

## Getting it Rolling: The Football is Rising in India



Kids playing football (Photo by Nikhil Sam)

### SPORTS

#### ANURAG THOMSON K

About three years ago, the worst nightmare of every football fan was, if a football match clashed with a cricket match. Back in the day, the Star network had considerable control over the telecast of the football and the cricket matches, meaning there was a necessity to prioritize in the case of a clash. With live-streaming yet to go mainstream, the football fans of the country have to, settle with textual commentaries and highlight packages.

It is fair to say that not so long ago, India was not an ideal place for a lover of football. But since then, there has been a football revelation.

"It is great. I would call it a complete football experience – dedicated television channels, live streaming, interactive platforms, what more can a fan ask for," said Imad Ahmed, an engineering stu-

dent and avid foot ball fan. With the increased media attention, the sport got wide reach and attention. Today, in hotels, bars, restaurants the football matches gets screened and also we see young children playing the 'beautiful game' on the grounds, open spaces and on the streets. But perhaps the biggest indication of the rising popularity of the sport is the conception of the ISL, the Indian Super League.

The football revolution has resulted in corporate investment in the sport, and this has led to legendary players moving to the sub-continent to ply their trade. Moreover, world-renowned players such as Ronaldinho, Robert Pires and Lucio have all graced Indian football and made an instant impact. Other masters of the game such as Marco Materrazzi and Roberto Carlos have taken up coach-

ing roles, thereby nurturing young Indian talent.

At the current rate of growth, one cannot help but wonder if India can qualify for the World Cup in the coming years. There is no lack of talent, and certainly no lack of passion. With careful investment and proper coaching, there is no means India cannot qualify for football's biggest festival.

"I believe we can do it. If you look at the qualifying process, there is no team in Asia that you can say are miles better than India. The next few years will be crucial. With the right steps in the right direction, I believe India can qualify," said Reagan Henry, an MBA student and football blogger based in Bengaluru. Reagan is not alone in his opinion. With the sport's quantum jumping, there is not any reason why India cannot go all the way.

## Meals on Wheels



(Photo By Sheetal R Prakash)

### LIFE STYLE

#### SHEETAL R PRAKASH

In metropolitan cities, fast food has become one of the quickest means to complete one's appetite. Due to too much stress at the professional front, people skip their regular meals and depend more on fast food for the reason that it saves time. The young single soul IT professionals are the people who lay heavily on this. To make it much easier, youth who has a passion for the art of culinary, decided to venture out with 'Food Truck', with which they can foster their culinary dreams on wheels by riding all around the cities of the country.

Mostly, past six in the evening, we find lots of trucks, 'De3-The Eatery, The SWAT truck, Frosty Creams, Bite Club, The Spit Fire BBQ Truck, Gypsy Kitchen, and Auto Express', in the streets of the city. Richards Park, Indiranagar, Whitefield, Marathahalli, Koramangala, Yelahanka are areas where they serve en-number of dishes from the on-board kitchens.

'Auto Express' which got recently flagged off from Hyderabad and ventured out first in Bangalore

with ten food trucks and twenty-three staff all over the city. The truck serves only two dishes and four flavours and 'insane' is their signature flavour. Most of the customers are happy with the budget than the menu. "I prefer to buy Mini Hotdog which they serve like hot cakes" said Nithin, one of the regular customers. Mr. Mohammad, who is the operational manager hope to serve appetizing food to our foodies by including a much more finger-luscious menu.

On the other side, most of them are not aware of the negative outcome of the fast food. "The food contains elements like hot spices, cheese, sauce, preservatives and oxidized oil that cause more harm to the body. So it is important to stay fit and healthy by following strict diet chart. If you are addicted to fast food, then your life will be at stake," says Dr. Ashok, a Physician. After all, food trucks are synonymous with delicious foods and unique concepts which makes people to gather around the food trucks to take a bite of the dishes from the camion restaurants.

## Janapada Loka: World of folk culture

### ARTS AND CULTURE

#### SAMANTHA RUTH D'SILVA

Janapada Loka, a folk museum established on 21st March 1979, situated in Ramnagara founded by H.L. Nage Gowda, a folklorist, and an Indian civil servant. The museum displays talent of village arts of Karnataka, and consist five thousand folk artefacts. The place is a relic of our Indian culture that creates an ambiance filled with greenery. It gives place to folk literature, music, dance, festivals, sculptures and lifestyle. Alike the rural artisans and musicians the common people showcase their art and craft here.

