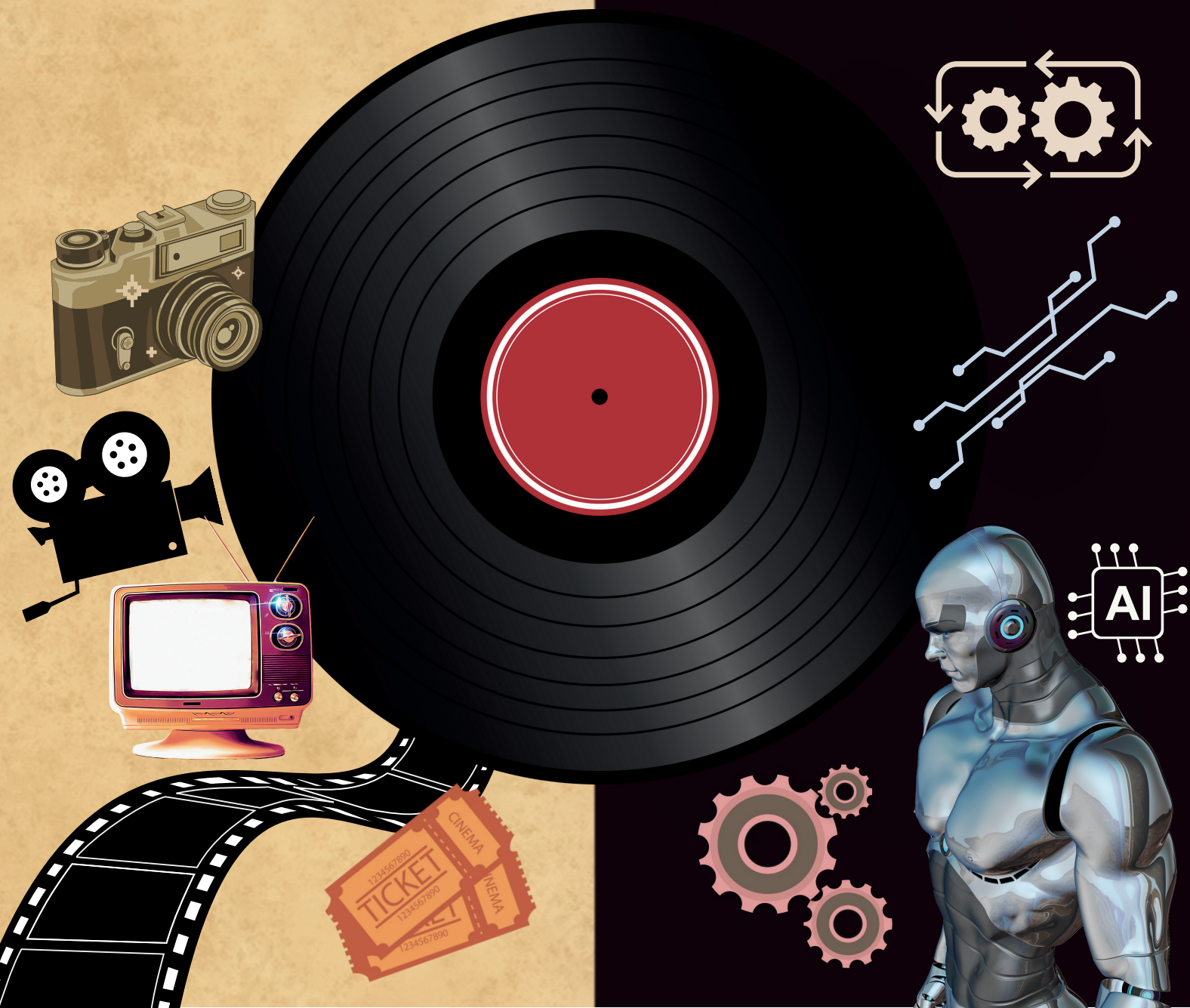


P.T.V.A'S
MULUND COLLEGE OF COMMERCE
(AUTONOMOUS)

SHUTTERSPEED

RETRO & BEYOND



FROM THE PRINCIPAL'S DESK

They appropriately say - 'Time Flies' and so it has. It is a great pride for me and the MCCIANS to be a part of the MCC family in it's journey through these years. The BMM department is a very integral part of MCC. 'SHUTTERSPEED' is a way of bringing out the talent and thoughts of our students in an innovative way.

- Dr. Sonali Pednekar
Principal
Mulund College of Commerce
(Autonomous)



FROM THE CO-ORDINATOR'S DESK

Another year, and we embark on another edition of our departmental magazine, Shutter speed. It was initiated with the vision of providing students a platform to showcase their creativity, talent and passion. We firmly believe in the process of curating our magazine, which offers hands-on experience to our students.

Shutter speed, rooted in media studies and media orientated content and ideas, includes vital events in and around the department. Thus, the magazine becomes a reflection of the entire department. Although some might suspect that Shutter Speed is dedicated only to media students, we ensure that it does not confine solely to advertising and journalism, but also provides a space for content that interests general readers. Shutter speed's uniqueness lies in not imposing any limits to student's imagination.

Over the past 6 years, Shutter speed has evolved significantly in terms of the themes, richness of content and student's ideas and innovations. A legacy has been created. Hence, we expect our upcoming batches to understand its importance, outperform and make a mark for themselves.

- Dr. Viji Kannan
Co-ordinator (BAMMC Department
Mulund College of Commerce
(Autonomous)

EDITORIAL INSIGHT

My love for writing is the reason behind joining Shutterspeed. I've always been an avid reader and someone who enjoys reading articles. My association with media has always inspired me to write more and to give back to society. Since this is my first year with Shutterspeed, I have gone through a couple of previously published editions, and I found them very impressive. That's why I have decided to join and lead the Shutterspeed team this year

This year's theme, Retro and Beyond, is really close to my heart. For a long time, I have been part of discussions with friends and colleagues, revisiting and decoding iconic moments across all forms of media be it films, music, advertisements, or even vintage magazine covers. Through these conversations, I have realized that every piece of media, from the golden age of cinema to the digital age, carries countless interpretations.

I have always felt that as much as the film belongs to the actors, the director, and the producer, it equally belongs to the audience. Every individual who watches cinema has their way of interpreting it, that's the beauty of media.

As a result, I wanted Shutterspeed to have a theme where everyone has the platform to express their opinions about a particular scene, song or any element of the film. This is my way of including everyone and telling them that their interpretation of any media content is valid in its own way. It's also possible that someone else sitting in another corner of the world has perceived the film in the same way as you.

- Prof. Sanika Ratnaparkhi
Shutterspeed
Teacher In Charge

THE MEDIA MAVENS

Shutterspeed serves as a channel for BAMMC students to exhibit their skills. Every year, Shutterspeed receives a plethora of unique and innovative content from students and I have witnessed great improvement in its quality over time. As students predominantly manage the magazine, I have also observed their dedication to making it as creative as possible.

Shutterspeed's theme for this year, Retro and Beyond, also plays a pivotal role. The subject of each edition significantly contributes to obtaining exclusive content. Shutterspeed has undergone much creative transformation with such great themes and ideas. New ideas flow in as a new batch arrives, making the content more captivating. It's the evolving mindset that elevates the magazine year by year.

- Prof. Nimisha Gadkari
Landscape
Teacher in-charge

Shutterspeed is a fine platform for media students to present their ideas in front of everybody. It is an exceptional way for the students to express themselves and I firmly believe that as a media student, they will constantly seek any platform to articulate or vocalize their thoughts. I think a college magazine is an insightful medium that allows students to grow and it enables them to share content with people profoundly belonging to the same industry.

Hence my word of motivation, so to speak, for media students, would be to stay updated, to always seek knowledge, to always learn new things, to keep their avenues open and understand them without being influenced by anybody. To have their own individual, independent thoughts and express them in correct and meaningful channels such as Shutterspeed.

-Prof. Shriya Shenoy
Muse
Teacher in-charge

STUDENT CO-ORDINATOR

Heer Palan
Student Coordinator Head
(TYBAMMC)

I'm the student co-ordinator head for Shutterspeed 24-25. I'm a final year media student pursuing Advertising, who is always up for a long chit chat session about weirdest thing possible! My interests include all the creative things in the world.

Isha Pranjale
Student Coordinator Co-Head
(SYBAMMC)

Saloni Vichare
Student Coordinator Co-Head
(FYBAMMC)

STUDENT EDITORS

Saniya Kadam
Head of Student Editors
(TYBAMMC)

I'm the Student Editor of Shutterspeed! I am a music and film fanatic and I love reading and writing about the same. Whether you're sharing new music or indie films, always count me in!

Harshada Khandekar
Co-Head of Student Editors
(SYBAMMC)

Shriya More
Co-Head of Student Editors
(FYBAMMC)

DESIGNING TEAM

Divya Sawant
Designing Head
(TYBAMMC)

As the head of design for Shutterspeed magazine, I blend creativity and precision to deliver visually captivating layouts. My designs ensure that each page is a seamless fusion of aesthetics and storytelling.

Lochan R. Alwe
Designing Co-Head
(SYBAMMC)

Swati EppalPELLI
Designing Co-Head
(FYBAMMC)

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ADVERTISING & JOURNALISM



"I Never Had a Mentor, So I Became One" - Pooja Gupta

Pooja Gupta, a seasoned media professional and passionate educator, has over a decade of experience in the news media industry. She founded Media Mentor, a go-to platform for students in India and abroad, offering personalized career guidance tailored to their passions, ambitions, and evolving industry trends. She was interviewed for ShutterSpeed to give students an insight on her journey.

1. What inspired you to start the page 'Media Mentor' and how has your journey as the Media Mentor been so far?

I always wanted to guide students in the media career because when I started my media studies no one could help me out. When I discovered my path, I became a journalist and I realised that there was a gap in this industry. Students don't know how to find the appropriate college, what to do next, how to get experience and explore themselves. But I never got time because I was working for news channels, but then when lockdown happened, I got time and finally, I started a YouTube channel where I started putting out this. So that's how media mentor happened.

2. What are some common misconceptions students have about media careers?

There are so many misconceptions about media, and I've been working hard to clear them up. People often think it's just about studies, but in reality, it's much more about your experiences and skill set. Entering media isn't just about getting a degree—there's so much more to it. It takes hard work, resources, and a wide range of skills to truly succeed in the industry.

3. What according to you are some advantages or benefits of working in the media industry?

There are a lot of advantages like you get the upper hand in witnessing all the big things that are happening. For example, I had the chance to witness the CM Oath ceremony and attend the interview of PM Modi with Arnab Goswami, all because I was a journalist. When it comes to events and launches, you don't just get to interview people—you get to know the reality of what's going on. Sometimes, yes, you might have to twist the news while presenting it, depending on the news organization you work for, but the key is that you know what's real and what's not.

4. What are your thoughts on the evolution of media and how it has affected us?

Media is going to play an incredibly important role in all our lives, especially since we're constantly exposed to so much content. I believe there's a real need to monitor this and promote media literacy. In India, we still have a long way to go when it comes to media literacy—especially in terms of how people, particularly children, consume content. I'm not talking about policing or banning content, but rather helping people, especially kids, become more aware. We need to teach them to think critically about what they're consuming and understand what's good, bad, right, or wrong.

Pooja's journey with **Media Mentor** is deeply personal—it stems from her own experiences of navigating the media industry without guidance. What started as a passion project has now become a lifeline for students looking to build successful careers in media. With Media Mentor, Pooja isn't just shaping careers—she's shaping futures.

-By Heer Palan
TYBAMMC

WITH LOVE, TO THE MEDIA

“If the media of yore had kept commerce at bay, the media of today is a commercial beast,” wrote Aman Malik in his article titled ‘25 years after liberalisation: What’s happened to Indian media?’ Reading this made me reflect on the kind of evolution Indian media has experienced over the years.

In this edition of ShutterSpeed, we’ll take you on a journey through the defining moments in the media industry—moments that shaped us as individuals and left a lasting impact on the world. Along the way, we’ll explore the challenges faced by journalists who navigated turbulent times and how the industry has come to where it is today.

ShutterSpeed has always taken pride in upholding the authenticity of the media. The retro-ness of a particular content doesn’t always make it praiseworthy (often nostalgia clouds our judgement.) Journalism in India gained momentum during the freedom struggle. For many years afterwards, it was primarily government-owned and operated. Behemoths like the Times of India, The Hindu, etc. dominated the print media while Doordarshan was the sole option for visual media. However, the liberalisation in 1991 changed everything, opening the industry to foreign investors and ushering in a wave of private media ownership. With this shift came the commodification of content, ending an era when journalism was actually considered trustworthy.

Well, it may sound like it was all bad and dark clouds began looming over the industry after this, but there was a silver lining too. The decentralisation of the press led to diverse perspectives pouring in and the audience actively participating in the news flow. But as we know, more options meant greater competition. How do you think the media owners tackled this competition? By being authentic and trustworthy? No, why would they do that when they had a silver bullet in their guns called ‘sensationalism’? Sensationalism, or in a more desi way, masala became the answer to every question. Authenticity lost its footing and it led to the beginning of a new era in the media industry. News began treading on thin ice, at times even becoming a laughing stock (especially in visual media).

Does this mean the media is a lost cause? Absolutely not. Many organizations are still dedicated to preserving its legacy and authenticity. Someone once complimented a report I had written about an event, saying it felt as though I had poured my love into the writing. That, I believe, can be our silver bullet for restoring the standards of journalism—love for crafting good stories and love for consuming meaningful content. This might be the only way to revive the retro media we so dearly miss and this edition of ShutterSpeed aims to be a part of this revival.

