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So Called opinions

Why do you hate Feminists so much? Maybe the problem with you is that you misunderstood the concept of what it is or you just can't accept the truth. Well, sometimes the truth is bitter for people. You know who you are and if not you will soon! Okay! Let's make this a question-answer format. "What is Feminism"?

"Feminism is a range of social movements, political movements, and ideologies that aim to define and establish the political, economic, personal, and social equality of the sexes". If I have to say it in your understanding, it is fighting for equality and not dominance or submissive. So many people offer up the argument that women are not the "same" as men so there can't be equality. In other words, because their bodies are different (many say "weaker" and smaller), and because men and women have different physical capabilities, these physical differences mean equality is not possible.

We all are aware of the issue that is viral now. Yes, that woman who slapped the driver in Lucknow. You guys are putting it in a way like we all feminists gathered up together and sent her on a mission to slap that driver and have that confidence that we can win over any fight if we are females. You, my friend, you are wrong. I know you don't like to be proved wrong even if you are, but that's okay. That woman didn't claim herself as a feminist or even if she did it, she misused the power and she is wrong too! No females supported her for what she did, and no one ever said that this is what feminism is. It is you who made all this up.

Have you observed this behavior, where a person who can't do better things in life tends to degrade others? Like that person is waiting for a chance or a situation to put the entire community down. You need some help! It was funny to me when I read the stories that called this incident a "Fake feminism". I feel sorry for you. Feminism isn't just a woman burning everything down for justice, yelling at a man who gives rape threats or slaps random people for no reason. It is more complicated because you all have changed and decided on what you want by yourself. Did you also know that there are woman who hates feminism and we are still not trying to impose any ideas on them?

Sorry, we are a little decent. We don't trouble anyone unless you pull our legs and question our capabilities. And just so you know, your opinions on spreading hatred towards feminism don't matter to us because you are of no use to us even if we are in need. You belong to that category where you don't do anything for society other than just passing comments and degrading anything and everything around you. Get some life. Fight for the right thing, you don't have to show your dominance everywhere because then it means you can't do anything other than this.

Thanks to everyone who support the concept of what feminism is and not being like the rest. More power to people battling every day hoping that they would deserve what they want and lead a life without being scared of people's abuse. #freesociety #notfakefeminism #power.

TWITTER ESSAYS

These are my link to Twitter essays

<https://twitter.com/subhuwithcoffee/status/1272805902978912256?s=19>

Documentary Film Review:- Janani's Juliet

Janani's Juliet is directed by Pankaj Rishi Kumar. The interesting fact about this movie was that it was based on a real play, and had elements of Romeo and Juliet. The director made a wise choice of connecting the heroine to Juliet and the reason behind will be reflected later on in the movie. It navigates us through the caste, class, and how such things impact the lives of woman and their freedom to do anything according to their wish. The idea of making a movie out of a play shows us how everything that is up on the media can make a huge impact, and how we are united in terms of showing such practices and discrimination to the world. Janani, the heroine of the movie is an upper caste woman and she is in love with Jack, a lower caste man. This symbolizes the storyline of Titanic. A lot of caste complexity is shown in the movie very prominently and how the freedom to love a person depends on caste and not one's wish. The dynamics were very different from the play and that makes it unique from each other's perspective of narrating a story.

In order to save a selfish person's dignity and status, many lives are taken and it doesn't matter how they are related. The impact of caste on love is the major theme of this film and it is depicted very evidently. Janani and Gowsalya are the main characters, and this film revolves on how the daughter has to sacrifice her freedom to express, to love, to dance, to sing and to do anything according to her to save her father's dignity and honor. This film is somewhere in between fiction and non-fiction and that is a smart way to convey a message. I felt it as a safe game by the director and it was clever. I felt like the story was not about Janani's love but rather for her to live in this world and survive the life she dreamed of for the sake of love, like doing something to gain many things. We usually think of a tragic love story with an ending of one of them killed or suicide because they would die for their love, but this movie had a different perspective which shows us that it is easy to die for love but the difficult part is to survive and face these battles for love.

The one other different thing which I observed from this movie was the change in roles/ perspectives. Usually such storylines show us the struggles of belonging to a lower caste and in this case the story was supposed to be about Jack who loves an upper caste girl. But in reality, the director thought of making this a movie on the story of Janani who belongs to an upper caste family and her dilemmas belonging to it.

Caste has always been an issue in this society, and to spread the awareness on this topic is very sensitive, risky and close to impossible. But this documentary portrayed the idea of caste in a way that people of this generation can relate and will listen to. Connecting love and caste is a smart choice of making the

issue noticeable. Romeo and Juliet is an idea that is used in a very wrong notion these days, but this documentary used the idea in a very efficient and in the right manner to actually understand both Romeo Juliet and caste.