The museum is splitted into 'folk art museum', 'Loka Mahal', 'Chitra kuteera', 'Doddamane', 'Shilamala', 'Arghyamala'. Even a glimpse of the entrance will take you, to the rich cultural heritage of India. The gate of the museum, which opens the world of representation, is embellished with the images of Lord Shiva and Vishnu. It has brass trumpets on the two pillars in front of the gate, hoisted with 'Harige' and 'Nandiwajas' (flags of Nandi). The gate leads to the Lok Mata Mandira, which is the information centre of the museum. The museum's creative space also showcases mannequins of folk artists, symbols of traditional tribal worship and also encompass Jana-

pada library, puppet theatre, an open-air theatre built in the Greek style and have a holding capacity of thousand people.

The museum is filled with traditional musical instruments that were used during the festive seasons in the early days. Rural household items like cooking vessels, jars to store pickle, salt containers and serving utensils of wood and mud are also drawing attention. Brass and copper vessels used as worship tools, large sized pots made of mud which was used for storing grains, are also part of the museum. The display of shadow puppets, that are five hundred years old and was a form of entertainment



Representation: A sculpture in Janapada loka, showing traditional Indian women (Photo by Samantha Ruth).

then is befitting this age too. Artists who are good in artefacts stay there and engage themselves in anything and everything taking place in the museum. And this

museum, display the elegance and chivalry of a culture which is struggling to survive in a world of least concerned.

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## Online news media and its hurdles in India

Indians perceive newspapers to be a credible source; they prefer to believe what comes in newspapers, then from the online media. Even with a sizeable number of outlets, it is still in its infancy here. The meagre in popularity of online news media can be attributed to multiple reasons. The first hindrance is the internet penetration; of the 1.237 billion Indians only 243 million of them have access to the internet. In the global context, it is not huge and many people in India lack even the basic understanding of internet.

The next problem lies with the content, the low quality of news and the ignorance towards diversity is creating doubts over online media. Even people who work in traditional media doubts the credibility of online news media journalists, in such a scenario we can assume what a common person's outlook will be. The online news portals of the traditional newspapers are considered more credible than the stand alone ones on account of the legacy.

In a way, the online media has made news fair and also made an effective connection with the public. This increased level of interactivity has some problems too. If the readers find any news which is not in favour of their perspectives, they will get agitated and eventually defame and criticize the organization blindly.

Unless the online media does not grow, people will not accept it and until then the questions on credibility will remain. Hopefully, the times are changing and online media surely has a bright future ahead. The present crisis in media, all because of the lack right manpower also will be solved by the time. And it is fair enough to hope for a glorious era of online media in India.

## Pokeman Go: Trending Now

TRENDS

BHUMIKA N

Pokemon Go is pulling people from their seats to the streets. It gives millions an experience of virtual reality. Free charged Pokemon Go is a location-based reality game.

In the game, players use their mobile phones GPS to locate, capture, battle and train creatures called Pokemon. After creating an account, the player takes an avatar by selecting hair, skin, eye colour, style, and outfit. The created avatar is displayed on a map using the player's current location.

During an encounter with a wild Pokemon, the player can throw a Poke' ball and it will come under the ownership of the player. Two types of game currencies, candies and star-dust are awarded for catching a wild Pokemon. Accordingly, a player can use the same to raise a Pokemon's 'combat power'. Few people praised Pokemon Go as it an enjoyable experience. Some others expressed negative opinions about the game, related to the frequent crashes, technical issues and

injuries. There are few technical issues that the game dealt within the beginning, like the server getting down due to high number of players. And they were unable to get access to the game through their Pokemon Trainer Club accounts. Also only Gmail based accounts are able to play the game.



Mrs. Rekha, a Bangalorean, mother of Nishant told about her fear for online games may lead to her child's interaction with strangers. The game makes people walk around so that they can exercise and experience the positive vibes and

create a positive feedback loop to pursue higher healthy behaviour. Pokemon Go does not have chat systems in it. Communication has to happen either personally or through separate chatting.

The game has been criticised because it lets the players be glued onto their phones and thus they have been injured. So it is important to exercise caution. The game encourages outdoor play, but on the other hand, you are still confined to technology.

## Public Relations is Crisis Management: Latha T.S speaks

DIALOGUE

ANJU P

Latha T S is the Public Relations Officer of Karnataka State Road Transport Corporation (KSRTC). She joined the KSRTC as an accounts officer at Chikmagalur. Later, she was shifted to PR section.