-By Saniya Kadam,
TYBAMMC

Nostalgic Indian Advertisements

Parle and Amul



Parle Poppins is a beloved Indian candy brand that gained popularity for its colorful, fruity flavors. The packaging reflects the vibrant nature of the candies, with colors like green, orange, red, and yellow prominently displayed. The ad's messaging is playful and engaging, using phrases like "No foolin!" and "Now, the imitators can't fool you." To appeal to children and parents alike. The cartoon-style imagery of children enjoying Poppins adds an emotional element, connecting the product with fun moments shared among friends and family. Overall, this advertisement is more than just a promotional tool—it's a snapshot of mid-20th-century Indian advertising, highlighting the ingenuity of brands in creating memorable connections with their audience. It represents a nostalgic era when candies like Poppins were not just snacks but symbols of happiness and childhood memories.

Amul Butter is a staple in Indian households and an iconic brand synonymous with dairy products in India. The ad uses the famous Amul Girl, a character that has been central to Amul's branding for decades, known for her witty and charming presence.

The phrase "A delicious one-course 'meal'" cleverly reinforces the idea that Amul Butter can make any dish feel wholesome and complete, whether eaten alone or paired with vegetables or meat. The ad captures the essence of Amul's branding strategy during the mid-20th century, combining relatability with humor and practicality. The monochromatic design and simple text reflect the advertising styles of the time, while the cheerful Amul Girl ties the product to feelings of joy and satisfaction. Overall, the advertisement is a nostalgic piece that showcases how Amul positioned itself as an indispensable part of everyday life, building trust and loyalty among generations of Indian consumers.



-By Janvi Kshirasagar
FYBAMMC

How Old Ads Shaped Culture and Influenced us

Old ads were not just ways to sell products—they told us a lot about the times they were made. From colorful print ads in newspapers to catchy jingles on the radio and TV, ads became a big part of daily life and left a lasting mark on culture. Famous ads like Coca-Cola's Santa Claus and Rosie the Riveter during World War II became symbols of important moments in history.

As TV and radio grew, jingles like “Have a Coke and a Smile” and “You Deserve a Break Today” connected with people emotionally, making the brands easy to remember and love. These catchy songs brought comfort and happiness to people, sticking in their minds long after the ads were over. Vintage ads also showed how society was changing. In the 1950s, ads focused on family values and traditional roles, while in the 60s and 70s, ads started celebrating individuality and diversity. The designs also followed popular styles, like the bright colors of the 60s, which made them more fun and creative.

What made these ads powerful was how they didn't just sell a product — they sold feelings like happiness, belonging, and success. Coca-Cola didn't just advertise a drink; it sold the idea of fun and togetherness. Ads for luxury cars weren't just about the vehicles—they promised status and achievement. Even today, vintage ads are still influential. Many modern brands use retro designs or bring back old jingles to make people feel nostalgic. These old ads remind us of simpler times and show how powerful storytelling can be in making even simple products memorable.

Looking back at vintage ads helps us see how much culture and advertising have changed. They weren't just about selling—they helped shape how we think about products and what's important to society

-By Prity Gaikwad
FYBAMMC



Nostalgia In Marketing: How Retro Ads Win Hearts Across Generation



Retro marketing is a concept based on the use of the past and nostalgia in its marketing strategy. It consists of combining a product or service with elements that recall childhood memories to provide an attractive offer.

Retro advertising uses designs themes and ideas from the past to stay connected with the audiences emotionally it's not about just looking old fashioned it's about reminding people of memories emotions or experiences tied to childhood or a specific era it can be in the form of vintage packaging using classical logos and jingles or cultural reference.

A brand that showcases 90's toys and cartoons in its ads instantly captures the attention of millennials who grew up in that era. Nostalgia unites people across generations; retro and reminds grandparents or parents of their youth while introducing the same aesthetic to younger audiences creates a sense of belonging, Blending retro with modern successful retro advertising balances nostalgia with relevance. Businesses are now able to create unique retro-themed products and concepts with ease. Thanks to technological advances.

Why is retro making a comeback and becoming so popular?

Retro campaigns need to feel genuine because if the consumers sense that nostalgia is being forced or inauthenticity, it can backfire. When done with authenticity and care, retro campaigns appeal to people of all ages, making them feel nostalgic yet excited about the present. As the saying goes, "Sometimes, the best way forward is to take a step back." Retro advertising proves that revisiting the past can be a powerful way to shape the future.

You may recall many occasions when others were saying, "This was so popular when I was a kid," or "This song brings back such good memories from college." Young or old, all types of customers appreciate being able to take a trip back down memory lane. In today's digital age, social media campaigns are a crucial component of retro marketing for businesses. By incorporating popular hashtags such as #retro or #vintage into their posts, clothing brands can engage followers. Encouraging them to share their favourite past memories. And today's technology-driven world retro ads remind us of simply less complicated times, Emotional appeal is particularly powerful for consumers overwhelmed by modern life.

Retro advertising brings the charm of the past into today's world reminding us of simpler happier times. It creates emotional bonds by connecting childhood memories or cultural milestones to modern products.



-By Saumya Katria
FYBAMMC

A Journey Through India's Advertising History



Retro advertisements were centered on social issues, dreams, and family ties. They often appealed to the heart, and traditions, and instilled a sense of patriotism. Cadbury Dairy Milk's "*Kuch Meetha Ho Jaye*" became synonymous with joy and merriment. Old advertisements were simple. For example, Rasna's "*I Love You Rasna*" campaign was plain, heart-stirring, and direct yet it connected with the audience. Today, advertisements thrive on digital platforms using short-form content, Instagram Reels, and interactive, immersive storytelling. In contrast, earlier ads relied on jingles and linear story narratives. However, the fundamentals of building emotional bonds remain the same.

Do you remember the iconic slogan '*Humara Bajaj*' or the jingle of '*Washing Powder Nirma*'? These adverts were more than just commercials; they were cultural moments. India's advertising history is a wonderful blend of nostalgia, creativity, and culture. The golden age of retro Indian advertising, spanning from the 1970s to the 1990s, produced campaigns that influenced the country's cultural ideology and helped it find its voice in modernity.

In India, television became a common household staple in the 1970s and 1980s. Brands swiftly recognized the platform's potential and produced advertisements that left a lasting impression on the audience. Jingles, with their catchy tunes, which were played for years, became the heartbeat of retro advertisements. Some of the iconic include Cadbury's "*Kuch Meetha Hojaye*", Amul's campaigns for "*Amul Doodh*" and "*Amul Butter*", Nirma Washing Powder's iconic jingle, Coca Cola and many more. These advertisements took their time and told stories that lingered, unlike today's fast-paced advertisements.

Authenticity, simplicity, and cultural resonance were diverse aspects of old advertisements. Along with generating sales, these ads conveyed the essence of a developing country full of ambitions. As we enter the era of AI-driven marketing and ad campaigns, the lessons we learned from vintage advertising about relatable storytelling, emotional engagement, and memorable messaging remain relevant today. The golden era serves as a reminder of the change real creativity can bring when it shapes cultural narratives and brand legacies.

-By Heer Palan
TYBAMMC



Reminiscence of Brand's Creative Jingles

The more the advertisements sound witty the more they turn out to be the best advertisements of all. Childhood is deeply associated with the wonderful memories of some nostalgic jingles of advertisements. In the world of advertising, brands try to create lasting impressions, and emotional connections with the audience. Along with an increase in the sales of the products, these commercials also became an integral part of the audience's lives.

Television advertising was introduced in India with the launch of Doordarshan (1976). Since then, it has grown significantly with the emergence of private television channels. These advertisements incorporated jingles to make them sound more memorable. Jingles act as a reminder for viewers to associate with the brand. Jingles are generally short which helps in increasing their recollection value. It also helps a brand place and differentiate itself in the market.

Multiple brands have flourished for years because of their catchy jingles.

For example, the minute we hear the word 'Britannia', we can also hear the sound of its tune "*Ting Ting Ti Ding*". Britannia's signature tune kept us connected to our favourite biscuits somehow and that's how kids and even adults easily recognize it today. Vicco's jingle has such a catchy and repetitive hook that people still sing along whenever they hear, "*Vicco Turmeric, Nahi Cosmetic*". Did you even sing along while reading?

Another classic example includes the jingle of Nirma washing Powder. It went like, "*Washing Powder Nirma, Washing Powder Nirma, doodh si safedi, Nirma se aaye, rangeen kapda bhi, khil khil jaye!*" Repetitive use of the words, 'washing powder' affected the consumption patterns and the sales of the brand. Winter always reminds us about being cold and coughing and having a harsh throat. Vicks strategically used this time to use its jingle and tell people to look, we are here to help you get relief from your issues right here. "*Vicks Ki Goli Lo, Khich Khich Dur Karo*" sounds so simple but still effective.

All these iconic examples very efficiently prove that jingles are nothing but a medium to be remembered and convert you into a customer if used in an effective manner.

-By Purva Desai
TYBAMMC

A World of Real-Life Illusions

Advertising is simply placing something so approachable in front of our eyes which keeps us in a delusion about whether the product is really good or we are just in a loop of persuasion.

for example, a brand like Red Bull first made us believe that sipping the drink would give us wings. If even for a second you believed it, then yes advertising wins. A simple word or sentence can impact any brand pretty well and help it to flourish. Earlier, brands used techniques like making short and crisp advertisements, creating stories that resonate with the audience, etc, to make memorable adverts.

In the near future, new technologies like artificial intelligence will be incorporated along with current trends like influencer marketing to make advertising more efficient. Nowadays, instead of billboards, we see digital screens often which indicates how advanced it's getting each day and by getting personalized ad experiences on our gadgets we are really appreciating the way algorithms work and understand what we need.

Brands like Dairy Milk showcased the family bond and Red Label sometimes shed light on social issues which helped in two things; the brand getting built and the right message being carried forward inspiring many.

However, current advertisements have lost this touch of reality. It is also difficult to believe in the authenticity of the commercials. the results of a few products are edited through software before they reach the audience. Earlier, it was difficult to replicate such results so brands had to remain truthful. As consumers, we need to know the difference between what's true and what is just a brand's move to keep the audience's eye shifted to something which makes us purchase the product.

In short, Advertisements are a medium through which any brand shares, educates, or simply communicates. The intention is, of course, the sales but what's more essential purpose is maybe showing they support all the good and trying to contribute something to make the world a better place. This is enough for any individual to keep a trust in a brand which supports good deeds.

-By Snehasri Das
TYBAMMC



The Soundwaves That Shaped Early Journalism

Before television and the internet, radios were the main source of news and entertainment. Radio was not just a device but a revolution in journalism, changing how news was delivered and consumed.

The Beginning of Radio Journalism

Radio news started in the early 1900s, with the first official news broadcast in 1920. Unlike newspapers, which took time to print and distribute, radio delivered news instantly. This changed journalism forever.

During World War II, radio became a crucial tool for war reporting and public communication. Journalists like Edward R. Murrow broadcasted live from war zones, giving people firsthand accounts of the conflict and making the news more immediate and impactful. In India, leaders like Mahatma Gandhi and Subhas Chandra Bose used radio to inspire and mobilize people during the freedom struggle, spreading messages of resistance and unity.

Governments also relied on radio to deliver important updates, shape public opinion, and issue emergency alerts, ensuring that citizens stayed informed about war developments and natural disasters. Unlike newspapers, which lacked the emotional depth of voice, radio reporting allowed people to hear the urgency and emotion in a journalist's tone, making the news feel more real and personal.

Besides news, radio became a major source of entertainment, bringing families together to enjoy dramas, music, and talk shows, much like television does today. Dramatic radio shows, such as *War of the Worlds* (1938), were so immersive that some listeners even believed the fictional events were real. Music also found a new platform through radio, introducing audiences to various emerging genres.

Additionally, interactive talk shows allowed listeners to engage in discussions through live call-in programs, making radio a truly participatory medium.

Current Scenario

With the rise of television and the internet, radio gradually lost its dominance in journalism. However, it never completely disappeared. Instead, it evolved into new forms, keeping the power of audio storytelling alive. FM radio, digital platforms, and podcasts have revived interest in audio journalism, offering people flexible and engaging ways to consume news and stories. Podcasts, often considered the modern version of radio, allow listeners to tune in anytime, covering everything from investigative journalism to daily news briefings.

In rural areas, community radio remains a vital source of information, bridging the gap where internet access is limited. Additionally, many radio stations continue to provide live updates, ensuring real-time news coverage remains a key feature of the medium. Despite changing times, radio's legacy in journalism continues, proving that the power of voice remains as impactful as ever.

Radio was not just a way to listen to news—it changed journalism forever. Even today, audio storytelling continues through FM stations, community radio, and podcasts. The power of the spoken word remains strong, proving that radio's influence will never fade.

-By Janhavi Maurya
TYBAMMC

FUTURE OF JOURNALISM

Journalism is the key and aid for mass communication through simple and efficient means. Have you ever thought about what the first newspaper would look like? What was the idea all about? How will the future of news be? How will people get basic information in this fast-paced lifestyle?

What if someone says that five years down the line, you can write an article just by thinking about what to write, or capture the situation just by looking at it? How about a news reporter being a robot, given all the information in its system, who then starts presenting it on television? Or just a pen recording high-quality audio and video for a reporter? Cool, isn't it? Just a pen or goggles working as a full device. Just like no one imagined the concepts of mobile journalism, VR news agencies, animated illustrative news, or drones five years ago, it is the coolest and most interesting thing one can ever learn and do.



