

# FLAMES

2020-21



**FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)  
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**FACULTY OF BUSINESS ADMINISTRATION (GLSBBA)**

# **FLAMES**

***An Annual Students' Magazine***

***(2020-21)***

## **VISION**

To be an active participant in the development of globally competitive India by creating future business leaders

## **MISSION**

To provide technologically advanced learning environment which encourages development of professional competencies in students

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***From Director's Desk...***

Welcome to another edition of Flames!

GLSBBA is synonymous to persistent pursuance of high standards in Management Education. Incidentally, Management Education is considered to be extension of Commerce Education but it is a myth. Management Education is multi-disciplinary and inter-disciplinary in nature but the success of a good manager hinges on one's ability to communicate with others. Writing is one of the ways to manifest one's communication skills. A good manager must possess excellent communication skills to convey in writing the expectations from employees and workers. Our college magazine Flames gives students an opportunity to explore their writing skills and fathom scope of their success. Writing not only aids in improving their power to express but also to articulate and present facts acquired through reading. Writing induces students to analyze, evaluate and critically think on any subject of human concern. We are happy to boast that this platform is instrumental in making students think unconventionally. It would not be exaggeration to state that Flames is an exemplar of students' literary talents, creativity and insight into matters of human concern.

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## *A Letter I Wish I Received From My Seniors*

*- Jhanvi Patro*

Dear junior, <pls replace your name for the best experience>

My name is Jhanvi Patro. I was a part of the infamous “Pandemic Batch” at GLS BBA FOBA. You may not know who I am but I can safely say I have experienced every bit of joy in my college life- I studied, I participated in activities, I made new friends, I learned and lived every single day and I ended my college life on the best possible note.

However, I am writing you guys this letter today to tell you things I wish I heard from my seniors. I hope this advice benefits you as it did me.

IF YOU ARE IN YOUR 1ST YEAR:

first and foremost, welcome to the social construct that is college. Congratulations on your choice of college. You have made a good choice! It is vastly different from school where there is a set schedule and confine. College is a slightly evolved version of the same.

if you think you have made the wrong choice by coming here- I want to burst one bubble of yours.

No matter how good/bad the college, it is the student themselves who make up the college. You can either make the most of it or whine about it for the rest of your life. Opportunities are plenty for those who seek them.

Start off this new chapter of your life by doing the opposite of what you have usually done in life. If you are a shy person, open up, participate, take risks and grow. If you are an outspoken person, take a beat to calm down and learn to listen.

Take it from me, there is nothing such as “I will get used to it”. Take the first day as your stepping stone and only climb UP! Participate, Learn, Grow as much as you can, because the amount of freedom and time you will get in your first year- that same time will diminish in multitudes each passing year of your college life.

#### IF YOU ARE IN 2nd YEAR:

From the day you enter 2nd year, suddenly temperatures slowly start to heat up. All of a sudden, everyone is pursuing CAT or doing courses or EVEN working along with their studies. Suddenly, the realization that you will be out in the real world in just ONE year dawns on you- and there is a mad rush at coaching centers and a lot of browsing on LinkedIn and Internshala.

Suddenly you are reading stories of entrepreneurs, comparing notes among your batch on who will succeed in life, spending long hours going to CAT class with your bag strapped tight on your back, filled with books.

Don't worry, I was in the same place as you.

Believe it or not, there was a time when I was in the same mad rush- wanting to give my CAT and go to IIM. And I came kind of close too, I had a call which didn't convert but alas fate had other plans.

Take at least 6 months of the year to decide what you want to do, be an intern, read, learn and see what you like and what you don't before diving head first into a sea of coaching classes and CAT books.

Remember, only COWS go in a herd.

#### IF YOU ARE IN 3RD YEAR:

This is when the world feels like there's a giant timer on you. Everyone is suddenly on a career track. Everyone is suddenly learning to be the CEO of a company. The anxiety of what you will do, eats away at you every single day. And the constant Instagram stories and bragging of your batch mates doesn't help.

This is where your prep of 2nd year helps you out. If you played your cards right, you would have some kind of path and knowledge of what you want to do.

Even if you don't- pls KNOW that 3rd year ending, isn't the end of your learning life altogether. Consider yourself lucky that you are a part of a generation that have multiple options open to them. This is what your 20's are for, to figure out what you want to do.