She was adjudged as the most promising 'PR Person of the Year' in 2013 and 'PR Professional of the Year' by Global Brand Excellence in 2015. She received 'Woman Achiever Award' from Garden City College in 2015.

Despite, having a very busy schedule she managed to have some words with us.

**Q. What is your experience as a PRO?**

Since 5 years, I have been working as a PRO. I was an accounts Executive Officer before.

Being a PR has always been challenging because, there is no frame limit to work. In the present scenario, PRO's are like 'Crisis Managers'.

**Q. What are the ethics that are followed in PR profession?**

Every PRO is in-charge of safeguarding the organization's reputation and also the interests and relationship with public.

The officer should provide accurate details of facts. The PRO should consider the views of employees.

**Q. What is your take on media's co-operation with KSRTC?**

I am personally very happy with the media. I feel every industry is getting immense support from media. Though sometimes media intervenes into unnecessary details, they are doing a wonderful job. Even, we are grateful to them as they too contribute.

**Q. How do you maintain the image of KSRTC?**

We strive to provide the best service to public in all regards. We handle employee's grievances and have the Women's Employee Committee for which I am the Secretary.

I am also serving as the 'sakala nodal' officer under Government of Karnataka, which is a division for getting done the pending government works faster. Our employees uphold our image in public.

We have around thirty-eight thousand workers, out of which thousand are women. We provide all possible security to them, which make them comfortable at work.

**Q. How do you get the public feedback?**

We get feedback through our website, as messages, mails, from facebook and twitter.

So far, we have understood that the passengers are happy with our service.

**Q. Has the bandh hampered the KSRTC services?**



I don't feel the bandh has or will hamper the image of the organization. If there are any rift between the organization and employees, bandh takes place.

We handle them in such a way that neither the services nor the image is damaged.

**Q. What do you look for, in the recruitment of potential employees?**

We have a transparent and uniformed recruitment procedure and we plainly look for dedication, talent, and skills.

**Q. Any words or advice to the aspiring PROs of Kristu Jayanti College?**

PR is a very challenging and interesting field. Unlike the other jobs, this demands your talent in dealing with hard situations.

The work you are designated with is not the same always. So, I would suggest the aspirants to be dedicated, to enjoy work, keep up ethics and give the best to the organization.

## When IT loses its sheen

SPECIAL INTEREST

CHRISTENA STEPHEN

A job with the IT sector is normally associated with a fat pay, offshore assignments, world class workplaces and many more perquisites.

In reality, the sector is moving away from these tags. It is embroiled in multiple issues nowadays. Issues like job uncertainty, unrealistic performance targets, takeover of artificial systems are plaguing IT professionals.

"The industry has become a tough place to work. We live in constant fear about layoffs and demotion. Last month my company compelled me for a reduced salary or to quit. I chose to stay as I did not have any

option. I have a family to take care of and bills to pay, I cannot afford to be jobless even for a month," says a senior employee working with a reputed IT company.

"Demotions are done through performance scales which have unrealistic parameters. The new system has put many top performers in our company into the pink list," he added. Companies often set high standards for increasing the productivity of its employees. Due to this, employees are often put into tremendous amount of physical and mental stress, which often translates into health complications.

"Doctors were finding it

hard to diagnose my health issues. In the end, stress was found to be the prime inhibitor, and the primary source of stress was from the office!," said Anakha, working as a delivery manager with a major IT company.

The downsides of working with IT outweighs the positive aspects of IT job nowadays. Issues like low wages, little or no recognition for achievements, fewer opportunities for performers and lack of fringe benefits are the major reasons for the diminishing sheen of IT field.

The authorities should not give a blind eye to these issue as it can hamper the growth of the industry.

## The Suffocated Life

SPECIAL INTEREST

ASHYL ELIZABETH PAUL

Buses, cabs and metros are the most common modes of travel especially for women. For some it's the only means of travel to schools, colleges and work place. Women earlier were confined to the four walls but now have started to live on their own terms. But they have faced and are still facing harassment in travelling. A college student stated that a guy had rubbed himself towards her while he was standing close to her in the bus.



Though she raised an alarm, no one acted, also because it was heavily crowded. Especially young girls face these problems but they are most of the times, helpless. Women tolerate too much and remain quiet on such issues as they believe no actions will be taken. One of the cops com-