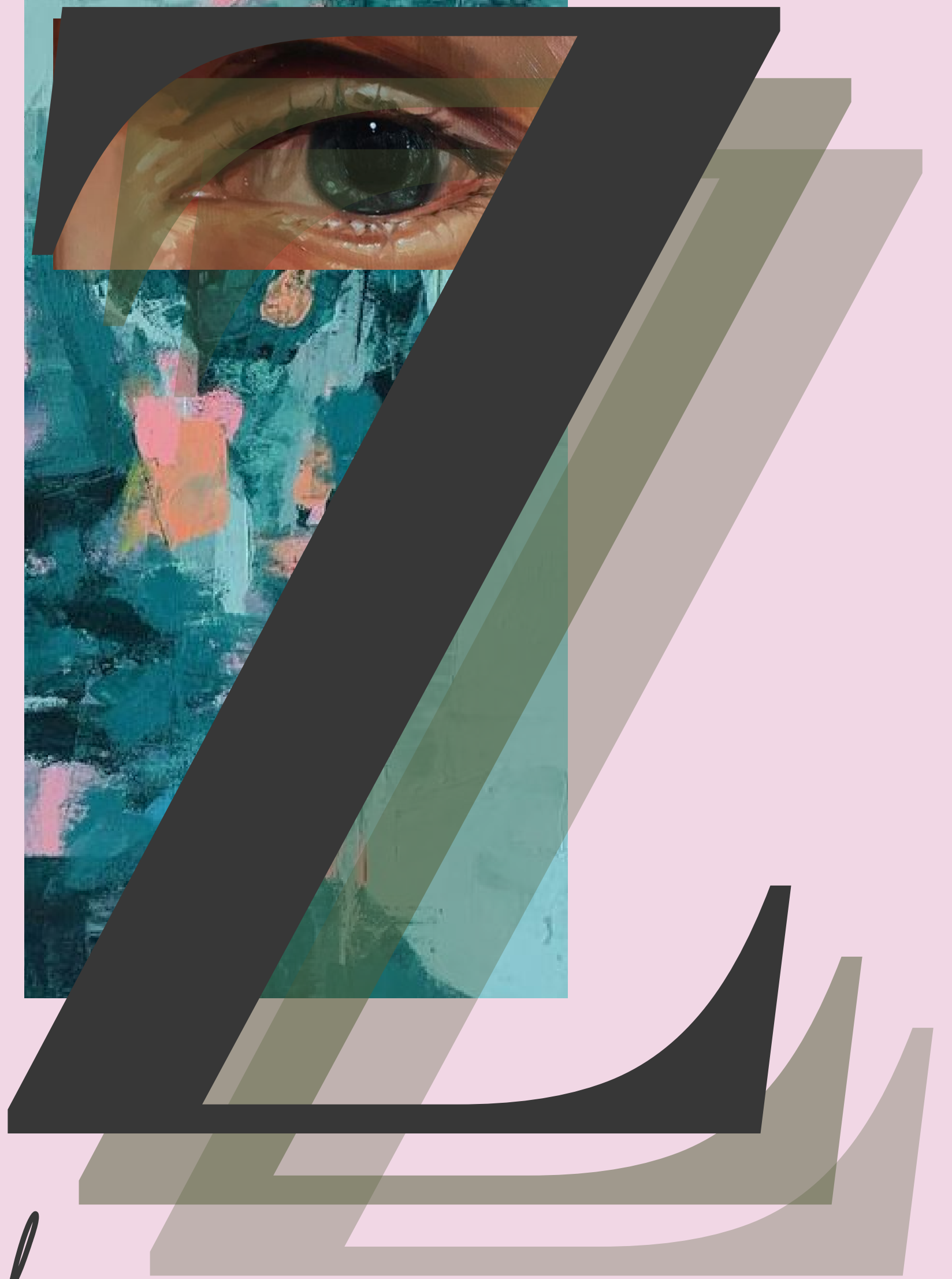


GENERATION



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TEAM SAMVRIDHI



Sharvari
BBA 3rd year
STUDENT
COORDINATOR



Krishnaprasad
BBA 3rd year
STUDENT
COORDINATOR

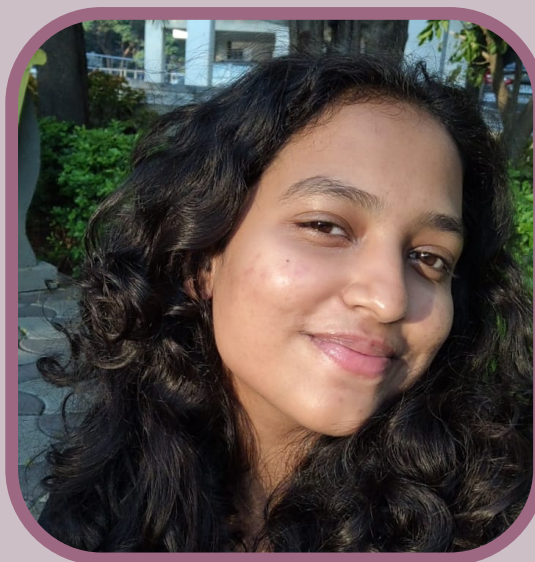


Taruni
BBA 3rd year
STUDENT
COORDINATOR

DESIGNING TEAM



Andrea
BBA 2nd year



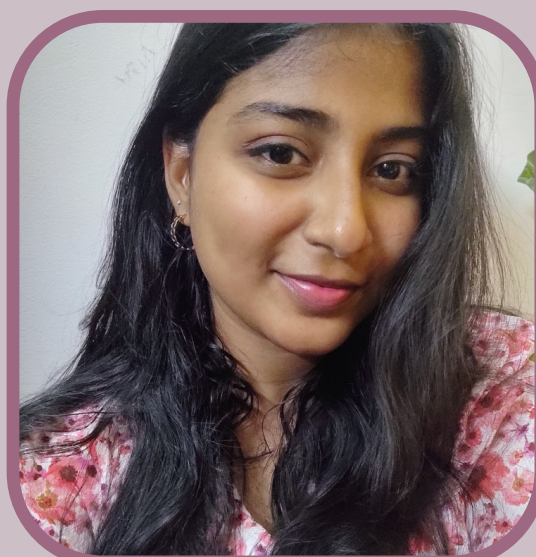
Teesha
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Bhuvaneshwari
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Trisha
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MBA 2nd year

WRITING TEAM



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BBA 3rd year



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Varnika
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INDEX

- 1. GEN Z & Fashion**
- 2. GEN Z Being Themselves: The Power of Authenticity and Individuality**
- 3. Gen Z Bringing a Fresh Perspective to the Work Place**
- 4. GEN Z Isn't Trying to Rush Down the Aisle**
- 5. Swipe left or swipe "right"?**
- 6. Being Old School in GEN Z**
- 7. LOVE IS LOVE: GEN Z Breaking the Societal Norms of Love**
- 8. GEN Z: Relationship with their Parents**
- 9. GEN Z: The Most Insecure Generation?**
- 10. Effect of Social Media upon Gen Z**
- 11. GEN Z DICTIONARY**

FOREWORD

Generation-Z. On the cusp of adulthood and facing an uncertain future.

Gen Zers refer to the category of people born after 1997 and before 2015. Members of Generation Z, have been undeniably shaped by the Great Recession of 2007–09 and the COVID-19 pandemic.

We grew up in the era of smartphones, OTT platforms and advanced technology. Social media is like second nature to us, and phones are a part of our body at this point. Generation Z is, in general, the most diverse generation and also the most open-minded and accepting. We are ready to accept change and love experimenting. We don't like being stuck in the same old rat race of life and don't want to stick to old traditions. We're quick, smart and intuitive. Unlike the older generations, our main goals in life aren't settling down, but very much the opposite. Gen-Z does not want to settle down. In fact, we want to travel the world, meet new people and post all about it on social media. We survived COVID-19 through online classes (and still managed to not completely self-destruct).

We are often misunderstood and misjudged by the older generations, who mostly think of us as weak and/or fragile. But that's not the case. We're the future of this planet and we're going to make it a better place, step by step.

This edition of Samvridhi talks about us, our friends and our classmates. It talks about how each and everyone of us feel on a daily basis, the stuff that we go through and current societal issues that our generation faces. *Enjoy your read, it's gonna be lit fr.*

GEN Z & Fashion

When it comes to Fashion and Trends we all find it very difficult to keep up with them as they swiftly commute before we even notice them and keeping that in mind we have a new generation that is cycling through different aesthetics so fast that we can barely keep up with them. Between celebrities and social media apps Gen Z has a ton of influence when it comes to fashion trends. From the tiny sunglasses to the early 2000s trends, members of Gen Z are not afraid to express and experiment their style. They are here to exhibit and embrace their remarkably cool and bold taste in fashion. The Gen Zs have also been making significant changes to living a more sustainable lifestyle.

So Sustainable fashion? You've probably heard or used the term sustainable fashion at some point, but what does it mean? Sustainable fashion refers to clothing that is designed, manufactured, distributed, and used in ways that are environmentally friendly. That according to the Genzers often means and includes thrifting and shopping in second-hand markets in general.



