

JANUARY - FEBRUARY 2019

S P JAIN MAGAZINE

VALOUR ON SUSTAINABILITY



SP JAIN DUBAI EDITION



S P Jain
School of Global
Management

JBAL • MUMBAI • SINGAPORE • SYDNEY

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JANUARY 2019

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SUSTAINABLE *FASHION*



by
YUSRIYA
HOSENBOKUS
and
ADRIYA
BHATTACHARYA

With the beginning of this new year, all of us are looking to bring some positive changes in our life – whether that’s exercising more, spending more time with our family, or taking risks. However, there’s one important change that is vital for everyone to begin to make, and that is being more eco-conscious in our lifestyle and in fact, in all our choices. Sustainable and ethical fashion is a major trend in 2019. People are looking for ways to give back to the earth and a great way to start is with our clothing.

The fashion industry generates some of the highest levels of pollution, second only to the petroleum industry. Fast fashion is particularly guilty of this. When fashion becomes defined by

grabbing the newest trend hot off the shelf, the industry begins to focus on mass production with low costs achieved through economies of scale. They do this by outsourcing their production and cutting costs as much as they possibly can. Fashion houses like Zara, H&M and Forever21 produce their clothes in countries which have low labor costs. In the recent years a great deal has come to light about the exploitation and mistreatment of the labor in the sweatshops where this production happens, but the fast fashion monster does not stop there, oh no! The problems with fast fashion extend to even the raw material used. The cotton t-shirt you’re wearing is



*Photography: Borak Zahwa
Model: Yusryia Hosenbokus*

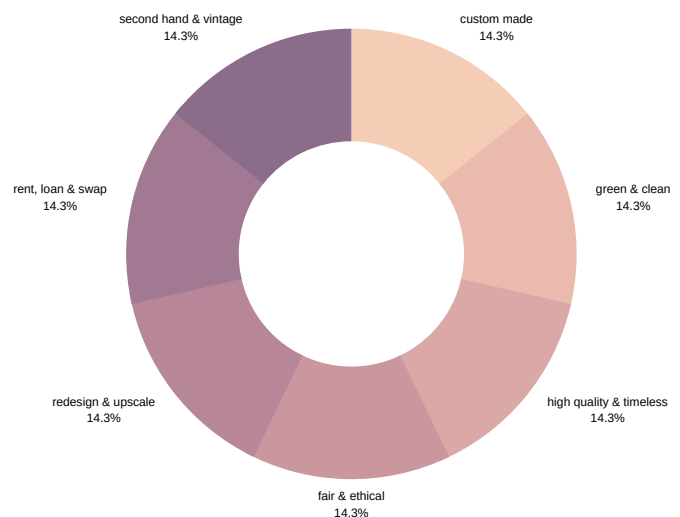
mixed with synthetic fabric more often than not, and this synthetic material is made from deeply harmful petrochemicals and is very short-lived. Even if the shirt is really 100% cotton, the cotton itself is grown with a lot of pesticides which cause soil and water pollution. Fast fashion garments, which we wear less than 5 times and keep for 35 days, produce over 400% more carbon emissions per item per year than garments worn 50 times and kept for a full year.

Sustainable fashion and ethical fashion are not that complicated to understand. Sustainable fashion is produced with minimum impact on the planet, with less pollution, less waste, and using fewer resources. It includes all-natural fabric which are available and leaves low carbon footprint and ethical fashion is a way that does not harm or exploit people or animals.

As students we all wish to be at par with the ongoing trends but are we willing to put our world in jeopardy for that?

Nowadays clothing has kind of lost its value and has become as cheap as buying a coffee. Every year, every month we see sales popping up thinking it is worth it we end up spending so much and the garment doesn't last long or is of cheap quality which we don't see in the beginning but later regret. Buying cloths from fashion brands which promotes sustainable fashion is hard on a student budget, so if you can't afford it there are other ways to be sustainable, like avoiding impulse buys and only shopping when you need to.

Especially when it comes to sales, we have a tendency to pick up things impulsively due to the reduced price, but the few bucks you save are very expensive for the environment. Investing into basic minimal clothing and playing around with it is cheaper and you may even bring out your quirky side. One of the recommendations would be to buy clothes from a thrift shop where you might even find an expensive original item at a cheap price.



Dubai happens to have some few thrift stores that are actually worth looking into. I do admit it is quite hard finding cute or interesting pieces but if you look hard enough, you'll see. We interviewed Earn who recently went to the Dubai Charity Centre and she admits that it was quite hard finding cute or decent pieces but after much efforts she did manage to find some hidden gems that she happily bought. The Dubai Flea Market is also an event to look out for



Photography: Borak Zahwa
Model: Chau Pham

which normally happens every week. My Ex Wardrobe is also another answer to sustainable fashion here in the UAE. They offer regular pop-up shows where we can all go do our shopping! Another revolutionary app (cause obviously technology...) which allows you to buy and sell clothes is the Shedd App. They deliver to your doorstep! (how convenient) and it is available for free both on IOS and Android.

Some eco-friendly brands that are worth checking out here in the UAE: Lush, ASOS Eco Edit, INKKAS, Green Eco stores, Little Souq and Bambootique

I know that it quite hard to wrap your head around the idea of buying from thrift stores, but this is an alternative which not only helps recycle but also helps you adopt a way sustainable way of life. Our Planet is worth saving!



Photography: Borak Zahwa
Models (-L-R): Chau Pham, Uyanga Batbaatr, Yusriya Hosebokus, Katriina Parkkinen





SUSTAINABLE FASHION

GENDER NEUTRAL CLOTHING

01

One current trend to look forward is this gender-neutral clothing. It's a very controversial trend yet it fabulously fits all. Androgynous fashion can be achieved by basic items, one thing I guarantee about this trend- it screams comfort and style. This fashion trends looks upon loose fit and light fashion.



02

SUSTAINABLE FASHION

MONOCHROMATIC FASHION

Monochromatic fashion is so on for 2019. It is simple and chic, all you got to do is pair up your clothes of the same shades and voila, you got yourself a ticket to fashion town.

