

iLEAD

#BETHEBUZZKILL



THE iLEADER

August 2023



“You have
gained so
much
weight...”

Loud
and
Queer

**#BeThe
Buzzkill:**
What can I do?
Everything I can.

SNEAK PEEK

Prepare to be captivated as we reveal the tantalizing details of a powerful edition, all set to unravel before your eyes.

#BeTheBuzzkill: What can I do? Everything I can.

Gear up for an initiative by Aiema Tauheed, one of our very own students. It is all set to shatter conventional beauty standards and pave the way for a more inclusive society. Aimed at dismantling beauty standards, through learning, unlearning and relearning, we redefine beauty as diverse, inclusive, proud, and powerful. #BeTheBuzzkill urges you to join the resistance.

Unleashing the Spectacular Spectacle of Managedia

Managedia 2023 witnessed an explosion of talent, as student performers from all corners of the campus came together to showcase their skills. As the sun set, the campus transformed into a wonderland of lights and colours, where magic came alive. From gripping debates that ignited intellectual fireworks to adrenaline-fueled sports clashes that kept audiences on the edge of their seat, prepare to read the triumphs and heart-pounding moments of victory. With participants giving their all and pushing the limits of their abilities, the atmosphere was charged with excitement and anticipation.

Exploring the Frontiers of New Age Careers in Future Vista

Brace yourself to step into a world where traditional career paths are left behind, and the frontier of new-age careers await. We have an exhilarating sneak peek into a series of events that will spotlight the innovative, ground-breaking, and unconventional professions shaping the future. This event explored the ever-evolving landscape of creative careers, from multimedia artists and content creators to social media influencers and experienced designers. From social entrepreneurs addressing poverty and inequality to philanthropic leaders driving change, get prepared to be moved by knowing their unwavering commitment and the tangible difference they are making in the world.

Entertain your brain

With StatusQ-a quiz about the status quo-and a list of facts that you should know as we wage a war against beauty norms we begin to entertain your brain. We hand-picked the finest memes for you to double tap on, multiple times. Pride month just passed by, but pride is here to stay. We curated a loud and proud playlist for you to groove to. Finally, we picked out a bunch of queer-positive films to look forward to in 2023.

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- By Tanya Singh

Killing the buzz is beautiful.

From the Editor's Desk

Editor-in-Chief introduces her unflinching, free-spoken, all-embracing, braver, redesigned issue of The iLEADER.



As a child, I observed that in a desi household, curd, papaya paste, milk, and everything light has been a recipe passed down through generations to make sure you are fair enough for the world to treat you fairly. That's unfair, right?

This edition calls upon the misfits, the contrarians, the DUFFs (Designated Ugly Fat Friend), the "not-good-enoughs" - every shade of a victim, to celebrate our differences and embrace ourselves. It calls for the rejection of unrealistic beauty standards. In a society that benefits off self-loathing, it calls for a revolution called self-love. In this resistance, we wield pens and paintbrushes, to dismantle the cycle of conditioning. Through this resistance, by means of unlearning and relearning, we must pave the way for an inclusive society. In this society, the concept of beauty is like the all-encompassing sky. Vast enough for everyone- from the crooked teeth and discoloured skin, to the skinny and the fat bodies- to fly. This August issue with a new look is dedicated to the Buzzkills who choose not to fit in if it means laughing along to a body-shaming joke. The buzzkills, unlearning and relearning. The buzzkills, who are doing everything they can. This edition is dedicated to the rise of the rebel.

June is celebrated as Pride Month to honour the Stonewall Riots of 1969. It's a time of celebration- of love, of individual differences, of diverse identities and experiences. June is gone but Pride is here to stay. When I speak of a resistance, I speak of acceptance of everyone's existence. Becoming the Editor-in-Chief, taught me the importance of not only telling the stories well but also finding and giving way to stories that need to be told. As a student newsletter, I view our role to not only inform but also be a voice for all students, make sure everyone is seen. I promise from this point on, it will only get better and that this is just a start. We will always pass the mic.

I'm incredibly proud of what the team has collected and curated on the pages that follow. Reinventing this newsletter has been a very emotional and powerful journey, full of obstacles be it in shape of exams or the events that we were a part of, the events that feature here.

Beginning with my personal favourite, Managedia 2023. The biggest, much awaited, annual fest of iLEAD. Topsy-turvy, and thrilling, this year Managedia sponsored by PS Group, urged us to Reimagine Reality from inside-out to Upside-Down. We took the roads not taken, with a larger focus on the rise of AI. We spent sleepless nights to invest in the success of a grand event, jam-packed with magnificence and gusto. With 2500 students arriving from 70+ colleges, the large scale youth-centric event celebrated the futuristic theme of 'Upside-Down' with 50+ events from the fields of Management, Animation, Media etc. Future Vista is another such significant event at iLEAD, the second edition of which witnessed the presence of Mamta Binani, Jayanta Ghoshal and many more stalwarts from Entrepreneurship, Media and Film Sectors. The career conclave is aimed at discussing the evolution of the respective fields.

As I write, my inbox is brimming with texts asking me when this edition is going to come out. It hits me, this edition is unstoppable because not only did my team pour its heart and soul into its making, but also because every write-up and artwork we received is straight from heart.

I speak for The iLEADER at large, when I say that we could not be happier to deliver this to you. With that, I wish you bon appétit as you begin to consume the finger-lickin' good pages that follow.

Enjoy your meal,
Aiema Tauheed.
Editor-in-Chief

#BeThe

What can I do?

“If being fair was the real dream, there would not exist a darn fairness cream.”

-By Aiema Tauheed

Being fair, thin, tall, a rigid sort of masculine or feminine, having crystal clear skin, the perfect set of teeth- are peddled to us ever since childhood. Shaming is not an inherent behavior rather, it is cultivated by the system that we are put in. Being the victim of this system bifurcates into two roads. The first is the comfortable road of becoming the perpetrator. It leads to a place of stigma. The second is a road of discomfort, one that demands you to be labelled 'too sensitive' or 'too political' or 'such a buzzkill'. It demands fighting the urge to fit in when it means becoming accomplice. For it means to join the resistance and to have what it takes to say "That is not okay." It is to #BeTheBuzzkill.

"I am the colour of the strong fragrant tea aunty sips while nonchalantly remarking, 'Bipasha would be prettier if she was fair.'" said Aranya Johar in *'A Brown Girl's Guide to Beauty.'* I was sixteen when I listened to Aranya Johar fearlessly recounting this memory in her poem. It hit too close to home.

It made me realize that if being fair was the real dream, there would not exist a darn fairness cream. Ever since, Chocolate Browns like me have spent their days unlearning beauty standards to write our own fairytale. One where we measure more than the melanin in our skin. Where we are beyond the numbers on a weighing machine or the back of our jeans. Where the definition of beauty stretches along the expanse of the sky, vast enough for everyone to fly. Where we appreciate beauty in all its unlikely and diverse forms. This fairytale, now becoming reality with so many joining the resistance, goes by #BeTheBuzzkill.

#BeTheBuzzkill is a campaign aimed at dismantling beauty norms through learning, unlearning and relearning. We are striving to deconstruct and reconstruct 'beauty' to make sure that there are enough slots for everyone here.

Buzzkill

Everything I can.

We weigh ourselves up against such unrealistic beauty standards that we are left feeling ugly. With such unrealistic standards dominating the society, the global skin lighteners market is to reach \$15.7 Billion by 2030. "Even in our Hindi film songs, you hear 'gore gore gaal' or 'gori kalaiyaan,' wherein being fair is almost a synonym for being beautiful," actor-producer Nandita Das said.

Awareness around eating disorders is below par in our country. Eating disorders are some of the deadliest mental illnesses today. Researchers suggest that the unrealistic portrayal of beauty in media largely contributes to body dissatisfaction, and subsequently to the growth in prevalence of eating disorders. However, from Sweetu in *Kal Ho Na Ho* to the "healthy chicks" Kabir Singh degrades, Bollywood has had a long history of body-shaming. Even in the west, lyrics like "*F*ck the skinny b*tches*" in one of Nicki Minaj's highest-charting hit of her career *Anaconda*, have contributed to fortifying beauty norms. Pop culture has played a key role in shaping our perceptions of beauty with the curly-haired, fat characters always

playing the villains while the conventionally attractive were depicted as the protagonists. We need to call this out, while remembering shift in art goes in tandem with shift in society's perspective.

