

# JDB Times

2004 - 2005

SMT. J. D. BIRLA INSTITUTE





## Editorial

It is with great pleasure that we bring to you the very first edition of *JDB Times* – our very own college magazine. Within the realm of this arena we are proud to present to you the aspirations and achievements of this Institute.

The metamorphosis of this college, from its being a hesitant entry into the vocation of Home Science to its now being a professionally oriented multi-departmental centre of excellence in education, is coloured in hues of bygone sepia, existential black and futuristic blue. We hope that through this chronicle we can showcase not only articles of substance penned by our fellow mates but also functions of the different activity groups, topical reports, as well as vivid accounts of annual educational excursions from the Departments and their Sections.

As a first endeavour we know we have erred in more places than one. We humbly ask for your pardon and sincerely invite your criticisms, which we are sure will guide us through this literary journey in ever-improving ways.

## Editorial Board

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## A Report from the Principal's Desk

The vision and foresight of the Late Smt. Sushila Devi Birla, wife of Late Shri L. N. Birla, led to the establishment of Smt. Jawahari Devi Birla Institute of Home Science in June 1962. While the initial years saw consistent achievements in Home Science education, the year 1997 marked the establishment of its Department of Commerce. Subsequently in 2002, the Department of Business Administration was founded and the Institute was rechristened as 'Smt. J. D. Birla Institute'. It exists today as a full-fledged institution providing graduate, postgraduate and doctoral degrees, with affiliation to the highly accredited Jadavpur University of Kolkata.

The Home Science and Commerce Departments cater to girl students only but the latest BBA (Hons.) Course is co-educational and allows students to be trained in a healthy, competitive environment that stimulates a real world situation. The first batch of students will get their degree (BBA) certificates from Jadavpur University in December 2005.

From the very inception of the college, it was running its courses, Home Science and Commerce in the annual pattern of examination. For the first time, semester pattern of examination was introduced to the new set of students admitted in July 2003. However, the Department of Management had already commenced with the semester pattern of examination in July 2002.

The college provides various infrastructure facilities to its students, right from addressing their basic physical needs to shoring up and developing their varied academic requirements. It boasts of a well-designed campus with spacious classrooms, laboratories equipped with the most modern equipments, an audio-visual room, two state-of-art computer laboratories, EDP units and two departmental libraries with classic collections of books, journals & periodicals. Though the college does not have a hostel of its own, it has tie-ups with hostels to aid out-of-town students in acquiring suitable accommodation.

The campus has a well-set common room with facilities for indoor games, an extra curricular activity room, two badminton courts, and an alumni association, among other systems, while each floor is provided with fire extinguishers and water coolers.

Social awareness and social responsibility are instilled in the students by generating awareness about environmental, health issues and extension services. The institute also has two units of the National Service Scheme (NSS) comprising 100 students each, under the banner of Jadavpur University. The physical and mental well-being of our students are looked after well on campus, by one full time MBBS doctor belonging to the faculty and a counsellor who guides students through their different predicaments.

The university results of the final year under-graduate students have always been very encouraging as is evident from the result sheets of Commerce and Home Science published in June/July 2004. Commerce – Pass Percentage is 99.28 with 30 students out of 140 getting first class. Home Science – Pass Percentage is 94.50 with 71 students out of 92 getting first class.

The National Assessment and Accreditation Council (NAAC) has accredited the Institute with B (+) grade after a two-part assessment system which culminated with a (NAAC) Peer Team Visit from March 24-25, 2004.

According to suggestions made by NAAC, several new systems have been introduced in the Institute of which two are of immense significance. The first is 'Students Feedback' regarding evaluation of faculty members and the second is a 'Grievance Redressal Cell' for students. All grievances are attended personally and periodically by the Principal.

*Dr (Mrs.) Jharna Sengupta*



# A Concept of ART

The word 'Art' is generally associated with 'Plastic Arts', but it should include the arts of Literature and Music. There are certain characteristics common to all arts. Schopenhauer has said that all arts aspire to the conditions of music. Only a musician can appeal to his audience directly without the intervention of a medium of communication in common use for other purposes. An architect expresses himself in buildings which have some utilitarian purpose to fulfill. A poet uses words which are used in daily conversation to express himself. A painter usually expresses himself by the representation of the visible world. Only the composer of music is free to create a work of art out of his own consciousness, with no other aim than to please the senses. The sound that comes out of a flute, a tabla, guitar or any other musical instrument does not remind a layman of any other sound that he has been associated with in his daily life, and thus he does not try to take out a meaning out of a pleasurable composition of these sounds put together. He thus enjoys the music as it is presented; whereas when he sees a picture he tries to relate it with the normal day to day visual world that he is used to – and in the process misses out on the subtlety and relationship of the colours used together, the use of line, and in fact the total composition. He actually does not go beyond the subject matter. But actually all arts have the same aim – the desire to please through its composition.

Thus art is generally defined as an attempt to create pleasing forms. Such forms satisfy our sense of beauty. In other words, our sense of beauty is satisfied when we are able to appreciate formal relationship among our sense of perception. We can therefore say that man responds to the shape, surface, colour etc. that are presented before his senses; and certain arrangements of shape, colour and forms result in pleasurable sensation while the lack of such arrangement leads to indifference or even discomfort or repulsion. The sense of pleasurable sensation is the sense of 'Beauty'. Here we may note that the word 'beauty' in general language is associated with subject matter. For example, we say that the girl or the butterfly or the flower is beautiful. We do not call a murder or a hungry beggar beautiful, but in art, we see that, the word 'beauty' has nothing to do with the subject matter, but how the subject matter has been presented may make it a work of art or a subject of beauty.

This concept of beauty or good formal arrangements has been interpreted differently in different ages according to social, religious, geographical and historical factors. In ancient Greece, art as well as religion, were idealisations of nature, and especially of man, as the

culminating point of the process of nature. Typical examples of classical art are the Apollo Belvedere (Figure 1) or the Aphrodite de Melos. They are perfect or ideal types of humanity, perfectly formed, perfectly proportioned, noble and serene – in one word beautiful. Here idealisation is taken as a type of beauty. This type of beauty was inherited by Rome, and revived in the Renaissance. We still live in the tradition of the Renaissance, and for us beauty is inevitably associated with the idealisation of a type of humanity evolved by some ancient people in a distant land, remote from the actual conditions of our daily life. Perhaps as an ideal it is as good as any other, but we should realise that it is only one of the several possible ideals. It differs from Byzantine ideal (Figure 2), which was divine rather than human, intellectual, anti-vital, and abstract. It differs from Oriental ideal (Figure 3), which is also divine but here inner beauty is sought after – symbolic and metaphysical. Similarly Chinese ideal is different. Yet all these ideals create legitimate works of art.

Thus, we must admit that art is not the expression in plastic form of any one particular ideal. It is the expression of any one ideal that

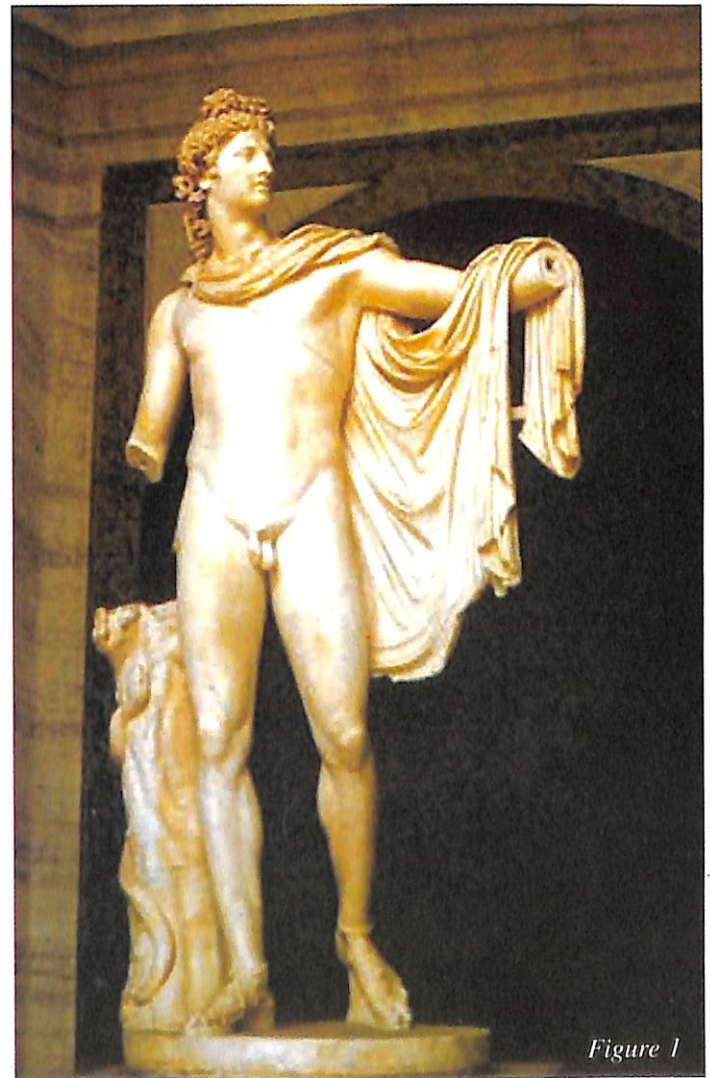


Figure 1





Figure 2

the artist may choose. Every form of art has some principles of form which can be simplified but cannot be accepted as formulae. In fact there is no excellent work of art that does not have some strangeness or in other words uniqueness.

In one way, art can be said to have three stages: First – The mere perception of material qualities such as colours, lines, textures, shapes and many more complex and undefined physical reactions; Second – The arrangement of such perceptions into pleasing compositions and patterns. The aesthetic sense may be said to end with these two processes. But there may be a third stage - This comes when such an arrangement of perceptions is made to correspond with a previously existing state of emotion or feeling. Then we may say that the emotion or feeling has been given 'Expression'. In this sense we can say with Benedetto Croce that 'Art is Expression'. But a formless or informal expression may or may not deserve to be called a work of art.

The permanent element in mankind that corresponds to the element of form in art is man's aesthetic sensibility. We may assume that sensibility is static. What is variable is the interpretation which



Figure 3





man gives to the form of art, which are said to be 'expressive' when they correspond to his immediate feelings. But the same forms may have a different expressive value, not only for different people, but for different periods of civilisation.

'Expression' is a very ambiguous word. It is used to denote natural emotional reactions, but the very discipline or restraint by which the artist achieves form is itself a mode of expression. Though 'Form' can be analysed into intellectual terms like proportion, balance, rhythm, harmony and emphasis, it is really intuitive in origin. An artist actually does not create his work intellectually. It is rather emotion – directed or defined, and when we describe art as a 'will to form' we are not imagining an exclusively intellectual activity, but rather an exclusively intuitive one. In this sense we can say art is the result of 'Intuition'. Therefore we cannot say that Primitive art is lower in the scale of beauty than Greek art, because although it may represent an earlier stage of civilisation, it may represent an equal or even a finer instinct to 'form'. One should be able to distinguish between the elements of form which are universal, and the elements of expression that are temporal. The temporal expression may vary from artist to artist

Similarly we should not compare individual artists believing in two different ideals or of different periods. For example, we cannot say that Michelangelo is greater than the artist who created the Buddha sculpture at Sarnath.

At the same time, a work of art may be less complicated or one may use more advanced techniques; but form is not valued for its complexity or methodology. Therefore a painting created on computer may not be a great masterpiece just because it is created through computers.

Zeising and Fechner have tried to say that certain basic proportions are the key to beauty, and other proportions are not, but subsequent investigations could not hold this claim. We have realised that if one would like to make anything exactly as it is in nature, it will not interest us; besides the artist's will to create and express his sensitivity will not be satisfied. Even if all the artists follow a certain prescribed norm for good proportions, a work of art may become too cold, too monotonous or too boring. Therefore there is a tendency for art to depart from nature. The extent of this deviation is determined not through any law but by the instinct and sensibility of the artist. This departure or disregard for the proportions given in the natural world is called 'Distortion'. We may actually say that distortion of some kind is present in a very general way in all arts. Even classical Greek sculpture was distorted in the interest of the ideal. The line of the brow, the nose and the lips were never as perfect as they are represented in Apollo or the Aphrodite de Milos. In Byzantine art we





Figure 4



Figure 5

find that the desire to give symbolic representation to an idea has deprived all human figures of their humanity. The Christ on the Virgin's lap is not a child but a miniature representation of the glory, majesty and dignity of Christ the Man. In Chinese art, in Persian art and in Oriental art generally, motives are used, not realistically but sensuously. All these departures from exact imitation have some purpose. They are dictated either by the artist's will to create a good formal arrangement of line, shape, colour, texture and form or by his desire to make a symbol for his inner feelings. The second aim is not strictly speaking, aesthetic. Thus it should include the previous aim of creating good formal arrangement to be accepted as a good piece of art.

Jamini Roy for instance could have made his figures more realistic but he was not interested in the anatomy. A woman in a sari had suggested to him a certain pattern of curved masses (Figure 4) and so he distorted her in the interest of this 'Pattern'. The result in fact is a very impressive work of art. When it comes to appreciating a more abstract work of art, like a painting by Paul Klee (Figure 5), then for some reason a deep hostility is aroused. The principles involved however are the same. Klee is not interested in the figures as a living being, not in the scene for the sake of its architectural properties. These things have suggested to him a pattern, and the pattern achieved is not only a legitimate work of art, but also an intuitive apprehension of the subject far more vivid than any imitative representation could make it.

Thus, we expect in a work of art a certain personal element. We expect the artist to have a distinguished mind or at least a distinguished sensibility. We expect him to reveal something original, a unique and private vision of the world.



# My Little Boy RUNS IN CIRCLES

*I tell my little boy  
Sit still, do something, look at me  
He keeps running and he keeps touching, and  
He keeps moving on.  
I don't know what he is doing.*

*Where's that little boy who was such a "good" baby?  
He used to let me hug and kiss him  
Now he doesn't let anyone touch him much  
And he hardly ever shows me love*

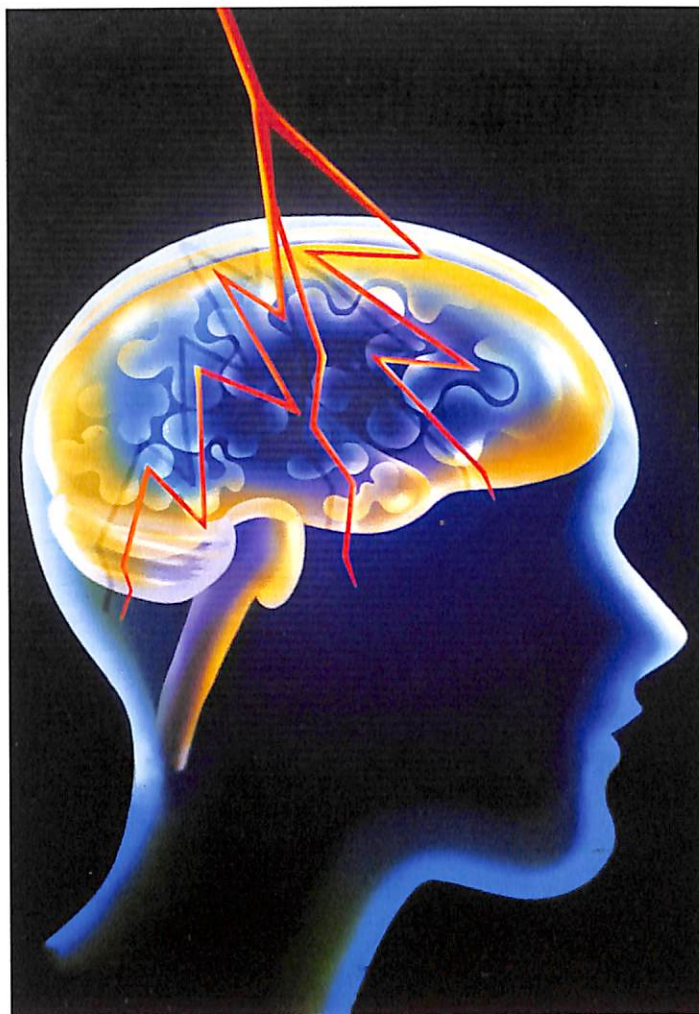
*What can I do when he runs around in circles?  
It makes my head spin around in circles  
Do I have to make him stop? Can I?*

*For a long time I have wanted him to talk;  
Now I just want him to look at me.  
I want him to make me feel he cares  
I want him to care more about people than things.*

*He talks to himself a lot sometimes  
So I know he knows something.  
Why doesn't he tell me about it?  
He knows a lot but nobody else will believe me.*

*~ James MacDonald*

The mental and physical development of children can go wrong in many different ways, and this sometimes leads to difficult behavior. Autism is one of the ways in which disturbed development may be shown. Autism is a developmental disability that severely hinders the way information is gathered and processed by the brain, causing problems in communication, and learning and social behaviors. It typically appears during the child's first three years, occurs in roughly 15 to 20 of every 10,000 births and is four times more common in males than females. People with autism live normal life spans and some of the behaviors associated with it may change or disappear over time. Autism has been found throughout the world in families of all racial, ethnic and social backgrounds. Each autistic child, however,



has his own personality, which determines the way he reacts to his handicap and which makes him unique.

The cause or causes of autism in children are, as yet unknown, and there are no neat tests, which can be used to make the diagnosis. Blood tests, X-rays, electroencephalograms (electrical waves from the brain), and other physical examinations which are helpful in general medicine, cannot give a positive answer to the question "Is this child autistic?" These tests are however necessary to detect or exclude other conditions which might be present. The only way to make a positive diagnosis is for the doctor to ask about the child's behavior in minute detail, from birth up to the time of examination, because the decision depends upon the presence or absence of special patterns of behaviour.

An important observation is that boys are affected more often than girls and also that a third of all children with autism or autistic behavior have a history of some medical condition that affects the brain, either inherited, or occurring before, during or after birth. Sometimes children with autism or autistic features have additional handicaps such as deafness, blindness or, rarely, cerebral palsy (spasticity).



*Raghav (not the real name), at age two-and-a-half years, was diagnosed by a team of a psychologist and a pediatrician, as autistic. On observation it was seen that he was non-verbal, non-interactive, highly persevering in actions and sounds, and highly resistant to touch and language. Raghav screamed intensely for from two to ten hours a day. He resisted personal contacts as if they were violent abuses. He was extremely sensitive to sounds and to almost any unexpected event. He refused the therapist to approach him. In order to calm him, the therapist would have to talk with the mother from a distance of about fifteen feet.*

Some babies who will become autistic children appear to develop normally for a time, and their parents do not notice anything unusual in the first year or two. Other babies give their parents cause for concern almost from birth. There seem to be two kinds of autistic babies, among those who are obviously abnormal from birth. Some scream a great deal during both day and night, especially on waking from sleep and cannot be comforted or soothed. The only way to stop the crying may be a ride in the pram or a car and the screaming usually starts again when the motion ceases. The baby may be stiff and hard to cuddle, and may fight against everything, including being washed, dressed and changed. The second kind of autistic baby is placid and undemanding, content to lie quietly in his pram all day. Sometimes mothers feel that a child of this kind does not know when he is hungry because he never cries for food and would starve unless fed as a routine.

One of the things most often noticed by mothers is that their autistic baby never lifts up his arms or makes himself ready to be picked up. When lifted up, the children do not snuggle down comfortably in their mother's arms. Some autistic babies lie in their prams and scratch or tap on the cover for long periods of time, and some rock or bang their heads when left alone. They may be fascinated by lights, or by anything that shines and twinkles. Autistic babies do not lean out of their prams in eager curiosity to look at people and animals and the passing traffic, nor do they try to attract their mother's attention to these things by pointing and making excited noises.

Between the ages of two to five years of age autistic behavior is most obvious. Young autistic children, especially those who have no other handicaps, which might affect their appearance, seem to be physically healthy and are often unusually attractive. They have large eyes, which do not look directly at other people. They seem to be aloof and unaffected by the world, interested only in some special object such as a smooth pebble or an empty box. If this object is lost, or if a familiar routine is disturbed, then the quiet child becomes a bundle of fury until his temper tantrum expires as quickly as it started – as if a tap had been turned off.

People often think that an autistic child is deaf because he tends to ignore loud sounds, and not even blink if someone drops a pile of plates behind him. The parents, however, know that the child can hear because they notice that he turns around at once if, for example, a sweet is unwrapped behind him (that is, if he likes the kind of sweets that are wrapped in paper). A child may be fascinated by some sounds such as that made by friction – drive toys or the ringing of a bell. Yet again he may find some sounds intensely distressing and will cover his ears and cringe away from the roar of a motorbike or the barking of a dog (though the child never seems to be sensitive to his own screams and shouts). These different responses may be seen in the same child within a short space of time.

A young autistic child's response to speech is just as unusual as the way he reacts to other sounds. The autistic child pays no more attention to speech than to any other noise. On the whole he ignores it, although a loud shout may make him distressed, or he may be fascinated by a gentle whisper. He seems to be unaware that speech has a meaning. It may be some years before he learns to come when his own name is called. At this stage he does not obey any verbal instructions, or listen to any warnings, or comprehend if he is scolded.