03

I personally love this look as it is something that I can easily pull off in the morning with only 10mins to spare before I head to class. What I suggest you beautiful humans can do, is that you go for your favorite nude color eyeshadow (play on the brown, soft pink, or any color that makes you happy) and with a single strike of the brush apply your eyeshadow and blend it out. Add some light shimmering eyeshadow and your look is done. Classy, simple and fast!



SUSTAINABLE FASHION

SIMPLE EYE-MAKE UP IS ON THE GAME

SUSTAINABLE FASHION

HEAVY CONTOURING IS OUT

Take that bronzer of yours and frame your face instead of sculpting it with your contour kit. Work wonders!



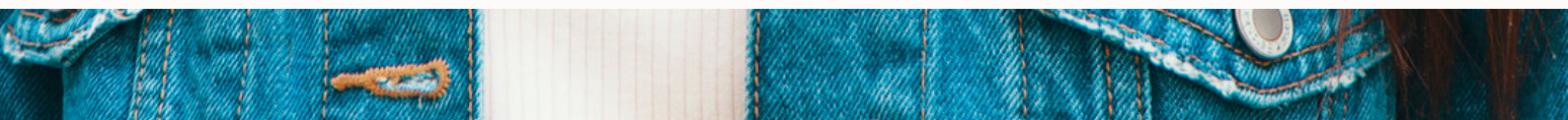


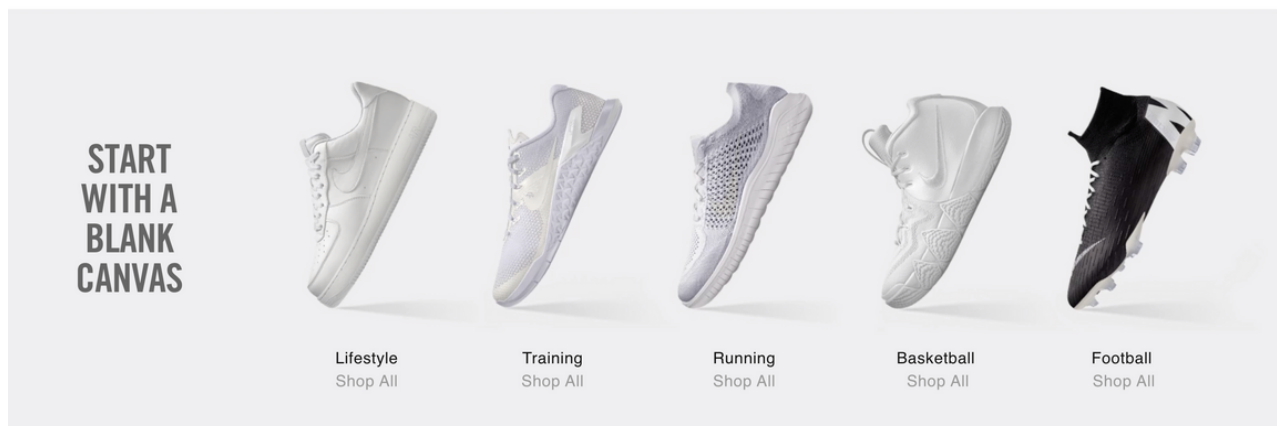
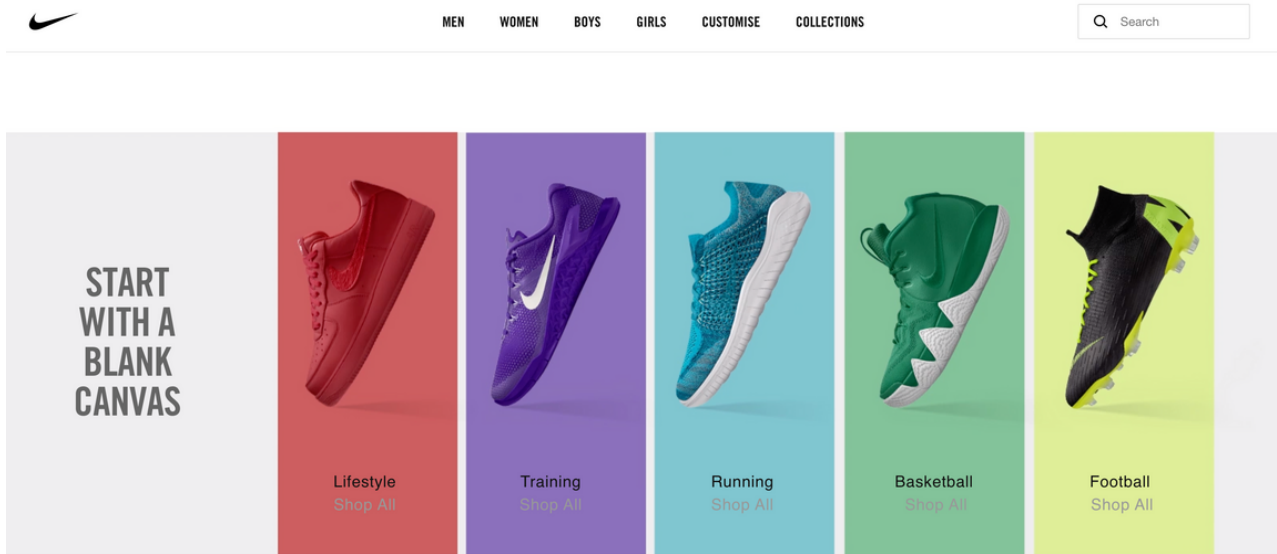
SUSTAINABLE FASHION

FACE-MASK IS THE NEW GIRL IN TOWN

I know that it has been in the game for a while but as we are becoming more and more conscious about our health, we are also taking good care of our skin. Some cruelty free brands that I personally recommend, are The Face Shop, The Body Shop and Lush. The Face Shop has some really good face mask that helps with acne, pigmentation as well as hydration of the skin.

05





MEN'S SECTION: CATCH YOUR PERSONALIZED KICKS

Sneakers unite us all. With the vast range of varieties and options Nike and Vans allows us to be creative with the option of customizations. Who wouldn't like to design their own pair of sneakers?