To love yourself, is an act of rebellion in a society hell-bent upon making you hate yourself. The onus of hating oneself does not fall upon the victim. It falls upon the perpetrators. We are all victims, and we have all been perpetrators of this system. Thus, it falls onto us to crumble the walls of shame levelled against us to have access to what we have always been. We have always been art, born of nature. The body is not an apology. Shaming is criminal. It is life-long trauma for someone and yourself as you internalize the same unrealistic standards you mock someone for not fitting into. It is systematically denying generations of people, the right to just be.

We have to rebel, we have to join the resistance. We have to pave the way for radical self-love for all.

We have to #BeTheBuzzkill. It does not take a lot when you ask yourself,

What can I do?
Everything I can.

MANAGEDIA 2023

Reimagine Reality

The Institute of Leadership, Entrepreneurship and Development (iLEAD) in association with PS Group presents the ninth edition of the grandest college fest in Kolkata, 'Managedia 2023: Upside Down-Reimagine Reality', with co-sponsor Waste Billionaire and associate sponsor Ami Kolkata from March 13th to 18th 2023. At this Managedia, iLEAD encouraged students to change their perspective from inside out to upside down and present something extraordinary to turn the world right side up. Some of the rounds students participated in were Management, Media, Culinary, Cultural, Film and Photography, Gaming and Technology, Allied Health, Social Media, and more. There were also sports events (both indoor and outdoor) sponsored by Decathlon wherein students from various colleges across Bengal participated.

The opening ceremony of Managedia witnessed the presence of dignitaries from various sectors which included the Director General of Police and Director of Civil Defence, West Bengal, Mr. Jag Mohan as Chief Guest. The Guests of Honour included Mr. Sanjay Agarwal (Chartered Accountant), Mr. Ashok Bhargava (CEO, Tea Vision Trust), Mr. Dipak Singh (Data Scientist, Chartered Accountant, and Certified Forensic Professional), and Ms. Shilpa Sethi (CEO, YFLO, Calcutta Chapter).

The closing ceremony on March 18th witnessed a host of dignitaries and marvelous stage performances by the participating students. The event was graced by Mr. Yan Cheng Law (Professional Football Coach), Mr. Hemant Mediratta (Founder, One Rep Global), Mr. Carlo Kazan (Senior Manager, Destination Tourism Development at Ras Al Khaimah Tourism Development Authority), Mr. John Bagul (Founder Principal of South City International School), Mr. Anirban Mohalanobis (Former Centre Head of INIFD Fashion Institute, Fashion Designer, Faculty, Choreographer), Ms. Sarika Saraf (Fashion Designer). Some of the most well-known colleges picked up the winning trophy for respective rounds at Managedia. Techno India University bagged the winning position in Football, JDBI bagged the winning position in reel making round, and Shri Shikshayatan College took the trophy for the RJ Hunt round. Colleges like Surendranath Law College, UEM, Bhawanipur Education Society College, and more took home prizes of winners at Managedia.

Almost 70 colleges participated in 50+ events with 200+ judges evaluating the events. The participating colleges include Heritage Academy, Amity University, Sister Nivedita University, Lady Brabourne College, NSHM, Army Institute of Management, Presidency University, St. Xavier's University, Jadavpur University, Government College of Art and Craft, Shivnath Shashtri, Bethune College, JDBI and more.

-By Saheli Goswami





FUTURE VISTA: THE NEW AGE CAREERS

FROM CELLULOID TO ANDROID: Placing Cinema in the Digital Era

“ AI is the next big thing which is going to be there within next ten-twenty years „
~ Madhura Palit.

On 24th April 2023, students of iLEAD, who are looking forward to various new career opportunities attended Future Vista, a 5-day career conclave event. The event took place in the Dale Carnegie Auditorium in the college campus. The students had to register themselves in the reception, after which the assigned volunteers guided them to the auditorium.

The panellists were welcomed and felicitated after a short introduction of every speaker who were present there. Dr. Soumen Chatterjee, Principal, iLEAD, was requested to felicitate the esteemed panelists. Ms. Subha Das Mollick (Documentary Filmmaker and Academician) was the moderator of this session. Mr. Nilanjan Banerjee (Asst. Professor, Producing for Film and Television, SRFTI) was present. He also directed a feature film for Zee Motion. Mr. Siladitya Sanyal (Professor, Direction & Producing for Electronics & Digital Media, SRFTI) and finally Ms. Madhura Palit (Cinematographer) were the other speakers for this session.

The discussion started with the advancement of digital filmmaking. Ms. Subha Mollick shared her overview of this digital era which has been slowly creeping into the world of cinema. She also asked a question to the panellist "How would you define the digital era as far as cinema is concerned?"

Mr. Nilanjan Banerjee described how different generations of cinema transformed from celluloid to digital filmmaking. The panelists also mentioned about the drastic changes in the distribution system which came in the last few years post covid-19 pandemic. Previously cinema at celluloid had a major part of the market share but the shares are increasing even more day by day because of the convergence of digital platforms. Mr. Sanyal said, "To define digital filmmaking, it is an obvious moment towards the future, which makes the medium more democratic."

The keyword here is "democratization". The discussion session came to an end, then many students asked various questions to the panelists through which an outstanding topic came to an end. Then the students were taken to the canteen and they continued with the other sessions the following day.

- By Disha Naskar, Deepanjan Bhuiya, Sayan Mondal, Debanwita Mondal



Future Vista: The New Age Careers

Boil the Billy



Ashok Kumar Bhargava



D.L. Thapar



Dr. Biswajit Bera

Future Vista is a career conclave that gives an idea to the students about the new age career opportunities that are emerging and evolving. Experts from different fields had joined the conclave as panelists. The sessions were attended by many students, from different schools and colleges, and each of the sessions were very fruitful and knowledgeable for them. The sessions were on different topics like film and television, digital marketing, cyber security, entrepreneurship and more.

On 25th April there was a session on Tea Management where the panellists were Mr. Ashok Kumar Bhargava (CEO of Tea Vision Trust and Former Chairman of Indian Tea Association), Mr. D.L. Thapar (Former Chairman of Calcutta Tea Traders Association and a Member of Tea Council Board) and Dr. Biswajit Bera (Former Director of Tea Board of India) as the moderator of the session.

Mr. Arun Narain Singh (Trustee of the Tea Vision Trust and Retd. MD & CEO of Goodricke Group) and Dr. Anup Kumar Barooah (Former Director of Tockai Tea Research Center in Jorhat, Assam), joined in the session virtually.

The session started with the felicitation of the panellists by Dr. Ishita Datta Ray, Vice-Principal, iLEAD. The session started off with some of the facts about tea production in India and around the world that made students realize the potential of a lucrative career in the tea industry. As per statistics, India is the 2nd largest country in the world for tea production. The panel also emphasized the facts that Darjeeling and Assam tea gardens produce the best tea in India. From the global perspective, tea production also takes place in China, Kenya and Sri-Lanka.

According to Mr. Bhargava, "Tea is not just a passion but also has some privileges. It is not merely for pleasure but also involves emotion". He also talked about Darjeeling having moderate rainfall for tea cultivation. Arun Narain Singh talked about how no other industry is as healthy as the tea industry. He also stated that to work for this industry, an individual must be a good leader. It may also give students opportunities to become entrepreneurs in Europe.

According to Anup Kr. Barooah, "If there is any plant that should be prioritized, it should be the tea plant". He also mentioned how the tea industry is becoming more lucrative nowadays.

Mr. Thapar talked about the tea gardens from the Southern part of India and how they have expanded their business. He also guided the students on the jobs related to the tea industry abroad like Kenya, Uganda, Vietnam, Indonesia etc. A.K. Barooah, during the talk session also focused on the fact that in India, 49% of tea comes from the states of Assam and West Bengal.

The session also emphasized on the requirement of Tea Management as an academic discipline to create more trained and skilled professionals for the tea industry in future. It paved the way for the students to gain knowledge about an industry that is one of the oldest in the country and yet not explored much by present generation job and entrepreneurial aspirants.

- By Deep Saha , Bishal Pal,
Soumava Chakrabarty,
Brishty Maity.

