use unsettling visuals and strange narratives to mess with your mind. You’re not just scared of what's lurking in the shadows anymore- you're scared because you're not sure what's happening, or why it’s happening

That’s not to say jump scares don’t have a place anymore- there’s a certain nostalgia. But today’s horror is another type of “heart leaping out of your chest”. It’s more about the slow burn, making your heart beat faster and faster in anticipation of the unknown. Modern horror doesn't just seek to scare us in the moment- it lingers, making us confront our own fears and unsettling emotions. Maybe that’s why it’s so effective- horror has evolved to reflect the darkest corners of our own minds. And honestly? That’s way scarier.

Living For A Moment :How Gen Z Is Redefining Luxury

Ananya Agarwal, Editor In Chief & Aanchal Mathur, Social Media Head

As times have changed, so have our priorities. For years, material possessions symbolized status and success.

However, for Gen Z, there has been a significant cultural shift—the focus is no longer on accumulating things, but on creating and sharing memories.Gen Z, unlike previous generations,isn’t preoccupied with saving for distant future goals. Instead, they focus on living in the moment and being part of something bigger. Whether it's concerts, festivals, immersive experiences, or travel, they are willing to spend any amount of money to participate in events that make them feel connected, alive, and part of a larger community.

The FOMO drives them to go to great lengths—even if they have to sell their kidneys—just to ensure they are part of these unforgettable moments.They don’t

view this spending as a waste, but as an investment in something intangible yet invaluable: memories.

In contrast, millennials were more likely to invest in material things such as designer clothes, cars, or luxury goods as Madonna says they are “material girls”.

Gen Z, however, places value on the experience itself– they are about the vibes, the memories and the Instagram stories that come from it.This trend is reshaping the entire industry, as companies pivot from marketing material goods to curating experiences. From pop-up events to travel packages everything is being marketed as "unique moments".

The ultimate currency is no longer something you can hold in your hand, but something you carry with you in your heart and mind forever. Experiences have become the new luxury.

Nature Meets Machine: A Review Of The Wild Robot

Ishrath Muzaifa, Staff Writer

Source: Universal Pictures



The movie ‘The Wild Robot’ is a 2024 science fiction film produced by DreamWorks Animation. The book is based on a book series of the same name by Peter Brown. The film premiered at the Toronto International Film Festival on September 8th, 2024, and is scheduled to be theatrically released on September 27th in the United States and on October 18th in India.The Wild Robot is about a sophisticated robot named Roz who gets stranded on an uninhabited island after a shipwreck. To survive, she bonds with the island's animals and cares for an orphaned baby goose.One of the strongest aspects of "The Wild Robot" is that the world is very well crafted. The film’s events take place on a far-off island, where the protagonist, Roz, a robot, wakes up after the ship she was in was wrecked. It is a soft story about what it means to be alive. The visual expression of the island is simply mesmerizing, with luscious forests, dramatic coastlines, and various animals in gorgeous detail. The stylized yet remarkably realistic animation style brings the natural world to life.Roz is a sophisticated robot who learns survival, empathy, and community through various interactions with the wildlife on the island. The day-to-day underlying messages of this film regarding environmentalism and coexistence are strong, especially now,

and make this an important movie for younger children. Beautiful voice acting also lent the film a lot of charm.Lupita Nyong’o, who voiced Roz, provided a tender yet robotic performance that showed growth in her character's self-awareness process.

Even the animal characters have varied voices that really bring the island to life,often steal the spotlight from emotional moments.

However, the pace of the movie in the middle becomes slow, and younger audiences, who tend to prefer faster-paced content, might start getting bored. It also takes a long time for the relationship between Roz and the animals to develop.

The environmental themes, while vital to the story.The movie ‘The Wild Robot’ is a 2024 science of imation. The book is based on a book series of the same name by Peter Brown. The film premiered at the Toronto International Film Festival on September 8th, 2024, and is scheduled to be theatrically released on September 27th in the United States and on October 18th in India.Overall, "The Wild Robot" is a beautiful cinematic product that definitely deserves its early popularity. Although it drags at moments, its charm, message, and beauty make it worth watching for kids and adults alike.

Battle Of The Bands: Blur Vs Oasis

Adithi Praturi, Staff Writer

In the midst of the glowy synths and the bright neon lights that defined the 80s, a craving for harsh, raw and unpolished music came to be. When grunge was taking over the world with bands like Nirvana and Alice in Chain, an alternative rock genre began to brew in Britain as a response to the dark lyrical themes of grunge music, being brighter and catchier, later referred to as “britpop”.At the forefront of the movement was the chart battle between Blur and Oasis. Two singles, “Country House” by Blur and “Roll with it” by Oasis were released on 20th August, 1995. Though Blur topped the charts, Oasis grew to become extremely successful and went on to release one of the most revered albums in British culture, “(What’s the Story) Morning Glory?”. This was why most people believed that though Blur had won the battle, it lost the war.The bands didn’t initially dislike one another.



Source : Google Images

Due to the British press constantly pitting them against each other, resentment grew This rivalry didn't just concern music but

also British class systems. Stereotypically, people from the south of England are considered to be more educated and financially stable than those from the north These stereotypes rang true for them as the members of Oasis couldn't go to college and had jobs as construction workers. The members of Blur on the other hand formed the band in the college that they were studying in.Oasis were dubbed as working class heroes while Blur was considered inauthentic and pretentious.This rivalry received widespread media attention, culminating in the battle of britpop.Nearly 30 years since then, a lot has changed. The two bands had their series of break ups and reunions, and went on to release more music, neither achieving the heightened attention that they did during the chart battle. Damon Albarn, lead singer of Blur, went on to create the band Gorillaz, one of the most critically acclaimed bands of the 2000s.On the contrary, Oasis recently reunited and announced a live tour. Oasis has remained highly influential in music, having sold over 70 million records as of 2022. In conclusion, who actually won? Records wise, Oasis defeated Blur by a huge margin due to being able to break into the American audience. In terms of musicality and variety, Blur takes the cake with their music, spanning various genres over the course of their career, while Oasis was beloved for their simple yet introspective songs and unchanging music style. The tensions between the two bands have lessened, with Noel Gallagher, guitarist of Oasis, performing on stage with Damon Albarn and giving Graham Coxon-guitarist of Blur, a high praise. However,the question of “which band is better?” is one that still divides fans and critics to this day.

Dress To Impress And The Rise Of Fast Fashion

Satakshi Reddy, Staff Writer

Source : Official Roblox Picture



Dress to Impress (DTI) is a fast-paced Roblox fashion game that requires players to build an outfit that fits a given theme in 5 minutes. Once the outfit is created, the online avatars walk on the ramp, where users can select from many poses and dances, and players vote for each other’s outfits to select a winner. DTI has made its way on the social zeitgeist over the past few months, its popularity especially skyrocketing after its collaboration with artist Charli XCX on her album BRAT. DTI has gained traction amongst people of all ages, and its mutualistic relationship with the current world of fashion and technology contributes to the change in our

attitudes towards fashion in the 21st century. Part of what makes DTI appealing is its customizability- the game offers a variety of outfits, hair, makeup, accessories and shoes, each customizable in color, layering and patterns. There are millions of combinations one can choose from, with unique themes ranging from imitating celebrities or fictional characters, to emulating the styles of various subcultures. All of this is symbolic of the fashion landscape of today-an onslaught of ‘cores’ and aesthetics and ever-shortening trend cycles Fast fashion are garments that are mass produced, often made of cheap, sub-par synthetic materials

designed to match emergent fashion trends at a very affordable price. Fast fashion brands profit from increased consumerism, and market clothing to appeal to the often accelerated microtrends, that typically last no longer than a month. This creates a culture of buying these poorly-made garments for the sole purpose of wearing them a few times, and contributes to the growing problem of plastic waste and climate change. Fashion production comprises 10% of total global carbon emissions. It pollutes and dries up water sources, while 85% of all textiles go to dumps each year. Also, these fast fashion brands often resort to unethical work practices like sweatshops and child labour. Working conditions are also unhygienic,

cramped, poorly ventilated, and prone to rampant spreading of disease. These workers are required to work 14-16 hours a week, with wages as low as \$0.35 an hour. Games like DTI are constantly working to keep up with fashion trends in order to engage users and stay in relevancy. In turn, the virtual world exposes people to newer trends and aesthetics, which fuels the fashion industry by creating demand for newer styles. DTI even uses scarcity tactics like exclusive codes for special items, similar to those of the fashion industry to create more demand. While DTI is without a doubt an engaging and fun game that unleashes creativity, its real-world effects can have a stark impact on trend cycles, fast fashion companies and the environment.

