



The CBS Post

THE VOICE OF CBS

THEME:

celebrating CBS

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“We are a college that very few people have heard of, but those who have, respect and admire us in equal measure. We are passionate, resourceful people coming from all walks of life who make people sit up and notice us wherever we go, whether we talk about our latest venture or command the attention of a boardroom. CBS Post is an attempt to document and celebrate this indomitable spirit that is present in every CBSite.”

AKASH GANGA - THE HEART OF CBS

Akash ganga auditorium unlike the galaxy, doesn't have a lot of room for all the planets to fit in but just like the galaxy, it holds together the brightest stars and groups together the most brilliant minds into putting forth initiatives.

Akash ganga sits at the center of cbs, the epicentre of cbs comradery, a 2 floor state-of-the-art facility that is the pride of the campus. With a seating capacity of 524, it may not be the biggest auditorium in Delhi University but stands among the few well equipped auditoriums. The auditorium is fully air-conditioned and Wi-Fi enabled, equipped with the latest technology, including a high-definition projection system and a sound system that delivers crystal-clear sound.

The design of the space has been optimized for optimal sound quality, making it the perfect venue for music and theater performances. The stage is spacious and equipped with the latest lighting and sound equipment, allowing for a wide range of productions to be staged as is often displayed by the cultural societies of CBS and their respective events. In addition to being used for performances, the auditorium is also utilized for conferences, competitions and other events by the academic oriented societies of our college. The CBS Post has made an attempt to document many such events in the next few pages.

Overall, the Akash Ganga auditorium is a magnificent facility that is a true asset to the college and a source of pride for all who have had the opportunity to experience it.



PRODIGY



ALUMNI MEET



MANTHAN



E - SUMMIT



TED X SSCBS



FINWIZ



VINCENZA



EXCELSIOR



ELUMIERE



INDOOR AUDITORIUM EVENTS 2023

The CBS PD

CBSDebsoc, The Debating society

7th edition of DebSoc's annual flagship tournament.

TedxSSCBS

Management Interaction Cell

'you believe in the power of ideas, and we believe in sharing them.'

E-summit

Yuva, The Entrepreneurship cell

Annual Flagship event comprising of riveting competitions interspersed with sessions.

Elumiere

Ecovision, The Economics society

Delhi University's biggest economic conclave.

Prodigy

Communiqué, The Public Relations Cell

Asia's largest business and management conclave for school students.

Alumni Meet

AROC - The Alumni Networking and Engagement Cell

Annual alumni meet to foster a sense of community among CBSites.

Bibliotheca

LitSoc, The Literary Society

Annual Literature Fest for all the hidden poets and literary enthusiasts.

Iris

QSA, Queer Straight Alliance of SSCBS

Annual pride event of SSCBS that celebrates everyone regardless of how they identify.



FinWiz

FinX, The Finance society

Annual Finance Festival and one of the oldest and most reputed financial gatherings.

Vincenza

Synergy, The Corporate society

Annual Corporate Event for budding business aspirants to showcase their talent.

Raasa

Fourth Wall Productions, The Theatre society

Annual theatre festival of SSCBS, celebrating the spirit of theatre.

Excelsior

Mart-It, The Marketing society

Annual Marketing-cum-Management conclave hosted by Mark-It, SSCBS.

Manthan

Verve, The Street Play society

India's largest street play festival throwing light on social issues through plays.

Octaves

Dhwani, The Music society

Annual music festival of SSCBS, bringing people together through the power of music.

Hack CBS

Kronos - The Tech society of SSCBS
 India's Largest Student Run Hackathon with prizes worth \$100,000

Chakravyuh

IMA - SSCBS Chapter
 Annual Strategy and Equity research based case study competition.

Convergence

Convergence
 The Annual Leadership Summit of SSCBS

Invicta

Grandeur, The Consulting Cell
 Annual Flagship Case Competition, encouraging the spirit to challenge oneself.

Ascend

APICS - SSCBS Chapter
 India's first undergrad Supply Chain Management based global case competition.

OCTAVES



RAASA



HACK CBS



BIBLIOTHECA & IRIS



CONVERGENCE



CARVING OUT A COLLEGE LIFE



Srishti Sinha
BMS'24

Influx of first years reminded me of the time when I started college. Eyes full of optimism, enthusiastic about the journey ahead, loving each moment of college until you realize, (spoiler alert!) College life is not what it looks like in the movies. What they say about CBS having a more corporate-ish culture compared to other colleges is not far from the truth.

Being one of the top undergraduate B-schools in Asia, the environment in CBS is competitive. You will find your classmates building up their resume right from the get go, their schedules packed with internships, fellowships, case competitions. Now, do not get me wrong. It is pretty beneficial for your professional growth and prepares you for real life but, at the same time, one should squeeze in a few dates for just... hanging out.