*At age three, Rishi (not the real name) was showing several evidences of autism. Among them were the following. He was still not talking to others; he had about 50 words but he'd rather he used them in fast, unintelligible sounds, mainly to talk to himself and accompany his play, but rarely to communicate with others. He was usually quite agitated and insisted on things staying the same, resisting change with tantrums. Rarely did he respond when people talked to him. When he did it was with echolalia. He preferred to play alone, mostly in repetitive nonfunctional ways that often seemed bizarre to his parents.*

*When approached by people, he showed anxiety by jumping, avoiding and retreating into repetitive routines, such as hand flitting. While he often ignored people, he did show exaggerated emotional responses when his mother acted emotionally. He resisted eye contact and kept so busy that interactions were too brief for learning to communicate.*

Some autistic children never speak, but remain mute all their lives. Others do learn to say a few words, although they almost always begin much later than normal. They usually start by repeating words spoken by other people, especially the last word or the last few words of a sentence. Often the exact accent of the speaker may be copied, and the pitch of his voice. The repetition of words seems to have little meaning for the child (echolalia).

One of the most noticeable things about an autistic child is that he has many odd movements. He will flap his arms and hands, jump up and down, and make facial grimaces. He tends to walk on tiptoe, sometimes holding his legs stiffly. A few of the children spin round



and round without becoming giddy. Nearly all of them twist and turn their fingers or objects near their eyes. These movements of hands, limbs and face are most obvious when an autistic child is excited or is gazing at something which has absorbed his whole attention such as a piece of string which he is twiddling in his fingers.

Autistic children often become very attached to certain objects, and refuse to be parted from them. These may be ordinary toys like dolls or teddy bears, but often they are oddments such as pieces of string, holly leaves, tiny squares of photographic negative, or little bits of concrete.

It is quite common for the children to develop fears of harmless things, such as balloons, friendly dogs, or riding in buses. These fears can last for years, and may create difficulties for the whole family, especially if they are common everyday objects or events, which can hardly be avoided. Conversely an autistic child can be unaware of real dangers, probably because he does not understand the possible consequences.

Since autistic children are generally immature, they often behave in ways that are socially unacceptable. An autistic child who is given to screaming is not inhibited by being in a public place, and will scream as loud and long in the street as at home. He may take things off shop counters, run into the back premises of shops, or enter the homes of complete strangers. He has no idea that it is not done to take off one's clothes in public and will happily disrobe to sit in an inviting puddle of rainwater, if so inclined.

Despite the various handicaps of autistic children, one of the surprising things is that some of them have special skills at which they perform well. This gives parents the feeling that their children would be completely "normal" if only the key to the puzzle could be found. Most of the children love music and rhythmic sounds. Some can sing well even at an early age, a few can play some musical instrument, and there are a smaller number still that are able to compose music. These children can usually learn to use numbers more easily than words. Some of them are able to do long sums in their heads at great speed.

Parents often notice that these children know at once if any of their special collections are disturbed in any way. They seem to recognise each pebble or piece of wood, even if to grown-up eyes one item is just like the other ninety-nine. The children may also be able to find their way back to places after one visit and know where objects of special interest (to them) are to be found in houses they have not visited for years. None of these special abilities depend on language. Music, numbers, and memory for places are dealt with by different parts of the brain from those concerned with speech. The general rule

is that these children perform better at skills, which do not need language.

When parents first realise that there is something wrong with their child, they desperately hope that doctors will be able to make him better. They go to their first appointment with high expectations, which are bound to be disappointed. Sometimes they feel anger and bitterness against the doctor himself, and perhaps seek advice from one clinic after another. This is a waste of time and may even be harmful for the family if the parents never come to terms with reality. The problem is made worse by the fact that parents are likely to meet many different theories on their travels, and they become confused and depressed. Doctors and parents can work best if parents have reasonable expectations of how much the doctor can do.

It requires considerable courage for parents to make their own decision as to whom to trust and whose advice to follow. They usually have to make a decision on the grounds of their own common sense and experience with children. They are fortunate if they can meet a number of other parents of older autistic children and find out for themselves which ideas have proved useful.

The teachers and parents most able to help the children are those who find their reward in learning to know and understand each child as an individual. They accept him however much or little progress he makes. The occasional remarkable success they regard as a special bonus, but their major interest and satisfaction comes from the task of guiding each child forward at the pace that suits him best.

*Human Development Section*



## Book Review

### 'Bitter Chocolate' ~ Pinki Virani

*A low slung bungalow with running wooden verandahs surrounded by a huge garden filled with lush green trees and shadows; on the back verandah a chair, Burma teak and Rangoon rattan, a cane lounge to sprawl in during the afternoon's somnolence, a male around twenty-two, she may be eight or nine. When she is thirteen, the cousin is suddenly stopped from coming home to meet any of the sisters. All that time: she on his lap, as he read her stories from her favorite story book...or was it just that??*

*Another low slung bungalow, another huge garden around it filled with the glistening shadows of the night and a great silence which emanates on such nights; inside the house she furnishes her own silences, transfixed on a cane easychair in her bedroom, the door closed, on the other side, another closed door. On the other side of that door, the momentary gleam of an eyeball from the motionless figure on one of the four beds, three children tense in their impersonation of sleep.....*

A tuition master reprimands his girl- student by touching her — non-accidentally and clearly more than once — on the side of her breasts instead of her arm. Child Sexual Abuse?

Yes. Definitely.

Child Sexual Abuse includes –

- An adult exposing his, or her, genitals to a child or persuading the child to do the same
- An adult touching a child's genitals or making the child touch the adult's genitalia
- An adult involving a child in pornography which includes showing a child pornographic material
- An adult having any kind of intercourse with a child
- Any verbal or other sexual suggestion made to a child by an adult
- An adult persuading children to engage in sexual activity among themselves

Data was compiled from a handful of police stations in Mumbai's inner city areas. The very small survey revealed that upper and lower classes behave no differently when it comes to sex. That 68% of Child Sexual Abuse on 'lower' class little girls had been perpetrated by male family members and acquaintances trusted by the victims. More than half this Child Sexual Abuse has taken place at home. These evil perpetrators of Child Sexual Abuse are all the same—class no bar. They use their own home, or that of the little child's. Home is clearly where the maximum harm is.

The study also revealed another similar pattern among upper,

middle and lower-class homes. The perpetrators tend to coldly calculate the time for the act, when they are free. Normally, they are gainfully employed males. Only a small percentage of this survey had non-working offenders, the rest have their own business or are employed (peons in offices, carpenters, drivers). Alcohol is used as an excuse when they are caught as is the line, "She made me do it to her." Again, just like the middle and upper classes.

*It can also happen like this. So suddenly, so devastatingly, in any home. A family in Kolkata orders a crate of mineral water, their nine year old daughter opens that door as the maid is otherwise occupied. The deliveryman is a known one, from around the corner. He whisks the child away to the deserted stairwell, rapes her and runs away. He is yet to be caught, he is not likely to be.*

Why did the child not even scream? Has he been 'priming' her from before, touching her when he came for previous deliveries? Has the deliveryman been doing this to other children? Why have they not complained? Or have they, and the parents have told them to keep quiet? Has the deliveryman been doing it to little girls, and boys, in his own neighbourhood? Where has this deliveryman come from, some other city where he did it to another little girl outside her own home?

Increasingly it is meshing. The nastiness of one spilling over into the other. And more and more it is happening. Children setting upon other children. Criminally, sexually.

- On 12 February 2000, three pre-teen boys raped a seven-year-old girl in Kolkata; they lured the girl who was watching video in her own home to secluded place through her nine-year-old male neighbour. They tempted her with chocolate and then gang raped her.
- A seven-year-old girl was similarly lured by her teenaged neighbour in Krishna Nagar, the then Uttar Pradesh. He raped her in broad daylight, and when asked why, he said, "I wanted to see what it was like."

Are these children getting this message from adults – that it is all right to do something, anything, to a child? Dr. Shekhar Seshadri nods grimly and says, "when children set upon children to sexually abuse them, it is very different from the initial, mild and occasional sexual exploration they conduct among themselves at a particular age. The increasing cases of Child Sexual Abuse among children, and upon each other, tend to be for three reasons. Substance abuse like drugs, glue-sniffing, alcohol and the like which reduces restraint. If they have themselves been sexually abused by the elders. Or when they model themselves on adults."





Arun is being regularly sodomized by his father's brother. One day he picks up the courage, whips out the knife he has kept under his pillow and silently brandishes it when his uncle touches him. The abuse stops.

Five years later.

Arun is fifteen, and asleep. He wakes up with a start, he has heard muffled laughter, he feels body heat near him.. He pours water on himself. He scrubs himself with soap.

He goes back to bed.

The next morning he starts washing his hands.

Ten times a day.

Fifty times a day. Seventy times a day.

Furtively.

He washes his hands ninety times a day when he thinks no one is looking.

One hundred and twenty-five times a day and night.

Two hundred.

His fingers are red, the skin around his nails is peeling.

Arun's reaction to Child Sexual Abuse in the form of his horror is, under the circumstances, not abnormal.

There is no difference at all in how little girls and boys react, and how they subsequently feel when they are victims of Child Sexual Abuse. The sexual abuse of boy-children, however, tends to lessen, if not completely stop, as they approach puberty and they acquire the physical strength to ward off their attackers. Lack of body strength is one of the reasons why girl-children continue to remain vulnerable to sexual abuse even into adulthood. Everything else about Child Sexual Abuse remains the same for both genders. Especially the bewilderment.

Profound confusion causes internal conflict and this very conflict leads to additional empowerment of the abuser. And guilt—a very high degree of it—in both boys and girls as they grow up, mentally and physically torturing themselves over the 'shame' of their abuse. Was It My Fault? It Was Not My Fault. Was It?

Every child is vulnerable, dependent, innocent and needy, be it a boy or a girl. And so when it is sexually abused, the child goes into what is called the *survivor's cycle* :

- First the sexual abuse causes confusion. What is he, or she, doing? What is happening to me, I cannot understand. I do not like it but I do not know how to stop it. I cannot save myself, I cannot do anything right. This leads to self-estrangement. I am always wrong. No one cares about me. I do not want to be me.
- And this leads to the saddest part, the wrong set of survival skills. I have to hide inside myself. I cannot let the people see who or how I really am.
- Now the child feels trapped. I cannot change my life or myself. I



can't change anything. I am responsible for what happened to me because I did not stop it.

- All this leads to a negative sense of self. I deserve whatever I get. If they really knew me they would dislike me and be disgusted by me. I am a bad person, everyone is better than me.

The cycle continues, wheels within wheels, spokes of shame being added each time the child recalls the sexual abuse and the sense of powerlessness.

### **How can you protect your child**

- Teach your child to speak up and ask an adult several questions if it is not comfortable with what is being done to , or around, it: questions like, "what are you doing?", " why are you doing it?"
- Please explain all this to your child in a one-to-one tone with the usage of simple language. Do not use child language.
- Establish a free and comfortable atmosphere at home so that it encourages your child to disclose anything he, or she, may have felt as violation, especially if it has been felt within the family: remember, your child's silence is what the abuser has been trading on.
- Find the language to explain Child Sexual Abuse to your child, use simple terms specially for genitalia; please do not continue using the words you taught your child while potty training. It may sound cute to some parents but it is enormously misleading for the child's understanding of its own body.
- Teach the child the difference between a 'good touch' and a 'bad touch'; this is crucial. Let the child know that it is not the child's fault if someone does a 'bad touch'; and that you are there for the child if it wants to come and tell you if it feels frightened or confused about the 'bad touch'
- Help the child understand its right over its own body, specially the right to say 'no'
- Do not force your children to hug and kiss others, this sets a critical pattern for abuse later. Intervene on your child's behalf when he, or she, cannot say 'no'.
- Know where your child is at all times, be familiar with your child's friends and activities. Train your child to check with you each time it has to go out of the house and to inform you where it is going, with whom and for how long.
- Believe what your child tells you, be alert to small changes in behavior
- Observe the adult who is paying an unusual amount of attention to your child. Ask the child not to go near strangers or be friendly to them if they offer gifts and chocolates.

Every child who is raped turns into a statistic. A life barely lived, already a horrific statistic.

Children can have two kinds of death. The real one. And the one later, when they grow up, which people see.

### **Human Development Section**



# Your **COMPUTER** and You

The boom in the Indian computer industry has been heartening, but with a major negative fallout — The last decade has seen thousands of otherwise healthy computer users developing an agonizing, incapacitating and sometimes immobilizing condition called Computer Related Injury (CRI).

## CRI and its Incidences

Surveys reveal that most people are afflicted with CRI of the neck and upper limb; others have been crippled away from normal (working) lives.

It is estimated that of the 24 million Indian computer users - vocational, educational and recreational, 5 million are cases of established CRI. Preliminary results of an ongoing study among over 1800 Indian IT professionals (2001-2004) have found that over 75% have CRI symptoms. Amongst other troubles, this points at high incidences of disruption of work and domestic life, absenteeism and retrenchment in the near future.

Advanced research indicate that any person, including pre-school children, using the computer for over 2 hours daily, is at CRI risk.

## Warning Signals

Signals occur in the hands, wrists, arms, shoulders, neck or back, and in the form of -

- Numbness or burning
- Pain, throbbing or swelling
- Tightness
- Weakness or coldness

## Primary Causes of CRI

These are poor posture, fixed body positions (static work), and prolonged repetitive/forceful/ awkward hand movements. While these could be simply habitual, studies indicate them more as outcomes of unscientific design and setting of computer workplaces.

## Scientific Workplace Design and Work Practices

CRI prevention therefore requires aiming at the root elements of workplace design and practices. Some essential proactive measures -

- Your computer type affects your workstation and body movements. Laptops (Notebooks) can be suicidal choices for long-time users.
- Do not dangle your feet. Rest them solidly and comfortably on the



floor or a footrest. Buy a 'Foot Machine', if you can afford one, which also encourages blood circulation in the feet.

- Furniture design should provide enough space (Leg Room) under the work surface for your knees and legs; and do not clutter the space with gadgets. Fabricate or buy a CPU Holder.
- Stretch your legs at frequent intervals while working.
- Use the entire seat and backrest to support your body and to distribute your weight evenly on to the chair. Support your lower back. Never slouch forward and never lean back too much.
- Experiment with various heights of your adjustable chair, and choose the most comfortable level. Spend on an (expensive) ergonomically designed chair.
- Adjust your chair height or keyboard height so that your shoulders are relaxed (Remember: Muscle tension builds up very easily here).
- Your upper arm should always be vertical and close to the body while typing (Not raised to the front or side).
- The elbow height should ideally be close to the height of your keyboard Home Row (The row that carries the G and H keys).
- Keep your forearms, wrists and hands in a straight aligned position while typing. Adjust the keyboard slope to keep wrists straight.
- Position the mouse immediately to the right (or left) of the keyboard and never at the level of the monitor (Tip: Get a wide-enough keyboard tray). Hold the mouse with a straight wrist, in a relaxed grip, and without contorting your fingers.
- Never rest your palms on any surface while typing or using the mouse.
- Ideal monitor position is directly in front of you, especially if your work requires considerable looking at the monitor.
- The monitor distance from you should be optimized. (Tip: Stretch your arm toward the monitor and notice the location of your knuckles. Place the monitor at that distance.) Of course, you should also be able to clearly see the text on the monitor.
- The monitor height should allow your head to be balanced well over the shoulders, not bent forward or backward. (Tip: Keep the top text line at the eye level such that your eyes need to look down marginally to see the centre of the monitor screen.) An adjustable Monitor Arm provides excellent flexibility in monitor positioning.
- The best monitor angle is when the screen and your face are parallel to each other. Tip: (Ask someone to hold a small mirror vertically and in the centre of the actual viewing area of the screen. If you can see your own eyes in the mirror while being in correct posture, the monitor angle is perfect.)

- Keep your spectacles and display screen absolutely clean. Use Glare Filters. (Tip: Position your monitor with its side facing the window.)
- Blink while looking at the monitor, to lubricate the eyes.
- At frequent intervals look away from the monitor and focus your eyes on a distant object (It is a good idea to then also stretch your limbs, take a deep breath and relax.)
- Arrange workspace to minimize reaching out to papers, books, etc. Use a Document Holder if you type a lot.
- Plan your day so that you move around between your computer sessions. Else, leave your desk every one hour for a brief walk.
- Be aware of physical tension in the clenching of muscles; instead, release tension. Be alert to all body signals.
- Exercise regularly to handle sedentary lifestyle.

#### *Family Resource Management Section*



# The **GROUND** Realities

People have long transformed the ground on which they tread into the stuff of dreams, be it the imagination of a gold paved paradise or the opulent welcome of a red carpeted or rose petal floor. **The magic of floors** lies not just in their ability to suggest beauty; the echoing sound of footfall on stone, the softness of carpet, the scent of wooden floors – all contribute to our 'feeling' towards interior spaces.

Floors, perhaps more than any other surface area, set the style and atmosphere of homes. Colourful or muted, solid or yielding, this integral interior space component expresses both – our own personality and the mood of the space.

The judicious selection of floors, as I see it, must certainly address the **aesthetics** of these materials, but only in a strong conjunction with the other important consideration of **practical appropriateness**. Some rational guidelines –

- As the **actual backdrop** of a room, a floor must be well suited to the space, its use and its qualities. Also, it should accommodate future changes in the superficial elements of the decorating scheme. Rooms that grow/develop organically with alterations in taste, family size, budget or use will always feel most comfortable, acceptable and personal.
- We must check the existing **structural floor** that will support the



proposed floor finish. For instance, the structural floor for a ground floor must be totally damp-proofed, since a damp floor can ruin flooring material and cause other structural deterioration. On the other hand, a dry concrete floor can take anything from heavy stone to carpet. Yet again, while stones/tiles are good for kitchens, one may want the softness of a carpet or the elegance of wood with rugs in a bedroom. Old buildings constructed with timber floor beams (a rarity in this day and age) must be strong enough to take the weight of heavy stones/tiles; else we can simply sand and paint/polish the timber floor, and/or cover it in suitable places with a thin overlay and carpet.

- **Bathrooms and kitchens** place stringent demands on flooring, which needs to combine comfort with impermeability, as well as coping with bare feet and grease spills. Anti-skid, well-laid, chemical resistant floors such as ceramic/porcelain tiles are strongly recommended here; softwoods (that deteriorate extremely fast) and marbles (that stain as easily) are obviously and strictly excluded.
- Addressing the **maintenance** aspect is vital. White tiles may offer one's preferred look, but every dirty mark will require immediate cleaning-off to keep the original pristine appearance. Further, slate is wonderfully rustic in appearance but its coarseness isn't really suitable for children's rooms.
- In our climate, we are not exactly looking for the warmth of timber flooring that is preferred in other colder regions. If timber (parquet) floor is one's personal style, then one must ensure that it is not laid directly on timber beams but on a concrete and/or metal framework to bring in some desired **coolness**.
- Floors can act as **heat stores**. When exposed to long hours of sunshine through a west facing window (in this hemisphere) they collect heat during the day and remain warm into the night. Dark solid marble and granite floors accelerate this heat absorption and retention.
- Consideration of **floor sounds** is imperative too. Sound bounces off hard flat surfaces, but is absorbed by soft finishes; so a hard floor in a sparsely furnished room will create an echoing space. This can be counteracted by using a carpet, preferably a wall-to-wall one.
- **Noises** transmitted downwards through hard floors are big nuisances for the residents of apartments beneath, especially in today's buildings. Let's face it – semi-soft surfaces like cork or vinyl can just not be maintained in our environment and with our household work methods. The best solution is that architects plan that hard tiles/stones be fixed on a 'floating floor', where there is



a proper sound-absorbent layer separating the surface finish from the structural floor.

- **Durability** is a matter not only of wear, but of susceptibility to damage and loss of appearance over time. While carpets and rugs become shabby with use, stones such as marble or sandstone may look just as good when worn out, and wooden flooring that is properly sanded, polished and lacquered can really start showing its 'true colours' with time.
- It is advisable to check the human (and material) **traffic** – heavy, medium or light – in a particular area and then select the flooring material. Incidentally, wall tiles must never be used on floors; marble is not suited to heavy traffic; and checking the durability grading of carpets is important too.
- Entrance foyers, kitchens and utility rooms are particularly prone to dirt. Here we could select flooring that does not show dirt, or else we've got to accept the necessity of regular **cleaning**. I think the latter makes more sense! (Tips: Use thin-pile dhurries/rugs in kid's rooms, if at all; use those modern long-lasting protecting sealers/polishes that have fortunately reduced the frequency of floor-cleaning.)
- As the largest surface in a room, the floor plays a key role in



reflecting the light that enters the space, and hence its overall mood. In a room away from the midday sun, we must be wary of materials such as rough blue slate tiles that look cold, and instead consider the warmer tones of terracotta or wood. If one wishes to lighten the room, then the reflectivity of the floor could be increased by say, white/cream marble or pale ceramics (But beware of any dazzling reflectance from such surfaces that tends to hinder one's vision, and damage the eyes in the long run!).

- The crucial **safety factor** requires that floor finishes prevent falls and other accidents. This entails careful consideration, especially in kitchens and bathrooms, in relation to the anticipated user/s and the pattern of use. We must know that there is no such thing as a 'non-slip floor'; products can claim to be only 'anti-skid' or 'slip-resistant'. Generally speaking, the obvious rule applies: the smoother or more polished a surface the more slippery it will be, and vice versa. Hence, as an example, the anti-skid floor tile pattern chosen for a bathroom could be used in the matt finish within the shower area/chamber, whereas the same pattern in gloss finish could be fixed in the remaining 'dry' area. Also, we must take into account that a balcony is actually a semi-open space and is therefore prone to getting wet with direct exposure to rain water – hence we must never ever go in for a high-polish floor here, and in spite of it being an element of a 'covered' apartment, its floor must be paved almost like as if it is an open-air space.

So, add on your special aesthetic preferences to the above practical concepts, and zero in upon the most appropriate material for your specific space. Just ensure that it is 'right' for you, your family and friends.