Fans Outraged By Trailer For ‘A Minecraft Movie’

Kashif Shaik, A&E Editor

Source : Warner Bros.Pictures



Minecraft, released in 2011, is a sandbox game created by Mojang Studios. As is with most games in the genre, it doesn’t have much of a story, but the world is captivating and players often make their own adventures. The game has a large community, with some people using Minecraft’s simplistic style as a canvas for animations and stories they come up with. These have found a huge audience and convinced people that beautiful stories could be set in this blocky world. For more than a decade, fans have eagerly anticipated a Minecraft adaptation. On September 4th, the wait finally ended: Warner Brothers released a teaser trailer for ‘A Minecraft Movie’. Fans all over the world finally got a glimpse at what they had waited years for— and they were met with disappointment.There are many glaring problems with the trailer, but let’s start with the simplest: the movie is live-action and not animated. The choice to merge live-action actors and an animated world results in a grotesque realism-oriented art style for the animation that barely resembles Minecraft. The actors themselves look out of place due to poor lighting and VFX. Many content creators have created animated versions of the trailer in the traditional style, and most agree that these

trailers look better than the official trailer Minecraft has always been a solitary journey, deeply lonely yet hopeful. There have been great adaptations of this journey, one example being “The Island," written by author Max Brooks. It follows a lone character thrust into a scary world, learning to live in his harsh new home and find purpose in his existence. Maintaining this theme would’ve led to a more positive reception from fans. Yet, Warner Brothers seems to have settled for making what seems to be a Jumanji-style film set in the Minecraft world, which only worked for Jumanji because it’s a fictional game. There were no expectations for its story and world, but Minecraft has an established tone. Ignoring this can only lead to a shallow and unsatisfying representation of what is a deeply beautiful world. It's nearly impossible to find a positive comment going through the comment section of the trailer itself. Despite appearances from Jack Black and Jason Momoa, the trailer failed to strike a chord with any of the fans. Adapting any story to a new medium is difficult, but choosing to ignore the source material and fans only makes it harder. Warner Brothers had a chance to make history with this movie, but the future looks shaky. For now, all we can do is wait for the release of the movie.

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The End Of brat Summer: The TikTokification Of Seasons

Advika Pagnis, Staff Writer

It’s been declared. Brat Summer is officially over! Brat was THE album of summer 2024, and it’s one that has truly defined Charli XCX’s career. Four letters on a neon slime-green album cover marked the summer of 2024.

But what started as a hot girl summer album came to represent something entirely different: the inner need to let go of your inhibitions and be wild. From the album topping music charts to Charli tweeting “Kamala IS brat,” and it even being included on former POTUS Barack Obama’s summer playlist, we saw it all. The success of the album can also be attributed to various mixes of the songs featuring popular artists like Billie Eilish and Lorde. To be brat meant being the “it girl.” It meant embracing the desire to be crazy and unstoppable.

While this may be the end of an era, it has fuelled something new and unstoppable: the “*Tiktokification*” of seasons. Brat Summer leads into Demure Autumn, which will eventually lead to a Beetlejuice October, and winter may evolve into something we haven't even heard of yet. TikTok microtrends are dictating these warped and rapidly changing seasons and eras. Also, honorary mention to one of my favourite microtrends: the Symphony Dolphin. A common trend featured in these memes is the resurgence of older music and movies, now being given new life

through TikTok. This was also previously seen during the insane boom in “Barbenheimer” memes in the summer of 2023 and the revival of Y2K pop culture and fashion. An important aspect to be considered as TikTok rapidly gains popularity is how quickly the way we experience and share seasonal moments has changed. While previously there were only a few trends like Christmas being Mariah Carey’s time to shine or October being spooky as the world celebrated Halloween, there seem to be new eras and “seasons” every week on TikTok, and nobody knows what will come next. This raises important questions about authenticity. While social media platforms like TikTok foster creativity and community, they also create pressure to curate your personal experiences for social validation. Young people often find themselves chasing trends, often ignoring the genuine moments in their lives. The BRAT Summer narrative, filled with spontaneous fun and rich experiences, risks becoming another TikTok trend, stripped of its deeper meaning. As we navigate this new digital landscape, it’s important to seek a balance between engaging with TikTok trends and cultivating authentic experiences. While it’s fun to participate in viral challenges, we should also prioritize moments that resonate personally, ensuring that our seasonal experiences are meaningful and not just shallow attempts at being trendy.

Throne of Glass: A Review

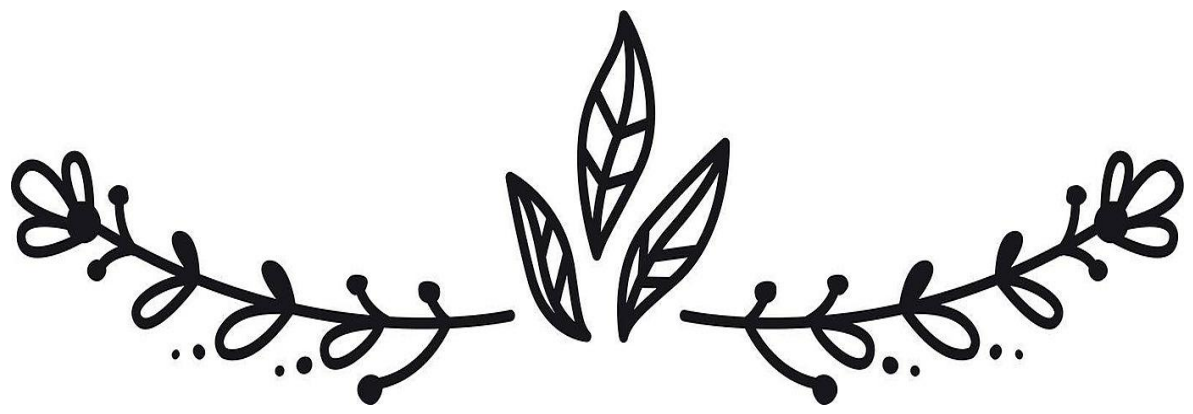
Krishna Agarwal, Staff Writer

Are you a fan of Red Queen, Six of Crows, or the Folk of the Air series? And are having a hard time trying to find a new novel that has the same undertoon as the above?

If so, I have the perfect recommendation for you. Imagine a world of magic and fae, where power and politics reign supreme, and where assassins and princes cross paths. This world offers adventure, drama, and mystery, accompanied by the perfect touch of slow-burn tension. Throne of Glass by Sarah J. Maas, is a dazzling seven-book high fantasy series, accompanied by a prequel. This series with its expansive and detailed oriented world-building, pulls you into the magic of its world. The kingdoms, magic systems, royal politics, and diverse cultures narrated in this book series make it a rich and enchanting tale.

One of the key strengths of Throne of Glass lies in its ability to surprise the reader with unexpected twists, often leaving you in shock or tossing the book aside in disbelief.

This series is particularly suited for those who are in search of character-driven narratives, featuring a strong female lead like the force of nature at the helm. It goes through court politics and explores the moral uncertainty of its characters. It shows both the good and bad sides of many characters, making them realistic and paves way for impressive character development in the further books. This series is for readers who are tired of conventional romance plots, with romance being merely a subplot.



Here, you will also find the perfect blend of action, betrayal, elements of gore, and intricate hidden agendas. The epic quests, coupled with the ongoing battle of good versus evil, add layers of depth to the story. Some of my favourite quotes from the series are, “You make me want to live, Rowan. Not survive; not exist. Live,” and, “It is not such a hard thing, is it—to die for your friends.”

In conclusion, Throne of Glass is a must read for every reader who loves fantasy worlds that have a lasting impression. My final rating for this series will be 4.5/5 stars, earning a well-deserved spot in my personal top five.