Gen-Z has normalized the idea of repurposing and upcycling clothing. So the main idea of thrifting also ties up to making or creating clothes that are unique and have a backstory. If we talk about thrifting then for some of us it could also mean taking our older siblings clothes which don't fit them any longer and yeah that's our way of thrifting which some might be pleased with whereas some are just enforced into taking them. But hey! At least that's a way of reusing and upcycling clothes.

As cool as thrifting sounds and has its perks I bet most of the mom's aren't very happy about it. My mom considers them as something that is unusable and coming from a millennial that's quite understandable. But keeping all that aside, I'd say I'm only glad that Genzers are way past all the taboo and are thriving towards a much more sustainable fashion by trying to thrift and recycle garments.

I personally find it so hard to keep up with all these moving trends as they are updating and changing faster than the wind. It's honestly so much easier to try and keep up with the Kardashians. The last I heard the baggy jeans were in trend but it now turns out that the skinnies are back in and none are happy about it.



But I'm also one of those who like to be updated with all the recent fashion trends and style accordingly. While that's a big struggle as I juggle between keeping it old-fashioned and wearing those classics I also make an effort to be in style for the season.

So, whether you think "Coastal Grandmother" inspired bucket hats are old-fashioned or you are obsessed with slip dresses and skinny sunglasses, Generation Z and their loud and unapologetic fashion choices are here to stay. My online advice I'd say is explore different aesthetics and styles and flaunt your confidence being unapologetically YOU.

Gen Z's have compelled the fashion industry and their mindset in terms of being more body positive. They've also made garments gender neutral as that is also a way of sustainable fashion. As far as the Genzers are concerned, fashion is less about being trendy or denoting status but more about a way of establishing their identities.

Gen Z Being Themselves

The Power of Authenticity and Individuality

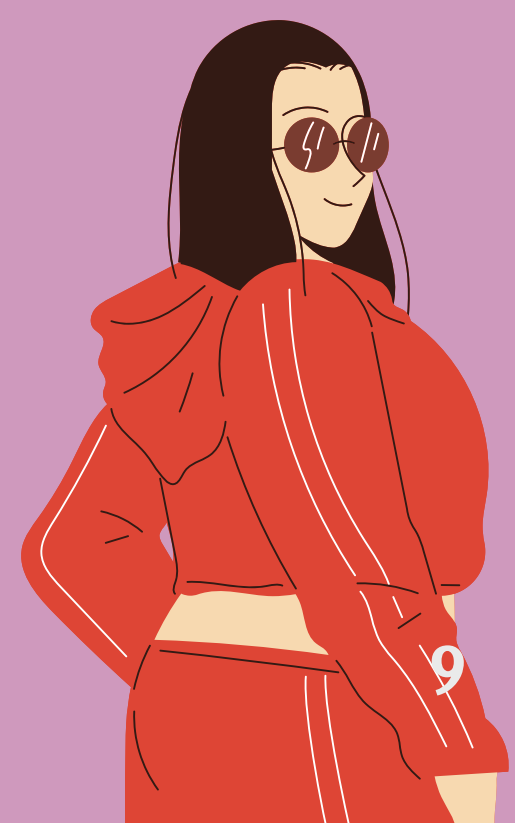
This generation has grown up in a world that is vastly different from the one their parents and grandparents experienced, with technology and social media being a ubiquitous part of their daily lives. As a result, Gen Z has developed a unique perspective on the world and an unwavering commitment to being themselves.

One of the defining traits of Gen Z is their desire for authenticity and their willingness to express themselves in a way that feels true to who they are. This generation is often praised for their individuality, as they reject the notion of fitting into traditional molds and instead embrace their unique qualities.

This generation rejects the idea of fitting into traditional molds and instead embraces their unique qualities. They understand that their differences are what make them stand out and that conforming to societal norms and expectations can stifle their creativity and potential.

Social media has played a significant role in enabling Gen Z to express themselves authentically. Platforms like Instagram, TikTok, and YouTube provide a space for individuals to showcase their talents, share their thoughts and opinions, and connect with like-minded people. These platforms have also given rise to a new wave of influencers and creators who have built massive followings by being their true selves.

One of the most notable examples of Gen Z's commitment to authenticity is the rise of body positivity and self-love movements. In the past, beauty standards were rigid and often unattainable, with models and celebrities being held up as the epitome of perfection. However, Gen Z has challenged these standards by celebrating bodies of all shapes, sizes, and colours. They understand that there is no one-size-fits-all when it comes to beauty and that true beauty lies in embracing your unique qualities.



In addition to promoting body positivity, Gen Z has also been vocal about social justice issues. They have taken to social media to raise awareness about systemic inequalities and to demand change. They understand that their voices have power and that by being themselves, they can effect meaningful change in the world.

Another way that Gen Z has embraced authenticity and individuality is by rejecting traditional gender roles and norms. They understand that gender is a spectrum and that there is no one "right" way to be a man or a woman. This has given rise to a new wave of gender-neutral fashion, with many Gen Zers opting for clothing that is comfortable and expressive, regardless of whether it is traditionally seen as masculine or feminine.



Gen Zers are driven by their entrepreneurial spirit and drive for innovation, creating new career paths that align with their values and passions. They are using technology to create new businesses and opportunities, and prioritize work-life balance. This has led to the emergence of new career paths such as virtual event planning and remote project management.

Overall, Gen Z's commitment to being themselves is a refreshing departure from the conformity that has often been encouraged in previous generations. They understand that their differences are what make them unique and that by embracing their true selves, they can create a more inclusive and accepting society. As this generation continues to grow and shape the world around them, their unwavering commitment to authenticity and individuality will undoubtedly continue to influence society in positive ways.

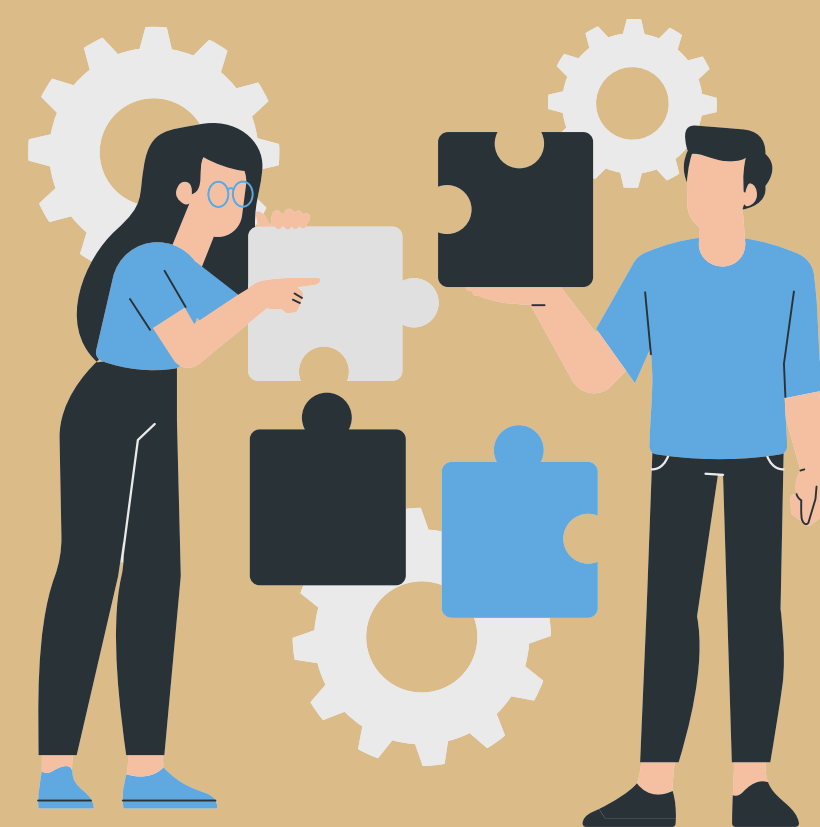
Gen-Z Bringing a Fresh Perspective to the Workplace

Gen-Z are often called the first generation to live in the digital world, they are the first generation who have not seen analog cameras or used DVDs or CDs. By 2025, 27% of the workforce would consist of gen z, hence they are our future managers and leaders, hence it. It is important for corporations and companies to change traditions according to the needs and wants of this generation. Gen-z as a generation is tech-savvy, Practical and focuses a lot on work-life Balance.

People may think that since gen-z has seen the Economic crisis of 2008 and dreadful corona Pandemic in the last few years, hence they would be more anxious, insecure and look for- job security and decent Package like other generations but it is actually quite opposite. Gen-Z is more about career advancement, growth and integrating their passions and hobbies to their Professional work as we call "profession with Passion" because of these reasons companies have to provide a flexible work routine to their young Professionals so that they don't feel stuck and stagnant.

Big corporations and companies should adopt a 4-day per week system as it is already being followed in many Countries and it is a highly effective way of leading the employees. This will allow employees to do their side hustle and pursue their passions along with excelling in their Professional life Along with this, management should be more employee of tented and take suggestions from the new generation as they can advise about new trends and themes Genz as a generation has faced many mental health issues like depression, anxiety, overthinking hence, more fours should be kept in keeping them emotionally healthy and allow them to showcase the talents.