**Warning!** – Flooring showrooms/catalogues can nowadays be dangerously seductive with their array of wares from across the world. Tempting as it may be to try something exotic, do take time to check out the prudence behind such usage. Outlandish and loud floors might be exciting and enliven bathrooms and passages (Never to be applied in living rooms which must have an atmosphere of calm and repose), but they soon become distracting and agitating.

**One last point** – Using **local materials** invariably lends authenticity and a certain **historical correctness** to your interior, while generating a subtle sense of **self-respect**.

*Family Resource Management Section*



# Vignettes from BELUR – HALEBIDU

As part of the FRM contingent of the Department of Home Science, we had the pleasure of visiting, on the second day of our annual educational excursion 2004, the renowned temples of Belur and Halebidu in Karnataka.

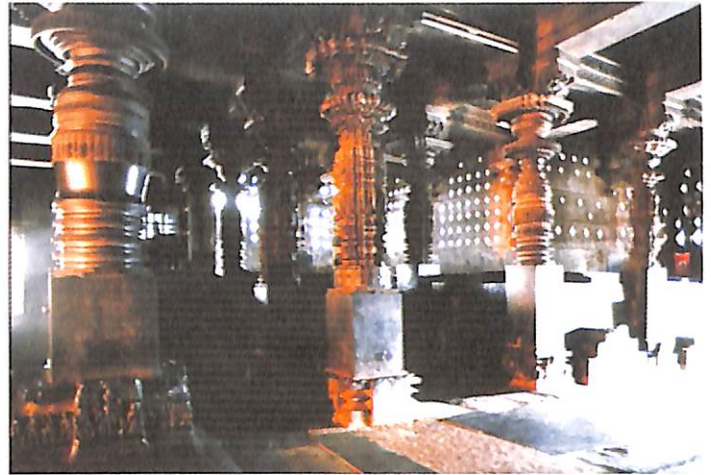
## Introduction

Though Belur and Halebidu belong to the Hoysala Temples of South India...and are always referred in one breath as if siblings..they have distinct differences...even though they belong to the same school of architecture.



## History

Belur was once the capital of a powerful empire on the banks of River Yagachi, now called the Banaras of the South. Belur's main temple, Chennakeshava (dedicated to Lord Krishna and set in a compound with several smaller temples and a pond), was commissioned in 1117 AD to celebrate Hoysala military victories.



## Architecture

It took over a hundred years to complete and its architecture is foreign to the prevailing Hoysala style of the 12th century – it is exceptionally large (about 100-ft high) and its decoration very lavish (with a magnificent gateway tower – Gopuram) in Dravidian style. It is delicate in its filigree work, with the added attraction of bracketed figures of celestial dancers, called Madanikas and exclusive to Belur, and an innumerable variety of intricate pillars. The exteriors are adorned with horizontal friezes, sculptured in succession from the bottom. Stories from the Puranas, the Upanishads and other mythological sources have been executed in most exquisite and authentic detail, as have tales from the Ramayana and the Mahabharata.



Each work has a significance; a tale to tell. The monument consists of a shrine, an open hall and a platform. The shrine (vimana, mulaprasada) is larger than usual, its pedestal measures about 10 by 10 meters while a more usual size is 5 x 5 meters. The hall (mandapa) is of the open type; originally it only had a parapet. The platform (jagati) is an essential part of the over-all design of the monument. It forms a unity with the rest of the elevation because it carefully follows



the outlines of the shrine and the hall.

### Madanikas

The bracketed figurines called the Madanikas or celestial nymphs lift the glory of the temple to unprecedented heights of excellence. The Madanikas are said to be inspired by the beautiful Queen Shantaladevi, epitomising the ideal feminine form. The variety of poses and subjects that these represent is something to marvel about. Each depicts a mood and all are amorous. 'The Beauty with a mirror - Darpana Sundari', 'The lady with the parrot', 'The Huntress', 'The Bhasma-Mohini' are some which leave you amazed.



The Mohini Pillar also deserves a special mention, which has been carved with great care and proportion.

A tall stone pillar in the temple courtyard is balanced, amazingly, only by its centre of gravity. Seeing artistry at such a grand scale left us all spell bound. To top it all, our well-informed guide regaled us with many interesting details. Belur has left an imprint in our minds which will be hard to forget.

*Family Resource Management Section*



### Pillars

There are about 48 pillars of various sizes, shapes and designs, bearing testimony to remarkable artistry. Inside, even in the darkness, you can see the shining pillars, each unique in its own splendour. The most popular being, the Narasimha pillar in the Navaranga, unique in its filigreed splendour. It is said to have revolved on its ball bearings once. A small space has been left on it to be sculpted by anyone who has the talent. It remains untouched.





# GENETICALLY Engineered Foods

With the advent of Recombinant DNA Technology, genetic engineers have created a whole new world of genetically modified plants, animals and organisms. They have used the 'Central Dogma of Biology' (DNA – RNA – PROTEIN) in such away that the foreign DNA can be introduced into plants and organisms which would give them the desirable traits and characteristics such as pest resistance, herbicide tolerance, diseases resistance, drought resistance, increased harvestable yield, and improved nutritional quality.

## What is Recombinant DNA Technology

The most important aspect of genetic engineering is r DNA technology. Here the DNA strand is cut with 'molecular scissors', which are enzymes known as restriction endonucleases. Then the foreign DNA segment, that is, the desired gene is inserted and stitched with enzyme 'ligase'. This modified DNA is called Replicon or Vector. This vector is inserted in a microorganism like bacteria or virus and is propagated. The modified gene is present in all the cells.

## Methods of Recombining DNA

There are innumerable methods of recombining DNA, depending on the various factors such as the kind of modification desired or the organism or cell being used, etc.

- **NATURAL TRANSFORMATION:** Here a bacterium like *Bacillus subtilis* take up DNA under physiological conditions.
- **CONJUGATION:** Transfer and propagation of foreign DNA is also done by cell – cell mating or conjugation. A special conjugative plasmid is modified and inserted in a bacterial cell, which is then transferred to another cell by bacterial mating.
- **BACTERIOPHAGE INFECTION:** A kind of virus can infect bacteria and is called Bacteriophage Infection. This process of infection is mimicked in laboratory conditions. A phage capsid containing modified DNA is adsorbed on the bacterial cell and injected into it. The modified cell in then propagated.
- **MICROINJECTION OF FOREIGN GENES:** Foreign genes can be inserted in the genetic material of any organism. Such organisms are called 'transgenic'. Besides microorganisms, many animals and plants are genetically tailored by injecting foreign genes into embryos. Transgenic varieties of mice, cattle, sheep, goats, pigs and fish have b been created.



- **Ti PLASMID INFECTION:** A very successful and interesting method of transferring DNA into plants system is based on a special kind of conjugation. A soil bacterium called *Agrobacterium tumefaciens*, contain a conjugative plasmid – Ti (tumor inducing). This plasmid when infects a wounded plant causes a tumor growth on the plant. The plasmid is transferred into the genome, affecting the normal growth of the plant. The disease is called CROWN GALL DISEASE. This Ti-plasmid manipulated and inserted in the bacteria. A culture is prepared by taking any part of the plant and infecting it with this modified bacteria. This causes a callus growth on the culture which is treated with plant growth enzymes, auxins and cytokinins for root and shoot development. In this way a whole new plant can be created in laboratory with desirable traits.
- **ANTISENSE TECHNOLOGY:** In this method the natural cell activity of DNA to mRNA to Protein is stopped by inserting an antisense or mirror image of mRNA which stops the protein synthesis. This method is used for modifying tomatoes for delayed ripening.

### **Foods Modified**

Flavr Savr tomatoes, from Calgene, were the first genetically engineered food plant introduced in USA and was commercially released in 1994 for sale. The enzyme Polygalacturonase, an enzyme, is produced during ripening, which breaks down pectin and brings about fruit ripening. Scientists inserted an antisense gene into the tomato plant, which delayed the production of the PG enzyme, thus minimising wastage and increasing shelf life. Potatoes and strawberries are easily destroyed by frost causing huge wastage. Flounder, a flat fish found in deep, ice cold water has a gene that makes special anti-freeze protein which protects its cell from freezing. This gene was isolated and inserted into plants to make them frost resistant.

The bacterium, *Bacillus thuringiensis*, found in soil produces a highly selective poison that kills caterpillars but is harmless to other organisms. Scientists identified the gene that makes the poison, removed from bacterial DNA and inserted it into the tomato plant. The altered plant looks exactly like normal plant but is not attacked by the caterpillars. Chinese scientists conducted a similar experiment on cabbage plants that are destroyed by white butterflies. It lays egg on the leaves of the plant and the caterpillars eat their way through the plant destroying the crop.

A US scientist named a Charles Arntzen first created transgenic potatoes and bananas that contain in their genetic material a portion of the 'enterotoxin' gene of *E. coli*. These bananas have the potential to protect children against diarrhea.

Golden rice is a genetically modified variety of rice that looks golden because it contains the 'beta-carotene' gene from daffodil plant and also genes from some bacteria. As beta-carotene is the building block of vitamin A, golden rice would prevent child blindness due to vitamin A deficiency.

### **Disease Resistance**

There are many viruses, fungi and bacteria that cause plant diseases. Plant biologists are working to create plants with genetically engineered resistance to these diseases; cocoa trees have been genetically engineered to resist the fungal disease 'witches broom'.

### **Concerns about GM Foods**

Due to contradicting safety claims by various researchers, no major insurance company is willing to insure bioengineered products. The reason given is high level of unpredictable consequences. The National Academy of Science released a report that GM products introduce new allergens, toxins, soil polluting ingredients, mutated species and unknown protein combinations into our bodies and into the whole environment. This may also raise existing allergens as well as reduce nutritional content of the food. Most concerns about GM foods are related to environmental and ecological hazards and health risks.

### **Genetic Guinea Pigs**

Though USA – a major producer of GM foods is pro-genetic engineering, EU (European Unions) are acting very tentatively. In 1992 USDA announced that genetically engineered food would not be treated differently to natural foods, whereas UK is showing open hostility to GM foods and want proper regulations in place to detect any food containing modified genes.

In such scenario, USA has started dumping its GM surplus food in THIRD WORLD countries as food aids. A report appearing in the monthly magazine 'Down To Earth' January 15 issue, stated – 'Most of the 400,000 tonnes of food aid the UN world food programme planned to distribute in Angola over the next two years was to come from US farms which produce huge surpluses of GM maize.'

Genetic engineering of food is definitely a great breakthrough for future food security, but being a citizen of a developing country we would like strong legal regulations in place so that we are not made experimental guinea pigs by the super powers of the world.

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Food & Nutrition Section



# ORGANIC Farming

As we walk into a super market, health centre or read a health magazine we often come across two words 'organic foods'. Only a handful of people actually know what is organic food.

Organic foods are that category of foods that are cultivated by applying Organic Farming. Organic farming is the production of plant and animal food products using techniques that aim to develop biological diversity, improve soil fertility and without the use of synthetic pesticides or fertilizers. Organic farmers avoid the use of synthetic fertilizers, pesticides, depletion of natural resources, hormone injections given to animals. All these are extensively till date in conventional farming.

When man started farming, he ploughed the land and sowed the seed, ate the food he grew or used it as an exchange good in the barter system, but with the market force and increased demands there was a need for more growth. So in order to increase the yield from each land, man started using chemical fertilizers and pesticides, not only to increase yield but also to replenish the depleted nutrients from the land. At first these chemicals were like a boon to the farmers but slowly over the years we can witness their ill effects on us.

One does not require a medical degree to know that anything that kills insects and other living creatures is not likely to be very good for us. Pesticides are toxic by design; they kill bugs, fungi, weeds, rodents and other pests. At the same time they contaminate the soil and ground water with harmful chemicals. These chemicals gradually enter into the food chain of both men and farm animals and bring about irreparable damage to them.

Now as people are becoming more aware of the side effects of pesticides, they are trying to find out better alternatives to improve the yield and replenish the nutrient of farming land. Organic farming is widely used in many developed countries, though a lot of controversies are going on regarding the positive effect of organic farming.

## There are concrete advantages of using organic foods –

- Organic food tastes better: organic foods are not beautified by chemicals like carbide, so it will not look as good as a conventional food, but 'looks are often deceptive' and organic foods taste more fresh and natural than any other food.
- Organic foods are more nutritious: Rutgers University researches have proved that organic food has 87% content of magnesium,

phosphorous, manganese and iron. Organic tomatoes yield 500% more calcium than inorganic tomatoes.

- Organic food is less likely to contain harmful chemicals: Organic food is grown without harmful chemicals, pesticides and fertilizers; land is free from chemicals for a minimum of three years (National Academy of Sciences reported that excess use of these chemicals have increased cancer in this generation).
- Organic food is safe to consume: Like other kinds of food it is safe to consume. Wash before consuming to ensure maximum cleanliness. Misconception is that organic food has E.coli bacteria contamination because of raw manure application, although conventional farmers apply tons of raw manure with no regulation. But manure used by organic farmers is applied 90 days before harvest, which allows for microbial breakdown of pathogens.
- Preserve water quality and air quality: Water, an important resource, infiltration of pesticides, herbicides and fertilizers into surface and groundwater is a source of concern. Millions consume significant concentration of harmful chemicals in water supply. Herbicide drift into air after application and drift for miles causing air pollution.
- Organic foods aren't really more expensive: Many hidden costs are there for conventional produce they include – lot of money in federal agriculture and energy subsidies, chemical regulation, testing, hazardous waste disposal, environmental damage, cleanup, illness, hospitalisation are hidden costs. So practically speaking organic farming are devoid of these hidden cost though its selling price may be higher than conventional produce.
- Protect farm worker health: Farm workers are exposed to highest concentration of agricultural poison. These people who harvest our food, they deserve better. Thus we should help in their struggle for a safe work environment.

In USA approximately 2% of the U.S. food supply is grown using organic methods. Over the past decade, sales of organic products have shown an annual increase of at least 20%, the fastest growing sector of agriculture. In 2001, retail sales of organic food were projected to be \$9.3 billion (organic consumer trends 2001.pub. by the Natural Marketing Institute in partnership with Organic Trade Association.) Organic foods can be found at natural food stores and major supermarkets, as well as through grower direct marketing such as CSAs (Community Supported Agriculture) and farmers markets. Many restaurants chefs across the country are using organic produce because they desire its superior quality and taste. Organic food is also gaining international acceptance, with nations like Japan and Germany becoming important international organic food markets.



On December 16th, 1997, the USDA agriculture marketing service proposed rules for a national organic program. The proposal applied to all types of agricultural products and all aspect of their production and handling, ranging form soil fertility management to the packaging and labelling of the final product. The proposal included:

- National standards for production and handling
- National list of approved synthetic substances.
- Certification program
- Program for accrediting certifiers
- Labelling requirement
- Rules for importing equivalent

In order to promote organic farming in the country in view of its great export potential and also because of its eco friendly nature, the National Steering Committee under the chairmanship of secretary commerce approved the National program for organic production at its meeting on 2nd May 2001.

Under the National Programme for Organic Production (NPOP), documents has been prepared and approved by the national steering committee. These include –

- National standards
- Accreditation criteria for accrediting
- Inspection
- Certification agencies
- Accreditation procedure



These documents were prepared on the basis of the guidelines evolved by the representative international organisation, International Federation for Organic Agriculture Movement (IFOAM), EU regulations and codex standards. These are available for sale with the accreditation agencies.

Keeping all these in mind Indian farmers have stepped into organic farming. Though it is not practiced in large scale but in some farms its work has started. On behalf of government of India, APEDA has developed a National logo that will be used as the National organic identification mark by all concern. APEDA is taking efforts to register this logo with the registrar of trademark on behalf of the Government of India.

**Few methods of organic farming are as follows –**

- Vermicomposting: Vermicompost refers to organic manure produced by earthworms. It is a mixture of worm castings (faecal excretion), organic material including humus, live earthworms, their cocoons and their organisms. Vermicomposting is an appropriate technique for the disposal of non-toxic solid waste. It helps in cost effective and efficient recycling of agricultural wastes and industrial waste using low energy. India has 3000 species of earthworms that are adapted to a range of environment and vermiculture needs.
- EM1 Technology: Ushering in, perhaps the greatest earth change, since the industrial revolution. E.M., the abbreviation of effective micro organisms, originated by Dr. Prof. Teruo Higa at the Ryukyus University, Okinawa, Japan in early 1980s. It is a consortium of selected microbes like lactic acid bacteria, photosynthetic bacteria and yeast. All these are mutually compatible with one another, co-existing in liquid culture below a pH of 3.5.

There has been a rapid rate of adaptation of Organic Farming in all the developed countries. India is also found to take steps towards popularising it. Although the higher cost of organic produce is a definite disadvantage for a poor and populous country like India, it would certainly be beneficial in the long run. If earnest researches are carried out in developing cheaper method of producing organically grown food and thereby reducing the hidden social costs of healthcare. Till this is achieved India it will be better for India to adopt a mixed system of cultivation.

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Food & Nutrition Section



## SPORTS Nutrition

We have all been told that we are what we eat, but how does nutrition effect athletic performance? Can the food we eat alter our endurance, strength, speed or even our mental performance? Do carbohydrates, protein, fluid, fat, vitamins and mineral requirements differ according to the kind of sport? When is the best time to eat and drink? What special nutrition concerns do athletic women have? Read on if you want to boost your athletic achievements through nutrition.

The goal of nutrition strategies is to combat factors that would otherwise cause fatigue or loss of performance during an event. These factors include depletion of the glycogen stores in the active muscles, hypoglycaemia (low blood sugar level) and other mechanisms of central fatigue involving neurotransmitters, hyperthermia, dehydration, hyponatremia (low sodium level in blood) and gastrointestinal discomfort.

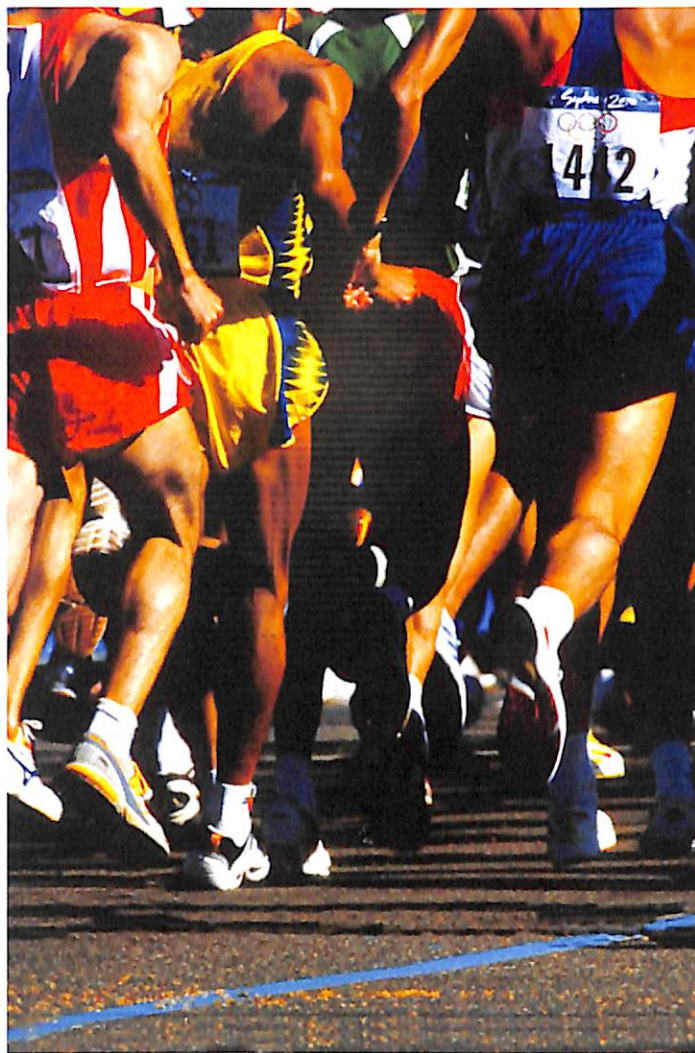
Depletion of body carbohydrate stores is a major cause of fatigue during prolonged exercise, so pre-event nutrition strategies should focus on optimising carbohydrate stores in the muscle and the liver. This involves the method of carbohydrate loading for endurance events.

Carbohydrate loading refers to practices that aim to maximise or supercompensate muscle glycogen stores prior to a competitive event that would otherwise deplete these stores. Carbohydrate loading protocols may elevate muscle glycogen stores to 50-250 nmol/kg wet weight, up to twice the normal level. This will be important strategy for events lasting more than 90 minutes.

In the 1980s sports scientists produced a modified carbohydrate loading strategy after finding that well trained athletes were able to supercompensate muscle glycogen stores without depletion or a glycogen-stripping phase. Runners were found to elevate their muscle glycogen stores with three days of taper and high carbohydrate intake, regardless of whether this was preceded by a depletion phase or a more typical diet and training preparation. This avoids fatigue.

While it is relatively easy to measure performance in a predictable event like a marathon, complex and variable events such as tennis matches or football that last for 90 minutes or more of playing time are harder to study. These sports which involve prolonged duration and intermittent high intensity are associated with an increase rate of glycogen utilisation. This might result in muscle glycogen depletion. Intuitively supercompensation of muscle glycogen stores prior to an event should lead to enhanced performance.

Carbohydrate loading also affects individual athletes, depending



on requirements of their position or type of play. In sports where games may be played twice a week or more frequently prevent the athlete from undertaking a full carbohydrate loading before an event.

It should be remembered that most of the studies related to carbohydrate loading is done on male subjects. It is difficult to undertake gender comparison studies due to problems in matching males and females for important parameters like aerobic capacity and to control the phase for menstrual cycle. Studies in females have shown glycogen storage is affected during the menstrual phase with greater storage occurring during the luteal phase rather than the follicular phase. Other studies have shown that females are equally able to increase muscle glycogen stores with an increase in dietary carbohydrate intake, provided the total energy is adequate. It is likely that inadequate carbohydrate intake is a common cause of suboptimal fuel stores in athletes who are driven by body fat.