So, if you didn't get an admit to the MBA college you wanted. Take your losses and move on.

Make your own path to succeed.

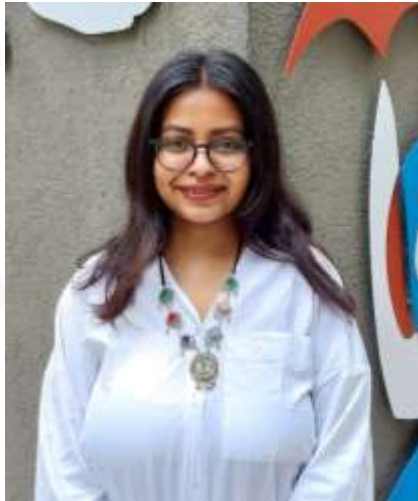
Regards,

A concerned senior who wants you to succeed.

Jhanvi.

Any day you want to talk- Just reach out.

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## *Granting Indian Handicrafts their deserving space back into our Hearts and Society*

*- Nikita Kukreja*

Indian Handicrafts: A sector very less often referred to with the change in trends and accessibility of cheap and fast produced fashion. The Indian Handicrafts occupy a major sector of our economy alongside agriculture however their relevance and importance in the society has been in declining state constantly after industrialization. To mention a few handicrafts and their unique methods: Ajrakh: Hand block print with the use of natural pigments, Bandhani: Tie and dye textile art, Carpet weaving, Kalamkari: Hand painted fabric using kalam, Patola: A double woven silk sari, Pattachitra: hand painted fabric depicting folklores, Phulakari: Hand embroidered flower patterns and the list runs long enough for us to explore and dive deep into.

Each craftwork has its own unique depiction of art and uses different techniques, The major common theme if any; of all the handicrafts are derived from cultural, heritage, mythology and traditional practices of that particular geographical area where the craft originated from. The material used for the craft is mostly derived from locally available sustainable resources. This sector employs a major chunk of rural artisans directly and indirectly, which include a large number of women and people belonging to the weaker sections of the society.

As quoted by The Mint: “Instead of merely lamenting the decline of our craft tradition or expecting cheap products, we need to recognize that crafts need our patronage.”

The demand of any commodity plays a significant role in produce and overall acceptance in the space of society. The demand of handwork was it's all time high before industrialization, which now has not only slowed down but faces much steeper challenges;

Today it has become difficult for the artisans to fulfill high periodical demands of existing customers with the usage of same old traditional techniques which are lengthy in process and require more manpower, hand skill and time to complete each unit homogeneously. Important to note that most of these artisans don't have a particular working space to work separately on, they usually work from home or the available space they get around their abode, with the trend of fast consumption and availability of cheaper quality material, the artisans out of helplessness are focusing more towards production of synthetic material and digitally printed work, second to every other fast fashion chain. Instead of their preferred traditionally sustainable way, they're forced by the scale of demands and working conditions to accept other low costing methods available to reduce their cost per unit as well as sustain in market. With a fast consumption rate of these methods, the artisans who originally started the art and craft are today not in favor of teaching their children or upcoming generation the same, as they themselves are finding it hard to earn a livelihood. Slowly we are moving towards a stage where we would only get to see our handlooms and handicrafts in museums or photographs.

On a brighter side there are initiatives going on ground level to help the craftsman sustain their craft as well as help them reach the major part of market. Initiatives such as: Khamir: An initiative working towards helping local artisans of Kutch to preserve their crafts, heritage and cultural ecology, ECraftIndia: supporting artisans with a platform to sell handicrafts to a larger part of market, Happyhands foundation: preserving and reviving traditional Indian art, crafts and culture. Focuses on artisan development and creating sustainable livelihoods for artisans, Taavi: A Myntra (Brand) initiative which combines the traditional unorganised Indian textile and handicraft sector with modern fashion sensibilities, Okhai: offers rural artisans a platform to produce and sell traditional local crafts aligned with the design need of customers. Initiatives today are focusing on mixing urbane designs with traditional age old methods of handicrafts as a result providing an entrepreneurial opportunity to the communities. For instance, most of the textile handicraft was usually popular in the form of Sari, Stole, Dupatta and other ethnic wearables, the growing urbane influence has resulted into some unique fusion designs and pieces, where the fabric is originally a handloom work but the final outfit is what fits the daily usage and wearability of customers. This has led to emergence of a conscious, sustainable yet fashionable market space among the customers, it makes them question on what side of sustainability do they really stand?