We all deserve a college life. Let me give you an insight into my first year and how I embarked on a journey of making a college life out of the 'corporate life' of CBS. I remember it being the event season, everyone deep neck in work, while I steal away some time for myself to attend a nearby poetry slam.

From roaming the streets of Daryaganj, looking for bookstores to get books at cheap prices, to finding my way to the Oxford Bookstore in Connaught Place. Going all the way to Prasant Vihar just to redeem an offer on waffle. Traveling in the metro just for the fun of it. Majnu ka Tila for its Asian cuisine. Bangla Sahib visit for the sake of wearing ethnic. Running off to Japanese Park with friends to catch a fresh breath, and release anxiety. And on the way back, having dosa and vada from the roadside stall. Staying in and binge watching Gilmore Girls in the comfort of my warm bed while I order in.

I have made tons of memories - good and bad. After every bad day, my roommate's "onion maggi bana doon?" always cheers me up. Movie nights, late night conversations, hugging the sadness out of your friends, the after dinner walks in hostels. Ranting to your society members about average cbs issues while everyone nods sympathizing in consensus. Making tons and tons of mistakes, getting over a heartbreak, having crushes, making friends, losing friends. From being an overachiever in school to almost passing in a few subjects. I have indeed done it all.

One year has passed, and it seems like *kuch kiya hi nahi* but when I look closely, I feel great to have made efforts in creating a college life out of it and you can too. Again, College life is not what it looks like in the movies. No unpaid Bollywood script writer is going to write your college life but you. Make it count.

NESCAFE AND SURAJ BHAIIYA



Aryan Gauba
BMS'24

Nescafe, being one of the two food establishments in the college, is an integral part of the day to day life of a CBSite. The Nescafe booth at the college doesn't have a lot of products to offer but the shade under the counter and a cold coffee is enough for us to chat about anything and everything ranging from assignments to society gossips.

Just like Nescafe in the college, Suraj bhaiya is an integral part of Nescafe. Neither the infinity hour's intense heat nor the lazy evening closing time, nothing seems to hinder his lively personality and stop him from humming pahadi songs.

At times, we don't really understand how Suraj bhaiya is an imperative part of our college routines, almost everyone in the college would have had a small memorable interaction with him

around some random topic on a random afternoon.

If you have ever struggled with recollecting faces and names, Suraj bhaiya can't relate. He has a photographic memory. Keeping tabs on every order he ever took, you can't get away with eating and not paying.

Suraj bhaiya may charge more for his products, but his charm, extra services (like phone charging), and great customer relationships make it worth it. He's a marketing genius who shows big brands how to be relatable and empathetic, all from his 9x9 Nescafe shop. Furthermore, thanks to communicate, you can find this marketing genius on LinkedIn for tips. All in all, suraj bhaiya makes your monotonous routine with the aim of a good placement journey to the college a little better, in a way we don't even recognise, but he does charge a lot for that.



HOSTEL LIFE IN CBS



Yash Vardhan Rajoria
BFIA'24

Students travel miles away from their hometown to hostel, and part of the reason is to experience the hostel life.

If you have consumed any piece of content around college, you must be familiar with the living away from home trope of college life. As soon as you move in from the small isolated haven of your home to a shared room, life throws a set of new challenges, and new faces at you. It isn't rocket science to figure out that these new faces are as confused as you and before you realise it, these faces get more and more familiar with every passing day. That being said, living away from home is not an easy task. Allow me, A hosteller, to give you a glimpse of the hostel life.

Expectations

As someone with a 5 minute commute time to classes, you are expected to be on time for every class but the comfort of a 5 minute commute blurs out your perception of time. The first thought at the start of the day is whether to skip breakfast or not because you woke up at 8:55 AM for a 9 AM class and this is the first stage where you will disappoint every teacher by being late to class, while living in the hostel. After living up to the expectations of your parents, and getting into CBS, get ready to shoulder the weight of disappointment from both teachers and fellow classmates travelling around an hour to get to class before you.

Utility as a hosteller.

You will often find yourself running back and forth between college and hostel during random parts of the day because every hosteller owns a pair of doraemon's magic pockets in their room to store random things including books, bags, society equipment and what not. Hostel life teaches you a lot and this is the part when you learn to say no. After a day of disappointing your teachers and classmates. Who are you left with? Well...

Hostel bonds >> Ionic bonds

The hostel gives you a new joint family where you can just go to any person, and pour your heart out whilst expecting no



judgements. A smaller, more wholesome community in CBS. The diversity in the crowd which DU is famous for, is very apparent in the hostel. You will find people from different walks of life around you which exposes you to different cultures, perspectives, goals, and a lot of (emphasis on a lot) inside jokes. You will share different connections with everyone. Like someone to walk around the college with, someone to have dinner with, someone to make all your outing plans with, someone to share gossip with, someone to ask doubts, someone to fight over BFIA vs BMS.

