

2008-09



JDBI TIMES

Nano Technology | Osteoporosis | Art & Design | M-Commerce



Seminars Sports Excursions Social Activities Exhibitions

OUR COLLEGE

Yamini Khemka, Student, 1st Year, Department of Commerce

A bright white building with maroon, and narrow bars,
Standing really tall- to reach the stars.

Students in beautiful outfits marching inside,
Through big transparent gate, always open wide

To let in anyone with desire to excel,
And ready to become its part and parcel

Proverb says 'Appearance is not all'
Proven right by this building tall

Not with the help of cement and brick,
But it's what inside that does the trick.

Smiling friends and helpful teachers,
These are the strongest pillars- the college features.

A wonderful Principal is the feather in the cap!
Did you know its won many awards!

11, Lower Rawdon Street is its abode,
Producing many a gem along the road.

PRESIDENT'S MESSAGE



As the President of Sukriti Education Society and the Chairperson of the Governing body, J D Birla Institute, it gives me immense pleasure to see that we have moved forward towards educational excellence over the last 45 years. We constantly strive to take initiatives and find better and more meaningful ways of doing things whether it be education or social responsibility.

Assuredly, the Institute has responded well to the needs of the evolving global standards. In particular, we are expanding our academic programmes in Department of Home Science. The introduction of four new honours undergraduate courses in this department and the National-level Home Science Conference in the awning is a significant step in this direction.

My visits to the campus reiterate the fact that the world is waking up and acknowledging the strength of the empowered women.

I am delighted with the enthusiasm of the students and the hard work of all the stake holders to boost JDBI as an Upcoming leader in the field of Education.

A handwritten signature in black ink, reading "Sumangala Birla".

Sumangala Devi Birla
Chairperson

EDITORIAL



Its time to unveil the 5th edition of JDB Times! This year, the JDBI campus with its new look, had its garden restored...a balm for the eyes I must say. The Institute saw itself teeming with fresh faces and new talents in July 2008. This year saw an overcrowded auditorium at the seminar on 'Plastic in Aid of Growth

and Environment', record attendances at the Interdepartmental Debate and Sudoku competition and an enormous participation in the Annual Show held on the 20th of November 2008.

This year, the pleasure trip abroad as well as the educational trips elicited great excitement in the campus. Especially the pleasure trip to Rajasthan was a huge success and it facilitated an overwhelming team spirit between the two Departments of Home Science and Commerce.

We bade farewell this year to two very special persons, Mrs. Srinivasan, ex-Vice Principal and Mr. S. Chakraborty, office staff of the Institute who left for their heavenly abode after protracted illnesses. Many will fondly remember them.

Social work in association with NSS and the Helping Hands, the social work club of the Institute, like collection of old books, toys and spectacles, was taken up by the students with enthusiasm and it kept them busy outside their classrooms. An exhibition on handicrafts put up by the present students and the Alumni Association of the Institute with an objective to help the underprivileged was a resounding success. These curricular and extracurricular activities contribute to the all round development of the students.

Overall, it has been a successful year for us at the Institute; however satisfaction is a long way off, as we are constantly inspired to achieve more. We see the coming year as an exciting proposition whereby our Institute can take a long stride towards, excellence!

Editorial Committee

Students

Ms. Richa Goyal
(Asst. Head Girl, 2008 – 2009),
Dept. of Home Science

Ms. Archana Chowdhury
Dept. of Home Science

Ms. Hetal Udani
Dept. of Commerce

Ms. Ratna Kakkad
Dept. of Commerce

Faculty

Dr. (Ms) Nandita Das
Faculty, Dept. of Home Science

Ms. Ruchi Jain
Faculty, Dept. of Commerce

Dr. (Mrs.) Vipasha Chakraborty
Faculty, Dept. of Home Science

Illustrations

Mrs. Amita Dutta
Faculty, Dept. of Home Science

Ms. Ruchi Jain
Faculty, Dept. of Commerce

Design & Printed By

CDC Printers Pvt. Ltd.
45, Radhanath Chowdhury Road
Kolkata - 700 015
E-mail : cdc@cdcprinters.co.in

FROM THE DESK OF THE PRINCIPAL



*There is nothing worse than the darkness of ignorance.
It is better to light a lamp than to curse the darkness.*

As one semester pushes into another we have to gear up for some major projects such as the national level Conference of the Home Science Association of India that would be hosted for the first time by the Institute and the introduction of several academic degree courses in the Department of Home Science.

All the activities of JDBI are aimed to provide our students with a fantastic learning environment and challenging opportunities to excel in all field of life. We believe that the 'JDBI experience' contributes to students flourishing as individuals, reaching high levels of achievements and valuable contributions to society as global citizens and human beings with sound moral and ethical values. In classrooms new methods and technologies are encouraged, as we aspire to provide strong and flexible infrastructure to both students and faculty to develop themselves and their skills at a pace that is self-motivated.

We not only expect all of our students to work purposefully throughout their time at college, but also expect them to enjoy themselves. In addition to academic courses you will find a great variety of extra curricular activities available to choose from, as well as an active student's council.

The tradition of JDBI has been to provide a strong platform to women of our society. We continue to value the same and encourage our students to express their creativity and explore avenues of success.

The college will continue to strengthen its systems and processes to realize its signature vision and mission.

At JDBI, we firmly believe that education is like lightening a fire, fire of change, to transform self and society, to move from darkness to light... 'Tamsoma Jyotirgamaya'.

Dr. (Ms.) Deepali Singhee
Principal

CURRENT RESEARCH PROJECTS (2008-2009)

AN ECO-FRIENDLY APPROACH FOR THE TREATMENT OF INDUSTRIAL EFFLUENTS

Sponsoring Body: University Grants Commission (UGC)

Duration: 2 years (2007 – 2009)

Principal Investigator: Dr. (Mrs.) Banani De, Lecturer in Chemistry, Department of Home Science

Project Summary: The disposal of harmful industry effluents and sewage which cause pollution of the soil, water and the environment is a matter of global concern today. This project was conceived with the idea of finding ways of biodegrading the waste products by exposing them to the action of the microorganisms that can utilize alternative carbon sources for energy thereby minimizing pollution. Through this study a suitable microbe has been identified that can effectively bio-remediate the effluent from coal complex. The project would be carried on further to establish this finding through enzymatic studies.



Dr. Banani De working at her project.

Note from the editorial team: Kudos to the investigators, who persisted and overcame all odds and trained 67 such vendors and got very positive response from them. Infact some of the above vendors provided food for one of our events in college. Congratulations and keep it up!

STREET FOOD PROJECT (PHASE – III)



Student explaining food hygiene to the vendors.

Sponsoring Body: World Bank and Ministry of Health & Family Welfare

Duration: 3 years (2005 – 2008)

Principal Investigator: Mrs. Lili Mancha, Sr. Lecturer (Sl. Grade) in Food & Nutrition, Department of Home Science

Co-Investigator: Mrs. Komal Sharma, Sr. Lecturer (Sl. Grade) in Resource Management, Department of Home Science

Project Summary: An initiative was taken to improve the hygiene and quality of Street Food by the Ministry of Family Welfare (MOHFW), Government of India by implementing a Capacity Building Project on Food Safety and Hygiene, with assistance

from the World Bank.

The project was divided into three phases. The first phase identified indications of awareness, attitude and practices related to food hygiene and safety through extensive survey in the city of Kolkata.

In the second phase of the project, a total of 40 vendors from Tangra and Beckbagan area were trained in the five main problem areas mentioned above, through interactive sessions, demonstrations, quizzes, etc.

The third and the final phase of the project were completed in June 2008. This phase focused on the recapitulation of the second phase amongst the vendors of Beckbagan and Tangra and the training of two additional groups from Salt Lake City and Beliaghata. A total 67 food vendors were trained on personal and food hygiene and were given training on food preparation and nutrient retention.

The street food vendors were eager to assimilate the information imparted to them regarding food hygiene, personal hygiene, unit and environment hygiene and nutrition and health practice in their day-to-day lives. However they were unable to do so as they were economically poor and did not have the required infrastructure facilities available to them.

Working with the vendors was a novel experience for the researchers and through the project, it was pointed out that the problems and hardships of the vendors would be hard to solve unless the Government takes up a major role in rehabilitating them.

SEMINARS

'Plastics in Aid of Growth and Environment'

'Know Plastics' was the clarion call of the seminar that was held on the 12 September 2008. Plastindia Foundation supported the programme. Mr. Sanjay Budhia, Director, Patton Group & President, Indian Chamber of Commerce, was the chief guest of the event, Mr. K.K. Saxseria, President, the Indian Plastic Federation was the Guest of Honour and Mr. Amar Seth, Joint-Manager of Rajda Group.

A 10-minute presentation on 'Plastic through our eyeglass' was made by the two students of the Home Science Department Ms. Nikita Bansal, (Food & Nutrition Section) and Saadgi Chowdhury, (Textiles & Clothing Section).

The house met for presentation by Mr. Arup Chakraborty, General Manager, Haldia Petrochemicals Ltd. and Mr. Ajit Bagade, Regional Manager, Reliance industries Ltd. Mr. Chakraborty spoke on 'Plastics in our daily life' and Mr. Bagade presented 'Plastics: A Boon for Modern Civilization'. Both the speakers emphasized that plastic was indispensable to our lives.

Post lunch Mr. D. K. Chatterjee, Sr. General Manager, Haldia Petrochemicals Ltd. spoke on 'Plastics: helping the environment'. He highlighted the saving of trees, energy and resources.

Mr. R. A. Lohia, ex-President & Chairman, Environment Committee, Indian Plastic Federation (IPF) presented his views on 'Plastics & Environment: Real issues, Solution & Challenges'

Mr. Pradip Chopra, Chairman, P. S. Group, Spoke on 'Eco-wud: Plastic Waste Helping the Environment'. Eco-wud is a compressed material made of waste plastic.

The last session was an interactive session between the speakers and the audience.

The highlight of the seminar were two short films, one showed the increased job avenues and wages through Plastic Waste Management and the other showed the commendable effort in this direction by Cooch Bihar Municipality of West Bengal.



The inaugural session of 'Plastics in Aid of Growth and Environment'.

'Be Money Smart and Financially Secure'

'Invest only as much as one can afford to loose' Recession has bankrupted industries all around the world, leaving investment and employment opportunities at their record lows. In the present scenario earning money is not enough. Dealing smartly with money, in all its aspects - earning, saving and investing, is what is required. Keeping this in mind a seminar was organized on 21st March 2009 at the college auditorium.

The event was inaugurated by the words of wisdom and experience of our Chief Guest Sri S. L. Bansal, General Manager, Union Bank of India, who discussed the importance of financially securing oneself. The Guest of Honour, Sri Harsh Patodia, Ex-President, Calcutta Chamber of Commerce shared his strategies for surviving through the economic meltdown by long term planning. The topic was further discussed the final B.Com (Hons.) students Ms. Sanchi Tibrewal and Ms. Rajshree Sharma.

The seminar provided a practical understanding of various theoretical concepts and acted as a platform for students to interact with the experts from the respective fields.

The seminar, divided, into four sessions had industry stalwarts discussing "Covering your Financial Risks," whereas the second session on 'Be Financially Independent' was dedicated entirely to the modern Indian women entrepreneur representing diverse fields from Network Marketing to Teaching.

The next session was specially meant for people more concerned about earning, but who do not have the time to think about the future growth of their savings. Titled 'Create your Wealth'. Investment options in banks, mutual funds, stock market and real estate was discussed. After learning to make money, preserving the same becomes all the more important with the help of proper Tax planning, which was discussed by Mr. Bharat Baid, CA and faculty with St. Xavier's College, who's mantra was 'avoid, but do not evade tax.'

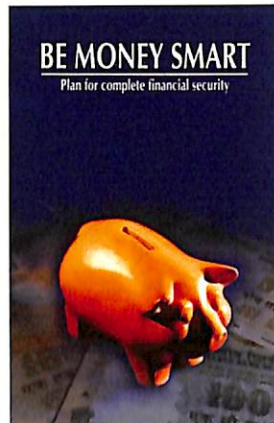


Chief Guest, Sri S. L. Bansal, with the Principal, lighting the lamp.

LECTURES

'Total Financial Security Through the Magic of Small Savings'

The Institute for the benefit of both, the faculty as well as the students organized a lecture on 'Financial Security' on Saturday, 26.07.2008. Mr. Pradip Chopra, an accomplished public speaker, through an engrossing presentation guided the audience on how small financial decisions and small saving could accumulate great wealth. He stressed that the small saving scheme was threaded around the wise decision of choosing the right apartment and highlighted the necessity of restraint in the matter of spending money. He stressed upon the fact, that, happiness is not equivalent to shopping spree at malls; he addressed the brand-consciousness of the today's youth and their understanding of success. He also made the students aware of the pitfalls of using Credit Cards without caution.



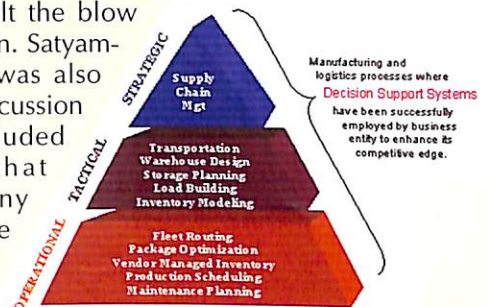
Mr. Chopra clarified his idea by illustrations such as choosing life insurance for the bread earner; medical insurance for all; benefit and need of will by individuals. He also suggested that home loans should be secured from nationalized banks and that the lender should opt for mortgage insurance, which saves the family from default of payment in lieu of the death of the bread-earner.

Mr. Chopra suggested that while choosing an apartment there are certain criteria that one should keep in mind such as, its proximity to metro rail system or the club services provided by the apartment complex or its nearness to retail stores.

'Managerial Challenge in the Global Supply Chain and Critical Skills for Graduating MBA's'

The lecture was delivered by Dr. Sengupta, Associate Professor at Hofstra University, New York on 14th January 2009 to students from the Department of Home Science and Commerce. While describing the managerial challenges in global supply chain Dr. Sengupta highlighted the cause and effect of the recent recession that has hit the global economy. He drew everyone's attention towards those industries,

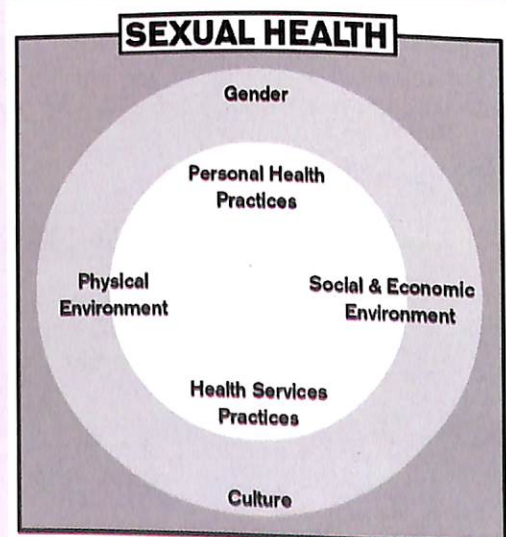
which have felt the blow of this recession. Satyam-PwC scandal was also a subject of discussion and he concluded by saying that every company has to make use of their good times in order to deal the challenges of



bad times. While discussing the critical skills that every graduating person must possess, Dr. Sengupta emphasized upon communication skill and soft skill as the key ingredients.

Sexual Health

An interactive session was organized for the students of all the specializations from the Department of Home Science on 3rd February 2009 where Dr. Sheela Purakayastha, a consultant Gynecologist from Cromwell Hospital, Chelsea and Westminster Hospital, London, UK delivered a lecture on 'Women's Health-Young Adults'. Dr. Purakayastha mentioned the different phases in the life of a young women and the care needed during each of these phases to in order to live a healthy life. She explained the female reproductive system and mentioned the effect of hormones on growth and development of the female body. She stressed on the importance of maintaining



A role culture and environment on sexual health of women.

good sexual health which otherwise could lead to complications including STDs and even cervical cancer. Students were also educated on the different types of contraceptives that were available. Dr. Purakayastha was very impressed with the awareness and knowledge possessed by our students and was very glad to answer the queries, which the students put forward.

Lecture on Sexually Transmitted Diseases (STD)

There is a growing need to educate young people regarding the sexually transmitted diseases. Most youngsters are shy to discuss such issues related to the sexually transmitted diseases and this ignorance may perpetuate into undesirable situations. With this in mind, a lecture on Sexually Transmitted Diseases (STD) was organized on 26th February 2009 where Dr. Arnab Basak, a consultant in Obstetrics and Gynecology with Apollo Gleneagles Hospital delivered a lecture to the B.Sc. final year students from the Department of Home Science.

The lecture followed by an interactive session that covered the meaning of STD, its prevention, the common STDs, symptoms of STDs in girls, how one can know if he/she is infected by STD, what one should do, insight of effect and cure of many STDs were discussed.

Students enthusiastically participated and asked various questions under the scope of the topic for the day. The topic, which is often considered as taboo, was dealt very effectively and the curiosity of the students was taken care of by satisfactory explanations.



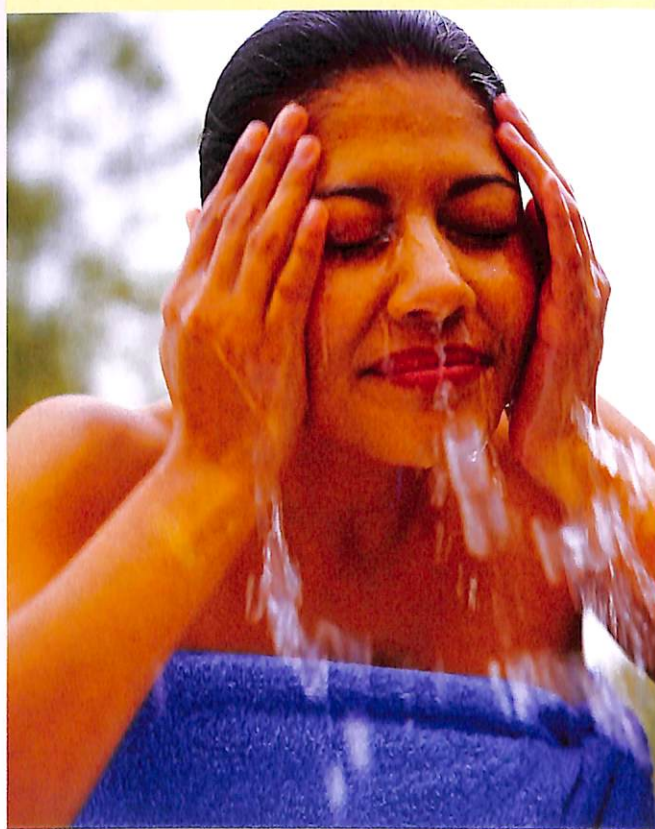
Dr. Arnab Basak speaking to enthusiastic listeners.

Lecture on 'Skin Care'

Dr. Umesh Vohra, Consultant, Dermatologist, Kothari Medical Centre was the guest speaker for the lecture on 'Skin Care' an extremely relevant topic, especially for the young girls who were keen to know more about skin care regime. The lecture was organized on 28th February 2009 as the part of SuperSoft's Personality Development classes for the final year students for both the department of Home Science and Commerce.

Dr. Vohra clearly emphasized on the daily care for the skin, where he mentioned the three-fold technique of cleansing, toning and moisturizing. The hygiene of the scalp care was also highlighted. The audience was given an easy to follow guide for skin care.

The lecture was well conducted and was appreciated by students and faculty alike. The take home lesson was clear **'early and conscious care for your skin reduces aging.'**



Clean your skin to keep it healthy.

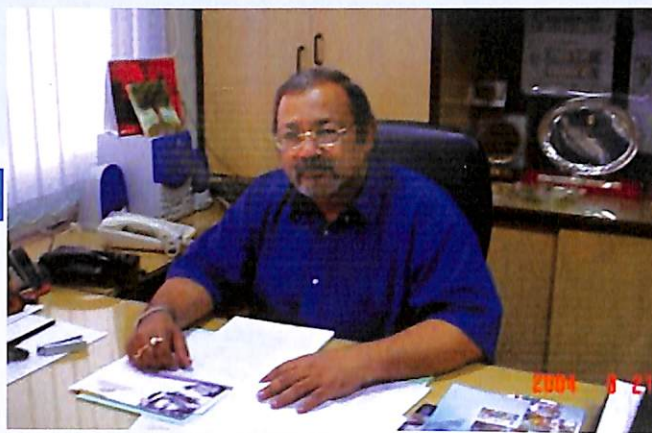
INTERNATIONAL BENCHMARKING FOR MANAGEMENT EDUCATION

Dr. Suman Mukerjee, Director, J D Birla Institute

Ideally any existing academic institution must continuously adapt to changing times to meet the aspirations of new generations and to keep pace with new frontiers of knowledge. For instance, in the fifties, an undergraduate course in commerce was considered apt for the business world. Then came the world of management education – meant primarily as an area of postgraduate qualification. Business and enterprise increasingly revealed their preference for management degree and diploma holders, in their recruitment policy.

This was the trend in mid nineties. It continues for different reasons even with today's economic slowdown. There was a boost in the enrolment of graduate and management programs during last fall, 19 percent more Americans and 26 percent more international candidates took the GMAT (Graduate Management Admission Test) than last year.

The number of Asians opting for GMAT is increasing every year. Asian women applicants, especially from Vietnam, China and South Korea are providing the single largest boost. As international student come together right now the need is for a global perspective in management course. The challenges of global business are growing, as indeed, the need to retrofit graduate business school programs to these challenges. Naturally, management education is sinking its root deeper. The contemporary international trend is to introduce specialization in management with adequate proficiency in computer language at the under graduate level. Students can now use the post graduate years to master other disciplines presently in vogue mainly in IT business areas, as well as in the new thrust areas of management e.g. International Business Management, Mass communication, Event Management & Business Development, Logistics Management etc. An institute already having an MBA program now needs to create a backward linkage to a BBA course and rehash the MBA course adequately to make it more specialized and application oriented in areas of Entrepreneurship, Small Business Management, Management of family businesses and closely held firms. Given this background, we can plan a BBA Honors course having affiliation from a recognized University. This course being not merely a spin-off on a standard B.Com course or a diluted version of an MBA program, but a comprehensive one having 36 papers on all aspects of Management education. The three-year course structure incorporating six semesters should ideally cover all the features of a standard, two year MBA curriculum. Thus, making the students immediately worthy of placement in the corporate sector. This BBA three-year course could be linked to an MBA program, with special



emphasis on applied work, which need not necessarily be a part of the same University affiliation. Alternatively, the post graduate component of the management course could be affiliated to any foreign university as a link Institute or to any other apex Institute. In that way a dual accreditation, at the national and the international levels, may be pursued for the post-graduate curriculum. Such international alliances will certainly help in creating a global focused MBA.

The Kenan- Flager Business School, North Carolina for instance, has joined forces with the Chinese University of Hong Kong, Fundacao Getulio in Brazil, the Monterrey Tech Graduate School in Mexico, and Erasmus University Rotterdam to offer the 'one MBA'. Faculty from all the five schools will integrate the study of developed and developing economies and develop courses with global content. When such virtual teams work together and create the necessary human capital critically important for business to succeed. Off-the-shelf solutions simply will not do. Business schools must demonstrate great versatility today. A recent survey of corporate recruiters indicates that nine of the top 50 business schools are outside the United States: six in Europe, two in Canada and one in Mexico. European schools are creating satellite campuses in Asia. In India, we urgently need to put our act in place. We need to upgrade our management courses ensuring that they offer the global perspective needed to handle an ever-changing business environment.

A good way to begin will be to float MDPs (Management Development Programs) for working professionals with international support and accreditation. A program may be developed in such a manner that on completion of some basic MDPs meant to be an integral part of a module a diploma in that specialized area may be awarded. In the same manner, on completion of a specific set of modules a PGDBM may be awarded; or if affiliated to a foreign university, an MBA may be conferred to the candidate. In this way, each element of the course can be monitored to benchmark international standards. We need to ensure that students of the city do not migrate to other metropolis for want of better options. At the same time, we need to create an 'incubation center' for future businesses without compromising the competitive edge in our core competencies.

THE POLITICS AVERSE GENERATION – IS IT?

Ambica Prashar, Student, 6th Semester, Department of Management



Ever since I can remember I have heard of people wanting to be doctors, engineers, businessperson, archaeologists, paleontologists and what not. What I haven't heard is of a person who would want to be a politician. We always criticize the

entire political system because we have such aged people leading our country. But how many of us want to take up the responsibility of becoming a part of this system and clean it of its discrepancies so that we have young dynamic leaders who want to bring about a change. Ironically this is India I am speaking of, a country which is the largest democracy in the world and has a booming young generation of working class around the age of 35. But where are these people? Busy making it big in terms of money, fame and name. Where is the dedication and sincerity to bring about a change around us?

Think of it this way. If at our age, Bhagat Singh or Sukhdev would have sat at home or educate themselves to earn a normal living would India be a free nation? Would I have the freedom to write? Would you have the freedom to read this article? Would you be able to breathe, sleep or eat as you do right now? If Dhirubhai Ambani had not run away from his native village in Gujarat to become something, would you see the face of Reliance India which let your driver have a mobile phone? 'Change' does not occur on its own, it is brought about. We need to make it happen.

Today as we are on the brink of another government being selected, I would want YOU to sit up and take notice of these politicians who want to help in the emergence of a new India. Let us acknowledge their hard work and admire them even if we cannot be half as interested in our country's growth in the political arena as they are.