Be it hanging out with friends on a weekend or establishing your own style in school, Nike and Vans have not compromised the quality and comfort of their customers. Nike definitely keeps up the motto "just do it".

How to Glam in 10 mins

The art of looking glam in 10 mins is something few have mastered but today I will be sharing with you a few hacks which will save you when your boyfriend says that you guys are leaving in a few minutes or you got a last-minute plan.

STEP 01



You will want to go with something that is quick to apply. Liquid foundation and do not forget your primer. Blend Blend Blend, until your face is smooth.

STEP 02

Take that concealer and put it underneath your eye and dab it in order to blend with your blender sponge. This helps give a better finish. Also, take some powder or loose powder to help you get a matte finish.



STEP 03



You will not have time to actually contour your face, a bronzer will help, and it serves the same purpose and you can also get some shimmer in it that will give you a glowy look.

**STEP
04**

The eyeshadow is essential, restrict to only one or two color as it saves time and blend. Some shimmer (if you have time) will pop out your eyes even more. Put some mascara as it will make your eyes look bigger.


**STEP
05**


Go bold with the lips since you went light on the eyes and trust me, the lips will be the game changer. And lastly, do not forget your highlighter, you have to blind the world.

*Et
Viola!*



You are ready to slay the world having had only 10 mins to do your makeup.



A Visit to Sustainable City

The First Net Zero Energy
Community in Dubai

by NAPASSANAN CHAN-UDOM



Becoming one of the fastest growing cities in the world according to City Momentum Index (CMI), Dubai faces challenges of urban growth. Despite the fact that urban growth has stimulated Dubai's economy, the situation has also caused environmental problems such as insufficient water availability, waste-disposal problems, and high energy consumption. However, Dubai was ready.

Over the last several years, the sustainability movement has become widely spread across the city, many regulations have been implemented to support the city's sustainability initiatives such as The Green Building Regulation & Specifications that has been implemented since 2014. Moreover, Dubai's government has developed plans and initiatives for sustainable infrastructure involving clean energy and reduction of carbon footprint to meet the growing energy consumption and sustain the growth of the country's economy.

The sustainable city was constructed by Diamond Developers in January 2014 and open to the public within 2 years. The property's development is aiming to achieve 3 aspects of sustainability: social, economic and environmental. It also aims to become the first Net Zero Energy development in the region. In 2017 and 2018, it was named by Gulf Real Estate as the "Happiest Community in the Gulf".

During the fourth week of January 2019, I got the opportunity to visit The Sustainable City. We were only able to see phase 1 since phase 2 is still under construction. Near the entrance was The Sustainable Plaza which consisted of shops, restaurant, cafés, clinics and the apartment available for lease. The aim of this area was to generate extra income for the community



Phase 1 consisted of 5 clusters of various types of villas. There are solar powered parking lots in- between every cluster. The road inside the community is bike-friendly since it was made purely for pedestrians and cyclists. The tenants are encouraged to use the on ground electric buggy instead of their personal cars, around the residence. There's the central green shared-space that acts like the backbone of the community. It consisted of 11 bio domes that utilized aquaponics and aeroponics farming techniques to produce organic vegetables for the community's supermarket and tenants. Every household is given a new token every month to trade-off for the plant in the bio-domes. Despite the aquaponics and aeroponic farming, the community also adopted indoor vertical farming techniques that produces strawberry, among other fruits. The green backbone also has an animal sanctuary which contains chickens, donkeys, ducks, a goat and even horses. The biodomes are also surrounded by a pond which has incorporated the water recycling and reuse system for the households. However, the consumable water still comes from tap water.





We visited the prototype villas which has two-levels and a rooftop. The design of the villa is L-shaped aiming to provide shade for the house throughout the whole day. On the rooftop of every villa stood a solar electricity production panel which also acted like a shade and which made a perfect view point/hanging out spot. The house was designed based on 2 styles: Passive and Active. The energy-efficient technology that was built-in within the house can reduce energy consumption up to 35%. Interestingly enough, the starting price of a villa is 3.5 Million AED, not a bad deal compared to the Dubai Real Estate prices and also considering all the amenities being provided.

The Sustainable City is spreading knowledge related to sustainability and the improvement of the urban environment with their innovations and practices. They showed me a new aspect and possible ways of green living. They changed my assumption that living an eco-friendly life is a hassle and expensive. Many of the practices are actually applicable in our daily life and even more cost-efficient if we think in the long run since they save your energy bills by almost 50%. Adopting a sustainable living style is surely good for the planet and your pocket.





2019

BUSINESS TRENDS

by ADRITA BHATTACHARYA, KRISHNAPRIYA NAIR, ROHIT JHA



Finally, all of us have welcomed the year 2019 by putting the year 2018 into rest which was perhaps relatively a year filled with upheaval when analyzed from the business outlook as the market conditions was all about uncertainty . As life is all about leaving the past behind, let us see what the year 2019 accounts for with respect to business trends. This article would give our readers a bird's eye view of the trends which may transmute the sphere of business and present a gift box of opportunities where entrepreneurs, corporates and people in the business world can tap, uncover and unearth giving birth to unconventional, original and fresh ideas which may also be an aid for the future development of divergent nations. Without any further delay, let us take a look at the four business trends of the year 2019.

TREND #1

Focus on CONVENIENCE

The facet of Omni channel marketing is a type of marketing and sales strategy which whirls around in giving the consumers a coherent immaculate experience. To narrow it down in simple yet comprehensive terms, it is the aspect of marketing which solely aims in creating an indelible consumer experience in the store and digitally on any device. One of the striking features this concept is hinged around is "convenience" which people in today's world are constantly on the hunt for. For instance (You book a flight via an airline provider's app. The app then reminds you when to check into your flight via a notification on your phone. Hit the alert and auto-check into your flight) and ease-of-use. Omni channel marketing is one trend which certainly needs to be watched for and several renowned names in the corporate world have already implemented and have gone into raptures about the sensation and impact it imprinted in the minds of the people. This also gives us a constant reminder and most importantly and invaluable lesson that functionality and simplicity brings marvel to any business. Want to implement this strategy for your upcoming venture? Well, that's just one simple step away. To implement this strategy, we just need to question and reflect upon as to why people are coming to my business? and take off from there!