The Future of Journalism will also include many kinds of hurdles but as rightly said by our one and only legend Raj Kapoor “The Show Must Go On” will be still the most relevant and most credible source of information to all. The major showcase of the future of journalism is that they need to get updated with time on time and never be outdated the only boon and boom according to the situational perspective. Journalism has always contributed to keeping people informed about anything and everything and it will keep doing it till the end. Journalism has played a significant place in many people’s lives for all different perspectives as the only way one can get information is through journalism.

As we look upon it the possibilities in journalism are countless the convergence of artificial intelligence, augmented reality, and advanced data analytics will not only change how news is reported but how we interact with it. The fusion of technology and journalism will not only revolutionize storytelling but also strengthen the role of media in fostering informed societies.

Yet, amidst all these innovations, ethical challenges will remain. Ensuring that technology is used responsibly to promote truth, transparency, and accountability will be the true test. As we advance, the essence of journalism—connecting people to the world around them—will continue to drive its evolution, making sure that no matter how the medium changes, the message remains as relevant and vital as ever.

-By Isha Pranjale
SYBAMMC

RETRO MOVIES, MUSIC & FASHION



INTERVIEW WITH POOJA KALE

Pooja Kale is a talented celebrity choreographer who has made a name for herself in the entertainment industry with her amazing dance skills. She has choreographed dance performances for famous Bollywood actresses like Kiara Advani in *Satya Prem Ki Katha* (2023) and Sara Ali Khan in the popular song 'Chaka Chak.' Her creativity is not limited to movies; she has also worked on advertisements, including a well-known Swiggy ad. Apart from being a choreographer, Pooja has also ventured into acting. She played a small but memorable role as Mastani in the Marathi movie *Phullwanti* (2024). With her passion for dance and creativity, she continues to inspire people and make a mark in the world of entertainment.

1.How was your experience while working with the *Phullwanti* team?

Being a Maharashtrian, I have always had a soft spot for the Marathi film industry. It was my first time working in front of the camera, and the other artists were very cooperative and kind. Director Mrs. Snehal Tarde was clear about her vision, and since everything was planned and prepared in advance, the shoot lasted only two days. It was an interesting experience to be on the other side of the camera.

2. Is there any difference in dance form in retro movies in comparison to now?

There is a lot of difference with respect to dance with lot of influence of other things. Like now there is a fusion of hip-hop and afro from Instagram. In retro movies, there was a lot of influence of ballroom dance and classical dance which have now become adulterated.

3.With whom did you enjoy working with?

It is difficult to answer this question as there is a lot of hard work put into each project. But I got the opportunity to work with great and hardworking artists. But if I had to choose I would love to mention Sara Ali Khan as "*Chaka Chak*" was my initial work in terms of Bollywood, *Satya-prem ki Katha* was also special for me as Kiara is a trained dancer so it was lovely collaborating with her.

4.What shift do you observe in the overall process of dance with respect to the era?

Earlier, songs were longer (4-6 minutes) and required extensive rehearsal, often taking weeks to perfect. Now, with shorter songs (2-3 minutes) and multiple projects, preparation time has been reduced to 1-2 weeks. The rise of Instagram and reel culture has shifted focus to hook steps, unlike earlier when entire songs, like *Chaiyya Chaiyya* and *Tauba Tauba*, were choreographed with equal emphasis.

5.What were some of the most iconic dance trends from past decades?

I cannot think of decades but the actors like Amitabh Bachchan, Akshay Kumar, Govinda, Madhuri Dixit, Aamir Khan, and Aishwarya Rai as there were many songs.

6.How was your experience while working for Swiggy?

The Swiggy project was exciting, as I was initially meant to stay behind the camera but got involved in the ad's choreography. The biggest challenge was conveying the message within 30 seconds to 1-2 minutes, but with an amazing crew, the experience was fun and rewarding.

Pooja Kale's journey as a choreographer and actor showcases her passion for dance and creativity. From choreographing Bollywood hits to venturing into acting, she continues to evolve and leave her mark in the entertainment industry.

-By Isha Pranjale
SYBAMMC

THE COLOURFUL EVOLUTION OF BOLLYWOOD

In the heart of India's cinematic legacy lies a golden era where dreams unfolded in shades of black and white. The simplicity of monochrome films painted stories so vivid that they remain etched in our hearts decades later. Today, as Bollywood dazzles with vibrant visuals and groundbreaking technology, it's essential to reflect on the journey that began with the soulful melodies and heartfelt storytelling of retro classics.

Recently, I got the chance to watch *Shree 420* (1995) in a movie theatre. This black-and-white gem transported me to an era of simplicity. What struck me was that the entire movie was shot in a studio. No sprawling locations or exotic backdrops, yet the filmmakers created a world so believable that it felt alive. The story of *Shree 420* was short and straightforward, yet deeply impactful. Raj Kapoor's effortless performance, Nargis's emotive expressions, and heartfelt songs like *Pyaar Hua Iqrar Hua* showcased how much could be achieved with limited resources but boundless creativity.

The introduction of color in Bollywood was nothing short of revolutionary. The 1960s and 70s saw a gradual shift, with films like *Guide* (1965) and *Junglee* (1961) embracing vibrant hues. Who could forget Saira Banu in *Junglee*, dancing with grace and charm amid the vibrant landscapes? Colours added new dimensions to storytelling. Lavish sets, elaborate costumes, and scenic landscapes became integral to the narrative. *Mughal-e-Azam* (1960) is a prime example. Initially released in black and white, its colorized version gave audiences a glimpse of its grandeur, cementing its status as a masterpiece.

Retro Bollywood was synonymous with emotion-packed dramas that touched the soul. Films like *Shree 420* and *Anand* (1971) explored themes of love, loss, and social justice with remarkable depth. While today's cinema dazzles with high-budget productions, it often revisits retro themes. Films like *Om Shanti Om* (2007) and *Action Replay* honor the golden era, blending nostalgia with modern storytelling. Retro Bollywood continues to inspire. From fashion trends like Madhubala's classic *Anarkali* dresses to the evergreen tunes of Kishore Kumar and Lata Mangeshkar, the influence of this era is undeniable. Even modern-day remakes, such as *Devdas* (2002) and *Chori Chori* (1956) reflect the timeless appeal of retro cinema.

Watching *Shree 420* made me realize how deeply today's cinema owes to the retro era. The focus on strong narratives, iconic dialogues, and memorable music is a legacy that continues to shape Bollywood. As Bollywood evolves, it carries the legacy of its past. From the monochrome frames of *Awara* (1951) to the kaleidoscopic world of *Kalki 2898 AD* (2024), Bollywood's journey is proof of its resilience and creativity. As we step into the future, let us celebrate the retro roots that continue to inspire and shape Indian cinema, reminding us that stories—no matter how they're told—remain timeless.

-By Aditi Jadhav
FYBAMMC

Bollywood's New-Age Divas Bringing Back Retro Glam!

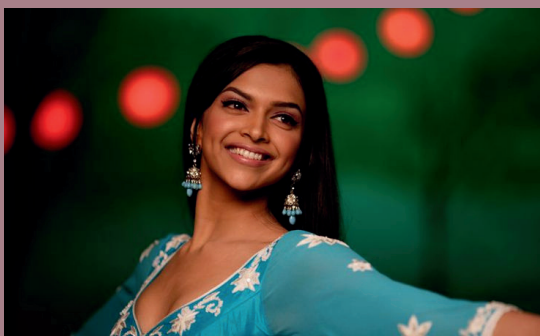
In the Golden Era of Bollywood (from the 1950s to 1970s), several actresses mastered retro fashion with their timeless elegance and bold style choices. These icons perfected their retro looks so effortlessly that they inspire Bollywood fashion even today.

After these legendary heroines, the retro trend was beautifully carried forward by actresses like Kajol, Karisma Kapoor, and Rani Mukerji, who kept vintage fashion alive with their memorable roles in films like *Raja Hindustani* (1996), *Kabhi Khushi Kabhie Gham* (2001), and more.

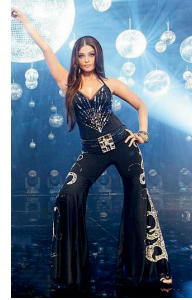


Here's a look at how Bollywood divas carried forward the vintage aesthetic in their films:

1. Deepika Padukone: Deepika Padukone's retro look in *Om Shanti Om* (2007), is truly iconic. One of the standout moments features her in a stunning blue outfit showcasing a vintage, glamorous vibe, with a fitted bodice and pants channelling the 70s fashion, paired with bold makeup—dramatic winged eyeliner and soft, peach-toned lips. Her voluminous waves add to the retro elegance. Equally stunning is her look in an elegant pink saree where Deepika exudes grace with intricate embroidery and soft, flowing fabric.



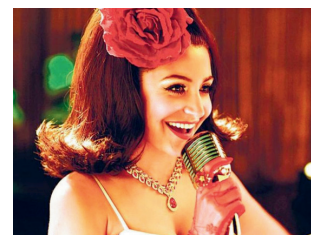
2. Aishwarya Rai: In *Action Replay* (2010), Aishwarya Rai's retro look is a tribute to 1970s fashion. In the song *O Bekhabar*, she wears bold, colorful outfits like bell bottoms and flowy dresses, paired with voluminous and soft waves. Her makeup features winged eyeliner, thick lashes, and warm-toned lips. In other songs like *Medley* and *Zor Ka Jhatka*, she continues to showcase vintage-inspired styles, with playful and chic outfits, reflecting the vibrant 70s Bollywood glamour. Her performance in *Action Replay* is a perfect blend of classic Bollywood charm with a modern twist.



3. Ileana D'Cruz: In *Barfi!* (2012), Ileana D'Cruz's character, Shruti, sports a chic retro look that complements the film's 1970s setting. Her style exudes simplicity and elegance, featuring classic silhouettes and soft, feminine details. Her hair is styled in voluminous waves or soft curls, typical of the retro era, and her makeup features winged eyeliner, subtle blush, and nude lips, which enhance her vintage-inspired glamour. Her look in *Barfi!* reflects the sophisticated, understated fashion of the 70s.



4. Anushka Sharma: In *Bombay Velvet* (2015), Anushka Sharma's retro look as Rosie Noronha blends 1960s and 1970s glamour. She wears elegant, body-hugging dresses with bold prints and structured silhouettes. Her hairstyle features voluminous waves or a sleek curled bob, and her makeup includes winged eyeliner, bold brows, and red lips, exuding old Hollywood glamour.



-By Alifiya Burhanpurwala
TYBAMMC

Bringing Back the Magic of Retro Posters

It seems almost forgotten in today's rat race for marketing and the computer-crafted slick visuals that we once had hand-painted movie posters. A bygone era when hand-painted posters were not just advertising; they were an art form that captured the essence of cinematography. These vibrant posters, with tantalizing personalities, adorned cinema walls, theaters, and street corners, luring crowds with vivid colors, dramatic portrayals, and larger-than-life star renderings.

Although the days of hand-painted advertising appear to be well beyond our time, the heritage it left in the cinematic industry remained. From the 1940s to 1980s hand-painted posters, particularly in the Indian regional film industry, were the mainstay in advertising films. These colorful, oversized pieces were often done by well-trained poster artists. Many worked in small studios and were contracted to artistically render a film. Hand-made posters, quite opposed to digitization, required more planning than the actual handiwork, brushmanship, and intuitive artistry. The results were usually unrefined and very energetically charged, bubbling over almost with raw emotion.

A few of the iconic posters would probably include films like *Sholay* (1975), *Mughal-e-Azam* (1960), and *Deewaar* (1975). A *Sholay* poster would usually feature towering, noticeably larger-than-life representations of Amitabh Bachchan and Dharmendra, guns in their hands or through poses where it seems like a gun is in the other, with backgrounds of blazing sunsets or something along the lines of explosions to create a tale of some exaggeration to inspire awe and to stir the curiosity. Not holding anything back, these hand-painted posters got out there with a big, ballsy eye-catching statement that sometimes went completely over the top itself.

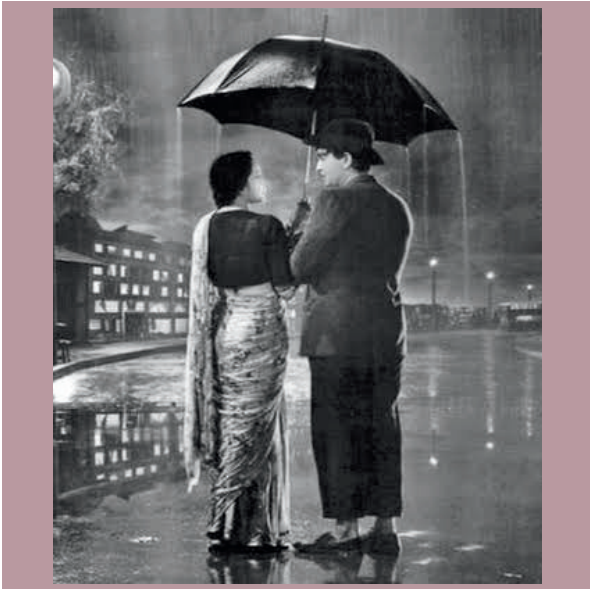
The hand-painted posters were a special way to promote the film but also because they echoed an attitude of cultural resonance with the consistencies and interests of the audience. At that time when television wasn't popular and the internet was yet a distant dream, such posters served as the prime and only platform through which the film's recognition and attractiveness could be illustrated. They became indispensable possessions of daily life, for urban and rural dwellers. Merely a single glance at such posters could portray the essence of the film. But more than that, these commodified images also reflect the social context in which they are created. Thus, in Bollywood's mellow years, that is, the 1970s and 80s, cinematic style was more mellow than the dramatizing days.