Adaptive Digital Marketing - The New Age Need

On April 26, Wednesday,

iLEAD took the initiative to organise a panel discussion on "Adaptive Digital Marketing – The New Age Need" as a part of their second instalment of "Future Vista: The New Age Careers". The event was held at the Dale Carnegie Auditorium from 2:30PM – 4:00PM with a full packed audience. The panel consisted of Mr. Sumit Agarwal, Mr. Dwaipayan Chakraborty, Mr. Rishav Sadhu, Mr. Angshuman Sett and Mr. Tejashh Bagri who are masters in their own field to present valuable insights on the mentioned topic. The event aimed to give an idea to the students about the new career opportunities in digital marketing and its need in every other sector and business.

This interactive session began with a brief introduction of the guests and felicitation by Ms. Pragya Chopra, the Executive Director of iLEAD. The discussion began with Mr. Bagri, CRM Manager and Consultant at Adamas University, who was also the moderator for the event, as he introduced the topic and asked Mr. Sumit Agarwal, Founder of PR Signal and LinkedIn Top Voice and Mr. Angshuman Sett, Founder and CEO of NIHT, about the difference between traditional marketing and digital marketing to which they explained that, nowadays we have a huge variety of options for choosing the right audience through the right selection of platforms. The quality of the content can be determined through a story which can be relatable and can be directed only to those audiences who are interested in the product. Thus, it will create a community of like-minded people for the product. "What influencers are doing is spoon-feeding information to their followers about a product that they think to be relative and important and fit their own agenda towards it as sponsor-

ship" said Mr. Dwaipayan Chakraborty, Senior Director at Mindshare on community building. Brands like Pizza Hut, Ferrero Rocher and Tata Steel were analysed by Mr. Chakraborty in the terms of advertisement and brand strategies. According to him, websites are important to build a brand's business in spite of having products in regular stores or online shopping sites because content related to product helps in influencing people to buy their product from their particular website. A LinkedIn profile and a personal website will help in promoting a person's skill set in all the categories of industries as they look for these and prioritize them over a lengthy CV.

A Q&A session was held as the concluding part of the event where a few technical terms were explained to the attendees. One of the students asked "How to increase traffic on a website?", answering the question one of the panelists said, SEOs, engaging social media content and contextual back linking are a few points to be noted in this matter and can help. The session ended on a positive note as the digital marketing sector is growing at a very rapid rate and a few aspects of it are dynamic and constantly evolving over time. Lastly, a group photo was taken where the guests, mentors and students were all present.

- By Aratrika Barman, Arghadeep Banerjee, Aryaman Dutta and Ashmita Bose





Future Vista: The New Age Careers

From Passion to Privilege



Sankha Banerjee

In the fourth week of April, iLEAD hosted the event - 'Future Vista- The New Age Careers' which was a series of seminars held to guide the youth towards selecting the right career pathway for themselves. It included panel discussions with the experts of their respective industries to understand the changes and growth in those sectors and the emerging new career opportunities. On 26th April, 2023, Future Vista talked about the rise of AI and the future of Animation, Graphics and Gaming. The event that was held during 10:00 a.m. - 11:30 a.m. seated about hundred young students from many high school and college across all fields of education.

phones. The industry is one means to understand the user experience as well as improving the graphic aesthetics. In the course of discussion there had been a debate over human versus AI where Sankha Banerjee said that there wasn't any doubt about AI taking over humans' job, nevertheless AI will never win because of lack of human emotions. Sankha Banerjee also revealed how his graphic novel was encountered from the daily newspaper 'Ei Samay'. He encouraged the youth that the only way of survival in the media industry is to come up with their own original story.



Ekta Bhattacharjee

The panellists for the day were Sankha Banerjee (Assistant Professor, Department of Multimedia, St. Xavier's College), Ekta Bhattacharjee (Founder of Ekta Creative Tales), Argha Sengupta (Associate Professor, Animation Cinema Department, SRFTI), Som Sankar Naskar (Chief Technology Officer, ReadingRight Technologies Pvt Ltd), Sourav Mukherjee (Head of the Department, Animation and Gaming, iLEAD).

Continuing forward, a very common question had rose regarding what motivates these accomplished specialists in their industries. Answering to which Sankha Banerjee advised, to program ourselves in a way that work feels good and to work according to our fuel. It was then added by Argha Sengupta to cultivate our passion into our careers. Som Sankar Naskar believes that he draws his inspiration from fame and recognition. The guests couldn't agree more when Ekta Bhattacharjee said that making our parents feel proud is the biggest inspiration for a child.



Argha Sengupta

In the course of the proceedings, the professionals were requested to share their journey in their respective creative fields'. The response was commenced by Ekta Bhattacharjee who recalled her passion for art as a child that led her to be a creative designer today and known to be as the queen of poster designing in Kolkata. She also added that her love for calligraphy helped her very much to innovate her own fonts in her works. It was when she started receiving film offers, that she felt the need of a team which eventually resulted in the birth of her own company- 'Ekta Creative Tales'. Upon being asked by the Moderator of the session Sourav Mukherjee, Argha Sengupta replied that it was story-telling which is constant amidst the changing genres, changing platform and changing technology. Som Sankar Naskar, expert from the industry, was asked to throw light on the advancement of the gaming industry, where he disclosed that huge investments are made in gaming after games that are developed in mobile

The event ended with a Q&A round where students sought some help into building their portfolios. They were motivated to do proper research where they wanted to apply for work. Including versatility in their work was one of the recommendations made. They were also warned not to include work older than two years. The importance of networking to create connections was highlighted effectively. Overall, it was a successful session where students gained the insights of the various industries. The interaction with the experts in the panel helped them understand better and acquire knowledge from personal experiences.

-By Alia Hossain.

Tech Convergence:

At the Intersection of Innovation and Management



The Future Vista event, organized by iLEAD, Kolkata, on April 25th, from 10 AM to 11:30 AM, was a great opportunity for technology enthusiasts, business leaders, and students to come together and discuss the future of technology management. The event aimed to provide valuable insights into the changing landscape of technology and how it impacts businesses.

The panel discussion, moderated by Ms Neelu Jain, featured three distinguished speakers - Dr Indranil Mukhopadhyay, Joydeep Gupta, and Subir Roy - who shared their views and perspectives on the future of technology management.

Dr Indranil Mukhopadhyay, Sr. Associate VP, Department of Human Resources at Tata Consultancy Services, was the first speaker of the event. He spoke about the changing landscape of technology and how it is affecting businesses. He emphasised that organisations need to adapt to new technological advancements and utilise them to improve their operations. He discussed the importance of integrating new technologies into existing systems and processes and the need for organisations to invest in technology to remain competitive.

Joydeep Gupta, Leader of the Cloud Services team at IBM India Pvt Ltd, focused on the role of technology in shaping the future of the workforce. He discussed how automation, artificial intelligence, and other technologies are changing the nature of work. He emphasised the need for organisations to prepare themselves to remain competitive in this changing landscape. He spoke about the importance of upskilling employees and building a culture of learning to adapt to new technological advancements.

Subir Roy, a Business Analyst and an Entrepreneurship Expert, spoke about the challenges and opportunities that businesses face in managing technology. He highlighted the importance of effective technology management to drive innovation and growth in organisations.

He emphasised that entrepreneurs need to align technology with their business goals and objectives and develop technology strategies that support their overall business strategy.

The panel discussion was followed by a Q&A session, where the audience had the opportunity to interact with the panellists and ask questions related to technology management.

The Q&A session was very engaging and informative, with the panellists providing valuable insights and advice to the audience.

Overall, the Future Vista event was a great success, providing valuable insights into the changing landscape of technology and its impact on businesses. The event emphasised the need for organisations to adapt and effectively manage technology to remain competitive in today's fast-paced business environment. The speakers provided valuable insights and advice to the audience, which was very beneficial for students and young professionals looking to build a career in technology management.

The event was well-attended, with participants from different courses and disciplines. The discussions and debates were very engaging, and the panellists provided valuable insights and perspectives on the future of technology management.

In conclusion, the Future Vista event was an excellent opportunity for participants to learn about the future of technology management and the role of technology in shaping the future of businesses. The event provided valuable insights and advice to the audience, which was very beneficial for young professionals and students looking to build a career in technology management. The event was well-organised, and the panellists were very knowledgeable and engaging, making it an excellent learning opportunity for everyone who attended.