While for the craftsmen who haven't received any particular help by organizations, NGOs or other brands, they have to work independently selling and deciding the margin of profits and loss, as there is no particular standard price given for Handicraft goods, the local craftsmen usually end up offering a high bargain to the customer for the sake of their livelihood. The cost at times does not merely fulfil their standard making cost and other costing factors involved, these conditions end up playing a major role for the craftsmen to quit their craft and look for daily wage jobs where more often than not, they end up being exploited.

Our conscious buying decision decides the livelihood of our craftsmen. The faster we figure out on which side of ethics of buy-bargain-sell we stand, the more mindful we become before purchasing a commodity. We are in charge of not letting our artisans give up on their precious art, facing current difficulties and rapidly growing uncertainties, it has been difficult for our craft makers to sustain their families and craft. Purchasing preference is a very subjective topic but initiating purchase of handicraft as gifts, everyday useful accessories and more has no down side but a major upside to that one artisan group from Kutch who almost gave up on their art and are moving towards something that they might have no passion and drive to work towards.

The downside of it all is the realization that while we are at this discussion on what we could possibly do to increase the awareness and demand of our handicrafts, there are already a few handicrafts which are at the verge of extinction and are almost faded away from our availability, such as Roghan Painting, Toda embroidery, Manjhusha painting.

We are undoubtedly responsible for the values we give away to the preceding generation who makes and occupies the society. The unasked question being: What would we possibly hand to the upcoming generation in the name of handicraft, heritage and art? To think we would only have negligence wrapped in plastic to hand over, if we do not grow conscious of our purchase behavior today is worrisome. If we don't take specular measures and actions right at the moment, the art, culture, folklores of handicrafts that abide us and brings all the communities and gender together regardless of any bias would be pushed to a road of extinction.

Let us jointly bring back the smiles on our artisans faces, lets refurbish them old saris lying in the dusty cupboard, lets spread awareness about our own craft and grow more conscious towards what each of our purchase brings home, not only the commodity but some important questions: impeccably stated by Radhika Parekhs in her talk on

'Handmade in India'- The questions you should be asking yourself before making a purchase:

- What would you add in your wardrobe with the purchase?
- Where does it come from?
- How long did it take to get into the market? (if it took a lot and was shipped from a far far away, it means it involved a lot more carbon footprint than it would've if bought locally)
- Is it made locally?
- What is it made of? Is it biodegradable?
- How is it made? Does it give someone skilled a livelihood?
- Who is it made by, do they take pride in their work?
- Do they get due credit?

These questions would not only increase our consciousness towards what we are consuming but would also reveal a huge framework of injustice that goes behind generating a single demand.

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## *How to Better Adapt in Online Learning Mode*

*- Hitesh Panihar*

We have all come across that this is the new normal Studying online is a new normal, work from home is new normal, connecting over the digital platform is the new normal, distant social ties are the new normal. Well, in this pandemic, tremendous changes have taken place around us, and things have turned upside down. What's more interesting is that what seems to be disastrous at times or taken as pessimistic at times has now been our part of life, and it is getting recognized as the only option available to us. Due to the pandemic, we have been pushed to adapt to the transformation of the next ten years in less than six months, which has been taken negatively by the population. We all face some of the other issues in our everyday lives due to the transformation, but we all don't have any other choice, and this has become the new normal now.

A tremendous effect can be seen on education as this has affected masses of almost all demographics. We all are facing some or the other Positives and Negatives of Online Education. Well which on the upfront seems to be an excellent deal of online education in terms of increase in flexibility and reach, reduction in commitments and cost and increase in the alternatives available.

Here I am going to define some of the Negatives that Online education has brought with it and the challenges faced by the masses. I will also provide you with some solutions to overcome these challenges and be better adept at online education and make the best out of it.

### **The Challenges**

- Lack of attention from the online lectures
- Lack of motivation or fun factor during online classes

- Loss of networking opportunities
- Changes related to sleep cycles, physical stress, laziness, and strain on the eyes.
- Feeling low on social skills.

