

ASK YOUR  
CORE

CATCH UP WITH THE  
DEPARTMENTS

FRESHER'S  
GUIDE

FROM OUR  
MEMBERS



# VAAAYU INSIGHT

SEPTEMBER - OCTOBER 2021 ISSUE

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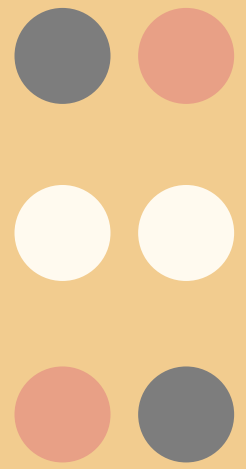
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# CATCH UP CATCH UP CATCH UP



**Hospitality** has been investing their time contacting and inviting the CLs for the CL meet, hosting the Hospitality talent hunt where about 30 members along with the senior members showcased their amazing talent.

From creating entire **PR** campaigns to the very important captions on the posts, PR has seen and done it all. So if you have heard about the rousing pre-fests that Vaayu conducts or the festival itself, it's probably due to them.

**Marketing** is focusing on getting as much cash as they can for an offline fest. And along with the constant sponsor callings, they also have frequent bonding sessions every now and then.

**Food & Collaborations** is where constructive cold callings meet entertaining game nights resulting in comprehensive growth and solidary bonding. To uphold the ideal of one big family, Food & Collaborations had a zoom meet with PR, and the members from Mumbai even met up at Café 145.

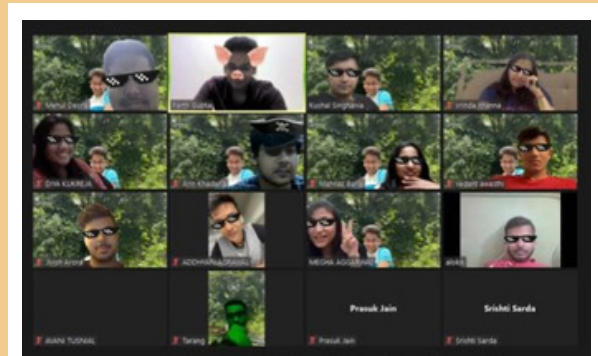
**Security** is busy with the ironclad planning of the pre-fest. They had bonding sessions through which the team members got to know each other. They also had a turf session with the committee.

**Printing & Supplies** got a lot of productive work done like vendor callings, making a database, and listing. Bonding over enjoyable, informal meetings, they also appreciate the hard work done, or rather, supplied by each and every member.

For **Digital works**, learning editing software, designing/creating still and video assets for social media, brochure and ID Card ideation is all their turf. Without them, Vaayu's campaigns and social media would be at a loss of graphics.

**Digital communications** have been having a great time communicating with each other while also working on their events, and collaborating with Stimuli Technologies Pvt. Ltd. for the application and scoring portal to create stellar digital products.

If creativity was something tangible, you would find a whole lot of it in **Creatives**. They made the September and October issue of the Vaayu magazine, worked alongside the Hospitality department for their video and has been busy with their department photoshoot ideation.



Bridging the gap between our imagination and reality, the **Logistics** department is responsible for the amazing sound and lights, SFX and the overall offline look of the festival. Lately, the department has been busy with its pre-fest ideation and holding meetings to give themselves a well-deserved break from work.

To be in **Literary arts**, or not to be; that is the question. Through bonding sessions, game nights, inside jokes and a whole lot of fun, Literary arts is gearing itself for the Vaayu Festival with event planning, the VCPCP, sponsor training and contributing to the magazine. They're also proving the phrase "dreams do come true" correct by preparing for The Dialogue, the Literary Arts Pre-fest.

The **Fine Arts** department has been fine, while they worked on their pre-fest with Inktober, engaged in sponsor callings and being artistic with their event planning. This department has also been creating the entire process leading up to the festival fun for its members through games like Skribl.

For, **Management Events** members brought new energy and direction for the department. They managed themselves pretty well through various game nights, bonding sessions and the ideation of events for the on days festival and the VCP-CP.

**Externals** started off with fun bonding and games nights where the awkwardness of meeting and working with new people was made external. After, they started curating exciting events for the main fest. The VCP-CP was definitely an insightful experience, eagerly waiting and planning for the Internship Fair now!