The first person I would want to mention is Krishna Byre Gowda (35 years of age). He is one of those young

Indian politicians who want to turn the tide. As a president of the Karnataka State Youth Congress, his work ethics are inspiring. Armed with a degree in Business Management and International Affairs he has done for his constituency (Byatarayanapura) in six months what many politicians have been unable to do in their entire tenure. His main areas of concentration are farmer's causes and rural development. He has also been focusing on urban infrastructure, quality of primary education, administrative and economic reforms, environmental awareness and youth related issues.

When we talk of the new face of Indian politics, Supriya Sule's (39 years of age) name is worth mentioning, she is a member of the Rajya Sabha. As a member of the consultative committee for Minister of Women and Child Development and committee of Human Resource Development, this Mumbaikar focuses on the areas like education, women empowerment and healthcare.

Member of the 14th Lok Sabha, Milind Deora (32 years of age) is one of the youngest politicians of our times. He is an elected MP from south Mumbai and a member of the Congress. His work includes research and promotion of the Right to Information Bill.



Mr. Milind Deora, the youngest member of 14th Lok Sabha.

Let us be inspired by them and do our bit to help India become the world's most progressive democracy and not just the largest. Confused about what to do? Start by voting. It is our fundamental duty. It is a powerful tool in our hand to revolutionize our country.

Do not be Politics Averse Generation, be the Politics Embracing Generation.

LOVE, DISCIPLINE & INDEPENDENCE

Mr. Pradip Chopra, Visiting Faculty

Teachers have the biggest responsibility of developing the future leaders of the world. So, what guidelines will help make them Great teachers?

They know that thousands of factors contribute to shape the final personality of a growing human being. But they realize that in the long run only three basic needs are absolutely essential and they are **love, discipline & independence**.

LOVE

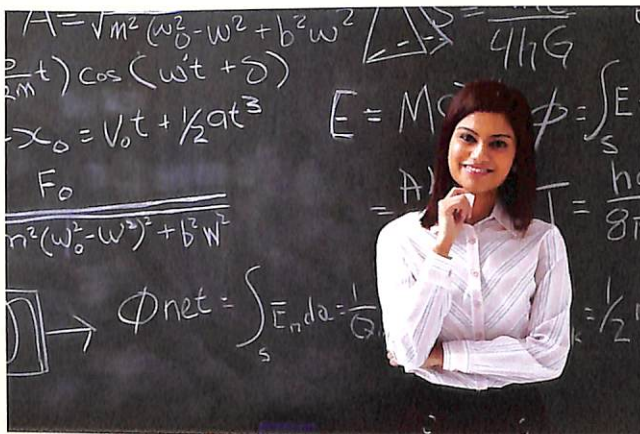
Of the three fundamental requirements, the first, i.e. love is the most important. Although an excess of discipline or too much independence, could be harmful. Love is unique and there can never too much of it; the more of it the merrier.

To understand the importance of love in a teaching situation I would like to give an example of a study conducted by a young sociology professor. He once sent his class out to Baltimore slum to interview two hundred boys and predict their chances for the future. The students, shocked by slum conditions, predicted that about 90 percent of the boys they interviewed would someday serve time in prison.

25-years later, the same professor assigned another class to find out how the predictions had turned out. Of 190 of the original boys located, only four had ever been to jail. Most of them were highly successful businessman, entrepreneur and professionals.

Why had the prediction been so wrong? More than 100 of the men remembered one high-school teacher, a Miss O'Rourke, as has been an inspiration in their lives. After a long search, Sheila O'Rourke, more than 70-years old, was found. But when asked to explain her influence over her former students, she was puzzled. 'All I can say' she finally decided, 'is that I loved every one of them'.

The type of love a student needs is the kind that says, 'I love you, Shyama, not for what you do or don't do, but just because you're you.' This is the uncritical kind of love that builds self-confidence, creates a strong self-



Let the student be secured and Independent.



A teacher should guide the student with love.

image. Fosters willingness to try or attempt even new things without fear of the consequences of failing. There is no doubt that many teachers feel this sort of affection for their students, but don't know how to express it effectively. In this regard these precepts may prove very helpful:

Disapprove of what a student does, not of who she is.

There is no inconsistency in paddling a student for misbehavior, and then putting our arms around her and telling her, what a fine girl she is and how much we all love her. Indeed, it should be pointed out to her that we bother to discipline her only because we love her - a concept that children readily can perceive.

Praise a child more for being than for doing. Teachers generally react favorably to a good report card or to a thoughtful act on a student's part. This is all well and good as long as these accomplishments are not the child's major or sole source of praise and love. In fact, students should also receive praises or a pat even when they accomplish nothing or simply are daydreaming or in fact have done something for which they have been criticized.

Communicate the love to the students. It is not enough to just feel the love; it is important to make the recipient aware of this feeling. This can be achieved by thousands of small acts and gestures of kindness & love.

- By catching the student doing something right.
- By offering a hug, a comforting arm or a pat occasionally without any specific reason.
- By being visibly proud of her when she has given no earthly reason to do so.

Perhaps the most elegant way to communicate our love is to praise a student loud to other teachers, parents, visitors in her presence.

DISCIPLINE

Discipline is not only important simply because we live in an organized society, but because the children needs to learn to live a disciplined life to attain their immediate

goal and realize their dream. If we have not learned discipline at an early age, we would be taught later, not by those who love us but by strangers who couldn't care less about the harm they can do to our self-esteem. Some times the teachers may loose their popularity trying to discipline the students. But let's remind ourselves that the **Popularity is only temporary but Respect is timeless.**

It reminds me of my English teacher Ms. Chakraborty in Class-III. All the other teachers I had then would pat me on the back and give me a 'B' because they liked me and wanted me to like them. Not Ms Chakraborty. The first essay I wrote for her she returned with an 'F' and told me I was better than that. Since I was already a Class Monitor, I thought I could get by with my gift for gab, but she insisted that I needed to learn to write, too. And she wouldn't back off. She pushed and pushed me until, on the last paper I submitted in to her, she was proud to give me an 'A'. I was proud, too. I'll never forget her. I bet no student can forget teachers like Ms. Chakraborty from their lives.

The bigger issue, though, is - Are we willing to be a 'Ms Chakraborty' to someone else? Are we willing to push our students beyond their comfort zone so that they can experience excellence? Being a great teacher means sacrificing popularity and being liked for doing the right thing so that we are respected. In the long run, we would be remembered as the best teacher our students ever had.

The basic rules of discipline apply to all teaching situation:

Establish authority: The first step to discipline a student is the lesson that teaches her that teachers are correct and are to be trusted and obeyed at all times. Although we may realize that we as teachers do not have absolute authority, even then we must assume the disguise of authority. Here is the key - a person in authority is a fellow who knows more about a subject than the persons he is addressing. Therefore, until the pupil's confidence in the discipliner is established, the subject must always be so chosen that the teacher can prove her point if challenged.

Be consistent: Unpredictable discipline on the part of a single teacher, or inconsistency between teachers, produces a sense of confusion and panic within the child, so much so that she ultimately gives up trying to follow any teaching. Thus, teachers who constantly disagree about how to teach their students should best compromise their differences and be consistent in their thoughts & views on discipline.

Criticize the act, not the student. There is a mountain of difference between 'You are an irresponsible girl for being late in the class' and 'coming late is a sign of

irresponsibility, and I won't tolerate it'. It is relatively harmless to attach student's actions; to a wrong doing which she can learn to change. However, it would be disastrous to attack her self-esteem, which she would not accept in a positive manner.

INDEPENDENCE

The third factor indispensable to the development of normal personality of students is the independence to make their own decision and make mistakes. They should be allowed to struggle, fail and learn from their mistakes. The role of a great teacher is to encourage the students to get over their fear, take calculated risk and bounce back from their failure. It may not be right to push a student into acting independently before they feels ready to do so, but it is always advisable to help them get over their fear which immobilizes them before the final jump. However, when the students are ready to take their own decisions, we must provide them the opportunity to do so by getting out of their way.

It would not be inappropriate to narrate here the story of a caterpillar and the butterfly - A man found a cocoon of a butterfly. Fascinated, he sat and watched the butterfly for several hours as it struggled to force its body through the little hole. Then it seemed to stop making any progress. It appeared as if it had gotten as far as it could and could go no farther. After waiting for some time, the man decided to help the butterfly. He took a pair of scissors and snipped the remaining bit of the cocoon. The butterfly then emerged easily.

But alas, it did not unfurl its wings and fly gracefully away. The butterfly had a swollen body and shriveled wings. The man continued to watch the butterfly hoping that the wings would enlarge and expand to be able to support the body, which would contract in time. Neither happened. In fact, the butterfly spent the rest of its life crawling around with a swollen body and deformed wings. It was never able to fly.

What the man in his kindness and haste did not understand was that the struggle required for the butterfly to get through the small opening of the cocoon are nature's way of forcing fluid from the body of the butterfly into its wings, so that it would be ready for flight once it achieved its freedom from the cocoon. Sometimes struggles are exactly what we need in our life. If God allowed us to go through our life without any obstacles, that might cripple us. We would not be as strong as we could have been. Not only that, we could never fly.

Over protection should be avoided. Minor hurts, physical and mental, are pretty much essential to the development of independence. Even a toddler stumbles and falls a number of times before he masters walking. Therefore, students should be allowed to make mistakes and chance to make amend during the process of learning.

INDIA SHINING

NATIONAL SECURITY TRIUMPHS

1. **The Iron Hand:** Non Alignment Movement (NAM) summit held at New Delhi in 1983 was called the 'history's biggest peace movement'. Prime Minister Indira Gandhi led the Disarmament policy and both the Cold War leaders - USA and USSR were castigated for threatening world peace.

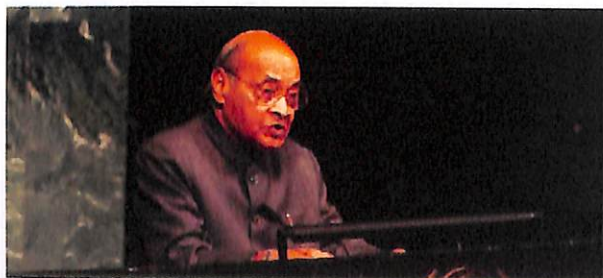


Lt. Prime Minister Indira Gandhi at NAM Summit, 1983

2. **The Wall Falls:** After more than 30 years of hostility and a near war in 1987, Rajiv Gandhi's visit to China in December 1988 broke the ice on the Sino-Indian border dispute.



3. **Looking East :** P.V. Narasimha Rao's 'Look East' policy of 1992 helped India focus on the region that was near in culture and geography, but distant in diplomacy. Political and economic engagement with countries like Singapore, Malaysia improved after this policy.



Lt. Prime Minister of India, P. V. Narasimha Rao.

4. **Flexing Muscle:** In a scientific and strategic triumph, India conducted two series of nuclear tests, code-named Shakti, at Pokharan in the Thar Desert of Rajasthan in May 1998.



Nuclear Test being conducted.

5. **Turning Point:** In 2000, US President William Jefferson Clinton's visit to India transformed the US worldview of South Asia and for India; it brought a de-hyphenation of the US policy on India and Pakistan.



Atal Bihari Bajpai with Bill Clinton.

6. **The New Great Game:** In 2001, India launched a diplomatic initiative in Afghanistan aimed at winning hearts and minds. It launched relief and reconstruction works across the country much to the chagrin of Pakistan and the Taliban.
7. **National Interest:** India said no to sending troops to Iraq in 2003. This was despite intense US pressure and veiled threats that strategic ties could be jeopardized.
8. **Disaster Diplomacy:** In the face of it's own death toll of 10,000 in the December 2004 tsunami, India's proactive role in relief and reconstruction efforts in

Sri Lanka, Indonesia and Maldives won global accolades.



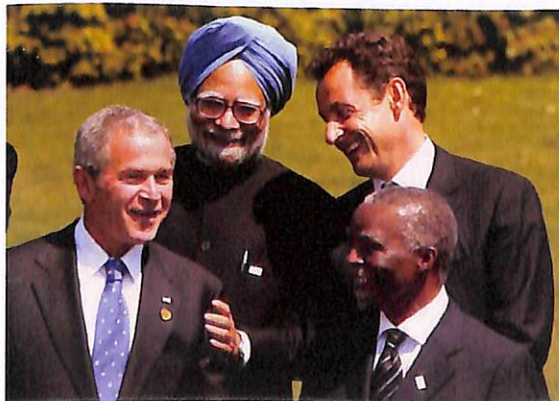
Aftermath of Tsunami.

9. **Lethal Weapon:** In April 2007, the launch of Agni III, an intermediate-range ballistic missile, provided India with the ability to hit targets in Pakistan and China. The missile provided India a lethal nuclear deterrent.



Missile display at the Republic Day

10. **The Cliffhanger:** The Indo-US nuclear deal in 2008 ended India's nuclear apartheid, cemented bilateral ties and became the biggest foreign policy trophy for the UPA Government.



Prime Minister Manmohan Singh with the other head of states.

TOP GLOBAL TAKEOVERS

1. First Among Equals - Ram Prasad Goenka

The RPG Group led by R.P. Goenka made a series of acquisitions, kicked off by the Duncan buy in 1959 to the offshore holdings of tyre-maker Dunlop India in 1980, Ceat Tyres in 1982, the Gramophone Co. of India (now Saregama) in 1986, and Noida Power Company (NPCL) in 1992 among many others. The latest in the list was Canara Electric Controls in 2002.



Take over bid by Mr. R. P. Goenka

2. The Trend-setter - Manohar 'Manu' Chhabria

Among the original corporate raiders of the country, Dubai-based Manohar 'Manu' Rajaram Chhabria picked up a large stake in Shaw Wallace in 1987 for Rs. 35 crore, which remained mired in controversy and was finally sold to arch rival Vijay Mallya 20 years later. Spending over Rs. 300 crore on acquisitions, he bought stakes in companies such as Hindustan Dorr-Oliver, Mather and Platt and Dunlop India.

3. Blending Success - Ratan Tata

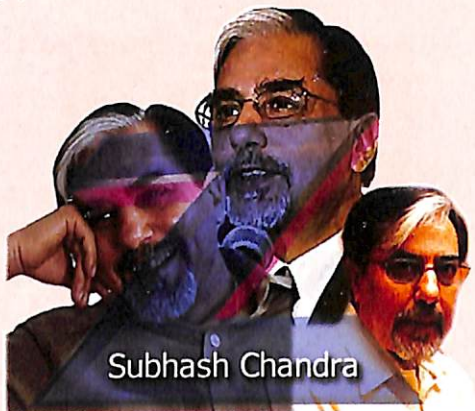
In 2000, Tata Tea took over Tetley Tea, the company that was twice Tata Tea's size and had introduced the world to tea bags, for £271 million via a leverage buyout.



Tata Tea - A Global Beverage.

4. Packing a Punch - Subhash Chandra

In 2000, Essel Packaging owned by Subhash Chandra of Zee acquired Switzerland's Propack AG, and became the world's largest producer of laminated tubes. In subsequent years, Essel Propack continued acquisitions across the world and ventured into manufacturing of medical devices with the acquisition of Tapro Inc., US and Avalon Medical Services, Singapore



5. V for Victory - Venugopal Dhoot

Videocon Industries Chairman, Venugopal Dhoot acquired French electronics company Thomson SA's colour picture tube manufacturing business for Rs. 1,280 crore in 2005 and just over a week later, Swedish major AB Electro-lux's Indian subsidiary Electrolux Kelvinator.

6. Going West - Ratan Tata

In October 2006, Tata Steel acquired Anglo-Dutch firm Corus Group for Rs. 60,000 crore. In line with this, the group acquired automaker Ford's Jaguar and Land Rover car brands for \$2.3 billion in March 2008, amid severe opposition from Jaguar's dealers in the UK and US that expressed concern about selling a luxury brand to an Indian company.



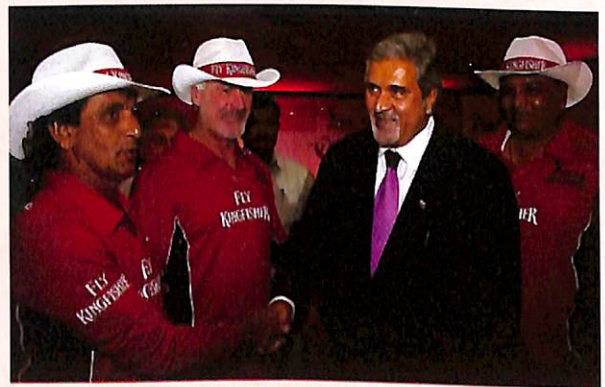
7. India Rising - L.N. Mittal

In what remains the biggest outbound deal by an Indian, the L N Mittal-owned Mittal Steel acquired Arcelor for \$33.7 billion in October 2006. Mittal's aggressive bid shook the world, especially Europe, with French and Indian governments intervening.



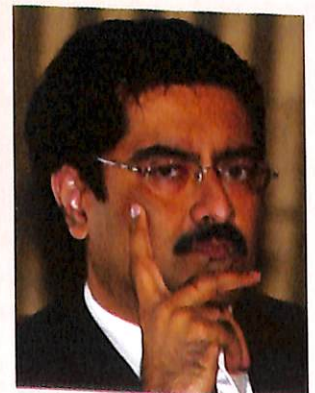
8. High on Life - Vijay Mallya

Vijay Mallya, hailed as India's Richard Branson, acquired Glasgow-based Scotch whisky group Whyte & Mackay for £595 million in an all-cash deal in 2007 making him the second-largest spirits manufacturer in the world. It also restored partial peace with the Scotch Whisky Association that had argued that VB's Indian-made products were not genuine whisky, as they were distilled from molasses. With W&M, the Association invited him to be a member.



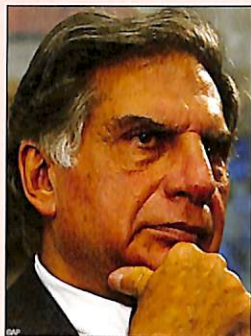
9. Heavy Metal - Kumar Birla

In 2007, the Aditya Birla Group's Hindalco Industries acquired US-based aluminum giant Novelis for nearly \$6 billion, making it the world's largest aluminum rolling company.



10. The Odd Won - Ratan Tata

In October 2008 when the world was feeling the meltdown heat, Tata Consultancy Services acquired BPO Citigroup Global Services for \$505 million, which was on the block for almost a year. A valuation nearly 50 percent lower was what finally clinched the deal.



INFRASTRUCTURE SUCCESSES

1. Connecting People - Telecom Revolution, 1984

Sam Pitroda, the founder and chairman of the Centre for Development of Telematics (C-DOT), who was later appointed adviser to Prime Minister Rajiv Gandhi developed indigenous technology for a digital electronic telephone exchange in the country. Under this technology the coin-dropping PCOS, a device that generated an instant bill at the user's end was created.

2. Casting A Spell - Cable Television, 1991

In 1985, there were less than 150 cable TV operators, but the number rose to over 75 million satellites and cable-connected homes in 1990.



3. Flying Start - Private Airlines, 1991

With the open skies policy in 1991, the aviation industry zoomed to new heights and in 1993 private airlines cornered 44 percent of the passenger traffic. Cutthroat price wars paved a smoother path with Jet Airways taking over Air Sahara, the Air India and Indian merger, and UB Holdings buying a 26 per cent stake in Air Deccan.



4. Toiling Game - First Tollway, 1995

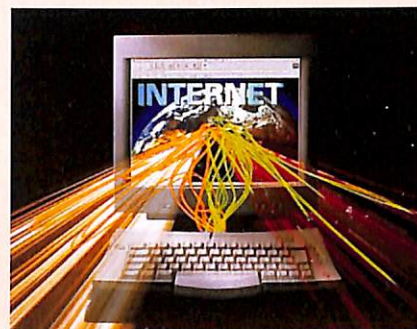
Financed by a quasi-government investor, the 12-km long-toll way-linking Indore to Pithampur in Madhya Pradesh reduced the distance by 10 km and curtailed travel time by 45 minutes.

5. Ceiling Success - Mobile Phones, 1995

The first call made by West Bengal Chief Minister Jyoti Basu to Communications Minister Sukh Ram in 1995 was a small beginning, but a giant leap towards the way people would talk in future. Since then the cell phone has become an indispensable must-have toy with the call rates dropping sharply from Rs. 8 a minute in 1995 to 50 paise per minute, the cheapest in the world.

6. Net Gain - Internet, 1995

By the end of 2008, India will boast of 49.4 million Net users, with one in five coming from rural areas, all of them waiting to explore the million possibilities available on the web.



7. Dream Run - Metro

Delhi's first metro track, a mix of underground, surface and elevated corridors, became functional in 2002 and once fully operational, it would make 2,400 buses redundant, bring down pollution by half and allow a saving of Rs. 500 crore per year in fuel costs. In 2006, the prime minister laid the foundation stones for metro rails in Mumbai and Bangalore.



DELHI'S SHINY METRO
MASS TRANSIT GETS FACELIFT

8. Roads to Prosperity - Golden Quadrilateral, 1999

The National Highways Authority of India under the aegis of former Prime Minister, Atal Bihari Vajpayee prioritized a modest project, 'golden quadrilateral' for four-lanes connecting the four metros, Delhi, Kolkata, Mumbai and Chennai, at a cost of Rs. 28,000 crore.

9. Street Smart - Gram Sadak Yojana, 2000

The NDA government in its endeavor to provide 'farm-to-market' link launched a Rs. 2,500- crore project for building 3.69.000 km of roads to link 1,70,000 habitations. By 2007, over 1,11,000 km of roads had been built connecting 33.041 habitations.

10. Fast Track - Railway, 2004-07

Lalu Prasad took over the Indian Railways in May 2004 and converted this Industry into a cash rich entity with an earning of Rs. 1,883 crore over the target amount in 2004-05, and a surplus of Rs. 20,000 crore in 2007



TECHNOLOGY & INNOVATION

1. Small is Big - Maruti to Tata Nano

In 1983, the Maruti 800 revolutionized the way India traveled and two years later, it was the largest-selling car in India. Almost 25 years later, Tata drove the Nano on to the stage.



2. The Right Call - Telecommunications

The modernization of telephone systems got underway in 1986 when Mahanagar Telephone Nigam was established to operate system in Bombay and Delhi. Since then Telecommunication has gone from a total of five million telephone lines in 1991 to five million telephones every month.

3. Blast from the Past - Nuclear Energy

In May 1998, India conducted five nuclear tests at the Pokhran test range demonstrating its tremendous capability in nuclear technology and science. Spelling more development, 10 years later, the Nuclear Suppliers Group lifted a ban, which denied India from, accessing the global nuclear market for 34 years.



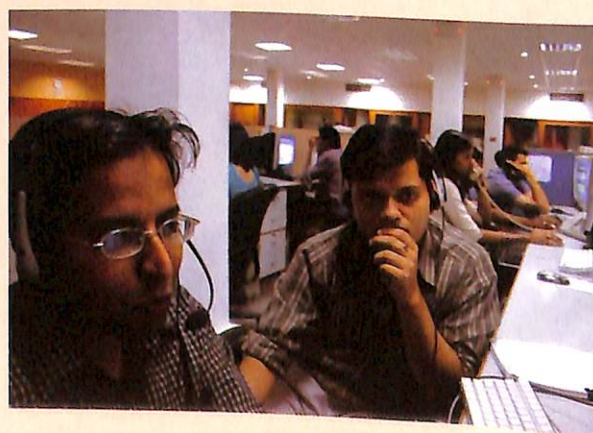
Leaving a mark - Nuclear Testing

4. Taking the Cake - Biotechnology

2,378 biotechnology patent applications were filed in India between 1995 and 2003.

5. World Calling - IT sector

Over 336 call centres have sprung up in India in the past five years, providing jobs to over 1.5 million people.

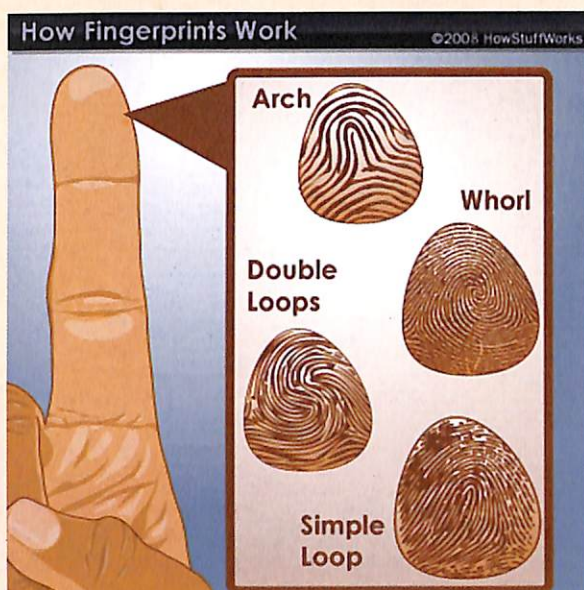


6. Doctor on Duty - Medical Transcription

Under medical transcription (1977), studying medical reports and medication prescribed by American Doctors became much easier.

7. Cause to Paws - DNA fingerprinting

The Naina Sahni murder in 1995 set the ball rolling in India for the DNA fingerprint technology, the nature's photocopying machine. Today, apart from forensics, this technology is used by the Anthropological Survey of India in their ambitious study of genetic diversity among Indian tribals. Similarly, the DNA typing of animals is also underway in order to conserve endangered species.