One more important point that we can observe here is the Freedom of expression. Living in a democratic country, we always strive to achieve all the rights and freedom that we have. We have a society that struggles and protest for their own rights, but we also live in a society that exploits and takes away other's rights. Here in this documentary, Janani is denied to express her feelings, her wishes and everything else she desires for, only because of the culture, society and mainly the ego of her father. Is it really okay to take away someone's freedom for one's own selfishness? Well it is a no, and that is the awareness that is brought out by this documentary apart from the main stream issue of caste system.

Business article examples done for a consulting company- Prosto

The Tupperware Campaign in India

Tupperware, the home-ware brand, has launched a brand campaign titled 'Always with you', conceptualised internationally and adopted across geographies including India. The campaign aims to emphasise what is truly important in life. The campaign, 'Always with you' is a salute to the spirit of Tupperware and highlights the most important and relevant aspects including - 'A new normal', 'the importance of home', 'Positive realisations' and 'Return to what matters.'

The pandemic has given rise to new ideas in terms of business for the company. The slogan "care for food" has been initiated by the company to interest and attract the customers. The products are designed in a way that helps you keep the food stored for days without letting it spoil. Tupperware also has launched initiatives like social selling, home delivery access, and definitely a better customer and staff supports. Tupperware this campaign emphasises the important of things in life. Premium home-ware brand Tupperware recently announced that it has reopened close to 40% of its outlets spread across 17 cities. The brand is now planning to focus on e-commerce to meet the demand from its consumers. They want to encourage the masses to learn new things to better their lives and invest their time and energy in people and things that are truly important in life. To remind the customers about their importance and their value, the company came up with "Always with you" campaign.

"We truly wish to uplift and celebrate the positives by continually creating new policies and procedures to help ensure we keep our community safe around the world by supporting more work from home options, investing in digital tools for our force to serve our customers during this unprecedented time and creating employment opportunities", said the managing director of the company.

To all the Taco Bell fans, say Hi to the new campaign.

Taco Bell, the Mexican-inspired restaurant brand, has announced the launch of its new "Best Of Bell menu," which offers Taco Bell's signature menu items at 'surprising prices'. You heard that right, great food experience with cheaper price just for you. The menu is a new value-offering being introduced by the brand in India, with which it aims to 'Break Food Monotony'. The consumers in India love to experiment with different combinations for food, especially all the Taco bell fans, which is why this

initiative has been announced so that everyone enjoys the services. The best of bell menu consists of different combinations of consumers favourite so that they can try all new food at affordable prices. With this pandemic, the company has initiated with different other launches that are favourable for all of us.

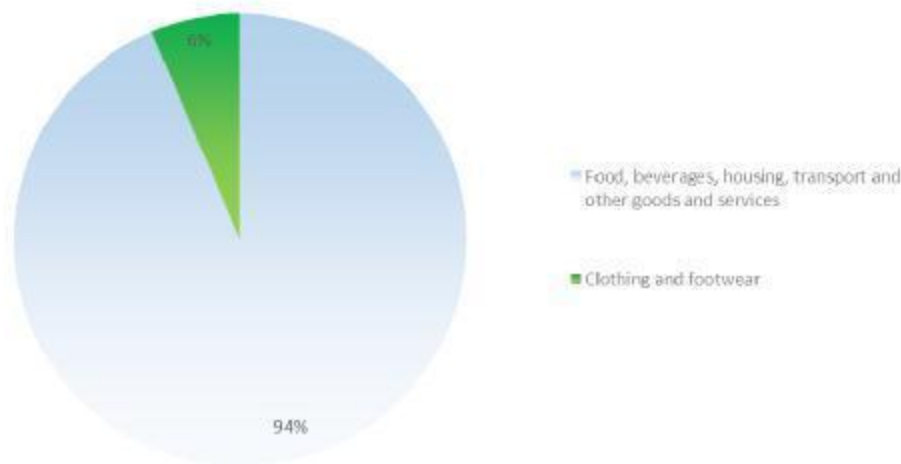
Since Taco Bell's market size is growing in India much more than expected, they are planning to come up with different innovations in terms of food menu, flavours, offers and better experience in terms of everything that satisfy the consumers. They want to take the Indian Food Market into next level. With all the challenges, constrains, and other difficulties, the team still managed to make the customers happy with their new food campaign idea. Introducing Best of Bell for the customers.

Market research project

Fashion industry and its changing facts.



India's history in clothing and fashion began from wearing clothes made up of locally grown cotton during the Indus Valley civilization. It slowly moved to clothes that were designed/worn according to their culture. Traditional dresses became the new trend back then. From there we moved to a bigger umbrella of fashion sense in India and we have seen a massive development in the fashion industry. The fashion industry in India, just like in any other country is also about fashion photography, pattern making, garment construction, accessory designing, make-up artists, modelling, fabric weaving, textile research and development, fashion journalism/editorial, and manufacturing to name a few. Current size of the Indian fashion industry is worth INR1000 crore^[1], while the market size is approximated to be INR 20,000 crore. We are the second largest producer of Silk (after China) and third largest producer of Cotton. With such a background and surplus, it is only natural that most of our fashion would use these fabrics.