Gen Z also brings changes to the place of work as they believe offices should feel comfortable just like home so that work can be done more efficiently and effectively. Gen-z have become more Skilled, competitive and efficient thus, they would provide companies with various qualities which are exclusive to them. In conclusion, I would like to say that gen-z as a whole is a new perspective in itself, and we are the generation which the workplace has never witnessed.



GEN Z Isn't Trying to Rush Down the Aisle

Gen z isn't prioritizing marriage but it doesn't mean they don't care about love. Gen Z, the social-first generation that has people restructuring how they work and is sparking trends across fashion, tech and, though, isn't too concerned about getting hitched. Social media and dating apps have completely changed the Gen Z dating forever. Dating/ hook-ups/ relationships are just a swipe away. Kyung Mi Yu's 2020 Yale Daily news story on romance in the Gen Z era stated her belief that "people are averse [to long-term relationships] because they're more... introspective about the kinds of relationships they want to be in." There are a lot of reasons for Gen Z to oppose the idea of marriage.

One of the main reasons could be due to seeing their own parents' marriage collapse, not the case in every household but those who witness it, fear that their marriage might end up that way and they might end up regretting so they want to keep things casual rather than getting serious with one person and to talk about the infamous arrange marriage, who created a concept where two strangers get married after meeting each other a few times. The whole concept of arrange marriage is absurd to gen z. We Gen Z believe in situation ships not relationships, the ones that don't tie you down to one single person and one where you need not define the relationship with the other person. It's just a period of trial and error. The same goes for marriage we don't want to be tied down to a single person take up responsibilities.



We want to explore all the options available and marriage will eventually lead up to kids intentionally/unintentionally, taking care of kids sounds impossible when we can't even take care of ourselves. In an era where "love is love" and where get to choose the person we love irrespective of their gender but unfortunately the same-sex marriage is not yet recognised by the government of India, even though same-sex couple can attain the benefits of a live in couple. What is the use of marriage when I am not legally allowed to marry the one I love? A lot of LGBTQ+ couples end up in a live in and some end relationships due to the society because everyone is not so broad minded and our parents would never understand what we are feeling. They in fact think it's some sort of disease and we need doctors to recover.

Women back in the day got married for financial support and were less educated than the men and were expected to stay home and do the household chores. They also had the pressure from the society and family to get married. Women were often looked down on. They were more like a maid than a man needed but now women are strong, independent, well educated, earn their living and are equals to a man in every aspect of life. They don't need a man to live so they don't find the necessity of marriage. Men on the other hand were expected to take the responsibilities of the household and earn money back in the days but now men take part and know how to do the household chores as well but not the case of all men.

reason for Gen Z not wanting to fall in love/ get married could be because of the unrealistic standards of love in k-dramas, rom-com, books etc. the fiction characters set such high standards of love that we all want it but is impossible to find. Honestly the fact that Gen Zers do not want to get married might not be true because various research says that 80% of the Gen Zers want to get married but again it might just that we all want to feel like the main character, get ready and go through the various ceremonies of marriage rather than getting married. Watching Sid Kiara's wedding photos might have changed our idea of marriage. This shows how much social media, celebrities have influence on us. I mean who doesn't want a beautiful destination wedding. On the other hand just because we, Gen Z are care free doesn't really mean we are not thoughtful. In fact a lot of us fall in love and want to get married at the end of the day cause who doesn't want to find their missing puzzle piece.

Pranathi Neralla, BBA



Swipe Left or Swipe “Right”?

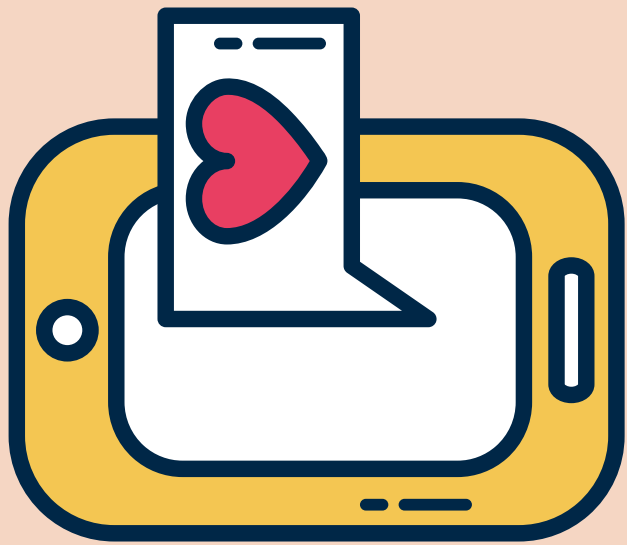
No, It's not about Tinder. Rather, it's about the right choice we make or we think we make. In your realm of buzz and social media, let me overload you with some piece of information. Did you know that there are some dating apps for which only a few sections of the society are eligible? Well, these dating apps are meant to be very exclusive. One can register only if they successfully meet their “criteria” – huge number of followers, a fat bank balance and certain beauty standards. As such, it is obvious that only celebrities or people from highly influential families tend to have memberships in these apps.

Bollywood celebrity Jhanvi Kapoor is one of the patrons of Raya – an international, invite-only dating app with clientele ranging from actors to journalists also including some non-celebrities. Usually, Raya specially sends an invitation to those individuals who meet their high standards. In case you did not receive any invitation but wish to join, then you will have to apply for membership. Your application can be accepted or rejected and sometimes put on waiting list.

Some apps go even further. Luxy – a dating app as luxurious as its name, has an exorbitant price package ranging from \$99 dollars/month to \$333.99 dollars/month. It asks its users to upload their tax returns. Their selection process is so stringent that you can be rejected even before signing up. They have a vetting process in which they assess your income, education, and occupation.

Luxy is not the only elite dating app for the rich. Millionaire Match, an app for the affluents, has only one criterion: annual income above \$200,000 or a bank balance of \$1 million. If you are doubtful about its number of users, then don't worry, the app has 4 million active members and is still growing. Some dating apps have their own specifications for its membership. Beautiful people – literally accepts applications only from beautiful applicants. They are known to be extremely particular with beauty norms. They garbed headlines when it rejected 3000 candidates for “getting too fat”. Mensa Match – chooses brains over beauty, with a criteria of 130 IQ points and above followed by a selection procedure.

All the above dating apps have a common feature of exclusivity. They are not known to general public and rarely indulge in marketing. These apps purely rely on word to mouth for its reach. This paves the way for its confidentiality. Since celebrities and influencers are always under heavy scrutiny, and also are very susceptible to several fake accounts operating in their name, these apps offer a safe haven for them. They can meet like-minded peers without any pressure or media gaze.



One may call out these apps for being too harsh or even unfair. But nonetheless these exclusive apps do have one important takeaway – safety of its users. Each and every one of the user in these apps are verified individuals so you can be rest assured that you would not end up inside a refrigerator in pieces.

However, this kind of safety seemingly comes at a price. In fact, safety is a privilege rather than a necessity in today's dating world, which has mostly shifted online. Don't we, the ordinary ones, have a right to safety? How many of the popular dating apps like Bumble, Tinder can assure safety for its users? These questions require introspection.

For all the ordinary people, the only “safety feature” is our own vigilance. Can your vigilance work as an effective scanner for identifying a real from fake? Is vigilance even possible online?

Having said that, a thorough background check too is not a hundred percent guarantee that a person is safe to date. Though these verifications do assure an individual's identity, they cannot attest its personality.

Therefore, we can conclude that safety in an online dating world has no fixed parameters. Ideally, every dating app must have a preventive system in place to detect fraudulent practises. The onus of creating a safe online platform shall no longer fall solely on the users.

Being Old School in GEN Z



**From
An Old Soul.**

**To
Another Old Soul.**

Old- such a misunderstood word. Newness holds immense freshness- agreed. But the overwhelming amounts of familiarity? Such bliss! Newness calls for excitement and adventure. But, I'd prefer the comfort too, wouldn't you?

From the love of writing letters, to forcing yourself to use a phone; Taking a little longer time to comprehend terms like sus and G.O.A.T; and not stepping out of the door after a said time; being old school is a term which carries a certain poise and pride to it, regardless.

Okay, you're an old-school person. You might have felt unique and special about that. But sometimes, it just makes you feel left alone. Particularly when it comes to your clothing preferences. It's not just the people who wear so-called 'short,' 'cropped,' 'torn' clothes that are criticised for their choices, it is the people who prefer modesty too. "Too long, too short, too tight, too loose, old fashion, no sense of fashion!" There are too many opinions flying in the air ready to take you down. But at the end of the day, it's your battle, your armour, it's for you to decide.

Being old school isn't just about your appearance. It's about your values, your beliefs, your practices and your whole essence. The way you sit, the way you talk, walk and act, your pace, your tone: any one of it might show signs of being old-school. Your insatiable need to use "Thank You, Sorry, Sir, Ma'am, etc' before and after every sentence.

A notification or a ringtone might piss you off sometimes. There was a time when I, myself, willingly ditched the smartphone. It was a peaceful period indeed. Yet, very much short-lived as I 'had' to switch back to it. It's become a necessity, hasn't it?