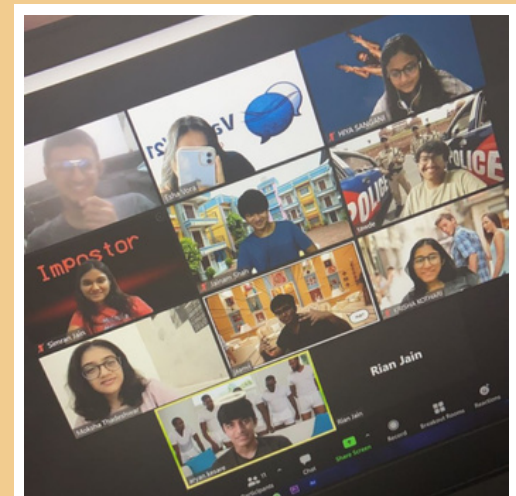
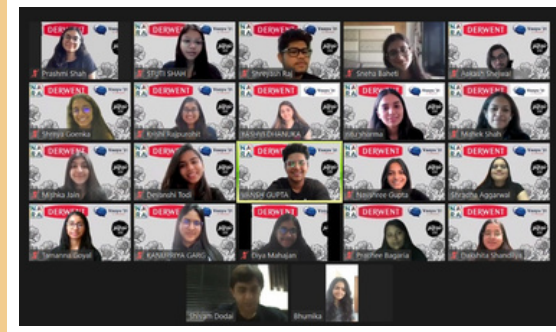
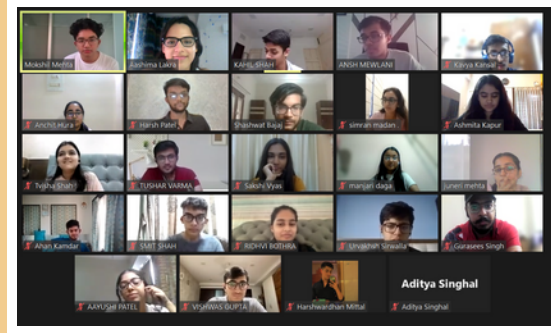
**Innovations** was busy coming up with innovative events to keep us on our toes, working on their preparations for the VCP-CP and their first pre-fest on mental health, "Khayal", which was a huge success.

**Proshows** has been showing everyone how it's done by organising their Vaayu fashion week pre-fest, an Instagram live session with Shruti Sinha, a YouTube live with Viraj Ghelani, song promotion of 'Jaaneja Dilruba' and YouTube series promotion of Lock'd In. Adding another feather to their hat, Proshows also conducted a meet and greet session with Pankaj Advani.

**Performing Arts** was busy performing events and doing pre-fest ideation while also working on their VCP-CP preparations. But don't be confused, all work and no play isn't what Performing Arts follows. They kept the process enjoyable and interesting by hosting frequent JAM, gossip sessions and parties offline.

Remember playing those fun and engaging games at the very first GBM? **Informals** is to blame! Thereafter, every Informals meet, from preparing for the VCP-CP, games nights, to not forgetting the rule of ending each meet after hearing at least one crazy story, has been extremely memorable!

**Gaming & Sports** has been mainly ideating on events for the VCP-CP and sponsor calling. They have also planned a gaming pre-fest. True to their name, they've been chilling and gaming during their meets and to take it one step further they also arranged for meetings with Proshows.



# AROUND THE FEST



*Khayaal*

**A VIRTUAL POSITIVITY RELAY**

PARTICIPATE IN

- INTERVIEW WITH A MENTAL HEALTH EXPERT
- JOURNALING WORKSHOP
- VIRTUAL WORKOUT
- JAM SESSION

**10th OCT SUNDAY**

**REGISTER NOW**  
LINK IN BIO

This month Proshows conducted Vaayu Fashion Week. They started this exciting week with an entertaining Instagram takeover by the unique and trendy Swagata Dev. She took over Vaayu's Instagram for a day to answer fan questions and gave the viewers a little insight into her life. This was followed by a styling and modelling workshop on the next day which featured the very talented and loved digital content creator and fashion influencer Kinjal Bhanushali. She shared some of her tips and tricks on how to look stylish. Stories and Reels promoting Indian culture and breaking stereotypes were also posted.