Source : Barely Bookish

Black Myth Wukong Shatters Records

Prithviraj Kalathia, Staff Writer

Black Myth: Wukong, produced by developer Game Science (GS), was released on August 20th this year and has taken the gaming industry by storm. It achieved an all-time peak of 2,415,714 players, breaking the record previously held by Helldivers 2. IGN gave the game a solid rating of 8/10, and even after more than 200,000 reviews, its reviews have remained “overwhelmingly positive” on Steam.



While most open-world games have some form of navigation, this RPG offers no map, encouraging the players to explore on their own instead. In most "souls-likes,” you are punished for dying by losing all of your currency, but Black Myth Wukong doesn’t go down this path and allows players to keep their currency. The gameplay is fast and fresh, owing to its simple UI. However, this does not prevent it from creating a fully immersive experience with breathtaking landscapes and melodious Chinese classical soundtracks. It is China’s first AAA video game, which took six years to develop and cost about \$70 million USD.

The game is inspired by the myth of Sun Wukong from the Classical Chinese novel ‘Journey to the West’ and takes place 500 years after Wukong is killed. The protagonist, known as the Destined One, journeys through the New West, collecting the relics of the great sage in hopes of bringing him back to life. Naturally, there

are other forces that seek the relics for their own power and stand in his way, providing most of the conflict in the story. The combat system is distinctive, with spells falling into four main types: Mysticism, Alteration, Strand, and Transformations, either cast upon objects or the player themselves. The armour and weapons are unique and well-designed. Wearing a completed set of armour

Source : Reddit

provides unique perks. Staffs are the preferred weapon of The Destined One and can be altered with stances. There are three Staff Stances: Smash Stance, Pillar Stance, and Thrust Stance. Each stance has its own skill tree that can be upgraded to enhance them. There is also a Talent tree to enhance other aspects of combat. Drinks and soaks are the main healing mechanics in the game. Each drink is unique, and soaks can be added for additional perks. The build variety offered surpasses nearly every "souls-like" game barring Elden Ring, which is an impressive feat. In conclusion, Black Myth: Wukong is a groundbreaking game that has captivated players with its innovative mechanics and engaging story. Its unique approach to open-world exploration, diverse combat spells, and transformation abilities set it apart from other games. With impressive player stats and the promise of future DLCs, this game is a must-play for enthusiasts and marks a significant milestone in the gaming industry.

Good Girl’s Guide to Murder Review

Shirsha Pattanaik, Staff Writer

August saw the release of one of the most anticipated book adaptation series of recent times- A Good Girl’s Guide to Murder. Written by Holly Jackson, the book is the first in a series of four books- (A Good Girl’s Guide to murder (2019), Good Girl, Bad Blood (2020), As Good As Dead (2021) and Kill Joy (2022)). Starring Emma Meyers in the lead role of Pippa Fitz Amobi, the series starts off on a promising note, accurately setting up the town of Little Kilton. Emma as Pip is the perfect choice in playing the bright, determined and curious teenager. The supporting cast too have been casted very accurately and they all have done their job well. The Netflix original, comprising six episodes each about 45-60 minutes long, does a fair job in adapting in the superhit novel. However, the series lacks depth and emotions. It gets so busy trying to fit every subplot into the episodes that not much

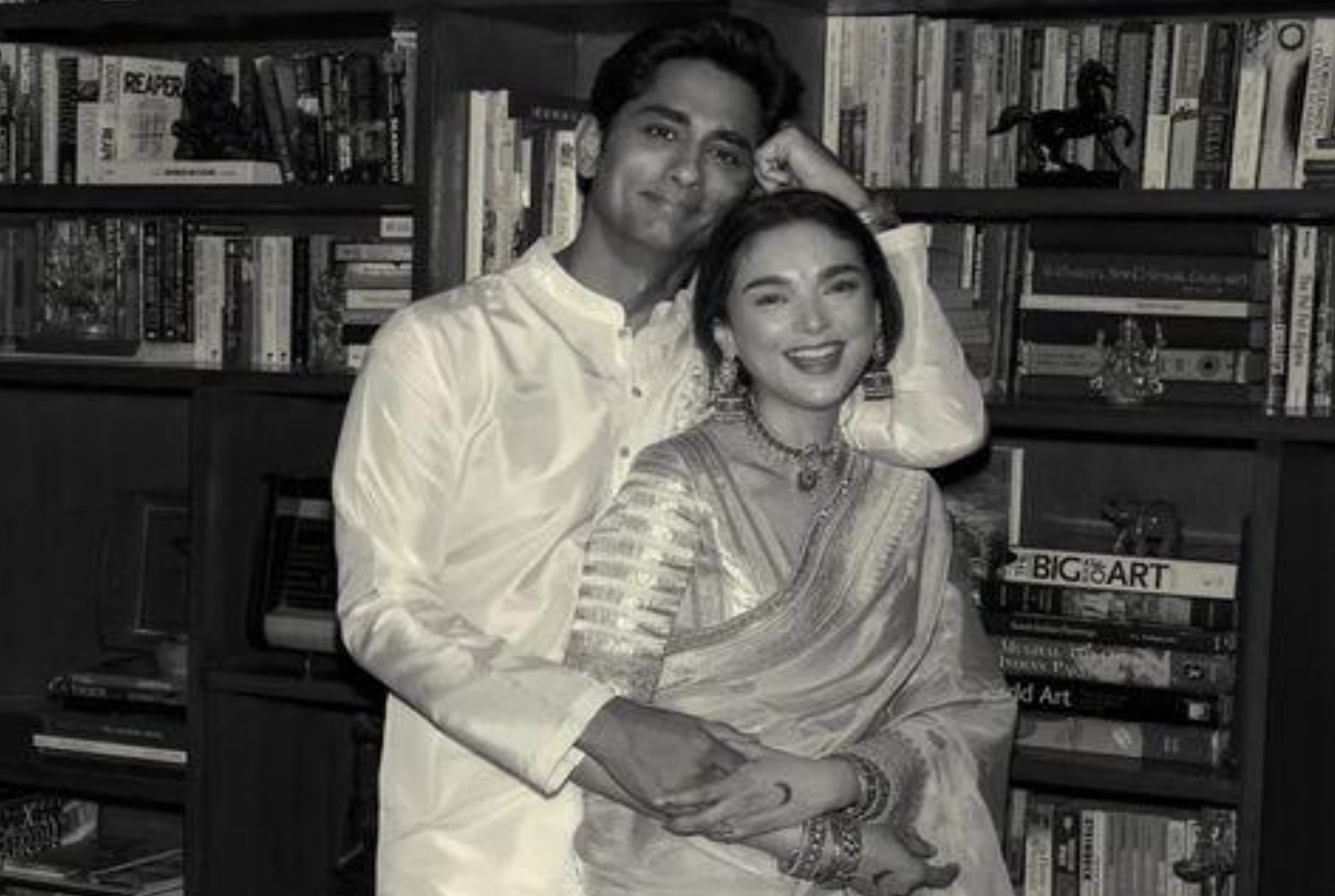
time is given for the characters to connect with the audience. In addition, the slow pace of the initial few episodes may make one lose interest. But as the episodes progress and the storyline catches up, it becomes just like any other murder mystery series, making you gasp at every revelation and keeping you hooked till the end. A lot of the meticulous detective work depicted in the book is cut down in the series, making it seem like investigating is an easy thing for Pip to do. Thankfully, the makers have given enough time for Pip and Ravi’s bond to develop. Just like the books, they call each other “Watson” and “sarge”.

In conclusion, the series is a 7.5/10 as it is good in its storytelling and adaptiveness but falters with its emotions and screenplay. It definitely makes for a good leisure watch this weekend if one is interested in true crime murder mysteries.

Honouring Heritage: Through The Lens of the Aditi-Siddharth Wedding

Naina Karimilla, Staff Writer

Source: Instagram



Weddings are the culmination of true love, where two souls are woven together through vows of eternal companionship. Those vows, declared to the universe, are a celebration of the couple, the culmination of their beliefs, values, and identities. Whether it’s respecting age-old traditions or reinterpreting rituals, wedding choices are indicative of the culture that couples resonate with. From the bride and groom's attire to the venue, the aesthetics serve to profess the couple’s love with a beautiful expression of their new beginnings.