TREND #2

Welcome ARTIFICIAL INTELLIGENCE *wholeheartedly*

We, as the residents dwelling on earth have witnessed changes taking place and one such change which has transmuted our way of living its none other than artificial intelligence. Technology and artificial intelligence have undisputedly taken the business world by a storm. The latest predictions are that business would relentlessly pursue and incorporate artificial intelligence in a plethora of applications. Gradually with the passage of time, the mainstream would commence to merge with the early adopters and guess what!! With this artificial intelligence would eventually be able to find home irrespective of the industry. Artificial intelligence has the ability to optimize the daily and conventional tasks which any business entity would heavily depend upon. As we have seen and heard, anxiety and pessimism levels have been on the rise in people with the nightmare of AI replacing them. Despite this concern, the experts have predicted that AI will be boon and not a bane to humans as it would be a source of support which would strengthen and enhance their productivity. Businesses not implementing AI will sooner or later find their businesses affected by the huge tornado of not incorporating AI which will eventually jeopardize the entire ecosystem.

TREND #3

Health is WEALTH

Yes, you heard that right!! As we go by perhaps one of the oldest sayings, health is undoubtedly the biggest and greatest wealth. Wondering, what it has got to do with business? Often we speak about getting the right mix of people with probably the best of best competencies which would help in the business in conquering new altitudes and seizing new horizons. We would certainly agree that people are one of the biggest assets which any organization could possess. But, what people do not realize that for the very same people to perform exceedingly well, an environment needs to be created where individuals can strike a perfect equilibrium between professional and personal life and the best way to achieve is this by focusing on health and wellness. Apart from guiding the human resources in performing their tasks, organizations must ensure that employees are not attacked by work pressure which makes them victims of low morale, unproductivity so on and so forth. One of the best ways for businesses to attain this is by establishing a space which would help them nurture their well-being. Wellness of the employees is the key factor which determines the employee turnover in any organization. *Don't believe this, Continue this approach and see people leave soon!!*

TREND #4

Sustainability. Sustainability. Sustainability.

The moment we are asked the question "What is the main goal of the business"? the immediate response would be that of profits. There is no doubt that profit is indeed a factor that determines the health of the business. The aspect of sustainability is gaining immense recognition in the present day world which gives out the message "Earn Profits and Contribute to the Environment". Businesses who have incorporated sustainability in the past have planted a deep and better impression in the minds of distinct stakeholders by presenting themselves as socially responsible and consumers are more likely to put their money in products which have an element of eco-friendliness in them. So, Let's Earn Profits and Go Green!!

I hope my readers have enjoyed reading the business trends article and might as well give some useful insights to ponder on. To say last few words, Share, Spread and Stir in a sense of awareness among people!!

INNOVATE. SUSTAIN. CHANGE THE WORLD.

Letting extinction develop
into a trend is not the change
this planet is looking for.

BY ADRITA BHATTACHARYA AND ROHIT JHA



Generations continue when we preserve the resources. As research intensified, scientists around the globe from diverse streams such as chemistry and astronomy have taken a grip on the newfound truth: Carbon dioxide surged by the burning of fossil fuel and other greenhouse gases warming the earth at an alarming rate (Sumner, 2016).

"We have learned so much in the last 10 years, but the fact that unprecedented climate change of the last 40 years is being driven by increased CO₂ hasn't changed", says Thompson. Life on earth has begun to degrade in terms of having access to clean water and air due to industries producing extensively on a large scale to meet demands of a ceaseless problem. It takes hold of the majority flora and fauna besides influencing human life. The consequential effects of climate change have led to ocean acidification, thereby giving rise to disrupted ecosystems.

OLD PHONES *TO THE RESCUE*

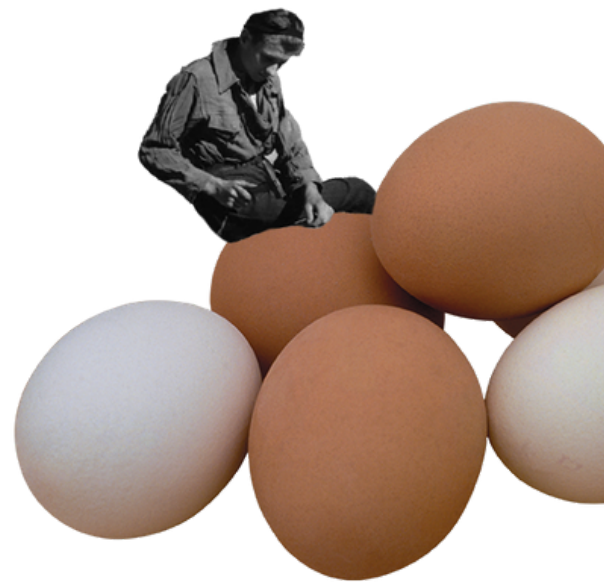
Have you ever wondered of what to do with your old phones that are gathering dust sitting in your drawer or have become a nostalgic item? What if they could save the rainforest and solve almost half of the ecosystems' issues? Topher White, the CEO of a start-up called Rainforest Connection, has created a device from old phones that can detect a threat from illegal logging and alert the guards. Amazed by the cell phone signal connectivity deep into the forests, White approached the idea of using the old phones for attracting sounds from the forests and protect the vigilant forces of any illegal and unethical activities or events.

NOT ALL CONFERENCES ARE ABOUT PRESENTATIONS *and Bill Gates Proves It!*

Bill Gates was recently found holding a jar of human faeces at a conference, this might come out as funny and disgusting for many, but his motive was to draw attention of people to the major cause of disease. Majority of people globally do not have access to sanitation and to tackle this situation his foundation has come up with a machine that would be installed for people without toilet facilities. This machine works by collecting the human faeces, the microbes would eat all the waste in it and provide clean drinking water, other benefit of this is that these microbes will turn into methane which would can used as a source of energy. In growing countries the affordability rate is quite low when it comes to building compound sewer systems. Therefore, the re-invention of toilet systems like these are helpful at their best.

