



# Campus Courier

Volume 11 | Issue 2 | September 2025

A PUBLICATION FROM DEPARTMENT OF MEDIA STUDIES | KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)



## PM Modi's Birthday

Page 2



## Co-existence with AI

Page 3



## Anirudh's Hukum Tour

Page 4

## BENGALURU'S POTHoles AND FLOODED ROADS BRING TRAFFIC TO A HALT

Anugrah Victor Rajasingh S



Flooded road in Bengaluru

Heavy rains left large stretches of the city's roads damaged with potholes and waterlogging, worsening traffic congestion and adding hours to the daily commute for thousands of people.

Residents stranded due to lack of public transport turned to private vehicles that only worsened the traffic congestion. Auto and taxi services have also been scarce, with people either paying high fares or facing denial of service. With roads submerged, drains and the sewage system becomes unidentifiable, which results in major road accidents.

Same is the condition of several other roads across Bengaluru. Many accidents

to potholes and bad stretches go unreported, rue commuters. Commuters and residents are also complaining that despite flagging potholes, they remain unattended for months on end. The lack of a proper drainage system and failure to desilt existing drains have led to water overflowing onto roads, eventually causing potholes.

"With potholes getting bigger, moving in traffic takes forever," said a daily commuter in the Hennur area. As occasional rain showers are expected to continue over the upcoming days, both officials and commuters are under mounting pressure to act swiftly and deliver durable fixes to Bengaluru's persistent pothole and flooding woes.

## BHARTIYA MALL OF BENGALURU CELEBRATES ONAM UTSAVAM

Nidhi Manoj Kumar



Onam Celebration at Bharatiya Mall of Bengaluru.

Community participation was high with Pookalam design and Payasam making competitions, alongside traditional games like Uri Adi.

Bhartiya Mall of Bengaluru celebrated Onam Utsavam from August 25 to September 5, 2025, bringing Kerala's dynamic and vibrant festival to life.

The event featured cultural showcases like Chenda Melam, Pulikali, and Mega Thiruvathirakali.

The festivities culminated in a grand Onam Sadhya on September 5, offering visitors a lavish vegetarian feast. The celebration, themed 'Welcome to King Mahabali', successfully bridged cultures, fostering togetherness and sharing the joy of Onam far beyond Kerala's borders.

## GANESHA IMMERSION AT ULSOOR LAKE HELD SMOOTHLY UNDER TIGHT SECURITY

K. Sarika Bharathi

The immersion of over 150 Plaster of Paris (POP) Ganesha idols at Ulsoor Lake took place on Sunday under tight security and civic oversight. The Bengaluru Traffic Police, supported by traffic wardens, implemented crowd and traffic control measures from 3 PM to 10 PM, diverting vehicles on key routes to manage the surge of devotees.

The Bruhat Bengaluru Mahanagara Palike (BBMP) deployed environmental marshals and cleanup crews. Temporary immersion tanks and cranes were used to prevent direct idol immersion into the lake, minimizing ecological impact. BBMP garbage vehicles were stationed outside the immersion point, and devotees were instructed to dispose of plastic bags, thermocol, and floral waste directly into it. Volunteers ensured compliance at the entry points.



Ganesha idol immersion at Ulsoor Lake

More than 300 police personnel, supported by drones and CCTV surveillance, maintained order throughout the event. Civil defence, traffic wardens and BBMP marshals worked on-ground to manage the crowd and guide the public. Officials reported zero

untoward incidents.

Post-immersion, BBMP began monitoring the lake's water quality, which will continue for 72 hours. The civic body reiterated that only clay Ganesha idols will be allowed for immersion in the coming years to reduce environmental damage.

## 5 ROADS, 1 UNDERPASS, AND A DAILY TRAFFIC NIGHTMARE

K. Sarika Bharathi



Symbolic protest against relentless traffic at Lingarajapuram underpass.

Frustrated by the relentless traffic congestion and noise, residents of Hutchins Road, Lingarajapuram, and members of the Bengaluru Eeshanya Mahavedike (BEM) staged a symbolic protest on Friday at the Lingarajapuram underpass, demanding urgent traffic regulation measures.

Protesters highlighted that the underpass, named

after Kannada icon Dr. Rajkumar, has become a daily choke point, especially during peak hours. Commuters often face delays of over 30 minutes to cross the narrow 50-meter stretch, where vehicles from five directions converge, causing chaos and frustration.