Sharing is caring

When Munna Bhai said, "*sab Kuch Apna samaj, bas mere underwear ko chhodki*" every hosteller cried and this is something you'll get here not only in the rooms but in both the hostels, half of the time boys be taking things from girls or the pampered son of the hostel which has everything. From Volini to hair dryer everything passes from room to room and you know what you just cannot stop it. Just say mere paas nahi hai bhai uske paas chala ja and move on.

Khel Mahotsav

We have organised intra-hostel tournaments for almost every game. Till now we have had tournaments for Charades, Volleyball, Football, etc. These games are not limited to outdoor sports. We play UNO with as much enthusiasm as we play football. People who organise these tournaments work hard on it and the rage, adrenaline, and the dopamine rush it all results in is just mesmerising.

Where actual stories lie

You may find it difficult to understand but there are only so many movies and webseries you can watch to cure boredom, and the campus being relatively small there is only so much we can do but one 'ritual' we all follow, The walk. This walk, though seemingly mundane, is something which makes the hostel life complete. In the daytime the classes suck the energy from us, in the night canva does it so in this meantime we get the opportunity to choose a set of people and get the gossip which you should be updated with. You will have a lot of walks with a lot of people here and sometimes it will also lead you to a situation where you are moving from one group to another but do not worry you learn how to skip that awkwardness. Some people walk with their roommates, some with their classmates, some with society friends, some with seniors, and some even with teachers. But that walk is something that will give wings to your time and make it fly.

Timings timings timings

Something which a hostel teaches you on a serious basis is how to make genuine excuses for being not on time for anything. The hostel timings are 8:30 PM so you should be in the hostel by that time or your parents need to talk to the authorities and if you somehow fail to do that, then you should be aware that parents talk so differently when they talk to authorities and then the next day breakfast for you will be taunts in your class (the college is small, and you should know sound travel at a speed of 343 m/s). So prepare a list of some excuses and be

on time for every food, especially for the snacks and if you fail to do so, well you should have your food delivery apps ready.

Then comes the night

We started this article with the question “Why cannot hostellers wake up early?” The simple answer is that they sometimes don’t sleep or they sleep very late. “*Ab Kitna Bhi try Karlo bunny hostel and jaldi sona mostly don’t go together*”. You attend late night society meets, assignments, group project meets, etc. People watch

matches in the common room, play in the corridor, dance in the lobby, and god forbid if it is someone’s birthday! This is the time when you share stories about the people you hate, the crush you have, the exes you had, and the songs you like, to your roommates and they do the same. Though if you are having a bad day and your roommate did not leave all his/her work to cheer you up then change your roommates ASAP. Also, here is your reminder to call home and get your daily dose of “*Aaj kya khaya?*”

And now you can make up your thoughts

about the hostel.

Just like how CBS is not your average college, its hostel is also not your average hostel. The hostel allotment process is more competitive than the college allotment process so do not be sad and make hostel friends to have free lunch. Cheers.

THE CURIOUS CASE OF CBS CULTURE



Aditya Luthra
BFIA'24

And there they were, arriving in all their glory, the prestige of winning a global case competition following them like their own shadows.

“How many slides did you make?” asked a first-year student. “Can you please share your PPT template?” asked another student, barely able to make his voice heard among all the commotion surrounding the winning team. “How did you prepare the financial model?” asked the enthusiastic second-year student who just knew he had found new role models. “Not a big deal, they won via luck” were the words of a third-year CBSite, who came fourth in that same competition (yes, almost every competition has multiple finalists from CBS, sometimes even all of them).

Well, I don’t think I need to say this out aloud, but this whole anecdote was slightly exaggerated. However, if you’re unfamiliar with the history and culture of this great institution, you’d be surprised to hear that reality isn’t so different from this. Case competition winners are still looked at as heroes by the majority of the college, and that status is exponentially elevated if the competition is a global one. But why are these competitions so significant to us? Better question to ask, what are these competitions in the first place, and if they are so prevalent, surely that would lead to some element of jealousy or toxicity right?

In short, business case competitions are competitions where a team is tasked with finding solutions to a problem plugging a

real-world entity, and present them in the form of a PowerPoint presentation. These competitions are conducted throughout the year, by eminent national and international institutes including but not limited to Harvard, Stanford and IIMs, and even by multinational corporations like Amazon and Microsoft. Winning them is considered a must for any business school graduate, as they have two major benefits. The cash prize after winning them (sometimes in upwards of even 1,00,000), and them often translating to polishing your resume, which means better job opportunities, which is what business schools are all about. In case you haven’t already guessed it, this thought process is indeed permeated into students of our institution as well.