8. Net Meet - Video-conferencing

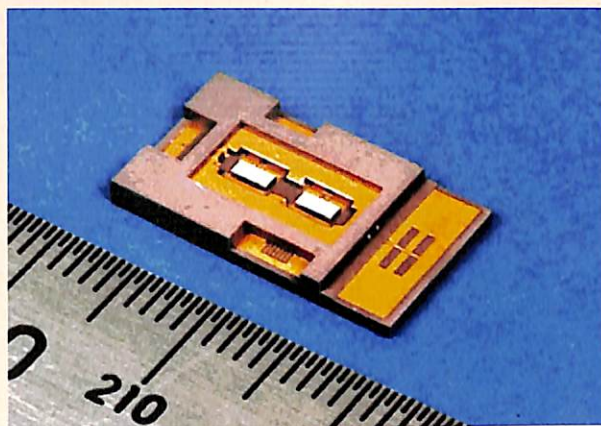
Video-conferencing became popular in 2000 through which students of other universities gained knowledge from experienced teachers in India.



Exchange of Information by Net conferencing.

9. Web of Wonders - WiMax Wireless

The WiMax Wireless technology that allows cell phone users to download data at 2.5-3 MBPS against the current data down-load capacity is only 134-256 KBPS entered the Indian market in 2005. Also known as the last-mile connection, the broadband technology extended the benefits of connectivity to rural areas and long distances.



10. Size Matters - Nanotechnology

With the scientific Achievement in Nanotechnology in 2001s top scientific achievement tiny miracles were no longer a mat-ter of science fantasy.

THINGS THAT COULD HAPPEN ONLY IN INDIA

1. **Free Fall Skylab-I Falling in India:** Speculations that the Skylab might fall in south India, saw uncommon people wear-ing special helmets to protect themselves from the 2.310-kg airlock shroud. In the end, the spacecraft crashed into the Indian Ocean near Australia.
2. **Dark Tale Wolves of Pavagada:** The year 1983 saw a unresolved mys-tery where girl children sleeping next to their parents began disap-pearing in Pavagada in Karnataka. It was alleged that either man-eating wolves or a tantrik who performed ritualistic sacrifices were behind it all.
3. **False Aid Magic Cure for AIDS:** Fictitious self-styled ayurvedic doctor, T.A. Majeed shot into prominence when he claimed to have cured HIV-positive Chitra Soman and her daughter. Soman later died due to full-blown TB as a result of AIDS and Majeed was never heard of.
4. **Gunning for Trouble Arms Dropping in Purulia:** On December 17, 1995, 'a treasure trove fit for a modern army' was dropped by a Latvian plane over Purulia in West Bengal pointing to serious breach of Indian

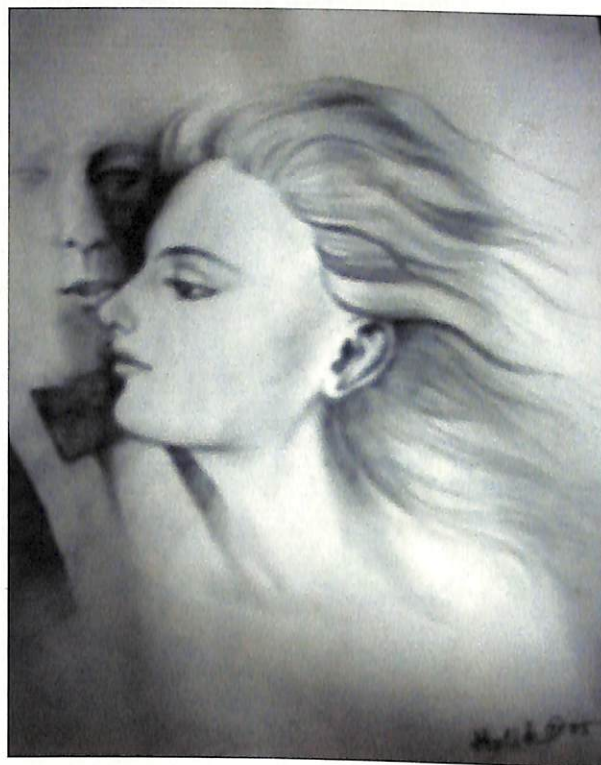
national security where a plane entered Indian airspace, dropped weapons and disappeared, undetected.

5. **Divine Plot The Hindu Milk Miracle:** 'Much of an entire nation found a common bond' when Ganesha began drinking milk, followed by the entire pantheon of Hindu Gods. Scientist tried to offer capillary action and surface tension as explanations, but no one was interested. At the end of the day, statues in public places had their mouth tied with cloth to prevent a lactose overdose.

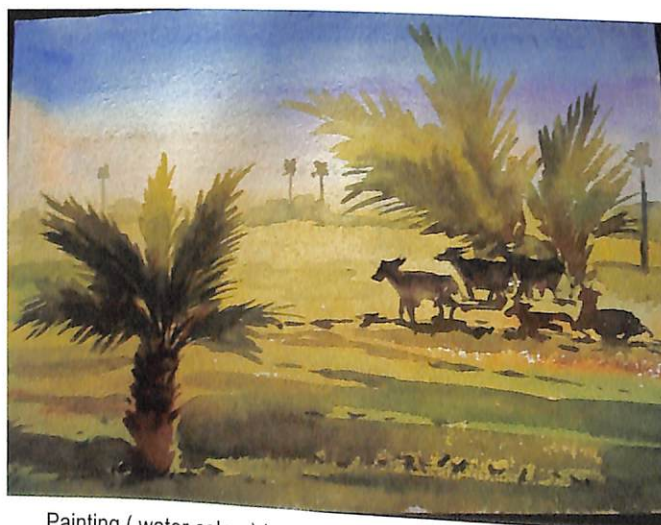


6. **Phantom Menace Naale Ba Ghost:** In 1995, Bangaloreans saw the peace of the nights being shattered by a ghost named Koogu-maari, which used to call out to people in their mother's voice and then kill them. People started writing 'Naale Sa' meaning come tomorrow at their entrances to confuse the ghost into returning after reading the message. This fever of literate ghost with amnesia took nearly a year to subside.
7. **Ceremonial Love, Temple for Khushboo:** A fictitious temple was built for the southern film star, Khushboo in Tiruchirapalli in Tamil Nadu in the mid-1990s, which was demolished when allegations of her affair with the married actor Prabhu surfaced.
8. **Smoked Out, Herbal Fuel:** The year 1996 saw one Ramar Pillai claiming that he had discovered herbs that could turn water into gasoline; he confessed to the fraud and was jailed in 2000.
9. **Beast's Day Out Monkey Man:** The Monkey Man initially considered being an avatar of Hanuman created havoc in Delhi when it hurt several people said to be devotees of Lord Ram. The creature soon tired of its antics and disappeared from public view, until a Russian website re-reported in June that it was last seen aboard a flight to Moscow.

10. **Tribal Instincts, Siddi Olympian Venture:** The Sports Authority of India (SAI) came up with a brainwave to improve the nation's performance in sports-train the Siddis, a poverty-ridden African tribe in India, for such events because they thought Africans were natural athletes. The project, spanning nearly 16 years, saw not a single Siddi making a mark in any sport.



A pencil sketch by **Maleka Patel**, Student, First B.Sc, Department of Home Science.



Painting (water colour) by **Saloni Agarwal**, Student, First B.Sc, Department of Home Science.

9/11 OF INDIA

Tishya Ghosh, Student Final B.Sc, Food & Nutrition Section, Department of Home Science

General View on the Attack:

102 dead, 14 policemen including ATS chief killed and 300 injured - This is what happened on 26.11.08, a day which will inevitably go down as Mumbai's darkest hour. The late Wednesday night, found Mumbai the target of ferocious terrorist attack where multiple locations (Colaba, Café Leopold, CST, Taj Hotel, Oberoi Trident Hotel, Vile Parle, Metro Cinema) were attacked with bombs and gunfire in a coordinated manner. A dozen terrorists held hostages and kept security forces at bay. The attack lasted till 29 November when the last of the terrorists was finally killed even as firefighters worked to douse the massive fire raging at the Taj Hotel. The scenes were devastating - explosions, raging fires, dead bodies, the boy-terrorists' non-chalant willingness to kill- and be killed- indiscriminate firing by the terrorists and a metropolis on its knees.

My View on the Attack:

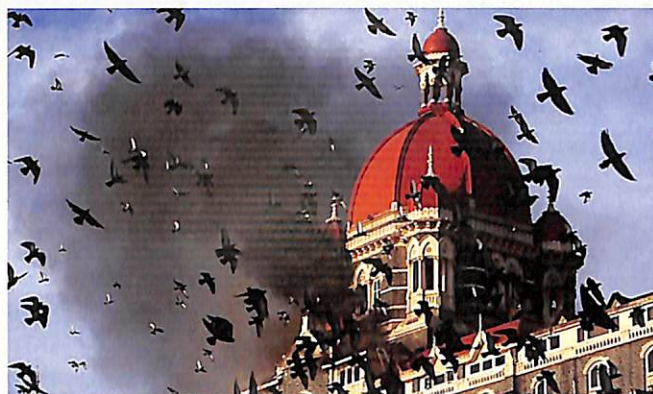
The Mumbai attacks were exclusively broadcasted live on all the news channels. Over 3 days and 3 nights I watched in disbelief as a small group of very young men armed with guns and gadgets exposed the powerlessness of the police, the elite National Security Guard and the marine commandos of this supposedly mighty, nuclear-powered nation. Part of the helplessness of the security forces had to do with having to worry about the hostages.

Moreover, Mumbai attacks are the most recent of a spate of terrorist attacks on Indian soil. Other cities like Ahmedabad, Bangalore, Delhi, Guwahati, Jaipur, Malegaon have all seen serial blasts in which hundreds of innocent people have been killed and wounded. These attacks raise serious questions about the country's intelligence and security agencies.

How the boats ferrying the terrorists managed to evade the coastguard, navy and customs officials, who patrol the harbour is a gross security failure and exposes the vulnerability of the Mumbai seashore.

The attack also pushed India and Pakistan to the brink of war with western nations worried about the fall out of the attack. Nobody wants the nuclear-armed neighbours to go to war and endanger the peace and security in the sub-continent.

Finally, the terror's new strategy is clear: cripple India's economic nerve center, create fear among tourists and foreign investors and undermine India's global image. The high-profile five star hotels were chosen to capture international attention since they are frequented by western delegations and tourists. Given the size and the scale of the hostage crisis, this will go a long way in setting India back economically in the short term.



There is a growing feeling of insecurity and vulnerability in the country. It requires an extraordinary response from the government to deal with this situation. The UPA government will have to take a tougher line on tackling terrorism with a combination of stringent anti-terror laws and better ground level intelligence.

Mumbai is to India what New York is to America. The attack on the Twin Towers was an attack on the entire free world and was a pivotal moment in global war against terror. Mumbai 26/11 needs to elicit the same response. Anything less would be inviting a bigger disaster.

Comments on the Mumbai Attack

- 'A horrifying experience. It was only too sad but it showed how unprepared we are to face such a calamity. We need to come together and fight back' - **Shivaratni Bose**, Faculty Member, Department of Home Science
- 'It was a terrible attack in Mumbai, they killed many innocent people. The terrorists should be killed' - **Shalini Gupta**, Student 1st year, Department of Home Science
- 'Why is the government still sleeping?' - **Riddhi Jain**, Student 1st year, Department of Home Science
- 'The system has successfully disappointed us again' - **Aditi Mehta**, Student 3rd year, Department of Home Science
- 'The government and the high officials are aware of the wrongdoing but they sit idle. The government should be changed', **Ms. Saba Shamim**, PA to the Principal
- 'The government is inept' - **Mr. Manoj Khirolia**, Office Staff
- 'That was the only thing I watched on television for 3 days' - **Mr. Rajaram Das**, Peon
- 'Bara dukh hua hain, itne admi jaan se gaye, pure desh mein dehshat phel gayi hain' - **G S Mishra**, Lift-man

CARDIOVASCULAR DISEASE (CVD) & DIET

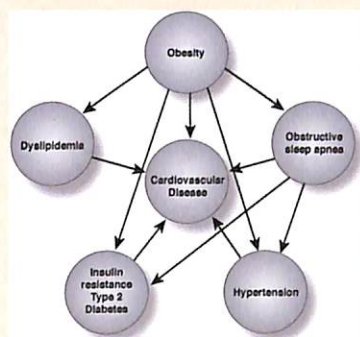
Priya Bhartia, Student, P.G. Diploma in Dietetics & Applied Nutrition,
Department of Home Science



At least 20 million people survive heart attacks and strokes every year; many require continuing costly clinical care. Cardiovascular disease made up 29.2% of total global deaths according to **World Health Reports**. Around 80% of these deaths took place among the low and middle-income countries. It has been projected that by 2010, CVD will be the leading cause of death in developing countries.

In case of Coronary Heart Disease (CHD), the arteries to the heart muscle (myocardium) are narrowed resulting in reduced blood supply to the heart, which manifests itself in the form of chest pains (angina pectoris), or other symptoms, typically triggered by physical exertion. Further, if a narrowed blood vessel is completely blocked by a blood clot, the area of the heart just beyond the blockage is denied oxygen and nourishment, resulting in a 'heart attack' (myocardial infarction). In most of these cases, diet is implicated because the deposits on arterial walls contain high levels of fat and cholesterol. Studies of the heart on both humans and animals have shown links between dietary habits and atherosclerosis (hardening of the arteries).

Risk Factors & A B C of Preventing Heart Disease



Diet in Cardiovascular Disease

The role of diet is crucial in the development and prevention of cardiovascular diseases. Diet is one of the key things one can change and that will have an impact on the cardiovascular disease. A diet with lower intake of saturated fat, cholesterol and animal protein as well as higher intakes of complex carbohydrates, dietary fiber, magnesium, folic acid, vitamin C and E, carotenoids and other phytochemicals is suggested for heart patients.

- **Fat:** Saturated fats are found predominantly in animal products, including meat and dairy products. They are strongly associated with higher cholesterol levels, and they may even be more dangerous for women suffering from heart problems than men.

Polyunsaturated fatty acids found in safflower, sunflower, corn and cottonseed oil and fish are beneficial for heart patients. Monounsaturated fatty acids found in olives, canola, and peanut oils are also beneficial. Walnuts are good source of polyunsaturated fats and can be eaten in moderation.

- **Protein:** Fishes like Mackerel and Sardines are good sources of omega-3 fatty acids and reduce the blood levels of cholesterol and triglycerides. Like many legumes, kidney beans are a low-fat, high-soluble fiber protein source. Tofu made from soybeans lowers LDL cholesterol, and thus reduces the risk of cardiovascular diseases. A diet containing 25 grams of soy protein and 50 to 60 milligrams of soy isoflavones can reduce (Low density lipo-protein) LDL cholesterol levels.
- **Carbohydrate:** Complex carbohydrates present in whole grain cereals like bajra, jowar, and oats are suggested for heart patients. Refined carbohydrates should be avoided.



- **Fibre:** A high fibre diet reduces the amount of cholesterol the the liver makes. Oats, barley, beans, fruits and vegetables are good sources of fibre.

Thus, in order to reduce the risk of heart diseases, changes in one's life style that can modify or eliminate risk factors should be adopted. The diet should be calorically and nutritionally balanced, with an emphasis on low intake of saturated fatty acids and cholesterol. Careful attention should be given to correct proportion of fruit, vegetables, fish, and whole grains.



Steps to a healthy heart

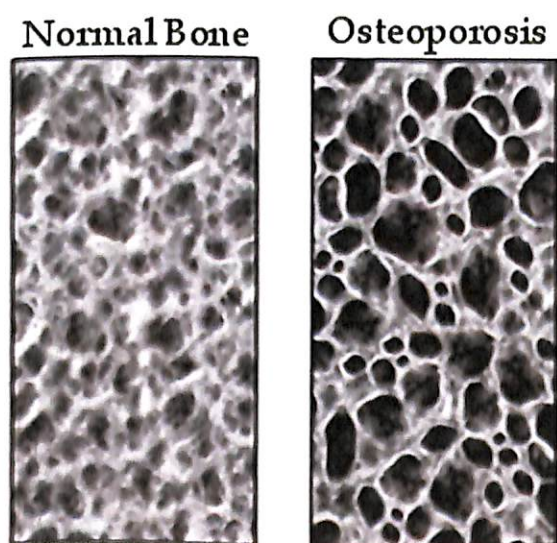
OSTEOPOROSIS

Abhilasha Bagaria, Student, P.G. Diploma in Dietetics & Applied Nutrition, Department of Home Science

Osteoporosis is a group of diseases, which affects the bone leading to decreased bone density and subsequently increased porosity of the bones. The major complications associated with the disease include increased risk of fracture, back pain and spinal deformation. This disease usually manifests at the old age, although it has its beginnings in early middle age.

There are several types of osteoporosis, which effect people of different age groups:

1. **Primary Osteoporosis:** This predominantly affects women after they undergo menopause. The disease progresses due to the cessation in the production of the ovarian hormone, Estrogen. It also affects people in the age group 65 and above.
2. **Secondary Osteoporosis:** This on the other hand arises when bone loss occurs as a side effect of drugs, endocrine disorders, gastric surgery or organ transplants.



Spinal Deformation Occurring in Osteoporotic Women

Most cases of osteoporosis have an underlying cause, which has to be treated to overcome the disease. The various causes include the following:

Heredity: It is considered that 80% of the incidences of the disease are hereditary in nature.

Hormonal Imbalance: Any imbalance in the gonadal hormones lead to the progression of the disease. Along with this condition, hyper secretions of thyroid and/or parathyroid glands predispose persons to the disease.

Nutritional Status: The maintenance of bone mass depends on the dietary intake of nutrients like calcium,

phosphate, protein, fiber, vitamin-D, vitamin-K and trace elements like fluoride, copper, magnesium, iron, zinc, boron etc.

Physical Exercise: Maintenance of healthy bones requires continued exposure to weight-bearing exercises; bones not subjected to normal use rapidly lose mass.

Lactation: A striking but transient bone loss occurs in women who breastfeed for 6 months or more.

Race & Ethnicity: It is observed that Whites and Asians suffer from more osteoporotic fractures than the Blacks, who have a greater bone mass.

Menstrual Status: Acceleration of bone mass loss coincides with menopause, either natural or surgical, a time when the ovaries stop producing Estrogen.

Body Weight: The greater the body mass, the greater is the bone mass. Thus, heavier individuals are at a lesser risk to the disease.

Smoking: Smoking increases the bone loss by decreasing the age of menopause along with the plasma Estrogen levels.

Drugs: Several drugs including Glucocorticoids, anti-convulsants, Heparin etc increase bone loss and depress bone formation.

Alcoholism: Alcohol depresses bone formation and also leads to poor diet, malabsorption of calcium etc.

Diagnosis

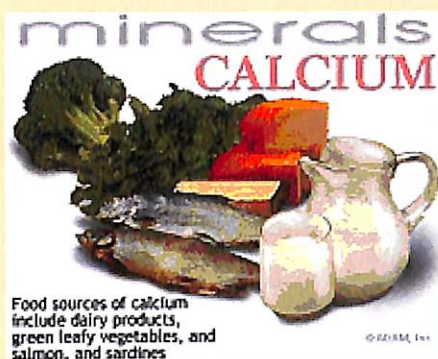
Most instruments used to diagnose osteoporosis measure the bone density i.e. the amount of mineral matter present per Centimeter Square of the bone. WHO defines osteoporosis as 'bone density of less than 2.5 gm/cm². Of the various technologies in use, the most popular include DEXA involving bone X-ray. Other methods include usage of sound waves and magnetic resonance to determine the bone density along with serum and urine tests for osteocalcin, bone alkaline phosphatase etc.

Treatment: Diet Therapy

The treatment of Osteoporosis is manifold. However, diet therapy along with a suitable drug therapy is seen to be most useful.

It has been investigated that a number of nutritional factors are related to the Osteoporotic risk. Statistics have revealed that clinical outcomes have improved when patients have been given 250 ml of a liquid supplement containing 20 gm protein, 525 mg calcium, and 750 IU vitamin-A and 25 IU vitamin-D, daily.

Calcium: The calcium intake in early childhood is positively related to bone density. Studies have now demonstrated that increasing the daily calcium intake from food sources from 900 to 1500 mg prevents bone loss in post-menopausal women. Even in case of older post-menopausal women having low calcium intakes in their diet, added calcium in the diet have been found to reduce bone loss.



Vitamin-D: Vitamin-D is obtained from the diet and is also synthesized by the skin after exposure to sunlight. It stimulates calcium absorption from the intestine and is also necessary for the maintenance of normal bone mass. With age, serum levels of vitamin-D are reduced, which also coincides with bone loss. In Osteoporotic women, vitamin-D therapy has exhibited positive effects (decreased in the rate of bone loss).

Phosphorus: Excessive phosphate intake has been the cause of concern with regard to osteoporosis. The phosphate intake should be in proportion with the calcium intake.

Protein: A high protein intake is related to increased urinary calcium excretion. Increasing the protein content of the diet from 11 gm to 16.5 gm is estimated to increase the daily excretion of calcium by 0.032 gm. Thus, moderate protein intake should be maintained.

Fluoride: Fluoride increases bone mass. It replaces the calcium present in bones. However, this makes the bones brittle and they become less resistant to fractures. Therefore, a moderate increase of 10% in the fluoride intake should be made.

Boron: Calcium and phosphorus respond to alterations in boron intake. Increasing the daily boron intake from 0.25 mg to 3.25 mg results in a drop in excretion of calcium, phosphorus and magnesium.

Magnesium: Bone contains approximately half of the body stores of magnesium. About one-third of this magnesium is present on the bone surface in a freely

exchangeable form. Deprivation of magnesium in the diet is associated with increased bone loss.

Treatment: Drug Therapy

Currently there are a number of effective treatments for Osteoporosis. These therapies mainly aim at increasing the bone density and the bone formation along with decrease in the bone loss and fracture risk. The popular drugs in use include the following:

Bisphosphonates: They are the most common drugs in use. They aim at reducing the bone loss and thus a gradual increase in bone mass. These drugs are available by the names of Alendronate, Risedronate, Zolendronate etc, all to be taken in varying dosages and timings. However, they can sometimes cause side effects like gastrointestinal disturbances, joint pains and occasional skin reactions.

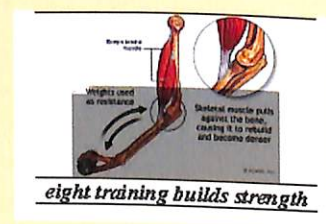
Raloxifene: Commonly known as Evista, they are usually given to post-menopausal women. They increase the Estrogen receptors on the skeleton and have mild side effects including leg cramps and swelling of hands and feet.

Calcitonin: These are highly potent in reducing bone loss for short periods of time and should only be taken when one is unable to tolerate other treatments. Side effects of this drug include flushing, vomiting, diarrhea and local skin irritation.

Hormone Replacement Therapy: This therapy involves administration of the hormone Estrogen in post-menopausal women. It reduces bone loss but largely increases the risk of endometrial and breast cancer in women.

Other Treatments

Physical Exercise: Weight bearing exercises and intense walking help to increase the bone mass.



UV-Lamps: The development of a new UV-lamp with a built-in safety against excessive skin damage may be a potential way to improve vitamin-D status of elderly individuals.

Osteoporosis is a chronic degenerative disease of the bones. It can be effectively prevented by maintaining good nutrition throughout life, regular exercise and following a suitable drug therapy

CERVICAL CANCER

Ms. Shruti Choudhary, Sneha Gupta & Madhu Agarwal, B.Com 3rd Year, Department of Commerce

Cervical cancer is malignant cancer of the cervix uteri or cervical area. It may show itself in the form of vaginal bleeding; however the symptoms may be absent until the cancer is in its advanced stages.

Cervical cancer usually grows slowly over many years. Before the true cancer cells develop, the tissues of the cervix undergo changes called dysphasia (pre-cancers stage) that can be detected in a Pap smear. These changes range from mild dysphasia or cervical intra-epithelial neoplasia (CIN1) to moderate (CIN2) to high-grade lesions (CIN3). They can also resemble cancer cells without invasion, a state also known as carcinoma in-situ.

If left untreated, these pre-cancers have the propensity to invade and become cancerous. Once they spread beyond the borders of the cervix, they can also invade tissues more deeply. According to the US National Cancer Institute's 2005 Health Information National Trends Survey, an estimated 3,870 women in the US will die of cervical cancer by 2008, and around 11,000 new cases are expected to be diagnosed

Symptoms

Cervical cancer, especially in its earliest stages, often causes no symptoms. When symptoms do occur, they may include the following:

- Pain or bleeding during or after intercourse
- Unusual discharge from the vagina
- Blood spots or light bleeding other than a normal period

Risk Factor

The most significant risk factor for cervical cancer is infection with the human papilloma virus (HPV), which can be transmitted during sex. Although women can help protect themselves from HPV by having their sexual partners use condoms, condoms do not provide complete protection from HPV infection. More recently, DNA from these viruses has been found to exist in virtually all-cervical squamous cell carcinomas (the most common type of cervical cancer).

By avoiding the following known risk factors for HPV infection, women can reduce their likelihood of developing cervical cancer:

- Early age at-first sexual intercourse (15 years or younger)
- Having a history of many sexual partners (more than seven)
- Smoking (which makes women more vulnerable to infection and cancer)

- Infection with HIV (which reduces the body's ability to fight off early cancers)

Treatment

Treatment of Cancer is largely influenced or determined by the stage of a cancer. Staging refers to size and spread of the cancer. Early stages of Cervical Cancer (IA – IIA) are treated surgically.