I don't remember stepping out of the house in my PJs. I am yet to normalize being out after 9 PM. I can't even say "WTF?" without feeling the discomfort, cuss words don't just flow outta my mouth. And I am so not ready to indulge in substance use. Yes, I am called boring or that I am not "living" life the right way. But, who defines YOUR right way of living YOUR life? Hands down, YOU any day!

Your dreams could also differ. In a world of nuclear families and live-ins, stay-in-a-joint-family-with-elders-to-nurture-your-kids kinda dream. And the bring-about-a-massive-change-in-the-world kinda dream. The love that you anticipate is also old-school. Wanting to fall in love, a slow love. Committing-to-one-person kinda love. In a world full of hookups and one-night stands, waiting-for-marriage kinda love. Getting-married-and-building-a-beautiful-family kinda love.

There's a hint of an old-soul among every one of us. What do I do to stand out and yet be one among them, you ask? I completely abide by the approach of finding the right balance between the old soul that you're born with and the new generation that you're born into. An equilibrium where you set the weights- your rules, and you set your own authentic path so that your two conflicting personalities can become one and live in harmony within you. Stop for nobody, change for nobody but yourself.

Sincerely with Love,
Andrea (BBA)

P.S: You're Human.



LOVE IS LOVE:

Gen-Z breaking societal norms on love.

Imagine not being able to love freely, hold your loved one's hand, show them off to other people or even not being able to marry them and having your happily ever after. Imagine having to hide who you really are, and pretend to be someone else for your entire life. To not be able to really be yourself because of the fear of being attacked or worse.

Sounds painful and horrible right? This is because the society isn't ready to accept change and is adamant and staying in their old ways. That's what the LGBTQIA+ community goes through, every second of every day. And what did they do to go through this? Love someone? Is that really as bad and evil as some people say it is? Since when did loving someone become a crime? Is it because they love their own gender? How exactly is that affecting the society in any way? People are still living their lives, things are still running smoothly and the Earth is still active, right?

Love is Love. You've probably heard of this saying before. Maybe you've seen it on an instagram post, or on some brand's logo in June aka Pride Month. But do you actually know what it means? What it stands for and signifies?

Love is love means love has no boundaries. Anyone can love anyone and love is always the same, no matter what gender you love. Whether it's your own gender, the opposite gender or both, love is always the same.

Studies say that 1 in 6 Gen Z'ers identify as part of the LGBTQIA+ community, which most people think it's because being queer is a 'trend' and people choose to be queer. While i can't speak for everyone and there could be some attention-seekers faking being LGBTQ to look 'cool', this isn't a choice. You are born the way you are, and unlike what people think, you aren't given an option before coming out of the womb to pick what sexuality you want to be and neither is that option ever presented throughout one's life.

The reason, infact, for why today's young Gen Z population is more queer is because people are much more accepting. Thanks to social media and today's movies and series being more inclusive, young people are able to come to terms with who they are and their sexuality and are able to be themselves and love who they want, albeit not freely and in the open.

Unfortunately in today's society, especially ours, people are still not ready to accept change. Our society is infact afraid of it. There have been many cases of young teenagers being disowned from their families or even beaten up and killed just for who they love. It's not their fault they were born that way and neither is loving someone a crime or a sin. If you go and ask any LGBTQIA+ community member whether they faced any kind of discrimination, bullying or attack, I bet 98% of them would say yes, which is really sad.



But on a more positive note, Gen Z is the most accepting and open-minded generation. We are ready to open our minds, and listen. Which i think is the most important thing that every person should do. Listen to people. Understand and empathize. Trust me, that gay or bisexual friend that you have is probably going through a lot more than you think. Let them know that you support them and will always stand up for them. Because trust me, even the smallest action can go a long way. Unfortunately, the LGBTQIA+ members in the older generations had to hide who they really were and did not know that loving someone other than the opposite gender is completely okay and normal. They had to live in a false reality, and still continue to do so. But, things have changed for the better. If you compare how things are now with how things were 10 years ago, there has been a LOT of positive changes. But we still have a long way to go. Gen-Z will be able to achieve that. People will be able to love and be with who they want, without fear of anything. We can make a change, starting from ourselves and the people around us. Let's work on being better human beings and making everyone feel comfortable being themselves. That's the only way we can bring in change.

Gaurav R, BBA

GEN Z: The Most Insecure Generation?

Gen Z is a generation that has been rocked by insecurity from the start: Financial crashes, climate change, terrorism, hyper-competitive academics and job markets – and ongoing social and economic injustice. Now add to that long list a global pandemic: One that has dramatically changed the world.

This is a time of great uncertainty and change for us – we are graduating from school, passing exams, choosing universities and possible career paths. The feeling of uncertainty about our future could perhaps be fueling fears of failure in anticipation of the big decisions we are facing.

Appearance is the top rated anxiety for Gen Z. We tend to feel more anxious about our appearance than about our career prospects, money or terrorism.

Filters are so damn addictive. Let's be honest, Gen Z values looks. Even though we are more of a 'freer, more liberated generation' we still have these internal desires to be desired and perceived as attractive. Those feelings just don't go away. Some of us, well most of us are choosing to keep our masks on even after the pandemic rules end. The reason isn't because we fear Covid. It's due to anxiety. The mask has offered us a way to hide some of the anxiety symptoms and emotions from others, and wearing it has also made many of us feel 'normal' and 'like everybody else'. We often feel anxious about our friendships, with the opinions of friends playing a massive role in every aspect of our lives. Most of us have feelings of insecurity about our friendships, but admit to continuing to maintain them out of a fear of being bullied or isolated, becoming lonely, or having rumours spread about us.

Social media has become a key factor in defining how we feel about ourselves and others around us. We spend most of our time online and interacting with people through social media more than we do in person. There is a positive association with seeing a friend's post on social media, most of the time we feel happy and relaxed when we look at other people's posts. But that 1% of the time,



okay maybe not just 1% but often we feel anxious about some aspects of online and digital communications, like getting negative comments on our social posts, cyber bullying, and not getting enough likes. The rise in social media and watching others receive 'likes' and 'favourites' across different platforms has led us craving more recognition and validation. Our generation simply likes being involved in a conversation, it makes us feel good. But at the same time, social media and online communications make us feel worse about ourselves. Looking at friend's social media posts make us feel left out of things, jealous and sometimes we feel lonely, unattractive, insecure and less fortunate than those who are doing the posting. Body improvement and fitness content on social media makes some of us feel poorly about our body image.



We as a generation are obsessed with image crafting. We are taking photos in any social situation – snapping away to capture memories and then sharing them online. Despite taking an average of 10 photos on a night out, we are only posting 3 of them and spending an average of an half an hour 'crafting' or as we say 'editing' them before posting. This level of curation shows that social media is painting an unrealistic picture of perfection, which we are comparing ourselves to.

The consequences of feeling anxious vary, and include both emotional responses as well as actions that could be detrimental to one's success and happiness – both socially and academically. We've shed tears because we felt anxious, have missed social events as well as a day of school or work, changed our eating habits, visited a doctor to cope with anxiety, taken a prescribed medicine, posted a photo we regretted later and much more. We are suffering. Most of us have at least once argued with people close to us because we felt anxious and are left struggling to maintain our relationships

Our generation is struggling as we try to cope with the superficial standards set by our peers and brands on social media – such as definition on what is



sexy, successful, or ideal. We need to take ownership of our insecurities and show that there are no barriers stopping us from being happy and achieving success. It's okay to have acne or a big nose. It's fine if your face isn't symmetrical. It's very much normal to have facial and body hair. You don't need to lighten your skin to be beautiful. Remind yourself that beauty is a state of mind, not a state of your body. We are all beautiful in our own way. We shouldn't let our self-worth be determined by social media. Our imperfections are usually what make us unique.

We should seek to understand the causes and mechanisms behind current economic conditions such as high inflation. Not only is it going to help us deal with anxiety we might cause, but it will enable us to start to perceive the current state of economy as full of challenges rather than threats. We should also start to see the opportunities to shape the future of our generation. Our energy, unique insights, and desire for change could all be utilized in providing companies with solutions for preventing disruptions in the future or designing new and better ways. We need to open up a conversation that will destigmatise mental health and turn Gen Z's insecurities into strengths.

We experience an unprecedented combination of stressors impacting our mental health. If you are experiencing anxiety, depression, or any other struggles with your well-being, it's essential and OKAY to reach out for help.

Haindavi K, BBA

Gen Z:

Relationship with their Parents

Our parents did not grow up with these technologies and may struggle to understand how they impact our lives. This can lead to misunderstandings and communication breakdown, as parents may not be able to relate to the challenges and pressure we face in the digital world. We have grown up in a world where social justice and diversity are major issues, and we are not afraid to speak out on these topics. This leads to generation conflicts, as some parents may hold different views on these issues or may not fully understand the importance of them to us. The world is a tough place right now. It is especially challenging to be a young person today. It is difficult to invest in our future when everything seems to be collapsing around us. It's not that we are dramatic or looking for attention we are genuinely horrified at the state of the world, all the while being told that we have it easier than anyone has ever had.