Albert R., founder member of the Cooke Town Residents Association, stated

that repeated requests had been made to the traffic police to deploy personnel at the spot. "We appealed for one or two constables to regulate the traffic, and the Pulikeshi Nagar traffic inspector has agreed to take action," he said.

BEM president Murali Simhadri suggested a long-term fix by constructing an additional underpass and widening the vent near Banaswadi Railway Station. "A permanent infrastructure solution is needed to end this bottleneck," he said.

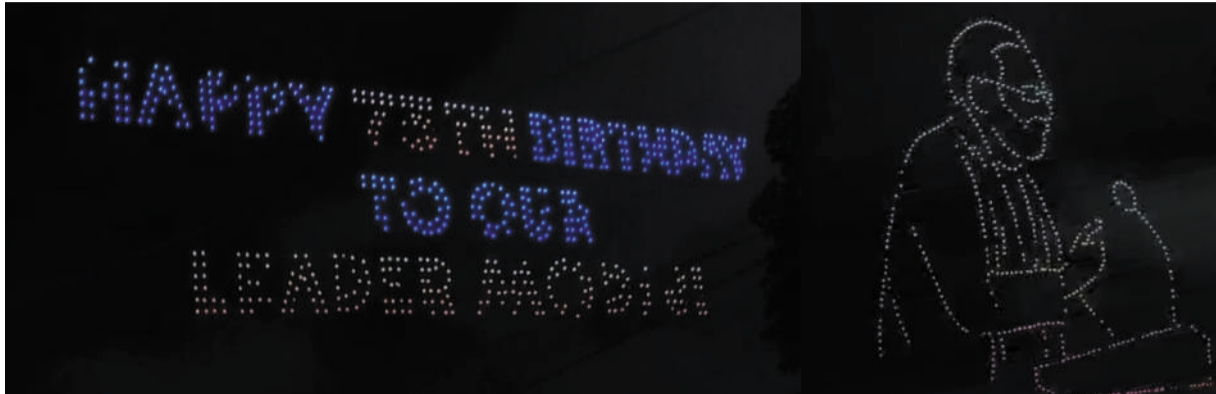
In response, the Pulikeshi Nagar traffic police inspector confirmed that steps are underway to station a constable at the location during peak hours. He also mentioned that officials from the Traffic Engineering Cell would soon visit the underpass to explore sustainable traffic solutions.

The protest underscores growing citizen unrest over Bengaluru's worsening traffic woes and calls for urgent and permanent solutions from civic authorities.

# Bangalore Bits

## DRONES LIGHT UP BENGALURU FOR PM MODI'S 75<sup>TH</sup> BIRTHDAY

K. Sarika Bharathi



Drone show on PM Modi's 73rd birthday.

The RBANMS Ground witnessed a spectacular drone display on Wednesday evening to mark Prime Minister Narendra Modi's 75th birthday. The show, designed and executed by BotLab Dynamics, an IIT Delhi-based startup, showcased India's advances in homegrown drone technology through a series of symbolic formations.

The event opened with a luminous portrait of the Prime Minister, followed by images of the Indian map and a globe, reflecting the country's expanding global presence. A fighter jet salute formation drew applause, while the "Made in India" lion underscored the call for Atmanirbhar Bharat.

Themes central to the

Modi government's policies, including Digital India and Swachh Bharat Abhiyaan, were brought alive in the skies. A striking sequence portrayed Modi as "The People's Champion," emphasizing his leadership role in driving development while honouring India's cultural heritage. The programme concluded with the message "Happy Birthday Modi Ji - From Citizens of India" alongside the phrase Vasudhaiva Kutumbakam - One World, One Family, symbolising India's role as a unifying global force.

The spectacle drew thousands of citizens, many waving the national flag and recording the formations.

"It felt like India's journey was unfolding above us. The precision and scale were remarkable," said Ananya, an IT professional. For others, the finale carried emotional weight. "The show was not just about celebrating Modi Ji, but about showcasing how far the nation has come," remarked Raghavendra, a small business owner.

Organisers described the event as a milestone in using drone technology for national celebrations. By combining innovation with storytelling, the show highlighted both India's technological capabilities and the collective pride of its people.

## YELLOW LINE METRO: A LIFELINE FOR BANGALORE'S COMMUTERS

Shreya A.H.



Bengaluru's yellow line metro.

When the Yellow Line Metro opened in August 2025, few expected it to change Bangalore's daily grind so quickly. Stretching 19 kilometers from RV Road to Bommasandra, it has eased congestion on Hosur Road—one of the city's most chaotic routes. Within weeks, traffic dropped by nearly 10 percent, with a striking 32 percent reduction during evening peak hours.