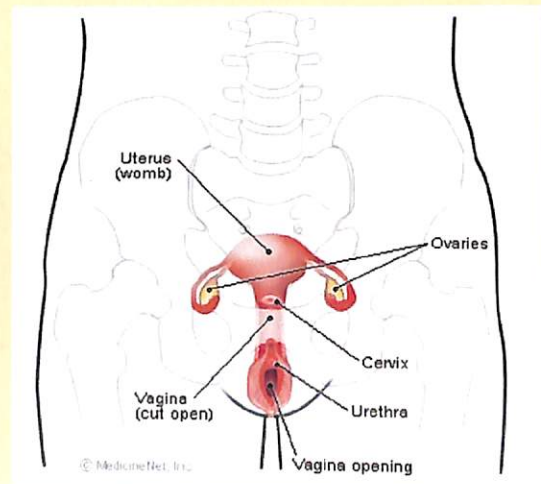
- Stage IA cancer is usually treated by hysterectomy (removal of the entire uterus including part of the vagina).
- For stage IA2, the lymph nodes are removed as well. An alternative for patients who desire to remain fertile is a local surgical procedure such as a loop electrical excision procedure (LEEP) or cone biopsy.
- Early stages (IB1 and IIA less than 4 cm) can be treated with radical hysterectomy along with removal of the lymph nodes or radiation therapy.
- Larger early (IB2 and IIA more than 4 cm) and advanced stage tumors (IIB-IVA) are treated with radiation therapy and cisplatin-based chemotherapy.

On June 15, 2006, the US Food and Drug Administration approved the use of a combination of two chemotherapy drugs, Hycamtin and Cisplatin for women with advanced-stage (IVB) cervical cancer treatment although combination treatment is associated with significant risk of neutropenia, anemia, and thrombocytopenia side effects.

Prevention

- Awareness

Visibility of any of the above symptoms should be immediately attended to. Therefore it is important to make women aware of the potential dangers of these symptoms and how to get one examined.



● Screening

The widespread introduction of the Papanicolaou test (Pap smear) for screening cervical cancer has been credited with dramatically reducing the incidence and mortality of cervical cancer in developed countries. Abnormal Pap smear results may suggest the presence of cervical intraepithelial neoplasia (potentially pre-malignant changes in the cervix) before a cancer has developed, allowing examination and possible preventive treatment. Pap smear examination should be done once a year to once every five years depending

upon the recommendations of experts. The American Cancer Society (ACS) recommends that cervical cancer screening should begin approximately three years after the onset of vaginal intercourse and/or no later than twenty-one years of age. Guidelines vary on how long to continue screening, but well screened women who have not had abnormal smears can stop screening about age 65 (USPSTF) to 70 (ACS). If pre-malignant disease or cervical cancer is detected early, it can be monitored or treated relatively non-invasively, and without impairing fertility.

ARTIFICIAL INSEMINATION

Sheetal Kapoor, Student, Final B.Sc in Human Development, Department of Home Science

One of the aims of the Institution of marriage is to procreate i.e. have children. Childlessness brings with itself lots of frustration, feeling of emptiness, worthlessness and depression, especially on part of the woman. If a regular sexual life doesn't result in conceiving a child within a year, physicians call this 'infertility'. Infertility creates an emotional burden on a marriage. Artificial Insemination is a method of treating infertility. A data collected from a survey conducted by Society for Assisted Reproductive Technology (2002) states that an estimate of 17% of US couples experience infertility and about 86,100 people go for artificial insemination every year.

Infertility is not a new problem. Studies prove that for centuries people have tried to overcome this problem by whatever means they had available. In the 3rd century A.D, Jewish thinkers discussed whether it was possible for people to become pregnant by accidental artificial insemination. By the 14th century A.D, the Arab people were already using this technique in their horse breeding programs. In 1777, an Italian scientist began experiments with artificial insemination in reptiles. But the major breakthrough was made in the 1785, when John Hunter, a Scottish surgeon, made his first attempt at human artificial insemination and as a result of his experiments a child was born that same year.

'Artificial Insemination is a technique whereby sperms, previously produced, are placed at the top of vagina, or in the cervical canal or in the uterus by artificial means'.

Who are the Candidates for Artificial Insemination?

- Men with low sperm count

- Men with ejaculation problem or sexual dysfunction
- Women with various forms of endometriosis
- Women with cervical mucus issues
- Unexplained infertility problems.

The sperms may be from the husband in which case it is known as 'AIH' (Artificial Insemination Husband), or it may be from a donor in which case it is known as 'AID' (Artificial Insemination Donor). In case of women having poor quality ova or who have had her ovaries removed may have ovum transfer. In this procedure, young women called donor provides the egg or the ovum, and the egg is fertilized in the laboratory and implanted in prospective mother's uterus.



Representation of an ovum and sperms

Different Types of Artificial Insemination (AI)

- **Invivo Fertilization:** This involves fertilization of an ovum within the uterus or fallopian tube of a fertile female donor for subsequent non-surgical

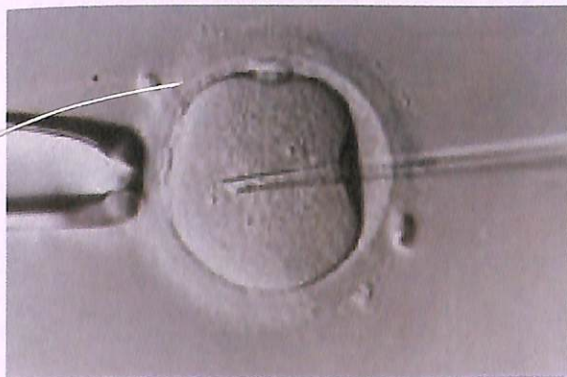
transfer into the uterus of an infertile woman. They can be:

- ❑ **Intra-uterine AI:** It refers to fertilization by injection of sperms into the uterus of the women. Up to 90% of couples usually conceive within the first 6 cycles with this treatment.
- ❑ **Intra-fallopian AI:** It refers to fertilization by injection of sperms directly into the fallopian tubes.
- ❑ **Intra-cervical AI:** It is a process where the sperms are injected into the cervix, located at the opening of the uterus.
- ❑ **Intracytoplasmic Sperm Injection:** It is process where a single sperm is injected into the ovum.
- **Invitro Fertilization:** This is a process of fertilization outside the mother's body. One or more mature ova are surgically removed, fertilized in a laboratory dish and implanted in the women's uterus.

The 1st test tube baby i.e., baby born by this method was in the year 1978. It was a baby girl and her name was Louise Brown.

How is Artificial Insemination Performed?

- The woman is medicated to stimulate multiple egg development and insemination is timed to coincide with ovulation.
- A semen specimen is collected by masturbation after 2-5 days of abstinence of ejaculation.
- The semen specimen is washed in the laboratory. By this process the sperm is separated from the other components of semen. The sperm processing usually takes 20-60 minutes. The sperm is preserved at -196 degree Celsius in liquid nitrogen.
- The separated and washed specimen consisting of a highly motile sperms is placed in the vagina or cervix or uterine cavity using a sterile, thin catheter.



An ovum being artificially fertilized.

Successful Results Depends Upon the Following Factors

- Age of the Women: Pregnancy rate is lower when insemination is carried out for women over 38 years of age
- Duration of Infertility: Longer the duration of infertility, lesser is the chance of success.
- Cause of Infertility: In cases where the cause of infertility is known, the treatment becomes easier and rate of success is also higher.
- Sperm Count: The number and quality of motile sperms in the washed specimen is an important factor; higher the sperm count greater is the chance of success.

Possible Risks & Complications Involved With Artificial Insemination

Adverse side effects of the medication used to stimulate the egg production-hormones providing fertility can cause hot flashes, mood swings, and premenstrual syndrome in women.

- Bleeding inside the ovary may result during the puncture carried out to retrieve the eggs. This is especially in women who take blood thinners.
- Miscarriage of the implanted embryo.
- Multiple births.
- Infection from the sperm.
- Surgical risks, due to penetration of skin and internal organs.

Charges for Different Types of Artificial Insemination

- Intra Uterine Artificial Insemination
AIH: Rs. 5000-8000/-
AID: Rs. 7000-9000/-
- Intra Fallopian Insemination: Rs. 7500-9500/-
- Intra Cervical Insemination: Rs. 6500-8500/-
- Intra Cytoplasm Sperm Injection: Rs.1lakh/-
- In Vitro Fertilization: Rs.10,000-15,000/-

Repercussions of Artificial Means

Among babies born in Western Australia, between 1993-1997, those conceived by IVF or ICSI were twice as likely to show major birth defects during the first year as infants conceived naturally. It is not known whether these increased risks are due to the fertility procedures themselves or to characteristics connected with infertility. There is no evidence of adverse cognitive effects from IVF, other than those associated with the increased risk of premature or multiple births. Socially and emotionally, artificially conceived children tend to be well adjusted.

NANOTECHNOLOGY: Improving Attributes of Textile Fibres

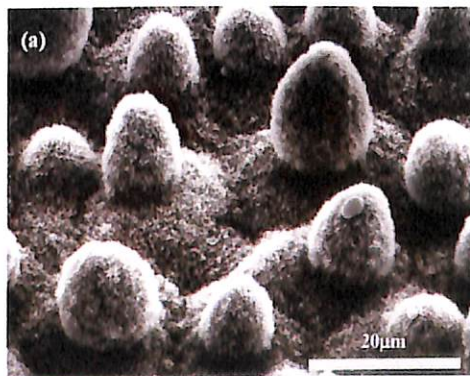
Nano-technology is an umbrella term covering a wide range of technologies concerned with structures and processes on the nanometer scale. It deals with the science and technology at dimensions of roughly 1 to 100 nanometres (1 billion nanometers = 1 metre). In the field of textiles, the technology can be used in engineering desired textile attributes, such as fabric softness, durability, and breathability and in developing advanced performance characteristics namely, water repellency, fire retardancy, anti-microbial resistance, etc. in fibres, yarns and fabrics.

Enhancement of textile materials by nano-technology is expected to become a trillion dollar industry in the next decade, with tremendous technological, economic and ecological benefits.

Self-cleaning Textiles

In 1990, a German researcher, Wilhelm Barthlott of Bonn Institute of Botany discovered, that the lotus plant, admired for the resplendence of its flowers and leaves, owed its property of self-cleaning to the high density of minute surface protrusions. These protrusions could catch deposits of soil, preventing them from sticking. During rain, the leaf exhibits a hydrophobic reaction; and water rolls off as droplets, removing dust as it moves.

This self-clearing property could be reproduced on the surface of woven fabrics through nano-technological process. At the nano-scale, cotton fibres look like tree trunks. Using nano techniques, these tree trunks are covered in a fuzz of minute whiskers, which create a cushion of air around the fibre. When water hits the fabric, it beads on the point of the whiskers and the beads compress the air in the cavities between the whiskers creating extra buoyancy. The whiskers also



Enlarged view of the minute whiskers of the fibre.

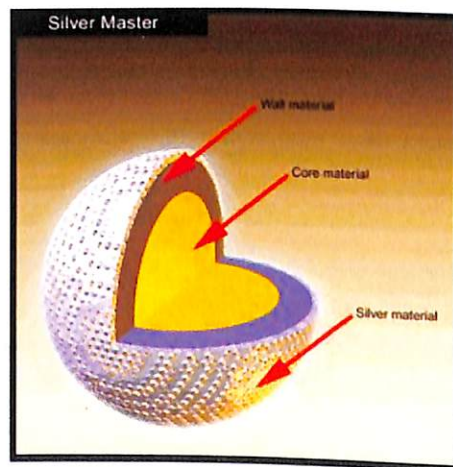
create fewer points of contact for dirt. When water is applied to soiled fabric, the dirt adheres to the water far better than it adheres to the textile surface and is carried off with the water as it beads up and rolls off the surface of the fabric. Thus, the concept of 'soil-cleaning' in fabrics is based on the mechanism adopted by the leaves of the lotus plant for their cleaning.

A self-cleaning cotton in fabrics known as 'nanocare' has been developed and is marketed by an American Company, Nanotex.

Anti-microbial Fabric

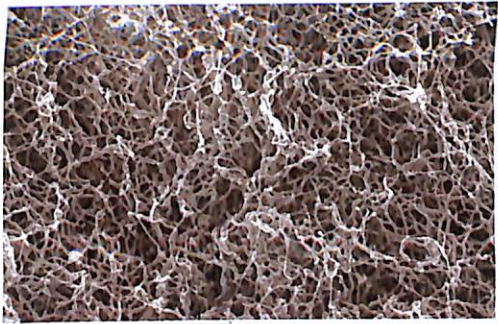
It is a well-known fact that the growth of bacteria and microorganisms in food or water is prevented when stored in silver vessels due to the anti-bacterial properties of the latter. The anti-bacterial properties of silver have now been scientifically recognized and are being used in a wide variety of fields including textiles.

For producing durable silver containing anti-microbial finish, silver or zinc compounds or nano-particles are encapsulated around a fibre reactive polymer. For anti-bacterial finishing, nano-particles of zinc oxide (ZnO) score over nano-silver in cost-effectiveness.



UV Protective Fabric

The most important function performed by a garment is to protect the wearer from the vagaries of weather. However, it also has to protect the wearer from the harmful rays of the sun. The UV- blocking property of a fabric is enhanced when a dye, pigment, delusterant or ultraviolet absorber finish is present on the fabric that absorbs ultraviolet radiation and blocks its



transmission through a fabric to the skin.

Metal oxides like ZnO acting as UV-blocker are more stable when compared to organic UV-blocking agents. Hence, nano-zinc oxide will really enhance the UV-blocking property due to their increased surface area and intense absorption in the UV region.

There is a significant potential for profitable applications of nano-technology in textiles. The textile industry has the biggest customer base in the world. Therefore, advances in the customer-oriented products should be the focus for the future nanotechnology applications.

KHADI OFFERS AMPLE SCOPE FOR THE CREATIVE EXPRESSION OF FASHION GURUS

A union of head, heart and handwork – Khadi / khaddar / khada is referred to as a coarse, hand-woven poor grade of cotton fabric made in India from native yarns. Any yarn, which is hand-spun and subsequently hand-woven, may be termed as Khadi. Khadi is different from handloom. It is handspun and hand woven while handloom though hand woven, may involve the use of mill spun yarns. Thus, it may be said that all khadi is handloom but all handloom is not Khadi.

Khadi has multitude of roles and meanings. Besides being a material product, a cultural symbol and economic aid, khadi production provides livelihood to nearly a million poor artisans. Khadi played a cultural role in marriages when brides in India were presented the Khadi charkha as a part of their wedding trousseau to encourage the spinning of yarn. So deep rooted was the sentiment to this fabric that Pandit Nehru wove for his daughter Indira, a wedding sari in khadi when in jail. A legacy of the Mahatma, Khadi was the essence of the Swadeshi Movement. Mahatma Gandhi used khadi as the uniform for the first non-cooperation movement. Therefore, Khadi is not only a symbol of revolution and resistance but also a part of Indian identity.

Khadi Through the Ages

- 1923 Development of All India Board under the Indian National Congress by Gandhiji.
- 1925 Setting up of All India Spinners Association (AISA)/ Akhil Bharat Charkha Sangh.
- 1935 All India Village Industries Association (AIVIA) was formed.

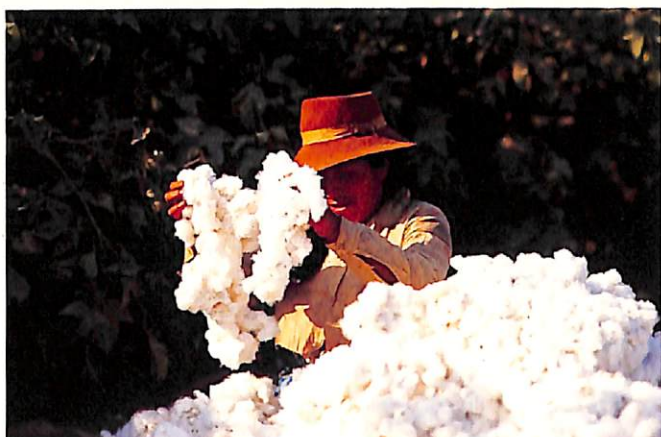
- 1946 Govt. of Madras sought the advice of Gandhiji and set up a department for Khadi
- 1948 Policy framework for setting up of a body for Khadi and Village Industries was laid down in the five-year plan.
- 1953 GOI set up All India Khadi & Village Industries Board (AIKVIB)
- 1955 It was decided that a statutory body should replace the Board.
- 1956 Khadi and Village Industries Commission Act 1956 was passed.
- 1957 Khadi and Village Industries Commission (KVIC) came into being.

Raw Material Used in Khadi

Although cotton is the most prevalent fibre used for making Khadi, other natural fibres like wool and silk are also used. Organic cotton is gaining popularity today.

The heavy consumption of cotton by the mills created an imbalance in the natural ecology; as a result, 80% of all pesticides used in Indian farms were used on cotton farms to increase productivity. Today, as the thrust is on eco-friendly products, Khadi made from organically grown cotton is gaining popularity. Organic cotton is that cotton which is grown without any chemical fertilizers. This is already being done in India

– in the form of Ponduru Khadi, which is produced, from wild varieties of cotton found in the mountainous terrain of eastern part of Andhra Pradesh. Organically produced Khadi are found in natural hues that range from brown to pale green.



A worker sorting cotton.

In addition to the natural fibres, KVIC has permitted the use of polyester staple fibre in blend with other natural fibres. However, the product of this type does not fall within the category of Khadi. It is termed as Polyvastra.

Khadi Varieties

Type	Items
Cotton	Shirting, dress material, bed spread, thick wrapper, coating
Silk	Shirting, dress materials, sari, shawl
Wool	Shawl, furnishing, blanket, hosiery, coating, suiting
Polyvastra	Shirting

KVIC has successfully developed denim through Khadi Gramudyog Prayog Samiti, Ahmedabad. The varieties include light as well as heavy fabric with GSM of 210 to 425.

Major Khadi Producing Areas in India

West Bengal is the leading Khadi producing area of India, and produces the finest Khadi muslins. Much of the Khadi production is found in southern parts of the country particularly Andhra Pradesh. Other Khadi producing regions include Gujarat, Madhya Pradesh, Assam, Orissa, Bihar and Rajasthan.

Salient Features of Khadi



Beautiful Khadi

- Khadi is handspun and hand-woven durable fabric
- The fabric has a subtle texture owing to hand spinning and hand weaving processes involved.
- Khadi yarn is self-twisted and fuller than mill spun yarns.
- Fine fabrics up to 500s count are available which are otherwise impossible to weave on mechanical looms.
- Khadi has no match for its comfort and skin-friendly nature. Less tpi in Khadi endows it good absorbing quality and thus khadi is more soothing in summer as it easily absorbs perspiration.
- Khadi cloth has lower cover factor than cloth made from mill-spun yarns.
- Khadi is the only material allowed to be used for making the national flag.
- Khadi can boast of being 100% natural, dyeing it in natural dyes also makes a perfect combination for green fabric.
- Khadi, totally handcrafted and containing natural fibres, serves as a good medium for fashion statement.

Khadi - The Natural, Eco-friendly Textile

Its natural flavour offers ample scope for the creative expression of fashion gurus - Martand Singh, Rohit Bal, Malini Ramani, Jatin Kochar who feel it is important to popularize the fabric, in order to preserve an Indian heritage, which is on the verge of disappearing. Designer Rakesh Thakore told BBC 'if packaged well, Khadi can be sold internationally'.

SIZE ZERO

Neha Jain, Student, 3rd year, Department of Commerce

Size zero is the new buzzword after the so-called 'reinvention' of the Bollywood actor, Kareena Kapoor, and is becoming popular among youths today.

Size zero is the smallest size among American clothes, which is equivalent to the UK size 4, designed for women with a waist measurement of about 22 inches (commonly found among 8 years olds). To attain this ultra-slim figure, calorie intake per day should be reduced from the usual 1,500 calories to an absolute minimum of 500 calories along with 3-4 hours of workout at a gym. After pushing one-self to such an extent, what is the result... thin, skinny and flab less body along with high risks of contracting tuberculosis, heart failure, cancer, serious depression, eating disorders, chronic insomnia and mood swings. Days and months of starvation makes the body weak with low energy levels, making bones fragile, lessens the water content and loss of muscle. Ultra-slim figure only leads to ultra-slim life.

To prove my point here is a case of a Uruguayan model Luisel Ramos, aged 22, who died of heart failure after a show, following a period of starving herself in a bid to become a more successful model. A year later Luisel's 18-year-old sister, Eliana, also a model, died from malnutrition. Thankfully nothing like this has happened in the Indian fashion industry; but I suspect its only matter of time that such cases will be heard of in our country

The only positive side to this size zero hype is awareness towards good health.

Thus, we don't have to be stick thin in order to be fashionable. We must not forget that the rich and famous have nutritionists and personal trainers to help them remain thin. For those living in the real world, any attempt to attain size zero without proper guidance could lead to under-nourishment and long lasting health damage. Sticking to basics and eating healthy foods like peanuts, almonds, olives and more of greens and multi-vitamins. Following a low carb diet or substituting it with a high protein diet is the key to a healthy and fit life.



Calling the waiter, a man in a restaurant complains that there are no crabs in the crab salad.

After a moment's thought, the waiter asks: "And have you ever seen any Greeks in a Greek Salad?"

INDIA'S TEXTILE HERITAGE

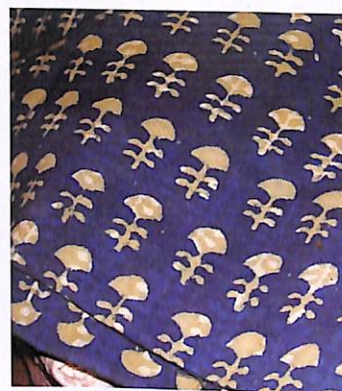
Textile and Clothing section, Department of Home Science



AJRAKH

Ajarakh is a resist method of printing textiles that originated in Sind in the 12th century A.D. Ajarakh in Arabic means blue. This style of resist-cum-block printing is unique to Barmer (Rajasthan) and Kutch (Gujarat). The main centers in Kutch include Dhamadka, Khavda and Bhuj in Gujarat. The fabrics predominantly have blue colour; other colours include red, black and occasionally green.

Dabu comes from the Hindi word, dabana that means to press. A mixture of mud, moth-eaten wheat, gum and sawdust is used to make the 'dabu', which acts as mechanical resist and prevents the penetration of the dye. This resist is printed on the fabric using blocks subsequent to dyeing with Indigo colours. Thus a white resist effect on a blue ground is produced on washing the dyed fabric. This art is practiced in Rajasthan (Bagru and Sanganer)



DABU



KALAMKARI

This is a hand printed / block printed textile dyed with natural dyes. Mythological figures of deities and oriental floral patterns are common among these textiles. This art is practiced in and around the old fishing port of Masulipatnam and Srikalahasti in Andhra Pradesh.

Bagh, which lends its name to the Bagh block prints is a small tribal town in the Dhar district of Madhya Pradesh. The design repertoire of Bagh prints using vegetable dyes covers geometrical and floral compositions and the blocks used for stamping are intricately and deeply carved by block-makers in Pethapur in Gujarat. Bagh layouts are dramatic in the use of black and red alternately on a white background. The entire array of products ranging from bed-covers, saris, dress material, dupatta, pillow covers & cushion covers are available.



BAGH



IKAT

A unique and complex resist dye technique, Ikat weaving requires predetermined sections of yarn to be tied prior to being dyed and then woven. Either the warp or weft threads, or both are tied to produce different kinds of ikat. The pattern emerges once the yarn is woven into fabric. It is practiced in Orissa, Andhra Pradesh and Gujarat. Among the famous ikat textiles are the Patolas of Gujarat, the Telia Rumals of Chirala and the Sambalpuri and Vichitrapuri saris of Orissa.

MATA-NI-PACHEDI

Mata-ni-Pachedi stands out being unique amongst narrative textile traditions from Western India. These block printed and painted shrine cloths always have a central feature, an image of the Mata, the mother goddess in her fearsome aspect – sitting on her throne, or mounted on an animal, brandishing weapons to destroy the purveyors of evil. Every aspect of the Pachedi is divine and evokes awe, trance and even fear. When any of the mata's devotees suffer illness or misfortune, he goes to the mata's shrine and vows that he will make a sacrifice to her if she will relieve him of his troubles. If his wish is granted, he pays for the shrine to be cleaned and decorated, and an enclosure is made up of the 'pachedi' (rectangular shrine cloths), which is erected around the shrine with a chandarvo, the great square shrine canopy draped above it. These cloths are dyed using vegetable dyes.



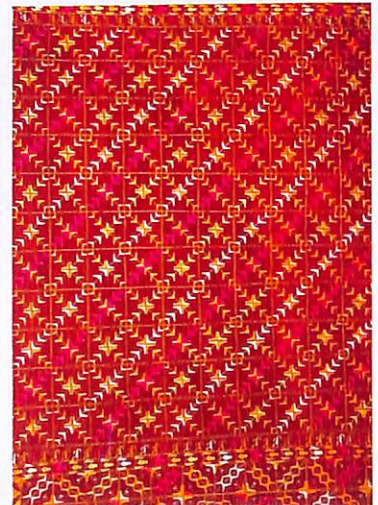
CHIKANKARI

Originally from Lucknow, this is very fine and intricate embroidery done on lightweight transparent fabrics that is enhanced through the use of a single colour. In this embroidery, all the stitches are taken from one center point, ultimately making a small hole in the center. The stitches employed in Chikankari include flat stitches, which are delicate and subtle; embossed stitches, which are highlighted from the fabric surface, and jali or a netted pattern. In the olden days, the embroidery was done on men's and women's apparel and shawls; today the embroidery is popular on handkerchiefs, dinner mats, napkins, curtains, table cloths, gent's kurtas, saris and dupattas.