There are a lot of misunderstandings between generations. Here are a few things that we Gen Z's want our parents to understand about our lives:

- 1) Recovery from mental illness is not as simple as just getting over it. It is a process that takes tremendous effort and a substantial amount of time.
- 2) Not every problem we have is because of our phones.
- 3) I think this goes for almost every generation, but we HATE it when parents or family say, 'Back in my day...' It is annoying and makes us feel like our problems are lesser than yours.
- 4) Depression and anxiety are real. Just because we did not go through the worst doesn't mean we can't be depressed or overwhelmed.

5) Our generation isn't weak or overly sensitive, we are just trying our best to undo generations of damage. We are no longer just going to sit back and stay quiet about extreme issues.

6) We know social media is terrible for our mental health, but we feel like we won't have friends without it.

7) We have expectations for ourselves too, and when we don't meet them, we beat ourselves up over it. We do not need you to constantly remind us of what failures we are.

There is no right or wrong way of parenting. Just like every other aspect in our lives, parenting too has evolved over the years. A parent of a millennial may not have the same understanding or approach to parenting as a parent of a Gen Z.

If you are a millennial, you'll remember how your parents decided everything for you. From what you would wear and eat to where you would go to school, what you would do in your free time, almost everything. But now things have changed and evolved. Parents of Gen Z are likely to let their kids have a say. After all, they are more informed and up to date about things happening around them. While parents continue to be a guiding light, they tend to provide their kids with the freedom to choose.

Unlike parents of the millennial, who faced difficulty in accepting failure on their children's part, parents of Gen Z are more flexible, accepting and forgiving. Children now have become more creative; they think out of the box and technology has only given them the platform to expand and explore.

The idea of money and finances has also altered over the decades. Earlier kids understood the value of money. Receiving even a small amount at festivals and special occasions was joyous. Now, children want pocket money regularly. Since markets have expanded and grown, kids' needs and requirements have increased considerably too. However, research suggests Gen Z kids are likely to spend their money more practically than previous generations of kids.

Personal space and boundaries have become important in recent times, especially when it comes to parent-child relationships. Parents of millennials may not have thrived in this aspect since they were the sole decision makers in the family and children were very dependent. However, kids now are more individualistic and understand the true meaning of freedom and independence, which is why they are more aware of their responsibilities and know how to express their opinions at the right moment. The best parents can do is embrace their choices and respect their space.

Gen Z has grown up in a more diverse and accepting culture climate than previous generations. They tend to be more open-minded and inclusive than their parents, and this can sometimes create tension in the [aren't-child relationship. For example, a Gen Z individual may be more accepting of LGBTQ+ identities or mental health issues than their parents, leading to disagreements or misunderstandings.

Overall, the relationship between Gen Z and their parents is complex and multifaceted. While technology has made it easier for them to stay connected, cultural changes and evolving parenting styles has have also shaped their interactions. However, one thing that remains constant is the importance of open communication and mutual respect for their feelings.

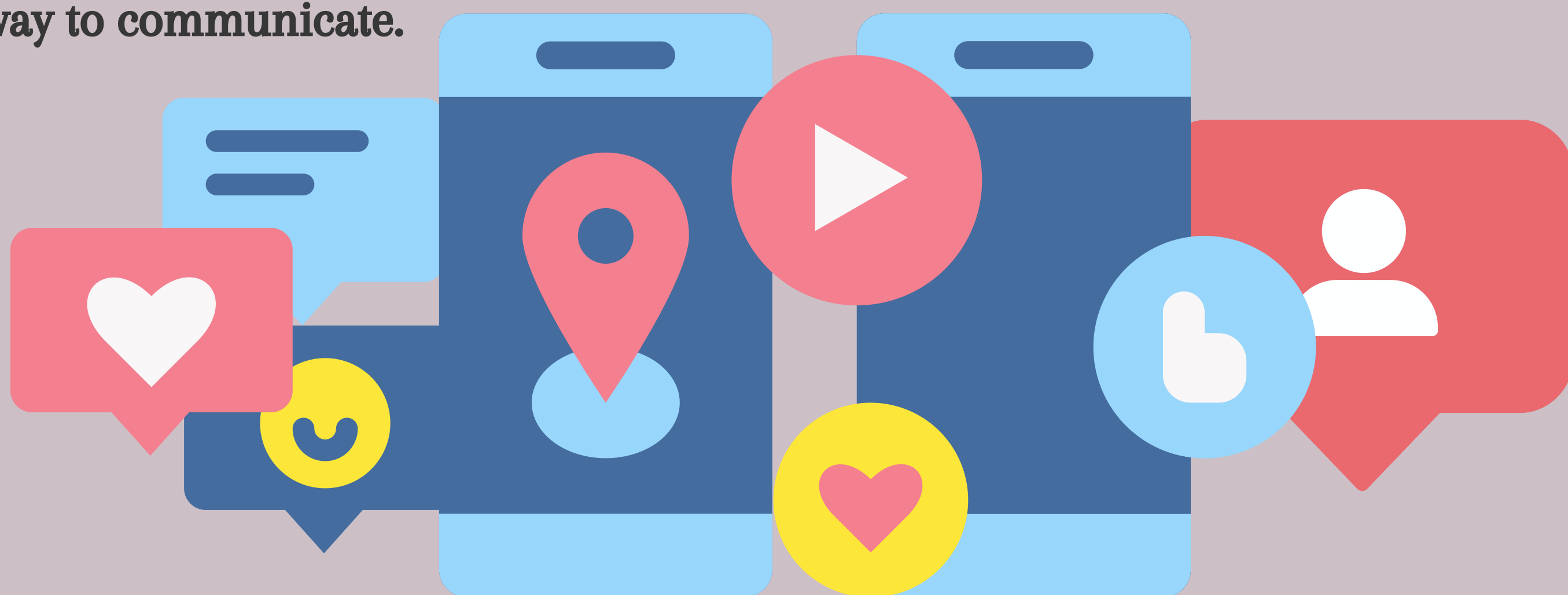
Adiba Thabassum, BBA



Effects of Social Media upon Gen Z

Social Media has been prominent & widely available to people. This generation 2 exercise the full benefits 4 dangers of Social Media. Just like how the Coin has two sides, every aspect in life has pros & Cons. Social Media is a technology. a path which binds the people together with Social media in the hands of generation Z can be a boon & a bane too. Generation 2 kids have become so dependent on Social Media that they seek Social Media more than that of they seek their own Parents advice. Technology & Social media have always been dominant in the Present world.

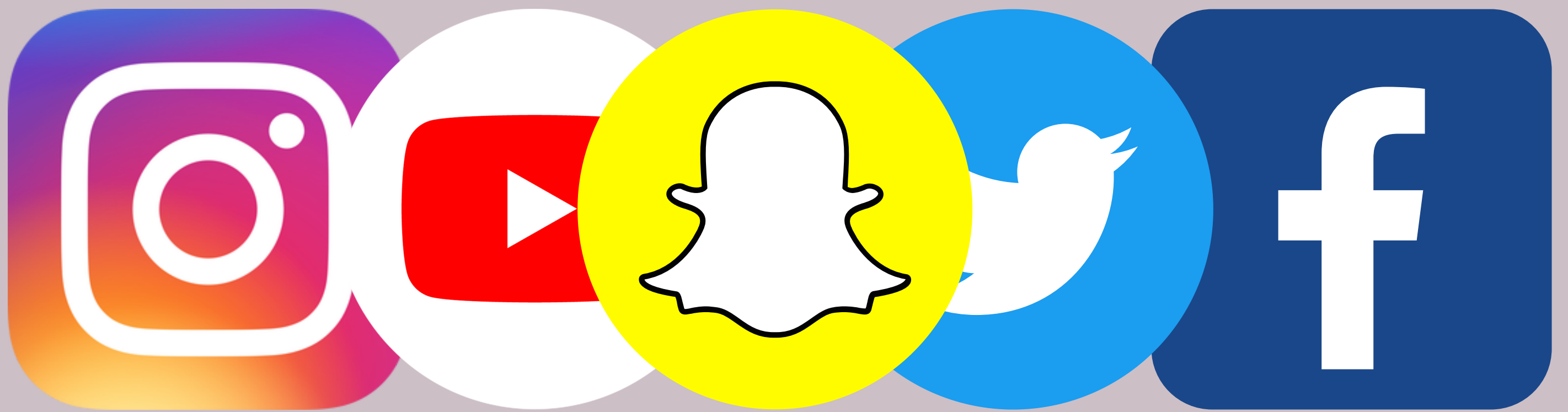
To talk about the importance of social media is that it firstly binds people who are far away through the Internet. It provides a better understandable learning platform to the students. It provides unlimited data in a quick way. It's the best way to communicate.