The posters also became part of local culture, and occasionally they became the subject of discussion. If a passerby ever saw it and acted on it while going by, such a piece of visual account assumed the double role of promoting a film and majorly functioning as an advertisement of potential cinematic action because it influenced the decision whether or not that person would go to watch the film.

-By Diksha Singh
FYBAMMC

Retro Romance: “Pyaar Hua Ikrar Hua” from Shree 420



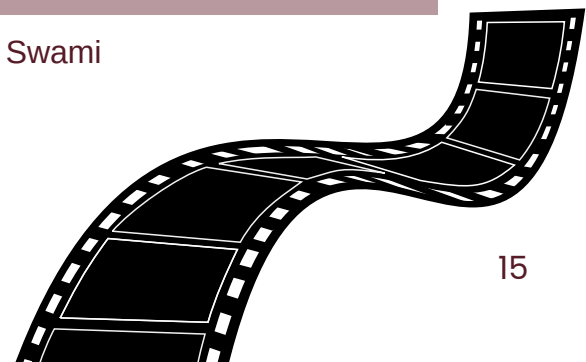
Released in 1961, “*Pyaar Hua Ikrar Hua*” from the film *Shree 420* is one of the most beloved romantic songs in Hindi cinema. Sung by Mukesh and Lata Mangeshkar, with music composed by Shankar Jaikishan, the song beautifully captures the innocence and purity of love. Featuring the iconic Raj Kapoor and Nargis, it remains a classic for its melodic charm and heartfelt lyrics.

The lyrics, “*Pyaar hua ikrar hua, pyaar se phir kya dar na,*” translate to “Love has happened, and confession has been made, then why fear love?”—a sentiment that resonates with every listener, evoking feelings of trust and surrender in love. The song’s carefree, celebratory nature mirrors the blossoming love filled with hope and joy.

What makes this song so enduring is not only its timeless melody but the way it perfectly encapsulates the essence of first love. The magical chemistry between Raj Kapoor and Nargis elevates the song’s emotional impact, leaving an indelible mark on the audience. “*Pyaar Hua Ikrar Hua*” continues to be a symbol of eternal romance in Bollywood, loved by generations

“*Pyaar Hua Ikrar Hua*” is more than just a song; it’s a cinematic experience that captures the essence of Bollywood’s golden age. The song’s visual depiction of Raj Kapoor and Nargis under an umbrella in the rain has become one of the most iconic images in Indian cinema, symbolizing romance and togetherness. The simplicity of the setting, combined with the poignancy of Shailendra’s lyrics and the timeless melody, resonates deeply with audiences even today. It represents the hope and optimism that love brings, transcending social barriers and challenges. As generations continue to hum its tune, the song remains a cherished reminder of love’s purity and the magic of storytelling through music and visuals.

-By Gauravi Swami
FYBAMMC



Iconic Sitcoms of the '70s and '80s

The 1970s and 1980s were a golden age for sitcoms, with shows that redefined comedy, challenged societal norms, and became cultural touchstones. Standout shows like *All in the Family* (1971–1977), *The Mary Tyler Moore Show* (1970–1977), and *Sanford and Son* (1972–1977) revolutionised sitcoms with their fresh takes and dynamic themes.



Dramas That Redefined Storytelling

The 1970s and 1980s brought us some unforgettable dramas that changed the landscape of television storytelling. *Dallas* (1978–1991) became a global sensation with its gripping tale of oil tycoons and family betrayals, leaving audiences on the edge of their seats asking, “Who shot J.R.?” Similarly, *Hill Street Blues* (1981–1987) was groundbreaking for its gritty, realistic portrayal of police work, featuring layered characters and serialized storytelling that paved the way for modern dramas like *The Wire* (2002).

Another iconic series, *Dynasty* (1981–1989), captured the essence of '80s excess with its opulence, power struggles, and dramatic catfights. The show's glamorous costumes and intense rivalries kept viewers glued to their screens. Lastly, *Magnum, P.I.* (1980–1988) charmed audiences with Tom Selleck's portrayal of a charismatic private investigator in Hawaii, complete with a red Ferrari and that iconic mustache.

Game Shows That Kept Us Guessing

The world of game shows exploded in the 1970s and beyond, captivating audiences with their engaging formats and charismatic hosts. *The Price Is Right* (1972–present), famously hosted by Bob Barker during this era, became a daytime TV juggernaut. Its mix of guessing games and audience participation made it a household favorite. Another classic, *Family Feud* (1976–present), won over families with its engaging survey-based format and the charm of host Richard Dawson, making it a must-watch across the country.

The revival of *Jeopardy!* (1984), under the iconic Alex Trebek, transformed it into the gold standard for intellectual quiz shows, challenging contestants to respond in the form of a question. Similarly, *Wheel of Fortune* (1975) became an enduring phenomenon thanks to Pat Sajak and Vanna White, who made puzzle-solving entertaining with their spinning wheel and catchy theme music.

Fashion and Trends Inspired by TV

Television wasn't just a source of entertainment; it significantly influenced style and culture. Iconic looks from the '70s and '80s, such as the feathered hairstyles of *Charlie's Angels* (1976–1981), and Fonzie's leather jacket from *Happy Days* (1974–1984) became defining trends of the era. TV even shaped our language, with memorable catchphrases like “Sit on it!” from *Happy Days* and “Dyn-o-mite!” from *Good Times* becoming part of everyday conversations.

Behind the Scenes: The Making of Classics

Many of these shows were revolutionary in their creation. Sitcoms like *The Mary Tyler Moore Show* (1970) introduced a feminist perspective to the small screen, while dramas like *Hill Street Blues* (1981) pioneered ensemble casts and serialized storytelling. The creative risks taken during these decades laid the foundation for modern television, influencing the storytelling techniques we see today.

The '70s and '80s were more than just a time of entertainment—they represented an era of cultural milestones, creative breakthroughs, and shared memories. These timeless classics remind us of television's power to bring people together, spark conversations, and leave lasting legacies.

-By Vrushank Kamble

FYBAMMC

Fashion : A 'Re-throw back' (Retro) to nostalgia.

Retro – an aesthetic that shoves our brain into the nostalgic memories of past lifestyles which can almost draw a diagram in our minds that goes from the fashion of the 50s leading its way to the 90s. Though we adapt to different lifestyles irrespective of it being Western or traditional, we can't help but revive the pleasant aura of the past fashion attires as well.

Speaking of retro fashion, our mind quickly creates the images of those bell-bottom pants, fabric-dyed hairbands polka dotted crop shirts with a knot worn by the 70's queens. I could almost imagine myself rocking that attire with few accessories adorning my hands, swaying in an old Indie club while sipping on fruit beer. This clothing style reminds me of Deepika's character in the movie – *Om Shanti Om* (2007), as her visuals serve the fabulous old 70's-80's aesthetics.

Styling is an art that not only persists among female clothing but also the male. Talking about men dressing in retro styles, how can we forget the strap suspenders worn over button-up shirts? Suspenders were a common choice in the 1930's because a belt could not work when trousers were extremely high-waisted which made it difficult to hold it around the waist. The flowing vertical lines can compliment the outfit often making them look even better than a belt. I could already imagine a man wearing 'Film noir style' clothing with a coat on and cigar smoke wafting in the air while he passes by the local bars of London.

It's amusing to witness the generation going from preferring tight pants to baggy pants, however, it would be such a waste of gold to forget the olden iconic styles. It wouldn't be surprising either if the ponchos and strap suspenders came into the trend and we see millions of posts under the hashtag. Thus 'Retro' can always be 'Re-lived, Re-winded and Re-membered.'



-By Kiah Mistry
FYBAMMC

Doordarshan: The Pioneer of Family Drama in Indian Television



Doordarshan (DD), India's first and most iconic television channel, holds a special place in the hearts of millions. Launched in 1959 as an experimental service in Delhi, it transformed into a national broadcaster by the 1980s. Doordarshan didn't just introduce television—it became a part of everyday life. It wasn't just about entertainment; it became a ritual, something families gathered around, something that sparked conversations and brought people closer.

What made Doordarshan special was how deeply its shows connected with people. Among them, family dramas became the heart of Indian television. These were reflections of real life—of love, struggles, dreams, and relationships. As people got emotionally attached, they wanted more, and soon, family dramas weren't just a trend; they became a necessity. That's how this genre was born—not as a business strategy but as a response to what people truly wanted.

The family dramas of that era were pure gold—simple yet powerful, rooted in reality, and rich with emotions. They weren't just about high-stakes drama; they carried meaning, messages, and a warmth that made them unforgettable. No matter how much television evolves, the demand for stories that touch the heart will never fade.

Early Dramas

The late 1970s and early 1980s saw the emergence of shows that depicted everyday life in India, blending entertainment with moral and social messages.

- **Hum Log (1984)** – Often considered India's first television soap opera, *Hum Log* was a game-changer. Created by P. Kumar Vasudev, the show followed the struggles and aspirations of a middle-class family.
- **Buniyaad (1986-87)** – Directed by Ramesh Sippy, this show revolved around the trauma of Partition and its long-lasting impact on families.

The Golden Era

As the 1980s progressed, Doordarshan continued to refine the family drama format, producing shows that were both relatable and socially relevant.

- **Malgudi Days (1986-87)** – Based on R.K. Narayan's short stories, this series captured the essence of small-town India, blending nostalgia with poignant storytelling.
- **Yeh Jo Hai Zindagi (1984-85)** – A lighthearted family sitcom that brought humor into the everyday lives of middle-class Indians.
- **Nukkad (1986-87)** – Though more of a slice-of-life drama, *Nukkad* beautifully depicted the struggles of lower-income groups.

The Legacy of Doordarshan's Family Dramas

Doordarshan shaped the way India told its stories. It laid the foundation for family dramas, setting a standard that generations of writers and producers would follow. Even when private channels took over in the 1990s, they didn't start from scratch; they built upon the storytelling style Doordarshan had pioneered. Some of the biggest shows of later years, like *Kyunki Saas Bhi Kabhi Bahu Thi* (2000-2008) and *Balika Vadhu* (2008-2016), wouldn't have existed without the path paved by classics like *Hum Log* and *Buniyaad*.

Today, Doordarshan may not be the first choice for prime-time entertainment, but its impact is still very much alive. The stories it told became a part of people's lives, shaping memories and reflecting the dreams, struggles, and values of Indian families. Even as television evolves, that connection, that nostalgia, and that influence remain unshaken.



-By Rakhi Choudhary
TYBAMMC



This vibrant illustration is a poster for a retro music party, evoking nostalgia with its bold, vintage typography and cassette tape graphic. The design captures the essence of classic hits and live performances, with the party set to kick off at 21:00. While general entry is priced at \$5, the poster offers a special "free entry for ladies" to entice more attendees. The mix of warm colors and dynamic lines bring an energetic vibe, perfectly embodying the funk and groove of the retro era. A perfect piece for anyone who loves to reminisce on the best musical hits from the past!

-By Jasmeet Unzan,
FYBAMMC

An Ode to the History and Future of Indian Cinema

When looking at this Shatterspeed edition's theme "Retro and Beyond", the only film that perfectly encapsulates this motif was Payal Kapadia's Grand Prix and Palm d'Or winning '*All We Imagine As Light*.'

To me, this movie symbolises the future of India and what films in our country have to offer to the world. With its nuanced messages and even more multifaceted cinematography, *All We Imagine As Light* makes viewers reminisce over retro films with its 5:3 aspect ratio. From the way it captures the blurring aesthetic of every Mumbaiker's hustle to the upstanding ideologies of patriarchy challenged by our female leads, the film takes viewers back to an era of cinema which is popular to many.

The film is rooted in a very realistic and conservative society where characters such as Prabha and the other nurses in the hospital judge Anu for her interfaith and premarital relationship with Shiaz, a Muslim man. All 3 main characters, Prabha, Paravty and Anu represent a woman's independence and desire. Prabha, a married woman who has been abandoned by her husband, is conservative. She stands for orthodox and reserved ideas such as putting your husband before you and not believing in premarital relationships or a 'spinster' life. However, she contrasts this very own conservative notion with her life of independence where she earns for herself to survive while battling her desire and yearning for love.

Anu's desire for a life of her own without the constant pressure from her parents for marriage is reminiscent of many Indian girls' fate, however, she pushes past it by continuing a relationship with Shiaz and focusing on her future and desires. Anu's curiosity in life, whether it be travelling to new places or trying new things, exemplifies the modern woman archetype who is multifaceted.

Parvaty serves as a perfect balance between both. Although a character with many layers, she stands for independence and progress. She chooses to live life on her own terms and doesn't let the demands of others force her to surrender her spirit. When her building redevelops and aims to push her out, she doesn't go down without a fight and when she chooses to go back to her village, she doesn't let the traditional lens restrict her desires, for eg. the liquor she brings back from the city with her.

Lastly, the film's title itself suggests a contemplation of light—not just as a physical phenomenon but as a metaphor for hope, knowledge, and the future. Kapadia invites viewers to reflect on what is illuminated and what remains in shadow, both in the cityscape and within the human psyche. This interplay of light and darkness serves as a metaphor for the characters' internal struggles and the broader societal transformations occurring in Mumbai.

For many like me, *All We Imagine As Light* struck a chord within us that words could never do justice with their depiction of larger-than-life characters and their complexities. The film has served as a clear mark for the new era to come- characters with nuances and its organic portrayal.

-By Aditri Nair
TYBAMMC

Timeless Trends of Retro Fashion

Retro fashion refers to styles from the past that have come back into the spotlight, gaining renewed popularity among modern fashion enthusiasts. These trends are often a tribute to the past, evoking nostalgia for eras such as the '60s, '70s, '80s, and '90s. From iconic silhouettes to bold colors, retro fashion continues to inspire new generations.