PHULKARI

The word, Phulkari is made up of two words, 'Phul' and 'Kari', which literally mean floral work. This floral embroidery is done on khaddar with untwisted silk threads and is worked from the wrong side of the cloth of the fabric with darn stitches using coloured silken threads without tracing or drawing the pattern or the design. This art is practiced by the Punjabi women and has a strong social significance that is attached to every girl in Punjab starting from her birth to her marriage.



KIMKHAB

Kinkhwab was originally an elegant, heavy silk fabric with a floral or figured pattern in the form of butis and jals woven with silk as the warp and tilla as the weft. It was produced in China and Japan. Silk brocade of Banaras, Ahmedabad and Surat were well known in the seventeenth century. Kinkhwabs have also been known as 'Kimkhabs', 'Kamkhwabs', 'Kincobs', 'Zar-baft' (Gold Woven), Zartari, Zarkashi, Mushaiar. Kam means little or scarcely and Khwab means a dream and it's said that even with such a name 'its beauty, splendor and elegance can be hardly dreamt of'. Kinkhwabs profusely use gold and silver threads as warp and weft in such a manner that the silk background is hardly visible.



ECO-TOURISM

Ruchika Kharkia, Student, M.Sc Part-II in Resource Management, Department of Home Science

The International Ecotourism Society has defined Eco-tourism as '**Responsible travel to natural areas, which conserves the environment and sustains the well being of local people**'.

A new group of tourism clients has emerged who are demanding different activities, experiences and approaches to tourism from the industry: 'these are the eco-tourists- people who require environmentally compatible recreational opportunities...where nature rather than humanity predominates. According to researches conducted, 3/4 of the tourists say that their travel should not damage the environment, and at least 1/3 of the tourists say that they are willing to pay more to companies that benefit local communities and conservation.

This kind of tourism is highly consumer-centered, catering mostly to urbanized societies and the new middle-class 'alternative lifestyles' that are searching for 'untouched places', off the beaten track of mass tourism; travelers have already opened up many new destinations.

Seven Aspects of Eco-tourism

1. **Involves travel to natural destinations:** These destinations are often remote areas, whether inhabited or uninhabited, and are usually under some kind of environmental protection at the national, international, communal or private level.
2. **Minimizes impact:** Tourism causes damage. Ecotourism strives to minimize the adverse affects of hotels, trails, and other infrastructure by using either recycled materials or plentifully available local building materials and renewable sources of energy.
3. **Builds environmental awareness:** Ecotourism means education for both, tourists and residents of nearby communities. Well before departure, tour operators should supply travelers with reading material about the country, environment and local people, as well as a code of conduct for both the traveler and the industry itself.
4. **Provides direct financial benefits for conservation:** Ecotourism helps raise funds for environmental protection, research and education through a variety of mechanisms, including entrance fees, Tour Company, hotel, airline and airport taxes and voluntary contributions.
5. **Provides financial benefits and empowerment for local people:** The local community must be involved and they should receive income and other



tangible benefits (potable water, roads, health clinics, etc.) from the eco-tourist area.

6. **Respect local culture:** Ecotourism is not only 'greener' but also culturally less intrusive and exploitative than conventional tourism. Whereas prostitution, black market and drugs often are by-products of mass tourism, ecotourism strives to be culturally respectful and have a minimal effect on both the natural environment and the human population of the host country.
7. **Supports human rights and democratic movements:** Ecotourism demands a more holistic approach to travel, one in which participants strive to respect, learn about and benefit both the local environment and local communities.

Characteristics of a Good Eco-Destination

1. Plenty of protected landscapes and recreational areas, such as bike paths or beach areas, shared by locals and visitors alike.
2. Evidence of local control over tourism development that prevents harm to the environment or to local well-being.
3. Local festivals and events that demonstrates people's ongoing sense of pride in their environment and cultural heritage.

Eco-Lodge

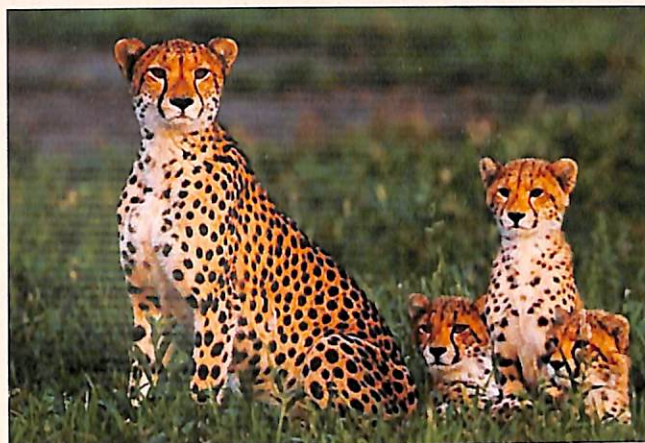
Eco-lodges are quite different from the normal luxurious hotels. The structure is made of material that are found locally and the use of which will not have any negative impact on the environment.

A good eco-lodge should:

- Provide comfortable rooms and common areas



Eco tourist enjoying an elephant ride.



Eco tourism can help save wildlife.

that reflect local design and heritage.

- Offer a natural setting that has been carefully preserved retaining indigenous landscaping.
- Use local, sustainably harvested and recycled building materials.
- Purchase foodstuff from local farmers and fishermen.

Benefits of Eco-tourism

1. Greater protection of public lands and empowers rangers and staff to enforce conservation regulations.
2. Funds private investment in conservation, which enables biodiversity conservation.
3. Changes local attitudes and behavior, decreasing overexploitation, creating 'untouchable' zones.
4. Local entrepreneurs can shift from environmentally exploiting/extracting businesses to those, which appeal to eco-tourists.
5. Provides employment and generates wealth (profits).

Problem Associated with Eco-tourism

Although most of the negative environmental and social impacts of tourism are predetermined in the sitting, design and construction phases, a much-ignored fact is the notion of the carrying capacity of the land. As the tourist spot grows popular, it attracts public causing damage to the land because it needs to provide for the increased influx of the tourist. If eco-tourism is not managed scientifically it has the potential to cause destruction.

Guidelines for Responsible Tourists

- Respect local traditions and etiquette
- Be flexible in your expectations
- Reduce, reuse and recycle

- Choose a tour operator or guide intelligently
- Bridge cultural gaps
- Support local economies
- Be a good example for others; spread the word about responsible ecotourism.

Starting in the 1990s, this sector has grown 20%—34% annually; in fact in the year 2004 ecotourism was growing globally 3 times faster than tourism industry as a whole. Today Eco-tourism as advertised in India is technically 'Nature Tourism'. The high-dollar international tourist is in search of ecotourism. The market niche is unique and practically untapped in India at this time. Therefore it is an appropriate time for both the government and public to increase their participation to promote eco-tourism.

BEAUTY TIPS

Ratna Kakkad, Student, 3rd Year Department of Commerce

1. To soften rough palms, apply glycerin and lime juice in equal proportion.
2. For instantly shiny hair, use a mixture of tea boiled in water with lemon juice, for the last rinse.
3. To get rid of dandruff, apply a mixture of warm olive oil, coconut oil and lemon juice on your hair. Do a steam-towel wrap for 15 minutes and then wash off.



VISUAL PERSUASION: USE OF PICTURES IN EFFECTIVE ADVERTISING

V Kavitha, Student, M.Sc Part II in Resource Management, Department of Home Science



Pictures are thematic representation of an idea. It is an indispensable part of any advertisement. An apt picture not only enhances beauty, but also effectively fixes the product of advertisement in the mind of the spectator. Pictures should be regarded as that unit of the layout, which portrays the basic theme of the advertisement, either directly or by analogy. Illustrations are an important element for delivery of the message. They partially contribute to the theme of the advertisement. Picture invests the advertisement with a personality. Some advertisements are not read at all, but still the picture creates an impact. They give credibility to the advertisements. Studies by PRS have revealed that:

- More than 43% of the audience is more likely to be persuaded by a presenter using visuals.
- Consumers are willing to pay 26% more for the same product using visual.
- Most people will retain 10% of information heard, 20% if they see a visual, and 50% or more of the material if they both see and hear.

Advantages of Pictures

Pictures in advertisements are used to illustrate a product; how the product is used, the benefit that comes from it, a service the product delivers, or a state of mind the product produces. They give visual expression to an advertisement. Illustrations get the attention of the reader. It increases the reader's interest in the product, intensify his desire to own it, persuade him to want it and contribute to the buying desire.

They can show the product itself, and familiarize people with it and what it looks like, a major advertisement

objective. They can bring a relevant part of the product into sharp focus in the reader's mind. They can show the use in the lives of the people who are using it in the form of visual demonstrations. By creating pictures of situations that reader can project himself into, it increases the opportunity for the reader to understand how readily the product can fit into his life.

Illustrations can make the viewer feel for the product. They can show why it has a long life. How it feels soft and supple to touch. They can make the taste bud tingle and our mouth starts watering when we see a juicy streak. They can show the benefits of using product nice white teeth or the result of not using a product the dentist's chair.

80% of all impressions are received through eyes. Picture communication works at subconscious levels. It happens fast. Pictures work subtly and sometimes insidiously.

An average person is always in a hurry. Pictures offer a real practical solution, as they are the quickest way of grabbing attention as well as getting an idea across.

Video Recorder Pen

- world smallest spy DVR

Features:

Video recorder & Voice recorder in high resolutions ;
Long working distance up to 15 M;
300 K pixels for digital video;
Powerful Li-on battery supporting Continuous recording up to 100 mins;
Capacity : 1G/2G/4G, (1G : 3 hours, 2G : 6 hours, 4G: 9 hours)



Use of Models in Endorsements

Testimonial of well-known people creates effectiveness when accompanied by a picture of the celebrity. Models should display a wide gamut of emotions. They establish quick and profound contacts with their audience. With declining demand for the frozen face maiden, the girl with flexible personality has come into fore. A pretty smile no longer suffices in itself but

it must look more convincing. Stiff poses make readers feel they are looking at a pre-planned picture. Today models are necessarily not the best looking. A handsome face is no longer synonymous with the classical profile; men with broken nose, crooked mouth, eye patches and even bald headed are considered attractive. Women who are not ideal beauty appear with increasing frequency in today's communication.

Do Pictures have Gender?

An advertiser is highly interested in the effect of the picture on the viewers. Shapes have a definite sexual implication. Round objects seem more feminine while angular appear more masculine. Almost every object has a sex of its own. It is important to keep this fact in mind when choosing symbols or props for illustrations. This is illustrated in the following pictures:



Masculine symbol

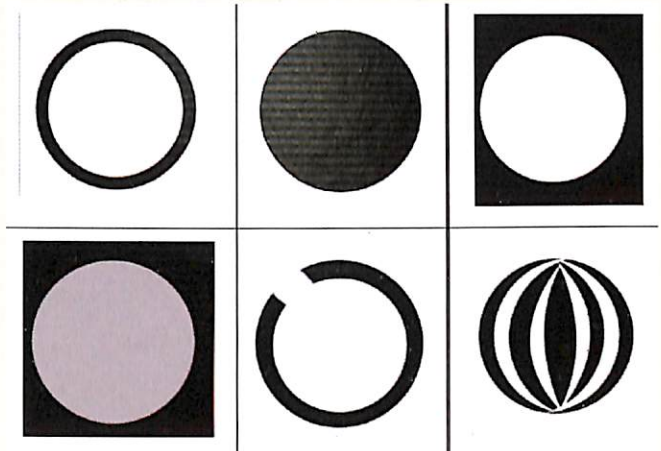


Feminine symbol

- The texture of potato makes it a masculine article. A tomato, which is soft and pretty, has become a symbol of femininity. Apple can be attributed to both the sexes.
- Trees with its wooden texture reek of masculinity. Delicacy of flower assures their place in the woman's domain. Shrubs can be a neutral object.
- Wool for its tweedy texture is associated with men's suit than lady's dresses. Silk has a different connotation all together, its softness and pliability makes it more feminine. Cotton can be suitable with either gender.
- Black has strength and opacity. This quality makes it appear more masculine than feminine. The translucency of white and its virginal quality gives it a maidenly appearance. Grey can portray any sex.

Optical Illusion

It's easy to fool the eye. There are certain manipulations that can be done with colors and shapes that can give an associated feeling, as seen in the following chart:



The color black makes the object appear smaller, while a white circle appears larger. A grey circle appears relatively smaller than the white one. In a circle with a break in the outline the line, becomes more important than the inside of the circle itself. Circle with stripes make it elongated giving it an oval shape.

Arrangement of the Elements


The public tends to receive a total image of an advertisement. The consumer does not study each and every element of an advertisement. He does not analyze, on the contrary he feels. The various elements of an advertisement (illustration, text, type faces, signature, color, and layout) work together in making the first impression. The composition of an advertisement, arrangement of elements on a page is important in attracting readers.

Well-organized layouts have an important role in advertising. They suggest restrained, dignified and self-assured salesmanship. Readers are less likely to identify with such layouts. 'Ad-y' gimmicks often weaken the advertiser's message. A deliberately haphazard layout encourages the reader to scan the pages uninhibited. The pell-mell arrangement of items suggests presence of a bargain.

Study of Empathy

The viewer feels a part of the picture, firstly, if the situation depicted represents a familiar scene to the viewer discovering things he knows. Secondly, if the

choice of models, people presented are friendly. Picture should not evoke unfavorable association. Unhappy situations should be avoided. Happy positive events only encourage more readerships. Advertisements





Invest in your child

Invest in our future

When you are caring and kind to others, you're not only telling your children that relationships matter, you are showing them how to care, too. Children who are kind and caring to others are kids who will start school ready to succeed. And research shows that success at school leads to success and happiness throughout life.

Visit www.ourkidsnetwork.ca/uey for fresh, fun ideas on raising caring children.

Helping you make a lasting investment in your child's future.

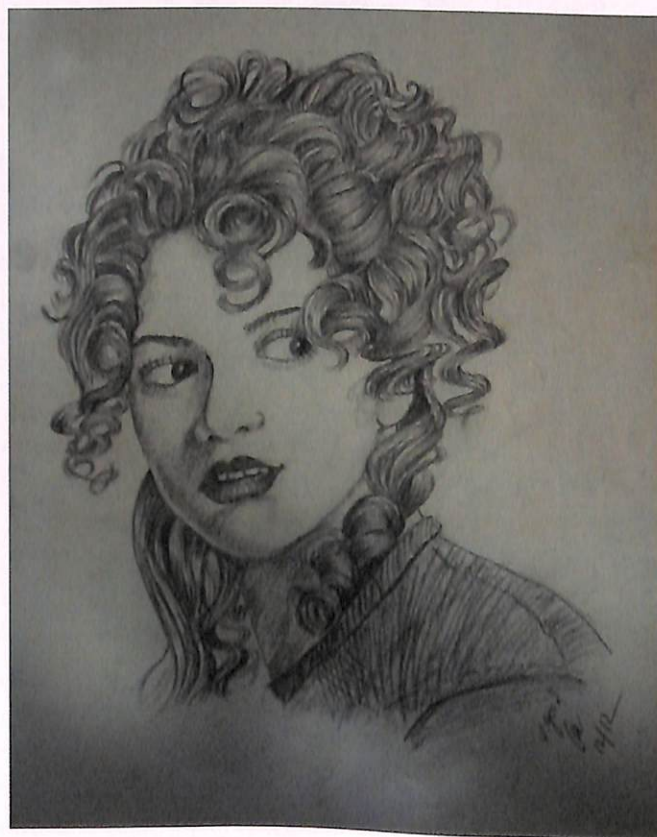
  Human Resources and Social Development Canada Ressources humaines et Développement social Canada

featuring abstract art fail because of the reluctance of spectator to become involved with something so unfamiliar.

Thirdly, there should be nothing in the picture that goes against his/her moral conviction. If a reader's potent beliefs are threatened then he either leaves the scene or resents with active anger. A reader is satisfied if he does not have to change much in the picture. The anticipation of completing chores or making an effort (empty room needing furniture, queue in front of a ticket counter) is distasteful to him.

Although these guidelines have been suggested, advertisers sometimes experiment with the elements and 'break the usual rules' to create an impact. A different advertisement catches the attention of a viewer and helps in retention.

Visual persuasion is an effective tool of advertising. But there is a flip side to this approach. There is a limit to how far visual persuasion can be used in advertising. There is a tendency of the focus shifting from the actual product or brand to the visual tools being used. Ultimately the target audience tends to retain only the visual images. How far the visuals have to be used should be judiciously decided. There should be a limit. Otherwise the basic motive of the advertisement is self-defeated. It should be used carefully so that it does not hurt the sensibilities of certain sectors of society. Although harping on 'shock value' can sometimes grab attention, it is a highly risky venture and only big companies can afford it. Advertisements should follow certain codes of conduct. Advertisements as a promotional tool, by its very nature should be dynamic and continuously evolving to keep in pace with change in time.



Pencil sketch by **Raiha Ahber**, student, 1st B.Sc, Department of Home Science

INFLATION

Ayesha Zafar, Disha Kabra, Vedika Ladia, Udita Agarwal, Ritika Agarwal & Yukti Ghorawat,
Students, 2nd Year, Department of Commerce

Inflation is a rise in the general level of prices of goods and services over time. It is a situation in which there is a persistent, continuous and abnormal rises in prices. The most common gauge of inflation is known as the CPI or consumer price index, which measures the price increase or decrease of basic consumer goods and services. However, in India inflation rates are measured by wholesale price index (WPI). Inflation decreases the value of money and makes it more expensive to buy goods and services.

Causes of Inflation

- Inflation is caused by various factors:
- Increase in money supply unaccompanied by proportionate increase of output.
- Increase in community's aggregate spending which naturally leads to greater demand for the economy's output and raises its prices.
- Excessive and under speculation and tendency to hoarding and profiteering as the part of producers and traders.
- Rise in wages and other costs.

A cumulative effect of the various factors mentioned above has been falling productivity and consequent rising cost of production.

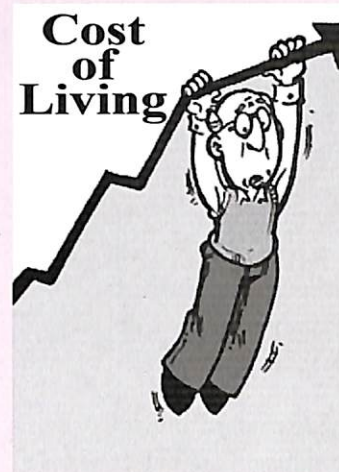
The understanding of the causes of inflation will not be complete without understanding the concept of 'inflationary gap' propounded by Keynes. Inflationary gap arises when consumption and investment spending is greater than full employment output level. The implication of inflationary gap is that national income, the output and employment cannot rise further.

Nature of Inflation in a Developing Country

The nature of inflation in developing economies is quite different from that of advanced countries. In developing countries, massive outlays by the government on various development programmes put large purchasing power in the pockets of people. As result supply lags far behind demand. Projects take long time to mature; and supply of food, cloth and other essentials of life are extremely inelastic. Therefore, the prices of such goods go on rising rapidly pushing up the cost of living and prices.

Inflation is a sign that an economy is growing. High inflation can break the monetary system whereas lack of inflation maybe an indication that the economy is weakening. Moderate rise of inflation is good for the economy and that is what every country tries to achieve.

Inflation can have bad effects on growth, reduction in economic affiance, distribution of tax system, speculation, change in spending habits, rise in labour cost and increase in petrol prices.



Control of Inflation

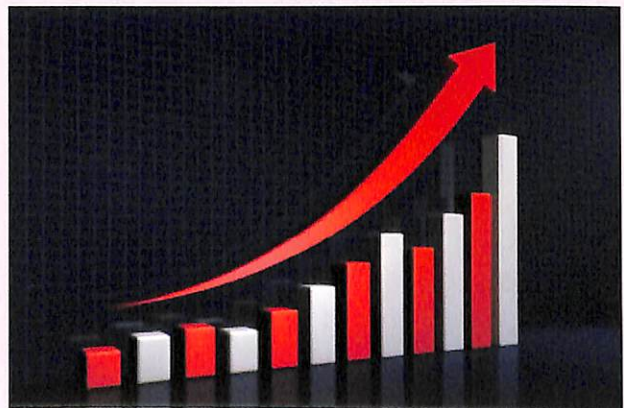
1. Monetary Policies

Monetary policy can help in reducing the pressure of demand. During inflation, the Central Bank can raise the cost of borrowing and reduce credit-creating capacity of Commercial banks. With the reduction of credit-creating capacity, the banks will be more cautious in their lending policies. The result will be a fall in the volume of spending and thus will control inflation.

2. Fiscal Policies

The government's fiscal policy can contribute to the control of inflation either by reducing private spending or by decreasing government expenditure or combining both the elements.

Inflation till the early nineties was primarily caused by domestic factors, but today inflation is caused more by global rather than domestic factors. Though the inflation rates have been fluctuating because of numerous reasons India is trying to achieve stability in the inflationary rates.



Inflation on the rise.

MOBILE COMMERCE

Megha Ganeriwal, Vidhi Kandoi, Kritika Poddar, Ruchira Pasari, Riti Shah & Karishma Sultania,
Students, 2nd year, Department of Commerce

Mobile Commerce (also known as M-Commerce, m-Commerce or U-Commerce, owing to the ubiquitous nature of its services) is the ability to conduct commerce, using a mobile device e.g. a mobile phone (cell phone), a PDA, a smartphone and other emerging mobile equipment such as dashtop mobile devices. Mobile Commerce has been defined as follows:

'Mobile Commerce is any transaction, involving the transfer of ownership or rights to use goods and services, which is initiated and/or completed by using mobile access to computer-mediated networks with the help of an electronic device'.

Products & Services Available

1. **Mobile Ticketing:** Tickets can be sent to mobile phones using a variety of technologies. Users are then able to use their tickets immediately by presenting their phones at the venue also help users remotely secure parking spots (even while in their vehicles) and greatly facilitate mass surveillance at transport hubs.
2. **Mobile Vouchers, Coupons & Loyalty Cards:** Mobile-ticketing technology can also be used for the distribution of vouchers, coupons and loyalty cards. It is represented by a virtual token and presenting a mobile phone with one of these tokens at the point of sale allows the customer to receive the same benefits as another customer.
3. **Content Purchase & Delivery:** Currently, mobile content purchase and delivery mainly consists of the sale of ring-tones, wallpapers, and games for mobile phones. The convergence of mobile phones, mp3 players and video players into a single device will result in an increase in the purchase and delivery of full-length music tracks and video. Download speeds, if increased to 4G levels, will make it possible to buy a movie on a mobile device in a couple of seconds, while on the go.
4. **Location-based Services:** Unlike a home PC, the location of the mobile phone user is an important piece of information used during mobile commerce transactions. Knowing the location of the user allows for location based services viz, local maps, offers, weather & people tracking and monitoring.
5. **Mobile Banking:** Banks and other financial institutions are exploring the use of mobile commerce to allow their customers to not only access account information, but also make transactions, e.g. purchasing stocks, remitting money via mobile phones and other mobile equipments.
6. **Mobile Brokerage:** Stock market services offered via mobile devices have also become more popular and are known as Mobile Brokerage. They allow the subscriber to react to market developments in a timely fashion irrespective of their physical location.
7. **Mobile Marketing & Advertising:** Mobile marketing is an emerging concept, but the speed with which it's growing is remarkable. Mobile marketing is a highly responsive type of marketing campaign, especially from brands' experience point of view. And almost all brands are getting higher campaign response rates. Corporations are now using M-Commerce to expand everything from services to marketing and advertisement. Although there are currently very few regulations on the use and abuses of mobile commerce, this will change in the next few years.



However negative issues like ID theft, phishing and pharming are lurking when it comes to mobile banking, particularly when done through the mobile web.

Mobile Commerce's Influence on Youth Markets

An experiment was conducted in Europe, South Korea and Japan and it involved viral straight to the end-user mobile integrated campaigns for the delivery of products and coupons with instant savings from Mobile hand-held devices. This was commissioned by top Mobile providers like Deutch Telekom (German T mobile) and Orange with music artists -DJs and Mobile youth street teams that not only drove instant purchases



Surf the net on your phone.

of event tickets sales, but also drove the sales of purchase of three different viable youth products to over 200,00 thousand end-users in 8 days. This test showed how the Global youth mobile market could react autonomously and create trends. It also showed how products-applications took on new life because of young mindsets who are the early adopters of any form of social engaging technology services.

Payment Methods

The main payment methods used to enable mobile commerce are:

- Premium-rate calling numbers,
- Charging to the mobile telephone user's bill or
- Deducting from their calling credit.
- Registration of a credit card that is linked to a SIM card.

WHY ARE SOME PEOPLE LEFT-HANDED?

Richa Shah, Student, 2nd Year, Department of Commerce

Left-handedness! Is it a condition to be worried about and does it require correction? The answer given by most authorities is NO. If there is a strong preference for the left hand and the person is able to perform well with it, there should be no expectation to change his or her preference of working-hand.

About 40% of the population is left-handed. In the course of history, many of the greatest personalities have been left-handed; Leonardo da Vinci, Michelangelo are some to name a few. Of course we live in a right-handed society, i.e. to say that most of the things we use are made for right-handed people - doorknobs, locks, screwdrivers, automobiles, musical instruments, even the buttons on our clothes are arranged for the right-handed. This may cause certain amount of adjustments to be made by a left-handed person, but most of them manage to get-by efficiently.