 **Vaayu '21**  
GET EMPOWERED

*Inktober* 2021

This year, the Innovations department of Vaayu aimed to break the mental health taboo by conducting our pre-fest “Khayaal”. They conducted a webinar with over 300 active participants wherein there was an interview with a Mental health activist, followed by a journaling workshop. Next, they hosted a workout workshop which discussed the importance of exercise and made all the participants do simple exercises. They ended the webinar with a JAM session, where they discussed how different art forms help people. A lot of participants showcased their talents and everyone had a good time appreciating the expression of emotions through different art forms.



*Vaayu*

**FASHION WEEK**

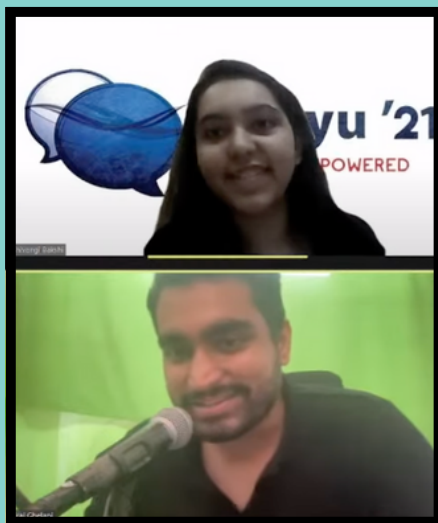
**16<sup>th</sup> - 18<sup>th</sup> OCTOBER**

Fine Arts conducted a pre-fest in collaboration with Inktober 2021. This was an ink art related competition which gave participants the opportunity to improve their skills and develop positive drawing habits. The idea behind the creation of this event was to help people discover a different concept, new styles of drawing and enhance their creative skills.

# VAA YU SOCIALS

## GENERAL BODY MEET

The General Body Meeting was a great welcome for the freshers to the team of Vaayu. All the HoD's spoke about their departments and introduced themselves. The GBM also consisted of a fun competition for the members, wherein they were required to perform some fun tasks.



## VIRAJ GHELANI

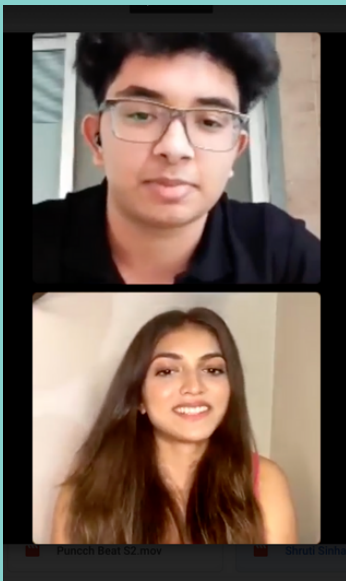
For Vaayu's annual GBM, Viraj Ghelani, one of the top digital icons in the country, joined us for an engaging Youtube Live, and managed to charm us with his endearing and high-spirited personality.

## LOCK'D IN

An Instagram live was hosted with the very special guests Maanavi Bedi, Anna Ador, Aisha Rahmed and Karan Mally as they came to promote their new enthralling Youtube series 'Lockd In'. It was as enlightening as it could get, as they went about described their journey of creating "Lock'd In" and their personal experiences of being in the industry.

'Lockd In' is a series that revolves around the newly dating couple that get stuck living together because of lockdown, their bittersweet journey in discovering one another, and in-turn discovering themselves



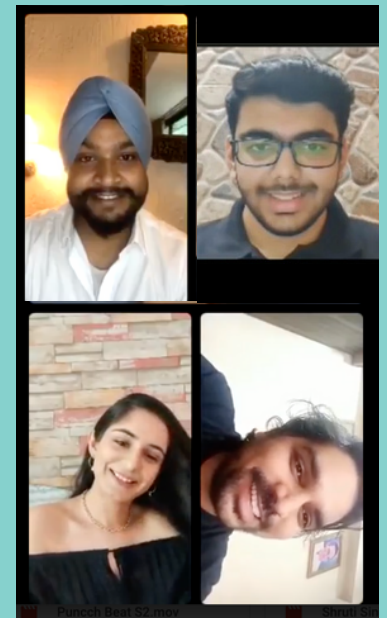


## SHRUTI SINHA

Vaayu was extremely excited to host an Instagram live with the ever talented and charming Shruti Sinha, a dancer, choreographer, model and actress, who went on to talk to us about her inspiring dance career and riveting television journey