-By Atiya Khurshida



“Towards a more inclusive future”



CHANGING TRENDS IN SPORTS INDUSTRY

Kolkata, April 25, 2023: iLEAD organised the 2nd edition of the 5-day career conclave “Future Vista - The New Age Careers.” On the day of Sports Management session, iLEAD welcomed on board the panelists for the day, Mr. Arnab Bhowmik (CEO of United Sports Club), Ms. Priyanka Roy (Indian Cricketer), Mr. Yan Law (Ex National Team Footballer, Asia’s Youngest Professional Coach), Mr. Sumedh Patodia (Team Director at Kolkata Thunderbolts), Mr. Anirban Dutta (Secretary at Indian Football Association), and the moderator for the session Ms. Prema Rajaram (Journalist and Sports Enthusiast). Among the audience were students, and teachers of different departments, and numerous photographers as well. The session started with felicitation of the guests, followed by their introduction to the audience. The panellists spoke about their careers and past experiences, further getting into a deep discussion on sports management.

The panellists discussed the broad spectrum of sports in detail, and how to begin a startup. Mr. Bhowmik, described the attributes of a successful sports industry and gave detailed information about sports in different categories for which, interested candidates need to enter into the core of sports. One needs to focus on the specific sports background for their respective purposes.

He also talked about Sports Management which involves different combinations of skills that correspond with planning, organizing, directing, controlling, budgeting, leading, and evaluating any organization or business within the sports field. The degrees are ideal for people who want to combine their passion for sports with business skills and enjoy a successful career in this field.

Sumedh Patodia, the team director of Kolkata Thunderbolts, shared information about the professional opportunities one can find in sports such as sports management, marketing, journalism, coaching, product development, sports gaming, and sports law.

Later, Mr. Yan Law talked about how social media has influenced sports in one way or another.

The other panelists also gave detailed information and an in depth explanation about sports management. The session was wrapped up by answering all the questions and clearing the remaining doubts of students, disclosing the different opportunities in this field, and a brief conclusion. With this, the session was concluded after a note of gratitude by Mrs. Ishita Datta Ray, Vice Principal, iLEAD.

**- By Rakhi Halder,
Sumita Shaw, Avantika**

An Aspiring Entrepreneur's Guide to Success

Kolkata, April 27, 2023: The event began as scheduled by the college around 10 am in the morning. All the guests were introduced to the students by Mr. Ansh Bilas Thakur and Mrs. Sinjini Ghosh, faculty members at iLEAD. After a brief felicitation of the guests the event started. Dr. Harsh Arora (General Manager at Bada Business, an initiative by Dr. Vivek Bindra) was the moderator of the event and among the speakers were, Dr. CS Adv Mamta Binani (National President of the Institute of Company Secretaries of India), Ashwini Bajaj (success coach), Angshuman Bhattacharya (Data analyst for Wipro, Adani) and last but not the least Sujata Chatterjee (Founder & MD at Twirl. Store).

After a few brief introductions of each guest and their past work experiences, Ms. Mamta Binani addressed the audience, saying that it is essential for entrepreneurs to cultivate both intrinsic and extrinsic motivation in themselves and their team members to build a successful and sustainable business. Whereas, Mr. Ashwini Bajaj mentioned, India is poised to be at the forefront of this movement and entrepreneurs who choose to start their businesses in India are sure to reap the benefits.

Next on stage was

spoke about how technology continues to evolve and it will undoubtedly bring new opportunities for entrepreneurs and shape the future of business processes.

We also witnessed how Ms. Sujata Chatterjee, inspired all the young entrepreneurs by sharing her own life story and the astonishing journey to open her new start-up. With this, the session was concluded after a note of gratitude by Dr. Ishita Datta Ray, Vice-Principal, iLEAD.

- By Ayetri Das,
Debanjana Dutta,
Trisha Chakraborty.



Time-traveling to the Future of the Travel & Tourism Industry

On 27th of April, the event at Future Vista was about the travel and tourism industry which was moderated by Mr. Anmesh Bilas Thakur, a faculty member of iLEAD. The honourable panellists were Suranjana Bhattacharji (Assistant Manager of Sales and Operations Leisure at Citrus Holidays), Srinjoy Sen (Founder of Bookmy-trav.com), Hemant Mediratta (Founder of ONE REP GLOBAL, Global Luxury Hospitality and Tourism Leader), and Avik Ghosh (East Head of NEXUS DMC).

The conversation was started by Avik Ghosh on how this travel industry can be turned into business. He said in recent years, the Indian tourism industry has grown rapidly, and content creation has played a significant role in promoting the country's tourism. He mentioned that the current trend in content creation for tourism in India provides authentic and engaging content that showcases the country's diverse

cultural history and natural beauty. Travel bloggers, social media influencers and content creators are using various platforms such as Instagram, YouTube, Facebook and Blogs to showcase their experiences and promote tourism in India. Video-based content is becoming highly popular with travel vloggers creating visually appealing content that captures the beauty of different places. Srinjoy Sen also talked about some challenges in the tourism industry that include language barriers, lack of infrastructures and safety concerns. India has 22 official languages which can make it challenging to create content with appeals to diverse audiences in addition to many of the country's tourist destinations. Lack of infrastructure and transportation, accommodation which can make it challenging for content creators to showcase these destinations. He also said safety concerns are a significant challenge, particularly for solo travelers and

especially for women. But, Suranjana Bhattacharji disagreed with the fact by stating that she has recently traveled to Indonesia alone during the night time and she felt absolutely safe. She also added that the government has taken steps to address safety concerns such as launching a women's helpline and increasing police presence in tourist areas, however, more needs to be done to ensure the safety of tourists, particularly in less visited destinations.

Later, in the conversation Hemant Mediratta, addressed some future prospects of tourism in India. He said the future of content creation for tourism in India looks promising with the government and private sector working together to promote tourism and improve infrastructure. The government has taken several initiatives such as Swadesh Darshan and Prasad Schemes to develop infrastructure in tourist destinations and promote tourism. The rise of social

media led to the growth of the tourism industry and travel vloggers and influencers coming up with versatile contents. Similarly, Tourism industry is also gaining popularity among youngsters on every social media platform. Lastly, Srinjoy Sen ended the conversation by suggesting some tips on how one can also travel for free and earn from this industry. He said, "Promote your work in order to create a network. As a good word of mouth goes an extra mile for everyone, because in customized work, reference is the only key".

The event was very fruitful for the young minds who are thinking of tourism as a career option. Business ideas like photography, guiding, lodging, paved many ways for the students over these few days.

**-By Raihan Naskar,
Akash Sen, Upasana
Sarkar, Soumit
Chakraborty**



EXPLORING

New Media at Future Vista:

"Everything in social media is so doctored that we tend to forget the reality" – Nayandeep Rakshit

We, as students of iLEAD, often come across opportunities that help us to gain knowledge about different media platforms from experts. We had a session on 28th April, 2023, where students from different schools and colleges, who are looking forward to new age career opportunities, attended the Future Vista event. The students had to register at the reception and then they were assigned volunteers who guided them to the auditorium.

One of the events at Future Vista that had renowned content creators in attendance was focused on New Media. The creators present at the event were Sayan Ghosh, an actor who took over his career to social media as a content creator after his sister was diagnosed with cancer, Jhilaam Gupta, creates content on vivid subjects and day-to-day scenarios to which people can easily relate and Aritra Ganguli, who has over 17 years of experience as an actor, podcaster, voice artist and writer. Also, Nayandeep Rakshit, a famous journalist, talk show host and public figure, joined in the session via video conference. Lastly, there was Poorna Banerjee who for the last 10 years is a food and restaurant critic and social media strategist.

As the session started, Aritra Ganguli, a content creator commented that they have always faced trolls. He mentioned that even if they did troll anyone at a certain point, it has always been within boundaries which certain people don't maintain today.

Another important topic that Nayandeep Rakshit pointed out during the event was that in today's industry people are way more concerned about what's going on in others' lives rather than their own. People are taking out time to write inappropriate things in social media and they are even paid for this. People are trolling others for the sake of fun but unknowingly breaking down the confidence of those who just want to be themselves showing their real personality. It's important for everyone out there to let the negativity pass through and be what they want to.

Jhilaam Gupta, spoke about her thoughts on Bengali cinema. She said that Bengali cinema has great potential but the industry needs to come together and take Bengali cinema to a larger audience with better storylines.