There is no single accepted explanation of what makes most people right-handed and a minority left-handed. Here is one theory: the body is not 'symmetrical', i.e. the right side of our body is not exactly like the left side. Our legs differ in strength; some even wear two different sizes of shoes. This 'asymmetry' goes through our whole body. Now when we come to the brain, we



discover that while it has a left and a right half, these two halves don't function the same way. It is believed that the left half of the brain is the 'dominant one'. Since, the left-brain is dominant the right side of the body is more skilled, better able to do things. We read, write, speak and work with the left-brain. This of course makes most of us right-handed too. But in case of the left-handed people it just the opposite, the right half of the brain is dominant and as such a person works best with the left side of his body.

DESIGN & ART



Abstract painting by Jackson Pollock.

Design is often viewed as a more rigorous form of art, or art with a clearly defined purpose. It may also refer to applied arts and engineering. The distinction is usually made when someone other than the artist is defining the purpose. In graphic arts the distinction is often made between fine art and commercial art.

In the realm of the arts, design is more relevant to the 'applied' arts, such as architecture and industrial design. In fact today the term design is widely associated to modern industrial product design as initiated by Raymond Loewy and teachings at the various Design Institutes.

Design implies a conscious effort to create something that is both functional and aesthetically pleasing. For example, a graphic artist may design an advertisement poster. This

person's job is to communicate the advertisement message (functional aspect) and to make it look good (aesthetically pleasing). The distinction between pure and applied arts is not completely clear, but one may consider Jackson Pollock's



(often criticized as 'splatter') paintings as an example of pure art. One may assume his art does not convey a message based on the obvious differences between an advertisement poster and the mere possibility of an art. One may speculate that Pollock, while painting, worked more intuitively than would a graphic artist would when consciously designing a poster.

The person designing is called a designer, which is also a term used for people who work professionally in one of the various design areas, (such as a fashion designer, concept designer, web designer). Designing often requires a designer to consider the aesthetic, functional, and many other aspects of an object or a process, which usually requires considerable research, thought, modeling, interactive adjustment, and re-design.

Design in the commercial sense is a very calculated and defined process, it is discussed amongst a group and implemented taking careful steps to make sure the objectives of the project are met. A designer is similar to an engineer in that respect must not only have an eye for color and style, but must adhere to very intricate functional details that will meet the objectives of the project. The word 'design' lends itself to a hint that someone or something has carefully created this 'thing' and much planning and thought has been executed to produce the imagery or materials used for the project.

Design underpins every form of creation from objects such as chairs to the way we plan and execute our lives. For this reason, it is useful to seek out some common structures that can be applied to any kind of design, whether it be for video games, consumer products or one's own personal life.



An architectural design.



A beautifully designed lamp.

The design process can be defined as 'the management of constraints'. There can be two kinds of constraint, negotiable and non-negotiable. The first step in the design process is the identification, classification and selection of constraints. The process of design then proceeds from here by manipulating design variables so as to satisfy the non-negotiable constraints and optimizing those which are negotiable. It is possible for a set of non-negotiable constraints to be in conflict resulting in a design with no solution; in this case the non-negotiable constraints must be revised. For example, take the design of a chair. A chair must support a certain weight to be useful, and this is a non-negotiable constraint. The cost of producing the chair might be the other. The choice of materials and the aesthetic qualities of the chair might be negotiable.

Poor designs occur as a result of mismanaged constraints. A good design on the other hand increases the appeal of the object manifold and ultimately has its effect on sale.

Any good artist should inspire an emotion. It doesn't have to adhere to any specific rules; the artist can create his own rules. Art is something that can elicit a single thought or feeling such as simplicity or strength, love or pain and the composition simply flows from the hand of the artist. The artist is free to express himself in any medium and color scheme, using any number of methods to convey his message. No artist ever has to explain why he did something a certain way other than what he feels would best portray his feeling or emotion or message.

Many designers are artists and many artists are designers, the line between the two is complex and intriguing. Many of the artists do not create a unique portrait of their innermost selves or inspiration; rather

they clearly use popular trends to capture the attention of the viewer. Many of the art works are 'throwbacks' of past artists styles or color and are simply refreshed for public consumption. The very fact that older artists inspire newer artists seems to contradict the whole definition of art. These artists are following a method, a pattern or a standard that has already been established by another artist and therefore they are not creating something completely new; rather they follow instructions laid down by a previous artist rendering that piece to be more of design than art.

If the artist says 'I have designed something in the standard of Picasso' but simply a design based on his style although with a new twist, then we would feel more comfortable accepting it for what it is, a design. But when an artists style and methods are completely the same as someone else's and even if the message is different, it cannot be passed off as art because the newness and nature of it simply flowing from the source seems to be absent and it becomes more like a creation that has never been seen before.

Designers who are passionate about their work should try and dedicate time to create 'art' for art sake and train themselves to express emotion and feeling through their designs. Uniqueness comes from passion and not adhering to any rules that may force the artist to make even one stroke that was unintended. Designers who are looking for the next big trend or who want to be the one to create that trend must create truly original pieces to display their artistic prowess and then apply the unique method to their design at work. This would create a truly harmonious balance between art and design.



A beautiful merger of design and art.

SPECIFIC LEARNING DISABILITIES

Rachna Jaiswal, Rosie Zomanpuui, Pragiyoti Bhowmik, Students, M.Sc Part-II,
Human Development, Department of Home Science

Anita, a 12-year-old girl studies in Class VI at a Government aided school in Kolkata. She always scores the highest marks in Mathematics but lacks concentration in other academic subjects. During her exam she is very inattentive, though she knows the answers well. When she was taken to a special educator, it was found although her IQ was above average and she was suffering from Specific Learning Disability (SLD).

Learning Disability (LD) is a leading problem among the students, which is caused by a problem in the nervous system that affects how information is received, processed or communicated. There are a variety of disorders that affect the way verbal and non-verbal information is acquired, understood, organized, remembered and expressed. The National Advisory Committee on Handicapped Children (1968) has defined LD as 'A disorder in one or more of the basic psychological process involved in understanding or in using language, spoken or written which may manifest itself in an imperfect ability to listen, think, speak, read and write, spell or to do mathematical calculations; these terms however do not include children who have learning problems which are primarily the result of visual, hearing or motor handicaps, of mental retardation or of environmental, cultural or economical disadvantage.

Signs & Symptoms

In most cases LD children have average or above average intelligence but have problem in information processing. Some of the symptoms are as follows:

- Confusion with time, date, year, season.
- Trouble understanding concepts like up/down, left/right, above/below, top/bottom, in/out, under/over.
- Unable to sit still or concentrate, are awkward and clumsy.
- Often disorganized, have difficulty in following directions, making decisions, or carrying out a plan.
- Lack self-confidence and self-esteem.
- Socially immature and less friendly.
- Have poor eye-hand coordination and messy handwriting.

Classification

The types of SLD are categorized by the information and cognitive processing problems, which are, listed below:

Dyslexia: a reading disability where a person has trouble reading words fluently.

Dysgraphia: a writing disability where a person has trouble writing words

Dyscalculia: a mathematical disability where a person has problem with concepts.



Dysphraxia: a motor coordination disorder, also known as Sensory Integration disorder

Dysphasia: a language disability where the concerned person finds difficulty with reading comprehension

Aphasia: a language disability, where the concerned person has difficulty in understanding spoken language. Most cases of Dyslexia and Dysgraphia are correlated.

Causes

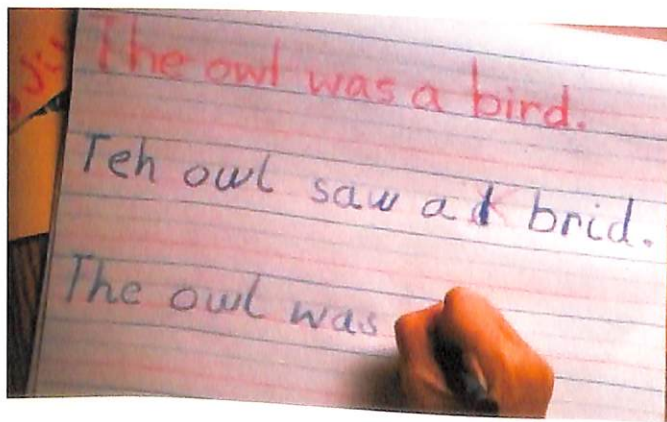
The causes LD or SLD are still unknown, but it is likely that many factors are involved. Sometimes there is no apparent cause for a learning disability. Some causes of the neurological impairment include:

- Heredity
- Problems during pregnancy and birth
- Accidents after birth
- Behavioral Factors
- Social environment factors
- Cognitive Factors

Treatment

Early detection and diagnosis is necessary. Educational, psychological and medical professionals can conduct a comprehensive evaluation of physical or medical problems and help the child to overcome the difficulties

Intervention



Based on the research findings, specialists recommended development of interpersonal, physical and adaptive skills, which restore, improve and also prevent the decline of functional in capabilities.

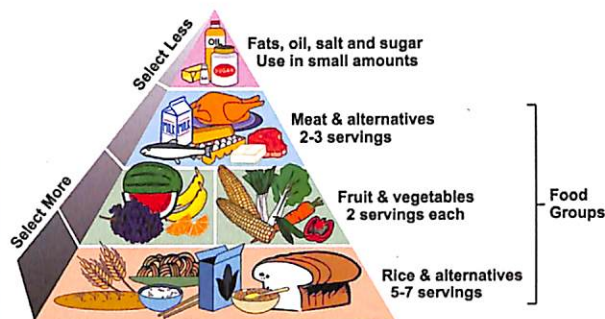
Some Suggestions for Parents

- Be brief and give precise and clear rules.
- Limit the child with short projects and avoid too many activities at a time.
- For complicated tasks, give practical examples.
- Repeat learning experience.
- Cooperate with the school and discuss the problem with the class teacher.
- Keep small goals to achieve success like finishing homework. Reward that success.
- Be patient, but firm, with impulsive or negative behavior.
- Encourage activities or skills that your child does well.
- Regardless of how things are going, plan to spend sometime with your child as often as possible.
- Establish routines such as at bedtime, and explain the change if it happens.

HEALTH TIPS

Ratna Kakkad, Student, 3rd Year,
Department of Commerce

1. After eating dinner, massage the gums with vinegar and a pinch of salt with the index finger for two minutes. This will fight bad breath.
2. Just after a bath, while your body is still moist, use your favorite moisturizer all over and let it dry naturally. This way the natural moisturizer of the body is locked in and you feel fresh and moisturized all day long in the summer.



समय अनमोल है, जीवन पल-पल से बनता है

Neha Singh, Student 1st Year, Department of Commerce

- १) एक साल का महत्व समझना हो तो उस विद्यार्थी से पूछो जो एक बार अपनी कक्षा में फेला हो गया हो।
- २) एक माह का महत्व समझना हो तो उस माँ से पूछो जिसके एक महीने पहले बच्चा पैदा हो गयो।
- ३) एक सप्ताह का महत्व समझना हो तो उससे पूछो जो साप्ताहिक पत्रिका निकालता है एवं एक सप्ताह अखबार न निकाल सका।
- ४) एक दिन का महत्व समझना हो तो उससे पूछो जो रोज मेहनत कर अपना पेट पालता हो व एख दिन उसे काम न मिला।
- ५) एक मिनट का महत्व समझना हो तो उससे पूछो जो रेलगाड़ी से जा रहा हो, पर जिसकी गाड़ी छूट गई हो।
- ६) एक सेकेण्ड का महत्व समझना हो तो उससे पूछो जो दुर्घटना से बाल-बाल बच गया।
- ७) एक सेकेण्ड के दसवें भाग का महत्व समझना हो तो उससे पूछो जो ओलम्पिक खेलों में गोल्ड न पा सका।

FRIENDS ARE FOR A LIFETIME

Prateek Lohia, Student, 2nd Semester, Department of Management

Friends come in all shapes, sizes and styles. Now-a-days there are new types of friends like – chat friends, SMS friends, and even wrong number friends. Friendship is a ship that can never sink, according to the ageless wisdom enshrined in a movie song! I do not claim to be an authority on friendship – I cannot recount the history of friendship down the ages, though I have read about Damon and Pythias. Neither can I discourse learnedly on the ingredients of a great friend, let alone a great friendship. But like most of us, I have had and continue to have, a host of friends – ranging from the best friends, bum chums and bosom buddies to passing friends and one-journey friends.



Drawing from my admittedly modest wealth of experience with various types of friends I can suggest some tips. First, you choose your friends. Well, most of the time you can, at times they choose you. Considering a wise saying, it is better to be with someone who likes you than with someone whom you like. Twisted but true. Coming back to the topic at hand, you get to choose your friends, which mean that you are likely to share a lot of things with them. The next best things about friends are that you can borrow from them, without any feeling of guilt, remorse or shame. Most of these borrowings are limited to books, CDs, cell phones and iPods. Our list also expands to two wheelers, four wheeler, notes before the exam, and for selected few, answer scripts during exams. Money of course figures on top of the list of things we would like to borrow from friends. But since in any given group of friends, everyone is almost always on the same level of being broke, this seldom happens. Perhaps the best

thing about friends is that you get to share a lot of things you cannot share with anyone else – your likes and dislikes, your fears and hopes, your aspirations and weaknesses, your crushes and fantasies – just about anything. Then there are those trips to nowhere in particular, evening spent lazing around on the beach or your terrace, days and nights spent in feverish anticipation and preparation of some event, the excitement when a project succeeds, the disappointment when things do not work out... the list is virtually endless. All said and done, Friends ROCK!!!

Therein Lies the Rub

Siddarth Sharma, Student, 4th Semester
Department of Management

Society demands a woman to be a particular kind; it prescribes an ideal woman but it reserves its approval—its esteem, its appreciation, its recognition, its awards, its admiration, its praise, respect and acclaim—for those women, who flout all the expectations and defy its prescriptions.

Think of any Indian woman who has had any impact through myth and legend and history: Durga, Kali, Draupadi, Rani Lakhshmibai, Indira Gandhi, Mother Teresa. Think of any contemporary Indian woman who has achieved social recognition or appreciation—Rekha, Sushmita Sen, Arundhuti Roy, Mira Nair, Kiran



Mazumdar Shaw, Sania Mirza. You will find that they are all women who do not recognize any social limits on their beings. They are all women who stride way ahead, or go away, or create their own difficult road. They are all women who do not follow the beaten path.

On the other hand, think of the women who did the done thing- Sita did every single thing by the book. Did it get her society's approval? Madri was the perfect wife who even committed sati with Pandu. But who gets all the attention? It is Kunti, a woman with a curious past and her own mind. Krishna's wives committed Jauhar after him. Do we know their names? The names we associate with Krishna and celebrate and adore are of two of the most defiant women in their society- Radha and Meera. Littérateurs like Kalidasa and Tulsidas became men of learning because of their wives. Do we know who they were?

It's very simple, really. When you follow behind, you remain unseen, unsung, unnoticed, taken for granted and therefore uncelebrated. When you walk ahead, or walk away, you are seen, followed, recognized, validated.

So ladies, by all means, walk a step behind your husbands. Do it so you can support them and prop them up to give the world the illusion that they have a spine. Don't expect social approval for doing it. Feel free to follow in your husband's footsteps. Do it so you can clean up his messes and do damage control. Don't expect society to validate your hard work and celebrate you for it. Take the backseat when your husband drives. Do it so you can drive him where you want to go. Don't do it for any respect or rewards from society.

The Life of Mark

I was minted, born in the 1920's in Germany. One could hardly, even with counsel from Satan and Loki, contrive a more unfortunate time and place for the birth of one of my kind. I recall that I was introduced in the market in august 1924, which was a couple of years before the unimaginable and ironically humorous state of low value I was reduced to. So I had a couple of years to be properly circulated.

Shortly after being packed in neat sacks with the currency symbol, in pleasant company of my brothers; we were packed off to the local bank and placed in safe vaults. I felt quite important and strutted around



The Deutsch Mark

pompously. It was very satisfying to be attended to so relentlessly by armed guards day and night. Us notes were all crackling with anticipation for what fate had in store for us. There were some old ones among us, who had seen something of the world. They told us stories about misers, who by the way are prince among men. They spoke reverently of this class of men who worship us in the morning, brush and air us daily, and sing us to sleep. We longed to live that life of luxury. However, we all also shared a guilty fantasy. In the dead of night, suspended by a rope through the glass roof, a burglar! Calm and composed, completely in control he climbs down and lands as quietly as a cat. Approaching the safe, he picks the lock with an indulgent smile and packs us off. Next day we make front page headlines!

Nothing of this sort happened to me however. I was claimed by a elderly gentleman with a soft voice and a dignified manner. His son was a loud drunkard, and he grabbed me a nanosecond after setting eyes on me. The same night he gambled me away to a well dressed thirty-something French man. He was an artist. Unfortunately he was also a active communist and he was mugged and killed on his way home. The mugger stuffed me in his pocket and fled to his home near the docks. I could see that he was plainly shaken by the day's events; must have been a rookie. Anyway he left me in his pockets and the washerwoman promptly claimed me. Integrity is not to be found associated with fiscal matters, one of my life's philosophical nuggets of wisdom. And in this manner I was passed on innumerable times. The year 1929, witnessed the Great Depression. A bundle of notes was barely enough to get a cup of tea. I was soon, very unceremoniously bundled off in lieu of a shirt; and now I am in the right hand of a shopkeeper, with a unlit cigar in his mouth awaiting my fate.

STOP MAKING EXCUSES

Chayan Daftary, Student, 3rd Year, Department of Commerce



'He that is good for making Excuses, is seldom good for anything else'

Most of us are guilty of having done something we shouldn't have or of not doing something we should have. When we are questioned about our misconduct, do we accept responsibility and admit we are at fault? Usually not. Instead we make excuses. Making excuses for mistakes is not new. In fact, we can trace this undesirable habit all the way back to the Garden of Eden. For when God asked Adam if he had eaten of the tree he was commanded not to, Adam created the world's first excuse, 'the women whom thou gavest to be with me, she gave me of the tree, and I did eat'. And when god asked Eve what she had done, she gave the world's second excuse, 'The serpent beguiled me, and I did eat'.

Excuses Negate Responsibility

Excuses negate responsibility, and it is responsibility that separates man from the rest of the animal kingdom. Unlike other animals, we are responsible not for what we have, but for what we could become. If we are to take credit for our successes, we must assume responsibility for our failures. Trying to hide our failures with our excuses is like concealing a small hole in our garment with a large patch; it only makes the matter worse. Shakespeare has written:

'And often times, excusing of a fault,
Doth make a fault the worse by the excuse;
As patches set upon a little breach,
Discredit more in hiding of the fault,
Than did the fault before it was so patch'd'

Excuses are harmful because they prevent one from succeeding. When we make excuses and repeat them often enough, they become a belief. The belief then becomes a self-fulfilling prophecy. For example, a sales rep discouraged by his poor sales starts to blame the price of his product - 'No one wants to buy it because it's too expensive', he says. After repeatedly making this excuse, he begins to believe it is true. The result? Dismal sales. Compare this with a responsible sales rep. After hearing many prospects complain about the high price, he accepts responsibility. 'It is my fault they

are complaining', the rep says, 'for I haven't justified the cost of my product by adequately pointing out its value'. Once we accept responsibility, we can evaluate our actions and take corrective measures to find solutions to our problems. Excuses, on the other hand, are like stop signs; they halt our progress.

By refusing to make excuses and embracing responsibility, we reap many rewards. The successes brought by this attitude act as a foundation for self-respect, pride and confidence. Responsibility breeds competence and power. By living up to our promises and obligations, we win the trust of others. So, you see, making excuses can put the brakes on our progress, while accepting responsibility can lead us to the top.

How to Stop Making Excuses and Start Building Life

1. Realize that your success or failure depends on you

Success or failure depends on the choices you make. It depends on your attitude. Resolve to start accepting responsibility today. Don't find an excuse, find a way. Don't make excuses, make good. Remember what Winston Churchill said, 'Responsibility is the price of greatness'.

2. Beware of Rationalization

We make excuses to hide the behavior we are ashamed of. Rationalization is the process of trying to hide shameful conduct from us. This is dangerous because we become unaware of what we are doing. However, you can fight rationalization by looking for cues. For instance, if someone challenges your conduct, and you become angry, it probably suggests you are guilty as charged. Why would you need to get angry, if you are innocent?

3. Just Stop and Examine Your Progress Timely

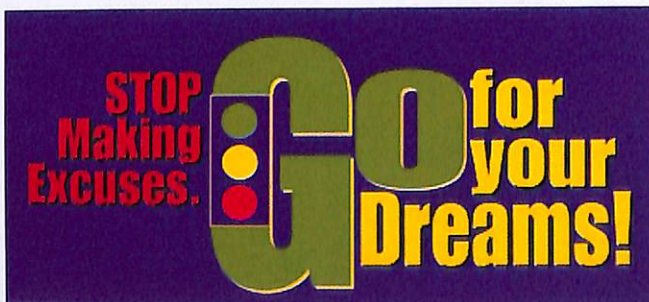
From time to time, stop and examine your progress. Compare where you are now with where you would like to be. Ask yourself why there is a gap between these two points. Don't make excuses. Make plans and take corrective action.

4. Learn from Your Mistakes

When you make a mistake, accept responsibility; learn from it; and don't repeat it. Use your time for discovering solutions instead of inventing excuses.

5. Realize that Your Success or Failure Depends Upon You

Success or failure depends on the choices you make, on your attitude. Don't find an excuse, find a way. Resolve to start accepting responsibility



MAGIC OF MANTRA



today as 'responsibility is the price of greatness'.

6. Plant Your Garden of Success with

- 3 Rows of 'P-eas': Patience, Positive Thinking and Persistence.
- 3 Rows of 'Squash': Squash Excuses, Squash Blame and Squash Criticism.
- 3 Rows of 'Lett-Uce': Let us be Responsible, Let us be Trustworthy and Let us be Ambitious.
- 3 Rows of 'Turn-ups': Turn-up when needed, Turn-up with a smile and Turn-up with Confidence.

Refusing Excuses

By refusing to make excuses and embracing responsibility, we reap many rewards. The successes brought by this attitude act as a foundation for self-respect, pride, and confidence. Responsibility breeds competence and power. By living up to our promises and obligations, we win the trust of others. Once we are seen as trustworthy, people will willingly work with us, for our mutual gain. So, you see, making excuses can put the brakes on our progress, while accepting responsibility can lead us to the top.

An Art lover spends some time talking to an artist, and then decides to buy one of his pictures.

"An excellent choice, I devoted ten years to that picture", comments the artist.

"You spent ten years painting that picture?"

"No, it took one day to paint it, but I spent rest of that time trying to sell it".



The chanting of few spiritual words can help cleanse our soul. A mantra is a syllable, a word or a set of words of immense spiritual power, the repetition of which improves one's power of concentration. The chant of mantra purifies the subconscious. Even if it is repeated mechanically, some soul cleansing will take place. However, each mantra is devotional in nature and has the divine as its form and essence

The benefits of the mantra depends on you as an individual, on where you started off, where you stand now, what your past lives have been and the intensity and degree of longing. One of the results of the 'use' of mantra is breath control, this is the means by which you can develop the ability to control emotions.

While chanting we give our heart and soul to the mantra, to the deity of the mantra and ask that deity to help us. We find a self-release for the negative feelings. Rather than giving off bad vibes to others, we offer it back to its source i.e. almighty, which is the origin of all.

Five powerful mantras that can be used by all:

1. Om Namah Shivay: One of the most powerful mantras, which, leads to spiritual growth and power along with detachment.
2. Om Namah Bhagvate Vasudevay: Gives you inner peace and outer harmony.
3. Hare Rama Hare Krishna: Opens your heart and gives you patience and humility.
4. Swami Narayan Swami Narayan: gives you spiritual growth and inner strength.
5. Hari Om Namoh Narayan: Brings awareness of divinity.



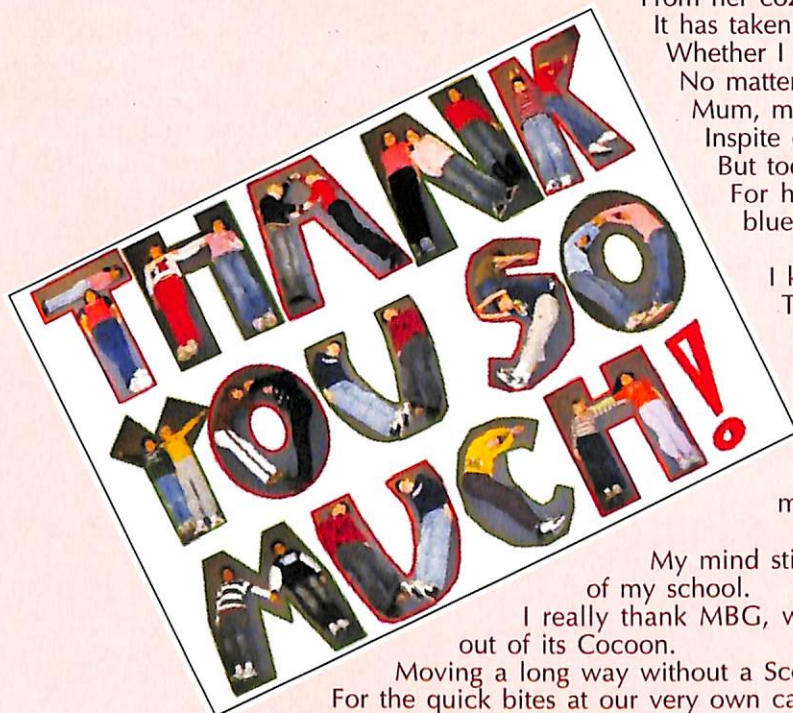
THANK YOU

Ankita Saraf, Student, 2nd Year, Department of Commerce

Today very genuinely and from the core of my heart I thank those givers, who played in my life an immensely special part!