EDIBLE CUTLERIES *WITH FLAVOURS?*

Plastic is non-biodegradable item and thus has become a global problem. A recent plausible news of Afghan women refugees working to solve this situation from the capital of India which is drowning in waste by 'Project Patradya' led by Delhi University gives highlight to the students on the matters of sustainability and organic integration initiative. They manufacture spoons, cups and other cutleries which are made from millet and wheat flour. These cutleries are edible and surprisingly come in three flavours: sweet, savoury and plain. They are then sold to cafes and ice-cream parlours hence, plastics are aborted to a large extend.



GROW YOUR HOME *ON SITE*



Ever heard of fabric made from water? Treehugger highlighted a story about a group of architects and chemists who emerged with a sustainable fabric made from "hydrogel", which is 98% water. Biomimicry at its finest as this fabric was designed to mimic spider silk. Usage of these products in other materials could increase the sustainability factor in them.

innovations are never-ending in this era. The eruption of living building materials has taken vogue to a new magnitude. According to Proud Green Building, a company in New York was recently awarded a \$9.1 million dollar federal contract to grow various living building materials. Imagining self-mending construction materials is now in. No more leaky roofs! "Ecovative" hopes that in the future we might even be able to see buildings or furniture grown on site. Hence, making life better for all the organisms and generating a co-living environment.

TANMAY DHALL

TÊTE-À-TÊTE

by ADITYA SHEAKER

In this edition, we sit down with a self-proclaimed 'hot headed Delhi boy', who now happens to be the regional head for Google's entrepreneurship and e-commerce programs in the MENA region, Tanmay Dhall. From what it takes to get into Google, to even sharing with us some invaluable life advice, we got it all covered.



What does it take to get into Google, the question on everyone's minds?

"According to me, it's definitely not a misconception that it's hard to get into Google. It is extremely hard and Google is one of the top employers in the world. What it takes is a strong CV, the right motivation levels and most importantly applying to the right jobs as well. For example, if a job requires a language to be spoken, make sure you are well equipped with that language. Of course, there is a basic level of ability and skill needed and things such as GPA and which university you attended, but it's not all about that at all, Google goes beyond academics as well. As for the interviews, once you are selected, the recruiting team actually gives you enough and more material to help you prepare".

Startups and why they fail?

"I've personally never had a startup of my own but in all my experience working with them, one of the main reasons they fail is because they become stuck and almost immobile, which prevents them from being able to follow the ever so fast-moving market, wherein customers' needs are dynamic and keep on changing. I think speed and flexibility are two very important characteristics that a startup needs to possess. This helps them keep adrift in the market. However, most successful startups I've seen actually fail fast, which means they fail within a year or so but then they rework their business model and come up with something that consumers actually want. Fail, but always take some learning out of it".

Some life advice for our young Jags

Paying it forward and always being honest and nice. It doesn't matter whether you are meeting someone new or even operating within a team, always be humble and treat people well. Basically, the things which your mom tells you during your younger days. I feel we often undervalue such advice and don't realize how important it is in the business scenario as well. It can take you a long way in life".



INTERVIEWS

KARL FEILDER

"THE *NEED* OF MANKIND"

by AISHWARYA SIVARAMAKRISHNAN

the CEO and founder of Neutral Fuels, a division of The Neutral Group. Neutral Fuels converts used cooking oil into biodiesels, significantly reducing carbon emissions. For 8 years his company has been creating clean biofuels, which can work in type of transportation. Their biofuels are generated from waste. Even human faeces can be converted to clean biofuel.

According to the law of unintended consequences, the actions that occur in one place always have effects, that are unanticipated or unintended, in another place. Taking the example of the Save Rang-Tan campaign by GreenPeace, Karl Feilder showed us how we put the needs of mankind first by cutting down all the palm trees to fulfill the basic necessity of 50 million people. That would mean tearing down the habitat of the orangutans. Companies that started out in this way had not intended for these consequences to take place, but they cannot suddenly stop the production to save the orangutans, otherwise they will be restricting the people from accessing their basic necessity.

“

“We are all in the fascinating stage of our lives, we have to choose where are we going to spend our energies in the future, where are we going to dream and where are we going to achieve. It's big decision time for us and we must do it by thinking.”

”

In the beginning, we started out using so much fossil fuels

to generate this modern world we are now living in. It took about 300 million years to create these fossil fuels and we have probably used half the world's resources in just 140 years! The future is it what it used to be. It has been noted that 71% of CO₂ emissions are just from a 100-company's world over. The world's government cannot solve the problem on their own. Businesses can play a major role; they can ignite the change within themselves. When Karl Feilder was working with DHL, the company had the carbon footprint of 47 countries together, coming up to 33,000,000 tons of CO₂ emissions each year. He came up with a solution to replace the company's current fleet of cars with electric cars. The result: DHL reducing their carbon footprint by 5% each year.

One thing what we as the future business leaders,

Look back at the creations of old inventors and continue from there; re-create it, modify it, add-on to it. Transform it into what the world of today and tomorrow requires. Most of the time we have been directing our efforts into the wrong areas. It is not wrong to begin with a whole new invention, but if we can make changes to previous ones there is a better chance for an improved tomorrow. Our way forward is what Steve Jobs had correctly said, “People with passion can change the world for the better.”

LIWA DESERT CAMPING

REVISITING THE WEEKEND

by CHAU PHAM




In the last weekend of January 2019, S P Jain's BBA batch 2017 had an unique experience in Liwa Desert as we went desert camping with Explorer Tours, UAE. We gave up our long sleep over the weekend to wake up and gather at campus at around 8am on Friday, to be ready to board the bus. After a 5-hour drive from Dubai to the camp site, we had about an hour to rest and have some refreshments, before putting up our tents.

For many of us, this is the first time we have ever camped, not to mention first time we have camped in the desert. Putting up the tents seemed to be easy for many experienced ones, yet it turned out quite an effort since the very fine sand in the Liwa desert created difficulties to keep the tents stable. When the tents were all up, each of us grouped together with another 5 and headed to the dune drive. Liwa's landscape actually made the drive much more adventurous.