With all such questions, the session ended on a good note. It changed many of our perceptions towards many things of social media, real and reel life, Bengali cinema, society's thought towards media and much more. We wish to have more

fruitful sessions with such incredible personalities at iLEAD in the coming future.

-By Debjyoti Das, Anuska Poddar, Debasmita Chakroborty



Jhilaam Gupta



Sayan Ghosh



Aritra Ganguly



Nayandeep Rakshit

DECODING CYBER SECURITY: A GROWING NECESSITY

On the last day of the 5-day long conclave of Future Vista, the event started off with a session on 'Cyber Security: Navigating the Threats of Today and Tomorrow' which took place from 12 PM to 1:30 PM.

The panel consisted of honourable dignitaries from the industry like Mr. Abhishek Banik (Project Manager, Oracle Solution Practice, PeopleSoft, Cognizant Technology Solution), Mr. Tito Gomes (Manager, Cyber Strategy), Mr. Tuhin Roychowdhury (Consultant, PwC), Mr. Soumen Mukherjee (Associate Professor, RCC IIT) and Ms. Abanti Sen (Managing Director, BizzmanWeb) as the panellists along with Mr. Vishal Dave (Founder, Revolucion) as the moderator.

The experts addressed issues that are currently emerging in the field of cyber security. Mr. Banik gave the students an overview on the topic from a layman's perspective introducing them to various closely related terminologies like 'malware', 'spyware', 'phishing mail', 'firewall' and more. Mr. Roychowdhury further elaborated and provided detailed information on topics earlier discussed by Mr. Banik. He also spoke about a few safety measures that the audience can use to stay safe and prevent cybercrime on a primary user level. Ms. Abanti Sen stated the importance of information security of a company from the perspective of a business head emphasising on how closely business strategies and security of confidential information are interrelated and go hand in hand.

Dr. Soumen Mukherjee got the audience acquainted with the skills required for prospering in this field and made them aware about the prospects and current realistic job scenario, educating the young minds and familiarising them with primary knowledge on the academic, educational and practical aspects. This was perhaps the most significant and crucial segment of the entire session. Wrapping it all up, the moderator concluded the discussion with a Q&A session with the students.

An enriching experience overall, the session was a huge takeaway for the audience, especially the students who are interested in the field of cyber security and are aspiring to be a part of the industry and want to work their way up the corporate ladder. The valuable insights shared by the panellists which were, different experiences and opinions on the topic from various perspectives proved to be extremely helpful, making one realise the peaking importance of securing one's information on the internet.



-By Anushka Chakraborty, Drik Sarker

THE ART OF RESISTANCE

This section contains artworks by iLEADERS who wielded their paintbrushes and pens to dismantle beauty standards.



Jaanvi Jaria. Self Love. Pencil sketch. 21×29.7 cm. 2023. Image courtesy of the artist.



Bipasa Layak. Our Beautiful Imperfections. 2023. Digital art. 44.45 x 56.44 cm". 2023. Image courtesy of the artist.



Deepsikha Deb. Embrace. Watercolour.
29.7×42 cm. 20222. Image courtesy of the artist.

BEAUTY CHANGES BODY REMAINS

“Everything has beauty, but not everyone sees it.”
— Confucius

Chapter 1

Beauty standards, like a mirage in the desert, were created to fool society. These are poisonous standards that define what should be deemed beautiful. The discriminatory ideas make everyone, young and old, across the spectrum ashamed of the way they look. Today's media has a major impact on setting beauty standards for future generations. Isn't it true that we 'need' to have a slim figure, a 24-inch waist, thin arms, and long legs? So, like any other teenager, we begin to strive for that perfect form to remain desirable. However, is it truly possible to achieve this constantly shifting idea of beauty? Is fitting into these standards what makes you beautiful? We have certainly accepted what has been implanted in our heads, that there is a certain way we have to appear to be lovely, that our bodies should match those pretty models on television, even if it causes us a lot of agony.

Human bodies are complex and unique; we were made differently and must learn to feel comfortable in our skin. The strive to be fit and healthy is not wrong but losing yourself and harming yourself in the pursuit of beauty in the eyes of others is.

Human bodies will always be a constant, in a world of ever-changing beauty standards. Are we meant to constantly adjust the way we appear every time someone on the internet thinks it's time to look different? We can't keep altering our appearances or feel humiliated for not having the 'ideal physique'; genuine beauty comes from within and who you are as a person, not how skinny or fat you are.

It is now time for us to stand against the beauty standards that society has imposed on us. It is now time for us to stop letting others evaluate us based on the number on the scale. It's time for us to embrace our flaws and view ourselves as we truly are, rather than what we are labelled as.

- By Zaina Timol

“You have gained so much weight...”

Chapter 1

“You have gained so much weight...” Most of us have been subjected to this statement. Maybe when we dress up in a cute crop-top or our old blue jeans and feel confident in our skin, these words are just enough to shatter one’s confidence.

In a society where body shaming is viewed as a way to motivate us or portrayed as a tool for one’s betterment, it actually destroys self-esteem and shatters the confidence of many. I myself had been a victim of shaming, multiple times. As a result, I stopped eating and starved myself. I avoided social gatherings and events for I was afraid of being judged for my appearance. “Don’t wear this, don’t wear that, your big thighs are visible, hide your body”, in most parties, body-shaming also came dressed as slut shaming.

We always want a big butt but not a flat chest. One should not be “too short” or “too skinny”. These standards are not only ridiculous but also practically unachievable. Nothing is ever good enough.

“Kitna pyara chehra hai bas thoda aur wazan kam kar le”, which loosely translates to, “Your face is so pretty, you just need to lose some weight.” I’m really tired of all these backhanded compliments that I am subjected to, every single day. Even with discourse around feminism and body-shaming increasing, I still have somebody coming and telling me to not wear tight clothes. It always makes me wonder, do tight clothes make me look fatter? Even if they do, we are all equipped with the freedom to make a choice. Society’s definition of ‘vulgar’ has layers of fat-shaming to it. Someone disempowered in society may not have the privilege to challenge a norm but it is the responsibility of the privileged to use their right to protect others. It’s not okay to casually comment on peoples’ physical attributes. It is high time we stopped being judgemental and obsessing over our physique. People are aware of

what their bodies look like, a mean remark stating the obvious is uncalled for. I wish people shifted their focus on mental health instead. The way mindlessly spoken words can have a life-long impact talked

on an individual is never about. Under the guise of “being concerned” about someone’s health, we end up shaming them and subsequently causing them life-long trauma.

My healing journey actually started when I detached my sense of worth from the way my body looks. I started valuing myself beyond what the mirror told me. To everyone who has had to weigh themselves in numbers, I just want to say, love yourself, be with people who will love you with all your “flaws” and beautiful imperfections.

I may have enjoyed external validation and compliments that came along with my weight loss journey but from the inside nothing changed. So, take a moment to praise yourself and reflect on what makes you worthy outside of your physique. Explore. Enjoy. And most importantly, love. You enjoy doing something? Hone that skill, cherish it and never abandon it. Keep growing. Never forget to praise yourself for how far you have come. It takes a lot and no one can take that away from you. Beauty norms were designed to curb your growth. Let go, and let live.

-By Sriparna Ghosh



"There is nothing permanent except change" — Heraclitus

Chapter 2

The beautiful Planet Earth has gone through multiple evolutions and witnessed a lot of changes. From the world being a home for dinosaurs to present day real-estate groups, the rotational changing of seasons, the changes in the surface temperatures, the shift from landlines to portable smartphones, all point towards two things:

1. Nothing is permanent, or nothing lasts forever
2. Variety is the spice of life

People change their way of life and their perspectives with respect to the various standards that come into existence. These standards vary from person to person and also group to group. For me, it is very difficult to notice or point out a particular trend. Different sizes of eyeglasses, high-waisted or low-waisted jeans, and so many such trends have come and gone. It is just another way of living my life with respect to someone else's perspective, caring about the way someone compliments me genuinely or sarcastically. Amidst all these, what remains constant is the person who I am, my body, my personality and the way I love to lead my life. Let me narrate a small incident, personally, I have an inclination towards vintage things like vintage cars, watches etc. When I was in middle school, I used to wear a watch that belonged to my grandfather. It was an HMT mechanical watch which was my personal favourite. It wasn't that expensive, but to me it was something precious that I really loved. My pair of spectacles that I used to wear was a very simple bold frame. My so called 'friends' used to mock me just because of my love for vintage things. That was the first time I came across the word "trend."