When a child is born
Before he opens his eyes
There's everything arranged by God
Even before he cries
So I take this opportunity
To Thank You, almighty!
For always being there whenever I needed someone to talk to.

If my world seems happier, the future brighter
It's because of my Dad who made me strong and mightier.
If I am blessed with sincerity and dedication
It's because of my Dad, who made my work – my Passion.
So, today, I really want to Thank You Dad
For always being there no matter whether I am glad or sad



From her cozy womb to this freezing world!
It has taken me nineteen years
Whether I laughed, cried, rejoiced or wailed
No matter whether in life I passed or failed
Mum, many a times I do disobey you,
In spite of all the affection that I get from you,
But today I really want to Thank You,
For helping me each time, to come out of my life's blues.

I know my sister by my side, whatever may befall
That's why I need her as much, even when I am
no longer small
Sis, thanks for the countless hugs you lent, to
settle down old scores and to amend
Many a times I have told you that I have
always wanted a brother,
But I genuinely Thank You for never giving
me a reason to bother.

My mind still remains crowded with the pleasant memories
of my school.
I really thank MGB, which has helped me to bloom, like a butterfly
out of its Cocoon.
Moving a long way without a Scooty or a car
For the quick bites at our very own canteen, CCD and Kookie Jar
Yes, I am very much talking about my college days,
Where each second we keep telling... 'arre yaar maze aa gaye'

Now for really precious friends of mine...
Who all very often use the word "Show Off"
But with every passing second I realize, that life without you all would have been real real tough!
Now for a very special friend of mine
Our friendship journey began from Class Five,
Very often she hits me with her TAUNTS,
But then she says, "Ankita, they make our friendship strong"
There is hardly anything for her that I do
But today, let me take the opportunity to Thank You
You are the one who actually share
And when I am sad you simply care
These are the feelings too seldom expressed,
I really wish you get life's BRIGHTEST and the BEST.

FAILURE IS SUCCESS.

Disha Mooljee, Student, 1st Year, Department of Commerce

Never had she stopped to examine the inner meaning of this phrase. She hadn't even read it for the second time. She discarded it the minute she had seen it. Until one day, failure lingered all around her, enveloped her, hit her right in the face. Her dreams lay shattered all around her, reality crept in. Yes! She had, actually, failed! All these years, success in all its forms was hers, until today! Her life had no meaning to her now. She thought she was intelligent. She was a failure – people told her she had a bright future. Future? Ha! She had no future. She would end her life here itself; then she would not have to face the bitter consequences, the humiliation. She would jump. But wait! Someone held her back and told her not to jump, someone caught her by the hand and gently asked her not jump...jump into that vast ocean of doom where everyone else jumped when things got too tough. She wasn't 'everyone'. She was different.

But who was she? At least who did she think she was? Where in this wide earth did it state that one was not supposed to fail? That failure meant an eternal doom? What would her fate be if she hadn't failed? Where would she have been if she had not been given the second chance, to learn from her mistakes? How many people are given this second chance to start anew, erase every mistake and produce flawless results...how many? Well...who cares? She was one of those lucky few that had been given that second chance. Why then was she throwing it away? Was she stupid? Well, she thought she was at this point but did it mean behaving in that manner?



Question after question flooded her now confused mind.

OK! So she wouldn't jump today, she'd think about it and jump tomorrow.

She lay awake all night. No, she wasn't thinking about what height she would jump from. Her mind was on what had been said by that 'someone'. Why was she throwing away a once-in-a-lifetime opportunity? Was she missing something? Yes, she was! There was some truth in this. But she could not figure out what!

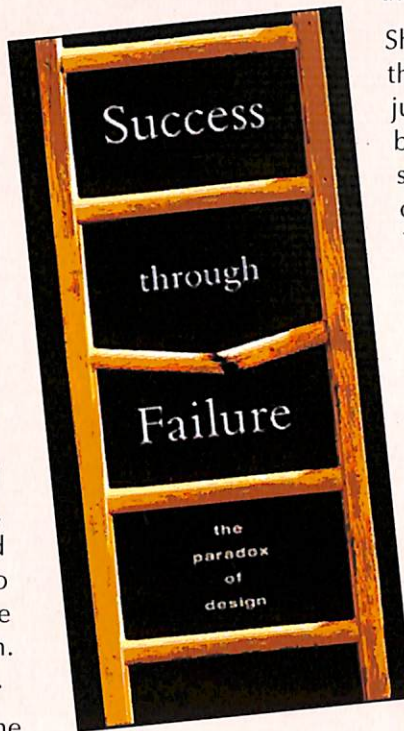
Morning came...it went...she had refused every meal. She kept thinking. She was not the type to let go of problems so easily. The entire day passed. She was still thinking. Night was closing in stealthily...well, eh...she'd jump the following day. At last it dawned on her. The truth. The truth was that there is nothing, no phenomenon that is a 'failure'. Failure to one is success to another. Humans will always remain humans. They will never, I repeat, never become God and thus will ALWAYS fail at the various

crossroads of life.

Failure is as much a part of one's character as determination. A rose has a span of very limited days and withers away like the fading dusk, but its fragrant smell still lingers on...failure is the same - it is a rose. Success is only how high you bounce up when you hit the bottom. That is failure – the bottom!

The elixir a failure emits enlivened her previously deadened spirits – the smell was strong and it intoxicated her. She made up her mind – she wouldn't jump! She would face the world in all its forms, with a smile. She'd wait and see who would dare laugh at her.

She smiled to herself – the phrase "Failure is a success when you learn from it" had now revealed its inner meaning which only those 'lucky' few would ever get to know. She fell into deep, peaceful slumber. After all she wasn't a failure...she was one of those 'lucky' few who had been given that 'once-in-a-lifetime-opportunity'!



RESTART

Priyal Bakliwal, Student, Inter B.Sc,
Department of Home Science

One fine morning it may so happen that you get up,
To find everything in a mess
Your friends not around you,
Your enemies laughing at you,
Your well-wishers gone in fear of supporting you,
Your relatives not wanting to lend you,
Their shoulders to cry on,
Money would say...I have to go to another person,
Beauty would say ...I no longer want to stay with you,
Pride would say... have taken enough advantage of me,
Revenge would say...Who shall I fight with?
In that situation, whenever your soul refuses to live in you,
You will find only one standing by you is Education,
With which you can start to live and exist again,
And that which will bring you nearer to God
So don't let your eye deceive you,
Understand the true value of education,
Which is more precious than any other ornamentation.
Care for education, Otherwise you may forget to Restart.



GROWING UP



Renee Nandy, Student, 3rd year
Department of Commerce

The times when small things
could bring us joy.
Our faces lit up with
but just one small toy.
When our mothers made
sure that we ate all right.
And we always had daddy
holding our hands very tight.

What happened to the innocence
that once was within?
What happened to the honesty,
the ethics and the discipline?
When did the concept of
love and friendship change?
When did life become
just about our selfish selves?

Why is it not possible to
run back to the purity of childhood?
Why are we alone and
why is that our choice?
Why do we expect the worst
and not believe the good?
Why do we deceive the world
and then even lie to ourselves?

Is this is what growing up all is about?
Is this what it all was meant to be?
Was childhood just a happy dream?
Was faith in god just an excuse?
So where do we go from here?
So do we just keep walking alone?
Will there ever be answers to questions?
Will there ever be a happy me?

FREE BIRD FLIES

Priyam Jaiswal, Student, 1st year,
Department of Commerce

When I was young
I would see an eagle fly-
a boundless spirit,
upon a boundless sky.

I'd wonder,
with childish doubt,
why the eagle flew,
day in and day out?

A mellow life today,
gives an answer to me;
that the eagle had to fly,
as it knew that it was free.

The eagle, I see
in the skies no more
Where did it fly?
Where did it soar?

My heart- it speaks at the end of the day
That the free bird flies
Somewhere, even today...



SMILE

Vedika Ladia, Student, 2nd Year,
Department of Commerce

Smile is a five letter magical word;
it can multiply happiness in life.

Smile can help us to make a friend;
it is priceless and adds a lot

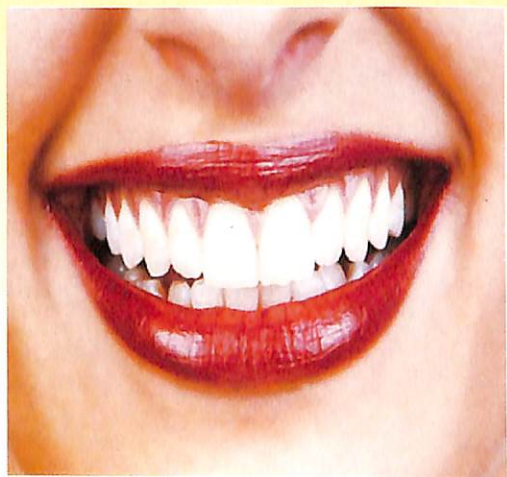
Smile takes a few seconds;
it is flash remains forever

Smile can destroy sadness;
it is the best medicine to heal.

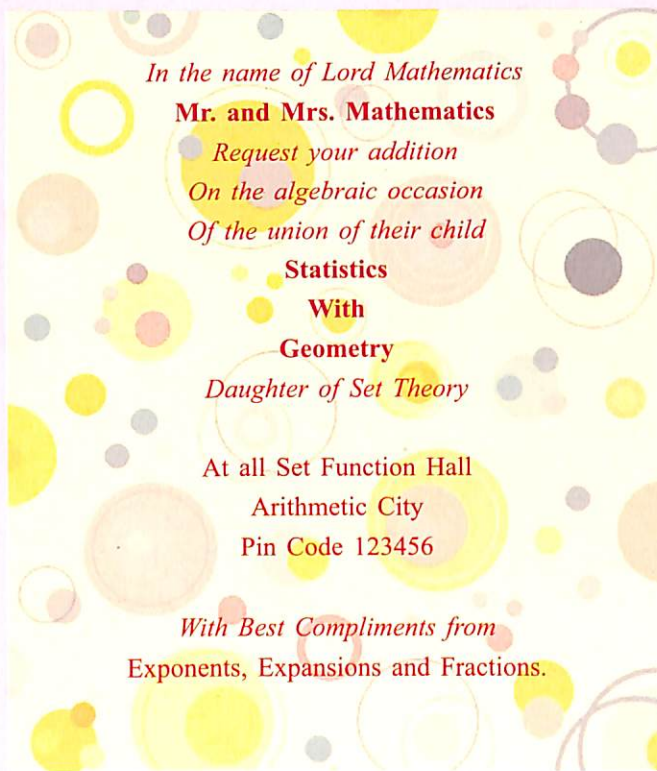
Smile can change someone's world;
it spreads love, happiness and joy.

Smile makes impossible possible;
it works like a miracle in everyday life.

So smile today, smile tomorrow,
to kick away everyone's sorrow...

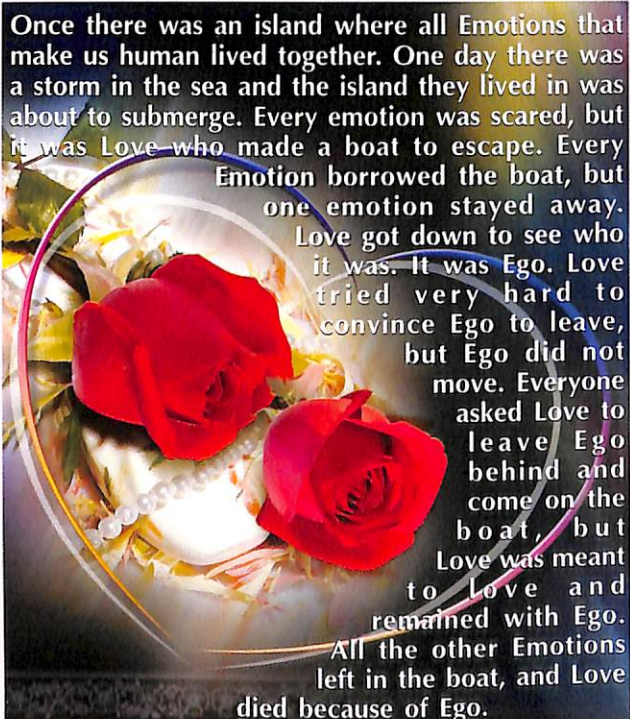


A WEDDING INVITATION TO ALL NUMBERS



LOVE and Ego

Krittika Poddar, Student, 2nd year Department of Commerce



Once there was an island where all Emotions that make us human lived together. One day there was a storm in the sea and the island they lived in was about to submerge. Every emotion was scared, but it was Love who made a boat to escape. Every Emotion borrowed the boat, but one emotion stayed away. Love got down to see who it was. It was Ego. Love tried very hard to convince Ego to leave, but Ego did not move. Everyone asked Love to leave Ego behind and come on the boat, but Love was meant to Love and remained with Ego. All the other Emotions left in the boat, and Love died because of Ego.



A STATISTICIAN

Hello, this is probably 438-9012, yes, the house of the famous statistician. I'm probably not at home, or not wanting to answer the phone, most probably the latter, according to my latest calculations. Supposing that the universe doesn't end in the next 30 seconds, the odds of which I'm still trying to calculate, you can leave your name, phone number, and message, and I'll probably phone you back. So far the probability of that is about 0.645. Have a nice day.

LIFE

Sana Ishtiaque, Student, Inter B.Sc,
Department of Home Science

Life is a boat on the river of time
Life is a soldier, who bears all the crime.
Life is a maze, which winds on
Life is an album, which records days by gone.
Life is a fair where the world meets
Life is a dance to God's beat.
Life is a piano played by faith
Life is a human heart filled with love and hate.
As your heart beats life is there
Full of people full of emotion everywhere
Life is a candle, which is melting fast
So look ahead and forget the past.
Fill it with happiness and smile
As time here is only for a short while.

Cycle of LIFE

Krittika Poddar, Student, 2nd year
Department of Commerce

Life is a challenge.	Meet it
Life is a gift.....	Accept it
Life is an adventure	Dare it
Life is a sorrow	Overcome it
Life is a tragedy	Face it
Life is a duty	Perform it
Life is a game	Play it
Life is a mystery	Unfold it
Life is a song	Sing it
Life is an opportunity	Take it
Life is a journey	Complete it
Life is a promise	Fulfill it
Life is a love	Enjoy it
Life is a beauty	Praise it
Life is a spirit	Realize it
Life is a struggle	Fight it
Life is a puzzle	Solve it
Life is a goal	Achieve it



18 Rules or Ways of a Successful and Happy LIFE...

Neha Jain, Student, 3rd year
Department of Commerce

1. Pursue achievable goals.
2. Keep a genuine smile.
3. Share with others.
4. Help thy neighbours.
5. Maintain a youthful spirit.
6. Get along the rich, the poor, the beautiful and the ugly.
7. Keep cool under pressure.
8. Lighten the atmosphere with humour.
9. Forgive the annoyance of others.
10. Have few pals.
11. Cooperate and reap greater rewards.
12. Treasure moments with your loved ones.
13. Respect the disadvantaged
14. Indulge yourself occasionally
15. Give thanks to the almighty.
16. Take calculated risks.
17. Have high confidence in your self.
18. Understand money isn't everything

Recipe of LIFE

Krittika Poddar, Student, 2nd year
Department of Commerce

Ingredients:

- 6 cups of love
- 4 cups of loyalty
- 3 cups of forgiveness
- 2 cups of friendship
- 1 cup of kindness
- 5 spoons of hope
- 3 spoons of faith
- 1 spoon of laughter

Procedure:

Take love and loyalty and mix them together with faith. Blend with kindness and forgiveness. Add friendship and hope. Sprinkle abundantly with laughter. Bake with sunshine.
Serve daily with a generous helping.

When Nature Sleeps

Aditi Jain, Student, 1st Year,
Department of Commerce

When nature sleeps
And the winter snow heaps
None is told...
To overcome the blistering cold.

The poor little trees
Loose all their leaves
And the buzzing little bees
Cannot let their high spirit release
When nature sleeps.

One after the other, animals hibernate
In the pond, the fishes cannot be kept
For the pond is frozen and so is the lake
All this is so for winter's sake.

The land is covered with white snow,
And all our spirits become low
But still the Christmas candles glow.

The days are shorter
The nights are longer
The sun is subdued
The winter flowers are in full bloom
When nature sleeps for the winter to end soon.



Ginger - A Spice of Life

Atashi Sarkar, Student, Final B.Sc,
Department of Home Science

Ginger has its exclusive place in the world as a cooking ingredient and for its aromatic property. It is a plant that originated in Asia, and is now cultivated in other tropical areas including India.



As a natural spice, it is known for its smell and pungent taste. It is used for flavouring food and as a medicine.

Ginger as a Medicine

- ♦ Ginger is very effective in relieving nausea associated with motion sickness and is an excellent remedy for digestive problems.
- ♦ It is used for treating flatulence and colic as well.
- ♦ It can be taken as a supplement on a daily basis to soothe the Gastro Intestinal tract.
- ♦ It stimulates digestion
- ♦ It has anti-inflammatory properties
- ♦ It can be made into oil and used to massage areas of localized chronic pain
- ♦ Ginger is a powerful aphrodisiac and increases sexual prowess.
- ♦ It is a mood enhancer and contributes to stress relief.
- ♦ It is known for its warming action in the upper respiratory tract and is famed for treating flu and cold.
- ♦ Ginger benefits circulatory disorder by having a wholesome effect on the circulation.

Hot Tip!

Keep ginger in a freezer locked in a zip-lock pouch – it grates really easy and fine. You do not have to peel it! The peel grates finely as well which means no wastage and it also lasts longer.



Cross section of Ginger.

'THEY'- An Asset of Your Life

Neha Jhunjhunwala, Student, 2nd Year,
Department of Commerce

They gave you birth.
They gave you love.
They smiled with you.
They cried for you.



They saw you grow.
They saw their dreams glow.
They were your audience.
They gave you applause.

They gave you everything.
They asked for nothing.
They made you stand on your own.
They taught you to fly high.

Today, don't let them be alone.
Don't let them celebrate on their own.
Talk to them,
Listen to them,
Laugh with them,
Wish them a great new day,
Let them get more out of 'your life' i.e. 'their life'



Thoughts

Priyam Jaiswal, Student, 1st year
Department of Commerce



Thoughts are like birds, flapping their wings,
Flying about swinging in the winds,
Raising questions in our minds,
About all the happening that perturb us,
That matters to us...
And make up our lives

Thoughts take us places,
Thoughts answer our questions;
Thoughts clear our doubts,
Thoughts show us lights.
Thoughts are everything
Those fulfill us...

Some thoughts are like blisters!
They hurt with time
In our minds...
Some are like buds
Which bloom with time...
Some are here to stay on, while,
The rest of them just move on!



Fresh Coat of Paint

Avantika Lohia, Student, 2nd year,
Department of Commerce



Life can be renewed and refreshed
with a fresh coat of paint.

When we paint any part of our house, we
have to first scrub the old paint off, and fill
in any damaged or abraded part, with
plaster. Then we apply two to three coats
of paint as necessary.

In the same way from time to time we
should shed our old inhibitions, attitudes,
thoughts which no longer hold good, and
adapt ourselves to new enriched values
which will help us to move ahead in life.

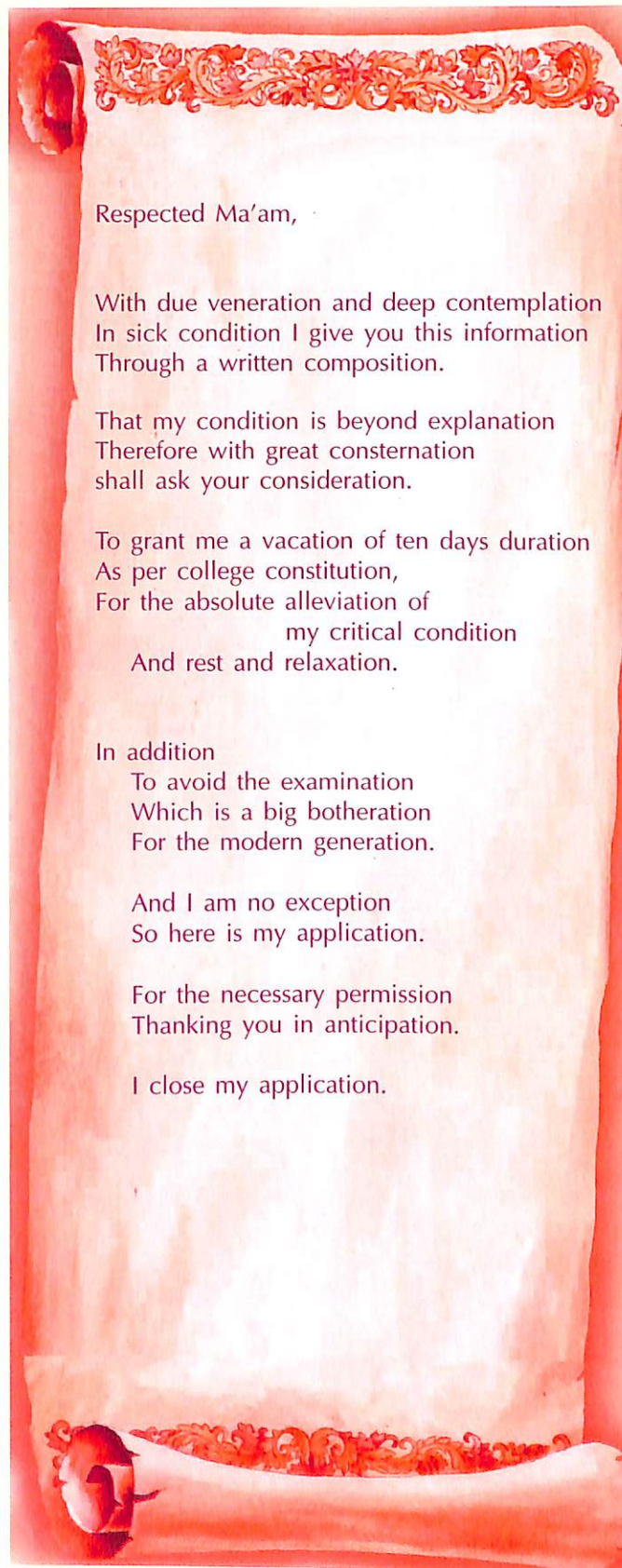
Just like the coat of paint can be of any
colour we like, we are at liberty to change
ourselves and adapt many new features to
our personality.

This will help us grow and move towards
a happier and a higher, satisfied level of
life.

Sometimes we like the colour of the paint,
we choose or else we choose another one,
or maybe go back to the old one, but every
time we give ourselves a fresh coat of paint
we move to a higher rung of our ladder to
achieve oneness and happiness.

An Application

Ritika Jalan, Student, 1st year,
Department of Commerce



Respected Ma'am,

With due veneration and deep contemplation
In sick condition I give you this information
Through a written composition.

That my condition is beyond explanation
Therefore with great consternation
shall ask your consideration.

To grant me a vacation of ten days duration
As per college constitution,
For the absolute alleviation of
my critical condition
And rest and relaxation.

In addition
To avoid the examination
Which is a big botheration
For the modern generation.

And I am no exception
So here is my application.

For the necessary permission
Thanking you in anticipation.

I close my application.

Life To Me

Renee Nandy, Student, 3rd Year,
Department of Commerce



I was walking on the beach one night
Walking alone with no one in sight
My mind was filled with a lot of thoughts
Thoughts abstract that I could not fight.

I looked up at the moonlit sky
it seemed to assure that it would protect me
I walked towards the singing waves
who seemed to sing the songs of life to me.

The wet golden sands comforted my feet
The cool wind played with my long black hair
A voice whispered all that I wanted to know
All that life is about- how it is always fair.

Life is the reality made up of dreams
it is the hope got out of disappointments
it is the peace that evolves from hostility
it is the creation that follows destruction.

The soothing voice explained
how every dark cloud has a silver lining,
how every problem has a solution and
how every end is only another beginning.

I understood I was never alone
I have always had so much of love showered on me
I understood that life is far above the petty sad things
And that it has always been just to me.

The '.... ION' s' of life

Isha Jajodia, Student, Inter B.Sc
Department of Home Science

The moment
you are in
tension, you
will loose your
attention.

Therefore you
are in total
confusion, and
you feel
irritation.

Ultimately you
will not get any
co-operation.

There might be a lot of complication.

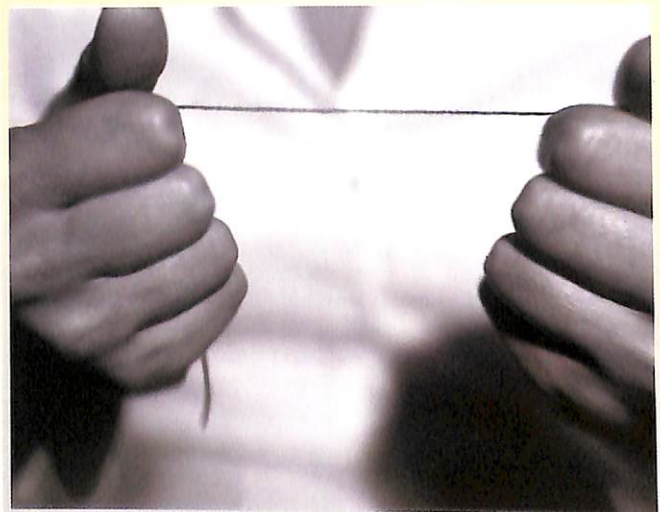
Your BP may rise, Caution! And you have to
take medication.