For many, the change is personal. "The train cuts my commute by 20 minutes and saves me the stress of being stuck bumper to bumper," says Akash, a tech professional. Though morning traffic remains heavy due to limited feeder services and a 19-minute gap between trains, Metro officials are introducing more feeder buses and plan to add new trains soon.

Ridership has already

surged past two lakh daily passengers, pushing the city's overall Metro use beyond one million. Platforms are crowded, but the enthusiasm is clear. "Morning trains are packed, but the Metro is the best thing to happen to Bangalore traffic this year," says commuter Sangeeta.

While some stations face maintenance issues—like faulty escalators and leaks during rain—most agree the Yellow Line marks real progress. It has encouraged many to swap private vehicles for public transport, restoring both time and calm to daily routines.

More frequent services and better last-mile connectivity remain key goals, but one thing is certain: what flyovers and road projects couldn't achieve for years, the Yellow Line has managed in weeks—giving Bangaloreans hope for smoother days ahead.

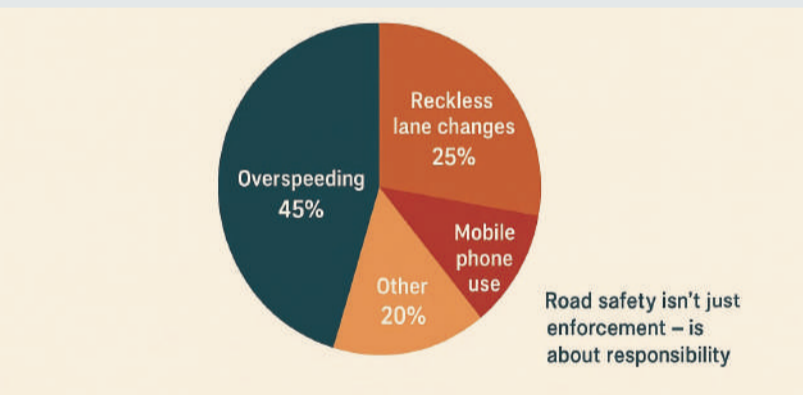
## BENGALURU HIGHWAYS: A GROWING ROAD SAFETY CHALLENGE

Shreya A.H.

Beneath the city's rapid growth and expanding tech hubs lies a grim reality: the rise in road accidents on Bengaluru's highways. In 2024 and 2025, the number of mishaps on routes leading in and out of the city has surged, raising serious safety concerns.

Highways built for smooth, high-speed travel are now scenes of frequent accidents. The Bengaluru-Mysuru Expressway, for instance, saw fatalities drop from 183 in 2023 to about 50 in 2024, yet collisions remain frequent. In just the first half of 2025, over 400 people lost their lives on Bengaluru's roads—an average of more than two per day. Nationwide, nearly 68,000 accidents and 26,000 deaths were recorded in early 2025, underscoring the scale of India's road safety crisis.

Overspeeding, reckless overtaking, distracted driving, and poor road conditions continue to fuel this trend.



Infographic representation of road accidents in Bengaluru

Some highways still suffer from inadequate lighting, potholes, and unclear signage, especially during monsoons when visibility is low. Overloaded or poorly maintained vehicles, along with driver fatigue, further worsen the situation.

Authorities are tightening enforcement through Advanced Traffic Management Systems, strict penalties, and awareness drives promoting safe driving and seatbelt use.

But lasting change depends on drivers themselves—staying alert, following speed limits, maintaining vehicles, and showing courtesy on the road.

Bengaluru's highways connect people and progress, yet they must also ensure safety. Reducing accidents requires a shared effort—better infrastructure, stronger enforcement, and responsible driving. Every cautious decision behind the wheel brings the city closer to safer, more reliable roads.

## SILK BOARD TO HEBBAL: NAVIGATING DUST AND CONSTRUCTION CHALLENGES

Shreya A.H.



Traffic at the Outer Ring Road from Silk Board to Hebbal.

The Outer Ring Road (ORR) from Silk board to Hebbal, one of the city's busiest stretches, has turned into a dusty, noisy challenge due to the ongoing Metro Blue Line expansion. What was once a vital route linking tech parks and neighborhoods is now clouded by construction dust, affecting commuters' health and the environment alike.

Air quality along this corridor often exceeds safe PM10 levels, causing respiratory issues, eye irritation, and long-term risks like asthma and bronchitis. Children, the elderly, and outdoor workers face the brunt of these conditions. The environmental toll is also visible—trees coated with dust lose vitality, while lakes and drains collect debris, worsening waterlogging and harming aquatic life.