Almost every student here has participated in at-least one such competition. Many aren’t aware (speaking from personal experience here) of what these even are before they join this college, but over the course of just a couple of months, Unstop (a platform which allows you to find and register for said competitions) becomes as much as an addiction for them as Instagram was in the mid-2020. Fascinating, isn’t it? However, there’s a very real dark side to them as well. A side which is often glossed over.

Since almost everyone is participating in them, oftentimes the scenario becomes such that CBSites have to go head-to-head amongst themselves for the title of winner, and this breeds jealousy and contempt. Think about it, you spend close to a week researching and crafting a beautiful PPT, only to lose out to someone who you considered inferior to you? Case competitions are draining, they sap your

energy and time, they occupy your mind 24X7. Couple these stresses with the fact that it becomes a question of your ego when you see another CBSite in the final, and you have all the ingredients of a toxic relationship.

If they’re such a hassle, then avoiding them altogether is the best solution, right? Well, I won’t say so. Broadly because of 2 factors. First, “FOMO” is very real. Seeing your contemporaries preparing complex financial models while you are watching the latest Premier League fixture is a real jolt to your self-confidence. Second, after a while, a good chunk of people start evaluating one’s worth by the amount of competitions he/she has won. A notion that’s fundamentally incorrect and shouldn’t be encouraged. Once you’re sucked into this whole ordeal, it’s pretty hard to get out as well. You’re constantly on the hunt to prove yourself better than your classmates, and that thought-process drives you, sometimes even to quite extreme levels.

It’s not all gloom and I’m definitely not speaking for everyone of course. These competitions have very real plus points and help you learn quite a lot. I personally experienced a lot of personal growth participating in these as well. The dopamine rush after your efforts are finally rewarded is unparalleled. However, I also feel devoting a significant chunk of your time to these isn’t worth it, and is unsustainable in the long run. There are a lot of fun things to do in CBS, contrary to what some might tell you. Because, after all is said and done, college life is short and as Theodore Levitt excellently put, “Anything in excess is a poison.”

THE STUDENT COUNCIL OF 2023



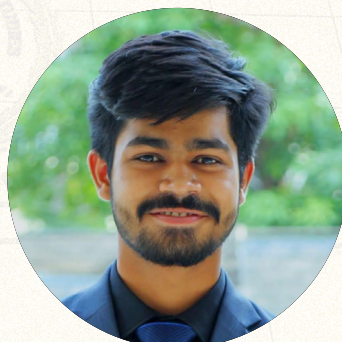
Kushagra Sachdeva - President

“I want to create avenues for CBSites to come together, get to know each, to have a memorable college life. This entails organizing events: not crazy, flamboyant events (because let’s face it, we do not have the funds for it), but intimate gatherings. We have cribbed about not being in north campus; I don’t see that as a flaw. We don’t have much of a college culture. But that gives us all the more leeway to forge a ‘Rohini’ culture of our own and I hope that I will have your enthusiastic support as I embark on this endeavor.”



Parv Jindal - Vice President

“Putting into words what CBS has given me is a near impossible task. From being the nervous first year, too intimidated to sit in society interviews to starting my own society, BFE and then going on to become the Vice President of the Student Council, I’ve developed phenomenally as an individual through the opportunities available here. Doing my part to make my second home better for the batches to come, i wish to focus on extra curricular and cultural activities in my term.”



Dushyant Kumar Gautam - General Secretary

“In my coming term, I intend to work towards establishing a simplified procedure for the office to society fund approval will raise the bar for sporting goods, bridging the gap in communication between the professor and the students, organizing the college’s premier event with my best effort, I am actively aiming to improve the college’s event culture and Acting in resistance to the administration in order to transform the institution into what the students want.”



Raghav Sethia - Secretary

“We have three main agendas to focus on. First is the issue of lack of sports equipment, on which we will continuously follow up with the authorities to sort the administrative roadblocks that are there. The second is farewell for the outgoing batch of 2023, and lastly, and most importantly, Crescendo 2023, which will be the biggest event of the college yet post covid. Conclusively, we’ll do our best to ensure that every issue that the students face is raised and dealt with.”



Om Arora - Cultural Head

“All work and no fun will make cbs a dull college, if it hasn’t already. Divided on the basis of courses and streams, cbs lack comradery. cbsites need to be brought together in order to celebrate our unity by rejuvenating a sense of belongingness. I look forward to do my part by helping to host and manage events to bring everyone into one frame under the banner of CBS. I will try my best to support more and more cultural activities in the college and you will see positive changes really soon.”