Now to understand the effects of Social Media on Gen Z, let's take an example of a boy who is 13 years old, his name is Ragu- Ragu is a normal Child who is going to school everyday and plays around Just like other 13 year old kids. One dog giving birth he was astonished to see how it was happening because his mom have told him that babies are born by Praying- the Cradle the next morning, day Ragu saw a God & God deliver in an After v Seeing, the birth Ragu have asked his mom to be honest about a dog giving the process of having babies his mom said the same again. So Raghu started to search "Process to make baby" facebook he read Comments, tags etc Pregnancy, sex, Condom, porn are the words that he never heard of he was curious to know what they Search & dig deeper about it more a more.

One thing that started to lead to another & another now a boy is curious to know the holy process of making babies have ended up watching the Unholy, scripted. Year old "PORN." "A good Ragu now. A 13 year old boy who loves his mom and dad now hates them because they lied now Ragu started to know more about it & finally he got to know the Process of how babies are born but not the way he was supposed to know. He grew up now he's 17 year old so does his desires & Curiosity

Now Ragu is done with information he was curious to know how it feels. He had made sexual advances on all his female friends & they left him and one day he took the Courage to not listen to the women Saying 'NO' and still managed to physically abuse him and he wound up in jail that day.



A 13 years old boy grew up to be a rapist-if only he was told the truth. "If only social media had restrictions on explicit content, if only he had known the difference of using social media in a good Way or bad way,if only social media had taught him right he wouldn't have ended up in Jail today."

In my opinion there are lot of Ragus in this world" & Social media is accessible to all the Ragu's co it's the Parents, teachers & friends duty to teach them the Pro's & Con's of Social Media Social media can be a boon & a bane too so when it's in the hands of people like Pegu it will be a bane.

So teaching math, physics, chemistry & so on is very necessary to a kid's Career but to make him a better version of himself schools should also talk about the dangers & how to overcome them in the present world.

KGK Sathwik, BBA

GEN Z Dictionary

A

Adulthood

Having to behave like a grown-up

Usage: I want to quit my job already, I'm tired of adulthood



B

Bae

A term of endearment for a significant other or crush, short for "before anyone else".

Usage: "I'm going out to dinner with my bae tonight."

Basic

Mainstream or unoriginal.

Usage: Did you see X Company's Instagram reel? It got a ton of likes, but it seemed kind of basic to me.

Big Yikes

Embarrassing; "ouch."

Usage: I accidentally sent an email meant for you to my boss. Big yikes.

C

Cancel/Cancelled

To stop supporting someone because of their unethical behavior.

Usage: I saw that the company fired employees who told people to go out and vote on their social media — it's canceled.

CEO

Not literally the chief executive officer, but the best at.

Usage: She's the CEO of viral TikToks. I wish we had her on the marketing team.

D

Dead

Often used as “I’m dead” to mean you find something hilarious.

Usage: Did you see they tried to promote the company with a TikTok trend from two years ago? I’m dead.

E

Extra

Over the top; Dramatic.

Usage: He wants us to present the slides and do a separate recording of them? That’s so extra.

F

Finesse

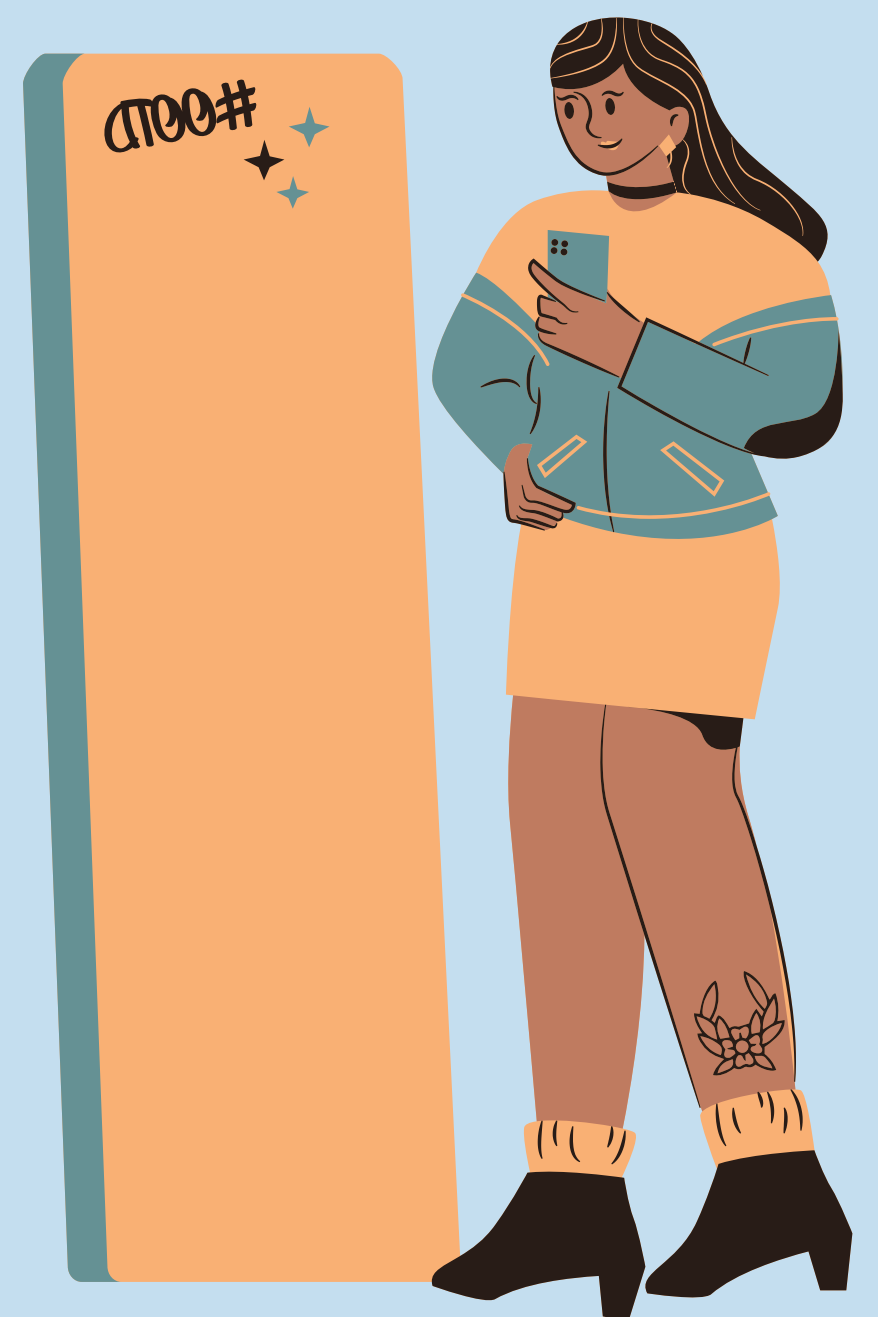
Tweak or do something tactfully, skillfully, or cleverly.

Usage: I’ll send my cover letter draft to you by EOD — I just need to finesse it a bit first.

Fire

Great, amazing, exciting.

Usage: That graphic you made for Instagram was fire. Nice work!



Flex

Show off.

Usage: Can't wait to flex my presentation skills at the all-hands meeting on Tuesday; they won't know what hit them.

FOMO

An abbreviation for "fear of missing out".

Usage: "I have FOMO because I didn't go to the concert."



Fr

For real; true, valid.

Usage: If I don't get that job after the hiring manager spent the entire Zoom interview complimenting me, I'm going to be upset fr.

G

Gaslighting

Manipulating someone in a way that makes them question their own reality.

Usage: She said that I was overreacting and she cleared denied doing it- She's clearly Gaslighting me.



Girlboss

A woman who acts as her own boss, though the term has evolved since its inception to take on both positive and negative connotations. For Gen Zers, typically used ironically as a hard-working person who puts work before anything else. Both a noun and verb.

Usage: I've been putting in 12-hour days this week. I'm in my girlboss era.

GOAT

An abbreviation for "greatest of all time"

Usage: "LeBron James is the GOAT."



H

Highkey

Very, really, definitely; opposite of lowkey.

Usage: I highkey want that promotion but I've already made it clear to my boss, like, five times.

Hits different

Experiencing something that feels different or new compared to before.

Usage: My afternoon iced latte hits different after that networking event this morning.

I

IRL

An abbreviation for "in real life"

Usage: "We should hang out IRL sometime."



It's the ___ for me

Referring to something that stands out about a person, thing or situation; can be used as either an insult or a compliment.

Usage: Not X Company running an ad about climate change when they're literally ruining the environment. It's the hypocrisy for me.

IYKYK

If you know, you know

Usage: "It's our inside joke iykyk"

IKR

I know, right?

J

JK

Just kidding

L

Lit

Something is cool or exciting.

Usage: "That party was lit!"

Lives rent-free in my head

Something you can't stop thinking about.

Usage: That new jingle from Company Z's ad lives rent-free in my head.

Lowkey

On the downlow; secretly, understatedly.

Usage: I lowkey want to volunteer for the social committee, but I haven't spoken to anyone on it.

K

Kill Me

An expression showing one's disdain for whatever one is faced with by humorously stating that one would prefer death.

Usage: They want me to do the work by this weekend- Kill Me, please!



M

Main character syndrome

When someone thinks they are the main character of their life. Usually comes with a side of individuality complex, quirky style and a self centered point of view.

Usage: I am the main character of my life, I make my own rules.