Actors Aditi Rao Hydari and Siddharth tied the knot in an intimate South Indian ceremony on September 16th. Announced to the public through a series of Instagram posts, the wedding was adored for its pronounced grace. The aesthetics, rooted in South Indian culture, encapsulate their Hyderabad and Tamilian ancestry. The nuptial photoshoot, photographed by Joseph Radhik, captures their amorous gazes and serene romance amidst a picturesque backdrop

The couple's attire exemplified their roots. Both bride and groom dressed in traditional South Indian attire by heritage designer Sabyasachi, showcasing regional craftsmanship. Aditi Rao Hydari wore a golden maheshwari tissue organza lehenga accented by zari work, paired with a matching blouse. In South Indian tradition, gold signifies elegance and opulence. She adorned herself with gold and ruby jewellery, such as matching jhumkas and necklaces, bangles, and a white gajra upon loosely braided hair.Siddharth wore a subtly embroidered silk kurta paired with a benarasi veshti. Although their attire largely involved generation-spanning style, the minimalist henna, featuring an ardha-chandra design, contrasted this, incorporating modernity while maintaining tradition.

The significance of these cultural choices is revealed when considering Hydari’s lineage. Applauded for her regal screen presence in period works,

Aditi Rao Hydari does in fact hail from nobility on both sides. Her father was the grandson of the former Prime Minister of Hyderabad, Akbar Hydari, while her mother Vidya Rao’s stepfather was the head of the Wanaparthy royal family under the Nizam of Hyderabad.

Thus, the decisions taken appear to be deep-seated and not just for pure aesthetic value. For instance, the wedding venue, the 400-year-old Sri Ranganayaka Swamy Temple in Srirangapur, was particularly meaningful, given its location in the Wanaparthy district of Telangana.

As celebrities with a well-recognised presence in film, their decisions will have wide-scale influence on prevalent wedding aesthetics and culture now and in the years to come. Staying true to their own South Indian identities, individually and as a couple, has resulted in a beautiful expression of devotion that embraces both tradition and modernity. Beyond the couple’s relationship, the media's approval shows the positive scope of embracing one’s own cultural identity during one of the most important milestones in one’s life.



Source: Vogue India

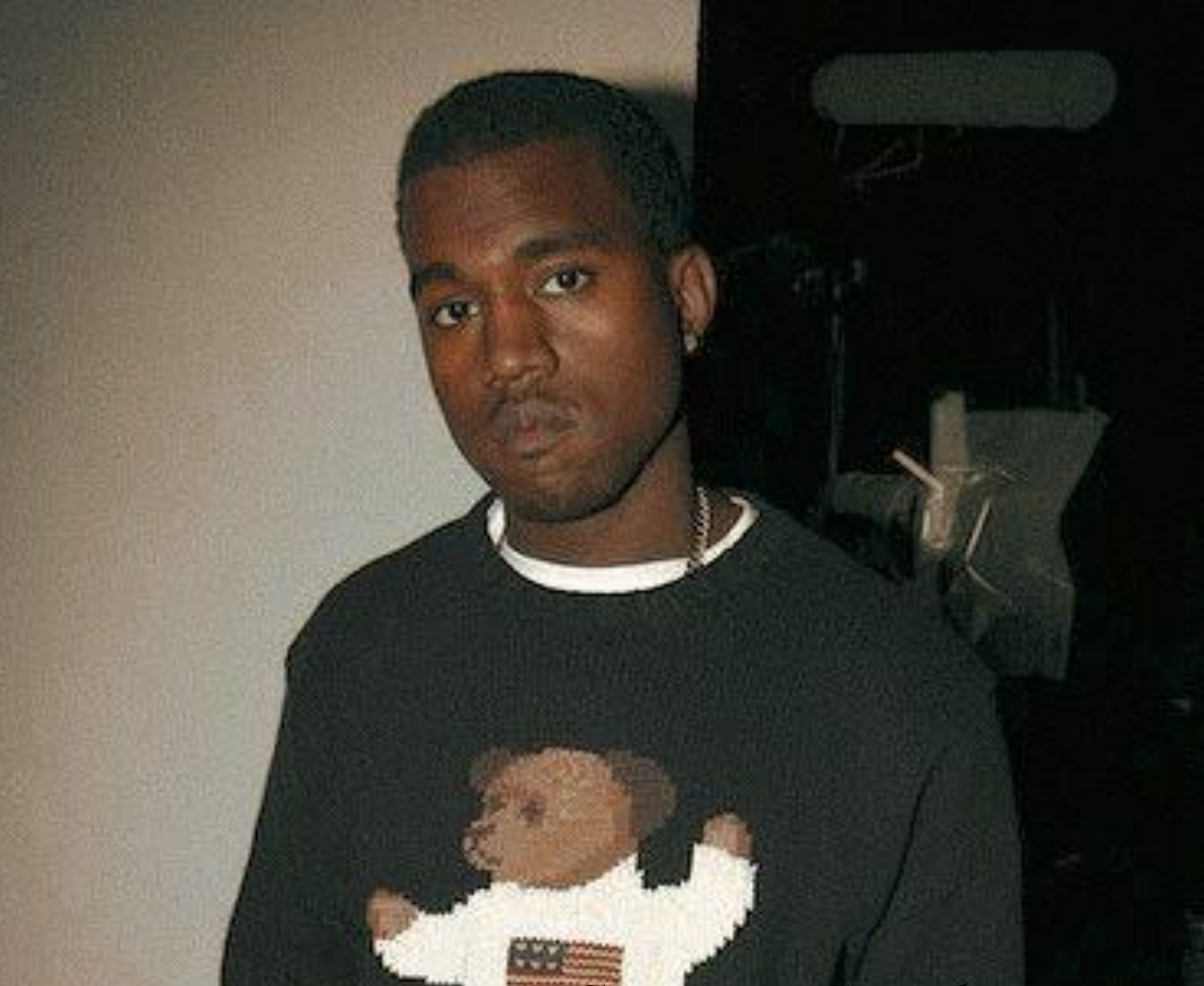
I Miss The Old Kanye

Tanuja Kandarapu, Staff Writer

Kanye West, arguably one of the most innovative and influential figures in the music industry, has faced countless public and professional challenges over the last few years, and his latest music releases haven’t remained unaffected.

Let's talk about his recent albums, Vultures 1 (2024) and Vultures 2 (2024). Most reviews feature the words "bad," "abysmal," and "trash," and very few “good” or "decent." What online critics don’t understand about Ye's music is that neither an album review nor a tweet will change what he thinks or wants to achieve in the industry going forward. There’s a big jump from Donda (2021) to something as experimental and unique as Vultures. Fans did not expect this. He’s changed his style of creating art. This is the same man who created musical masterpieces like Graduation (2007) and The College Dropout (2004). Now comes the important question: what caused this massive change in 3 years?Back in December 2023, Ye went on a rant about how everyone in the rap game was “fake” and hyped him up just for the clout he brings for them. He claimed that they were vultures trying to feed off of him, and that’s what took a toll on his creative mind during the making of this album in the studio. Many interpreted the album as an expression of his emotions on how his life is going after the infamous Kim Kardashian divorce drama, starting out with Ye’s dreams and aspirations

and progressing into how he begs forgiveness from his loved ones.But others would call it an unfinished compilation of lyrics put together in 3 weeks, claiming it revolved around money, drugs, sex, and other lifestyles the rap industry projects onto its listeners. It shows us how easily social media influences you into becoming something you never were. You’d have to turn a complete blind eye to the subject of anti-Semitism, subtle racism, and sexualism if you were to enjoy these albums to the fullest.Not only was Vultures one of his weaker lyrical projects, but Kanye reportedly delayed the album release multiple times in 6 months. We thought he was working on dropping something out of this world, but it was just another generic album. We don’t want anything generic from Kanye. We want something abstract. We need something that will blow our minds like Yeezus (2013) did. We need peak Kanye back. I miss the old Kanye. We, the fans, all miss the old Kanye.