BUZZFEED REPLACES 12% EMPLOYEES WITH AI



*Md Salik
BSc'23*

Jonah Peretti, the CEO of BuzzFeed, sent out a memo to colleagues that was reported on by The Wall Street Journal, declaring the desire for AI to play a larger role in the editorial and commercial operations of the company in near future. Jonah certainly did execute on his ideas and vision for the company, by replacing employees with AI.

Early in December 2022, BuzzFeed stated that it would be cutting 12% of its workforce, or about 180 employees, in an effort to save money as the online media firm dealt with issues like a fall in advertising revenue.

180 skilled human labour, replaced by AI. From a business investment standpoint the technology is remarkable to have

enabled founders and business owners to reduce loss margins but from an employee's point of view, AI is scary.

A number of ethical conundrums have been brought up by the development of easily accessible artificial intelligence. The deployment of the technology to this extent has reignited debates around implications of a future with AI. Will it completely replace the human work force in the near future? How will it affect the world economy? What are the legal implications on AI?

No one knows anything with certainty as of yet but what we do know is how the masses feel about a future with AI, excitement and fear. Not a good mix of emotions, but it's what you get after watching terminator.



CHATGPT AND DISRUPTION IN NEWSLETTERS, BY CHATGPT

Written by ChatGPT

ChatGPT, the advanced language generation model developed by OpenAI, is set to revolutionize the way we create and distribute newsletters. The technology has the potential to significantly disrupt the industry, with its advanced natural language processing capabilities that can quickly generate high-quality written content. However, with any new technology, there are also potential drawbacks to consider.

One of the most significant ways in which ChatGPT will disrupt the newsletter industry is through its ability to quickly and easily generate high-quality written content. With its advanced natural language processing capabilities, ChatGPT can understand and respond to prompts with accuracy and precision, making it an invaluable tool for writers and editors creating newsletters. This not only saves time but also allows for the creation of high-quality, engaging and personalized content at scale, which can help to increase engagement and readership.

However, one potential drawback of using ChatGPT for newsletter content creation is that it may result in a lack of human touch and personalization. While the technology can generate high-quality content, it may lack the personal voice and perspective that can make a newsletter truly engaging and relatable to readers.

Additionally, ChatGPT's ability to understand context and generate relevant information on a wide range of topics makes it an ideal tool for creating newsletters with a specific focus. By utilizing ChatGPT's advanced search capabilities, writers and editors can easily find and access relevant information on any topic, allowing them to create newsletters that are both informative and interesting. This can help to increase the relevance and value of the newsletter to readers.

However, there is also a risk of relying too heavily on ChatGPT for research and information gathering, which may result in a lack of originality and creativity in the newsletter content.

ChatGPT can also assist in the editing and proofreading process for newsletters. With its advanced language generation capabilities, ChatGPT can identify and correct grammatical and spelling errors, making it an invaluable tool for writers and editors looking to improve the quality of their work. This can save time and improve the overall quality of the newsletter.

In conclusion, ChatGPT has the potential to significantly disrupt the way we create and distribute newsletters, with its ability to quickly generate high-quality written content and streamline the editing and proofreading process. However, it's important to keep in mind that the technology also has its limitations and potential drawbacks, such as a lack of personalization and originality. Therefore, it's important for writers and editors to use ChatGPT as a tool to assist in the content creation process, rather than rely solely on it.

ROAD THAT SHOULD'VE BEEN TAKEN

LETTER TO THE EDITOR

Kinshuk Kataria, BFA'24

It was ninth-grade summer and we were reading the poem 'Road Not Taken' by Robert Frost, for people like me who didn't pay any attention in class, it's about a traveler who came about two diverging roads in the yellow woods. One was all grassy and 'less traveled by, the other was all weathered and 'more traveled by, the protagonist in the poem took the road, which was shrubby and begging for wear, and in his words "that has made all the difference".

We didn't pay much attention to what he was on about. Each one of my classmates used the same vade mecum to cram each answer up and we were hot to trot for exams.

Some weeks went by and we get this question in our English Test, If you were in the Traveller's Place, which road would you pick? Justify your answer. With these types of questions, there are no wrong answers. I penned down my answer as everyone else did and hey what a coincidence, every single one of my classmates wrote the exact same answer. Everyone wrote how they would choose the less traveled road because they're 'adventurous' and all those buzzwords.

To make the story more interesting I'd say that I was that one outlier who was honest with his answer and wrote I'd pick the road which everyone else took because I'm kind of scared of failure, but I didn't write that. However, in a way I did, we all did. We all wrote the same answer about how each one of us is a venturesome soul and how choosing the offbeat path aligns with who we are, and by doing that we all took the path that everybody else took.

And that has made no difference.