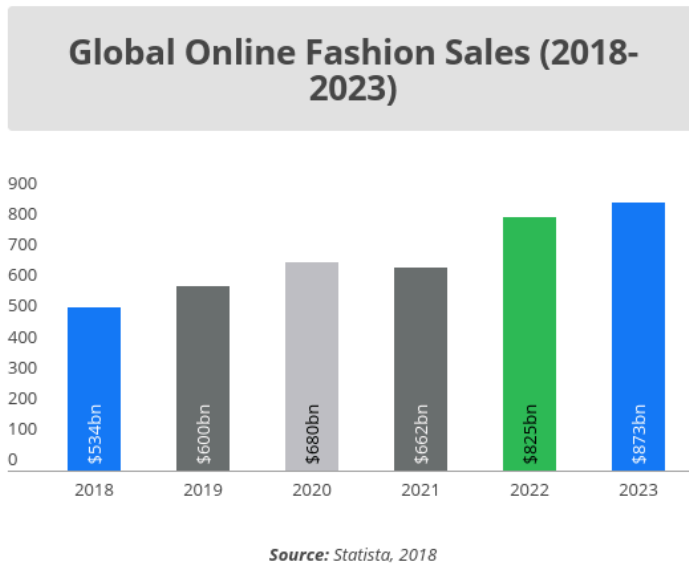


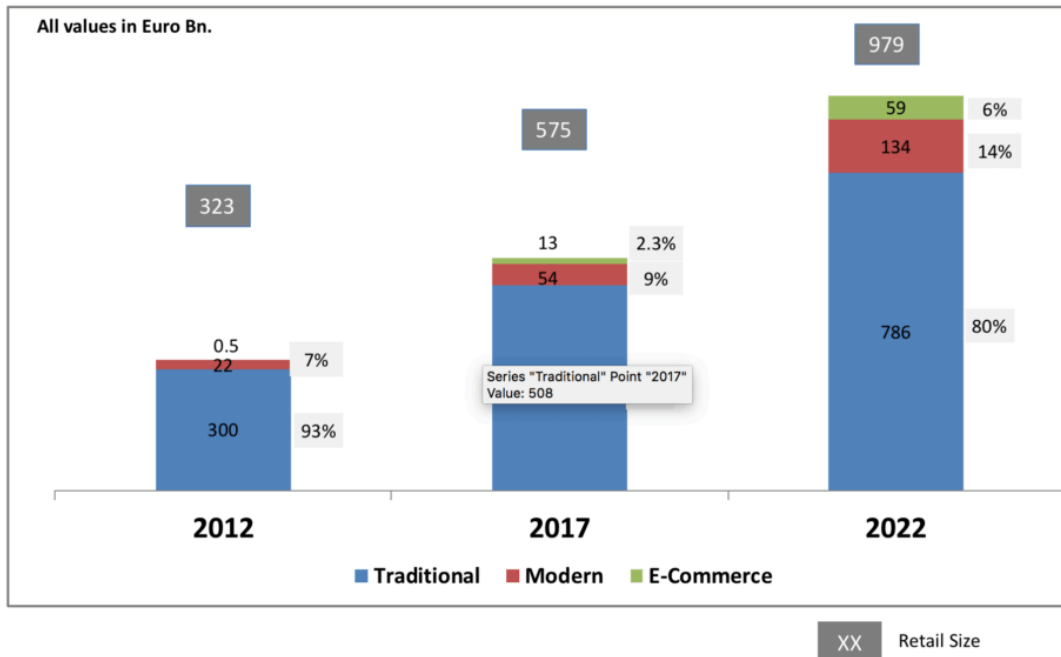
Covid-19 has hit each and every industry in different way. But when it comes to “fashion”, the retail sellers are more affected because they couldn’t continue their business due to the pandemic, lock-down etc. With most fashion brands looking to run their unsold spring-summer collections until October without placing fresh orders, garment manufacturers say many factories will be closed and hundreds of thousands will lose their jobs. Most garment shops opened earlier this month after more than two months of anti-coronavirus lockdown, but sales have remained tepid. Customers are still wary of getting into retail stores and we are only doing about 30% of business compared to last year.

It is difficult to predict consumer behaviour even after the restrictions are lifted but many believe the focus will be on simpler aesthetics and on maintaining the artisans and craftspersons who are the backbone of their business.

The business has gone down to a great extent. For those in the export business, even if they have an order, there is no shipping as factories are shut. If the goods are ready, then the airlines are shut. They can't send it out. Their stores aren't in operation. So what has happened is it (lockdown) has led to cancellation of a lot of orders and huge monetary losses. In the current situation, online shopping seemed a better option but not the best. Retail shops were hit the hardest because they didn’t know would it be safe enough to open their shops with all these restrictions.