## JAANEJA DILRUBA

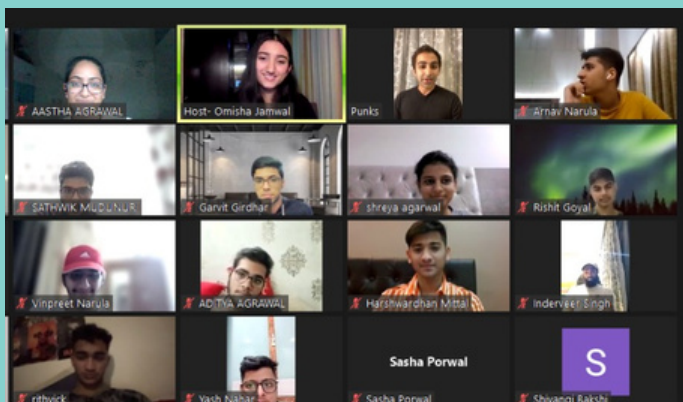
Sudeep Jaipurwale; the voice behind ‘Benazaara’, Sarvpreet Singh; the musician who won our hearts with his single ‘Hai tu’ and Sonia Malik; known for her work with Nykaa joined us for the promotion of Jaaneja Dilruba, a romantic lockdown love story on a lively Instagram live where we got to know more about them and also had an exciting interactive session.



## PANKAJ ADVANI

This year Proshows conducted a Vaayu Meet and greet session with the famous Billiards and snooker champion Pankaj Advani.

The 40 min zoom call was really informative and the audience interacted well with him asking him questions about his journey . He shared his achievements and experiences all the while giving insights from his time since the teen years. Stereotypes about billiards and snooker as a career sport were also discussed.



# Fresher's Guide



Connect with people on social media.

Don't be afraid to approach people.

Join clubs that appeal to your personality.

Take part in various club events.



Pick 2 or more productive hobbies.

Explore your interests.

When in Mumbai visit-  
Marine Drive, Prithvi Cafe, Juhu Beach,  
Grandmama's, Bandra etc.





Start journalizing  
your emotions.  
Vent your heart out.

Take yourself out on  
dates and start  
enjoying your own  
company.

Allow yourself to  
take breaks  
You deserve it.

Seeking help is a sign  
of strength.



## SELF CARE — TIPS —

Even skincare can be  
therapeutic at times.  
Treat yourself with a  
routine and soak in the  
goodness.



## PLAYLIST OF THE MONTH

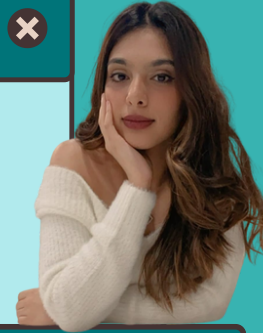


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# ASK YOUR CORE

BEING THE CHAIRPERSON OF SUCH AN IMPORTANT FEST, WHAT ARE THE THREE MOST IMPORTANT THINGS RELATED TO VAAJU ON TOP OF YOUR MIND? 

My core should have fun, my members should enjoy themselves and on days JRM is full of happy people



WHAT ELEMENTS OF VAAJU STRIKE YOU THE MOST AND IN WHAT WAY DID THEY MAKE YOU FEEL THAT INFORMALS WAS THAT DEPARTMENT FOR YOU? 

It was the feeling of being a part of something more than studies and work, the happiness we felt when we saw our efforts on the fest days. That's when I knew I wanted to be a head and share the experience I had with my members. For me Informals department was just a place I could be myself and have fun with my ideas. That's when I knew I loved what I do and was the perfect fit for me.



21 DIN MEIN PAISE KAISE DOUBLE KARTE H? 

Main bhi Raju ko hi dhundh raha hoon.



WHAT'S THE BEST PART OF BECOMING AN HOD AFTER BEING A MEMBER? 

The best part is that, you get to see all your members grow the way you did, you get a chance to give them a direction and you can mould them the way your head guided and moulded you.



WHY ARE YOU NEVER AT HOME? 

Home is where I am.