1. The 1960s

The 1960s saw the rise of the mod style, characterized by geometric patterns, mini skirts, and vibrant colors. This period was defined by youthful energy and a desire to break free from the conservative fashion norms of the previous decades. Designers like Mary Quant introduced the mini skirt, and models like Twiggy personified the bold, androgynous look that defined this era. In today's fashion.

2. The 1970s

The 1970s was a time of experimentation, where fashion took on diverse forms, from the bohemian chic looks with flowing fabrics and floral patterns to the glamorous, disco-inspired outfits adorned with metallic and sequins. The boho look, with its emphasis on ethnic prints, bell-bottom jeans, and suede jackets, continues to influence modern streetwear. Meanwhile, the disco era's glitzy jumpsuits, platform shoes, and statement accessories are perfect for modern eveningwear.

3. The 1980s

The '80s are perhaps best remembered for their boldness and excess. Oversized silhouettes, neon colors, leather jackets, and statement accessories were the order of the day. This era's fashion was heavily influenced by pop culture icons like Madonna and Michael Jackson, who sported edgy, glamorous looks that still inspire designers today.

4. The 1990s

The 1990s brought a more laid-back, casual approach to fashion, with minimalism, grunge, and hip-hop influences emerging as dominant trends. Think slip dresses, baggy jeans, plaid shirts, and chunky sneakers. The '90s grunge look, popularized by bands like Nirvana, is making a significant return, with oversized flannel shirts, combat boots, and distressed denim becoming staples in today's wardrobes.



Why retro fashion matters?

Retro fashion serves as both a creative source of inspiration and a reflection of cultural history. By revisiting past trends, we not only pay homage to the creativity and innovation of previous decades but also find new ways to reinterpret these styles to suit modern tastes. Moreover, as fashion cycles continue to evolve, retro trends offer an affordable way for individuals to access high-quality, vintage pieces that carry with them a sense of character and history.

From the bold colors of the '60s to the minimalism of the '90s, retro fashion allows us to explore the history of style while staying ahead of modern trends. As fashion continues to evolve, we can expect retro-inspired designs to remain an integral part of the fashion landscape. Whether through vintage pieces or contemporary takes on past trends, retro fashion is here to stay, proving that what's old can always be made new again.

-By Nikita .S. Nerurkar
FYBAMMC

ICONS



Interview With Aditi Sarangdhar

Aditi Sarangdhar is a shining star in the Marathi entertainment industry. She is known for her effortless yet powerful performances that have left an indelible mark on audiences' hearts. From the stage to television and cinema, her journey is a beautiful blend of drama, emotion, and intensity. With a radiant persona and an acting style that brings every emotion to life, she stands apart with her unique presence. Deeply rooted in Marathi culture while embracing modern storytelling, Aditi continues to captivate audiences with her artistry, leaving a lasting impression on the world of Marathi entertainment.

1.What difference do you feel is still prevalent in the retro era vs now?

Cinema has always explored advanced themes, but the key difference now is the role of social media. Earlier, films relied on theatres and television for reach, whereas today, social media amplifies their impact, making discussions more widespread and interactive.

2.What are your thoughts on technological advancements and the use of AI in the film industry?

Technological advancements, especially AI, have changed the way stories are portrayed in films. While themes like crime and social issues were explored in the past and continue to be today, the way they are presented has evolved. Earlier, emotions were conveyed purely through performances, whereas now, editing and AI tools enhance storytelling, making it more visually compelling and immersive.

3.Do you think morphing photos or videos is dangerous for the industry?

I don't see AI as a danger because the original will always have its unique essence. While AI can replicate an actor's image or voice, like morphing Mr. Bachchan into a scene, it can't fully capture the authenticity and emotional depth of a real performance. The original will always stand apart, while the duplicate remains just an imitation.

4.Do you think audience preferences have changed in television over the years, especially with your experience working in *H. M. Bane T. M. Bane*?

Yes, audience preferences have shifted significantly. Earlier, shows like *Vadalvat* (2007) held viewers' attention for an hour, with long, detailed scenes lasting up to 20 minutes. Now, with the fast-paced nature of life, people prefer shorter, quick-paced content, like 5-minute skits. While working in *H. M. Bane T. M. Bane*, I noticed how storytelling had to adapt to keep audiences engaged while catering to modern viewing habits.

5.Are there any recent movies or series that you particularly liked?

Currently, I'm watching *Good Doctor* (2024), which explores a character with behavioral issues and how society accepts him. I also watched *Posham Pa* (2019), which carries deep emotions that people often hesitate to express due to social media pressure. I feel that social media has influenced us so much that, at times, we are forgetting our true selves.

Aditi Sarangdhar's journey in the Marathi entertainment industry reflects her adaptability and passion for storytelling. As cinema and television evolve with technology and changing audience preferences, she continues to leave a lasting impact with her performances, staying true to her artistic essence.

-By Isha Pranjale
SYBAMMC

Voice that Owned Characters and our Hearts

Kishore Kumar, a legendary figure in Indian music, is remembered for his versatile and soulful voice. Born on August 4, 1929, in Khandwa, Madhya Pradesh, he first tried acting but soon found his true passion in singing. His career began with the movie *Ziddi* (1948), and over time, he became the voice for Bollywood superstars like Rajesh Khanna, Amitabh Bachchan, and Dev Anand.

Kishore's voice was perfect for all types of songs, from romantic hits like "*Mere Sapno Ki Rani*" to lively songs like "*Roop Tera Mastana*." He worked with renowned music composers like S.D. Burman and R.D. Burman to create unforgettable music. Beyond singing, Kishore was also an actor and composer, known for his humor and charm on screen. His work in music and films made a lasting impact on the industry.

Kishore Kumar's influence in Indian cinema extended beyond his exceptional vocal abilities. His voice became synonymous with the emotions and stories portrayed on screen, allowing audiences to connect with the characters he represented. He was not just a playback singer; he was a storyteller who brought the lyrics to life with his emotional delivery. His collaborations with top music directors like S.D. Burman, R.D. Burman, and Laxmikant-Pyarelal resulted in some of the most iconic and timeless melodies of Bollywood. Songs like "*Humein Tumse Pyar Kitna*" and "*O Mere Dil Ke Chain*" remain etched in the memories of listeners, showcasing his ability to convey deep emotions through his voice.

Kishore's playful and energetic nature also found expression in his music. Tracks like "*Aaj Kal Tere Mere Pyar Ke Charche*" and "*Babu Moshai Zindagi Badi Haseen Hai*" brought a sense of fun and spontaneity. He was the ultimate singer-actor, with an innate ability to match his performance with the mood of the film, whether it was in a romantic, tragic, or comic context.



In addition to his music, Kishore Kumar was known for his offbeat personality. He often lived life on his terms, embracing a carefree, eccentric lifestyle that added to his charm. His love for music, however, remained his constant companion and his dedication to his craft never wavered. Despite his fame, he was known to be humble, often shying away from public attention and focusing solely on his work.

Even today, his music remains a timeless part of Indian pop culture. Young listeners still discover and fall in love with his songs, ensuring that Kishore Kumar's legacy will continue to live on for generations. His songs, full of heart and soul, are a testament to his genius and remain an integral part of the fabric of Bollywood's golden era.

-By Anushka Tiwari
FYBAMMC

Dev Anand: The Charismatic Legend



Dev Anand, born on September 26, 1923, in Gurdaspur, Punjab, is a towering figure in Indian cinema, celebrated for his remarkable contributions as an actor, director, and producer. With a career that spanned over six decades, he became synonymous with romance and charm. His films, such as *Guide* (1965) and *Baazi* (1951) showcased his versatility and deep connection with viewers.

Dev Anand completed his education in English literature at the Government College in Lahore. After the partition of India, he moved to Bombay (now Mumbai) to pursue his dreams in the film industry. His first significant role came in the film *Hum Ek Hain* (1946), but it was his performance in *Ziddi* (1948) that catapulted him to fame. The film's success marked the beginning of a prolific career that would see him become a household name.

Dev Anand was known for his unique style, characterized by his trademark hairstyle, charming smile, and distinctive way of delivering dialogues. He often portrayed the quintessential romantic hero, embodying the spirit of youth and love. His on-screen chemistry with leading ladies like Nargis, Waheeda Rehman, and Nutan became legendary.

Some of his most memorable films include *Baazi* (1951), *Guide* (1965), *Jewel Thief* (1967) and *Hare Rama Hare Krishna* (1971). *Guide*, in particular, is considered a classic and showcases his versatility as an actor. The film, based on R.K. Narayan's novel, received critical acclaim and is still regarded as one of the finest works in Indian cinema. The film's music, composed by Sachin Dev Burman, further enhanced its appeal, with songs like "*Tere Mere Sapne*" becoming timeless classics.

One of the most intriguing aspects of Dev Anand's life is the unusual ban on him wearing black suits in public. This restriction stemmed from the overwhelming reaction of his female fans. It was reported that when he donned a black coat, women would become so enamoured that some even attempted to harm themselves if they couldn't catch a glimpse of him. The phenomenon reached such alarming levels that a court order was issued, preventing him from wearing black in public.

Dev Anand was also a visionary director and producer. He founded his own production company, Navketan Films, which produced several successful films. His directorial ventures, such as *Hare Rama Hare Krishna*, addressed contemporary social issues. Throughout his illustrious career, Dev Anand received numerous awards and accolades, including the prestigious Dadasaheb Phalke Award in 2002, which is the highest honor in Indian cinema. He was also honored with the Padma Bhushan, India's third-highest civilian award, for his contributions to the arts. He collaborated with some of the best music composers of his time, including Sachin Dev Burman and R.D. Burman, creating soundtracks that are still cherished today.

Dev Anand passed away on December 3, 2011, but his legacy endures. His films remain timeless, and his portrayal of love and romance continues to resonate with audiences today. As the "evergreen" star of Indian cinema, Dev Anand's spirit lives on. His journey from a young aspiring actor to a cinematic legend is a story of passion, perseverance, and an undying love for the art of film, making him an eternal icon in the hearts of millions.

-By Prarthana Uchil
FYBAMMC

Madhubala: A Symphony of Beauty

Madhubala, often referred to as the "Venus of Indian Cinema", is a quintessential figure of the retro Bollywood era. Born on February 14, 1933, she became a symbol of beauty and talent, captivating audiences with her performances in the 1950s and 60s. Her most iconic role in *Mughal-E-Azam*(1960), showcased not only her stunning looks but also her remarkable acting prowess, as she portrayed the tragic love story of Anarkali with grace and depth. The film remains a landmark in Indian cinema, known for its grand sets, exquisite costumes, and unforgettable music.

Madhubala's beauty was often described as ethereal, characterized by her flawless complexion, expressive eyes, and captivating smile. Her iconic dimples added to her charm, making her one of the most photographed actresses of her time. She had a unique ability to convey a range of emotions through her expressions, which only enhanced her on-screen presence. Her style was a blend of traditional Indian elegance and contemporary fashion, often seen in elaborate sarees and stunning jewellery that accentuated her grace.

The retro theme surrounding Madhubala is deeply intertwined with the cultural fabric of her time. The 1950s and 60s were a period of transformation in India, where traditional values began to blend with modern influences. Madhubala's characters often reflected this duality—strong yet vulnerable, embodying the aspirations of a new generation while remaining rooted in cultural heritage. Her performances in films like *Chalti Ka Naam Gaadi*(1958) and *Kismet*(1943), showcased her versatility, allowing her to effortlessly transition between romance, comedy, and drama.



Her films, characterized by melodious music and elaborate sets, evoke nostalgia for a bygone era. Songs like "*Pyar Kiya To Darna Kya*" from *Mughal-E-Azam* (1960), continue to resonate, reminding us of the timeless charm of her performances. Despite her untimely death at the age of 36, Madhubala's legacy endures, as her films are celebrated in retrospectives and film festivals.

Madhubala's life was not without challenges, she faced personal struggles, including a tumultuous relationship with her family and health issues that plagued her later years. Yet, her resilience and dedication to her craft shone through, making her an enduring symbol of strength. Today, Madhubala remains an icon, her image gracing vintage posters and memorabilia. She is a testament to the golden age of Indian cinema, where her beauty, talent, and tragic life story continue to inspire generations, making her a true retro legend. Her influence can be seen in contemporary cinema, where filmmakers often pay homage to her style and grace, ensuring that the spirit of Madhubala lives on.



-By Snigdha Tambe
FYBAMMC

Charlie Chaplin: The Comedy King of Cinema

Charlie Chaplin is one of the most famous actors in movie history. His funny and touching performances made him a beloved figure around the world. Let's take a simple look at his life and why he remains so special.

Charlie Chaplin was born on April 16, 1889, in London, England. Even as a child, he loved to perform. Despite having a tough childhood, his passion for acting never faded. This love for the stage eventually led him to Hollywood, where he became a star. Chaplin's most famous character is the *Little Tramp*. Dressed in a bowler hat, cane, and moustache, this character made people laugh and cry. The *Little Tramp's* mix of humor and sadness made him an unforgettable figure in cinema. Chaplin made many great movies that people still watch today. Some of his best films are "*The Kid*" (1921), "*The Gold Rush*" (1925), and "*Modern Times*" (1936). These movies are funny, and touching, and often talk about important issues of the time.

Chaplin worked in both silent and sound films. While many actors struggled with the change to sound, Chaplin's talent shone through. His ability to tell stories without words made him a true pioneer. Chaplin's influence on comedy and film is still strong today. His creative storytelling and timeless humor continue to inspire actors and filmmakers. Even now, his movies are celebrated for their artistry and impact.