Source : Google Images

Travis Scott- The Insane Story

-Anisha Raju, Illustrator


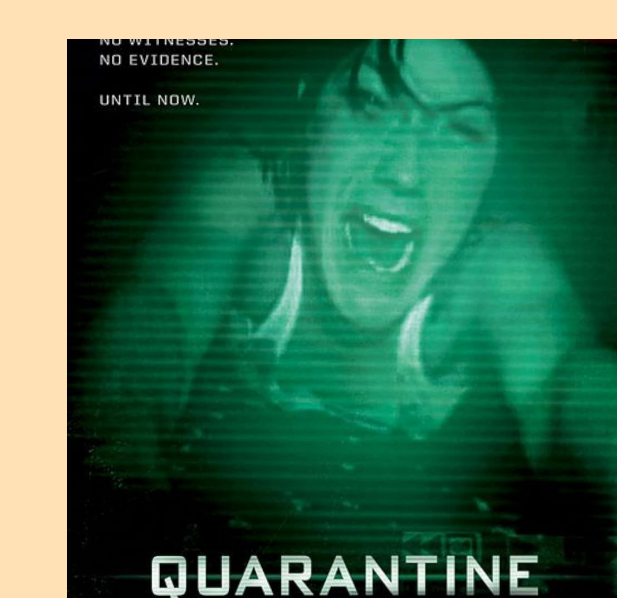
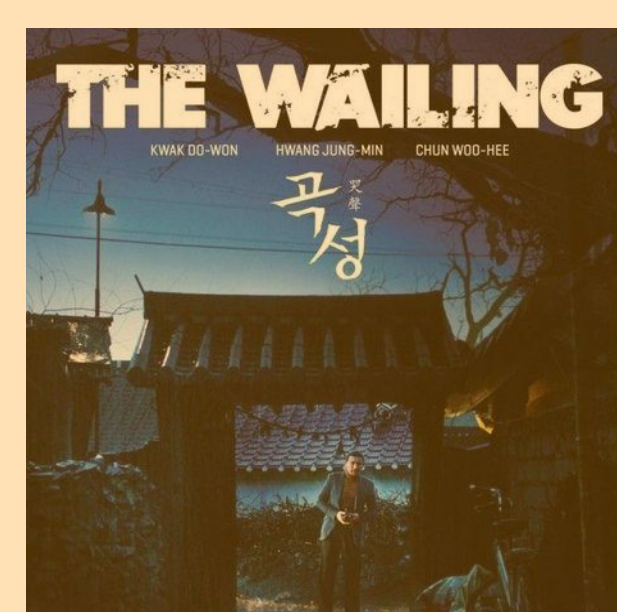
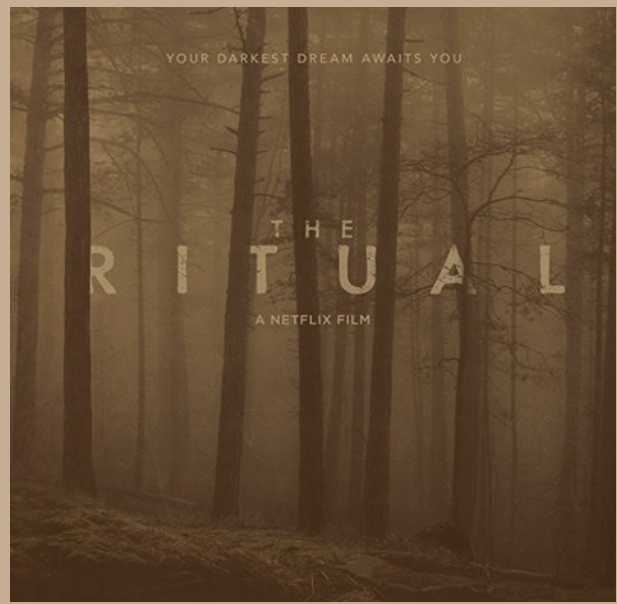
Travis Scott is known for his creative music and unique albums. Despite his success, his presence in the industry has been minimal in recent years, leading to questions about his artistic direction. The debate revolves around whether Travis is a visionary artist or a marketer prioritizing fame and money. Growing up in Houston influenced Travis’s drive to pursue music. At 19, he dropped out of college, seeking a music career in New York and LA despite financial struggles. Travis faced financial cut-offs from his family but persisted in his music journey, developing skills and gaining early recognition. Despite obstacles, he remained focused on music, determined to succeed, which led to his first significant industry breakthrough, “Lights.” This track caught the attention of T.I. and Kanye West, leading to further involvement in major projects. Before his first mixtape, Travis had limited public releases but was recognized for his potential. Tracks like "Quintana" and "Upper Echelon" showcased his unique aesthetic, setting him apart in the trap genre. Travis's early works were influential in shaping Kanye's sound, and projects like Days Before Rodeo were praised despite their rawness. His album “Rodeo” was seen as a creative breakthrough, with its thematic depth and ambitious production setting a new.

standard for the genre. Travis's life experiences fueled the album's narrative, reflecting his journey and struggles in the music industry. Birds in the Trap Sing McKnight followed Rodeo, and helped Travis gain wider recognition Despite critiques, Birds established Travis as a major figure in the trap genre, paving the way for future projects. “Astroworld” became a massive commercial and critical success, marked by its vibrant, psychedelic sound and diverse collaborations. The album's success solidified his position in the music industry, with tracks like "Sicko Mode" and “Utopia” achieving widespread acclaim. It pushes the genre forward and meets fan expectations with deeper, darker, and more experimental sounds. It also drew comparisons to Kanye West’s work and included various musical motifs. Critics and fans had mixed reactions to different tracks, but the album is seen as a cohesive, cinematic experience. Travis Scott is praised for his creativity and ability to adapt across different projects and mediums. His story is depicted as one of dedication and vision, marking him as one of the most significant trap artists of his time. While some argue that his shift toward fame and branding has impacted his artistic integrity, his body of work speaks to a deeper vision, marked by dedication to his craft and a willingness to take risks in pursuit of his artistic dreams.

Kashif Shaik and Amithi Shangari, A&E Editors



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A detailed illustration of a spider web. The web is a complex, multi-layered spiral with a central hub. A small spider is positioned in the middle of the web. The web is set against a light beige background.

Velmuri Nihar, Staff Writer

But like any trend, it's not about blindly following the crowd. The real challenge lies in harnessing AI's power to amplify a brand's unique identity, not dilute it. In this grand fashion show of the future, AI is not the star—it's the backstage crew, the lighting technician, the choreographer. It's there to enhance, to support, to inspire.

AI significantly reduces costs for the fashion sector, and can help in ensuring optimal resource allocation. Additionally, by anticipating possible problems with machinery, these tools lower repair costs



Source : AI-Fashion-Mag

anticipating possible problems with machinery, these tools lower repair costs and minimize downtime. and minimize downtime. The symbiotic relationship between AI and fashion becomes increasingly evident as we navigate the intersection of technology and style. While AI offers exciting opportunities, it also presents significant challenges. One of the primary concerns is the potential for homogenization, where an overreliance on AI-generated designs may dilute the diversity and creative expression that lie at the heart of fashion. The integration of AI into the industry also raises critical questions about the nature of the artist's creativity and originality such as who owns an AI-generated design, and how brands maintain authenticity in a world where designs can be machine-made. As the fashion industry continues to adopt AI, addressing these ethical challenges will be crucial to maintaining the integrity of creative work

Ultimately, the success of the fashion industry hinges on the harmonious coexistence of technology and creativity. By embracing generative AI as a complement rather than a substitute, we can foster a future where innovation thrives while individuality remains paramount.



MU Students Secure Four Powerlifting Gold Titles

Anush Mohanty, Sports Editor

Powerlifting is a test of strength and perseverance, where athletes compete to lift maximal weights in three lifts: squat, bench press, and deadlifts. It is a sport that requires immense discipline and hard work to succeed at. On September 15th, four students from Mahindra University achieved outstanding results in the State Level Powerlifting Tournament organized by WPC Telangana (World Powerlifting Congress) affiliated with the Indian government. The four students who managed to secure four gold medals in their respective categories were Parth Yadav, alongside his team members Priyadarshan, Yashwanth Goud and K. Shri Harshitha. In a recent interview with Parth Yadav, he spoke about his journey towards bagging the gold medal in states. He described that participating in the states has been a valuable experience for him and his team and they take immense pride in representing their university at that level. Their regiment included practicing four days a week, while balancing their academics and other co-curriculars. Parth values discipline, an individual-specific routine and a strict diet as the main determining factors towards being able to improve at this sport. The college was also very supportive and played a vital role in the team’s success by being very encouraging and providing the necessary sponsorships. Despite having exams while

Training managed to stand out on top against all setbacks. Parth pins his inspiration to be a senior he met during aero, the college’s sports’ fest, the previous year, who seemingly recognised his potential and urged him to join competitions outside of college. He continues to carry this inspiration forward by promoting the sport around the college and prompting beginners to pursue powerlifting in a disciplined manner. As the head of the powerlifting team, he aspires to organise events to further indulge people in this sport. Following their smashing victory in the state championship, Parth and his team continue to work hard towards their future goals. He currently has his sights set on the upcoming Nationals powerlifting championships, while also looking forward to the South India Powerlifting Championships. His teammates also continue working hard to overcome their personal bests and to prepare themselves better for future competition.