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# Antioxidants

Antioxidants are substances which when added to food retard or prevent oxidative deterioration of food and do not include sugar, cereal, oil, herbs and spices.

The term antioxidant is used to describe a dietary component that can function to decrease the tissue content of reactive oxygen. Antioxidants are very special as they play an important role in protecting our body from the formation of very dangerous substances referred to as free radicals. Antioxidants neutralise free radicals by donating one of their own electrons, thus ending the 'stealing' reaction. These antioxidants themselves do not become free radicals after donating electron, as they are stable in either form. Thus, antioxidants act as scavengers, and prevent cell and tissue damage that could lead to diseases.

Natural dietary antioxidants are substances, which can be supplied through food. Some of these are elucidated below –

- **Carnosine:** A multi-potent super antioxidant that stabilises and protects cell membrane.
- **Carotenoids:** It is a precursor of vitamin A, which helps in vision, and is necessary for bone growth, tooth development and fertility. Rich sources of vitamin A are spinach, cabbage, broccoli, lettuce, carrots, pumpkin, asparagus and mushroom.
- **Vitamin B:** It stimulates the activity of the immune system.
- **Vitamin C:** It protects the body against free radicals, cancer, cardiac diseases and stress. Vitamin C is also part of the cellular chemistry that provides energy and is essential for sperm production, and for making the collagen protein involved in building and maintenance of cartilage joints, skin and blood vessels. Rich sources of vitamin C are all citrus fruits like oranges and amla.
- **Vitamin E:** Alpha tocopherol is the most active form of vitamin E in humans and is a powerful biological antioxidant. Vitamin E protects your cells against the effects of free radicals, which are potentially damaging byproducts of the body's metabolism. Vitamin E is found in corn, nuts, olives, green leafy vegetables, vegetable oil and wheat germ.
- **Selenium:** It is an essential trace element in the diet. It acts to destroy peroxidants and thus protects lipid membrane, as does vitamin E, by converting hydrogen peroxide into harmless water molecules. Its antioxidant properties also protect blood cells, liver and the lungs.
- **Soy and Isoflavones:** Research shows that soy may offer a number

of health benefits related to menopause symptom relief, osteoporosis, cardiovascular disease, immunity and cancer.

- **Zinc:** Zinc is vital to about 200 different enzymes, for the formation of bone tissue, in the healing of wounds and sores, for the production of proteins, the regulation of ribosomal, ribonucleic acid synthesis and insulin and is also important in the metabolism of carbohydrate.

## Health benefits of antioxidants –

- Antioxidants retard many aspects of the aging process and possess life extension potential.
- Many antioxidants can prevent LDL – cholesterol from building up into artery blocking clumps.
- Antioxidants scavenge the free radicals that are responsible for hangovers.
- Antioxidants counteract the inflammation of body tissues associated with surgery scientific research.
- Antioxidants are reducing substances that inhibit oxidative processes. They retard the lipid peroxidation that results in rancidity of fat.
- Antioxidants reduce the risk of developing age related muscular degeneration, by deactivating single oxygen free radicals that may be present within the retina of the eye.
- Antioxidants can protect the skin from the damage induced by ultraviolet radiation.

## Food & Nutrition Section





# Herbs

Herbalism has been in existence for thousands of years. It is a method of medicine, which seeks to use remedies from plants for the prevention and cure of diseases. According to a botanist, herb is a plant with a soft stem and no woody fibres that dies beneath the ground after flowering. But presently, an herb is viewed as any part of the plant, which can be used as medicine, food, seasoning, dye, scent or cosmetic.

Herbal remedies were used to restore harmony to an imbalanced and unhealthy body. Herbs today can help with everything from chronic illnesses to more subdued complaints, such as insomnia, headaches, fatigue and even the common cold. Nature has provided herbs to fuel our inner healing force to enable the body's immune system to function to its fullest potential.

Some conditions and the herbs that can heal them are given below –

Conditions	Herbs that Heal		
Alcohol abuse	Milk thistle, Kudz	Migraine headache	Feverfew
Anxiety	Valerian, Passion flower	Menstrual Irregularities/ PMS	Dong quai, Vitex agnus castus, Evening primrose oil
Arthritis	Devil's claw, Boswellia, Evening primrose oil	Nausea	Ginger, Chamomile, Peppermint
Blood pressure	Garlic, Hawthorn	Prostate enlargement, benign	Saw palmetto, Pygeum, Africanum, Stinging nettle root
Cholesterol, high	Garlic, Gugulipid	Skin conditions	Calendula, Chamomile (Topical), Tea tree oil
Circulation, poor	Ginkgo bilobe, Garlic, Cayenne, Hawthorn	Stress/Tension	Valerian, Passion flower, Kavakava, Eleuthro (Siberian ginseng)
Cold/Flu	Echinacea, Astragalus, Garlic, Goldenseal root	Ulcers	Licorice, Aloe juice
Constipation	Aloe, Cacara sagrada, Senna, Psyllium	Urinary tract problems	Cranberry, Uva ursi
Cough	Licorice, Wild cherry bark, Thyme	Varicose veins	Horse chestnut, Bilberry, Witch hazel (Topical)
Depression, mild	St. John's wort, Valerian		
Detoxification	Milk thistle		
Digestion, poor	Chamomile, Peppermint, Ginger		
Fatigue	Panax ginseng, Eleuthero (Siberian ginseng)		
Haemorrhoids	Horse chestnut, Witch hazel (Topical)		
Insomnia	Valerian, Passion flower, Hops, Lemon balm		
Liver dysfunction	Milk thistle		
Memory loss	Finkgo biloba		



Even though herbal medicines have little or no side effects, it should be kept in mind that herbal supplements do not have to meet federal regulations, as other drugs need to. This would mean that potency, purity and safety are not necessarily consistent from brand to brand.

*Food & Nutrition Section*



# CLOTHING as a Preventive Measure against SKIN CANCER

Man has used textiles since antiquity for adornment and protection from the adverse conditions of the environment. In fact, protection must have been the most important reason for the use of textiles in the form of clothing.

Clothing provides protection to us, not only in the normal day-to-day situations, but also against adverse conditions of the environment. Amongst these, the three most important ones are:

- Extreme cold
- Extreme heat
- Ultra violet rays of the sun

The risks posed by UV radiation have become noteworthy in recent years with increasing awareness regarding concerns over environmental issues, particularly the thinning of the earth's protective ozone layer. Exposure to ultra violet radiation (UVR) has escalated due to the depletion of the ozone layer, which is being eroded at a more rapid rate than previously predicted by scientists. Since ozone is an effective absorber of UV radiation (UVR), specially in the UV-B region, depletion of this stratospheric ozone layer has resulted in increased UV radiation reaching the earth's surface and has thus enlarged the risks of the negative effects of sunlight. People are being exposed to higher intensities of UV radiation. Suitable protective measures are therefore becoming increasingly important.

The amount of UVR reaching the earth has been estimated to increase by approximately two to three percent for every one percent decrease in the stratospheric ozone, thereby increasing the rate of skin cancer by two to five percent. Thus, the occurrence of skin cancer due to over exposure to the harmful UV rays of the solar radiation is on the rise. Approximately 90% of non-melanoma and 65% of melanoma skin cancers have been attributed to UV exposure.

The human skin has an area of 1.8 m<sup>2</sup> and a weight of 10 Kg. It is the largest human organ and is formed of three layers – outer epidermis, corium in the middle and the subcutis below. While the visible and IR (Infra Red) radiations can penetrate all the three layers, the UV radiation are absorbed completely by the epidermis and the corium. The UV-A radiations can penetrate deeper than the UV-B radiations.

## Skin types and their sensitivity to UV radiations

Type	Appearance	Self Protection Time (minutes)	Effect
I	Very Fair	5 - 10	Quick burning, no browning.
II	Fair	8 - 12	Quick burning, later browning.
III	Light Brown	10 - 15	Burns mostly, always browning.
IV	Medium Brown	15 - 20	No burning, always browns.
V	Dark Brown	20 - 35	Rarely burns, strong pigmentation.
VI	Black	35 - 70	No burning, strong pigmentation.

Skin can be protected from the harmful UV rays either by avoiding exposure to sun (avoiding the midday sun, taking a siesta), or by applying sunscreen lotions (these lotions contain UV absorbers and sun blockers containing pigments that can physically block the UVR), use of geo-textiles and protective textiles, and/or wearing protective clothing (the fabric as well as certain dyestuff/chemicals present on them can screen off these harmful rays from the skin). Among these, the sun protective textiles provide a simple effective and medically safe protection against UV radiation. They can be grouped as 'apparel wear' (swimwear, rash vests, work shirts, school uniforms, etc.), 'accessories' (gloves, hats, shoes, etc.) and 'shading devices' (umbrellas,







awnings, baby-carrier covers, tents, beach cannabis, etc.)

The degree of protection that a certain sunscreen lotion or a piece of clothing offers against the negative effects of sunlight is commonly described in terms of the 'SPF' or the 'Sun Protective Factor'. The SPF is defined as the threshold time it takes for the effect (sunburn, skin cancer) to occur with the protective element applied, divided by the threshold time without any sun protection. In case of textiles, this is more specifically defined in terms of the 'UPF' or the 'UV ray Protection Factor'. Thus, the SPF indicates how long one can get exposed to UV-rays with clothing as compared to without clothing, till the skin develops reddening. Thus, if a certain type of the skin in the absence of clothing shows reddening after a 10-minute exposure to UV-rays, a fabric having SPF of 5 will give protection up to 50 minutes and that with a SPF of 50 will give protection for 500 minutes. Assuming that the sun shines for a limited period and varies in intensity, the fabric with a SPF of 50 is considered to give excellent protection.

The SPF of any textile can be increased by dyeing it with some special dyes which act as UV absorbers, suitably coating fabrics (nylon and cotton) with formulations containing zinc oxide and titanium oxide, treating the fabrics with UV absorbers (benzotriazole derivatives), etc.

#### Rating of Protection from UV rays by Textiles

Level of UV protection	Sun Protection Factor (SPF)
Medium	10 – 19
Good	20 – 29
Very Good	30 – 49
Excellent	50

With many government and health organizations taking active interest in the detrimental effects of UV radiation, public awareness regarding UV protective clothing is bound to increase.

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# SHAHTOOSH Awareness

## Introduction

The beautiful vale of Kashmir is justly famed for its textiles, above all for the Kashmiri shawl. The classical Kashmiri shawl was woven out of pashmina wool whose main source was the fleece of a Central Asian species of mountain goat, the *Capra hircus*. This fleece known as "Cashmere" or "Pashm", grows during the harsh, extremely cold winter, underneath the goat's outer hair and is shed at the beginning of summer. There were two grades of pashmina. The finest grades were known as "asli tus" and came from wild goats. The two main sources of tus appear to be the "ibex" (*Capra ibex sibirica*) and the "chiru" (*Pantholope hodgsoni*).

## What is Shahtoosh

Shahtoosh is obtained from Tibetan antelopes (*Pantholope hodgsoni*), locally known as Tso, and found in Tibet and Ladakh.

This animal, also known as Chiru, measures 4 ft in height and 31 inches at the shoulders and weighs 41 to 45 Kgs.

Chirus graze on plateaus of Tibet and Ladakh, ranging upto 18,000 feet in elevation. Toosh, a soft fine wool from the undercoat, is used in manufacturing the world's famous shawls in the Kashmir valley. Toosh yield comprises 80% fibre and only 20% hair.

## Myths and Controversies

There are many myths and controversies surrounding Shahtoosh which tend to misinform and confuse people. The wool from which shahtoosh is made is derived by killing an endangered species. It became known in India only in 1993, when the renowned wildlife scientist Dr. George Schaller wrote to Indian conservationists. It took more than a year to convince even the Central Government.

However, the shahtoosh traders and the Jammu & Kashmir State Government, remained unconvinced. They have clung to the age-old myth that shahtoosh wool is shed by an animal, and collected from rocks and bushes by their people. In fact, the terrain that the chiru inhabits is largely devoid of rocks and bushes. Chiru lives on the Tibetan plateau and its wool protects it from the region's sub-zero temperatures. If this protective coat of wool is removed, the animal cannot survive. There is ample evidence to show that these animals are killed in large numbers. Samples of wool taken from shahtoosh shawls have pointed ends, called apical points. This shows that the wool was never sheared.

## Why is Shahtoosh Banned Legally

Once we know that shahtoosh is derived from an untamed animal, which roams wild on the Tibetan Plateau desert, it takes little imagination to realise how this wool is harvested. **The animal must be killed.**

Where an estimated 1,000,000 animals roamed in the Tibetan plateau in the earlier part of the last century, current estimates of the chiru population range between 50,000 and 75,000. Chinese government sources state that approximately 20,000 are poached annually.

Since the master weavers are based in Kashmir, the wool moves from Tibet (sometimes via Nepal) to India. The shawl is woven in Jammu & Kashmir and then smuggled to international markets across the world and also sold in the domestic market.

## Laws Passed by the Government

The Tibetan antelope is a fully protected species in China, Nepal and India. Killing the animal in China's Tibetan Autonomous Region (TAR) results in violating Chinese law. Smuggling its wool to Nepal violates Nepalese wildlife law and the international treaty called CITES (Convention on International Trade in Endangered Species). Smuggling Tibetan Antelope wool to India violates CITES and India's import-export policy, regulated by the Customs Act.

In all, 162 countries of the world are signatories to CITES. The list includes all the major nations of the world. Shahtoosh shawls are illegal in all these countries and seizures have taken place in UK, USA, France, Italy and Hong Kong, apart from India. Governments aside, non-government organisations and conservationists worldwide, strongly oppose trade in Shahtoosh.

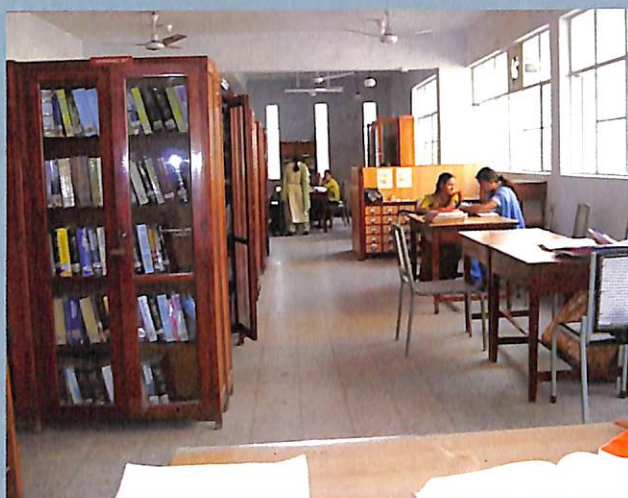
## Is the Ban Effective

Even though killing and the cross border trade of both wool and shawl is illegal, these activities continue, and shawls are sold worldwide. Due to the austere and frigid habitat of the Chiru, captive breeding is not a possibility. The fact that the female migrates annually to higher Northern regions to give birth, would also contribute to difficulties in farming the Chiru.

The Indian government had, as per a gazette notification dated April 18th 2003, declared a six-month amnesty, so as to register privately owned Shahtoosh shawls and issue ownership certificates. Any shawls not declared and therefore not registered are illegal henceforth, and the owners liable for prosecution.

As the old shawls get registered and legalised, it will become increasingly difficult to bring the new illegal shawls into the trade.





Besides, as per the amendment of the Wild Life (Protection) Act of India, 1972, no trophy or wild life article can now be transferred by any other means except through inheritance.

### Connection between Shahtoosh Shawls and Tiger Conservation

The bulk of the cross border trade between India and Tibet is by barter. Many Indian products like bear bile, tiger and leopard bones and skins are bartered for the wool of Tibetan antelopes. Travelers to Tibet have recorded exchange of Tibetan antelope wool for such items.

### Better Alternatives to Shahtoosh

**PASHMINA:** It is obtained from Pashmina goat locally known as Lena Rama, mostly found in Chang Thang area of Ladakh. Pashmina shawl manufactured in Kashmir (plain or with crisp embroidery depicting dexterous needlework and excellent craftsmanship) is famous for its lustre, texture, softness and warmth.

**SHAMINA:** Shawls made with Mangolian goat wool 'Shamina' can displace Kashmiri Shahtoosh. By breeding Mongolian goats on farms in Kashmir and using their wool, Shahtoosh makers could weave shawls nearly as good as Shahtoosh, some Indian experts contend.

### Livelihood of Shahtoosh Weavers and Traders

The weavers do not exclusively weave Shahtoosh shawls. They also weave Pashmina shawls. With Pashmina shawls having become extremely popular in Western countries, both weavers and traders are now capitalising on this growing market through increased sales.

### Conclusion

With the above information our objectives become clear –

- To eliminate demand.
- To increase awareness about the product among law enforcers, prospective buyers and upcoming generation, both domestically and internationally, focusing on how the wool is sourced, that the source is an endangered species; and harming the animal or trading in products is illegal in most part of the world.
- To introduce replacements/alternatives.

The only way to successfully eliminate demand is to create an environment where people **voluntarily** say **NO to Shahtoosh** and **YES to Chiru**. This can be achieved by making the world aware of the truth of the matter.



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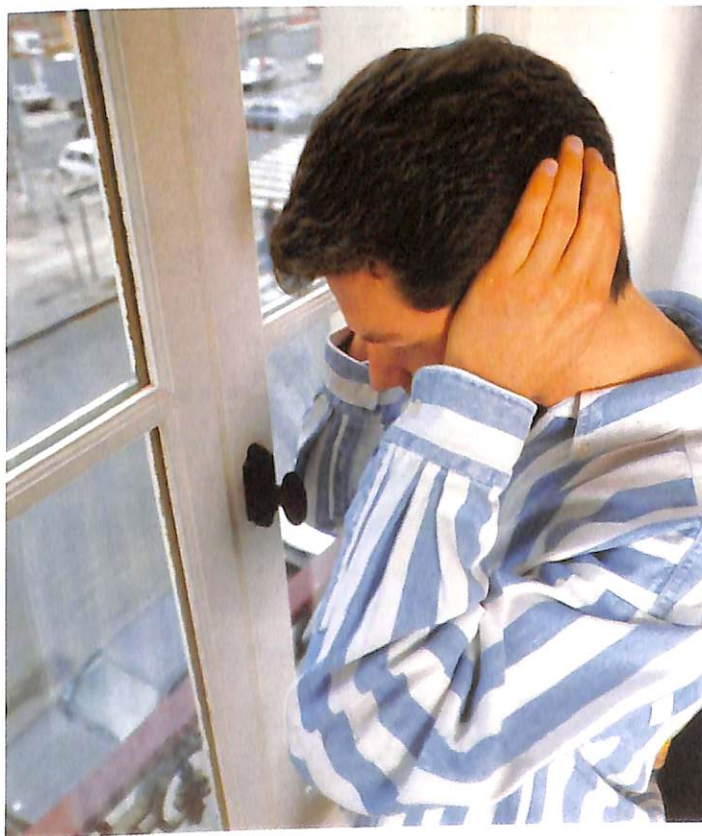
# SOUND CONTROL in Residential Interiors

Sounds are such a common part of everyday life that we often overlook the damage they can do. Many sounds are unpleasant, unwanted and unwanted, resulting in loss of sleep, heightened anger, lack of concentration and illness.

The one place we should like to keep noise pollution free is when relaxing in our homes. Home is a shelter from the elements; it can also shelter from the onslaught of unwanted noise. A quiet environment can reduce stress, enhance health and well-being, and increase productivity. As our world becomes increasingly urbanized, crowded and noisy, we have come to realize that sound control in the home is not merely a luxury but a necessity.

To understand the basics of sound controlling it is essential to know a little about sound and its nature.

Sound is a form of energy. Vibrations produce sound. Vibrations causing sound develop a series of compressions and refractions in the medium and cause waves. These waves propagate the sound in all directions from the source. When these waves strike our eardrums we feel the sensation of hearing.



## Acoustics

The science of sound is called 'Acoustics'. The Unit of Sound is Decibels.

Sound level (dB)	What this equates
25 dB	Normal speech can be easily overheard
30 dB	Loud speech can be heard
35 dB	Loud speech can be distinguished under normal conditions
40 dB	Loud speech can be heard but not distinguished
45 dB	Loud speech can be heard faintly but not distinguished
>50 dB	loud speech/shouting can only be heard with great difficulty

## Acceptable Noise Levels

Type Of Building	Acceptable Noise Level
Dwellings and Hotels	35 – 40 dB
Offices/Banks/Stores	45 – 50 dB
Music Rooms	30 – 35 dB
Small Offices/Libraries	35 – 40 dB
Radio/TV/Studio	25 – 30 dB
Cinemas/Theatres/Hospitals	35 – 40 dB
Factories	50 – 65 dB
Classrooms/Court Rooms	40 – 45 dB
Restaurants	50 – 55 dB

The first thing to realize when you are thinking about home acoustics is that minimizing sound and sound controlling are not the same. Soundproofing is a whole different process – a complicated and difficult structural result to achieve – and it is rarely done in the course of ordinary house building. So truly speaking, soundproofing an area such that no sound at all can escape is beyond the scope of most homemakers. What the average homemaker wants is to control or minimize sound. Thus we see that soundproofing can be achieved through architectural remodeling, which might be very expensive; whereas installation of sound minimizing materials without claying or modifying the architectural layout is much feasible.