They also had doubts in their mind if the business would run successfully during this pandemic.



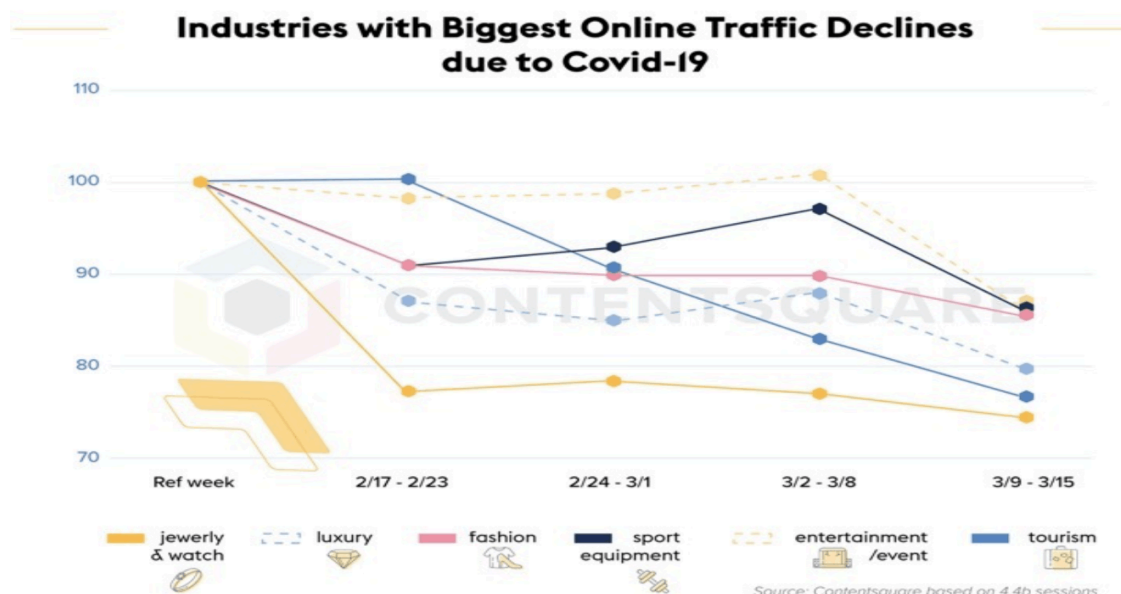


1 USD = 0.81 Euro

3

technopak

The above table shows the demand in the types of clothing that people in India prefer. It's clearly shown that ethnic wears are still in demand and maybe one of the business strategy could be selling products online and having virtual shopping concept.



Fashion industry is also worse affected due to the pandemic. But don't worry we got you covered to make sure that your business is not affected.

What to do to make sure you still don't fail in your sales?

The first thing that is recommendable is to reduce all overhead expenditure by reassessing their operation costs and plugging cost-intensive leakages. Sometimes even having offers may attract the customers to buy.

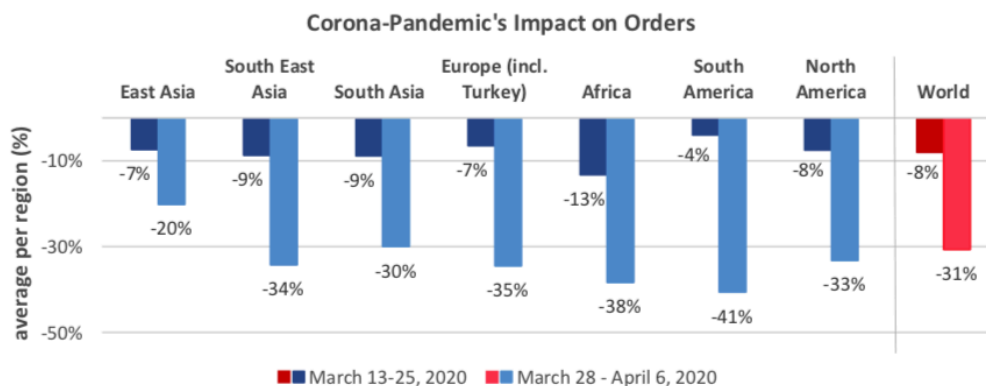
A careful and cautious sales projection and a balanced approach will save retailers from both over or under production. Moreover, a strong and positive communication with all stakeholders including employees, channel partners and vendors will help retailers tide over the current crisis. Retailers should follow all measures issued by the government, ministries and other agencies during and after the lockdown. They should ensure compliance of high level sanitization and hygiene practices in their shops and factories. They should also provide safety and PPE kits to employees.