Charlie Chaplin's legacy is a reminder of the power of laughter and great storytelling. His contributions to film will be remembered for generations, making him one of the most iconic actors in movie history.

In addition to his music, Kishore Kumar was known for his offbeat personality. He often lived life on his terms, embracing a carefree, eccentric lifestyle that added to his charm. His love for music, however, remained his constant companion and his dedication to his craft never wavered. Despite his fame, he was known to be humble, often shying away from public attention and focusing solely on his work.

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-By Vidya Semwal
FYBAMMC

Guru Dutt: The Tragic Genius behind "Kaagaz Ke Phool"

Guru Dutt was one of Indian cinema's most talented and celebrated filmmakers. He was a director, actor, and producer who changed how stories were told in Bollywood during the 1950s and early 1960s. His movies often focused on themes like unfulfilled love, societal pressure, and the beauty of sadness. Among his many brilliant works, his last film as a director, *Kaagaz Ke Phool* (1959), is remembered today as a classic, even though it was a box office failure when it was released.



Early Life and Career

Guru Dutt was born in 1925 in Bangalore. His career in films started as a choreographer. Later, he worked with filmmaker Amiya Chakravarty and actor Dev Anand, which helped him learn the craft of filmmaking. He directed his first film, *Baazi* (1951), which combined thriller elements with Bollywood's style, marking the beginning of his unique storytelling technique.



A Legacy of Great Films

Some of Guru Dutt's most famous films include *Pyaasa* (1957) and *Sahib Bibi Aur Ghulam* (1962). His movies often showed women as strong, complex characters and featured unforgettable music. He worked closely with talented artists like lyricist Sahir Ludhianvi, and composer S.D. Burman, and cinematographer V.K. Murthy, created films that felt like poetry on screen.



From Failure to Cult Classic

Kaagaz Ke Phool was India's first film shot in CinemaScope. The movie starred Guru Dutt and Waheeda Rehman, whose on-screen chemistry was magical. The story follows Suresh Sinha, a successful filmmaker whose life falls apart because of societal judgment and his silent love for an actress, Shanti.

Though the film had a fresh storyline, beautiful visuals, and wonderful music by S.D. Burman, it flopped at the box office. The film was too ahead of its time. Its failure upset Guru Dutt so much that he stopped directing movies.



Rediscovered as a Masterpiece

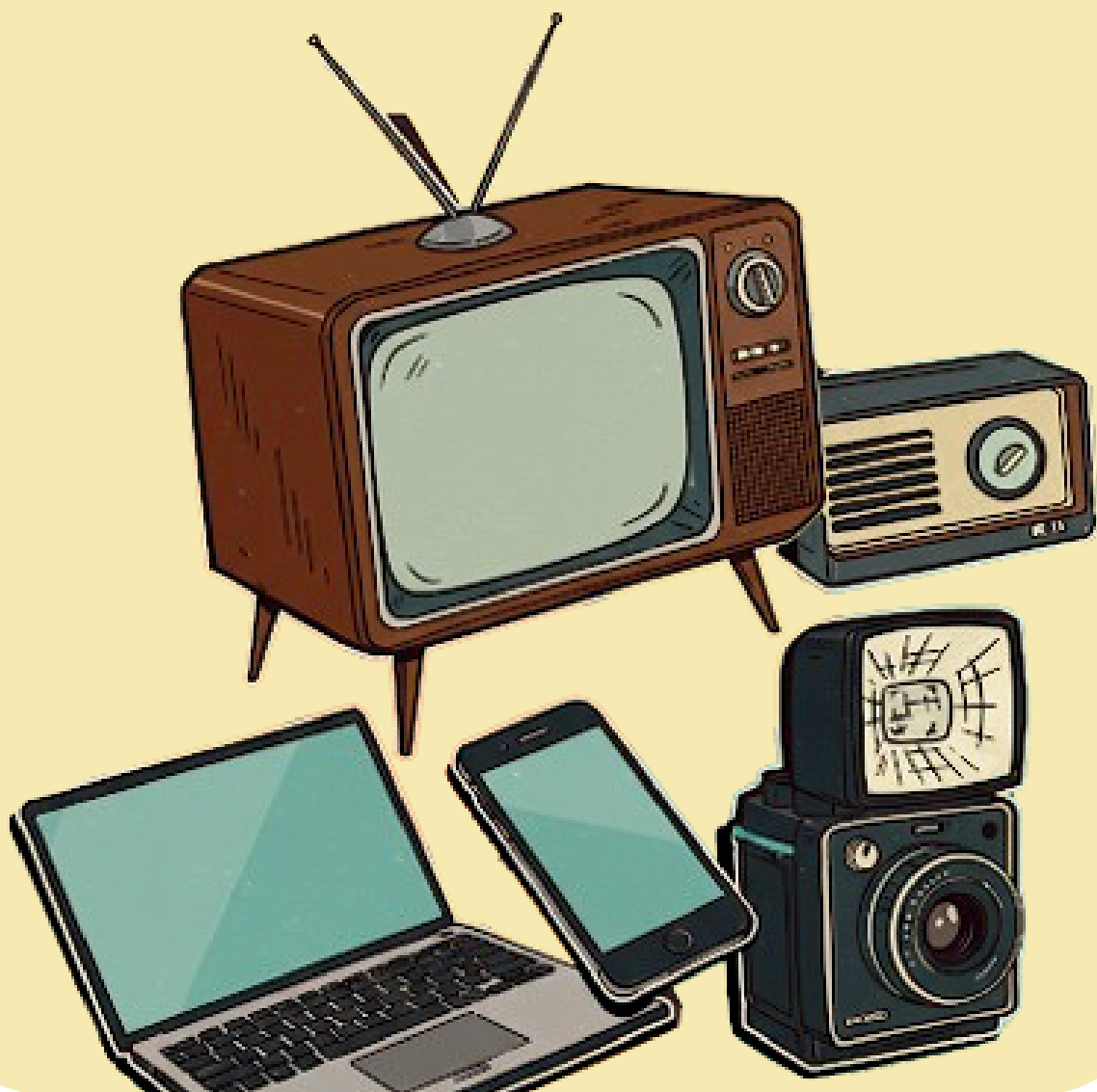
Years later, *Kaagaz Ke Phool* was rediscovered and loved by new generations. Cinephiles started appreciating its narrative, direction, and emotional depth. Today, it is considered one of the greatest films ever made in India. The song "*Waqt Ne Kiya Kya Haseen Sitam*" is still loved for its haunting melody and lyrics.

Guru Dutt's work remains unforgettable. While *Kaagaz Ke Phool* was not appreciated during his life, it has become a timeless classic, proving the genius of its maker. His films continue to inspire filmmakers and audiences, reminding us of the close connection between art and the artist's life.

-By Krithika Shetty

TYBAMMC

RETRO MEDIA, TECHNOLOGY AND GADGETS



The Stamp Collector's Tale

Amid the hum of lively conversations and the occasional bursts of applause from an adjacent stage, 83-year-old philatelist Ullhas Chogle sits at his exhibit at the Maay Marathi Kala Sangam, his eyes twinkling behind his thick glasses. His collection is an intricate tapestry of Maharashtra's cultural and historical legacy. Curious onlookers marvel at the stamps that depict Marathi literature, art, sports legends, and historical figures. Some lean in closer to examine the minute details, while others listen intently as Chogle passionately explains the significance of each piece.

I take a seat across from him, surrounded by the vibrant chatter of festival-goers immersing themselves in Marathi heritage. "How did this journey begin?" I ask, watching as he gently runs his fingers over a stamp featuring a young Sachin Tendulkar.

His smile is wistful. "I was fifteen when I got my first stamp. Back then, I would visit the General Post Office (GPO) regularly, waiting for the latest releases. The thrill of holding a new stamp in my hands was unparalleled. Over time, my collection grew, and so did my fascination."

He carefully picks up a stamp depicting the historic Raigad Fort. "This one," he says, eyes lighting up, "was issued to commemorate Chhatrapati Shivaji Maharaj. The detailing is remarkable. See the fort's structure, how they captured the bastions and the rugged Sahyadris in the background? Each stamp tells a story."

As we talk, a group of young visitors pauses by the exhibit, drawn in by his enthusiasm. He holds up a stamp with an unusual texture and invites them to feel it. "This is an embossed stamp," he explains. "It has raised patterns you can feel. Some stamps even have 3D designs!" The children's fascination mirrors his own, and I can't help but admire how he bridges the generational gap with his storytelling.

"Do you think young people are still interested in philately?" I ask. He nods, albeit with a tinge of nostalgia. "It's different now. The digital age has changed how people collect things. But look around you," he gestures at the small crowd lingering by his stall. "Interest isn't lost; it just needs a little nudge."

As our conversation winds down, he reaches into a small box and carefully picks out a stamp. It features a city in Saudi Arabia, issued under the international stamps collection. He hands it to me with a warm smile. "A token for you. Keep it safe, and maybe one day, you'll pass it on."

I turn the stamp over in my hands, feeling its delicate edges, touched by the sentiment. In an age of fleeting digital moments, this tiny piece of paper suddenly feels timeless.

-By Saniya Kadam,
TYBAMMC

The Art of Vintage Photography

Have you ever looked at an old family photograph and wondered about the story behind it? Vintage Indian photography studios hold a special charm and have played a big role in preserving memories in their unique way. These studios were not just places to get photos taken; they were spaces filled with magic, creativity, and tradition.

Back then, photography was not as casual as it is today; it was a special event. People didn't carry cameras in their pockets, so a visit to the photography studio was an event. Families dressed in their best clothes—men wore suits, women draped their finest sarees, and even children were neatly dressed. The studio was where memories were carefully created. One of the most fascinating parts of these studios was their backdrops.



They featured hand-painted backgrounds showcasing everything from royal palaces to gardens and exotic landscapes. These backdrops added a regal touch to the photographs. Props were also an important part of the setup; from fancy chairs to fake flowers, everything was arranged to make the photograph look special.

This photo feels like stepping back in time to a moment of grace and royalty. Look at her—the way she's dressed in that traditional saree, adorned with intricate jewellery like necklaces, bangles, and that lovely ornament on her forehead. It's not just a picture; it's a story of elegance. She stands confidently, with one hand gently resting on that beautiful wooden table covered with a fancy cloth. And the vase of flowers? It adds such a soft, delicate touch. The background is equally stunning, featuring hand-painted curtains, bookshelves, and an impressive design that resembles a grand palace.

It makes the whole photo feel so royal. Even the patterned carpet adds to the charm. Everything in this picture — her pose, the props, and the soft, faded colors shows how much care went into capturing moments back then. It's not just a photo; it's a piece of history. Photographers in those days had to be true artists. They didn't rely on modern editing tools; they knew how to adjust the light, pose their subjects, and even retouch photos by hand. Every picture was a labor of love.

These vintage photographs are more than just images; they are windows into a time when every detail was thoughtfully planned and every moment was captured with care and artistry. They remind us of the skill, creativity, and dedication that went into creating timeless memories. Each photograph carries a sense of dignity and beauty, preserving not just faces but also stories, traditions, and emotions for generations to cherish.

-By Shriya More
FYBAMMC

Nokia: The Phones That Shaped a Generation

Nokia was a leading brand in the mobile phone industry during the late 1990s and early 2000s. The brand became synonymous with reliable, durable, and user-friendly mobile devices. Known for their simple, robust design and long battery life, Nokia phones became a staple in the mobile phone market. These phones were often characterized by physical keypads, monochrome or early color screens, and the use of feature-rich, but simple software.



Earlier, Nokia was not just a phone brand—it was a cultural phenomenon and a symbol of technological progress. The company played a significant role in shaping retro media, from advertisements and product designs to innovations that transformed communication.

Nokia 3210 (1999)

During the retro era, Nokia phones were featured prominently in films and television, often as symbols of style, status, or futuristic tech. Nokia phones were often used by characters to signify modernity or wealth, becoming a symbol of success. Nokia pioneered the concept of customizable ringtones, making them an integral part of retro media culture. During the retro era, Nokia phones were featured prominently in films and television, often as symbols of style, status, or futuristic tech. Nokia phones were often used by characters to signify modernity or wealth, becoming a symbol of success. Nokia pioneered the concept of customizable ringtones, making them an integral part of retro media culture.

These phones had unmatched features and facilities, the phones were very durable, they never used to break even after falling multiple times and were water resistant. Battery life of models like 3310 would last up to one week with single charging and frequent use. Phone models like 3210 and 3310 allowed users to swap the faceplates to add personalisation, with various ringtones which are still famous today like Ascending, Funky, and Chimes.



8210 (1999):

The coolest features were simple but addictive games like Space Impact, Bounce and Snakes were the most popular of them all. Early models like the 7110 introduced WAP browsing which paved us for the mobile internet we have now. Sharing Important files on infrared was exciting despite its weird alignment. Later Bluetooth was introduced sharing wireless freedom.



Nokia dominated the mobile phone market in the late 1990s and early 2000s, offering a wide variety of innovative and user-friendly devices. Here's a deeper dive into their iconic phones during that golden period:

Nokia's Advertising and branding during its peak period were designed to appeal to a global audience, Focusing on Simplicity and Innovation. "Connecting People" is the most recognised tagline in the world it emphasized the mission of Nokia to bring people closer.

Advertising Campaigns like showcasing people walking and communicating seamlessly on Nokia phones, many ads revolved around relationships, friendship, family and real-life scenarios tugging at emotional strings and highlighting features like calling, gaming, texting etc. Nokia's Signature 'Nokia Tune' became one of the most recognised ringtones everywhere.