N

No cap

No cap basically means that they're not lying or capping like they did something.

O

Omw

On my say

S

Sending me

Finding something hilarious; see "dead."

Usage: The gif she sent in #watercooler-chats is sending me.

Slay

Means to do something exceptionally well.

Usage: "She absolutely slayed that performance."



Stan

To be a fan of; liking something a lot.

Usage: Did you see Y Company's new plus-size fashion campaign? We stan.

Sus

Suspicious

Usage: Company X announced an influencer campaign last month, but today the influencers they were supposed to work with took down their sponsored posts. I wonder why — isn't that a little sus?

T

TBH

An abbreviation for "to be honest"

Usage: "TBH, I didn't really like the movie."



Tea

Gossip, news, or juicy information. Frequently used in "spilling the tea," when sharing loaded information.

Usage: Did you attend the strategic planning meeting on Monday? Spill the tea.

TFW

An abbreviation for "that feeling when"

Usage: "TFW you finally finish a big project."



V

Vibe

Feeling, atmosphere

Usage: If I want to do a vibe check on a company before applying, I'll look at their ratings on Glassdoor.

W

-W-

A win.

Usage: I'm so glad sales got the W with that deal last week; things were looking bleak before then.

Y

Yeet

Means to throw something with force or enthusiasm

Usage: "I just yeeted that paper into the trashcan!"



Sharvari B, BBA



Bhavan's Vivekananda College

Of Science, Humanities & Commerce

(Re-accredited with 'A' grade by NAAC)

Sainikpuri, Secunderabad-500094

(Autonomous College)

Event Organized by Samvridhi (2022-2023)

"UTOPIA 2.0"

The event was conducted by 2nd and 3rd year students of Samvridhi Newsletter on 1st & 2nd March 2023 in room no.304 and room no 306, MBA Block from 2:30pm to 3:30 pm. The theme of the event was: GEN-Z. There were 4 main events, 2 informal and 2 formal events, happening on each day simultaneously.

Formal Events: Article Writing, E-Poster making

Informal Events: Meme-Making, Management Case Studies based on Movies

Bhavan's Vivekananda College
Of Science, Humanities and Commerce

Department of Management Studies

SAMVRIDHI
presents

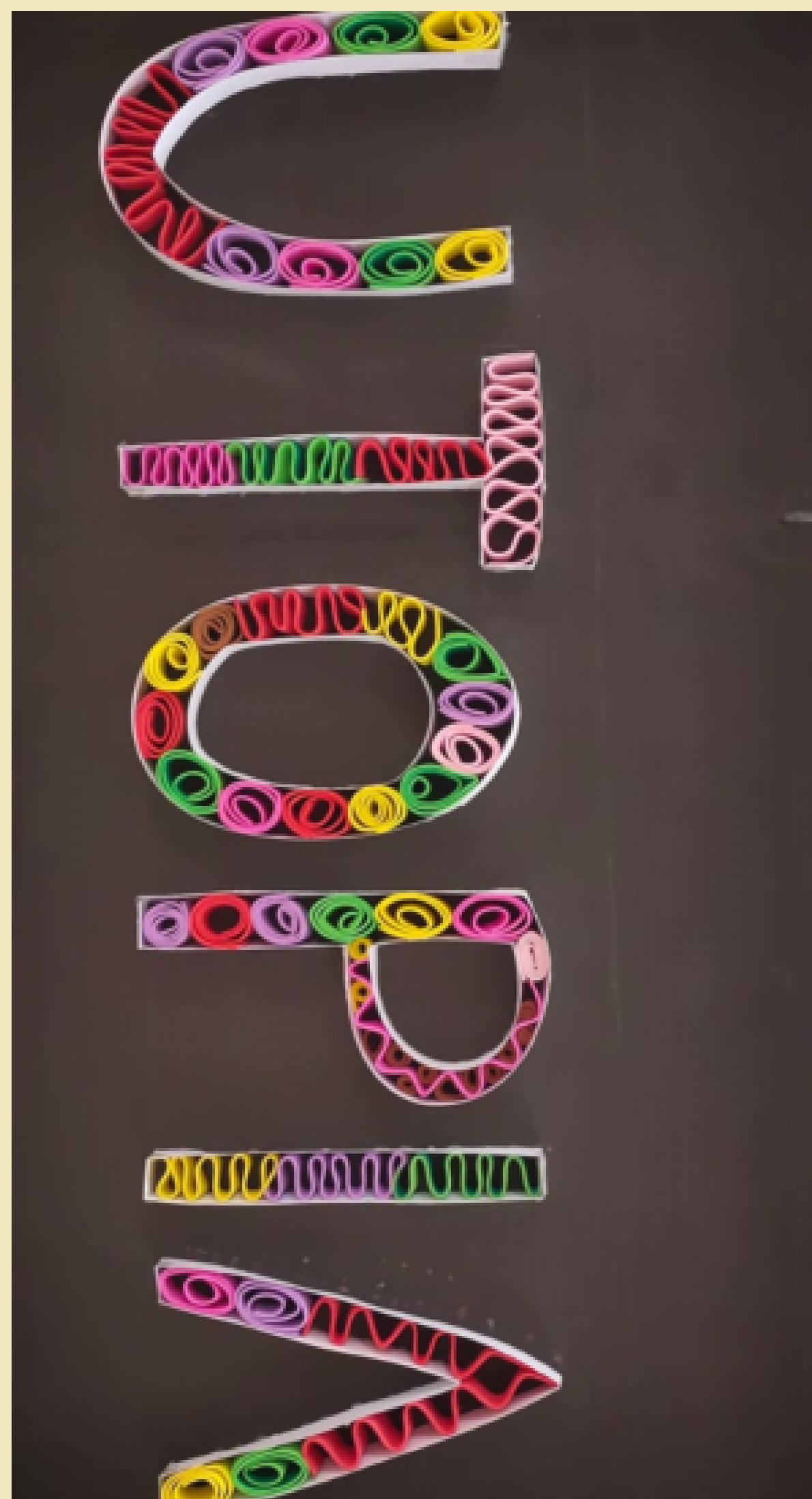
UTOPIA 2.0

Day 1 (01/03/23)
Article writing
(Team size :1-2)
E-poster
(Team size : 1-2)

Day 2 (02/03/23)
Meme - Making
Management Case Study
(based on movies)

For more queries, contact

Krishnaprasad +91 9490752077
Taruni +91 8978999027
Sharvari +91 9550546447



DAY-1 (1/03/2023)

ARTICLE WRITING

In the Article Writing event, The participants were given 5 topics to choose from and were given 1 hour to write an article. The word limit was 250-300 words. The topics were as follows:

- 1) LGBTQIA+ community in today's Gen-Z society
- 2) The affect of social media on Gen-Z
- 3) Gen-Z fashion trends
- 4) Gen-Z maturing sooner than other generations
- 5) How Gen-Z would bring a fresh perspective to workplaces

The student coordinators for the event were **Taruni & Gaurav**

The Judges for the event were:

Dr. Y. Madhuri Srinivas (Assistant Professor, Department of Management Studies)

Ms. Annie Christina Bachala (Assistant Professor, Department of Languages)

Winners:

1) **Rithika Yadav** (BCom hons 1H2) & **Vaishnavi Kotha** (BBA 1B)

2) **KGK Sathwik** (BBA 1st Year)



E-POSTER MAKING

In the E-Poster making competition, the participants were asked to make an E-poster on the theme 'GEN-Z'. They were free to bring their own laptops or phones and use any software to make the poster. They were given one hour to do so.

The student coordinators for the event were **Andrea & Adiba**

The judges for the event were:

Dr. S Lalitha (Associate Professor, Department of Management Studies)

Mrs. Sharon Rosy (Assistant Professor, Department of Computer Science)

Winners:

1) **Siddharth & Nihesh** (BCA, 2nd Year)

2) **Keerthi** (BCom Computers 2A1) & **Chethana** (BCom Hons 2H2)



DAY-2 (2/03/2023)

MEME MAKING

In this event, the participants had to make memes on five given situations, either in picture or video format. They were given one hour to do so. The five situations were:

1. Struggle for 75% attendance
2. Group projects but you know that you have to do the entire work
3. 1st year of college vs Final year of college
4. Your reaction to your bindass bunking friend getting better results than you
5. Your reaction when the teacher who scolds you for coming late comes late to take the class