# FROM OUR MEMBERS



~ Prachee Bagaria  
(Fine Arts)



~ Vansh Hirani  
(Informals)



~ Rishi Jhajharia  
(Creatives)



~Hardik Mehta  
(Informals)

## MY DRUG OF CHOICE

~Devam Shah  
(Informals)

The warning bells rung  
Indiscriminate shouts were heard  
Curiosity and fear clashed  
The very thought felt absurd

I gazed at you in awe  
My parents would balk at the notion  
My friends gave me the green light  
My desires were set into motion

I absorbed your gentle touch  
Not sure if it was wise  
Catching sight of the reflection  
Of the fire in my eyes

Relishing your distinct flavour  
Felt a breeze on my tongue  
I drew in with trepidation  
Tightening my lung

A high sense of euphoria  
Slowly warming my brain  
As I eased into your embrace  
You took away my pain

Still giddy from anticipation  
Astonished, with slight doubt  
The ecstasy momentarily ended  
But the love never died out

In the days that followed  
I searched for a secluded place  
Stashed in sneaky corners  
I gained solace from your face

The flow began getting smoother  
As we formed a special bond  
People would always come and go  
But I knew you'd never abscond

Even now, trapped within these walls  
My emotions in disarray  
I yearn to have you in front of me  
You make me truly gay

# creative & literary arts



~Paridhi Chopra  
(Creatives)

“You have been my escape ,Sun. You have been my light, my shine. But what if it’s time I start searching for my light within me and not around?” Paraphrasing the moon I wonder why people are so influenced by the outer world? You look content today, but would you still look happy and content if I took away every person, everything around you, except you?

That outer world you have been relying upon your entire life?

A vivid show of escapism, escaping oneself, running towards something so precarious, one shouldn’t lean on but we do. we still do.

Some escape, some face, stars shine and the moon reflects. In the universe full of stars, why do you chase reflection more than creation?

The very idea that space is boundless and you can’t reflect everyone’s light, you can’t seek every person’s validation to be yourself, to live a life that you desire, you shouldn’t be chasing that outer light, when starlight is what you deserve. In the dark space, away from everything, close your eyes, feel that light inside you, what makes you happy and not others? What opinions do you have when nobody’s listening? What do you wanna chase when no one’s there to judge? You have answers, you have that shine within you, don’t look around, the art is creating, the art is finding it inside us and making it grow because this universe doesn’t hold anything for us, we do and we’ll always do.

~Tisha Raheja  
(Literary Arts)

# Q&A with



## How does swell help in youth empowerment which is the main theme of Vaayu?

*We believe that Swell will become the preferred choice of young adults in India. The nature of the platform is conducive to help young Indians come forth and share their thoughts, ideas, perspectives and opinions, and also help them connect with a global audience.*

*At the same time we are seeing a multitude of young regional voices from India emerge within a short time of launching the app. We have seen user traction across regions, covering multiple languages like Hindi, Urdu, Telugu, Tamil etc. Having considered this aspect prior to the launch in India, we had tailored Swell's interface to support a multi-lingual user base.*

*We want to make sure that in a year from now, if there is a point of view that you would like to hear from a young adult, then you should know that Swell is the place to go to.*

## What is the foremost motive of Swell app as a startup?

*Swell is a voice powered global community where anyone can make a connection simply by joining a conversation. The foremost objective of Swell is to help people make meaningful connections through the power of their voice. Swell is helping break down barriers of geography, language, time zones and conventional social media engagement patterns. The format of Swell is democratizing voice and giving everyone a fair chance to opine and be truly 'heard' in every sense of the word.*



**Sudha Varadarajan**  
CEO & Co-Founder

## How is Swell different from other social platforms?

*Swell is the **first asynchronous voice-based social platform** to be launched in India. Unlike any other audio-based social media platform, where conversations happen in real-time and can't be saved, on Swell the user can. The asynchronous nature of the platform not only makes it easier for listeners to **catch up whenever** they want, but also improves the **quality of the conversation** by allowing them for prior prep. Every post on Swell can be up to 5 min of duration and can have links and photos. With the entry of Swell in India, the social media networking ecosystem is surely set to see a shift from an **'emoji' to an 'emotion'** based experience – to more genuine, relatable, humanized conversations in life, that matter.*

*On Swell, users have the control over who can take part in your conversations and then they can moderate and remove any replies within their conversations. This is because the app supports audio-only group chats and private conversations. Alongside, it offers public "Swellcasts" i.e. bite-sized podcast, or a structured like a comment thread than a free-for-all. Users can also promote their public posts through their own pages on the Swellcast website. The app does not run on any ad-based business model, in order to prioritize user experience; Monetization is on the back of premium tools and Swellcasts.*

*The platform aims at keeping the conversations non-polarized and humanized, carrying a distinct intent, emotion and empathy, unlike most social media platforms.*

Thank you for reading this  
month's issue. We hope you  
enjoyed it.

~ Team Vaayu