Coming back from the dune drive when the sun was slowly going down was a mesmerizing experience. Some took time to have great photos for their memories, some went sand-boarding and some even climbed up the dunes, to watch the stunning sunset.





Before having BBQ dinner, the majority went for a night walk where there was a clear sky with lots of stars. We learned how to navigate by looking at the stars and enjoyed the magnificent sky above us.

Everyone enjoyed the good food, while warming themselves around the bonfire. Followed by the dinner was shisha – one thing that we appreciated the most because of its cultural character and significance here in the UAE. We ate, we danced and we talked.

The next morning, we woke up at 7am, had our breakfast and headed back to Dubai at 8:30 am. Overall, a thoroughly enjoyable weekend and one that we will cherish for the rest of our lives.







**WHY YOU SHOULD
NOT FEEL
ANXIOUS ABOUT
USING FREE
WEIGHTS**

CHAU'S PERSPECTIVE

I am a tiny Asian girl who regularly goes to the gym. I typically use big free weights and do compound exercises like squats, which astounds a lot of my friends. Their quirky expressions usually give away their surprise upon finding out. I understand that most women feel intimidated by the prospect of using free weights in the gym. Their reasons usually vary from the idea that they will get manly arms or people will scrutinize them. Using free weights for my exercises provides me with a platform of inspiration that elevates me, because I know how to use the weights properly, unlike some men who just pick it up and play with it.

I do not believe in the judgement or stereotype that women should not be using free weights. They are merely mental chains we hold ourselves down with. There are a lot less people staring than you think, because most people are too busy focusing on their exercises to care about what you are doing. I implore women to step forward and embrace free weights because, it is empowering for us physically and mentally. It also has a wide range of weight options to pick from. It is welcome to be used by both men and women, the big and the small, the young and the old, etc.

P.S. women cannot get manly arms unless they put in a lot of effort for it, because of the biological difference between men and women. Men have a lot more testosterone than women, which helps them build muscle easily.erspective on journalism and it shines light on system-wide corruptions that can happen beneath our noses. Overall, the film tells a gripping true story and it manages to remain relevant to this day."



ADITYA SAPAM'S PERSPECTIVE

I am just a guy who loves the free weights section. I understand some men feel nervous about using free weights because they feel like other people are judging them based on the weight and form, they use for their exercises. In terms of weight, some men feel the need to lift heavier than they can, so they appear strong. This is a bad idea. It increases the chances of injury because they often sacrifice their form to compensate for the heavier weight. The notions that there is judgement in gyms are untrue, because most people are too focused on their own exercises and improving themselves.

I have often found gyms to be a very inspirational place for everyone, because almost everyone who works out regularly genuinely revel in their fellow gym-goers' achievements. They share a bond forged by the weights and help each other through advice, encouraging words, providing spotting, etc. Next time you are in the gym, I invite you to reach out and pick up the free weights. You will be surprised at what you can achieve with free weights.

P.S. Make sure you learn about the proper ways of utilizing free-weights before you begin. There is a high chance of injury associated with handling free weights without the proper knowledge.

WHAT'S INSIDE



ART. MUSIC. POETRY

ART. MUSIC. POETRY

STUDENT SPACE

WORK HARD. PLAY HARD.

BY ANUSMITA ROY

Life gets pretty boring when its all work and no play right! SPJ therefore wants to create an environment where every student can bring their whole self to work and not just to build an education and make a living but also to have a life with passion and fun.

AT THIS AGE:

We understand why Peter Pan doesn't want to grow up. At this age, everything gets complicated. We often misunderstand ourselves, and others misunderstand us.

Teenagers are the most misunderstood people on the planet, right? They are often treated like children and expected to act like adults. According to parents we are too young for love, too old for always having fun, too smart to play dumb and too immature for grown up conversations. No wonder most of us are rebellious.

But do we really put this teenage rebellious side to any good use since rebel means passion and passion means desire and where there is desire , there is going to be a flame and where there is a flame, someone's bound to get burned but just because it burns, doesn't mean you're going to die ,You still got to get up and try.

TOP 6 SONGS TO GET THROUGH A BAD DAY:

TAYLOR SWIFT:
SHAKE IT OFF//
NEFFEX:
THINGS ARE
GONNA GET
BETTER//
PINK: SO WHAT//
CHARLIE BROWN:
ON MY WAY//
THE SCRIPT:
SUPERHEROES//
THE SCRIPT:
HALL OF FAME//



*IF YOU'RE
MAKING
MISTAKES IT
MEANS YOU'RE
OUT THERE DOING
SOMETHING.*

- Neil Gaiman

Most days our work gets boring and college gets stressful with ample amount of assignments and projects on our head, and exams make it more complicated, there is always a rush to do our tasks and go forward that our days become boring and nights get tiring because we are constantly busy and busy. Some of us are lucky to have the kind of career that encapsulates our passions, life purpose, personal essence, and technical skill set all in one sweet package while others have it simple and boring.

But there is always something that fuels your fire, something that gets you excited when you face a weekend with no agenda. So how can you make time for those activities that you have clocked out for the day. We need to know how to ignite our passion and keep it burning.

First, we need to think on it and be true to ourselves, sometimes we do certain things because we think we should do them—because they're trendy, because our friends are doing them, or because we have a degree or specific

training in something. Ignore all that noise, and instead listen for the voice nudging you in a certain direction, rather than focusing on what you think you should be doing. It's okay to do things that are outside our box or other peoples' boxes. It's okay to try something wacky or weird or offbeat because it piques your interest.