Source: Parth Yadav

Arm Wrestling Event by Palestro Fitness Club: A Massive Hit!

K. Shri Harshitha, Staff Writer

On September 18, 2024, Palestro Fitness Club hosted an exhilarating arm-wrestling event on campus, drawing a huge crowd and showcasing incredible strength and determination. The event was a resounding success, with a great turnout of both participants and spectators who brought energy and excitement to the atmosphere.

The competition was structured in a five-level challenge format, designed to test the endurance and arm strength of the participants. Volunteers acted as challengers, with participants stepping up to compete against them. The rules were simple: defeat your opponent at each level to move on to the next. Many participants fought valiantly, with a few powering through all five levels, while others bowed out at various stages, from levels one to four.

What made the event particularly thrilling was the mix of both male and female participants, showing that arm wrestling is for everyone, regardless of gender. The determination on display was impressive,



Source: Palestro MU

as students battled through tough matches, with some pulling off unexpected wins. Palestro's main aim in hosting this event was to promote arm wrestling culture and give students the opportunity to showcase their physical prowess. It also helped participants push their limits and provided a platform for friendly competition.

Overall, the event was a celebration of strength, determination, and camaraderie. With such overwhelming support and participation, this event set a high bar for future campus competitions and truly put arm wrestling on the map as a sport to watch out for.

“We were looking to spread the spirit of physical activity amongst the students who normally are occupied in academia. and don’t have too many fun opportunities to involve themselves in strenuous physical activity. As Arm wrestling is universally loved, we tried to connect everybody through it.

Spice Girls FC Lift The Cup: MU Intra-College Football Tournament

Anush Mohanty, Sports Editor

College Football is a symbol of teamwork and the showcase of talent among those who are passionate about the sport. This year, the much-anticipated intra-college football tournament proved just that, by bringing together students from all years, urging them to stand out on top alongside their teams. It was a display of sportsmanship and athleticism with a mix of fun and excitement for both the athletes and the spectators.

The tournament spanned over three days, starting on Tuesday, 24th October. There were four teams that played six matches against each other in a round-robin format, with the top two teams on the points table competing in the finals on Thursday, 26th October. The team captains selected their line-ups via an auction, each team being granted a budget of 80 Cr. The base prices of the players varied from 50 Lakhs for uncapped played followed by 1 Cr and 2 Cr for B and A team players respectively. he matches were spangled with enthusiastic cheers from the spectators as the teams gave it their all to win the tournament. Among the four teams, Spice girls FC and Anonymous FC made it to the finals. Halal FC and Occasionally United FC also showed excellent sportsmanship



Source: MU Football Team

and talent, despite not making it to the top of the table. The final match was an exciting conclusion to the tournament with several close calls. Midfielder Fazal’s electric shot from outside the box straight into the top left corner stirred the match in spice girl’s favour. However, it was followed by an equaliser for Anonymous FC, a set piece that was tipped into the goal by midfielder Apoorv. The field was filled with anticipation as the final whistle blowed and the match was left to be decided by penalties. With a final score of 5-3, Spice Girls FC, led by Tejas, were crowned the winners of the MU Intra College Football Tournament. With the victors decided, the event was a resounding success; it was a thrilling competition with heated moments and was a testament of how passionate the MU football team is about the sport.

Haaland to Continue Boot Monopoly?

Avyaya Mohan, Sports Editor

The premier league is back with another set of thrilling encounters all around. But the headline maker, yet again, is the Manchester City number 9- the inevitable Norwegian who already bagged two hat-tricks in 4 games- Erling Haaland. Haaland’s arrival in the Premier League in 2022 marked the beginning of a new era in English football. The Norwegian striker quickly established himself as a goal-scoring machine, rewriting record books and putting himself in a class of his own in the race for the Golden Boot. The striker’s record-breaking was unstoppable. His total goal count across all competitions reached 52 goals in 53 games for Manchester City, majorly contributing to Pep Guardiola's treble-winning side. Across the past two seasons, his dominance has been nothing short of sensational, and as he embarks on his third season, the question remains: can anyone stop him? While the City number 9 stands head and shoulders above the competition, there are a few players who could give him a run for his money in the Golden Boot race. Ollie Watkins, one of England’s heroes at Euro 2024 thanks to his dramatic winning goal against the Netherlands in the semi-final, is in strong contention and might be the best competition Haaland faces this season. Last season, the Aston Villa striker scored 19

times, and managed 13 assists - the most of any player. Despite Liverpool’s transitional phase, Mohamed Salah’s consistent goal-scoring ability has kept him in the contest. **Heung-Min Son** of Tottenham has proven he can step up as a primary goal scorer. **Bukayo Saka**, although more creative, has shown flashes of lethal finishing in Arsenal’s improved attack. Chelsea’s Cole Palmer has also looked to be an exciting prospect, springing into his scoring form last season, also assisting a lot of goals. However, it’s a different league of goal scoring we talk about when it comes to the Norwegian poacher. Haaland’s chances of securing the Golden Boot for a third consecutive season seem incredibly high. Statistically, his goal-per-game ratio of more than 1 in the league, puts him on track for another 30+ goal campaign. City’s possession-game style guarantees him numerous chances per game. Ultimately, Haaland’s unique combination of strength, speed, and technical ability makes him the clear frontrunner. The question for the rest of the Premier League is not whether Haaland remains favourite or not, but rather how many records he will break—and whether anyone can come close to challenging his supremacy. Will it be any different this year ?



Source: Getty Images

Wings of Change

-Dhruv Maheshwari, Design Head



McLaren’s Aerodynamic Leap

In a sport where fractions of every second define success—a sport about finding those very small windows of opportunity that others overlook—some racing teams often refer to these windows as loopholes, which have been major revelations of their performance. The sport is about building an everlasting bond that makes the man one with the car.

An on-board shot from the car of Lando Norris' teammate, Oscar Piastri, during his victory at last weekend's Azerbaijan Grand Prix appeared to show a part of McLaren's rear wing flexing upwards on the main straight. This attracted significant attention on social media. McLaren’s new mini DRS wing, which reduced drag on a straight line, satisfied the FIA’s Technical Regulations, which is one of the reasons why Oscar’s win stands. However, the FIA has issued a Technical Directive (unlike banning the DAS system back in 2021) that requests teams to refrain from using such a system.

"Three times we protested against McLaren's rear wing. Today, the FIA made a very correct decision. McLaren's rear wing is not allowed. Now it's time to look at their front wing," said Hemlut Marko.



Source: Getty images

Newey’s Aston Martin Journey

“Moving teams is always a big commitment—to try to understand how everybody works, to engage with them, to be involved in shaping things if necessary,” said Adrian Newey. “It takes time, it takes commitment. So, yes of course, once I start, I’ll be fully in. I need to be; I have to be.”

Adrian Newey, an aerodynamics expert with a 44-year career that yielded 25 world championship titles, decided to leave Red Bull for a seat at the highest table by joining Aston Martin as the Managing Technical Partner.

The chain of command and the never-ending drama at Red Bull had always troubled Newey, prompting him to seek a role that offered more freedom and boundary-less creativity. At Aston Martin, he now has the ability to directly speak with the boss, allowing for more effortless decision-making.

It’s a powerful shift—either the making of another innovative champion car or a leap of faith into an unexplored mystery that the future holds.



Source: Getty images

Derrick Rose’s Retirement: MVP Point Guard’s Legacy in the NBA

Anisha Raju, Illustrator

Derrick Rose is often described as possibly the most athletic player the Chicago Bulls ever had. His career story highlights his rise as the youngest MVP in NBA history and the significant impact of injuries on his potential. After 16 years in the NBA, the former MVP point guard has announced his retirement from the league.