While authorities have introduced measures like water sprinkling and barriers, experts say Bengaluru needs stronger dust control—geotextile covers, eco-friendly suppressants, and green screens could make a real difference. Encouragingly, local communities are stepping in by monitoring air quality and raising complaints, showing how civic engagement can push for accountability.

Commuters have also adapted—many wear masks, avoid peak hours, or choose alternate routes. Yet, the human cost of such daily adjustments highlights the urgency for sustainable construction. Learning from Delhi and Chennai's dust-control practices, Bengaluru can balance progress with public health.

### Did You Know?

**"September 30 is celebrated as International Podcast Day — a day dedicated to discovering new voices and celebrating the art of storytelling worldwide!"**

# Opinions

## Editorial

### THE CREATOR ECONOMY: A BOON, BUT NOT BEYOND CONTROL

Brindha C.K.

The rise of the creator economy marks a powerful shift in how media, culture, and communication work today. For the first time, individuals, not corporations, are shaping narratives, building audiences, and earning directly from their creativity. Platforms like YouTube, Instagram, and TikTok have made content creation more democratic, breaking traditional media monopolies and giving young voices a global reach.

Yet, this freedom comes with a warning. While creators thrive, platforms are quietly gaining control over what we see, think, and value. Algorithms decide who gets visibility, trends, and revenue. What began as a space for authentic expression is now often dictated by engagement metrics, sponsorships, and viral formulas. The danger lies not in creators themselves but in how dependent they have become on digital ecosystems designed to prioritise profit over people.

As a media student, I believe the creator economy is a milestone in participatory culture but it should not define or dominate us. True creativity must go beyond algorithms and monetisation. We need to balance digital influence with ethical awareness, media literacy, and critical thinking. Institutions must teach not just how to create but how to question who benefits from that creation.

At the same time, creators have a social responsibility. They influence public opinion, trends, and even political conversations. Using this influence wisely means promoting authenticity, accuracy, and empathy. Media education should empower the next generation to harness technology without losing human values. The future of media should celebrate creativity, not control it. In the end, creators should drive culture, not be driven by it. The challenge is to use these platforms for genuine storytelling without letting them use us.

### MINDFUL EATING: A SIMPLE WAY TO FEEL BETTER INSIDE AND OUT

Nidhi Manoj Kumar



A mindfully crafted plate.

Have you ever finished a bag of chips without noticing, or eaten dinner in front of the TV and barely tasted it? You're not alone. In our busy, distracted lives, many of us eat on autopilot. Mindful eating offers a gentler approach that encourages us to slow down, savour our meals, and reconnect with our bodies.

Mindful eating means paying full attention to what and how we eat. It involves noticing flavours, textures, and sensations, while tuning in to our hunger and fullness cues. Instead of eating from stress, boredom, or habit, we learn to eat with awareness and intention.

The practice of mindful eating has its roots in mindfulness, a concept popularised in the 1970s by Dr. Jon Kabat-Zinn through his Mindfulness-Based Stress Reduction program. Unlike diets

that set strict rules or label foods as good or bad, mindful eating focuses on listening to the body, eating slowly, and enjoying food without judgment.

Simple changes can make a difference. Turning off screens, taking a few deep breaths before eating, or chewing more slowly can all help. Research shows that mindful eating may reduce emotional and binge eating, improve control around food, and support healthier habits. Many people also report greater confidence and well-being, even without major weight changes.

Mindful eating is not a quick fix or a cure-all. It is a gentle practice that helps us rediscover the pleasure of food and build a calmer, more balanced relationship with eating, one mindful bite at a time.

### WHEN "AUTHENTIC" STARTS LOOKING LIKE ADVERTISING, IT'S TIME TO QUESTION WHAT WE'RE REALLY BUYING

Shreya A.H.

Influencer marketing began as a way to make advertising feel human. Instead of polished celebrities, brands used people who seemed real – those who shared their daily struggles and made product suggestions sound like friendly advice. But over time, this space has blurred into one where hidden ads and half-truths are common. The boundary between authenticity and marketing has almost vanished.

The issue isn't that influencers get paid; it's that some sell without saying so. Their followers trust them because they feel relatable, not because they're advertisers. When paid promotions are disguised as personal opinions, it turns into manipulation.

In India, the Advertising Standards Council (ASCI) requires creators to use tags like #ad

or #paidpartnership, but many ignore or bury them.