Consider then making a to do list and then make your passion work for you by taking out some time for it. I believe that if we pay attention to our gut and listen to our truth, we can hear it speaking loud and clear. However, passion pursuits take time to hone and develop, especially if we've allowed them to sit on the back burner while we've been tending to other, more practical things. For many of us—especially those with a lot of creative drive and entrepreneurial spirit—balancing our career and pursuing our dreams are critical to leading a full, enriched life.



featuring Rumelle Souza, Anusmita Roy, Pragathi Jain

PORTRAYING PASSION

rumelle:



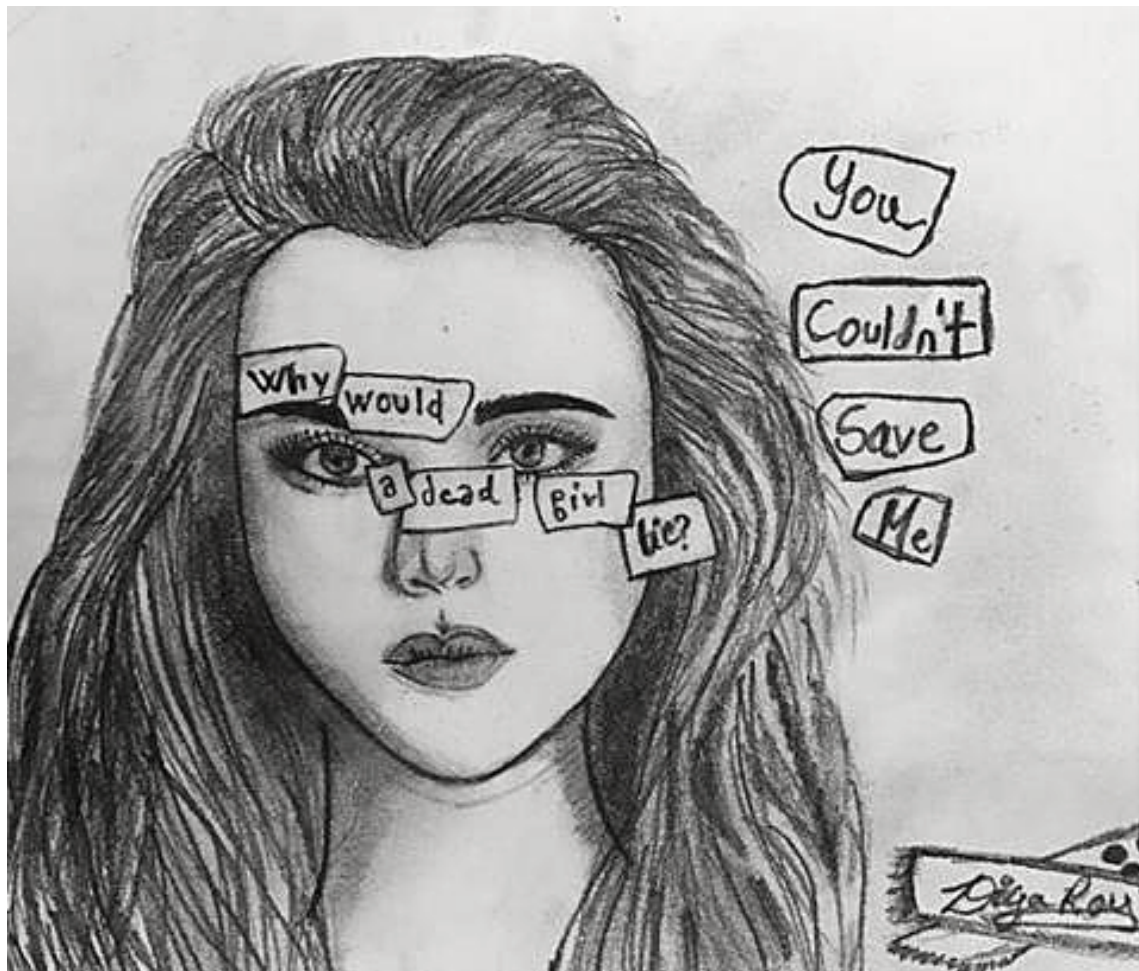
For amazing music covers
Follow: @rumelled on
Instagram

I first realized my passion for music, when I was 8 years old. I started by randomly playing the keyboard and singing whenever I had the opportunity. I was brought up in a family full of musicians and hence my passion grew even more. I currently play the keyboard, which I learnt at the age of 10 by going for classes, and I'm in the process of teaching myself the ukulele. I learnt singing from my father and uncles.

As I grew up, music became a way to express myself. It helped me understand life from a different angle and gave a confidence. I eventually started playing in a band and participating in competitions. Initially, I had stage fright and was always slightly nervous, but I eventually met amazing people, who shared a similar interest in music, and I started loving music even more.

Growing up in a family of musicians, I have been introduced to a very wide range of genres from different times, my taste in music varies from country, jazz, rock and roll, Latin songs etc. My current favorite genre is tropical and deep house; however, my all-time favorite is anything out of the 80's to 90's.

Some of my favorite songs to constantly listen are Mamma Mia's soundtrack, songs by Bryan Adams, mainly Summer of 69, a classic, Bon Jovi and Backstreet boys. For those who prefer songs, post 2000 or current, I'd say my top favorites artist are Coldplay, Lauv and Years & Years. My current favorites are Tequila by Dan Shay, Solitude by JXN, Siempre Tú (Spanish Version) by Diego Boneta,



anusmita:

I know that perhaps the word *strong* becomes tired after stranger after stranger wears it out just like your name and attempts at support.

I know that perhaps as responsibilities pile up till you carry the load of 40 plus years, you notice more easily each person who tears you down and forgets appreciation as you rebuild the world around you.