Well, I am aware of the fact that things change with time, but my question is "Do people really change?". Irrespective of my attire, my colour complexion, my choice towards watches, cars and bikes, what remains constant is "me". Simply put, the person within me doesn't change. What if the cover of the book has changed? The content within, still

remains the same. In the 20th century, the ideal body type was a thin, waiflike figure. Today, the trend is leaning towards a more toned and athletic physique. The beauty industry, including fashion, cosmetics, and fitness, is worth billions of dollars, and people are willing to go to great lengths to achieve the latest beauty standards. Despite the changing beauty standards, human bodies remain constant.



The human body is a complex and intricate system, designed to function optimally. Regardless of what is considered beautiful at any given time, the human body remains the same as it should. The bones, muscles, and organs that make up the human body do not change based on societal trends.

It is important to remember that everyone has a body that is unique and different. What is considered beautiful or attractive is subjective and can vary greatly between individuals and cultures. It is important to embrace diversity and celebrate the differences that make each person unique. Rather than striving for an unrealistic beauty ideal, people should focus on taking care of their bodies and developing a healthy relationship with themselves.

Athletes have a strong and chiselled physique, whereas, singers have a well-toned vocal cord and no matter what, if we compare a fish and a bird on the basis of them having the ability to fly, it doesn't make any sense. Therefore, I would like to conclude by stating that while societal trends may come and go, the human body remains the same. The human body is capable of incredible feats of strength and endurance. By focusing on self-care and developing a healthy relationship with one's body, people can learn to appreciate and love their bodies for how they actually are, instead of blindly chasing the idea of "change" to keep up with the trends of the conventional beauty standards.

-By Swarnendu Das

Learning and Healing

When I finally fell in love with myself,
I could see through the thick curtains,
That had shadowed the beauty and wealth,
Of a world, I was scared to face.

I realized I had spent too much time in the darkness,
Hiding myself,
Doubting myself,
Judging myself,
All because of what others said.

But with time,
I've grown to accept myself.
Embracing all my flaws,
Accepting my cracks and blemishes though bittersweet makes me who I am today.

Each of my flaw has a story,
Marking a lesson learned,
A reminder of being a human being,
Who can never be perfect.

-By Zaina Timol

Self LOVE

SELF-LOVE, OUR GOAL

In a world that values the exterior,
Where beauty standards couldn't be inferior,
A cruel game is played every day,
Where bodies are judged and weighed.

Society tells us what we should be,
And we listen, oh so eagerly,
To every word that's said and done,
Until our minds and hearts are gone.

We're taught to hate ourselves so much,
That we don't see how much we're worth,
Our bodies become a battleground,
And self-love is nowhere to be found.

We starve ourselves to fit the mould,
And ignore the stories we've been told,
That beauty comes in every shape,
And that our worth is not in what we weigh.

Our minds are plagued with hateful thoughts,
And our hearts are weighed down by the knots,
Of insecurity and self-doubt,
That makes it hard even to step out.

But we must learn to love ourselves,
And put our worth upon the shelves,
Of every store that sells a dream,
And instead, let self-love be our theme.

For every inch of us is beautiful,
From the curves to the stretch marks visible,
And every single thing that we despise,
It is a reminder of how hard we've tried.

So let's embrace our bodies and souls,
And let self-love become our goal,
For we are worthy, we are enough,
And our bodies deserve to be loved.

- By Nurus Saba

Chapter - 1

When I finally fell in love with myself...



When I finally fell in love with myself actually everything changed, free from feeling trapped in places, I vigorously try to fit myself into. At the end of the day I hope authenticity wins over attachment, choosing to feed my own soul through genuine connections that come with unveiling my truest self.

People tell you "you are so selfish" but believe me it's not, loving and taking care of your own self doesn't mean "me first" it actually means "me, too".

It's not selfish to have boundaries in places and say no to things, to prioritize your own well being, to give yourself what you need in order to be the best version of yourself. Just like a single ray of sunlight can brighten a room, a positive thought in our mind can actually change and can illuminate an entire day. Positive thoughts that resonates gratitude, self-belief, and kindness.

Like most importantly, people go through many things in their life, we should not judge them according to our own perspective. Life is important, and the most important reminder is that, one's existence is not insignificant or a mistake. One's worth cannot be measured by society's standards, it's neither productivity nor one's perfection that dictates how valuable someone is in the world.

Every little thing that happens in the

course of one's day matters a lot. I and others who give me energy matters, we together are important. I understood that taking a break is not giving up, there isn't a perfect way to heal, everyone's health is unique to them. The needs and the goals are different too. We should always be curious about what our body is actually trying to say.

For me, I am doing the best with what I have, that's enough for myself and my mental state. Everything that I do may not be perfect and correct but every day I am trying to get out of my comfort zone, trying to do new things and most importantly keeping my mental state stable.

Our emotions are not a sign of weakness. It helps us to respond and understand what we are experiencing. Denying our emotions and considering them as weakness can actually damage our mental health.

Despite what others think or say, I have to do what's actually good and important for my physical mental and spiritual health. Loving each and every flaw, scar, achievement, failure, forgiving people in silence but also not talking to them again is also a form of self care for me. Every day I fall in love with myself, whatever I do, the wrong, the right, it's just a beginning and I have to face it, and will always appreciate it. Celebrating the little things

in life, even the bumps along the way and most importantly, to keep patience.

I am constantly trying to improve myself. When in doubt, I just try to fill my own cup and spread love and kindness among others as well as to love myself.

Take time to rest, to have fun, and everything else will fall into place. Let it happen!

- By Sriparna Ghosh



Chapter- 2

“You have gained so much weight...”

How can I be able to explain this to people, what their comments have put me through? “You’ve gained so much weight”, is a comment that I have heard so many times that the sound of it echoes in my head every time I am alone. People like to comment on our bodies, on the colour of our skin, and like to determine how we look or rather how we should look according to their eyes or in order to meet the ideal beauty standards of the society. All they have to say is, “we care about you”. Care about the way I look? When I have no control whatsoever over my body. No one willingly intends to be overweight and being overweight does not always involve overeating. This is a myth. I’ve not always been a girl who is overweight. My weight gain journey started in 2017 when all of a sudden, my weight started to increase. At the beginning everyone used to be like, “oh you look so lovely”, “glad that you’ve started to put on some weight”, “you look more beautiful now”, and so on, until it changed into “why have you gained so much weight?”, “you really should start a diet and exercise”, “no one would want to be with such a fat girl”, etc. That’s when I realized people are never going to be happy about the way I look. They don’t care about what makes me happy, all they would end up doing is interrupting my mental peace, disturbing my mental health and then make me feel unwanted by the society which forced me to feel vulnerable in a certain way about my own body.

“You’ve gained a lot of weight...”, why not cherish such an accomplishment by looking at the positive side of it instead of being mean to someone? People’s opinion doesn’t matter when one lives happily and is content with whatever they have. Many people in our society believe that body shaming plus size people will motivate them to “gear up, lose weight and be healthy”, but that doesn’t turn out to be the case. In turn, it leads to loss of their self-confidence and puts them in a position where self-rejection surrounds them.

Body shaming is humiliating, often painful with long-term consequences. It mocks and stigmatizes the victims, tearing down their self-respect and perpetuating the harmful idea in their minds that our unique physical appearances should be compared to the air-brushed notions of being ‘perfect.’ Why on earth does that matter? What really matters is our character and humanity. While body shaming in itself is not a crime, there are circumstances in which invading one’s privacy to accomplish it can indirectly be one. In such a scenario, one shouldn’t stay quiet and tolerate that. “I am happy and content with myself”, this should be the mantra. I believe my weight gain journey has been a blessing for me regardless of the fact that it might have become a topic of interest or conversation for others to gossip about.

-By Sana Fatma

**“
I’m
Happy
and
Content
with
Myself
”**



It is said that when you fall in love, it is a love story but, when you live your story with a happy ending, it becomes a fairy tale. Life might not necessarily be a fairy tale, but the journey from you, back to you is definitely one. The solace, surrounding this achievement is commendable.