The student coordinators of the event were **Krishnaprasad and Bhuvaneshwari**

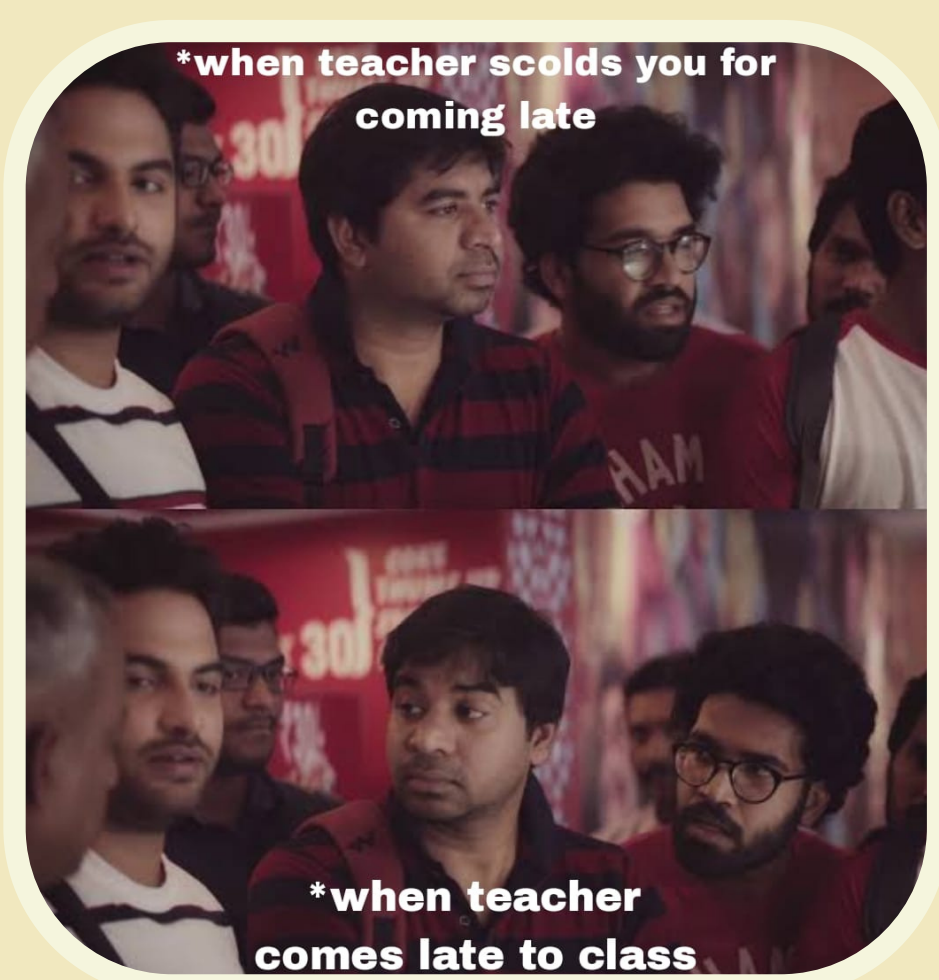
The judge for the event was:

Mr. Sai Krishna K (Assistant Professor, Department of Arts)

Winners:

1) Rudraksh (BA, 2nd Year)

2) Karthick & Akshith (BCOM Computers 1A1)



MANAGEMENT CASE STUDIES BASED ON MOVIES/SERIES

In this event, the participants were asked to pick a movie/series and look at it through a management perspective and make a case study out of it. They were given one hour to do so. The movie or series could be of any language.

The student coordinators for the event were **Sharvari & Teesha**

The judges for the event were

Mr. Shiva Thrishul P (Assistant Professor, Department of Arts)

Ms. V. Ashwini (Assistant Professor, Department of Management Studies)

Winners:

1) **Sneha & Khushi** (BCom Hons 1H1)

2) **Advait** (BSc Hons Data Science)

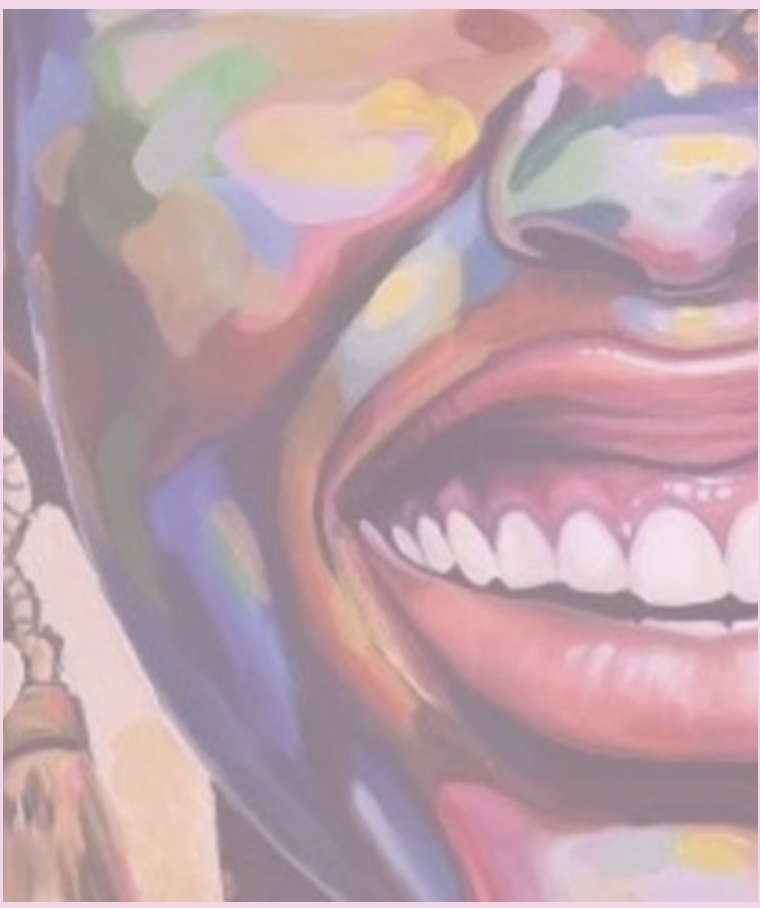
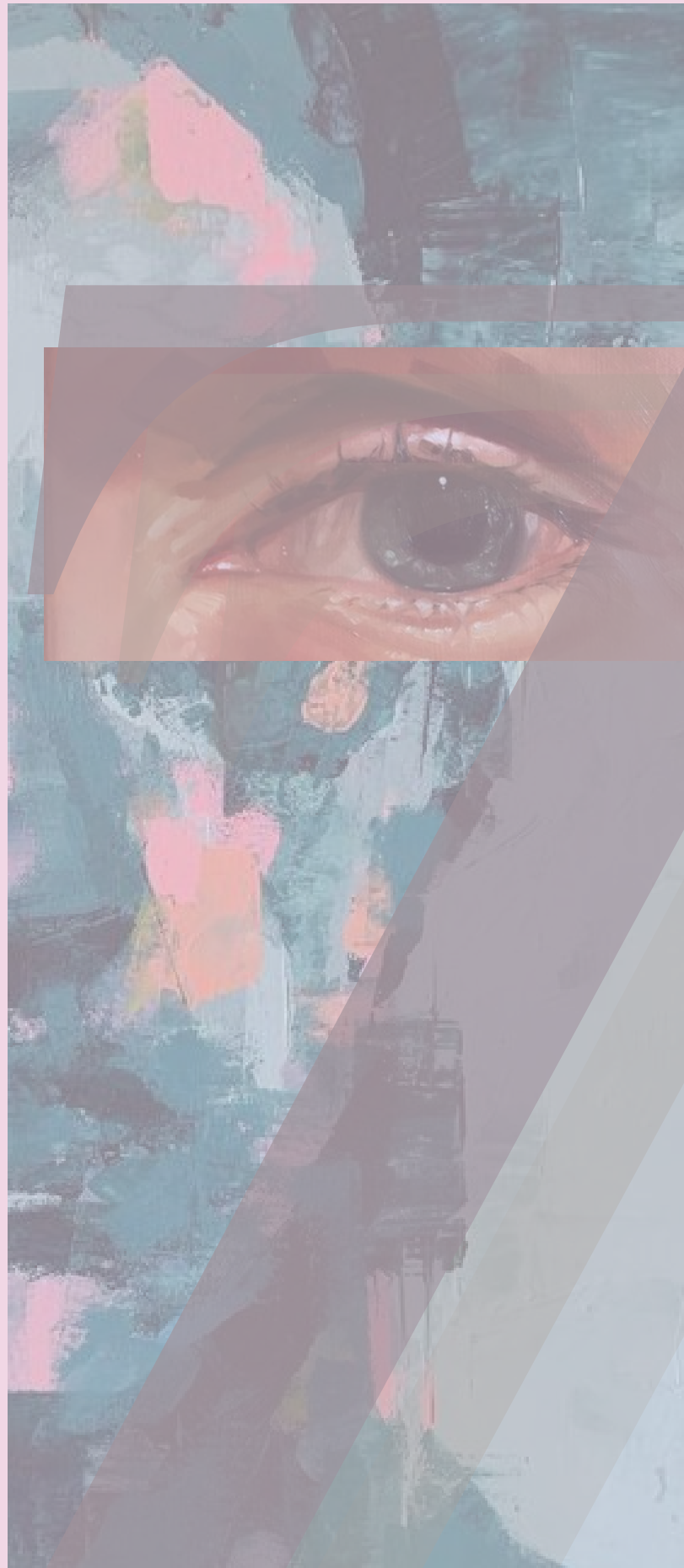


The Organisers for the events on both the days were:

- Taruni
- Sharvari
- Krishna Prasad
- Teesha
- Gaurav
- Andrea
- Bhuvaneshwari
- Adiba
- Triakash
- Shriya
- Nafisa



GENERATION



read &
understood