Focus on domestic opportunities Going digital will help amplify business prospects in post-COVID times. They should look for a more homegrown, nationalized opportunities and solutions for growth. Naturally, the fashion and retail industry is expecting the demand to surge, and hoping to bounce back to the pre-COVID-19 state. Many retailers are even expecting the demand to be higher than the pre-COVID-19 era, as buyers, who had been cooped up in their homes, would now be able to shop.

The problem for the stores in imposing social distancing norms is that it limits the number of customers that can be present inside the premises, leading to fewer sales. Another option that works could be by fixing appointment for the customers so that they can follow the rules. Wearing masks, avoiding handshakes, and sanitising the hands have now become a habit. Naturally, shoppers would prefer to go to establishments that have strict hygiene measures in place.

Many store assistants are now assisting customers with virtual shopping, or are being made to perform ecommerce duties. We might see more of this trend in the future as a lot of medium and small-scale retailers are migrating to the ecommerce platform.

Fashion retailers must innovate to become more resilient. You can determine strategies to strengthen and secure sales. Expand on growing communication hurdles with customers. Consumers demand to have no contact delivery and virtual shopping and selling would be what makes the customers satisfied.

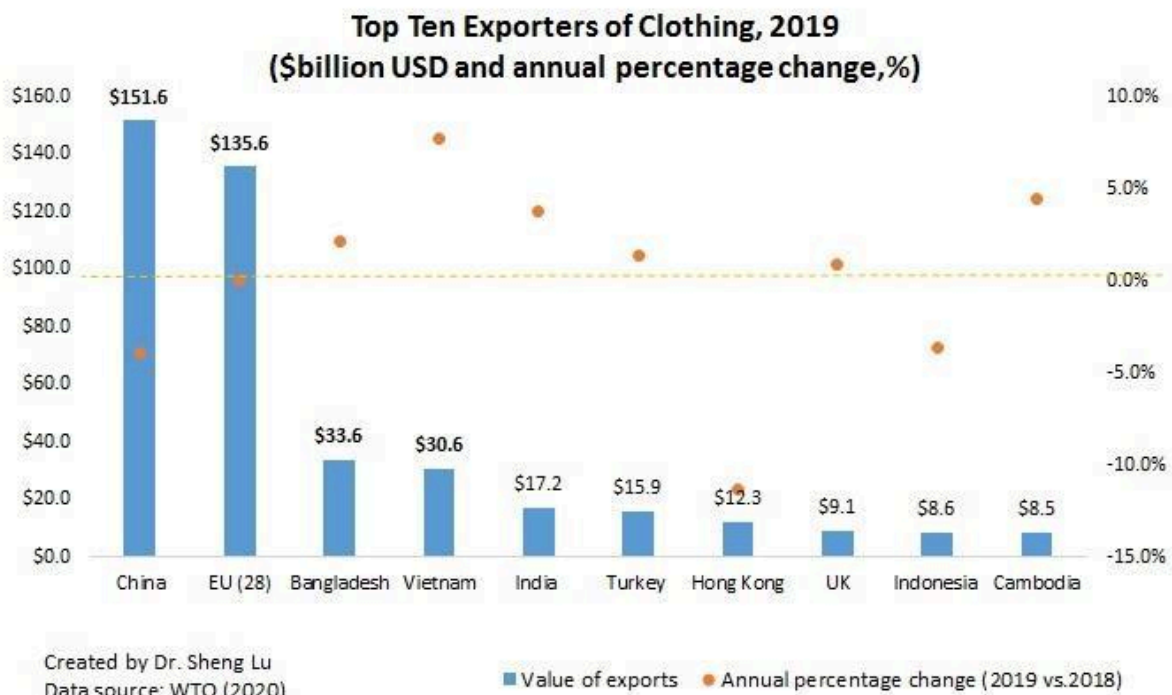
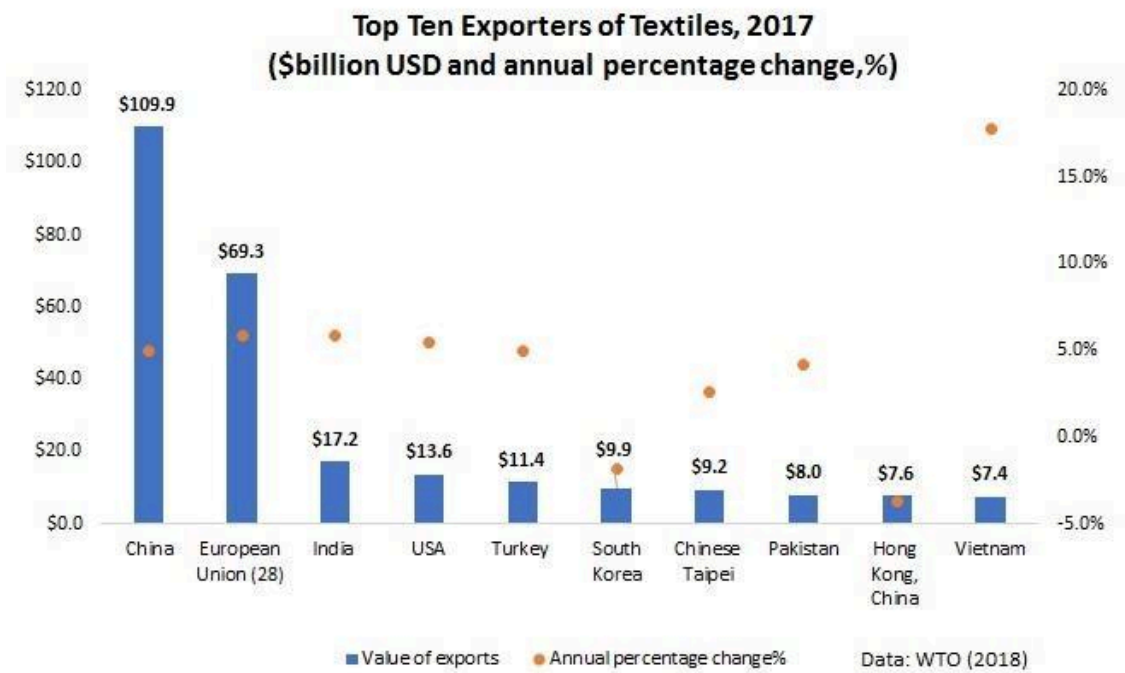