Education has equal importance of experience as that of academics, and the online mode of education delivery lacks this part. A lot of learning is done from our peers and the everyday environment around us.

What are some of the steps we can do to better adapt to the online mode and compensate for the cons of the same.

- In order to reduce the physical body stress try doing some light exercises
- Follow a schedule for attending lectures or completing assignments
- Sit in a calm and silent environment that has natural lights
- Take short breaks OFF screen and roam around to reduce the boredom and stress
- Try reducing your screen exposure from other means like entertainment, social media, and so on
- To compensate for the loss of experience; Try scheduling informal meets with batchmates. Organize small physical meetups with your batchmates in the nearby vicinity

Online education has its pros & cons, but this is going to be the new normal, and we need to embrace it.

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## *How Are NFTs Changing the Marketplace?*

*- SAMEER SHAIKH*

In the last few years, technology has been advancing at an extremely high speed. One field that has been enjoying some of the speediest technological advancements is blockchain. That doesn't mean solely cryptocurrencies like Bitcoin, Ethereum, and the flock of other cryptos being marketed on the crypto market.

Let's look at Non-Fungible Tokens (NFTs) and how brands are using or can use NFTs in their marketing campaigns.



Figure 1: <https://blog.malwarebytes.com/explained/2021/03/nfts-explained-daylight-robbery-on-the-blockchain/>

## **Wondering about NFTs? Don't worry, let me explain!**

While NFTs have been around for a few years, they have recently become a hot topic and investment.

So, you might be wondering what are they, and how do they work?

A NFT is a cryptographic asset formed using blockchain technology.

The main difference between NFTs and cryptocurrencies (which are fungible tokens as they are undistinguishable) is that NFTs have unique identification codes and metadata to differentiate one NFT from another.

As each NFT is unique, it cannot be exchanged with another NFT. Hence, each NFT is a digital collectible & a one-of-a-kind asset that can't be duplicated.

And that's where started the craze for NFTs. In 2017, CryptoKitties, a combination of Tamagotchi and trading cards, took away the scene. Each kitten is unique and can be raised or traded — some for say, \$140,000. NFT mania was born, and now, the interest in NFTs is only snowballing.

### **Why Are Non-Fungible Tokens (NFTs) Important to Brands out there?**

One of the foremost reasons NFTs are vital for brands is that they can represent digital files - art, audio, and video and other forms of creative work like, virtual worlds, fashion, games virtual real estate and much more.

Wondering...? How it is related with your brand and marketing strategy?

Thanks to the global interest NFTs created, they have given new ways of brand storytelling and consumer engagement, which are the two key pillars of an effective marketing strategy.

NFTs allows you to:

- generate unique brand experiences
- increase brand reach & visibility
- encourage interaction & engagement
- create awareness about your brand and product

Finally, NFTs can help you increase conversions rate and drive revenue.

Here's how brands are using NFTs to strengthen their marketing.

### 3 Ways Brands Are Using NFTs

In marketing, the concept of NFTs may be a bit complex to grasp. The best way is to understand is to look at examples. Here are some attractive ways brands are using them.

#### **1. Taco Bell GIFs**

A Consumer Culture Report by 5wpr shows that around 80 percent of millennials would likely do business with brands that align with their values. Thus, companies need to invest in causes they believe in. Taco Bell has already been supporting this for years via their foundation but they took it to a whole new level to support the Live Más Scholarship by selling taco-themed NFT GIFs.



Figure 2: <https://neilpatel.com/wp-content/uploads/2021/04/non-fungible-tokens-7.png>

Just in 30 minutes of putting their 25 NFTs up for sale on Rarible, an NFT marketplace, all the GIFs were gone.... Boooooom! Each GIF began at a bidding price of \$1. However, they all went for thousands of dollars each.

No doubts, producing and selling NFTs was an ingenious move by Taco Bell - helped to create a lot of buzz.

Taco Bell teach you to use NFTs to kill two birds with one arrow:

1. drive brand awareness
2. support a good cause

## 2. RTFKT Digital Sneakers

Do you want to disrupt the market and make a name for your brand?

NFTs are the answer!

That's what happened when RTFKT, a Chinese virtual sneaker brand, designed an NFT sneaker for the Chinese New Year and kept in auction.

The sneaker sold for a gigantic \$28,000.