PROCRASTINATION AMONG STUDENTS



*Ankit
BMS'24*

I was supposed to write this article a week ago and guess what, I am writing it hours before the deadline for submissions. I had subconsciously convinced myself that I'll do it 'later'. This is a prime example of procrastination. Procrastination is common among all of us, especially students. Averting any activity/work until later.

It is not unusual for us students to crib about deadlines and pressure but instead of studying, we often succumb to procrastination. When the deadlines draws near, a time bomb starts

ticking and the productive part of you wakes up out of nowhere, ready to pull all nighters. But is it healthy?

First, we need to understand the reason behind procrastination. Human brain is hungry for dopamine and stimulation, and this need for momentary stimulation and short attention span is on the rise thanks to Instagram Reels and Shortform 30-60 second video content but that is a topic for some other day. When a 'want to' or 'need to' turns into a 'HAVE to', you know you are in trouble. Most things that you want to do in your free time don't even have deadlines, so the guitar you bought last week now just sits there on the table. I am no Ankur Warikoo but here are a few pointers

which worked for me last semester.

1. Make a schedule: Whatever you need to do, schedule it, and set up reminders to let you know when it is time. Make sure you keep track of each piece of your work project so you do not get behind. Putting them on your calendar is a smart idea.

2. Do not let it pile up: Even though we know it is a necessity, it is difficult to convince ourselves. One can just ignore thinking it would not make a big difference but it does in the long run, when everything starts piling up. Naturally, Now you have a lot more to do in much less time.

3. Don't use your brain: No one doubts your capability to remember To-do list, but don't bother. Instead list down your To-do list somewhere, on a notepad, whatsapp chat anywhere. Just jot them down.

4. Reward yourself: Practice Instrumental conditioning. Reward yourself on completion of tasks. It's a misconception that intelligent people do not have to work hard. Enjoy putting time and effort into your work.

Hold yourself accountable for procrastinating, even after implementing most of it you will continue to slack off, but the important part is to keep at it

THE STRAIN OF BRAIN DRAIN



Daksh Bhandari
BMS'24

Over the last two decades, one issue that has been pertaining throughout our education system is brain drain in our country. India is undoubtedly one of the largest producers of top-level executives of not only tech giants but also all other forms of business. From being at the top of global marketing giants to FMCG companies, Indians are virtually everywhere. Fun fact, out of the Fortune 500 companies 60 of them have Indian CEOs. As much as this is a feat to be proud of for the families, and the people of India, it also is a big issue that needs to be addressed. When several Indians in aspiration of better quality of life, steeper career growth curve and in general



greater standards of living, leave India for a job abroad, they deprive the country of the required talent nurtured within but not utilised. This, as many things, is not without contradictions. Many people have pointed out several logical reasons and explanations for this which highlight the faults in our system. As much as we like people tending to stay in their birthplace and work for its betterment, India as a specific case appears to many as a career roadblock. Extremely high competition among peers because of the existence of a multitude of aspirants for one post or job is one of the primary reasons for this brain drain. The competitive nature of the Indian job sector is not unknown. In a country where there are over 15 lakh applicants sitting for an engineering entrance exam with only 12000 seats in top tier colleges, which by the way is less than 1%, it is logical enough to have an equally competitive environment in the corporate job ladder as well. It is not easy for students of other streams as well. Many medical aspirants are choosing to pursue

their education from abroad because of expensive medical colleges and fewer prospects of a successful career because of the increased number of doctors. In the case of other streams, foreign influence has already taken over our education system with commerce and humanities aspirants looking for premium foreign universities which specialise in these courses.

Talking about the brain drain post graduation and for post-graduate education, which is primarily professionals leaving for better jobs abroad, we need to understand this by analysing the root problem, that is, the teaching and job requirement mismatch. All through our years of independence we have attempted to master the art of teaching and producing the sharpest minds in the entire world. In this process, we not only improved the level of education through foreign inspiration but also modelled our basics of teaching on the foundations of premier foreign universities and colleges. While doing this to perfection we forgot the skills we needed to impart for a suitable executive in an Indian firm. To look at a peculiar case, the government of India had established the IIMs to be pioneer institutes in producing executives for government posts and Public Sector

Undertakings (PSUs). However, as time progressed, instead of joining government PSUs these young professionals chose to join as executives in corporations in India or abroad because of better pay and better working environment. This continued over the years and as the courses got modelled and remodelled according to foreign standards these professionals primarily targeted jobs abroad because of better quality of life.

Now that we have analysed major reasons for brain drain in India, we move towards understanding where we stand in the current scenario and what we can expect in the future. Take, for instance, the top tech giants of the world like Alphabet (Google), Microsoft, IBM, Twitter, Adobe and many more. Earlier, it was believed that the dominance of Indian executives is only limited to tech and IT companies. However, recent developments have shown Indians leading consumer retail companies like Chanel, and even the food and beverage sector like PepsiCo and Starbucks. This shows the dominance of Indians in almost all fields in the international corporate world. However, what does it mean for the home country? The sharpest minds of the country who are capable of creating value beyond imaginable terms for the country have not been contributing to the country's growth and progress.