Some fear honesty will hurt engagement—when, in fact, transparency builds lasting trust.

The ethical concern goes deeper than labeling. Constantly curated posts – flawless homes, perfect skin, luxury trips – shape how people see success and self-worth. This fuels comparison and insecurity, especially among younger audiences.

Yet, not all is lost. Many creators are choosing authenticity over aesthetics, working only with brands they believe in and using their platforms to promote values like mental health and sustainability.

Influence isn't the problem – dishonesty is. Creators must protect their credibility, and audiences must stay aware. Because once trust fades, no caption or filter can restore it.

### THE PRICE OF PROGRESS

Ritam Banerjee



AI infiltration in artistic fields.

In 2007, London taxi drivers were hailed as navigational prodigies. Their training, known as The Knowledge, demanded memorizing more than 25,000 streets and thousands of landmarks. A study by University College London revealed that this process physically reshaped their brains, expanding the hippocampus – the center of spatial awareness. Mastery was earned through years of discipline and failure, making these drivers living proof of neuroplasticity.

Then, in 2008, Google Maps arrived. A year later, Uber followed. Navigation was suddenly available to anyone with a smartphone. The once-elite skill of the London cabbie became obsolete. Consumers gained cheaper rides, but society lost a rare example of human minds pushed to extraordinary limits.

A similar shift is unfolding today with artificial

intelligence. Writing, painting, and music—crafts once honed over lifetimes—can now be produced in seconds.

The result is an oversaturation of content often dismissed as "slop": technically competent, but stripped of the intuition, intent, and struggle that give art its soul.

The question is no longer whether AI can create, but whether humans will still choose to master, as Michelangelo once said, "If people knew how hard I worked to achieve my mastery, it wouldn't seem so wonderful after all."

The future, then, is not replacement but partnership. AI alone is hollow; humans alone are slow. Together, they offer a new path – one where technology amplifies intuition rather than erasing it. Those who adapt will push creativity further. Those who don't may simply be left behind.

### Book Recommendation



### WHY YOU SHOULD READ- "THE PICTURE OF DORIAN GRAY"

Ritam Banerjee

Oscar Wilde's *The Picture of Dorian Gray* is not merely a Gothic tale—it is a profound psychological study of narcissism and moral decay that feels startlingly contemporary. Written in 1890, Wilde's only novel explores the seductive dangers of self-obsession long before the term "narcissism" became part of modern vocabulary.

Dorian Gray's tragic descent begins with an infatuation—first with his own beauty, then with the admiration it commands. His portrait, which ages and withers in his place, becomes a chilling metaphor for the inner corruption hidden behind a flawless facade. In today's world of filters, selfies, and curated identities, Wilde's narrative feels almost prophetic. The novel anticipates the digital age's fixation on appearance

and validation, showing how the pursuit of perfection can hollow out the self.

Wilde's dazzling prose and sharp wit make this moral reflection as pleasurable to read as it is unsettling to contemplate. Through Dorian and his mentor, Lord Henry Wotton, Wilde examines how influence, vanity, and moral detachment intertwine—a theme that echoes in the performative culture of social media.

Reading *The Picture of Dorian Gray* today is to confront the timeless human struggle between surface and substance. It compels readers to ask: what do we sacrifice in preserving our image? Wilde's masterpiece remains a mirror—reflecting not just Victorian decadence, but the enduring narcissism of the modern age.

# Culture

## JAYANTIAN CUP 2025 – NATIONAL LEVEL INTERCOLLEGIATE TOURNAMENT

Anugrah Victor Rajasingh S

The Jayantian Cup 2025, a three-day national level intercollegiate tournament hosted by the Kristu Jayanti (Deemed to be University), kicked off on the 17th of September with more than 100 teams participating in the events – Basketball, Football & Throwball. This year's edition is the biggest yet, with many teams across India participating in the tournament. Fr. Dr. Augustine George, the Vice Chancellor of Kristu Jayanti (Deemed to be University) inaugurated the tournament.

Host Kristu Jayanti (Deemed to be University) emerged victorious in the Throwball men's event. In the other events, BMS College for women dominated the Throwball women's court. Providence College, Kerala were crowned winners in the Basketball women's and Christ – BCC in the Basketball men's. After the hard-fought football finals, Christ University,



Basketball team of Kristu Jayanti.

Kengeri (men's) & Reva University (women's) emerged as champions.