Figure 3: <https://jingdaily.com/rtfkt-nft-luxury-chinese-new-year/>

That's pretty remarkable for a brand that just entered the market especially as they sold a sneaker that can't be touched. Impressive this was but still way behind the \$3 million the brand had from another NFT sneaker they made in collaboration with FEWOCIOUS - the 18-year-old artist.

With NFTs still in their embryonic stage, this is the hot time for marketers to join the trend. They can take a cue from RTFKT. Create limited ephemeras to celebrate special milestones and holidays, and use them in your marketing campaigns around those holiday seasons.

### 3. Grimes Videos

Six million dollars in 20 minutes... Yeah, you read it right!

That's the amount Grimes made from a collection of 10 NFTs auctioned on Nifty Gateway.

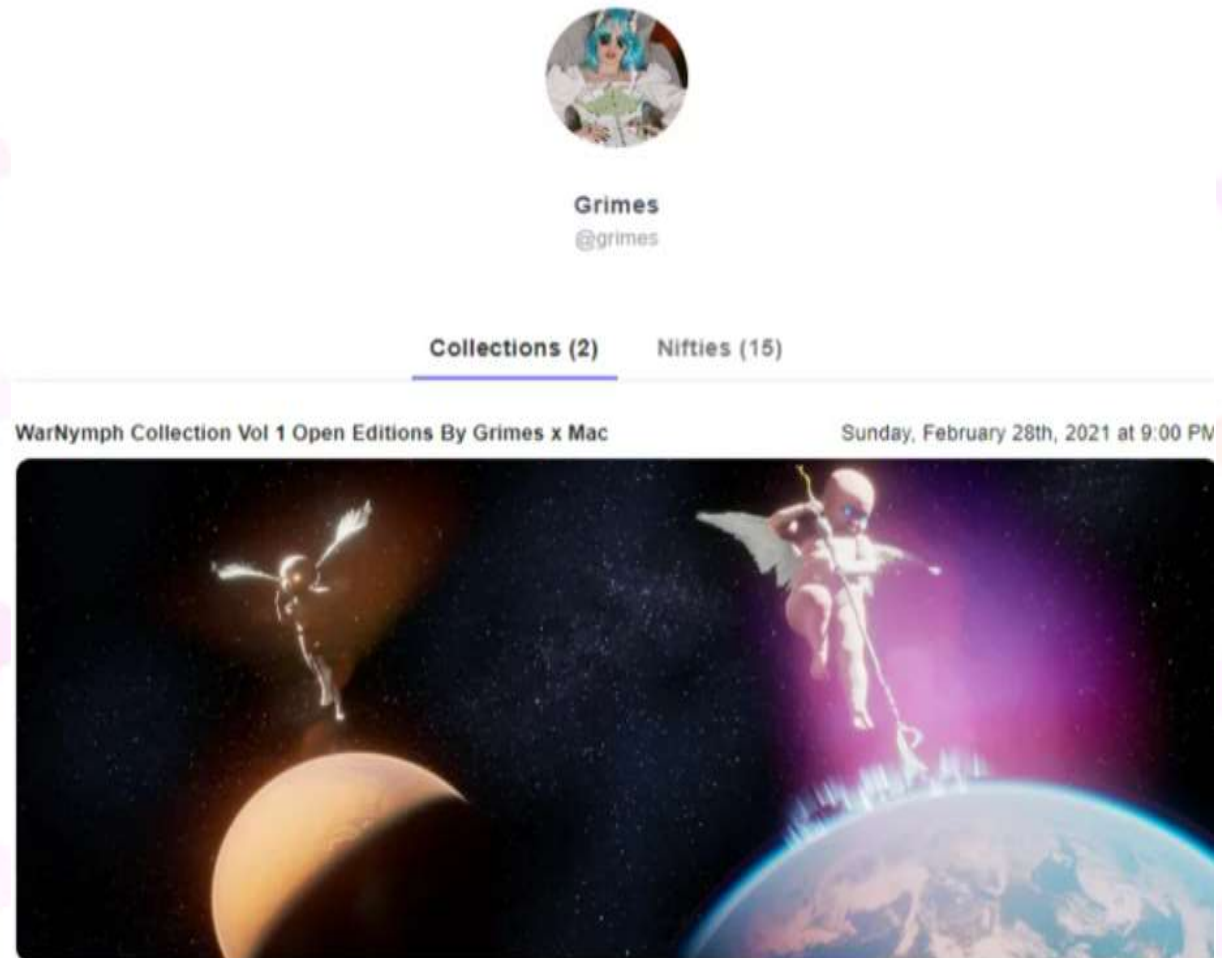


Figure 4: <https://neilpatel.com/wp-content/uploads/2021/04/non-fungible-tokens-2.png>

Brands can leverage people's interest in NFTs to market their products. For example, they can:

- Collaborate with artists or auction sites
- Create an NFT then auction it for charity.
- Run a contest keeping NFTs as the prize.