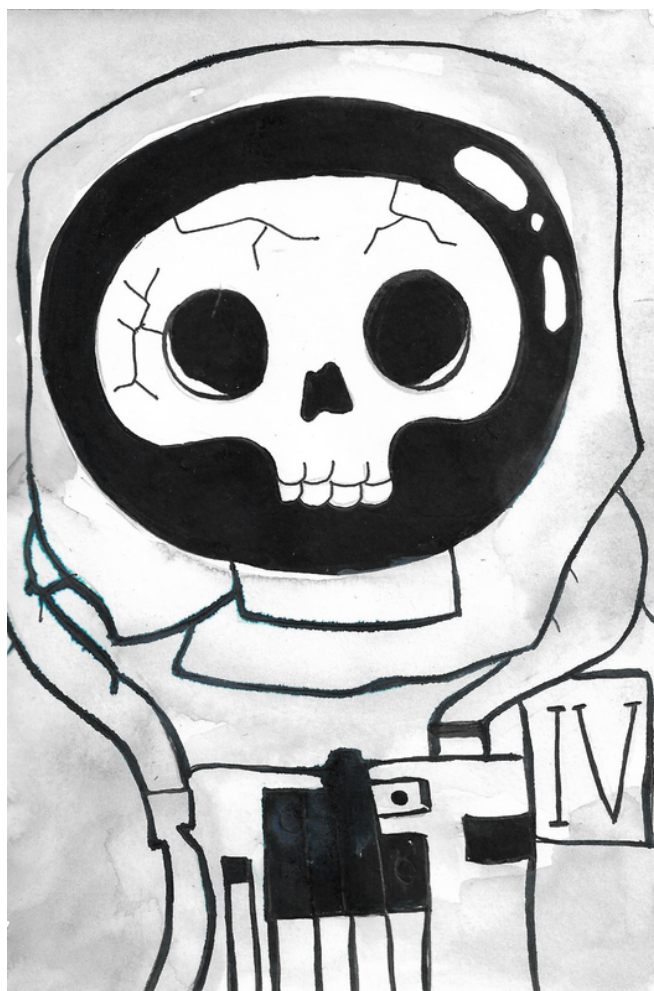
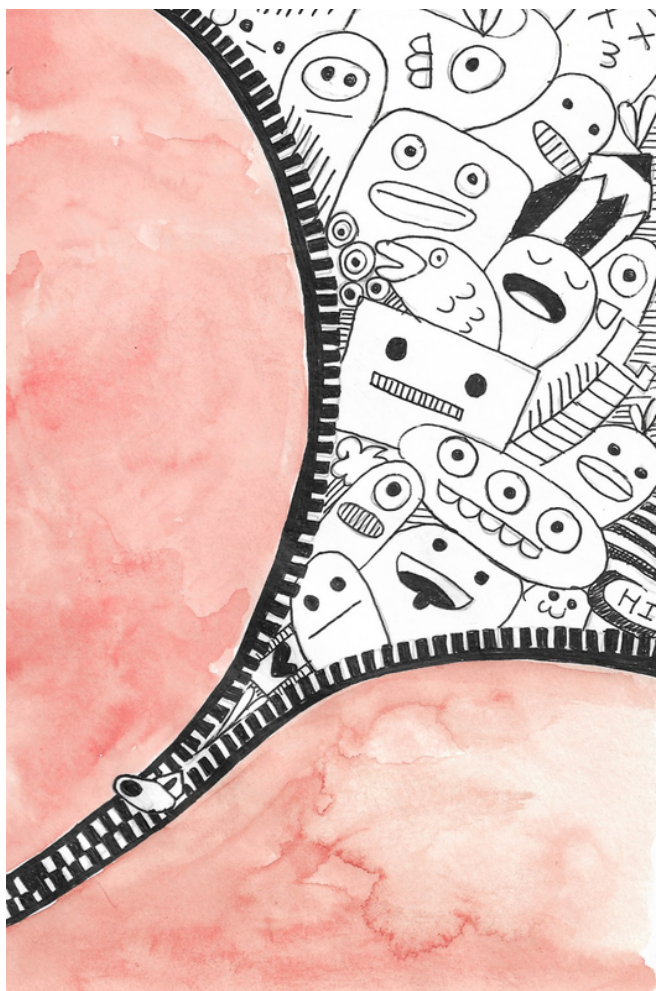
I know that perhaps I know nothing in your day and will never carry the load you carry so well.

So, pray on these nights that your life fills up with people who don't forget appreciation for the person trying to rebuild the world and pray that perhaps that load will lessen in time so you may breathe deep as you deserve.

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pragathi:





WE ALL HAVE
VARIOUS
EMOTIONS IN US!
UNZIPPING THEM
AT THE RIGHT
TIME IS ALL
WHAT MATTERS!



For amazing doodles,
Follow: @doodlesbypaggy on Instagram

SAVE THE DATES

FAVOURITEZ FEBRUARY

by DIEM PHAM

February brings madness of entertainment, blossom of romance and awe-inspiring experiences to Dubai with a variety of celebrations of the Land of endless possibility. Hangout to feel the vibe, make the most of your youth and create unforgettable memories that will last a lifetime.



14/15 Feb

PREPARE MIND-BLOWING REDFEST DXB

Mark your calendars and prepare for the comeback of Redfest Dxb which will satisfy all music lovers in the epic 2019. The music festival brings DJ Snake, Jess Glynne, Camila Cabello, Macklemore, and so one closer to pop, rock and EDM lovers. Let's rock it!

Where : RedFest DXB, Media City Amphitheatre, Dubai Media City

When : Thurs Feb 14 and Fri Feb 15

Fee : from Dhs395

Website: <http://www.redfestdxb.com/>

21 Feb – 09 Mar

GET INVOLVED IN SOME FOODIE ACTION

Bigger and better than ever, Dubai Food Festival celebrates diverse culinary offerings from celebrity chefs to market stalls, and a fraction of usual price is irrefutable.

Where: Dubai Food Festival, various locations across Dubai

When: February 21 to March 09.

Website: <https://www.visitdubai.com/en/dff>

4-9 Feb

In the frame- GPP Photo Week- MASTER YOUR PHOTOGRAPHY SKILLS

Passion for photography? Do you want to master those skills? Don't miss the longest - running international photography event in the Middle East, packed with workshops, talks, photo walks, exhibitions and special events.

Where : Alserkal Avenue #36, Dubai, UAE #36

When: 4-9 February

21 Feb – 09 Mar **CULTURE PARADE AT CITY WALK**

In the spirit of upcoming Chinese New Year, City Walk will be showcasing an annual Cultural Parade with over thousand of participants, turning the venue into a microcosm of China. Learn and Immerse yourself in this unique culture and wish for all the luck in the new year.

Where: City Walk

When : February

Fee : free

Month of Feb

A RECORD BREAKING SHOW AT DUBAI FESTIVAL CITY

Dubai Festival City Mall will be bringing the two-time Guinness World Record Breaking show 'Imagine - A Show Like No Other' back to Dubai specially for Chinese New Year. The show will celebrate the Year of the Dog with a unique display of fire, laser and light.

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and suggestions to
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