## Differences Between

SOUND PROOFING	SOUND CONTROLLING
Sound deadening	Sound minimising
Mainly involves architectural remodelling	Installation of sound minimising materials
Usually very expensive	Not as expensive as remodelling





### Architectural Remodelling: A Difficult Task

- Installation of acoustic foam
- Installation of acoustic membrane
- Installation of acoustic panels

Architectural remodeling is very expensive. Thus sound controlling of the interiors is much feasible and practical. To minimize sound, the knowledge of the following is essential:

- Sound barriers - Sound barriers are those materials that when placed around a source of noise inhibit the transmission of that noise beyond the barrier. An excellent absorber is polymeric vinyl composite.
- Passive absorption

### Some Sound Absorbing Materials

- Straw Board
- Hair Felt
- Acoustic Plaster
- Compressed Fiber Board
- Wood Wool Boards
- Compressed Wool Particle Board
- Perforated Plywood
- Pulp Boards
- Quilts and mats

### Classification of the interiors to understand sound controlling better

- |                         |  |
|-------------------------|--|
| ■ Floor treatment –     | Soundproofing Carpets<br>Soundproofing Mats<br>Quiet Floor |
| ■ Ceiling Treatment –   | Plasterboard,<br>Glass Wool/Mineral Wool                   |
| ■ Wall Treatment –      | Doors, Windows   |
| ■ Furniture Treatment – | Glass, Wood, Draperies                                     |

Therefore, as said earlier, the main principle at play is simply that wherever possible one should try to prevent sound waves from traveling into and out of the space through the air and surrounding structure. So whether someone is looking for a place to hide the kids with their drum sets, or a place where one can hide them, listen up: Vibration limitation is the key. Rob those waves of all their best escape routes and you should be well on your way to some peace and quiet.



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# JOB SATISFACTION and Occupational Preferences

A comparative study on job satisfaction and occupational preference amongst men and women between the age group of 25-35 years and 35-45 years.

## Introduction

*"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."* ~ Albert Schweitzer

Does one sometimes wonder why one's job is not more satisfying? Is it becoming increasingly difficult to generate enthusiasm for the job? Well, to take a more positive view of the work one does – no matter what it may be – one needs to look no further than one's personal level of job satisfaction.

*"The foundations of a person are not in matter but in spirit."* ~ Ralph Waldo Emerson

As we proceed with our daily routine, and life happens to us, no matter what other plans we make, our level of experience and wisdom grows. We become more moderate, more yielding, more receptive. The sharp edges fade and the relativity of things becomes apparent. A relationship between men and women at the workplace has long attracted the attention of philosophers, scientists and novelists. A man spends one-third of his time at working in different organization. It is therefore natural to expect that men would seek to satisfy many of their needs in and through their work. The extent of job satisfaction with job related needs in an organization determines the employee's attitude towards their job.

Job Satisfaction is one of the most prominent work attitudes examined in work and organizational literature. Job satisfaction is defined as "the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs". Locke (1976) defined job satisfaction as "a pleasurable or a positive emotional state of one's job or job experience". The concept generally refers to a variety of aspects of job that influence a person's level of satisfaction with it.

## Occupational preference/career choice

Frank Parson (1909) identified the basic requirements of effective career choice long ago.

- A clear understanding of us – our attitude, abilities, interests, ambition, resource limitation and their causes.
- Knowledge of requirements and conditions of success; advantages

and disadvantages, compensation, opportunities and prospects in different lines of work.

- True reasoning on the relations of these two groups of facts.

## Method of study undertaken

By methodology, we mean the science of method in the scientific procedure. It is of vital importance in any research work; else it may result in complete chaos and confusion, hindered by difficulties in application of research.

In this study, a systematic methodology was adopted to collect the data for analysis. The steps induced were as follows –

- Sampling
- Techniques of study
- Tools used and description of tools
- Method of administration
- Instruction
- Collection and analysis of data

The data has been collected by means of purposive sampling. Purposive sampling: is based on the sampler's individual judgement. A sample, which is selected on the basis of individual judgement of the sampler, is called purposive sampling. Purposive sampling method was utilized to collect data for this study. Certain constants were held constant for example age, salary etc. The characteristics of the sample is tabulated as follows.

Male	Female	Male	Female
25 samples	25 samples	25 samples	25 samples
25-35 yrs	25-35 yrs	35-45 yrs	35-45 yrs
working	working	working	working

The Questionnaire method – Questionnaire is actually a data-gathering device, which is used, where factual information from the respondents is desired. According to Goode and Hatt (1952) "Questionnaire refers to a device for securing answers to questions by using a form, which the respondents fills himself." Overall, questionnaire is the most flexible of tools, which possesses some unique advantages over other kinds of tools in collecting both quantitative and qualitative information. Careful preparation of a good questionnaire calls for a great deal of time, ingenuity, care and hard work.

Description of the test – The test used for measuring job satisfaction was devised by Dr. Amar Singh, Dr. T.R Sharma from Patiala University in 1986, which can be administered to any category of professional and which is comprehensive in nature.





### Job satisfaction scale (Happock-1935)

Job satisfaction is a widely accepted psychological aspect of functioning in any profession and which is defined as the favourableness with which the workers do their job. It results when there is a fit between the job requirement and the wants and expectation of the employees. It expresses the extent of match between workers expectation and the rewards that the job provides and the values it creates and cherishes.

### Review of literature

Review of literature is an essential part of any investigation, since it may be regarded as a component of a major network of researches. Review of previous work helps to gain a deeper insight into the problems one approaches to solve. A large number of previous investigations can be related to the present work. An attempt has been made to record only those studies, which are linked closely to it. The literature and review on job satisfaction is voluminous. However the following literature review consists of job satisfaction on office workers.

To begin with, the role of job dissatisfaction is discussed in order to understand how important an employee perception of his/her job is. For example, two employees can work in the same organization, doing approximately the same type of work and have completely different degrees of job satisfaction or dissatisfaction, depending on their perception of the job.

Kuder (1987) found that the best satisfaction or dissatisfaction with ones work was the fact whether one wanted to remain in the same job, switch over to the same kind of job but with same modifications, or wanted an altogether different job. Those who wanted an altogether different job were the most dissatisfied.

Natesan, Hemlatha (1992): The study revealed that salary; opportunities for enhancement security of the jobs and working conditions were regarded as the most important factor of job satisfaction by most executives. Security of the job, salary, working condition and co-worker behaviour were important factors of job satisfaction according to most supervisors.

### Case study

Casual days: In an attempt to increase job satisfaction among employees, a few firms are experimenting with what they call casual or "dress down" days. More appropriate for some firms than others, the idea is to encourage employees to wear casual clothing one day each week. Most companies select Friday, but a few organizations prefer Monday, claiming that it sets the stage for a better week.



Two of the 10 sources of job satisfaction are affected by an experiment. Wearing more casual clothing seems to facilitate more social interaction and relax the work environment.

A first analysis may show to the management that there is too much socializing, and productivity may be impaired or customers neglected. It may be, however, that the opposite is true.

Each organization must experiment and decide if job satisfaction was increased. If job satisfaction is increased, it is reasonable to assume that productivity will, in the long run, also increase.

## Results

The results obtained from the present study indicated that on average women's job satisfaction is lower than of men. This is assumed to be because women's earnings are or have been the subsidiary income of household, whereas men tend to be the main breadwinners. Women might be less satisfied because they tend to have less good jobs than men. Thus men scored significantly higher on an average than women on work satisfaction and pay satisfaction. Secondly, the results also found that older people have better satisfaction than the younger ones since they have had longer time to find out a job that suits them. Moreover, the older people have lowered their expectation over the years, so that they are more easily satisfied. Lastly, it was found that majority of the people accepted the fact that occupational preference is related to job satisfaction and that it would also affect their performance at work place; and younger people are more likely to change their jobs than older ones in order to obtain their goals and achieve higher job satisfaction..

## Conclusion

To conclude it can be said that one has to determine the true sources of job satisfaction and, with a few adjustments, one will discover that one can make job more pleasurable. As a consequence, productivity will increase and the career will benefit.

Job satisfaction comes when one accepts a job for what it is and exploits the sources of satisfaction that come with it. Many different sources of satisfaction are tied to the same job. Good feelings can come from high performance, quality work, learning new skills, working as part of a team, assisting co-workers, and demonstrating personal growth and receiving compliments. Job satisfaction is achieved daily by digging out "satisfiers" wherever they can be found. Thus the trick is to enjoy the present job while you prepare for a better one. Many people gain considerable satisfaction from doing ordinary jobs. They make quality time out of their working hours, no matter what their assignments may be. Participation, enriching the job, setting

difficult and specific goals, treating employees with dignity – all lead to positive outcomes, and including higher level of job satisfaction and job performance

However, an interesting question is, whether these and similar interventions satisfy the employees and motivate them to perform at a higher level, or whether they lead to a higher performance level resulting in more satisfaction with their job?

*"Why spend money on what is not bread and you're labour on what does not satisfy? Listen, listen to me and eat what is good and your soul will delight in the richest of the fare" ~ Isaiah 55:2*

**Puja Shah**  
M.Sc. Part I in Composite Home Science



# Scholars' SCRIPTS

## An Opportunity Called Life

Sometimes I am so angry. Nothing in particular... everything in general. Disasters like cyclones, Tsunami and earthquakes make me feel angry at Nature. Digression from humanity, such as riots, hijacking, kidnapping make me feel angry at society. Failure and lack of recognition make me feel angry with myself and above all I feel angry with God, for creating all these things, for creating a world where almost nothing is right, for making scarecrows like me, who keep fighting for attention, almost all their life. But is it only me? Hasn't every person passed through this point of time when they felt like asking so many questions at once?! And there's only one answer to this frustration – Wanting to be everything at once and end up being nothing.

All this points to one thing... I am not alone in my anger, in my frustration. And that there is nothing wrong with wanting to vent out these feelings once in a while, through a magazine which my esteemed college has provided to soothe the confused and irritated people like me.

I have heard people say, "Adversity can be used for one's advantage. We cannot direct the wind, but we can adjust the sails." I discarded this as a very bookish theory at that point when everything seemed right, people around looked happy... But as I grew up, I realised the ocean of knowledge those words spelt. I can understand now that we are to direct our own ship called life.

It's so simple to be happy; yet it's so difficult to be simple. But

happiness is a state of mind. Happiness and courage go hand in hand. They are nothing but basic ABCDEF – Attitude, Belief, Courage, Determination, Effort and Failure. Happiness dances with only those who are already on the dance floor. Even if we are frustrated, even if we are angry, discontented, irritated, we can make a conscious effort to be happy-go-lucky kind that we always admire.

I want everything to change around me, but the foremost thing I need is the right attitude. We ask ourselves, who are we to be extraordinary, great, gorgeous and talented? No one is!!!! But the actual question lies in "Who are we not to be?" I can change my life. I can choose my destiny because "the man who wins is the one who thinks he can" and I think I can. I believe in myself, I know I have the potential. I believe I am beautiful, not because everyone says so but because I am God's creation. I believe I am tough, cause I am able to give confessions in the form of an article. I believe I will succeed because "tough times never last, but tough people do!!!"

At the end of the day, I'm not angry at all the bad things that happen. It is destined to be so, so that we can savour the taste of success that follows the future. I'm not angry with God, I'm grateful to Him for giving me life – the greatest opportunity, the chance to shape it myself, the potential to create new dimensions and the potential to recreate history.

*Puja Agarwal*  
B.Com (Hons.) 2nd Year

## The Best Excuses If You Get Caught Sleeping In Class

- I'm just doing a 'Stress Level Elimination Exercise Plan' (S.L.E.E.P.)
- I wasn't sleeping! I was trying to pick up my contact lenses without using my hands.
- They told me at the blood bank that this might happen.
- I wasn't sleeping! I was meditating and envisioning on a problem.
- I was doing a highly specific yoga exercise to relieve study-related stress. Are you discriminatory towards people who practice yoga?
- This is one of the habits of highly effective people!
- I was just testing my desk for drool resistance.
- Those sleeping pills I took last night just won't wear off!
- This is just a 15-minute power nap like they raved about at the last IMS workshop we had.

*Ruchi Jhunjhunwala*  
B.Com (Hons.) 2nd year



## The Wait

They spent the entire night  
Whispering sweet nothings  
In each other's ears  
They laughed, they joked  
They wiped away each other's tears  
They kissed, they hoped,  
They dreamt of a future together  
Which would never bring  
A shadow of another parting, ever.  
Because, the next morning  
Brought with it an inevitable goodbye  
He had to leave the country  
And leave his life, his sweetheart behind  
He said it would be just for a week,  
Or two, at the most,  
And he'd bring back her wedding ring;  
And then there would never be  
Another goodbye in this lifetime for them  
She promised she'd wait until he returned  
And that she wouldn't cry  
He smiled, she blushed,  
They kissed tenderly,  
Looked into each other's eyes  
And he knew that she'd once again  
Made her promise to wait  
And thus he bade her goodbye  
Promising himself that this would be  
The last goodbye for them  
Little knowing that his words  
Would actually come to pass.

The next morning brought with it  
News that he'd departed forever  
She didn't believe them,  
She refused to do so,  
She said that he'd promised  
To bring back her wedding ring  
He couldn't desert her,  
He'd never abandon her,  
And she told them  
No matter what  
He'd surely return  
And until that hour  
She would patiently wait.

Years have gone by,  
But till today  
You can see her at the window  
Looking out eagerly, with his picture  
In her hand, and fond memories  
In her heart  
She still ties her hair,  
The way he loved it  
The only difference is, that then  
It was of a shiny black hue,  
And today grey and white strands remain,  
She looks at the old clock  
Sighs, looks out of the window once again  
There's a flicker of hope which still burns  
And those dreams  
Still shine in her eyes  
And she waits on...

*Priyanka Sacha Majumder*  
*B.Com (Hons.) 3rd Year*



## Cheating For Dummies

Life was a big party... until you remembered about the exam next day. FLASHBACK – parties, movies, gala time, too much homework, too stressed out to study.

'Poing!!!' goes the bell – you've been lazy, the preparation is lousy... Flunking?

Nooooooo!

"A little bit of sneaking and peeping will do it," you take a gulp of reassurance... And start preparing...

There are furras to be made and hid – the minutest, neatest possible. And then how about some "academic tattoos" on the palm or arm.

How come they didn't come up with "Cheating For Dummies or Teach Yourself Cheating". Wouldn't that be a bestseller!

You enter the examination hall. The scenario is scary, the situation is tight, your stomach is in knots. A chill of desperation goes down your spine as you gawk at the question paper. It asks you to define bizarre terms you've heard of, explain weird phenomena occurring in remote parts of the world.

"What an irrelevant paper! It doesn't help you understand the real world and real problems... I mean it doesn't guide me about the latest fads or how to manage my love life!" So, you decide to rebel against the absurdity of the education system... which means no allowance, no play, you are grounded. Never!

Renewed with a fresh lease of frantic energy you start Operation Cheating. The God of Guilt starts his Sermon. But in this tug-of-war between marks and morality, you decide marks are the need of the hour... morality can wait till you have the time, comfort and philosophy to practice it.

So, armed with a racing heartbeat, sweaty palms and desperate determination you nudge, poke and peep. Reach for that scrap down your sock and use every trick up your sleeve.

"If only I had made such beautiful notes and learnt them!" Too late buddy!

"Why is the invigilator constantly looking my way? Why am I laughing at myself?" Cut out the conscience!

You get the marks, but where was the effort, where is the achievement?

*Ruchi Jhunjhunwala*  
B.Com (Hons.) 2nd year

## Best Friend

A lifetime of love	These are the treasures
In a hug and a smile,	A fortunate few,
A reason to visit	Are lucky to cherish
And stay for a while.	All their lives through.
The strength of bond	These are the blessings
That destined to last,	On which we depend,
The joys of present	For these are the gifts
The warmth of the past.	Of a very BEST FRIEND.

*Nidhi Saraogi*  
B.Com (Hons.) 2nd year

## Tears

Let thy tears be thy strength and power,  
It is the urgent demand of the hour.  
With each drop is your story related,  
Reminds thy of being ill fated.  
It can make thy barren life evergreen,  
Days ahead may be better than that foreseen.  
It tells you about the storm of life,  
The battle has begun, as there was strife.  
Tears of sorrows are hard to bear,  
There's chaos in life and lots of fear.  
Tears of joy reminds of thy sacrifices,  
After all from the ashes only success rises.  
Life is not a plane, but a slope,  
Tears aren't weakness, but a ray of hope.  
With tears in eyes, you have miles to go,  
You aren't the loser, let the world know.  
If smile can do wonders, why not tears,  
It too can bring glory and lots of cheer.

*Nidhi Saraogi*  
B.Com (Hons.) 2nd year

## Books

"Large areas of the old territory of the novelist have increasingly been taken over by other media, especially film. A film can tell a story more directly, in less time and with more concrete detail than a novel. But as a storyteller, is the novelist is fighting a losing battle with the film-maker?"

Book – what is a book? It is formed when a person's thoughts and ideas take shape in the form of words and then get beautifully woven into sentences. The person is termed as an author and his creation – a book. In today's fast world where the masses are increasingly being intrigued by the improvement in technology; some people claim that a book is beginning to lose its importance. The time earlier spent in reading a book is now spent in watching a film.

Keeping in mind, the amount of creativity needed to put in a film and it being less time-consuming, one cannot undermine a book at any cost. Books are said to be a person's best friend. Where he cannot carry anything else, he can certainly carry a book. It requires great pain on the author's part to create characters, their looks and natures only through words without actually getting to show them. It is by and large left to a reader as to how he should perceive a character. In case of a film, the characters are shown on-screen with no room for the viewers to make use of their own imagination.

Just like films are a medium for conveying social messages; books too in their own way convey some message. Charles Dickens' 'Great Expectations' can be well used to cite an example. The protagonist Pip, while being brought up by his sister, is subjected to torture as he is an orphan and has no one to look up to. Even in the Christmas dinner, as we lap up the mockery inflicted at him, Dickens conveys an underlying message. He tells us about the way people look down at an orphan without being of any aid to him. Later, when Pip's brother-in-law Joe visits him in London, Pip's cold and distant attitude hurts him. This brings to us the fact of society's rich and affluent's cold and distant behaviour towards the downtrodden.

A book portrays the picture of society of when it is written. Jane Austen's 'Pride and Prejudice' brings to us many features of Austen's time. One of them being marriage – the only career open to girls. The anxiety of mothers to get their daughters married off

early at a young age to bachelors of considerable fortune is also brought forward. A book of more recent times, Jhumpa Lahiri's 'The Namesake' shows us society's picture of our times. The protagonist's parents who are fairly educated take refuge in London to escape from the poverty and suffering in India. This is true for educated people who now take refuge in the western countries to get away from the still developing India.

When the story of a film is taken from a book, we can be quite certain that the film will only be able to bring to us the main plot with a certain degree of characterisation. But it is only when we read the book that we can explore and enjoy the subtler nuances of the characters and the plot. Students are often asked to read. This is because only by way of reading can their vocabulary improve and they can also express themselves well while writing. This, however, a film is unable to do.

Filmmakers are often defamed as they show violent scenes, which are harmful for young and impressionable minds. Films also aid the viewers to escape into a make-believable world where everything is perfect. But practical life and our society oppose this make-believe world strongly. Books provide room for utmost imagination of the readers whereas films stagnate imagination. A person is made to believe only what he sees and is given no scope to perceive matters as per his wishes.

But it is not true that a film can tell a story in more detail. It is the pages and pages of printed matter that narrates a story in greater detail. A film has a time limit; if it exceeds such limit then the censor board is free to make utmost use of its authority. But this is not the case for a book – as there is no limit on the number of words or pages. This deters the filmmaker from wasting time in showing details of a story in a film.

One has to be reminded once again that books have not at all lost their importance or else the various book fairs would not have thousands of book-lovers flocking to the bookstalls. Even the libraries in the educational institutions would be done away with. It is only the fact that people have lesser time nowadays owing to their fast lives, that they get less time to read books.

So, books were and will always remain one's best friend!!!

*Anusuya Seal*  
B.Com (Hons.) 1st year



## A World Of Illusion

The aura of mystery lies outside,  
She tries breaking through the mists  
Which engulf her  
But finds herself going into a thicker fog  
The grey clouds of darkness  
Hovering above her  
Are soon melting into cool drops of sweet emotions  
Making her eyesight even worse  
She fights the desperation  
The sheer frustration  
And carries a light in her heart,  
A glimmering ray of sunshine  
Grows dimmer as the day fades  
But, it is yet to turn out completely  
The endless questions of life  
Posed before her so soon  
Puzzle her to the utmost.  
She sadly realises, that  
The place where she is  
Consists of the real world  
The seemingly greener pastures outside  
Are in fact a cover up,  
Just an illusion created by one's mind.  
To her, everything out there seems artificial.  
People smiling at each other

When there's a deep-rooted hatred  
Embedded within;  
Sympathising,  
When they're actually rejoicing  
Congratulating someone,  
When all they feel is envy,  
She realises, where she is  
Is much better than the false world outside,  
Where everything is so very superficial,  
As here she comes face to face  
With painful reality,  
And is spared from all illusions and fantasy,  
She makes a brave decision.  
She is willing to stay where she is,  
The mists and the grey clouds are her own  
She feels she knows them, however  
Dull and grey they may be  
Because they appear as what they are;  
Unlike the glitter outside  
They are not covered by a mask,  
Neither consists of elements of hypocrisy  
The resolution is firm  
Soon the light drizzle turns into a downpour.