Marketing is all about joining current trends and using your creativity to draw attention to your brand.

The Future of NFTs

No doubt, NFTs are still new, and their application is still limited. However, people love them and are ready to have them. This indicates that they're here to stay.

NFTs will play an important role in the digital landscape of the future. That's predominantly true for marketers as NFTs have opened up new paths for interacting with their audience and generating memorable experiences for them.

Keep in mind, most common technologies, we use today, looked like fads when they began. Then also we depend mostly on them in life. NFTs may look like a fad today, but they provide a lot of beneficial features that breakdown the limitations of existing technologies.

## Conclusion

NFTs are excellent in generating memorable experiences for a brand's customers. A brilliant way of engaging with and interacting with your target market.

While the technology is still in its embryonic stage, brands need to pay close consideration to it. In fact, you need to explore ways to leverage NFTs in your marketing strategies.

Finally, just want to say that NFTs are here to stay, and it's unquestionably all set to become a part of digital marketing.

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*A Small Note, From One Senior to A Junior*  
- Jhanvi Patro

I read this one line somewhere that drives me in my currently short but hopefully long career.

*“Be someone your 7-year old self is proud of”*

I'm indebted to my mother for a great number of things. Apart from the gift of life, one thing she taught me was ambition. It's extremely important to be ambitious in life. The hunger of learning and achieving should last as long as it can. She, herself a self-made woman, taught me that personal growth is always measured in terms of self and NOT in terms of others.

Today, I'm sure if my young, bright eyed, bushy haired 7-year-old self could see who I have become she would be proud of me. I am a self-sufficient, hungry for more adult who is learning and growing at the same time.

Keep Growing. Keep Learning. Keep Reading. Keep Making Yourself Proud.

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## *The Dire Nationalism*

*- Anjali Singh*

The world is in need of peace and harmony and with the parted political boundaries, the feeling of nationalism has overshadowed the feeling of brotherhood. Nations with the majority of Christians, Hindus and Muslims desire to make this world a so-called peaceful place to live in are imbibing the thought of one nation, one religion and spreading one religion across the world.

The fake patriotism and unidentified nationalism has swamped the entire human existence by triggering an uncontrollable restive behaviour towards their nation. The soft power of a nation's political ideology is dragging the human race to become the most loved nation because it has the best culture, language and history of this world which has erased the finish line of freedom to choose.

The feeling of superiority about one's own country has delved nationalists into an aggressive and blind state of mind which is a serious issue for a nation to deal with. Nationalists' ideology influencing the desire of common culture, language and/or religion is rising with the threat that it is ready to give or take lives for the sake of their nation state. The hate for other nations and people of the nations has surpassed the love for all. And the ones who disagree with the similar ideology are instantly labelled as traitors or anti-nationals.

People are easily brainwashed and sold in bits and pieces to die for their nation and call it Shaheedi or Shahadat (Martyrdom). They are so rigid that they cannot stand the right to freedom of speech and expression of others and questioning their government in power. Basically the ones who do not stand with the 'Right Wing ideology' are no one but traitors or anti-nationals.

A country like India which is unique because it is diverse; the people of such a nation today are unable to digest freedom to choose their religion, right to question, right to debate. The boiling blood of these ultranationalists or supernationalists turns colder when the people of their nation are beaten to death. They stay silent on the issues which are socially burning in nature but rage out if an agnostic or an atheist has delivered a passing joke on religiosity.

In the dire world of nationalism, the idea of patriotism and humanity is slowly dying. It is not a fact, instead it is an instinct that in future, people would go to any extent to prove their devotion for a nation which will agast the ability of a human to fight for its nation. The future of this world is the coming generation which is in need of education. So the political thought of winning an election merely by promoting a religious or communalist ideology in the name of development backed by history is killing the vibe of living in a society which is rich in culture, language, history, and religion.