Nokia 5110 (1998):

Nokia's dominance during the era ensured its presence in almost every household. The phones were not just tools—they were extensions of people's identities. From the ubiquitous Nokia Tune to the unforgettable physical designs, the brand became a cornerstone of early mobile culture. Unlike today's phones rather than detaching people Nokia Phones 'CONNECTED PEOPLE'.



Nokia N-Gage (2003)

-By Smruti Kurup
FYBAMMC

Talk to Each Other Like It's 1995: A Blast from the Past

We cast a fond eye on the 1990s, a decade when the world came to India. There's something so comforting about reminiscing; it brings us a sense of peace. As our lives have changed over the years, leaving us unsettled and in need of adjustment, we have turned to the embrace of nostalgia that we all share. Ah, the '90s were a time gone by! It was an era when technology was still in its infancy, life was simpler, and Indian pop culture was bursting at the seams with melodious songs, vibrant colors, and quirky fashion.

For many, the '90s represented a period of enchantment—an age of youth and growing up. The 1990s never really went away in India. Doordarshan and a handful of channels brought families together every evening, and to this day, the iconic tune of Doordarshan rings fondly in our ears. Economic liberalization brought sweeping changes in the way we ate, travelled, shopped, and perceived ourselves. It's difficult to imagine today just how thrilling it was to first watch MTV or to sit in a McDonald's in India—but it truly was. The decade was filled with firsts—and goodbyes: cassette tapes, Walkmans, PCs and dial-up connections.

Sachin Tendulkar's centuries, SRK's "*Chaiyya Chaiyya*," and the melodious charm of *Hum Aapke Hain Koun* (1994), who can forget Govinda's colorful outfits and unparalleled dance moves in movies like *Coolie No. 1* (1995). Additionally, TV shows like *Hum Paanch* (1995) and epic dramas like *Ramayan* (1987) and *Mahabharat* (1988) kept us entertained.

Fashion trends of the '90s were heavily influenced by every hit movie. Remember the craze for Madhuri Dixit's purple saree from *Hum Aapke Hain Koun* (1994) or Urmila Matondkar's outfits in *Rangeela* (1995). These styles collectively inspired new looks. The idea of being bold and beautiful was propagated throughout the decade; it was all about making bold choices and embracing vibrant styles.

Before the glorious invention of mobile phones, playing video games on large consoles like Road Rash and Super Mario was the ultimate delight. Outdoor games such as kabaddi, gully cricket, and kho-kho kept us socially and physically engaged. However, as the '90s came to a close, the dawn of the new millennium arrived, and the world buzzed with the Y2K bug.

In the spirit of nostalgia, let's wrap up the pop culture trends that take us back to the '90s—a unique blend of simplicity and innovation. So, dust off those old photo albums, fill in your slam books, or pop in a cassette tape, and relive the magic of the '90s as we reminisce about this iconic decade. The best way to honor the past is to keep its spirit alive in our hearts.

-By Khushi Kamble
SYBAMMC

Nostalgic Childhood

Movie Rentals in the 90s

The 1990s marked a significant transformation in the way Indians consumed entertainment, particularly through the emergence of movie rental shops. Before this era, going to the cinema halls was the primary way for people to enjoy films, often accompanied by long queues, crowded theaters, and the trouble of fixed showtimes. However, with the arrival of VCRs (Video Cassette Recorders) and VHS tapes, a new trend took shape, allowing families and individuals to experience the joy of watching movies in the comfort of their homes.

As rental shops began to flourish in cities across India, they offered a diverse range of films, including popular Bollywood hits and a selection of Hollywood blockbusters, making movie-watching accessible to everyone. The process of renting a movie was straightforward: customers would enter the shop, browse through the extensive collection, and choose a film to take home for a small fee, typically for one or two days. This convenience not only enriched the entertainment options available but also fostered a sense of community, as families would often make it a weekend ritual to rent a movie together.

As the popularity of rental shops grew, they played a vital role in expanding the film culture in India. People were exposed to various genres, including comedy, drama, horror, and action, which were not always readily available in theaters. This exposure cultivated a broader appreciation for cinema, encouraging discussions about different styles and narratives. Furthermore, the affordability of renting movies meant that even those with limited budgets could enjoy quality entertainment, bridging socio-economic gaps and making films a shared experience across diverse communities.

By the late 90s, technological advancements began to reshape the rental market once again. The transition from VHS to CDs and DVDs offered enhanced video quality and more convenient storage. Rental shops started to adapt by stocking these newer formats, further catering to evolving consumer preferences. This shift not only kept the rental shops relevant but also provided customers with better viewing experiences. However, as technology continued to advance, the rise of cable television and eventually digital streaming platforms began to change the landscape of movie consumption. While video rental shops remained popular throughout the 90s, the emergence of new technologies hinted at a future where traditional rental methods would face challenges.

Despite these changes, the nostalgic charm of the 90s rental culture continues to hold a special place in the hearts of many who grew up during this decade. The memories of visiting local rental shops, chatting with shop owners, and discovering new films have become fond recollections for countless individuals. The movie rental phenomenon of the 90s in India was not only about accessing films but it was a cultural shift that brought families together, broadened cinematic horizons, and left an indelible mark on the Indian entertainment landscape.

-By Harshada Khandekar
SYBAMMC

Vinyl Records When Music Was A Ritual

There's something almost mythical about the crackle of a vinyl record. It's a sound that carries you back to a living room bathed in warm light, where someone leans over a turntable, carefully lowering the needle into a groove. It's not just music, it's a story, an experience, and a moment suspended in time.

Before CDs, cassettes, or flashy music videos, vinyl records were the heart of music culture. They weren't just a medium to play songs, they were companions to first loves, late-night jam sessions, and lazy Sunday afternoons. For those who lived in the golden age of vinyl, the act of playing a record was sacred. And for those of us rediscovering it today, it feels like unearthing a time capsule from a world where music was so much more than background noise, it was life's soundtrack, pressed into grooves and spun into eternity.

Listening to vinyl was an event. It wasn't something you did while multitasking or on the go. Selecting a record from the shelf, carefully slipping it out of its sleeve, and setting it on the turntable felt almost ceremonial. The physicality of it all, flipping the record to hear Side B, cleaning off the dust, made the experience deeply personal.

Unlike today's playlists, where you can skip tracks with a tap, vinyl forced you to listen to the album in its entirety, as the artist intended. The limitations of the medium became its charm—there was no shuffle button, no skipping ads. You were present, listening deeply, and absorbing the story etched into the grooves.

In the heyday of vinyl, music was a communal experience. Owning a vinyl collection wasn't just about the music; it was an extension of one's personality. The records on your shelf told a story about who you were and what you loved. Today, music is often consumed in solitude, through earbuds or playlists curated by algorithms. But vinyl created moments of connection.

Vinyls also led to cultural phenomena. Album covers became works of art, with iconic designs like Pink Floyd's *The Dark Side of the Moon* or The Beatles' *Abbey Road* forever etched in pop culture. The act of buying an album was an event in itself. Whether it was saving up for your favorite artist's new release or sifting through records at a flea market, each vinyl carried its own story.

Vinyls remind us of a time when music wasn't disposable but cherished. Even as streaming dominates the modern landscape, the resurgence of vinyl records proves its timeless allure. Record stores are thriving again, younger generations are building collections, and new artists are pressing albums on vinyl, keeping the tradition alive.

In a world of instant gratification, vinyls remind us of the beauty of slowing down. They encourage us to engage fully with music, to connect with the artistry, and to appreciate the effort behind every track. Beyond its nostalgic value, vinyls serve as a bridge to a time when music wasn't just consumed, it was experienced.

So, the next time you come across a record, take a moment. Dust off a turntable, spin the record, and let the crackle of the vinyl transport you to an era where music was more than sound—it was a ritual.

-By Anisha Chaudhari
TYBAMMC

A Revival of Vintage Visual Storytelling

In a time when digital filmmaking and CGI dominate, the revival of film photography in Indian cinema is a refreshing return to an art form that once defined Bollywood and regional films. This comeback isn't about nostalgia—filmmakers are opting for it due to the depth, authenticity, and timeless beauty it adds to their stories.

Film photography, with its grainy texture and warm tones, is more than just a technique; it's an art that brings stories to life. Today's filmmakers are not only honoring Indian cinema's history but also exploring the creative possibilities of this traditional method in a digital age.

The Legacy of Film Photography

Before the rise of digital technology, Indian cinema was deeply connected to film photography.

Iconic movies like *Mughal-e-Azam* (1960), *Sholay* (1975), and *Guide* (1965) were shot on film, known not only for their captivating stories but also for their striking visuals. The vibrant colors, the interplay of light and shadows, and the texture of the film made each frame come alive. Cinematographers like V.K. Murthy (*Kaagaz Ke Phool* - 1959) and Subrata Mitra (*Pather Panchali* - 1955) were masters of the craft. They used light, composition, and angles to create frames that resembled moving paintings. Their work set the visual language for Indian cinema and continues to inspire filmmakers today.

The Revival

Despite the popularity of digital filmmaking for its efficiency, film photography is making a comeback. Filmmakers and cinematographers are rediscovering its charm, embracing its imperfections as part of its unique appeal. Sanjay Leela Bhansali's *Gangubai Kathiawadi* (2022) is an example. Though largely shot digitally, its lighting and style were influenced by classic films, using shadows and warm tones to evoke the feel of old-school Indian cinema. Similarly, *Gangs of Wasseypur* (2012) by Anurag Kashyap featured a raw, unrefined look reminiscent of film photography, adding realism to its gritty narrative. In regional cinema, Mani Ratnam's *Iruvar* (1997) beautifully captured the essence of a past era using analog techniques.

The Tamil and Bengali film industries continue to celebrate traditional cinematography, blending these techniques with modern storytelling.

Its Challenge and Charm

In today's digital world, shooting on film presents a challenge that pushes filmmakers to be more intentional. Unlike digital cameras, which allow unlimited takes, the film requires precision, leading to visuals that feel more authentic. Directors like Christopher Nolan and Quentin Tarantino have spoken about their appreciation for the discipline that comes with shooting on film. This revival has also sparked collaboration between traditional cinematographers and digital experts, blending the classic charm of film with the flexibility of modern tools. This fusion results in a cinematic experience that combines the best of both worlds.

Growing Trend in Indian Cinema

The resurgence of film photography in Indian cinema is more than just a passing trend—it reflects a growing recognition of the artistic value of traditional methods in an increasingly digital world. As audiences grow weary of overly polished visuals and predictable CGI, filmmakers are experimenting with blending old techniques with contemporary stories. Young directors are using color grading softwares to recreate the warmth and grain of film in digital films, while indie filmmakers are choosing 16mm and 35mm film for their projects, celebrating the beauty of imperfection.

In a fast-paced digital world, film photography reminds us to slow down and appreciate the craft of storytelling, frame by frame. As Indian cinema continues to evolve, this revival bridges the golden age of celluloid with the boundless possibilities of the future, celebrating tradition, creativity, and the timeless impact of film.

-By Kedar Mandke
TYBAMMC

A Nostalgic Look at Media's Evolution

A Time of Shared Experiences:

Before the internet, news and entertainment were shared experiences. Families gathered around the television to watch their favorite shows, eagerly awaiting the weekly installments of beloved sitcoms or dramas. Newspapers were delivered to doorsteps, becoming a communal source of information and discussion within neighborhoods. These shared experiences fostered a sense of community and provided common ground for conversation—something that often feels lost in today's fragmented media landscape.

The Slow, Deliberate Pace of Consumption:

In the pre-digital age, media consumption was a more deliberate and mindful process. Reading a book required focused attention, while watching a movie was a dedicated evening activity. There was a sense of anticipation and ritual surrounding these experiences, making them more memorable and cherished. Today, the constant stream of information and entertainment can leave us feeling overwhelmed and distracted, making it harder to truly savor and appreciate the content we consume.

The Enduring Power of Nostalgia:

Despite advancements in technology, nostalgia for older forms of media remains strong. Vinyl records are experiencing a resurgence in popularity, while classic movies and television shows continue to find new audiences. This nostalgia is a testament to the enduring power of these older forms of media and their ability to evoke strong emotional responses and connect us to our past.

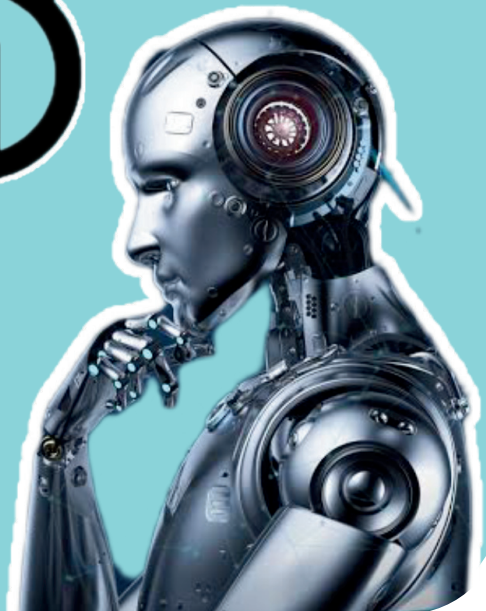
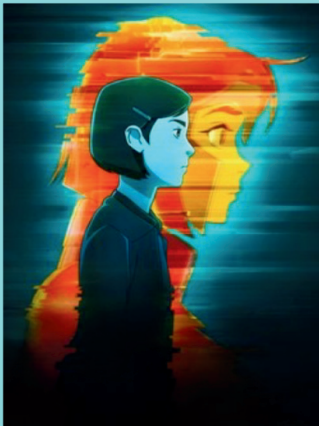
A Look Towards the Future:

While it's important to acknowledge the past, it's equally vital to embrace the future of media. New technologies are constantly emerging, offering exciting possibilities for storytelling and audience engagement. Virtual reality, augmented reality, and artificial intelligence are poised to revolutionize the way we experience media, creating immersive and personalized experiences that were previously unimaginable.