*Priyanka Sacha Majumder*  
*B.Com (Hons.) 3rd Year*

## Untitled

It was at 'My Best Friend's Wedding' that I saw her. She was the 'Pretty Woman' in white and I felt it was nothing but 'Mad Love' on first sight. Being 'Pretty Smart' myself, I made her acquaintance and subsequently started courting her. The day she said 'Only You' I was beside myself with joy and in my foolishness I tripped over 'Beetle Juice' in broad 'Daylight' and hurt 'My Left Foot' and 'Jaws'. But getting 'Big Daddy' to approve was no 'Child's Play' and ultimately he didn't attend 'My Big Fat Greek Wedding'. Life was a 'Bed of Roses' before disaster struck. We had become proud parents. It was 'Baby's Day Out'. Being preoccupied with matters of 'The Firm', I came hurriedly back and said 'Honey, I Shrunk The Kids'. She said, 'In the Best Interest of the child', I am leaving you. Now, I am 'Sleepless in Seattle' counting 'The Hours' waiting for my 'Maid in Manhattan' to 'Return To Me'.

*Ruchi Daga*  
*B.Com (Hons.) 2nd year*

## I A Friend, A Lover, A Woman

I a friend, a lover, a woman  
Promise to fulfill as far as I can  
Search my soul?  
Feel the want?  
Answer the questions?  
I dare not confront?  
As I look back  
To search the dark side of me  
The dimness inside blazes to be-  
A ray of hope that tears through, so divine  
Guiding me forth to regains and shine.  
I need the light to keep me awake  
The warmth shall help my will to elate  
The conscience would no more be of error  
I shall no more be a fugitive  
Of duty, of responsibility in respect to the declaration that  
I make  
No more to escape, forget and forsake.  
I want to don a respectful death.  
And not tried for treason.  
With malice and hate  
I a friend, a lover, a woman  
Promise to fulfill all that you say from this moment on...

*Debolina Chakraborty*  
*B.Sc. (Hons.) 1st Year*

## Child Labour

I wish...  
I wish I were a schoolboy,  
Who went to school and knew  
Happiness and joy  
I wish I could read and write,  
Which is my fundamental right  
I wish I could play with my mate,  
But I don't; it is my faith  
I wish I could run freely down hills  
And not sleep on dirty roadsides  
  
I wish I could breath in fresh air,  
Not suffocating cracker factory air.  
I wish I could sleep with a full stomach  
At night,  
Do you think I have this right?  
I wish I didn't have to be litter-picker,  
The smell of which makes me sicker  
And sicker.  
I wish I could grow into an educated Indian  
And become a proud citizen of my nation.

I wish the Sun of childhood didn't set  
So soon,  
To me, life has never been a boon  
I hope my wishes are fulfilled  
Some day.  
If not now, then another day.  
I wish someone would care for me,  
But Who? Will you? Set me free?

*Garcia Doshi*  
*B.Com (Hons.) 1st year*



## The Inside Stuff

The Republic of India is not in a state of war, yet the mighty 15mm Bofors Guns roar day in day out. Nuclear warheads are tested, national spending on defenses spirals.

Russia is bombed, Iraq is carpet bombed, in Somalia, thirteen years old see the insides of Kalashnikov but do not go to a classroom. Before the dust settles to ground Zero it begrimes tears in Indonesia, Saudi Arabia... The Himalayan snow is no longer white, the waters of our holy rivers have the blood of our men on the Siachen, the blood of 'their' men on Siachen, the blood of the governments troops and the Maoists troops who pump bullets into each other in the land of the Dalai Lama.

The Berlin Wall comes down and a wall comes up between Israel and Palestine, India fences its border with Pakistan, suspends air links, both countries play a game of declaring ceasefires and deploying troops.

At least PoK and Iraq are explicitly 'taken', the 'de jure' ruler of Afghanistan is the dummy government, and the 'de facto' rulers are the warlords who reign over their freedoms.

CNN, AAJ TAK, CNBC, FOX, NDTV, BBC – take your pick, correspondents, staff, reporters, analysts, expert's hordes of media persons risk life to enlighten us. They give us blow-by-blow live accounts of every inch of this 'bloody' planet.

We sit in our ergonomically designed dens witnessing the world collapse around people. That small Live written on our corner of the screen makes it infinitely more interesting than the best war film or the latest 'reality show' episode. The best brains all over the world animatedly debate and discuss the situation for us, as we adjust temperature of our rooms, with a sleek remote!

We all know what is happening around us, the images of demolished skyscrapers with the debris heaped at their feet, dusty concrete sticking to the mangled limbs, wailing sirens and blinking red-blue lights have become familiar.

I guess it is high time we stopped remaining complacent about the gritty pictures on our televisions. If we do not find the root cause of such insanity and counter it immediately, terror (in whatever name/ forms) won't take too long to come to our neighborhoods! For it is a small world...Where hate begets hate... and love begets love!

*Saloni Borar*  
B.Com (Hons.) 2nd year

## True Friend

What is a friend?

I think it's just a word

Unless and until you mean it much.

Friend is like a part of life.

Without whom u can't survive

We categorize friends in different ways...

But tell me?

Can there be different friends in anyways.

We call a person a true friend!!!!

But do we really know what is a friend??

A friend is not just a word

It's a relation, which means so much.

Every person has flaws in them

But the one who accepts it

Is called a True Friend!!!

*Debolina Chakraborty*  
B.Sc. (Hons.) 1st Year

## I Am

I am power, I am might

I am master of my fate

I am darkness of the night

I am strong, at times weak

I am mystery, I am game

But it is reality that I seek

I am alive and insane

I am happiness, I am ecstasy

I am hope, I am joy

I am pleasure yet not fantasy

I am no child's play yet a toy!

I am pure yet I'm tainted

I am wild, I am terror

By vivid colors I am painted

I am serenity in the mirror

I am real, I am truth

I am divine, I am great

I am eternal, I am youth!

*Debolina Chakraborty*  
B.Sc. (Hons.) 1st Year

## Home Science... A Career?

27th March 2000: "I will do Home Science after my school finals."

25th May 2002: "Why Home Science??" I should go for either ECO. Hons; BBA or any other reputed and respected course.

27th March was the day when I got over with my board exams, and 25th May 2002 was when the results of my second board exams (class xii) were out. I had scored 86%. That was the moment I thought "Home Science – It's not worth my results! After scoring an amazing 86% I should be going for something more 'reputed'. Coincidentally, I came across one of my school seniors who was a good student and then studying Home Science. I asked her "Why Home Science? You were a good student?!"

14th July 2002: I went to J.D.Birla Institute to deposit my admission fee for a B.Sc. Degree in Home Science.

Strange??? Yes, it is. That span of two months from May 2002 to July 2002 made me realize that I had always wanted to do Home Science but the only reason stopping me was that I wanted to be known as a student of a more reputed course in the city.

Well I was lucky... Hmmm...should say fortunate enough to realize my mistake at the right moment. I had been running after big names, forgetting my interests and what I wanted to be.

It's been three years now (and what a wonderful one) and I have no regrets. I still remember the day we joined college – many girls confessed that Home Science was their last option.

Whether the girls had taken up the course by chance or their own choice, you get a completely different picture of them today. Everyone is more than just happy, albeit cribbing about the work load at times. I guess that's their right (no violations plz)

However HARD WORK ALWAYS PAYS.

People have an attitude like "*Kahi aur admission nahi mila hoga isiliye Home Science kar rahi hai*". I know of someone who did not let their daughter do Home Science because they thought it's all about "*chullah choka*". On knowing which college I belonged to one gentleman replied "*Oooh! Bhindi banane ki vidhi.*"

I believe that people tend to concentrate more on the word

"HOME" and forget that it is a "B.SC. DEGREE" in Home "SCIENCE". (Ignorance!... So common)

Cooking is taught because, oh, it's linked to the field of Nutrition & Dietetics – We all are aware of the growing importance of health and hygiene. 'WASHING' – another mistake; it is actually the action of chemicals on fabrics and stains that is related to TEXTILE SCIENCE (AN EVERGREEN INDUSTRY). Home Science has much more to offer than just Nutrition and Textiles. It also includes other subject like Psychology, Arts, Sociology, Ecology, Hospitality, Chemistry, Physics (both theory and practical), Consumer Education, Financial Management, and so on.

"JACK OF ALL TRADES AND MASTER OF NONE". I believe that's what must be coming in minds of my dear readers. "*Khali ek information store bane ke reh jayegi*" –the others must be thinking.

However we do get an opportunity to specialize in the chosen field. Thus this course provides holistic development to its student along with the specialized degree.

The specialization comes in, during the 5th and 6th semesters of this course, that is, the last year.

In addition to providing the theoretical and practical knowledge in college we are even given an opportunity to face the real world – the hard truth through the vocational training that last for a month.

It is a training period, when we put all our knowledge, skills and creativity into practice.

For now, 15th March 2005: I am going through my training in interior designing. When my boss mentioned that she liked my work, I thanked no one else but this course and college, my teachers who had made me capable enough to achieve it.

Well that was just about me. F.R.M. does not only offer specialization in Interior Design but even in the hospitality industry (through the subject of Hospitality & Front Office Management). My friends are doing their internship in different hotels and hospitals.

Hence, Home Science is "JACK OF ALL TRADES AND MASTER OF ONE". (See how we changed things smartly!!!!!!!!!!!!!!)

Shilpa Agarwal  
B. Sc. Final Year in Home Science  
Family Resource Management Section



# INTERNSHIP Program

Internship program in the final year is one of the most significant aspects of this three-year undergraduate course in commerce. No other institution providing B.Com degree in West Bengal offers such program, which makes this course unique.

Here, the students are sent to various premier organisations to enable them to apply their classroom teachings in real life situations. These instances prepare them with clear fundamentals to handle the real world.

The students had undertaken training in the following fields of work:

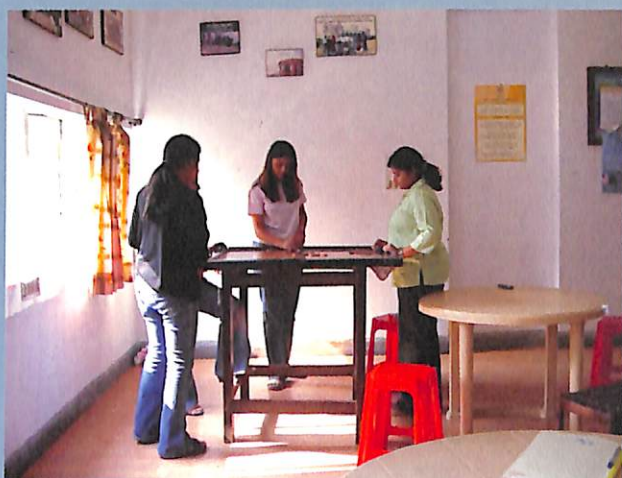
- Core accounting & Book-keeping
- Auditing & fundamental Taxation
- Public Relations
- Marketing Research
- Elementary administrative job

The students have been evaluated on the basis of their initiative/ self-motivation, responsibility, organisational capabilities, punctuality and regularity, flexibility, etc.

Following are some of the companies wherein the students of the Department of Commerce had undergone training:

- Eveready Industries
- Nicco Corporation
- Patton Industries Ltd.
- The Institute of Cost & Works Accountants of India
- Paharpur Cooling Towers Ltd.
- Neutral Publishing House Ltd.
- Bridge & Roof India Ltd.
- Response India Ltd
- Lodha & Co.
- Balmer Laurie
- Sea Wing
- SRE International
- L B Jha & Co.

The organisations wherein the students have undergone industrial training have been appreciative about the novelty of the program as well as the quality of the students.





# FRM Residence

A group of five girls along with a supervisor in a flat for 15 days – away from home, that what we, that is, the FRM students refer to when we use the term “RESIDENCE”. Exciting!! Aaha! Well was the same for us when we had come to know about it. The excitement was very well reflected in the name we had given to our small den – ZEAL KUNJ.

It was January 13th 2005 when we first entered Zeal Kunj (within the premises of Birla High School for Girls, Moria Street). The residence was opened after about a month. We had a tough time cleaning it. But tough didn't mean “no fun”. All five of us were on our toes till midnight, on our feet till 1 am and finally on the bed at 3 am.



Each girl took turn to perform the respective duties –

- Head cook
- Assistant cook
- Treasurer
- Housekeeper
- Hostess

First five days were trial periods the next 10 days were the evaluation time. We will be lying if we say that we sailed through smoothly. The trial period was our testing time.

- Had to perform our respective duties
- Be at college on time
- Complete our assignments
- Attend all the scheduled classes
- Above all adjust to our new (though temporary) life styles.

We – talking particularly about ourselves – Salvi Bhojnagrwalla, Shilpi Harlalka, Shruti Jhunjhunwala, Priyanka Chamaria and Shilpa Agarwal. We had a tough time. In fact our teacher were really disappointed and even told after seeing our faces that the residence (Zeal Kunj) and the residents seem pretty ironical.

Well that was the day we decided to “change up”

- Accept things as they were and
- Stop cribbing

What helped us in this was the 5-day trial period in which all of us had an opportunity to understand our jobs and tasks clearly and thoroughly.

We used to get up at 6 am, sometime 6:30 am, and then perform our assigned jobs, go to college attend classes come back home (the residence had become our home) and were on our jobs again.

In short, we were living a life of workingwomen – children.

We were learning the art of home management, who had to manage everything.



- Maintain the budget and do the necessary urchase
- Keep the house tidy
- Cook the meals
- Clean the bathroom
- Attend the guests – though one at a time, unlike a real home manager.

We also had to plan and organize a party at the end, i.e. PARTY PLANNING sight from the theme of the party,

- The invitation
- The games
- The prizes
- Food... everything.

Colour was ‘OUR’ theme. We had invited all friends, family and teachers. We had been to many parties with both family and friends, but organizing one ourselves for them was a fun-filled learning experience.

Residence therefore has truly been a learning experience. We lived the life which most of our mothers are living, though only for 15 days, though only with half of the responsibility, though only with



half accountability. We have always respected them (our mothers) but after residence, we have started understanding them better.

One thing I request my readers is – Never feel ashamed or inferior to mention that you or your mother is a housewife and not a working woman. A housewife is a HOME MAKER, a home manager that require as much expertise, as much skills, as much creativity, as much knowledge as any other carrier would and may be sometimes even more. This might sound very typical but is true “A good home maker will always make a good manager, but a good manager is not necessarily

a good home maker.”

Home management is a skill, an art and managing work along with it is worth more appreciation.

*B. Sc. Final Year in Home Science  
Family Resource Management Section*





# Trips & TOURS

## Field Trip to Delhi and Mussoorie in October 2004

The Human Development and the Composite Sections of the Department of Home Science of Smt. J.D.Birla Institute, had jointly organised an educational excursion to Delhi-Mussoorie in the month of October, 2005.

The trip aimed at providing an all round orientation to the students of the two sections keeping in mind their specific curricular and co curricular needs. Visits were organised to various institutions in Delhi that have been dealing with children in need of special care, their welfare and education. These were the Amar Jyoti Research and Rehabilitation Centre (running a school for integrated education, academic training, vocational courses, child guidance clinic etc), and The Delhi Society for the Welfare of Mentally Retarded Children (adept in Diagnostic and counseling activities, vocational training, research centre, speech therapy, physiotherapy unit and the teacher's training institute). The students visited the Delhi Crafts Village and had an experience of the practical procedures involved in handicraft making. They were also able to observe the various exhibits that were beautifully showcased in the museum and understand their historical significance. These consisted of a rich range of textile materials from all over India, period furniture, costumes, weaponry, utensils, equipment and the like. They also visited a textile export unit, where they were exposed to the working of commercial fabric manufacturers. They observed not only the processes involved in garment manufacture, but also saw the packaging and quality control sections.

A day visit was made to the National Institute for the Visually Handicapped, in Dehradun. This is the largest institute of its kind in Asia. It boasts of a unique audio library, a well-equipped recording

studio and workshop areas that specialise in producing equipment for the visually challenged. Its other distinguishing feature is an extensive Braille library, and also their integrated teaching method.

At Mussoorie both students and teachers alike had a delightful and enlightening experience during their visit to 'Jaypee Residency Manor'. Apart from a comprehensive tour of the entire premises of the hotel which included visits to both public and private areas, the students were also briefed about the various human resource functions and employee appraisal and benefit programmes undertaken by the hotel management.

Overall, through this trip all the students gained a wider practical perspective with regard to their curricular and co curricular aspects. They also learnt the art of adjustment and cohabitation and understood its importance in daily living.

The entire trip was very well showcased through a seminar and presentation in college. It was heartening to see the camaraderie and bonding among the girls of the two sections, and these positive vibes were very much an indicator of the success of the trip.

*Human Development and Composite Sections  
Department of Home Science*

## Excursion to Kerala in December 2004

To enjoy a much-needed break from the demands of curricular matters, the department arranged for an eight-day excursion in the month of December 2004 to 'Kerala' – God's own country. Fifteen final years accompanied by two teachers, Mrs. Chaitali Choudhury and myself. We boarded the Kanyakumari Express on 23rd December 2004 for the anticipated journey. We reached Chennai the next day at 8.30 P.M. Next morning; we set out for a visit to Mahabalipuram. The ancient rock temples and carvings thereon enthralled us all. We also had a nice dip in the sea. On our way back, we enjoyed the 'Dolphin Show' organised by the Tourism Department of Chennai. That evening, we left for Trivandrum.

We reached Trivandrum at 1.00 P.M. next day. Still then we were unaware of the disaster that would change the face of the earth. When we reached our hotel, we came to know of the devastating tsunami that struck Southeast Asia on the morning of 26th December. The news saddened us and with a heavy heart we left for Kovalam beach where we were not allowed to step onto the beach for security reasons. Although we were disappointed, we all understood the gravity of the situation. In spite of these setbacks, we endeavoured to enjoy ourselves. In the evening we went to Padmanavan temple and prayed for the souls of the tsunami victims.





Next morning we set out for Allepy and Periyar. On the way we enjoyed a leisurely backwater ride, giving us glimpses of the rural life in southern India. We reached Thekkady in the evening at around 5:30 P.M. Our evening was brightened by a traditional Kathakali dance recital. At the crack of dawn next day, we visited the Periyar lake and wildlife sanctuary. We had our heart's fill of wildlife in its natural setting and saw elephants, Indian Rhino, raccoon, deer, monkeys, and various types of birds. From there, we went to visit a tea plantation and spice garden where we came to know of many interesting facts about spices and their manufacture..

The next day we left for Cochin. After reaching Cochin, we relaxed and went for shopping at the local shops. We spent the next day sightseeing locally. We visited the oldest Jewish synagogue in Asia, where we were fortunate to get a glimpse of the holy scriptures preserved in a golden box. Next we visited Raja Ravi Varma's palace, which had been gifted, to the Dutch when they invaded Cochin. We also paid a visit to Vasco da Gama's cemetery and some beautiful churches in and around Cochin.

That afternoon, we left Cochin for Chennai. We were stranded at the railway station for more than three hours as all train services were disrupted due to the aftereffects of tsunami. Consequently we arrived late at Chennai, and just had enough time to board our flight to Kolkata.

Though it was a short and hectic trip, and as disturbed as we were by the news of the tsunami, we still had an unforgettable holiday. The lush greens of Thekkady, the busy harbour of Cochin, the beauty of the sunset at Kovalam beach, the serenity of the backwaters and the mighty force of the sea at Mahabalipuram will be forever etched in our minds.

*Department of Commerce*

## **Educational Excursion to Delhi and Jaipur in December 2004**

A ten-day educational excursion was conducted by the Textiles & Clothing (TC) and Food & Nutrition (FN) Sections of the Home Science Department from 10th December 2004 to 19th December 2004. We left for Delhi on the 10th by Rajdhani Express, visited Delhi (3 days) and then moved to Rajasthan (4 days). In Rajasthan, we visited Ladnu, Sujangarh, Sanganer, Bagru and, of course the Pink City (the detailed schedule is given in the table).

### **Shahi Export House**

After reaching Delhi we left for Faridabad to visit an export house. Although our visit was very short (4:15 pm to 5:45 pm), we still managed



to see detailed step-wise production of Readymade Garments made solely for the export market, particularly USA.

The manufacturing unit was spread on a 30,000 sq. mts of land, with state of art infrastructure and highly advanced machinery. We saw the sequence-wise construction procedures of various garments. The Company has more than 15 international buyers including MWY, Louise Philippe, GAPP, Target, George, HNM, etc. The company has been awarded the best 'Industrial Architectural Award', 2004.

### **Crafts Museum**

We visited the Crafts Museum located at the Pragati Maidan in New Delhi on Sunday, 12th of December. The museum houses an extensive collection of Indian traditional textiles from all over the country and also innumerable handicrafts such as paintings, sculptures and stone carvings, etc. In the textile section, different woven textiles, particularly saris, were displayed according to their technique of manufacture. Brocades, Jamdanis, Kanchipuram saris, Temple saris, Balucharis, Ikat saris, Paithanis, Patolas, Jamaivar shawls of Kashmir, etc., were all displayed. Among the embroidered textiles, there was a good collection of Chikankaris of Uttar Pradesh, Kashidas of Kashmir, Phulkaris of Punjab, Kathiawaris and Appliqués of Gujarat, Chamba embroidery of Himachal Pradesh; occasionally there were brief write-ups on the same displayed next to the showcased exhibits. Various painted textiles and printed textiles including Kalamkaris, Pichhwais and Bandanis were also displayed. The textile section also had a small area exhibiting some crafts of the country such as bidri work of Hyderabad, thewa work of Rajasthan, ivory work and some old jewellery belonging to the Muslim era.

The same campus had small outlets where a number of Indian craftsmen demonstrated and sold different handicrafts made by them.

### **Delhi Haat**

Delhi Haat is an exhibition cum sale of finest collection of handicrafts and handlooms organised for the National / State Awardees





and National Merit Certificate holders from all over India.