In conclusion, we can clearly see the issue of brain drain and their reasons which highlight some pertinent issues with our education and corporate systems. Something that we need to work on if we aim to preserve our best talent within the country. Having said this, it has to be mentioned that the situation has clearly

improved in the last few years with the number of successful start-ups rising at a rate like never before and new and modern innovations being born in India itself. Along with this our education system has also gained enough reputation in the world through these top executives and has attracted other nations to try

and replicate Indian education systems in their countries. Thus, the brain drain has most definitely brought some shortcomings in the quality of talent available in our country, it has brought in more popularity and international recognition for our country.

ANTI-SOCIAL MEDIA



Saad
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Social media, “websites and applications that enable users to create and share content or to participate in social networking” said the internet. But do they? Studies have shown that people who spend a lot of time on social media are at least two times more likely to feel socially isolated. Why is that? Let’s get into it.



In the early 21st century, social media started as a tool to connect people with each other, to make more friendships, with geography no longer being a boundary and, over the years it has evolved a lot. But was it for good?

Let us look at the mechanism of social media posts. People share stuff only when they are having a good time, when they are with their friends, on their vacation, or eating out. And look at you, when you are watching that post, you are probably sitting in your room alone, with

assignments on your head, about to order that same tiffin you have been ordering for a year. The same situation is with most of the people. People glimpse into the good parts of other people’s lives, while they are having a bad time, and then loathe themselves.

Let me give you a personal example of how the world of social media is so much different from reality. In the Covid days, at the time of online education, all the interaction among students was online. People seemed to have made so many friends on WhatsApp, they used to talk a lot among themselves. But, as the college opened, I noticed one thing, people who used to talk a lot on WhatsApp, stayed quiet in the college and some people who did not talk much on WhatsApp made many friends in college and talked a lot. This made me realize how different the world of social media is from the real world. In the history of humankind, people had always feared something, maybe of another tribe attacking them, of carnivore animals, of dying from hunger, etc. But, welcome to the 21st century, We as a specie have developed a new fear, Fear of Missing Out (FOMO). A study shows that 56% of people are afraid of missing out on events, news and important status updates if they are away from social media. With this, not only are they unable to enjoy their own life, but they also forget to express gratitude for what they have. And this is a very dangerous thing, because this will never end, no matter how well-off they become in their life, there will always be a bigger fish in the pond.

I believe you must be aware of the fact that there’s a team of psychologists sitting behind the curtains, developing algorithms to make you stick to the platform as much as they can. Things are

so out-of-hands that we close Instagram just to open it the next second! Your finger automatically moves to the icon. You are so addicted to those constant dopamine hits that you can’t enjoy anything else in your life. No wonder you don’t feel like having a nice talk with your parents, when you can watch Shorts/Reels for 2 hours straight! New video every 20 seconds, Infinite scroll = Infinite dopamine. And then people talk about having Social Anxiety. Well, to get rid of it, you have to face more social situations. Go and try socializing with people more, talk to them in person. Chatting with them online won’t help. Also, Social Media is being used as a measure to ‘escape’ from the hardships of life, just like other dopamine producing tools like alcohol, weed, etc. Instead of trying to cope-up and face a situation, people resort to these things to ‘escape’ them, but they will have to face the consequences one day, which in turn makes them depressed. The difference with Social Media is just that it’s free and without any restrictions.

I am no different than any, In the name of keeping up with posts and stories my friends put up, I succumb to checking notifications and go down the rabbit hole of scrolling. I do use social media, but I am actively trying to minimize its usage as much as possible, this article marks a public announcement of my frustration with my overuse of social media. I suggest you do the same, try finding excitement in the ‘real’ things. I promise you will be much more happy & satisfied than before. Greatness is coming for all of us!

TOXIC POSITIVITY



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Positivity is welcomed with open arms but what if it pushes you down in the insecurity ground. There are many interpretations out there for the word “positive”, and it can be difficult to know which one fits the description best. One of the many tangents of interpretations is toxic positivity.