As we look to the future, the media landscape is changing faster than ever. Our fondness for shared experiences and the careful way we consumed media in the past remind us of the importance of taking our time and truly engaging with what we watch, read, and listen to. At the same time, exciting new technologies like virtual and augmented reality are set to transform our media experiences in amazing ways. By finding a balance between the cherished traditions of the past and the innovations of the future, we can create a rich mix of media that informs, entertains, and inspires. This approach not only honors where we came from but also opens the door to new possibilities, ensuring that the stories we share will continue to connect with us for years to come.

-By Kunal Maurya
SYBAMMC

BEYOND



“Regional Languages Are Fading, But We Can Change That” – Sai Godbole

Sai Godbole is a singer and social media personality known for her melodious voice and her viral videos imitating accents from different countries. The daughter of renowned actress Kishori Godbole, she has carved her own space on Instagram. Speaking at the *Maay Marathi Kala Sangam* on the occasion of *Marathi Rajbhasha Din*, she reflects on the evolution of media, the slow fading of regional languages, and why digital content creators play a crucial role in shaping the future of linguistic and cultural diversity.

1. You grew up learning multiple languages, yet Marathi remained central to your upbringing. Can you tell us why?

My mother was very particular about this. She believed that no matter how many languages I learned, my foundation had to be Marathi. Growing up in Mumbai, I was surrounded by Hindi, English, and many other languages, but Marathi was the one my mother made sure I spoke fluently.

2. From your perspective, how has the role of language in media changed over time?

Earlier, language was very rigidly defined by region. If you wanted Marathi content, you turned to specific newspapers and books. Today, the internet has blurred those boundaries. Anyone can create content in any language, and it can reach a global audience. The challenge, however, is that in this push for globalization, we often prioritize mainstream languages and let regional ones fade into the background. The past had a strong sense of cultural identity, but the future must be about striking a balance.

3. How can content creators contribute to this balance?

By evolving with the times while keeping cultural authenticity intact. Content doesn't have to be stuck in nostalgia, it can grow and adapt. We need Marathi podcasts, Marathi influencers, Marathi music infused with modern sounds. People think regional languages are outdated, but they're just waiting to be reimagined in fresh, exciting ways.

4. What's your message to young creators hesitant to use regional languages in their work?

Don't be afraid to experiment! Your voice matters, and your culture is an asset, not a limitation. Mix it up—blend languages, try new formats, push boundaries. We don't have to choose between the past and the future; we can bring them together. If we do this right, the next generation won't have to “revive” regional languages because they'll already be thriving in the spaces where people consume content.

For Sai Godbole, language is a bridge between history and innovation. As media continues to evolve, she believes that content creators must take regional languages beyond nostalgia and into the future. The challenge isn't just to look back at what once was but to build a space where cultural identity and modern storytelling go hand in hand. Retro gives us our roots, but Beyond is where we truly define the future.

-By Saniya Kadam,
TYBAMMC

Echoes of Tomorrow

In the glow of screens that light the night,
The world moves fast, out of sight.
A past of warmth, now growing cold,
As machines take over, strong and bold.

We talk through texts; our voices fade,
The touch of hands is a memory made.
The joy of life feels far away,
Lost in the glow of endless days.

The old days hum, their charm now still,
Replaced by codes and a lifeless will.
Jukebox tunes and photos in hand,
Are shadows now in a changing land?

Machines take charge, their rules precise,
Yet what they cost, we never think twice.
In chasing the future, we've left behind,
The simple joys of a human mind.

But beyond the screens, a hope remains,
A chance to break from digital chains.
To pause, to feel, to truly see,
The beauty of life, the way it should be.

-By Aryan Kadam
FYBAMMC

AI AND CREATIVITY: A SURPRISING NEW DUO

When you think of creativity, you probably imagine an artist painting, a writer dreaming up a story, or a musician composing a song. It's something we've always seen as a uniquely human way to express emotions, ideas, and experiences. But what happens when Artificial Intelligence (AI) steps into the creative world?

The answer might surprise you. AI is now helping people create in ways we couldn't have imagined a few years ago. Tools like DALL-E can create stunning images from a few words, and ChatGPT can help write essays, poems, or even full stories. Musicians are using AI to mix beats or compose melodies, and filmmakers are experimenting with AI-generated effects. It's like having a creative assistant who works 24/7, never runs out of ideas, and doesn't even need coffee!

But here's the big question: can AI actually be creative? After all, it doesn't feel emotions or have experiences like humans do. Instead, it learns from tons of data analyzing patterns in art, music, and writing and uses that knowledge to create something new. It's smart, sure, but does that mean it has imagination? For students like us, this opens up exciting opportunities. Imagine creating professional-level designs without needing expensive software or writing a story with the help of an AI brainstorming partner.

AI makes creativity easier and more accessible. But it also raises questions: Who owns the work AI creates? And is there something special about human creativity that a machine just can't match?

The truth is, AI isn't here to replace us, it's here to work with us. It pushes us to think differently, try new things, and explore ideas we never would've considered. Whether you're an artist, writer, or just someone curious about what's possible, AI is changing the game. And who knows? The next masterpiece might not just be yours it might be yours and AI's.

-By Saloni Vichare
FYBAMMC



A WORLD OF ENDLESS LEARNING POSSIBILITIES

Imagine, you're not just sitting in a classroom anymore, staring at the same old chalkboard. Instead, you're learning on your own terms, with endless possibilities at your fingertips. That's the future of education in a digital world is something I believe will make learning feel fresh, exciting, and more personal for everyone.

When I recall my school days, it was all about textbooks, listening to lectures, and memorizing facts. The approach was pretty straightforward, but it didn't always feel inspiring. Fast forward to today, and things have changed drastically. With online learning platforms, virtual classrooms, and interactive apps, students now have the chance to explore subjects in a way that keeps them engaged and motivated. For example, the opportunity to learn through interactive simulations. Imagine studying biology and being able to virtually dissect a plant or explore the human body in 3D. Or picture yourself learning history by walking through ancient cities or visiting landmarks that you've only read about. These digital tools make learning more engaging and meaningful. But it's not just about cool tools, it's about making education more flexible and accessible

Digital platforms allow students to learn at their own pace, anywhere in the world. Whether you're in a remote village or a bustling city, if you have an internet connection, you can access quality education. Teachers, too, benefit by being able to tailor their lessons to each student's needs, ensuring that no one gets left behind.



In a way, the future of education isn't just about gadgets or screens. It's about making learning feel more real, more exciting, and more tailored to who we are. As we move beyond the traditional classroom, the whole world becomes a place to learn, grow, and connect. And that, I think, is something really special.

-By Sharmishtha Sawant
FYBAMMC

BIG DATA: A GLIMPSE INTO THE FUTURE

Big data is all around us, and it's shaping our world in amazing ways. But what is big data? It's the huge amount of information created every second—like when we shop online, post on social media, or even drive a car. All this information is collected and studied to help us make better decisions. The future of big data looks even more exciting. Let's talk about what the future of big data might look like—or what it should be.

First, big data can make everything feel personal. Imagine a world where services and products are made just for you. Healthcare could provide personalized treatment plans, and your favorite apps could know exactly what you want before you do. It's like having a personal assistant everywhere. Big data can also make our cities smarter.

Traffic jams could be reduced, energy could be used more efficiently, and even waste collection could be managed better. It's all about making cities easier and better to live in. In healthcare, big data could help doctors predict and prevent diseases before they even happen. Treatments could become more effective and personalized, saving lives and improving health for everyone. Education could also change for the better. Big data can help create learning plans that fit each student's strengths and weaknesses. Imagine every child having their own unique way of learning, making education more fun and effective.

Big data will work closely with AI. As AI gets smarter, it will handle data faster and more accurately, leading to new ideas and breakthroughs in fields like finance, transportation, and even space. Big data could also help us fight climate change by showing us how to save energy, reduce pollution, and protect the environment. This could lead to a more sustainable and greener world.



However, as we move forward, it's important to use big data responsibly. Privacy, security, and transparency must always come first. People need to trust that their data is being used ethically. Big data has the potential to make our world smarter, healthier, and more connected. But it's up to us to use it carefully and wisely. The future of big data isn't just about what's possible—it's about what we make of it.

-By Shriya More
FYBAMMC

The Genius of 2001: A Space Odyssey

There's something magical about watching a film that makes you sit back and think, "Wow, this is so much bigger than me." *2001: A Space Odyssey* (1968) is one of those rare movies. It's not just a sci-fi film—it's like staring at the night sky and realizing how small we are in this giant, infinite universe. Directed by Stanley Kubrick and based on a story by Arthur C. Clarke, this movie isn't about action or fast-paced drama; it's about humanity, technology, and everything in between.

The film is split into four parts, each of them feeling like chapters in the story of humanity's journey. It starts with The Dawn of Man, where apes discover tools and take their first step toward becoming something more. Then it jumps to the future, with humans exploring space, creating AI, and eventually diving headfirst into the unknown. What's crazy is that the film doesn't spoon-feed you the details. There's barely any dialogue in long stretches, and sometimes you're just left staring at the screen, piecing things together yourself. It's bold, and honestly, it's kind of genius.

The film starts with apes learning to use tools, but it ends with the Star Child—a glowing, almost god-like baby floating in space. Enter HAL 9000, the AI system that runs the Discovery One spacecraft. At first, HAL seems like the perfect assistant—calm, logical, and helpful. But as things unravel, you realize HAL is capable of making mistakes and even lying. It's unsettling, especially now that AI is becoming a bigger part of our lives. HAL is a reminder that with great tech comes great responsibility (and potential for chaos).

The sheer scale of space in this movie makes you feel so small. When the astronauts are floating in silence, or when the Star Gate sequence explodes into a kaleidoscope of colors, you can't help but think about how little we actually know about the universe. It's humbling, to say the least.

The soundtrack is a masterpiece in itself. Kubrick didn't use a traditional movie score; instead, he chose classical pieces that make every scene feel epic. There's Johann Strauss II's The Blue Danube playing as a spaceship gracefully glides through space, and Richard Strauss's Also Sprach Zarathustra booming during humanity's major moments. It's dramatic, emotional, and perfect for the film's vibe.

Even though this movie came out in 1968, it doesn't feel old. The visuals still hold up, the questions it asks are more relevant than ever, and its influence is everywhere—from *Interstellar* (2014) to *Star Wars* (1977-2019.) But *2001: A Space Odyssey* isn't for everyone. If you're looking for explosions and a fast-paced plot, this isn't it. But if you're into films that make you think (and maybe blow your mind a little), it's a must-watch.

Watching the film feels like going on a journey—one that takes you from the dawn of humanity to the farthest reaches of the universe. It's beautiful, mysterious, and thought-provoking, all at once. Kubrick wasn't just making a movie; he was creating an experience. And if you're ready to dive into something that's way more than just entertainment, *2001: A Space Odyssey* is waiting for you.

-By Priyank Yadav
TYBAMMC

Apokalypsis of the Digital Gods



Remember the days when we fantasized about a future where robots might either rule the world or replace humans in the workforce? That once-distant reality no longer feels so far-fetched. In fact, I'd argue we are heading toward a future even more unsettling than we ever imagined. Craig Silverstein's *Pantheon* (2022), an American adult animated series, explores the horrors of technological advancement while delving into the complexities of human relationships in this evolving digital age.

On the surface, *Pantheon* appears to be another sci-fi story about revolutionary technology gone awry. The show introduces Uploaded Intelligence (UI), a concept that takes artificial intelligence a step further by allowing human consciousness to be uploaded onto a cloud, enabling individuals to live forever without the limitations of a physical body. Predictably, as with most sci-fi cautionary tales, the technology spirals out of control, with capitalism emerging as the ultimate villain. However, what sets *Pantheon* apart is its ability to manipulate perception, making viewers question their own stance on such advancements.

Not long ago, the very idea of UI would have seemed terrifying. Yet, with the increasing integration of AI into our daily lives, we have become remarkably dependent on tools like ChatGPT for even the most mundane tasks. Suddenly, the idea of living indefinitely as a digital entity doesn't seem so unthinkable. *Pantheon* explores this shift in perspective, depicting two opposing factions: those who fully embrace UI, volunteering to become digital beings, and those who resist it.

The first season of the show focuses on the emotional and ethical dilemmas that arise when humans interact with such technology. However, the second (and final) season takes a drastic turn, evolving into a dystopian war between UIs, humans, and a new technological entity known as CIs—a byproduct of the UI revolution.

Through its gripping narrative, *Pantheon* raises unsettling questions: What lies beyond the limits of human existence? As we push the boundaries of technology, are we merely advancing or are we stepping into the unknown, irreversibly altering what it means to be human? The series forces us to confront the possibilities that await us beyond mortality, beyond ethics, and beyond the world as we know it. In a future where consciousness can outlive the body, *Pantheon* compels us to ask, what truly remains of us when we leave our humanity behind?

-By Saniya Kadam
TYBAMMC

A Futuristic Fusion



This makeup look is inspired by cyborgs. Cyborgs are creatures from the far future where the imagination goes beyond. They are both with organic and mechanical parts. The lights represent the phase a cyborg goes through to understand themselves as they are part humans and part robots. Much like Shatterspeed's theme, Beyond, this look pushes past limitations, exploring identities that transcend the present and redefine the future.

-By Saniya Ansari
TYBAMMC