Among the handlooms and other textiles, we saw Balucharis of Bengal, Mekhala-Chadar on Muga silk and Saulkuchi silk from Assam, Brocades of Banaras, Phulkaris of Punjab, Ajarakh Prints of Gujarat, Kalamkaris of Andhra Pradesh, Shawls from Himachal Pradesh, Bagru Prints of Rajasthan, etc.

The different handicrafts included intricately engraved wood, stone and even plastic pieces; various metal-wares; ivory and metal inlay work, dokra works, bags made of cane and reeds, terracotta articles, ceramic articles, wooden carved furniture, shola -pith work from Bengal, paper machie, leather works, etc.

Since there was limited time, we could not see the entire section of the haat/bazaar.

### **Indian Institute of Technology (IIT)**

On the 3rd day (13th December), we visited the Textile Technology Department of IIT, New Delhi. Different sections visited included the printing/finishing, spinning, weaving and knitting sections.

### **Block and Tie-Dye Prints at Ladnu**

Screen printing by the famous 'Lala Moodi' on 'munga' and 'dooria' fabric of Kota was shown to us. Mostly synthetic dyes and pigment colours were used for the flat bed hand screen printing.

Ladnu is the centre for the preparatory tying of saris and fabrics to be dyed later at Jaipur. Muslim womenfolk of the village, after finishing their daily household chores, sit together in the evenings and tie fabrics using a special cap 'nakulia' on their index finger. Thus designers and manufacturers from Jaipur and Jodhpur send their designed fabric to be tied by these women and finally the tied fabrics are sent back for dyeing before it enters the market. Gajra leharia, pachhrangi leharia, laadu-pilia, mothra, dhanak, dabbi leharia, rajashai leharia and samudra leharia are the famous and popular saris from the place. Multi-coloured patterns were also achieved by the dabbling technique i.e. local application of the different colours as per the design;

this technique is used extensively in making the famous Jodhpuri turbans.

Golden khadi print locally called 'heel' print is being revived. In this technique the print paste is first heated and filled inside brass blocks. The paste is then dabbed on to the fabric as per the design. When in the semi-dry state, gold dust powder is applied on the printed design using a brush. These prints are very common on the red 'pavri' saris' on 'dooria' worn by the brides in the Jain communities of Rajasthan.

Rajasthan is well known for artifacts made of lac. In Ladnu, we saw how bangles are made from molten lac and then artificial stones and mirrors are fixed on the hot freshly molded lac bangle.

### **Block Prints of Sanganer and Bagru**

Sanganer and Bagru are two important places of hand printing in Rajasthan. Sanganer, which is presently the urban limits of the Jaipur city and is about 20 Kms from the Pink city. It is an important centre known for its chintzes and is situated on the banks of the seasonal river, Saraswati.

In Sanganer, Mr. Brij Bhushan Udaiwal of 'Shilpi Sansthan' who has won a national award for his contribution in the field of natural dyes in the year 1991, explained to us the process of block printing with natural dyes.

On our way back to Jaipur we also saw blocks being carved on wood.

On 16th December, we visited Bagru, a small town 35 Kms from Jaipur. Formerly known as 'Bagora Ka Tapoo', the village is famous for its Dabu prints on indigo dyed grounds.

Mr. Ram Kishore Jaipuria of 'Ranjana Hand Printers' explained us the process of preparing Bagru block prints on the fabrics. He also showed us the different typical motifs and designs (kelki booti, dhania booti, bankere ki booti, jajam print, aam ki booti, phool ki booti, leharia paacha, phool ka boota, etc) used in Bagru prints.

### **Mud Resist 'Dabu' Prints of Sanganer and Bagru**

Dabu prints (mud resist) although is a specialty of Bagru, we saw this technique being practiced in Sanganer as well. 'Kishore Calico Printers' in Bagru specialise in dabu prints in Sanganer.

The fabric is printed with a special mud paste and then dyed with indigo dyed in vats.

### **Hand-Made Paper of Sanganer**

We also visited a unit manufacturing handmade paper, 'Kohinoor Paper Industries' on the Jaipur-Sanganer highway, and saw the step-wise production of paper from knitwear (wastes from the hosiery units) and silk wastes.



### Blue Pottery

Blue pottery in Jaipur has seen several ups and downs in its life span of almost 200 years. Blue pottery is made from quartz powder and not clay, unlike other world pottery. It is made from a dough and not liquid mixture and is fixed only once.

Neerja International INC. is an export house dealing with exquisite collection of blue pottery in the form of lamp shades, kitchen-ware, door-knobs and handles, vases and boxes, jeweler and beads, hangers, etc.

### Embroideries of Jaipur

On the 16th of December, we also visited 'Mangalmayee', a house specialising in 'transfer work' where elaborate embroidery from old fabrics is transferred on new ones. Exquisite gold and silver embroidery are transferred from the old fabrics / garments and fixed on to new ones with such skill that it becomes almost impossible to identify the joins.

Here we also saw the traditional costume of a Rajasthani women comprising of four pieces, the ghagra, the khachali (choli), the kurti and the odhani. Ms. Nandini Jain from the unit also explained to the way of draping the Rajasthani odhani over the kurti, which is quite different from the ones worn in the other parts of the country.

Mangalmayee also deals with old historic fabrics and costumes that are mostly from royal houses. One such exquisite piece was a tissue fabric used as a headgear ('safa') made entirely of gold threads and was almost 80 years old.

### City Palace

On the last day of the trip (19th December), we visited the magnificent City Palace. The palace has been partly converted into a museum in 1959, while the other part is home to the existing king, Maharaja Bhawani Singhji.

The textile section of the museum had a wonderful collection of old costumes used by the royal family.

*Textiles & Clothing Section  
Department of Home Science*

## Educational Trip to Delhi and Jaipur in December 2004

The Food and Nutrition Section of the Department of Home Science, comprising 18 students and 3 teachers, went on an educational trip to Delhi and Jaipur from 10th Dec to 19th Dec 2005.

On reaching Delhi, the first visit was to Hyatt Regency. The hotel was beautifully decorated for the forthcoming Christmas season. The group was taken around the various kitchens where different cuisines



were being prepared. Preparation of dishes like ravioli and sushi were demonstrated. The different equipments and serving styles added a new dimension to the theoretical knowledge of the students.

On 12th December the group visited the craft's museum and Dilli haat. This gave them an opportunity to learn more about Indian culture and tradition.

A visit to the renowned Lady Irwin College was made on 13th December. The different laboratories of the Food and Nutrition department were shown, which also included a studio used for television cookery shows. In the afternoon we visited the malt company that exports malt to different countries in the world. We were shown the different manufacturing plants and also the quality control laboratory.

Malt is manufactured from a cereal and is utilised in preparation of energy rich foods and drinks. It is also used for fermentation in breweries.

On 14th Dec, we visited the highly acclaimed Apollo hospital. The hospital kitchen was highly specialised in preparing different types of food. The diet department had specialised dieticians who handled the diets of the patients round the clock. In the afternoon a visit to the Dabur company was scheduled. We visited the candy manufacturing unit of the company. A highly mechanised, sophisticated and hygienic preparation of the candies was shown and every step was explained in detail to us. All of us were impressed by the hi-tech machinery and precision used to maintain quality of the product.

On 15th Dec we took the train to Jaipur. As the trains were running much behind schedule, we reached Jaipur only in the afternoon. In the evening we all left to see the beautiful Chokhi Dhani. It is a huge resort built to experience a complete feel of the culture and tradition of Rajasthan. The dinner was elaborate and exotic. The evening was relaxing and thrilling with all kinds of dances, music, camel rides etc.



On 16th we visited the Rajputana Sheraton Hotel. We saw the working of different kitchens and restaurants. On 17th Dec we had a scheduled visit to the important tourist spots like Amber fort and City palace. It reminded us of all the rich traditions of Indian culture. We also visited Johuri bazaar famous for the traditional textiles. We left for Howrah in the night and reached Kolkata on 19th Dec.

The students were thrilled and content about their experience in the trip and were thankful about the entire organisation. The practical knowledge that was gathered supplemented the theoretical knowledge especially in Food science, Institutional Management, Food Microbiology and Dietetics. The students realised the wider scope of our curriculum in the field of food and nutrition. In the future we hope to reach more places and broaden our horizon.

*Food & Nutrition Section  
Department of Home Science*

## Educational Excursion to South India in December 2004

As part of its annual educational excursion 2004, the FRM Section of the Department of Home Science had the pleasure of visiting some of the most exotic historical sites of South India, coupled with a check out of some state-of-the-art IT buildings in the area. Some major ones – **Belur-Halebidu**

*See article – 'Vignettes from Belur – Halebidu' in this issue*

### Bangalore Ashram

The Art of Living International Centre or Ashram (as it is fondly called) lies off Kanakapura Road on the 21st km milestone. A moment spent here can make you feel so peaceful and happy. A look at the various Structures at the Ashram –

- The Administrative Block is where the reception and office of the Ashram is. This is the first block as one enters the ashram and one needs to climb a few steps to the office. The office of the ashram is well equipped with communication facilities and is the central point for all room allocations, registrations, enquiries and details of courses etc.
- The Meditation Hall is one of the important structures in the ashram. All the major meditation courses offered by the Art of Living Foundation at the Ashram are conducted here. It's a long half-cylindrical shaped structure with a sand flooring to provide a soft cushion for doing Yoga Asanas and meditation. The sand here has been collected from all the five continents.
- Sumeru Mantap is located at the highest point of the ashram.

Built in the shape of a lotus with 12 pillars representing the sun signs and the 5 elements, it commands an exhilarating view of the whole ashram grounds and the surrounding area for miles on end.

- Narayana is a meditation hall with a view. It overlooks the valley and is the venue of more cozy gatherings during courses and satsangs when the numbers are not very big.
- Shanmukha is a large open-air hall. The senior ashramites reside in rooms built below the hall.
- The Amphitheatre is an open-air structure with beautiful green grass as seating. Sitting here on the cool soft grass at nights and staring at the stars brings you close to nature.
- Kutir is the Sanskrit term for house/residence. All visitors to the Ashram are housed in kutirs. These are distributed all over the campus and are called Rama, Buddha, Mahaveer, Vasishta, Parashara, Ashwini, Shiva, Vishwamitra, Kashyapa, Susan and others. Praseen, Amol and Maulik look into the maintenance of the kutirs and giving accommodation to visitors.
- The Divine Shop displays and sells audio and videocassettes and books. Audiocassettes of Guruji's talks, mostly during his visits abroad, on varied themes such as "Death and Beyond", "Four Pillars of Knowledge", "Communism and Spirituality", etc., are available. Lifting and energy-packed bhajans and Satsang songs sung by Bhanumathi, Divya Prabha, Urmilla, Chitra Roy, Vikram, Nitin Limaye, Dr Manikantan, Srinivas and Shalini are available. "God Loves Fun", "Bang on the Door", five volumes of "An Intimate Note to a Sincere Seeker", "Language of the Heart", etc are some of the books available at the Divine Shop.
- The Divine Services provides all the items that you might want during your stay at the ashram right from soaps, toothbrush to batteries for your torch. Sarees, dhotis, angavastra, and photos of Guruji's in all sizes, agarbattis, and Sri Sri Ayurved products are also displayed here for sale. Zaver Patel looks after Divine Services. A visit to the Divine Services is a must to check out the unique Art of Living products.
- The Ashram Kitchen is equipped with modern cooking facilities and the "satvik" food served here goes well with everything else that happens in this home away from home for many of the "Non-Resident Ashramites". Anyone who has stayed for a short while inevitably comes back for more and a common joke amongst everyone staying at the ashram is that no matter what, you'll definitely be a few kilograms heavier when you return from your stay at the ashram!



- The Ayurveda Clinic - Next to the Divine Services store is the Ayurveda Clinic run by Dr. Manikandan, Dr. Nisha and Umesh. The clinic provides treatment to various ailments and therapies like marma, shirodhara, abhyanga, chiropractice (all explained later) can be indulged in at the special sessions arranged to 11am and 3pm to 5pm.
- The Publications Division of the ashram is in charge of bringing out new audio/ videocassettes and books. Each year the Art of Living Foundation has many new books and newsletters, which embellish your home library. The Rishimukh newsletter is also brought out each month in Gujarati, Malayalam and English.
- Research Division at the ashram is involved in Vedic and mathematic research. It also has a Vedic library complete with ancient scriptures. A general library with various kinds of titles in spiritual reading is also open to devotees.
- The Ashram's Computer Centre is a well maintained hall with computers and communication equipment that keeps the ashram wired with the rest of the globe at all times.
- Shakti Kutir: In the midst of the Ashram premises stands Gurujī's pristine Kutir – the Shakti Kutir.

#### **Golkonda Fort**

The Gol Gumbaz built by Muhammad Adil Shah (1656), the seventh ruler of the Adil Shah dynasty as his mausoleum set in a garden suggests Paradise. Its fantastic dome with a diameter of 125 feet covers the largest uninterrupted floor space in the world - 18,337 square feet! The brain behind this monumental structure was a structural engineer. The key to the entire plan, of supporting the immense dome over the square room below was solved by constructing eight pointed intersected arches which perfectly stable in themselves, contracted any thrust from the weight of the dome. The arches support a circular platform above that encounters the base of the dome. The transition from a square chamber below to the circular base of the dome was possible by intersection above producing an octagon. The interior surface of the dome is about 12 feet from the inner edge of the circular produced by the arches, so that a proportion of its weight is transmitted directly down-wards on to the four walls, the remainder being carried on the intersecting arches.

**Acoustical Effects** – At Fateh Darwaza can be experienced the fantastic acoustical effects, characteristic of the engineering marvels at Golconda. A handclap at a certain point below the dome at the entrance reverberates and can be heard clearly at the 'Bala Hisar' pavilion, the highest point almost a kilometer away. This acted as the warning note to residents in case of danger though now it is a mere amusing diversion to visitors.



**The Sound and Light Show** – A new attraction at the fort is a sound and light show that brings the legend of Golconda to life. With a spectacular interplay of audio and visual effects, the story of Golconda unfolds over centuries of splendour. The show livens up the glorious past and it is an experience worth watching. The show is presented in English, Hindi and Telugu.

#### **Wipro Technologies**

Wipro Limited is the first P CMM Level 5 and SEI CMM Level 5 certified IT Services Company globally. Wipro provides comprehensive IT solutions and services, including systems integration, Information Systems outsourcing, package implementation, software application development and maintenance, and research and development services to corporations globally

#### **ITPL**

The International Tech Park, which is located in the Whitefield area of Bangalore, does the high tech business introduction of India; and in order to provide the one-stop solution for the multinational company and the enormous enterprise the meat that is founded it is alcoholic beverage and it is future intention technician won. The International the Tech Park provides the environment which integrates a passing life and a playing culture, the integrated office, manufacture, commerce, house, it will be able to solve an amusement necessity from one place.

#### **Convergys**

Visiting Convergys at the Hi-tech City, Hyderabad, was a treat for us (students). The hospitality and professionalism has left a strong imprint on our minds. Convergys gave us an opportunity to see in practical what we have read and seen in books. It was very exciting to see it all come alive.

*Family Resource Management Section  
Department of Home Science*



# Reports from ACTIVITY Groups

## Extra Curricular Activities

(Department of Commerce)

The Extra Curricular Activity group, in close association with the Students' Council has actively and enthusiastically coordinated the Institute's representation and participation in inter college fests, and various other cultural programs including dance, music, extempore and skits; as well as sporting events, such as table tennis, badminton, carom and darts, etc in close association with the other departments.

Events during the period July 2004 – February 2005

- The first year students showcased their talents at an annual 'Talent Show' held at the main campus, in the month of September 2004. A number of events were put up and the winners took home attractive prizes. Sweetie Sureka (B.Com 1st year Sec C) excelled at the 'extempore' while Aneesha Mehta, Richa Prajapati, Divisha Jha, Manju Agarwal, Garima Agarwal, Seema Bhattar (B.Com 1st year Sec C) enthralled the audience with their scintillating dance performance and emerged as the winners.
- The students participated in the Annual Function held on 4th December 2004 at the Vidya Mandir Auditorium along with the other departments of the Institute. The girls enacted a skit on the changing face of Kolkata – where a young girl returns home to Kolkata from abroad after five years, and finds that although the outward face of her beloved 'City of Joy' has changed, the people and their innate warmth has not been lost in the concrete jungle of development. This was conveyed through a combination of slide show and well-enacted glimpses of street life in Kolkata.
- The students also mesmerised the audience with their dance performance titled 'Celebration of Life' – a combination of three dances incorporating the elements of traditional east and modern west. The dances were ably choreographed by the renowned dance exponent Dhiman Shankar.
- The students have also taken active part in carom, darts, badminton competitions held at the college campus. The inter-departmental darts competition was held in the month of December 2004. Puja Guha (B.Com 1st year Sec A) won the singles while the doubles title went to Swati Pitty (B.Com 1st year Sec B) and Mili Ganatra (B.Com 1st year Sec A). The intra-departmental competition in badminton and table tennis was held on 25th January

2005. Swati Saraogi (B.Com 2nd year Sec A) won the singles title in badminton and Shruti Agarwal and Shraddha Poddar (B.Com 2nd year Sec A) the doubles. Aneesha Mehta (B.Com 1st year Sec C) bagged both the singles and doubles (ably partnered by Hemlata Jain of 2nd year) in table tennis. The inter-departmental finals were held 27th January 2005. Swati Saraogi showed her prowess once again and won the singles match. The doubles title went to Department of Home Science. Commerce department swept the table tennis matches by winning both singles and doubles finals.

- The Annual Sports Day was held on 29th January 2005, with the students and teachers enthusiastically taking part in the events like blind race, three-legged race, musical chair, and so on. Sportsmanship was the spirit of the day with all participants and spectators enjoying themselves immensely.
- The events were followed by prize-awarding ceremony for all the sporting events including carom, darts, badminton and table tennis.
- The students have taken active part in various fests of other colleges including Samagam (Loreto College), Kaleidoscope (Lady Brabourne College) to name a few, wherein they have bagged the following prizes –

Event	Name of Participants	Result
Samagam		
Graphic Designing	Suchi Gupta	3rd
	Puja Anchalia	
On-spot designing	Urvashi Khettry	2nd
	Niyati Jindal	
	Shalini Bothra	
	Sonal Ganju	
Hindi Elocution	Arpita Mall	1st
Advertisement campaign	Priyanka Khaitan	1st
	Priyanka Chamaria	
Western choreography	Aneesha Mehta	2nd
	Garima Agarwal	
	Neha Bhatia	
	Andrea Dantes	
	Ruchi Madhogania	
	Stuti Poddar	
	Seema Agarwal	
	Urvi Bantia	
Kaleidoscope 2004		
T-Shirt Painting	Priyanka Khaitan	1st
Collage Competition	Priyanka Khaitan	3rd
	Priyanka Chamaria (assistance)	



## Extra Curricular Activities

(Department of Home Science)

The session 2004-05 has been quite a fruitful one for the extra curricular activity cell. It has seen the revival of several activities that had been discontinued for some reason in the past. It also saw the start of several new events and happenings.

The E.C.A worked in close association with the Student Council, to achieve success and to ensure the smooth running of all events where student participation was sought.

This involved the organization of all regular college events like the Fresher's Welcome, the Talent Show, Teacher's Day, Independence Day, Saraswati Puja, the Farewell etc.

The session saw a revival of the once popular Annual Day programme which was packaged in a new avatar. The one and a half hour Cultural Programme (half an hour slots for each of the three sections), was clubbed with the institute's annual Prize Day.

There was a major revival in sporting activities with the Annual Sports Day finding a place on the almanac after a long leave of absence. In the run up to this day, a number of other inter departmental events were organized between the Departments of Commerce and the Home Science, which were received with a lot of enthusiasm by both teachers and students alike. The session also saw the unprecedented participation of the members of our alumni association. There were interdepartmental TT, carrom, badminton and darts matches, and these were coupled with matches versus alumni and faculty members. The faculty matches were met with unbridled enthusiasm and fun as students went overboard in their support for teachers rather than their friends. These events culminated in the Sports Day, with prizes for the proud and happy winners, and refreshments for all.

The year saw more than its share of participation in fests and inter college events. We participated in fests like Samagam, Kaleidoscope, Springfest, Rigolo, the Xaviers Hindi Fest and many more emerging victorious in a number of events.