Source: ITMF Survey (March 28-April 6, 2020)

Update your hours: Set your new operating hours for each of your locations to let customers know when you have reduced hours or are closed.

Post updates on your website: If you're changing the way you operate, make sure you post that information on your website, your social profiles, and your review site profiles.

Evaluate your products: New restrictions are changing the way that people live and what they buy. Dig into the latest trends or survey your loyal customers to determine what their needs are right now. If some of your products meet those needs, make sure to promote those products more. If your products don't meet those needs, evaluate if it makes sense to develop a product that does.



when we compare both the above graph, it is shown that from 3rd position, India has moved to 5th position. That might be the results of decline in this industry. Now that pandemic has made situations even worse, we cannot predict any changes in the annual turnover. But we need to prove that no pandemic can let our business

down the vain. So make sure you have all safety measures taken and fly high in your business.

My research Work

Women Journalist and their problems/limitations and society's perception

Abstract: Media is one of those powerful tools that can make or break a country. In any democratic country, Media has its rights that in the end should respect the democratic setting of the country. India has a huge population; Media's responsibility to cover news across the country is a challenging one. Everyone working in this industry faces their kinds of problems and it is a hard job. It is one of those industries wherein there's always a clash between your beliefs and what the system expects. With media emerging since the 1800s, Media has faced so many challenges and crises over the years. Woman's life in the world of journalism is harder than men's in the industry. Gender inequality, less salary, poor working conditions/ facilities, and other hardships could be some of the many reasons why it's hard for a woman to survive and top in the industry. This research paper aims to understand some of the unknown challenges faced by a woman in the Media industry in India.

Introduction: The history of media began with the first newspaper in India, The Bengal Gazette, also the Calcutta General Advertiser, in 1780. Though everything was male dominate for many years, the first woman journalist Homai Vyarawalla who is also known as the Trailblazer who became India's first woman photojournalist created history. She worked for British companies, photographed iconic Indian independence movements and independence leaders. She was awarded the Padma Vibhushan in 2011 and died at an age of 92 in the year 2012. It is a proud

moment for all of us to see history being created by women, but the behind scenes of a woman working are something that we don't notice.

From Homai Vyarawalla to all the woman journalists in today's media faces different challenges like abuse in physical, mental, and emotional areas, lesser payment, gender inequality, and many more in the list.

Review of Literature:

“As reported in the Assamese regional English daily The Assam Tribune on 31st January 2015, a female journalist working in a private news channel of Assam, while going to report on illegal possession of a government allotted police quarter by relatives of police personnel was manhandled and physically abused by uniformed men on duty. The male video journalist who accompanied her to the reporting spot was also beaten up, resulting in severe injuries. Various organizations, including media bodies, condemned the incident, terming it as an attack on the fourth estate”.

While woman covers half the population in the country, they still don't get a significant position in society and many aspects of workplaces such as government sectors, public sectors, private sectors and so in the Media Industry. Women's representation in most media companies is comparatively lesser in terms of decision-making, administration, and other departments in the media.

Women are treated as consumers and as commodities to be exploited in the advertising television, film, and pornographic industry. Women even have faced marginalization in the economic labor force, in the post-1980s globalization women have

been regarded as subordinate classes who bear the onslaught of globalization.