Growing up poverty-stricken in Chicago, Rose's determination fuelled his success. He led the Memphis Tigers to the NCAA Finals before appearing in the NBA draft. The Bulls, against the odds, won the draft lottery and selected Rose, who swiftly became a superstar, thanks to his remarkable athleticism. Rose’s explosive playing style made him an instant standout. After winning Rookie of the Year and excelling in the playoffs, his rise to stardom was undeniable. In his second season, Rose improved significantly, earning a spot as an All-Star. Despite playoff losses, his resolve to win a championship for Chicago never wavered. His third season saw him leading the Bulls to their record best in the league and becoming the youngest MVP in history, despite their

Source: NBA.com



End of an Era, Dawn of Another

Nysha Baruah, Social media team

For nearly two decades, men's tennis has been shaped and defined by three legendary names: Roger Federer, Rafael Nadal, and Novak Djokovic—the "Big 3." Boris Becker once said, "These three have rewritten the history books and have created a rivalry that has changed the sport forever." Since 2002, at least one of the Big 3 has captured one, if not all, Grand Slam titles every single year. This streak was finally broken in 2024, signaling the possible end of a magnificent era and leaving the tennis world speculating about what the future holds for the sport.

The Big 3’s dominance over tennis is unmatched. Together, they have won more than 60 Grand Slam titles. The rivalry goes beyond just tennis—it feels personal, like watching three different stories unfold. Federer plays with such elegance that it’s almost like watching a bird glide in the sky. Nadal’s fierce determination turns every point into an intense battle, where he fights as if everything is on the line. Djokovic thrives under pressure, making some of the most unexpected comebacks in history. For tennis fans, matches between the three are akin to witnessing Ronaldo, Messi, and Mbappé compete against each other. Fans are always excited for these encounters because of their excellence in execution and the precision of each stroke, never knowing when a comeback or cunning strategy will change the game. This year, however, showed the unexpected— the loosening grip of the big 3 on the slams.

playoffs run ending in a loss against the Miami Heat.

The 2012 season saw Rose playing some of his best basketball, with the Bulls emerging as strong contenders. However, his devastating ACL injury in the playoffs marked a tragic turning point.

This injury began a cycle of physical setbacks that forced him to adjust his playing style. His mental state also suffered due to the constant battle with injuries, leading Rose to briefly contemplate retirement in 2018.

Adapting to his limitations, Rose found a second wind, playing efficiently for the Minnesota Timberwolves. His standout moment came with a memorable 50-point game against the Utah Jazz, a reminder of his incredible talent. Although Rose never became the best player in the league, his athleticism, perseverance, and moments of brilliance left an indelible mark on the NBA. His potential to win multiple championships was ultimately overshadowed by his relentless fight to overcome adversity, making him one of the most resilient figures in basketball history.

The 45th Chess Olympiad

Anshu Polusani, Staff Editor



Source: Firstpost images

Magnus Carlsen’s Tactical Sacrifice vs. D. Gukesh

In Magnus Carlsen’s game against D. Gukesh, the pivotal moment came when Carlsen sacrificed a rook for a bishop in a classic exchange sacrifice. This wasn’t just about material, but about gaining control of the board. The sacrifice allowed Carlsen to dominate key squares and restrict Gukesh’s piece mobility. Although Gukesh had more material, Carlsen’s bishop became a powerful force, and his positional advantage steadily grew. In the endgame, Carlsen’s superior piece activity overwhelmed Gukesh, leading to a decisive win. This game highlighted Carlsen’s mastery of turning material sacrifices into long-term strategic advantages.

Nihal Sarin’s Endgame Masterclass Against MVL

Nihal Sarin's endgame against Maxime Vachier-Lagrave (MVL) was a masterclass in defensive precision under immense pressure. Facing a superior position with MVL’s advanced pawns and material advantage, Nihal found himself in a tricky knight endgame with barely any time left on the clock. Despite the odds, he navigated the position flawlessly, using his knight to block MVL’s pawns, while expertly coordinating his king to cover key squares. With seconds remaining, Nihal’s calmness and technical skill ensured MVL couldn't convert his advantage, forcing a draw in what seemed a lost position. His ability to defend with precision while low on time highlighted his incredible composure and deep understanding of knight endgames, solidifying his reputation as a rising chess talent.

Hou Yifan’s Textbook Endgame Against Kateryna Lagno

In a bishop endgame where Yifan showcased her strategic depth. After a long and balanced middle game, Yifan managed to steer the game into a bishop endgame, a situation that requires precise calculation and understanding of pawn structure. The key moment came when Yifan used her superior bishop positioning and carefully advanced her pawns to slowly squeeze Lagno’s defenses. By avoiding exchanges and keeping her pawns mobile, Yifan gradually built-up pressure, turning a seemingly equal position into a winning one. Her textbook handling of the endgame, particularly her ability to activate her king and using her bishop to control crucial squares, ensured that Lagno had no counterplay. Hou Yifan’s performance was a clear demonstration of why she remains one of the strongest endgame players, expertly converting small advantages into a decisive victory.

Echo Lounge

Word Search

S D P D P Y T Z B O G E Y M A N A U
I E C Y E C F G R U E S O M E M Y P
C M B J N K I I L L U S I O N L G L
W O E N N R I O G R E K T R T D V M
Q N E G Y S U P E R S T I T I O N M
G I W H W Q B M H O M I C I D E B U
Y C J N I K T Z D R A C U L A C B M
S P H A S M O P H O B I A W X U T M
I M T B E B Q U Y L H S V T I O V Y
E J M N E C R O M A N C Y L H W Q Q
Z M D Y X S L S I N I S T E R Q B N
I E X O R C I S T P U M P K I N S J

- Phasmophobia
Superstition
Necromancy
Pennywise
Exorcist
- Homicide
Sinister
Pumpkins
Illusion
Bogeyman
- Gruesome
Dracula
Demonic
Mummy
Ogre