The COVID lockdown for me was not just a period of isolation but also a period of self-reflection and finding a way back to myself. From not believing in love and worship, I came a long way in realising that self-love is a part of worship.

The sun was midway down the sky, close to plummeting and inviting twilight. The pastel shades of the orange sky were embroidered with pinkish-red hues, unlike the melancholy touches surrounding my mood. The perfect chirruping and silhouettes of birds flying over the horizon before the last of the sun's rays vanished back into their abode. At nightfall, the dispiriting realities of my life strike back and forth. The vulnerable escape of salty discharge through my orbs behind those crepuscular rooms, those scribbled pages screaming unheard poetries, and that head of mine where untold stories dwell and die without being given the chance to live.

There are instances in life that wilt away before even blooming. I often found myself sitting and wandering down the memory lane, ending up in places that sizzled their way up to my soul. However, the epiphany that the sky was blending into shades of pink and orange at sunset was not only the onset of darkness but also a promise to another world of eternal comfort.

Looking at the mirror ahead, my gaze collided with a pair of orbs. I felt an instant reflection of a concealed world I hadn't known existed. The first step to loving the world is to, love with one's heart and not with the venom of the mind.

A streak of random memories cracked my thoughts before disappearing, but enough for me to hang onto the blues of them. People usually fall in love with flowers without knowing their roots. When autumn passes by, they sit oblivious, not knowing what to do. A healthy relationship with one's own self is meaningful because we're aware of what lies within our flowers and beneath the roots.

The real war is with the human mind. While wanting to pursue aspirations, we often tend to lose the true meaning of life, until life becomes monotonous and we only exist while we cease to live.

Unequivocally living and loving with the remembrance of death, is the only way of life. All the happy and sad moments of life will eventually evanesce and fade away in the presence of a catastrophe as if they never existed.

I finally decided to put an end to everything dark in this world and search for the light within me. I fixed my eyes on the prayer mat and replayed the translation of my Arabic prayers. As I dropped myself into prostration in front of my Lord, I fell in love with myself once again for the sake of the one who created me.

- By Sarah Kashif

Chapter - 2

**“When I
finally
fell in love
with
myself”**

Loud and Queer

My childhood was quite idyllic - I was part of a loving and caring family and was probably quite a pampered child. But, things started changing as I grew up.

Let me tell you some reasons why. My favourite colour has been pink right from childhood. But as I am a 'man', every time I wore pink, it was a literal crime scene. I am interested in makeup - could there be a more heinous sin? Apparently not, if you count the number of hate comments I have received for putting makeup on my face. Especially one comment from my so-called friends was hilarious. I particularly remember one girl telling me, "Chhele hoye eto rong maakhar ki dorkar tor? Erpor ki sharee churi porey rastaye ber hobi naki?", which loosely translates to, "Why do you need to put colour on your face? Do you next plan to walk out in a saree and bangles?". My pierced right ear also received a lot of attention from two of my school friends. They said, "Ekire tui daan kane futo korechhis keno. Normal chheleera toh daan kane futo korena, meye howar eto sokh tor aage to egulo dekhini, kotha theke jotachhis esob sokh." Translated, this reads as - "why have you pierced your right ear? Normal guys don't do this! You are so bent on becoming a girl! Haven't seen you like this before, from where are you getting such ideas?" As much as I laugh about it today, I cannot deny the hurt and insult I felt. In this heteronormative society, I am not normal...

Of course, I have heard umpteen times that I am not masculine enough. Once at a family gathering, an aunt said, "Kire-tui kane futo korechhis! Baba ta aar kon kon jaygay futo korbi shuni!!!" Which translates to 'My God you have pierced your ear! God knows where else on your body you will be piercing holes!'

Do you know what I remember most clearly? The deafening sound of silence as not one single voice spoke up for me.

But trust me when I tell you this. When this "Not Normal Guy" won the makeup competition of "Esho Hey Boisakh, 2022", these very same so-called normal people came and told me "OMG you did an excellent job", blah blah blah...

The thing is, I have tried so hard to become 'normal' or 'manly' but I have not succeeded.

What I want to stress though is that this is not a failure at all. Because this is me. I am unique. It is them who don't have that lens to perceive or understand or capture uniqueness.

But my support system does and these

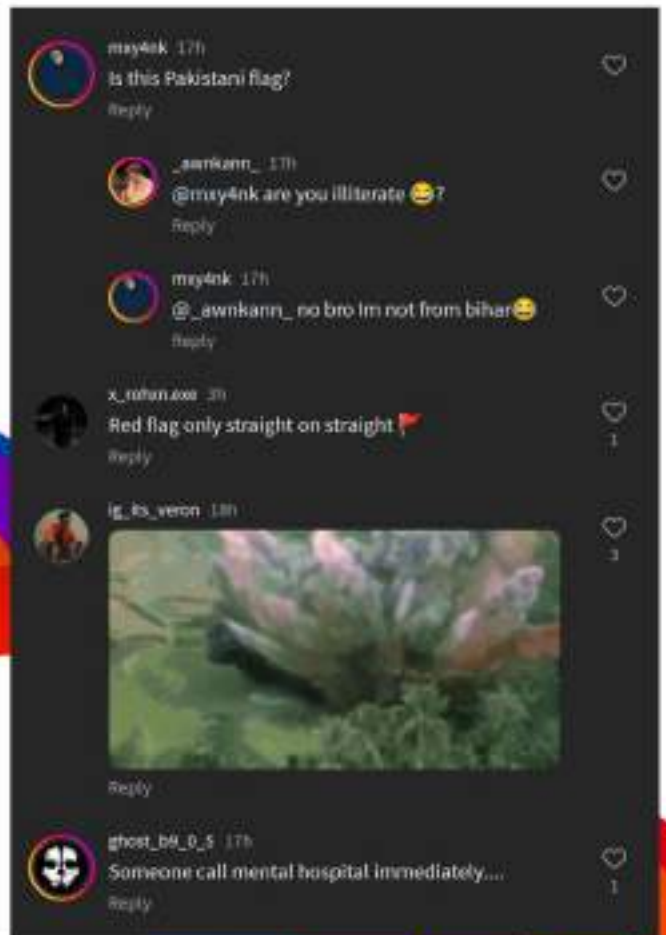
strong pillars - my mother, my real friends, and of course God Almighty who decided to make me just as I am.

And you just as you are. Xoxo.

By the way I am Amlan. And this is my story.

-By Amlan Kusum Das

We are Proud



Photos by Ankan Ghosh

STATUS Q

Esc



Pretty privilege refers to benefits associated with conforming to society's beauty ideals. It's conditional – think white, thin, cis-gendered, young, non-disabled figures.

Alopecia areata is a disease that happens when the immune system attacks hair follicles and causes hair loss.

In a survey of 4,505 U.K. adults, the Mental Health Foundation and YouGov found that more than half of the respondents who identified as lesbian, gay, or bisexual (LGB) said they felt anxious (53%) or depressed (56%) because of body image concerns compared to 33% of adults who identified as heterosexual.

India's obsession with fair skin is firmly rooted in colonialism and continues to have a traumatizing impact like in 2014 when a woman in a posh suburb of Delhi hanged herself because her husband abused her for being dark-skinned.

NHS defines body dysmorphic disorder (BDD) as "a mental health condition where a person spends a lot of time worrying about flaws in their appearance. These flaws are often unnoticeable to others." People with BDD are overwhelmed by feelings of anxiety, depression, and shame, and are more likely to be suicidal.

According to a study conducted by Fortis Healthcare, 89 per cent of women reported feeling uncomfortable about their own selves when they read comments on social media about other people's appearances.

About one person dies every hour as a direct result of an eating disorder. (Eating Disorders Coalition, 2016)

In Hollywood movies, people with dark skin tones were not given a lead role but instead were chosen to play the villain or subordinate roles. This notion existed that the lead character or protagonist has to be "fair & good looking" and that's how the audience also began to perceive heroes and villains in real life or people of superior or inferior caste, nature and so on.

➤ Q1. Name 2 beauty standards that dominate the globe.

Ans: Korean Beauty Standard & Western Beauty Standard

➤ Q2. A negative body image can lead to:

- a) Eating Disorders
- b) Anxiety
- c) Depression
- d) All of the above

Ans: All of the above

➤ Q3. The obsession for fair skin in India is firmly rooted in _____.