Toxic positivity is a term that has been spreading to the corners of society quickly and without much resistance, but what does it really mean? It would be easiest if we knew what toxic positivity means. Toxic positivity suggests that it is a moral obligation to stay positive and not express any negativity, regardless of the circumstances. Toxic positivity is all over social media, in memes—”Positive vibes only!” is a popular message, as is “It could be worse” and “Look on the bright side.” Though these expressions may seem harmless, the problem is that they offer just one way to feel. They insinuate that if you aren’t being upbeat and optimistic, then you’re doing something wrong. We define toxic positivity as the excessive and ineffective overgeneralization of a happy, optimistic state

across all situations. The process of toxic positivity results in the denial, minimization, and invalidation of the authentic human emotional experience. Just like anything done in excess, when positivity is used to cover up or invalidate the human experience, it becomes toxic. By disallowing the existence of certain feelings, we fall into a state of denial and repressed emotions. The truth is, humans are flawed. We get jealous, angry, resentful, and greedy. Sometimes life can just flat out, suck. By pretending that we have “positive vibes all day,” we deny the validity of a genuine human experience.

Why is it harmful?

Shame

To force a positive outlook on pain is to encourage a person to be silent about their struggles. Most of us do not want to be seen as a drag or “bad,” so when the choice is between A) be brave and honest or B) pretend like everything is going great, we might be tempted to adopt the latter. Shame is crippling to the human spirit and one of the most uncomfortable feelings we can feel. Often, we don’t even know that we are feeling shame.

Suppressed Emotions. Expressing a broad range of emotions (even the “not-so-positive”

ones), having words to describe how we feel, and facial expressions to emote (yup that can mean crying) help us regulate our stress response.

When we do not want to show a part of ourselves, we create a fake face or public persona for the world. That face can sometimes look cheery, with a happy smile, stating, “Everything happens for a reason, it is what it is.” When we go into hiding like that, we deny our truth. The real truth is, life can hurt sometimes. If you are angry —and the feelings of anger are not acknowledged — they get buried deep within our body. As described above, suppressed emotions can later manifest in anxiety, depression, or even physical illness.

It is important to acknowledge the reality of our emotions by verbalising them and releasing them from out of our bodies. This is what keeps us sane, healthy and relieves us of the tension caused by suppressing the truth. Once we honour our feelings, we embrace ALL of ourselves, the good, the bad and the ugly. And accepting ourselves just as we are is the path to a robust emotional life.

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GENERATIONAL GAP



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Have you ever had the feeling that people older than you are hard to understand? Or, have you felt like people from younger generations just do not get it? Maybe you find it easier to connect with people who are closer to your age than those who are older or younger than you. This is generally due to the generation gap, or you just do not know how to talk to people.

We all have heard stories, stories from back when the previous generations used to cross rivers, and jungles to get education, back when buying milk was an hour of commuting adventure, and letters took weeks to be delivered (no wonder why parents love WhatsApp). Among all the stories, one common theme is having to wait for things. Not by choice but by the design of a world where they had to wait.

Whereas we(Gen-Z) have had a very different experience. Living a life in the ocean of the internet. Everything that you need or want, is available when you want it!

You want a book? Click!

You want clothes? Click!

You want the latest movies? Click!

You want food? Click!

Everything, available at the speed of thought, is delivered to your doorstep!

We waited for the different things. And this small difference makes all the difference. We are growing up as a generation that is not trained to wait. We want, rightfully so, everything instantly. And this demand for instantaneous supply is not limited to things, it is extended to feelings and emotions.

The generation gap is not limited to the gap between millennials and gen-z. There are currently six living generations: Greatest Generation, Silent Generation, Baby Boomers, Generation X, Millennials, and Generation Z. Each generation has its own unique set of characteristics and norms. For example, the Greatest Generation (born 1901-1924) is known for their patriotism, work ethic, and loyalty to institutions. The Millennials (born 1980-2000) are characterized by their dependence on technology, detachment from traditional institutions, optimism, and open-mindedness. It is, then, no wonder that many people from different generations have a hard time understanding each other. As all these generations are coming on board, the problem now is not bounded by the walls of our house.

With this comes a set of advantages and disadvantages. It is good because it enables people belonging to different generations to look at the same thing from different

perspectives. It also cultivates within people, an attitude of assimilation and tolerance. What is even more important is the fact that it opens up arenas of new ideas and thoughts for people. It also helps people experience and learn new things and technologies, as a result they might benefit in the long run getting different experiences and giving them a taste of what they were missing. However, people need to learn to let go, and should have a keen eye, ear, and thought to the problems and understandings of the younger generation.

The other side of the generation gap may turn out to be bad when people refuse to listen to the other generation or reject their ideas completely. This may result in bad and broken relationships. But, even though there may be seemingly great ideological conflicts between different generations, overcoming them and bridging the generation gap is possible. The only thing people need to do is to open up their minds and accept new things with an open heart. Of course, filtering the good and the bad is always vital, but it depends on the social setup of a particular era. The basic key is ‘change’, which needs to be incorporated in life. The generation gap is the reason why we’re seeing young entrepreneurs and late marriages followed by early divorces.

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