The best players in each division were honored with the Most Valuable Player (MVP) awards. Basketball Mr. Peter (Christ University) & Ms. Ameya Santosh (Providence College); Football Mr. Geo (Kristu Jayanti) & Ms. Manasa (Reva University); Throwball Mr. Girish & Ms. Samya (BMS) were adjudged MVPs.

Organized by the Centre for Physical Education & Fitness

the Jayantian Cup has become a top-tier national level sporting event. Matches were hosted at three venues, Basketball in the Main Campus, Throwball in the KJU Sports Arena and Football in Sports Web – Mantri Web City. The tournament was officiated by the Karnataka State Basketball Referees' Association, KSFA for Football, and certified referees for Throwball. Volunteers from Baptist Hospital supported the medical team, while KTM and Hero were among the proud sponsors of the tournament.

## NAGARA FORT; THE TIMELESS SENTINEL OF KODACHADRI, SHIMOGA DISTRICT

Brindha C.K.



Entrance of Nagara Fort.

Nestled amidst the lush greenery of Shimoga district in Karnataka; Nagara Fort stands as a silent witness to centuries of history, power, and architectural brilliance. Located near the serene hills of Kodachadri; this fort, once known as Bidanur Fort, was the last capital of the Keladi Nayakas before the British took over. Today, it remains a captivating destination for history lovers and trekkers alike.

Built in the 16th century; Nagara Fort showcases the strategic and aesthetic genius of South Indian architecture. Its walls, bastions, and water storage systems were designed with remarkable precision, offering both defense and sustainability. The fort once echoed with royal footsteps and military commands, and even now the ruins carry whispers

of its glorious past. Surrounded by natural beauty; the fort is bordered by a tranquil lake and dense forests that enhance its charm. The view from the top offers breathtaking sights of rolling hills and mist-covered valleys; a perfect blend of history and nature. Unlike many crowded tourist spots, Nagara retains its calm and rustic authenticity, making it ideal for travelers seeking solitude and scenic exploration.

A short drive from Kodachadri's trekking trails; Nagara Fort is more than just a historic monument; it's an experience; where stone walls narrate tales of valor, and the wind hums songs of the past. For those visiting Shimoga; this hidden gem is a journey into Karnataka's forgotten royal heritage.

### HANDS THAT WORK THE POTTER OF POTTERY TOWN

K. Sarika Bharati



Senthil Kumar working on his craft.

In a narrow lane of Bengaluru's Pottery Town, the earthy scent of clay surrounds Senthil Kumar, fondly called Pottery Town Murali. At 45, he represents the sixth generation of potters, carrying forward a 135-year-old family legacy that began when British official Lord Murphy built quarters for artisans.

"This shop belonged to my great-grandfather," Murali says proudly. "I once dreamt of being a police officer, but I was born a potter." His hands move rhythmically as he shapes the clay – a craft he calls both work and family bond.

Business today is uncertain. "We earn well only during Ganesh Chaturthi and Deepavali. The rest of the year, we manage with odd jobs," he explains. With clay now scarce, he buys it from Malur. Still, Murali remains devoted. "Mud has life," he says. "As long as my hands move, the wheel will keep turning."

### BEHIND THE STAGE: THE UNTOLD HUSTLE OF A CONCERT LIKE ANIRUDH'S HUKUM TOUR

Brindha C.K.



Anirudh Ravichander at his Hukum tour.

While the crowd only sees the lights, beats, and energy when Anirudh takes the stage; what truly makes a concert of this scale possible is the enormous effort that happens before the first note is played. The behind-the-scenes story begins weeks earlier; with stage design, sound engineering, and logistics planning.

Teams work day and night to set up massive truss structures, LED panels, and lighting rigs that bring the music alive visually. Every detail; from cable connections to sound levels; is checked and rechecked. Technical rehearsals ensure that synchronization between the visuals and the artist's performance is seamless.

Volunteers and crew members play an equally crucial role. From artist

coordination and entry management to crowd control and backstage security; their efforts keep the chaos in order. The marketing, ticketing, and sponsorship teams work relentlessly to build the buzz and ensure everything runs like clockwork.

When showtime arrives, the lights dim and the crowd roars; but backstage, hundreds of unseen hands stay alert, ready to handle any glitch in seconds. For them, success isn't just the applause; it's the satisfaction of pulling off a flawless experience.

Anirudh's Hukum Tour wasn't just a concert; it was the culmination of weeks of teamwork, precision, and passion. The magic on stage is born from the dedication behind it.

### Photo of the Month

Credits - Brindha C.K.



"Serving smiles, one plate at a time."



Please Scan This QR Code To Share Your Feedback

We would love to hear your