Ammu Joseph's (2005) qualitative study on women in Journalism provides an overview of the situation, experiences, and perspectives of women working as journalists in different parts of the country, in English as well as in Indian language media, at various levels in the editorial hierarchy, and in different branches of journalism. The study is based on the responses of more than 200 women to a wide range of questions. It explores journalism in India through the eyes of women situated at different vantage points in the profession. It also examines where female media professionals are now placed, what they are and are not doing, why they think this is the case, what they feel about the situation, and how they view the profession as a whole as well as their role in it. The issues discussed include recruitment and remuneration, assignments and beats, night work, promotions, colleagues, and sources of news/information, families, generational changes, and professional networks.

Md Afsar, Suman Kumari's (2020) case study on urban and rural women journalists in India brings out the comparison and similarities between both these areas in terms of work. It points out that woman journalist in the urban area gets more opportunities than those of woman journalists in rural areas. This paper focuses on understanding the difference between the professional, economic and social lives of female reporters in both rural and urban areas. The paper talks about how woman journalists face different challenges and yet come up successful in their careers. The paper concludes that women in large numbers are still given lower positions with limited freedom in their workspace in both rural and urban areas.

Joya Chakraborty's (2015) research paper focuses on Women journalists in Assam. The key findings of the study reveal that most of the women journalists in Assam are involved in doing soft news rather than hard news or hardcore journalism. Moreover, due to the prevalence of

gender dynamics and security issues, women journalists either need to be content with fewer opportunities than their male counterparts in this field or leave their jobs. Factors such as discrimination in work allotment, poor working environment, and inadequate sanitation facilities are some of the difficulties that women have to encounter in their profession. In addition to these, the absence of clear guidelines and in-house policies regarding maternity leave also poses problems for married professionals. In the absence of an appropriate institutional framework, it becomes an arduous task for female journalists to consolidate their position within the organization and work towards career growth. Compounded to these, the lack of family and society's support are some of the bottlenecks that women journalists regularly have to negotiate with Assam. It also concludes by saying that a little acknowledgment and appreciation is the first step in encouraging women in the field.

Rana Ayyub is a living example of the condition of women in the media industry. She published an investigative book called Gujarat Files in 2016 which talks about the Gujarat riots in 2002 and she accused Modi and his allies of being complicit in the anti-Muslim violence. Ayyub is used to living on the edge. In 2018, for example, BJP supporters shared on social media a pornographic video doctored to include Ayyub's face in an attempt to discredit her. For more than four years, she has received a barrage of anonymous death and rape threats on her social media.

Research methodology:

This research aims to identify the problems/ challenges faced by a woman in the Journalism field in India. It includes exploratory research on what are gender inequality, salary, and positions, abuses, family, and society's perception of working woman journalists.

Selection of Interviewees:

In this study, random working woman journalists from Bangalore, Chennai, and Delhi were interviewed. A total of 15 people were interviewed out of which 8 were woman working journalists, 5 were perspectives of men, and 2 elderly people had a family member in the field.

Data collection:

Primary data collection was collected from the interviews conducted, and the secondary data was collected from related research papers, case studies, books, and other journals.

Research questions:

- What are the challenges that they face in their work life?
- What are the gender inequalities/ discrimination in their everyday work space?
- What facilities/services do they get from their office?
- Are there any salary/ PF issues that they face?
- What are some of the measures/ actions taken for these issues?

Analysis and Findings:



Table 1.1: The data above show the statistics of woman facing

discrimination because of their gender in Journalism field.

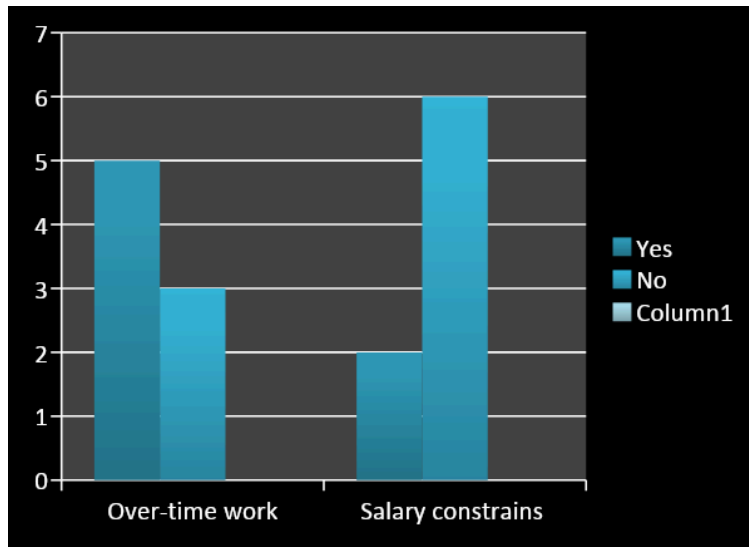


Table 1.2: The above data shows the response of 8 women in the area of over workload and salary constrains