### The winners of the various events:

S.No.	Name of the Event	Type	Name of the Winners	Department
1	Carrom	Singles	Stuti Patwari	Home Science
2	Carrom	Doubles	Stuti Patwari & Harmeet Kaur	Home Science
3	Darts	Singles	Puja Guha	Commerce
4	Darts	Doubles	Harmeet Kaur & Neha	Home Science
5	Darts	Doubles	Swati Pitty & Mili Ganatra	Commerce
6	Table Tennis	Singles	Aneesha Mehta	Commerce
7	Table Tennis	Doubles	Aneesha Mehta & Hemlata Jain	Commerce
8	Table Tennis	Teacher/student	Nisha Dhannani & Avantika Puri	Home Science
9	Table Tennis	Teacher/student	Mrs. Parsuram Aneesha Mehta	Commerce
10	Table Tennis	Alumni / present student singles	Nisha Dhannani	Home Science
11	Table Tennis	Alumni/teachers	Mrs. Jassal & Mrs. Parsuram	Teachers
12	Badminton	Singles	Swati Saraogi	Commerce
13	Badminton	Doubles	Harmeet Kaur & Stuti Patwari	Home Science
14	Badminton	Teacher/students	Shruti Agarwal & Shradha Poddar	Students
15	Badminton	Alumni/Teacher singles	Mrs. S. Jassal	Teacher
16	Badminton	Alumni/Present students doubles	Mrs. Komal Sharma & Avantika Puri	Alumni

### Extra Curricular Activities General Representatives

#### (Department Of Home Science)

##### B.Sc Final –

1. Stuti Patwari
2. Nidhi Gupta
3. Shilpa Agarwal
4. Neha Nahata
5. Salvi Bhojnagarwala
6. Nisha Dhannani

##### Inter B.Sc –

1. Harmeet Kaur
2. Ipshita Ghosh

##### First B.Sc –

1. Rajul Parikh
2. Rashi Agarwal

### Extra Curricular Activities General Representatives

#### (Department Of Commerce)

##### Part III –

1. Riddhi Tulshan
2. Mona Agarwal
3. Nidhi Jalan
4. Prerna Arya
5. Nisha Nahata

##### Part II –

1. Dipti Sonthalia
2. Pallavi Sharma
3. Shmruti Mahapatra
4. Girija Mundhra
5. Shalini Bothra
6. Saloni Borar

##### Part I –

1. Varsha Gupta
2. Urvi Banthia
3. Priyanka Das

### Health Services Activity Group

#### (Department of Commerce)

Health Services Activity Group was formed in July 2003. Maintenance of a Health Room, First Aid Box in the Staff Room and various activities and programmes related to health and health education are regularly organized.

Report of the Health Services Activity Group for the period July 2004 – February 2005

- A Lecture Demonstration on First Aid in collaboration with St. John's Ambulance Association was organized for the students of the Department of Commerce on 16th September 2004. It was conducted by Mr. Bhakti Sengupta. He dealt with the procedure of first aid in the case of burns, fractures, poisons etc. He gave valuable information to the students on how to deal with sudden emergencies like a fall, inhalation of smoke, electrical burns and other accidents that may be encountered at home or outside. The students found his advice of immense help.
- A slide show on 'The History of Blood Donation' by Mr. Utpal Sanyal was organized for the students of the Department of Commerce on 19th February 2005. Mr. Sanyal traced the history of blood donation through various postage stamps of the world. He then explored the components of blood, and the various blood disorders through the issue of first day covers and postage stamps. He then went on to explain about cancer awareness with particular emphasis on blood cancer, breast cancer and also AIDS. It was an eye-opener for the students, both as regards the extensive collection and the complete coverage of the subject through postage stamps of the world.

### Health Services Activity Group

#### (Department of Home Science)

A report on a lecture on 'Accupressure' By Dr. Mita Ganatra

The health services activity group had organized a lecture and practical demonstration on acupressure by Dr Mita Ganatra, a leading doctor of alternative medicine, on 15th September, 2004 at the college premises.

Home science final year students and faculty members attended the presentation wherein the principles and functions of this special application of alternative medicine, that is acupressure which is also referred to as SU JOK, were highlighted.

SU JOK is a Russian word where "SU" means a hand and "JOK" means a foot. Hands and feet are the location of systems of highly active points corresponding to all organs and parts of the body.





Stimulation of these points produces an evident curative and prophylactic effect. The points are arranged on hands and feet in a strictly orderly manner and reflect in miniature the anatomic structure of the body.

The lecture was appreciated by the students and was followed by a highly interactive session between the speaker and the audience. A number of students and faculty members gave their health related problems, the curative methods for which were suggested by Dr. Ganatra. Many students showed a keen interest on having a one week workshop as a follow-up of the session, where a short term practical course on acupressure would be conducted.

Future recommendations for this session would include a follow-up practical workshop on the different applications of alternative medicine such as acupressure. Reiki, pranic healing, color therapy, smile therapy, twist therapy etc.

#### **A report on The First Aid Certificate Course by St. John's Ambulance Association**

The health services activity group had organized a sixteen-hour first aid certificate course for the home science final year students, F.R.M section.

Prof. Shakti Sengupta, a senior resource person associated with St. John's Ambulance, ex-vice principal South City College, was invited to conduct the course.

The course was from 28th September 2004 starting from 9 am to 10.50 am alternate days held in the college premises.

The course focused on various aspects of first aid and emergency care. The students underwent a practical demonstration and training program where they learnt about various kinds of bandages, cardiac massage and artificial respiration, that is, Cardio Pulmonary Resuscitation (CPR).

This was followed by an examination conducted by the examiners



appointed by St. John's Ambulance. The successful candidates who cleared the examination were awarded a certificate from St. John's Ambulance, Delhi.

#### **A report on a program on 'Cancer and Blood Donation Awareness' by Dr. Uttpal Sanyal**

The Health Services activity group had organized a program on cancer and blood donation awareness by Dr. Uttpal Sanyal, Sr. Scientific Officer and Head of the Dept, Anticancer Drug Development and Chemotherapy, Chittranjan National Cancer Institute on 1st and 4th March, 2005 at the college premises.

This programme was organized for the Home Science first year students wherein they were informed about various aspects of cancer and blood donation.

Dr. Sanyal through his wonderful collection of postage stamps pictorially described various aspects of cancer including its history, cause, detection, treatment, prevention etc. Through his stamps collection he also gave information on the history of blood, blood groups, and blood donation, its importance and encouraged the audience to donate blood.

His unique medium of teaching through postage stamps play an excellent role in generating interest as well as to create mass awareness. His work has already received excellent response nationally and internationally.

The programme was highly appreciated by the students and was followed by an interactive session between the speaker and the audience. A number of questions regarding various aspects of cancer, how to go about blood donation and so on was put forward. Through Dr. Sanyal's contacts with various blood donation organizations, a blood donation camp is expected to be held in the near future within the college premises.



### Alumni Association of Smt J. D. Birla Institute

Branches make the tree. The seed of the Alumni Association was planted in 2003 and in a short span of time; this tree has not only spread its branches but has also started bearing fruit. Let us delve into all that The Alumni Association of Smt. J.D.Birla Institute stands for.

#### History - Short and Colourful

The very inception of the association was vibrant. In an informal meeting in early 2003, a number of ex-students who are also faculty members took the required initiative for such a body. Thereafter, the required steps were taken quickly and efficiently:

- Advertisements informed all ex-students regarding the formation of such an association
- A formal meeting was held where an Executive Committee of seven members was elected
- In the Orientation Meeting new ideas were sought, discussed and new horizons were focused upon.
- The body pressed for formal recognition and was finally granted the same when it was registered under the West Bengal Societies Act 1961, in October 2004.

It currently has over a 100 members and is growing.

#### The Fruits of Labour

Singly, and in tandem with various activity groups of the Institute, the Association has organized and participated in several socially beneficial programs. Here's a quick look at them:

- CANCER AWARENESS, a program organized in association with the Health Activity Group and Hitaishani, an NGO.
- A DISCOURSE ON HANDLING EMOTIONS, in association with the Holistic Development Cell and Chinmay Mission.
- A Symposium entitled "VALUE INCULCATION IN HIGHER LEARNING"
- A Panel Discussion on THALASAEMIA
- Interactive WORKSHOPS for alumni members and present students



- All members were invited to the ANNUAL CULTURAL PROGRAMME at Vidya Mandir Auditorium organized by all three Departments of the Institute.
- The first ANNUAL REUNION in the month of February '05

#### The Reunion

The reunion was a fun-filled event, an evening to cherish. An interactive session, a number of games and finally a grand dinner followed the Welcome Speech. The presence of senior faculty members made the evening special for the alumni, who felt a renewed strength in the bonding with their alma mater. Such was their appreciation that they pressed their case for more such interactions.

#### Join Hands with Us

The Association is pleased to invite all alumni, anywhere in the world to join us. Visit us at the Institute Website [www.smtjdbi.org](http://www.smtjdbi.org) and send us e-mails at [alumni@smtjdbi.org](mailto:alumni@smtjdbi.org). The registration form can be downloaded from the site itself. In addition, we ask the final year students, soon to become degree holders, to join us and help us widen the network of JDBians/ites.

The growth of the Association has to be based on the bedrock of experience and the infusion of freshness. We expect a positive response from all alumni, as our success desires your co-operation through active participation.



## NSS Cell

National Service Scheme (NSS) is a UGC recognized body for conducting social awareness programmes and extension work. The NSS unit of Smt. J. D.Birla Institute was started in the session 2003-2004 as part of the NSS (J.U.). A total of 200 students each from Department of home science and commerce are enrolled under the guidance of two programme officers namely Shivarati Bose and Ishita Choudhury respectively.

NSS is a new dimension to the student's life in the field of social interaction. From time to time various activities related to the awareness of social and nutritional problems are conducted.

Ignorance is not bliss. Today man has progressed in every walk of life still people in large numbers are below the literacy line, especially in our country. India is a country with large population and percentage of illiteracy is still high. We with our "Literacy Programme" are trying to eradicate this curse and bring sunshine to the life of the people, which will not only bring knowledge and prosperity to them but also enhance the growth and development of our country. As a part of extension services from March 2004 to May 2004, the First year students of Department of commerce conducted a 'Literacy Campaign Programme'. Each student individually took the responsibility of teaching an illiterate person. This programme focused on to reach out to the underprivileged to spread literacy among them.

On the auspicious occasion of Independence Day, a poster competition has been arranged on the theme 'National Integration' or 'India on new era'. Both the departments participated in the above competition. Ms Saloni Borar of Department of Commerce won the first prize and Eshu Garg Department of Home Science won of the second prize.

Programme officers Ms. Shivarati Bose & Ms. Ishita Chaudhuri, on 14.09.2004, attended a meeting in Jadavpur University campus organized by NSS committee to discuss on the celebration of NSS day.

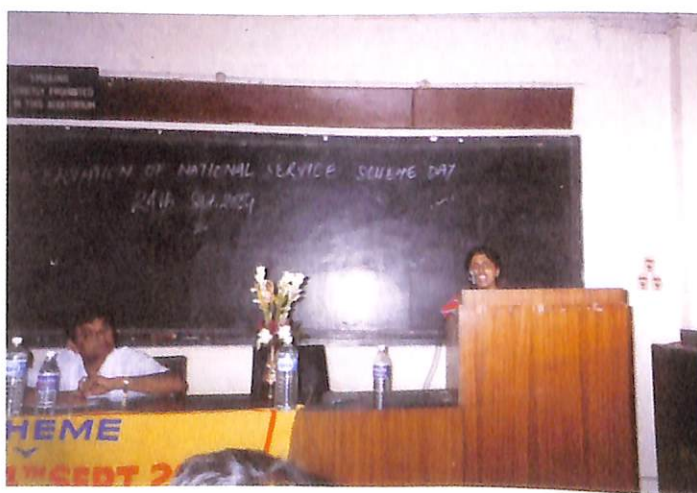


Collection of funds on account of national sports development was undertaken in the month of September. A total of Rs.1640/- was raised by distributing stamps and handed over to Mr. Rajat Roy, the Director Of Youth Welfare and Programme Coordinator of NSS, Jadavpur University. This effort was highly appreciated.

A Lecture Demonstration on First Aid in collaboration with St.John's Ambulance Association was organized for the students of the Department of Commerce on 16th September 2004. Mr. Bhakti Sengupta conducted it. He dealt with the procedure of first aid in the case of burns, fractures, poisons etc. He gave valuable information to the students on how to deal with sudden emergencies like a fall, inhalation of smoke, electrical burns and other accidents that may be encountered at home or outside. The students found his advice of immense help.

On 24.09.2004, Programme officers Ms. Shivarati Bose & Ms. Ishita Chaudhuri along-with four students Subhadra Somani, Simranjeet Sekhon (Department of home Science), Priyanka Das and Sweetey Surekha (Department of Commerce) participated in a debate competition based on the topic "Social Service is a total waste of time" organised by NSS Cell of Jadavpur University. Subhadra Somani, Simranjeet Sekhon (Department of home Science) stood first and second respectively in the above competition.

During 15.12.2004 to 19.12.2004, Programme Officer Ishita Chaudhuri participated in the Programme Officers' training under "University Talk Aids" organized by NSS regional center, Kolkata approved by Ministry of Youth Affairs & Sports. Eminent personalities of the relevant field discussed on the various facts & issues of the deadly disease HIV/AIDS. Chief Medical Officer (Malda) Dr. S. K. Ojha, Ms Paromita Banerjee, training officer, WBSMA, Dr. Arunanshu Talukder, National Medical College, Dr. Manish Chakroborty, Head of Virology & Director, Tropical Medicine Kolkata and many others contributed several issues on human sexuality with the misconceptions







as well as sexually transmitted diseases, psycho-social impact of HIV/AIDS, prevention of HIV, lifestyle education for positive living etc.

On the very occasion of Saraswati Puja, a poster competition has been arranged on the theme 'Education is enlightenment' or 'Knowledge is Power'. Students of Department of Commerce participated in the above competition. Ms Saloni Borar of Department of Commerce won the prize of Judge's Choice. Ms. Sonia Sharma & Ms. Priyanka Khaitan won the first & second prize respectively.

A slide show on 'The History of Blood Donation' by Dr. Utpal Sanyal was organized for the students of the Department of Commerce on 19th February 2005. Mr. Sanyal traced the history of blood donation through various postage stamps of the world. He then explored the components of blood, and the various blood disorders through the issue of first day covers and postage stamps. He then went on to explain about cancer awareness with particular emphasis on blood cancer, breast cancer and also AIDS. It was an eye-opener for the students, both as regards the extensive collection and the complete coverage of the subject through postage stamps of the world.

As part of the community work students of food and nutrition and composite home science had visited CINI, a child in need institute to attend the nutritional clinic in the institute in January 2005. The students of the nutrition section had further conducted a survey on the nutritional status of the mothers and children. For the benefit of the community they also presented a lecture demonstration on diarrhoea, which is one of the most common problem of the society. The institute also accepted donation of old clothes made by the Principal and the NSS volunteers.

During March 2005, a Book Distribution Programme has been undertaken to donate books to Biplab Sangha Text Book Library, Noapara, Sonarpur in order to help the poor and needy village students. Some old college library books as well as books donated by students on under-graduate, higher secondary and school level are to

be handed over to Dr. Kartik Chandra Pramanik, Secretary of the Library within the last week of March.

### Career Guidance and Placement Cell

(Departments of Home Science and Commerce)

From its inception in 2003, the Career Guidance and Placement cell has been focused on delineating career options for students at various levels. Through workshops and lectures, both general and specialized, the Cell has been actively engaged in encouraging students to pursue both higher studies and diversified career avenues.

Among the first workshops in 2003 and 2004 were those co-organized with the Rotary Club of Calcutta Victoria where students were exposed to basic rules of preparing for a professional world. In November 2003 representatives from ICFAI enlightened students about possible careers in Management Studies as did Ms. Natasha Pratap in July 2004, in the area of higher studies in the USA. Officials from The Frankfinn Institute conducted a presentation on career opportunities in the Hospitality industry on 20th July, 2004. Students were informed of the various facets of the industry as well as of special diplomas available in this area of study.

This cell has already started to maintain a databank regarding the available vacancies available for students desirous of taking up jobs after qualifying with their relevant degrees. As a result of such effort, several students have found placement in places such as Hyatt Regency, Kitply Industries and GE.

Various companies such as, HDFC, MetLife Insurance as well as certain professional firms such as B.K.Barik & Associates (Company Secretaries) have approached the Institute for recruiting the students graduating in 2004. HDFC has already employed three such students.

In the month of August 2004, ICICI Prudential conducted campus interview for the second and final year students of the Department of Commerce. After the initial screening seven students were short-listed for the next set of interviews. They underwent training for six weeks. At the end of the training period two students from the department cleared the IRDA exam and are now licensed financial consultants of ICICI Prudential.

A record is being maintained of the companies where the students undergo internship training. Many of the companies have shown keen interest in recruiting some of the students after graduation. The Department of Home Science records over 30% of students being offered jobs in their respective places of internship. These include The Park amongst hotels, Apollo Gleneagles amongst hospitals, Wembley Interiors amongst Interior design firms, Grain of Salt amongst premier





restaurants, CINI amongst NGOs and theme shop in City Centre, Salt Lake.

In the month of February 2005, the Career Cell has organized a series of four lectures, one for each section of the Department of Home Science. Well-placed ex-students were invited to share their experience in preparation for employment opportunities as well as for self-employment ventures.

These ex-students are already in the process of establishing themselves in their chosen fields from heading their own unit of manufacture and export (Manavi Industries) and partnering Interior design firm (Vishnupriya Interiors) to being Business Development Manager (Radis Technologies), Production Manager (Sreepriya exports), Shop-in Charge (Hutch Shop) and Head Dietician (Add- Life). They spoke at length about continuous honing of skills and nurturing sustained efforts towards achieving of realistic goals. Our present students found these interactions extremely invigorating and inspirational.

The activity group has been approached by the 'Institute of Company Secretaries of India' to conduct a career-counseling program on Company Secretary-ship course for the students of the Department of Commerce.

London School of Commerce (accredited by the British Accreditation Council for Independent Further & Higher Education) in collaboration with Charles Stuart University, Australia and Northumbria University, UK will be conducting a counseling session



for the final year students of the Department of Commerce on "Education in UK" in the current session.

The Career and Placement Guidance Cell (Department of Commerce) has endeavoured to make consistent efforts to provide necessary assistance to the students desirous of taking up jobs after qualifying with their relevant degrees. The department has invited various organizations including ICICI Prudential, and placement agencies such as Indian School of Advanced Studies under the Sikkim Manipal University and Career Launcher India Ltd., to make presentations to help students achieve this goal.

### Student Council

The student council is a body of the students, by the students and for the students. Its functions are –

- Holding elections for the posts of Head Girl, Asst head girls and class representatives for the new batch of students.
- Working in co-ordination with their counterparts in the other departments.
- Ensuring that regular college events like Fresher's Welcome, Farewell, Teacher's Day, Talent Show, Independence Day, Saraswati Puja and the like, are well conducted.
- Organizing representation and participation in fests.
- Working in tandem with the E.C.A. Cell in organizing all activities

**The list of Student Council members for the session 2004-05 for two departments:**

**Department of Home Science**

Sl.No.	Post	Student's Name	Class
1	Head Girl	Rashi Dugar	B.Sc Final Yr (CH).
2	Assistant Head Girl	Aditi Taparia	Inter B.Sc – A
3	Assistant Head Girl	Eshu Garg	Inter B.Sc – B
4	Class Representative	Shuchi Rungta	B.Sc Final (CH)
5	Class Representative	Anita Harwani	B.Sc Final (FRM)
6	Class Representative	Jyoti Gupta	B.Sc Final (FN)
7	Class Representative	Nisha Dhanani	B.Sc Final (HD)
8	Class Representative	Shweta Bajaj	B.Sc Final (TC)
9	Class Representative	Ruchi Sonthalia	Inter B.Sc – A
10	Class Representative	Nishi Jalan	Inter B.Sc – B
11	Class Representative	Surbhi Choraria	First B.Sc – A
12	Class Representative	Payal Shah	First B.Sc – B

**Department of Commerce**

Sl No.	Post	Student's Name	Class
1.	Head Girl	Neha Khemka	IIIrd Year – B
2.	Assistant Head Girl	Dolly Khemka	IInd Year – B
3.	Class Representative	Nidhi Jalan	IIIrd Year – A
4.	Class Representative	Mamta Dalal	IIIrd Year – A
5.	Class Representative	Riddhi Tulshan	IIIrd Year – B
6.	Class Representative	Nisha Nahata	IIIrd Year – B
7.	Class Representative	Shraddha Periwai	IInd Year – A
8.	Class Representative	Pooja Agarwal	IInd Year – A
9.	Class Representative	Poorvi Singhal	IInd Year – B
10.	Class Representative	Neha Agarwal	IInd Year – B
11.	Class Representative	Ruchi Jhunjhunwala	IInd Year – C
12.	Class Representative	Shreya Bhansaly	IInd Year – C
13.	Class Representative	Radhika Khanna	Ist Year – A
14.	Class Representative	Panna Kakkad	Ist Year – A
15.	Class Representative	Arpita Mall	Ist Year – B
16.	Class Representative	Stuti Poddar	Ist Year – B
17.	Class Representative	Sonal Gangu	Ist Year – C
18.	Class Representative	Aneesha Mehta	Ist Year – C



## List Of Toppers In University Examinations, 2003

### Department of Home Science

B.Sc. Preliminary	Ms. Shilpa Agarwal
B.Sc. Part I	Ms. Deepika Choudhary
B.Sc. Final (T.C.)	Ms. Bindiya Lalwani
B.Sc. Final (C.H.)	Ms. Garima Jain
B.Sc. Final (H.D.)	Ms. Namrata Goyal
B.Sc. Final (H.D.)	Ms. Jyoti Gupta
B.Sc. Final (F.R.M.)	Ms. Anisha Goyle
B.Sc. Final (F.N.)	Ms. Alivia Biswas
B.Ed.	Ms. Anita Chamaria (nee: Jain)
M.Sc. Part I (C.H.)	Ms. Neha Agarwala
M.Sc. Part I (H.D.)	Ms. Tanushree Dhandhania
M.Sc. Final (C.H.)	Ms. Payal Singh
M.Sc. Final (H.D.)	Ms. Shilpi Kapoor
M.Sc. Final (F.R.M.)	Ms. Monica Agarwal

### Department of Commerce

B.Com. (Hons.) Part I	Ms. Ruchira Sarawagi
B.Com. (Hons.) Part II	Ms. Divya Chopra
B.Com. (Hons.) Part III	Ms. Neha Biyani

### Department of Management

B.B.A. (1st & 2nd Semesters) 1st Year	Ms. Pooja Baid
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Satellite Centre: 1 Moira Street, Kolkata 700 016 . Phone: 2281 7479 . 2281 1438 . Fax: 2281 7479