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## *Why is Feminism Crucial for Indian Society?*

*- Dhara Vora*

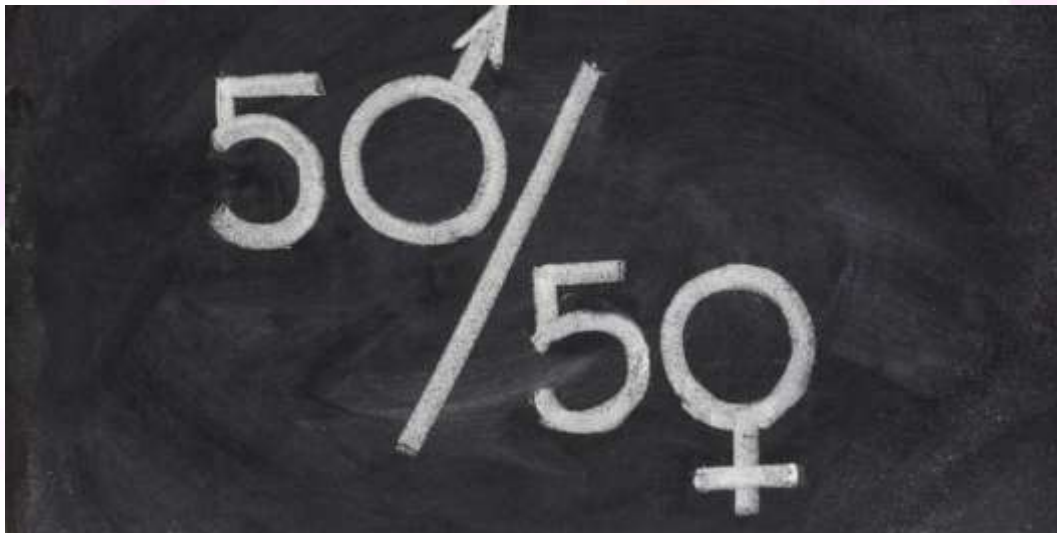


Image Source: The Triangle

The word 'feminism' is not a new term, and I am sure most people in the world would have heard about it. Though the term is used to give women equality as men, it is often misunderstood and has several myths associated with it. One of the most common and erroneous myths is that: 'feminists hate men'. This thought is entirely irrational as the sole purpose of feminism is to get the same rights as men in terms of political, economic and social equality of sex, race and class.

According to the Oxford dictionary, the word feminism means "The advocacy of women's rights on the ground of the equality of the sexes." Being a feminist means that you fight for the equality of all people. Your feminism must be intersectional; it should not exclude people based on gender, race, socioeconomic status, ability, or

sexual orientation. Most people, including women (unfortunately!), do not know its actual meaning and hence unnecessarily blame the ideology. And this is why it becomes even more important to make people aware of this ideology. In short, feminism is uplifting women so that men and women both are treated equally.

While I was surfing through the internet to search the exact meaning of feminism, I came across a very to-the-point answer to the question — "Why is it called feminism and not humanism?" — which I felt like sharing herewith.

"We call it feminism because nobody is saying that human beings are not equal. That is not the point. The point why we need to call it feminism is, okay, let us forget gender, class, caste, whatever, whatever, whatever. There are two groups – there is 'A' group, there is 'B' group. And 'A' group has more privileges than a 'B' group. 'B' group is fighting for rights. So the 'B' group has to name themselves, right? So it is about rights for 'B' group. It has to be 'B' groupism. And not 'A' and 'B' the whole square groupism." (~ source: The News Minute)

And I think there cannot be a more apt answer to this question.

India being a country with so many religions and different ideologies, it becomes even more crucial for us, Indians, to have this notion of feminism not just introduced but understood clearly. Let us discuss some of the reasons why we need feminism in India.