Gender discrimination in Journalism field

We have always been taught that men and women are equal and what men can do a woman can do too. The idea or this notion is wrong when it comes to the Journalistic perspective. Women face discrimination in their workspace and they are not allowed to do certain tasks because of their gender. Out of the 8 woman journalist interviewed, 6 stated that they were not given the freedom or opportunities to do certain hardcore tasks because of their gender. Sumita (name changed) working in a media company stated that she is interested in investigative journalism and politics but she is not allowed to go anywhere for the fieldwork even during the day sometimes, to cover protests, etc and they send a male representative for all these. Speaking about it to the superior officer didn't make sense because they stated that she is a woman and she has to work inside the office. Many other similar journalists are not given these opportunities to explore themselves in the field. The notion is that women in journalism have to be "Tomboy", or

more masculine than feminine. Many hardcore stories are taken away from women because it is assumed that they won't be able to do it right because of the hardships and danger involved.

Salary and Gender

Usually, salaries are given equally depending on the position that one holds in their company. 2 out of 8 women are paid less for the same job that a man does in the same company. When asked for a reason, it was understood that men go to the field and work and women work at the office with all the facilities. They are not struggling, and do not go out in the sun. Big and popular media companies in Bangalore pay their employees equally without biases and provide them provident funds, covers their insurances, etc... They provide basic facilities such as sick leaves, maternity leaves without deducting anything from the salary. Though the ratio is improved, so many women still don't get paid for what they are worth. Jennifer (name changed) working in Bangalore based media company stated that she gets paid half of what other companies pay their employees and with the pandemic, she gets a half salary and that is not even enough for her basic needs. Men in the same company get paid and their accommodation, food, and other necessities are taken care of by the company and all that he has to do is sit in the cabin and give orders.

Over time, workload, and stress

Many of the media companies talk about safety measures for women and yet make them work overtime. 5 Out of 8 women work for more than their given time and are pressurized at their workspace with more than they can deal with. Some of the working women go through a lot of emotional, mental, and physical stress and no one cares about their health conditions. They have emotional stress in terms of stereotypical comments passed on them, mental stress in terms of personal, social life, both emotionally and mentally stressful situations in terms of death and rape threats they receive, and physical stress during menstruation, pregnancy, etc...

While most of the companies provide sick and maternity leaves, some fail to do so and give more workload than usual. Jhanvi (name changed) stated that her company doesn't consider menstruation pain, pregnancy, or any kind of sickness, and the reason for it is because of the lesser staff and more work in their company based in Chennai. She stated that this is a local news channel and none of them are considerate enough about any of the health-related problems, all that they want is the work to be done no matter what.

Family and a Woman journalist

One common thing that came out from this research was the influence of family. Right from students to all the working employees, they have a story to tell about their families. Many kids are not allowed to choose Journalism as their career because of the misconceptions that society has created with this field. They hear their parents and other relatives stating things like "It is not a safe and secure job", "It will affect the entire family and put them in danger", "No one will want to marry a journalist", "It is a risky job and you will have no social and personal life" etc...

Working women's case is different especially if they are married. 5 out of the 8 interviewed journalists are married and they hear things at home every day from their in-laws. They get back home late at night due to the work assigned and are questioned by everyone at their homes. Many spend lesser time with their families and that has affected their love, sex, marriage, and other relationships with their close ones.

Swati (name changed) recently was divorced because her husband and in-laws wanted her to quit the job. After all, they didn't like Journalism and wanted her to be a housewife instead.

With patriarchy still existing in this country, many stereotypical thoughts and challenges can never be resolved when it comes to women in society. It can be a concern or the fear that the

family has on these working women but it is also patriarchy and masculine power that comes in the way.

Other perspectives and challenges:

While women have different stories to tell, men in the same field have different opinions. 4 out of 5 men interviewed stated that they don't think women face challenges as portrayed or thought about. They are being comfortable and if you see every job has its own risk involved, so why is the question of Discrimination coming in the field? Just because everything about media is out there, it is easy for people to judge when the reality is different. Suresh (name changed), husband of a working women journalist stated that he has been supportive of her job though his family is against it, and sometimes is annoyed because of the time but otherwise no other issues are faced,

Conclusion:

Women in media are very vulnerable to many challenges from personal to social. Some things like sickness, pregnancy, and other emergencies are unavoidable situations. With the research, it is understood that at least 1 out of 10 women journalists faces salary issues, family pressure, rape threats, death notes, gender discrimination, and other such issues? Although it is also understood that companies are becoming better and provide better opportunities and salaries equally. Physical, emotional, and mental abuse has become less compared to previous statistics. Workload, overtime work, night shifts, freedom in the media, etc are some of the issues that need to be resolved. The important thing that needs a change is the stereotypes that exist when a woman works in the field and that has not seen any improvements so far. Attitude towards women working in the media industry has to change and given better opportunities to explore themselves in the field.

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