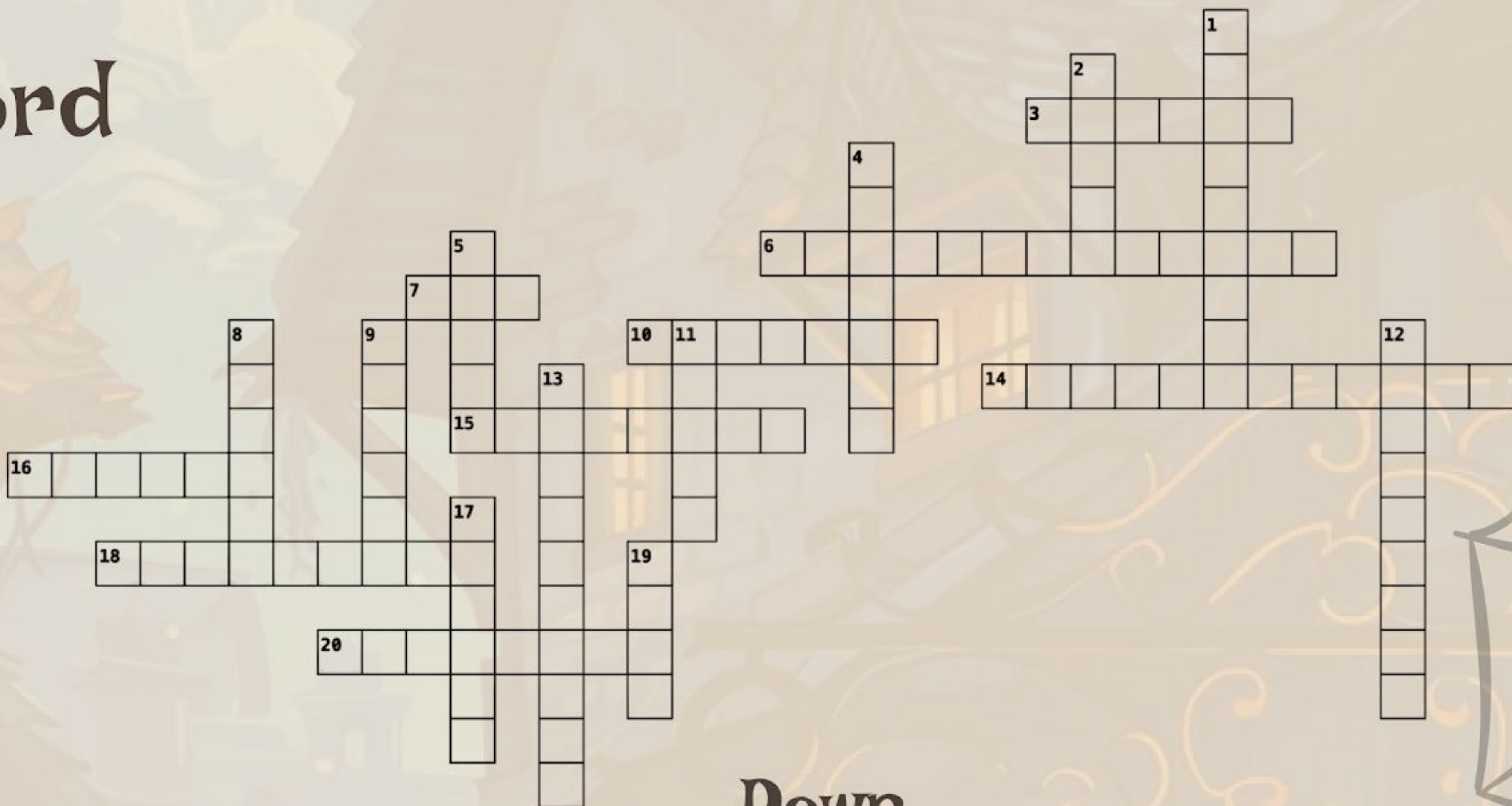
Sudoku

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



-Anisha Raju

CrossWord



Across

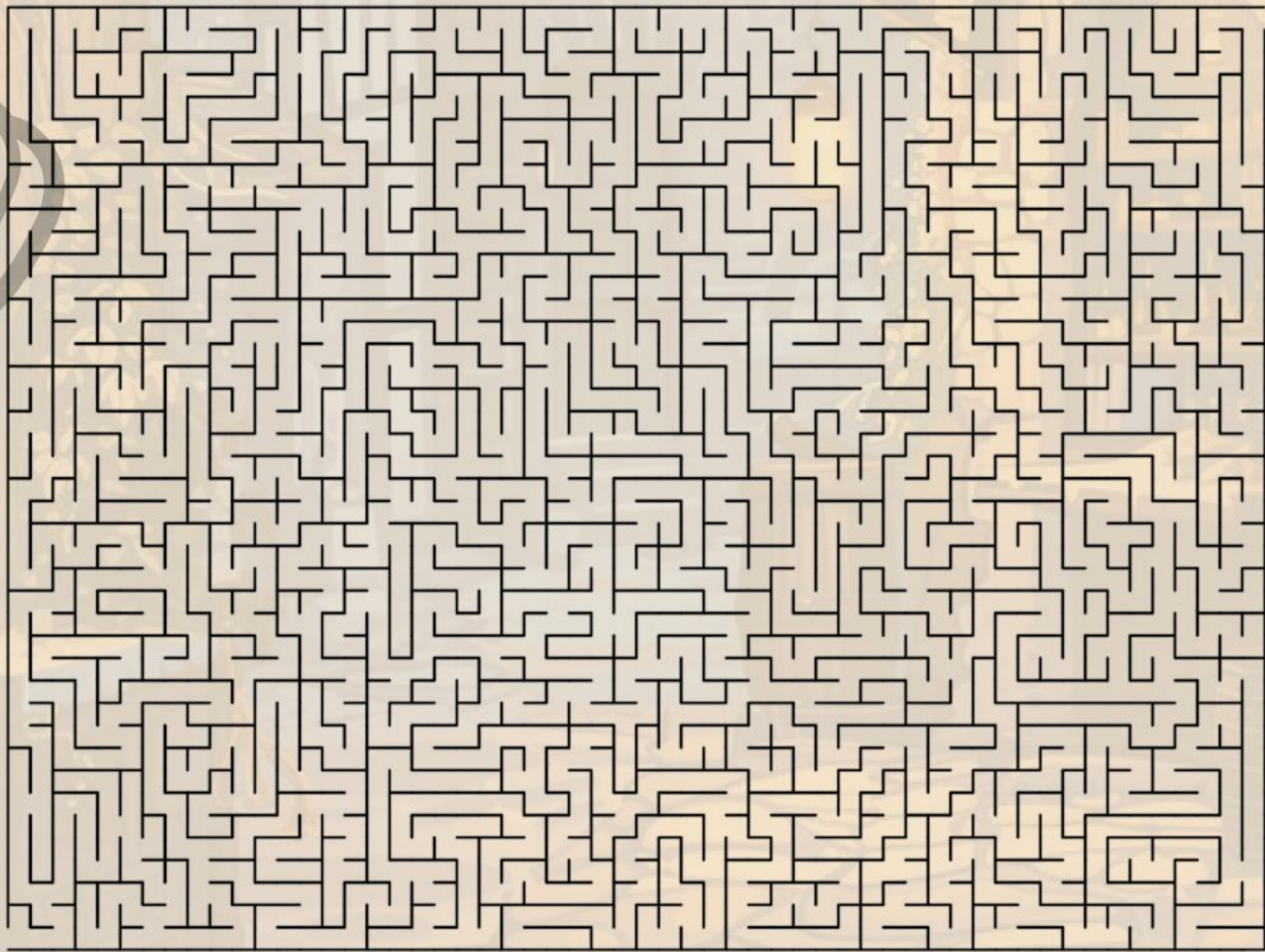
- 3. A religious or solemn ceremony consisting of a series of actions performed according to a prescribed order.
- 6. A creature with a taste of honey, and for blood.
- 7. A woman belonging to a religious order (associated with the church)
- 10. Undead (Usually found in hordes)
- 14. The scientist popularly known for creating a sapient creature with pieces of corpses.
- 15. A person who expels or attempts to expel a supposed evil spirit from a person or place.
- 16. Nickname for a sadistic killer whose victims were trailed with various contraptions.
- 18. Horror movie character infamous for taunting his victims on call
- 20. Very effective tool for conducting massacres in Texas

Down

- 1. A toy house for children to play in.
- 2. A person thought to have magic powers, especially evil ones. (fashionably carrying a broomstick).
- 4. Portrayal of Hell on Earth as a purely evil entity (a cenobite).
- 5. State of utter lawless and loss of morality.
- 8. Sinister for-hire entertainers for children's birthday parties.
- 9. Extraterrestrial species dubbed as 'The Predator' in popular cultures.
- 11. In occultism, a device used for obtaining messages from the spirit world.
- 12. Midsummer Swedish festival involving a sinister, ages-old ceremony that includes disturbing rituals
- 13. When a spiritual being, such as a demon takes control over a being.
- 17. The pathway, usually a person or item, for spirits to traverse to the mortal realm.
- 19. A movie about a killer shark wreaking havoc on a beach off long island.

Answers: 1.Dollhouse 2.Witch 3.Ritual 4.Pinhead 5.Purge 6.Winnie-the-pooh 7.Nun 8.Clowns 9.Yaqui 10.Zombies 11.Ouji 12.Midsummer 13.Possession 14.Frankenstein 15.Exorcist 16.Jigsaw 17.Medium 18.Ghostface 19.Jaws 20.Chain saw

Maze



Meet the ^{THE}Echo OC

Editors-In-Chief

Deputy Editor-In-Chief

News Editors

Sports Editors

Forum Editors

A & E Editors

Tech Team

Marketing

Design & Illustration Team

Members: Ananya, Akshaya, Mounami, Shrilekha, Abhinav, Anush, Avyaya, Tanishka G, Chanikya, Amithi, Kashif, Bhargavi, Pranav, Aanchal, Nysha, Anisha, Dhruv, Rithika, Yathi

The image is a collage of team members for 'The Echo News'. It features portraits of individuals arranged in rows, with their names written below them. The background is a light beige color with various Halloween-themed illustrations: a spider web in the top right, a bat in the top center, a spider in the top right, a bat in the middle left, a spider in the middle right, a spider in the bottom right, and pumpkins in the bottom center. The text is in a serif font, with 'Meet the' in a smaller size and 'THE Echo OC' in a larger, bold font. The team roles are listed in bold, and the members' names are listed below them.