#### TO BREAK GENDER ROLE-RELATED STEREOTYPES

India needs feminism because even professions and family roles have been stereotyped based on gender. Professions like military and engineering are considered masculine, and occupations like teaching and homemaking are considered feminine. Although there are no such requirements that stop females from performing these jobs, it is the "societal criticism" that refrains females from doing what they like. The stereotyping is when men are expected to be the sole breadwinners of a family, and females are presumed to take up the responsibilities of managing the home single-handedly. India has a glorious history of having great female warriors such as Rani Lakshmi Bai and Rani Padmavati, yet women's participation in the Indian defence forces, even today, is negligible. Efforts need to be made to provide equal opportunities to both men and women not just in the army, but everywhere.

## NOT BEING JUDGEMENTAL ON WOMEN'S CHOICE

It is still a far-fetched dream for many young girls and women in India to do a job or business, leave alone choosing a career of their choice. Feminism is the idea of providing independence to these women to do what they wish to do. Either they decide to be a homemaker or a working woman, it is completely their choice, and no one should have the right to question their choice. Many women have to face criticism when choosing to continue their job while raising their children or vice-versa. But what people forget is that it is none of their business to get involved in someone else's life. It is entirely her decision on what she chooses.

## TO TERMINATE THE GENDER PAY GAP

One of the most important reasons India needs feminism is to terminate the gender pay gap between a man and a woman. Gender wage gap is defined as the difference between the median earnings of men and women. One needs to look beyond gender when paying a woman to perform the same task as a man; she deserves the same amount of money and respect as him. Surprisingly, the difference in the pay gap of a man and a woman exists even in the 21st century. According to the Gender Gap Index in 2020, India has slipped to the 112th position from the previous 108th in 2018. Another report states that working women in India earn only 66% of what their male counterparts earn for the same amount of work. This gender pay gap and disparity in opportunities discourage women from performing well in the professional domain. Sometimes women undervalue themselves, and because of this, they do not raise their voices. It becomes very crucial to help a woman understand her worth and remove this notion of undervaluing herself.

## LIBERTY IN TAKING DECISIONS

Do you remember when you so wanted to wear that skirt of your choice but had to end up wearing what your mother selected for you? Almost every girl has to go through this stage when her parents try to enforce their decisions on what she should wear and what she should not. Boys, perhaps, would never have come across such situations. But they certainly have a fair share of their own stories. Suppose you are a boy in your 20s and aspire to be a cook or a beautician; what are the chances that your parents or family will support your decision. Very less! Why? Because cooking is often associated with a female's job, and one's masculinity will be questioned if a man does that. As if cooking will make them less of a man. Sigh!!!

This imposition of decision is not just limited to clothing or a career choice. It is faced during every stage of a woman's life; regarding education, marrying or not marrying or late marrying, having children or not having children. Either a man or a woman, every individual has the right to do what they want. It is completely OKAY if a man decides to stay at home and manage it, and if the female wishes to take charge to lead the house. Feminism is the movement to fight against such impositions.

#### TO NOT CONSIDER THEM WEAK OR INFERIOR

I do not get the logic of how a woman, who can bring a life into this world, can be weak? One who carries a baby for nine long months in her womb and goes through a hell of a pain, how can that person be termed "weak". It takes both physical and mental strength to give birth to a child. Remember, one who suffers a substantial amount of blood loss and unimaginable pains every month can never be weak. And hence, no woman should ever be considered weak or inferior to a man. We often come across instances when women are denied jobs, doubting their physical strength. It is high time that we stop comparing one's strength based on their gender. Examples like Mirabai Chanu (who helped India bag a silver medal in weightlifting in the 2020 Olympics game) and P V Sindhu (who became the first Indian woman to bring home two medals (silver and bronze) in two consecutive Olympics in Rio in 2016 and in Tokyo in 2020, respectively), are more than enough to prove the strength that women possess.

#### TO STOP CRIME AGAINST WOMEN

There are a number of crimes such as female foeticide, child marriage, marital rape, sexual abuse, physical and mental violence that are committed against women. No one has the right to perform these barbaric acts against women as it is not only wrong but against humanity. It is only when other men and women will come ahead to fight against such criminals and help the victims not suffer it. Also, stricter laws should be framed and imposed to stop such crimes in our society. Only when these crimes would be stopped, we see the flag of feminism fluttering high in the sky.

*These are some of the factors that describe the importance of feminism in our society, particularly in India. So, the next time someone asks you if you are a feminist, proudly say YES!, because you are fighting for or at least understanding the rights of the group*

*that has a significant contribution to the development of society but are still (unfortunately) considered marginal.*

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