Ans: Colonialism

➤ Q4. What is one organ common to all sexes that women are shamed for having?

- a) Body Hair
- b) Skin
- c) Legs
- d) Hands

Ans: Body Hair

➤ Q5. Shaming at the hands of beauty norms can lead to:

- a) Life-long trauma
- b) Development of mental illnesses
- c) Low self-esteem
- d) All of the above

Ans: All of the above.

➤ Q6. Beauty standards are:

- a) Ever-changing
- b) Unrealistic
- c) Both a & b
- d) logical

Ans: Both a & b.

➤ Q7. Dislike and unfair treatment of a particular racial group who have a darker skin colour than others in the group is called:

- a) Racism
- b) Colourism
- c) Fat-shaming
- d) All of the above

Ans: Colourism

➤ Q8. Next time I see someone being shamed under the guise of a "casual joke", I should:

- a) Remain silent
- b) Laugh along
- c) #BeTheBuzzkill and speak up.

Ans: #BeTheBuzzkill and speak up.

STRAIGHT OUTTA 'GRAM



I don't know who needs to hear this, but making fun of someone's appearance is not humour



ENTERTAINMENT



PRIDE PLAYLIST



Gloria Gaynor - I Will Survive (1978)

Released in October 1978 as the second single from her sixth album, Love Tracks, The Gloria Gaynor "I Will Survive" mirrorball bop has survived the test of time, and has helped the marginalized live. It emerged as a classic emblem of gay culture in the post-Stonewall and AIDS eras.



Lady Gaga - Born This Way (2011)

"Born This Way" is a song by American singer Lady Gaga, and the lead single from her second studio album of the same name. There's not much to say about the song which changed the political pop forever. Lady Gaga's empowering lyrics say it all: "I'm on the right track, baby. I was born this way!"



Queen - I Want to Break Free (1984)

It appears on the album The Works (1984) and was released in three versions: album, single and extended. This song talks about someone who feels trapped in their relationship and wants to 'break free'. It emerged as an anthem for one's own personal freedom.



Sam Smith and Kim Petras - Unholy (2023)

It was released on 22 September 2022 as the second single from Smith's fourth studio album Gloria (2023) and as a bonus track on Petras's debut studio album Feed the Beast (2023). Sam Smith and Kim Petras' "Unholy" made history as the first song by openly trans and non-binary artists to hit No. 1 on the Billboard Hot 100 and win a Grammy for Best Pop Duo Performance.



Diana Ross - I'm Coming Out (1980)

"I'm Coming Out" has been regarded as an anthem for the LGBTQIA+ community. It is the second single from Ross' self-titled tenth album, Diana (1980). The song speaks of the courage it takes to be oneself, no matter what society says.



Taylor Swift - ME! Ft. Brendon Urie (2019)

The singer has teamed up with openly pansexual Panic! At The Disco star Brendon Urie for her new single ME! It appears on her album Lover. "ME! is a song about embracing your individuality and really celebrating it, and owning it," Taylor explained during her appearance on Good Morning America.

LIGHTS, CAMERA, ACTION

5 queer positive films to look forward to in 2023!

Challengers

Challengers stars queer fave Zendaya as Tashi Duncan, a former tennis prodigy turned coach after a career-ending injury. It is the messy, bi, love triangle that we have waited for. Coming to theaters August 11.

WHAM! Documentary

For the lovers of our festive favourite, "Last Christmas." First embarking on their career in 1982, Wham! were a pop duo consisting of best friends Andrew Ridgeley and the late George Michael. WHAM! promises to tell the tale of the duo's success - including how they were the very first western pop act to play in China - in their own words. Available on Netflix from 5th July.

Barbie

The trailer for Greta Gerwig's Barbie movie has dropped, and we are here for all of the LGBTQ+ representation and references. The trailer revealed a whole cast of queer actors and allies who are fully embracing their Barbie identities and frisking around a magnificent set. Coming to theaters July 21.

Cassandro

A gay amateur wrestler becomes an international star in this biopic about the life of Saul Armendáriz, a.k.a. the flamboyant Cassandro, the "Liberace of Lucha Libre." This critically acclaimed biographical drama is to stream on Amazon Prime Video on September 22.

The Color Purple

Steven Spielberg adapted Alice Walker's Pulitzer Prize-winning novel once before, but now the musical comes to the big screen. Coming to theatres on December 20.



#BETHEBUZZKILL: A DIY GUIDE

If we got a rupee for every time our desi relatives greeted us with a “Kaali/Moti/Patli hogaye ho”, which translates to “You’ve become too dark/fat/thin”, our net worth would exceed Ambani’s. We’ve all witnessed clout chasers using shaming as sorry excuses for jokes to appear cool. In these moments, the comfort of silence might entice one. However, being accomplice? Not so much. Standing up against the wrongs is cool, it’s killin’ it. That’s right, being the buzzkill is officially in trend now. So, no best sniggering at Jatin’s melanin or at Anjali’s audacity to don on that bodycon dress that reveals her body rolls is officially cringe, and unacceptable. Do better. Up your rizz with some basic human decency and kindness. It’s actually a piece of cake, here’s how:

- 1) **Educate yourself:** We’re a generation of the chronically online. With all the information at our fingertips, we get to challenge everything that we’ve been conditioned to hold the gospel truth (viz. fair is lovely, fat is ugly, acne is gross, etc.). It’s no rocket science. Get to know that your obsession with fair skin is rooted in colonialism and that one’s body type is never the sole indicator of their health. So go ahead learn, unlearn and relearn!
- 2) **Call out:** Calling out is bringing public attention to the perpetrator’s harmful words or behaviour. Calling out is done to immediately disrupt a conversation, causing harm to yourself or to others. As tempting as it might seem, to laugh along to the popular kid’s colourist joke, the cooler choice is to call them out on their bigotry. “That’s not cool”, that is all it takes sometimes, if not the RBF (Resting B*tch Face) with an eye-roll into another dimension. What’s the worst that could happen? You’d be such a buzzkill. Honestly, nothing cooler than that.
- 3) **Call in:** Calling in is an invitation to a one-on-one or small group conversation to bring attention to one’s harmful words or behaviour. “I’m curious. What was your intention when you said that?”. Sometimes calling someone out might seem counterproductive. This is where calling in becomes more effective. For calling someone in, a receptive mindset is essential.
- 4) **Be receptive:** Beauty norms are so deeply entrenched into our system that sometimes we may not realize that we are being hateful. An example of this may be “concern trolling”. We’ve all had that relative telling us to lose weight “out of concern”. This behaviour is accidental manipulation at its best and gaslighting at its worst. Regardless of the intent, the damage remains. We have all been perpetrators at some point. So, if somebody calls us out/in the best response is to listen and reflect and do better in the future.
- 5) **Use humour:** If you’re the victim and in the headspace to respond, use humour. Let’s not forget our forever-favourite Zendaya responding to a mean tweet, which read “I bet Zendaya’s feet smell like Funyuns.” Zendaya asked, “Let’s check, shall we?” before reaching down to take off a sparkly shoe to sniff. “Nope, smells like success to me,” she quipped, cracking a smile. Always remember, using tit for tat will only contribute to fortifying the beauty norms.
- 6) **Ask the perpetrator to explain the joke:** One way to call someone out is to ask for an explanation. “I didn’t get it. What’s funny?”. It puts them on the spot and works wonders.

(PS. All of these require mental labour and energy, and when you are at capacity it is completely fine to prioritize your well-being and simply ignore the perpetrator. So that, you are rejuvenated enough to carry on the battle and #BeTheBuzzkill in the long run.)

- By Aiema Tauheed

STAY TUNED

As you continue to #BeTheBuzzkill, stay tuned for the upcoming edition of **The iLEADER** as we continue to curate art and culture on these pages, and raise the right questions. We will continue adding new sections and compelling voices to speak to this unique cultural moment we find ourselves in. Gear up for all the diverse and enthralling stories that need to be told. Join us as we discuss and dissect the talk of **iLEAD** from a socio-political lens. We have so much in store for you, be on the lookout.

Till then, long live the resistance!

To join the team or get featured, reach out to us on,
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iLEAD



#BETHEBUZZKILL



**LET'S
START!
BLEND THE RULES.**

Get ready to colour outside the lines.

COMING SOON, STAY TUNED!



iLEAD®