Instead understand the situation, and try to find
a solution.

Many problems will be solved by discussion
that will work out in your profession.

Don't think it as my suggestion; it is only for
your prevention

If you understand my intention- you will never
be in tension!



कालेज के विद्यार्थी और अनुशासन का महत्व

Mahika Ajmever, Student, 2nd Year, Department of Commerce

आज का विद्यार्थी कल राष्ट्र के सञ्चालन का अधिकारी होगा। किसी जाति, समाज और देश की उन्नति इन्हीं विद्यार्थियों पर निर्भर है। आज की अव्यवस्था, विश्रृंखला और असन्तोषपूर्ण वातावरण में सबसे अधिक असंतोष छात्र छात्राओं और युवा वर्ग में दिखलाई पड़ रहा है। आज की अध्यापन और सामाजिक व्यवस्था से हम बिल्कुल सन्तुष्ट नहीं हैं। इस कारण विद्यार्थी के चरित्र का निर्माण ऐसे ढंग से करना आवश्यक है जिससे वह देश और समाज के लिए उपयोगी हो। इसके लिए विद्यार्थियों में अनुशासन की भावना उत्पन्न करना आवश्यक है। अनुशासन के अभाव में शारीरिक और मानसिक शक्तियों का विकास होना कठिन है। अनुशासन का अर्थ है आदेश के अनुसार आचरण करना। बड़ों की आज्ञा का पालन करना, अधिकारियों के आदेशों का पालन करना अनुशासन कहलाता है। सच्चा अनुशासन वही होता है जब विद्यार्थी अपनी इच्छा से आदेशानुसार कार्यों को पूरा करता है। जो विद्यार्थी कक्षा में अध्यापकों के लिए किसी प्रकार की परेशानी और अकारण समस्या उत्पन्न नहीं करता है बल्कि चुपचाप शान्तिपूर्वक अपना कार्य करता है उसे हम अनुशासित कह सकते हैं।

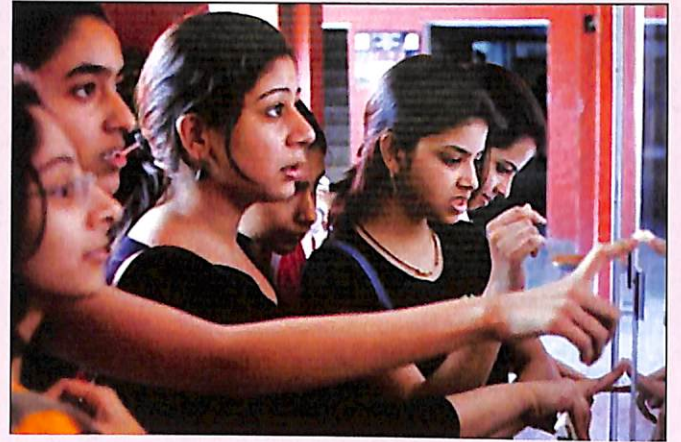
परन्तु अनुशासन स्कूल या कालेज की चहारदीवारी तक ही सीमित नहीं रहता है। चाहे अपने घर में हों क्रीड़ा के मैदान में हों। दिनचर्या के काम में हों सभी स्थानों पर अनुशासन की आवश्यकता होती है।

अनुशासन वस्तुतः एक प्रकार का ऐसा संविधान है जो हमारे सामाजिक जीवन यापन में देश और व्यक्ति के विकास के लिए व्यवस्थित रूप से अपनाया जाता है।

समस्या तब आती है जब वह देखता है कि समाज, राजनैतिक दल और अधिकारी सभी अपने वादे से गिरते जा रहे हैं। तभी छात्र असन्तोष फैलता है और आन्दोलन का रूप लेकर विश्रृंखला फैलती है।

आजादी की लड़ाई में एक समय विद्यार्थियों ने जो त्याग, बलिदान, दुःसाहस, और अनुशासन की परम्परा कायम की थी वह भारत के लिए गौरव की बात थी। उस समय विद्यार्थियों ने अपने सर्वस्व जीवन की बाजी लगा दी थी। पर आज न वह छात्र हैं, न त्याग की भावना न बलिदान की प्रेरणा।

पर आज अनुशासन के अभाव में न हम सभ्य नागरिक बन पाते हैं और न व्यक्तिगत जीवन में कोई भी काम समय पर ढंग से कर पाते हैं। कक्षा में अनुशासन हीनता का प्रदर्शन करने से न अध्यापक पढ़ा सकते हैं और न विद्यार्थी ही पढ़ सकते हैं। विद्यार्थियों को विद्यालय के नियमों का पालन, गुरुजनों के प्रति आदर भाव,



अपने सहपाठियों के साथ प्रेम का व्यवहार करना चाहिए। कक्षा में अनुशासन हीनता का प्रदर्शन करने से न शिक्षक छात्रों को पढ़ा सकते हैं और न छात्र शान्तिपूर्वक पढ़ सकते हैं।

जिस विद्यालय में अध्यापक को अपना समय कक्षा को शान्त करने, उनके झगड़े विवाद को मिटाने में समय बरबाद करना पड़ता है उस विद्यालय की प्रगति संभव नहीं। आये दिन शिक्षण संस्थाओं में हड़तालें, दंगे फसाद, मारपीट और चाकूबाजी की घटनाएँ भी होती रहती हैं। उनके आराध्य अभिनेता और अभिनेत्रियाँ बन गई हैं। गुरुजनों का उपहास करना उनके लिए एक साधन बन गया है। वे माता पिता और गुरुजनों की अनुशासन संभंधी बातें सुनना पसन्द नहीं करते हैं।

छात्र छात्राओं में बढ़ती हुई अनुशासनहीनता का सबसे बड़ा कारण है वर्तमान दोषपूर्ण शिक्षा प्रणाली। परीक्षा में किसी तरह उत्तीर्ण होकर डिग्री प्राप्त करना छात्रों का लक्ष्य बन गया है। नैतिक मूल्यों की स्थापना में आधुनिक शिक्षा निष्फल रही है। राजनीति का विपैला प्रभाव इतना जहरीला बन गया है कि शिक्षक भी आलस्य, अयोग्यता और गुटबन्दी के शिकार हो गए हैं। नीति और आदर्शों को त्यागने के कारण समाज में चारों ओर स्वार्थपरता, झूठ, चोर बाजारी, वेडमानी, रिश्वतखोरी, चरित्रहीनता का बोलावाला है।

विद्यालय की शिक्षा प्रणाली में इसी कारण संख्यात्मक के बदले गुणात्मक विकास किया जाना आवश्यक है?

शिक्षा प्रणाली में परिवर्तन आवश्यक है। इस दृष्टि से रामकृष्ण मिशन के विद्यार्थियों के चारित्रिक गुणों का अनुकरण आदर्शनीय है। जीवन के हर क्षेत्र में अनुशासन की महत्ता का प्रभाव निर्विवाद है। देश के भविष्य के निर्माण में उनकी भूमिका महत्वपूर्ण है। यह कार्य शिक्षक, माता पिता और सरकार एवं अधिकारियों के सम्मिलित प्रयास से ही संभव है।

कालेज के विद्यार्थी और अनुशासन का महत्व

Mahika Ajmever, Student, 2nd Year, Department of Commerce

आज का विद्यार्थी कल राष्ट्र के सञ्चालन का अधिकारी होगा। किसी जाति, समाज और देश की उन्नति इन्हीं विद्यार्थियों पर निर्भर है। आज की अव्यवस्था, विशृंखला और असन्तोषपूर्ण वातावरण में सबसे अधिक असंतोष छात्र छात्राओं और युवा वर्ग में दिखलाई पड़ रहा है। आज की अध्यापन और सामाजिक व्यवस्था से हम बिल्कुल सन्तुष्ट नहीं हैं। इस कारण विद्यार्थी के चरित्र का निर्माण ऐसे ढंग से करना आवश्यक है जिससे वह देश और समाज के लिए उपयोगी हो। इसके लिए विद्यार्थियों में अनुशासन की भावना उत्पन्न करना आवश्यक है। अनुशासन के अभाव में शारीरिक और मानसिक शक्तियों का विकास होना कठिन है। अनुशासन का अर्थ है आदेश के अनुसार आचरण करना। बड़ों की आज्ञा का पालन करना, अधिकारियों के आदेशों का पालन करना अनुशासन कहलाता है। सच्चा अनुशासन वही होता है जब विद्यार्थी अपनी इच्छा से आदेशानुसार कार्यों को पूरा करता है। जो विद्यार्थी कक्षा में अध्यापकों के लिए किसी प्रकार की परेशानी और अकारण समस्या उत्पन्न नहीं करता है बल्कि चुपचाप शान्तिपूर्वक अपना कार्य करता है उसे हम अनुशासित कह सकते हैं।

परन्तु अनुशासन स्कूल या कालेज की चहारदीवारी तक ही सीमित नहीं रहता है। चाहे अपने घर में हों क्रीड़ा के मैदान में हों। दिनचर्या के काम में हों सभी स्थानों पर अनुशासन की आवश्यकता होती है।

अनुशासन वस्तुतः एक प्रकार का ऐसा संविधान है जो हमारे सामाजिक जीवन यापन में देश और व्यक्ति के विकास के लिए व्यवस्थित रूप से अपनाया जाता है।

समस्या तब आती है जब वह देखता है कि समाज, राजनैतिक दल और अधिकारी सभी अपने वादे से गिरते जा रहे हैं। तभी छात्र असन्तोष फैलता है और आन्दोलन का रूप लेकर विशृंखला फैलती है।

आजादी की लड़ाई में एक समय विद्यार्थियों ने जो त्याग, बलिदान, दुःसाहस, और अनुशासन की परम्परा कायम की थी वह भारत के लिए गौरव की बात थी। उस समय विद्यार्थियों ने अपने सर्वस्व जीवन की बाजी लगा दी थी। पर आज न वह छात्र हैं, न त्याग की भावना न बलिदान की प्रेरणा।

पर आज अनुशासन के अभाव में न हम सभ्य नागरिक बन पाते हैं और न व्यक्तिगत जीवन में कोई भी काम समय पर ढंग से कर पाते हैं। कक्षा में अनुशासन हीनता का प्रदर्शन करने से न अध्यापक पढ़ा सकते हैं और न विद्यार्थी ही पढ़ सकते हैं। विद्यार्थियों को विद्यालय के नियमों का पालन, गुरुजनों के प्रति आदर भाव,



अपने सहपाठियों के साथ प्रेम का व्यवहार करना चाहिए। कक्षा में अनुशासन हीनता का प्रदर्शन करने से न शिक्षक छात्रों को पढ़ा सकते हैं और न छात्र शान्तिपूर्वक पढ़ सकते हैं।

जिस विद्यालय में अध्यापक को अपना समय कक्षा को शान्त करने, उनके झगड़े विवाद को मिटाने में समय बरबाद करना पड़ता है उस विद्यालय की प्रगति संभव नहीं। आये दिन शिक्षण संस्थाओं में हड़तालें, दंगे फसाद, मारपीट और चाकूबाजी की घटनाएँ भी होती रहती हैं। उनके आराध्य अभिनेता और अभिनेत्रियाँ बन गई हैं। गुरुजनों का उपहास करना उनके लिए एक साधन बन गया है। वे माता पिता और गुरुजनों की अनुशासन संबंधी बातें सुनना पसन्द नहीं करते हैं।

छात्र छात्राओं में बढ़ती हुई अनुशासनहीनता का सबसे बड़ा कारण है वर्तमान दोषपूर्ण शिक्षा प्रणाली। परीक्षा में किसी तरह उत्तीर्ण होकर डिग्री प्राप्त करना छात्रों का लक्ष्य बन गया है। नैतिक मूल्यों की स्थापना में आधुनिक शिक्षा निष्फल रही है। राजनीति का विषैला प्रभाव इतना जहरीला बन गया है कि शिक्षक भी आलस्य, अयोग्यता और गुटबन्दी के शिकार हो गए हैं। नीति और आदर्शों को त्यागने के कारण समाज में चारों ओर स्वार्थपरता, झूठ, चोर बाजारी, वेइमानी, रिश्तखोरी, चरित्रहीनता का बोलावाला है।

विद्यालय की शिक्षा प्रणाली में इसी कारण संख्यात्मक के बदले गुणात्मक विकास किया जाना आवश्यक है?

शिक्षा प्रणाली में परिवर्तन आवश्यक है। इस दृष्टि से रामकृष्ण मिशन के विद्यार्थियों के चारित्रिक गुणों का अनुकरण आदर्शनीय है। जीवन के हर क्षेत्र में अनुशासन की महत्ता का प्रभाव निर्विवाद है। देश के भविष्य के निर्माण में उनकी भूमिका महत्वपूर्ण है। यह कार्य शिक्षक, माता पिता और सरकार एवं अधिकारियों के सम्मिलित प्रयास से ही संभव है।

आज की दुनिया

Anujua Khetawat, Student, 1st Year, Department of Commerce

हर खुशी है लोगों के दामन में,
पर एक हँसी के लिए वक्त नहीं,
दिन-रात दौड़ती दुनिया में,
ज़िन्दगी के लिए ही वक्त नहीं।

माँ की लोरी का एहसास तो है,
पर माँ को माँ कहने का वक्त नहीं।
सारे रिश्तों को तो हम मार चुके,
अब उन्हें दफनाने का भी वक्त नहीं।
सारे नाम मोबाइल में हैं, पर दोस्ती के लिए वक्त नहीं।
गैरों की क्या बात करें, जब अपनों के लिए ही वक्त नहीं।
आँखों में है नींद बड़ी, पर सोने का वक्त नहीं।
दिन है घाओं से भरा हुआ, पर रोने का भी वक्त नहीं।
पैसे की दौड़ में ऐसा दौड़े, की थकने का भी वक्त नहीं।
पराये एहसासों की क्या कदर करें, जब अपने सपनों के लिए ही वक्त नहीं।
तु ही बता ए ज़िन्दगी, इस ज़िन्दगी का क्या होगा,
की हर पल मरने वालों को, जीने के लिए भी वक्त नहीं।।



একলা আমি

Samraggi Saha, Student, First B.Sc., Department of Home Science

এক টুকরো রোদের ছোয়ায়
মুছে দাও সকল বেদনা আমার
উড়ে যেতে দাও ডানা মেলে
সুদূর সেই নীল সীমানায়

আমি নিশ্ব, আমি সুপ্ত
আমি একলা, বেদনায় আপ্ত
উড়ে যাব সেই নীল সীমানায়
যেথা কেউ কোথাও নাই

ভুলে যেতে চাই সকল বাঁধন
বন্ধু, শত্রু, ঘর
একলা চলি মোর জীবন পথে
সন্কে, রাত্রি ভোর

বারাবো না হাথ কারো পানে
চাইব না ভালবাসা
কারণ জানি আমার সব যাবে
থেকে যাবে নিরন্ত নিরাশা।





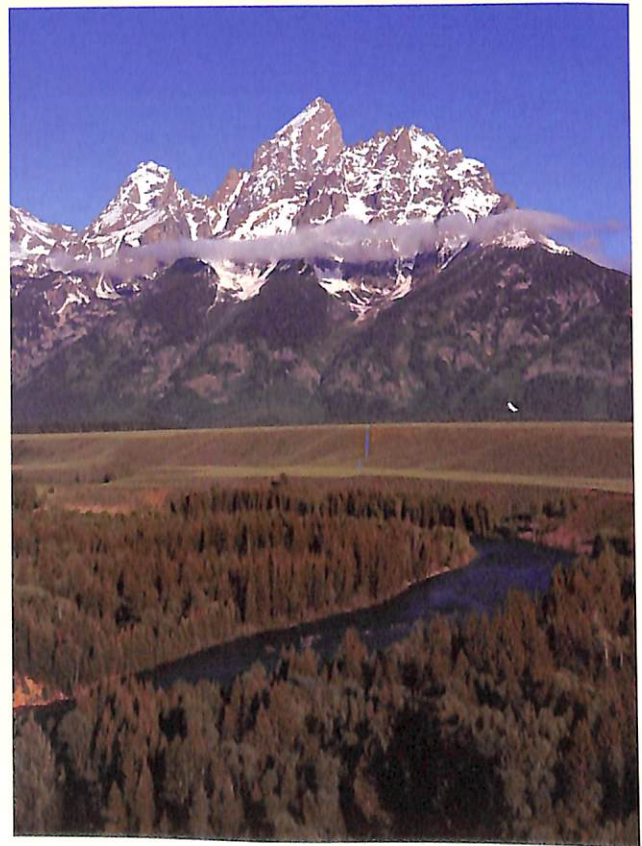
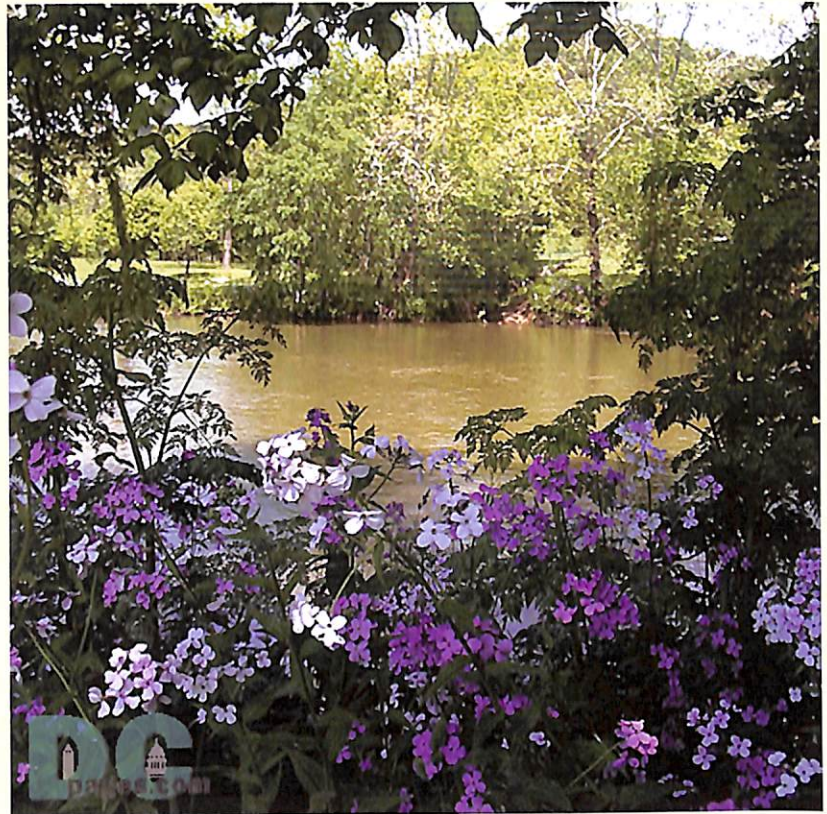
आह! कितनी खुशी होती है आडम्बर करने में,
कितना अच्छा लगता है दुसरो सा बनने में ?
कितना अच्छा लगता है दुसरो सा दिखने में ?
क्योंकि अच्छा लगता है आडम्बर करने में ।।

अपनी भाषा बोलने में शर्म आती है,
विदेशी भाषा बोलने में गर्व होता है ।
अपनी भेष-भूषा को गँवारों-सा बताकर,
खुश हैं सब विदेशी पहनावा पहन कर ।
अपने देश को गरीबी का देश कह कर,
खुश हैं सब विदेशो से घर बसा कर ।
क्योंकि, अच्छा लगता है आडम्बर करने में,
अच्छा लगता है दूसरो सा बनने में ।।
देश के महान लोगों की जयंती नहीं याद रख पाते हैं,
पर वेलेन्टाइन डे मनाना नहीं भूल पाते हैं ।

देशी खाने को घास फूस कह कर,
खुश हैं सब माँस-मदिरा पा कर ।
अपने संस्कारों को ढकोसला कह कर,
खुश हैं सब बड़ों का अनादर कर ।
क्योंकि, अच्छा लगता है आडम्बर करने में,
अच्छा लगता है दूसरों सा बनने में ।
अपने स्वाभिमान को त्याग कर,
खुश हैं सब विदेशी नौकर बन कर ।
अपने ही देशी भाईयों की बेईज्जती कर,
खुश हैं सब विदेशीयों की चापलूसी कर ।
अपने ही देश को पीछे धकेल कर,
खुश हैं सब खुद को सुखी बना कर ।
क्योंकि अच्छा लगता है आडम्बर करने में,
अच्छा लगता है दूसरों सा बनने में ।

आह!! कितना अच्छा लगता है आडम्बर करने में??

नीले नीले आसमान के नीचे
है यें नदियाँ नीली
हरी भरी वादियों के बीच
मैं लड़की अकेली।
देख समस्त संसार को
मन ही मन मुस्काई
कि क्या सोच कर भगवान ने
यह अनोखी दुनियाँ बनाई।
है यहाँ सभी सुन्दर
फिर चाहे के इंसान हो या हो जानवर।
इन सुन्दरताओं की बात है निराली
और यहाँ चारो तरफ है हरियाली।
इन हरियाली के बीच, अकेले बैठे रहना
वो चिड़ियों का चहचहाना
और कोयल का गाना
सुन कर मन का खिलखिलाना
और फिर एक उदासी सी छाना
वो आँखे भर आना
फिर अचानक से एक जोर हवा का बहना
और जिंदगी की कड़वाहटों को ले जाना
फिर अचानक से मोबाईल का बजना
और मम्मी का डाँटना कि तुम्हें घर नहीं आना?
फिर से सब कुछ छोड़कर, मेरा घर की ओर कदम बढ़ाना
और चले जाना उसी संसार में
जहाँ है नहीं समय किसी के पास
कि वो बैठे इन हरियालियों के बीच
किसी के साथ।।



The Empty Me

Renee Nandy, Student, 3rd Year,
Department of Commerce

I wanted to see the world
So I left you and went ahead
I wanted to succeed in life
So I abandoned whatever stood in my way
Now that I stand here
Reaching the peak very few can
Why am I all alone?
Why am I repentant?
Why can't I even share the joy?

I am content but am oblivious
Of what real happiness is
Everybody knows me now
But I have lost my real identity
So karma really does exist?
Am I broken because of
The heartaches I caused long ago?
Was it a miscalculated mistake on my part,
Or was it just simple justified fate?

I have forgotten how to smile
I have given up all those
Who now I know meant the most to me
Is it too late to beg for forgiveness?
Are they too far for me to get them back?
I wish I had listened then
To the shrieking conscience in me
And now everything is gone,
There is nothing left but the empty me.



Standing Alone

Samraggi Saha, Student, First B.Sc,
Department of Home Science

Standing in the windy seashore.
I feel alone in this crowded world.
It seems that all belonged to me,
Things that were my very own,
Are going away in that ship, leaving me alone.
I can still see it in the distant horizon far away and
fainted out.

With all my heart and soul I want to reach out,
To the ship becoming smaller and moving farther in
every
passing moment.
'Hey! You need to let it go' calls out a voice
somewhere-
'They are not your own, they never were,
Someday or the other they will be gone
And you will be standing alone
So prepare yourself for the sound of silence
Be acquainted to live in a world of strangers.'

But my heart is still crying for it,
It's going away, going out of my sight,
I want to hold this time.
No, I want to turn back the time.
I want it close to me, back in my life
What the voice is saying surely cannot be right.

But all my wish and prayer go in vain,
The ship has gone out of my sight and the horizon.
My heart tears down into pieces and hundreds of
question arise,
What am I to do now? Who am I to live for?
Why did this happened to me? Why was it ever mine?
Why? Oh why?
In the windy seashore standing alone I cry.



Personal Experience: The Land of the Rising Sun

Chitrarpita Saha, Student, First B.Sc, Department of Home Science

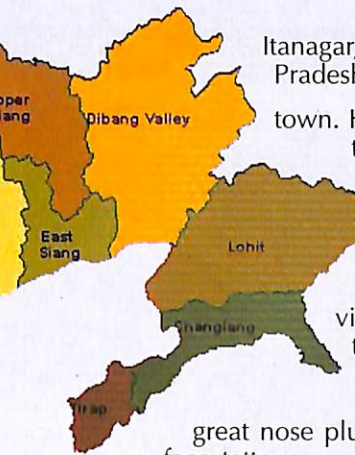
Embarking on a journey to India's remote eight states of the North East was a tumultuous but rewarding experience. Amongst them, Arunachal Pradesh, the land of the rising sun, is the remotest and one of the loveliest regions, yet the most scantily populated state in the entire North East. Arunachal's mysterious, unspoilt beauty entices the adventurer with its verdant valleys, misty mountain peaks, swift rivers and a fine sanctuary for some of India's endangered flora and fauna.

However, tourism in Arunachal Pradesh is underdeveloped and it does not get the amount of tourists it deserves. The state is completely dependant on Assam for its connectivity with the rest of the country. So whenever, any kind of unrest or trouble develops in Assam, Arunachal Pradesh suffers. There are no airport facilities in the state and except for Itanagar, the capital city, other tourist spots of the state are not even connected with the highway. Apart from connectivity, there are other hindrances to traveling to Arunachal Pradesh. For example, the tourists must have "Inner Line Permits (ILP) to enter the state and this is available only from Delhi, Kolkata, Shillong and Guwahati and thus not very easy to get.

The entire state of Arunachal Pradesh is divided into three regions and it is very difficult to travel to all three regions at one go. The eastern most region is Namdapha Wildlife Sanctuary, which is the only natural habitat for all four great cats, the tiger, the leopard, the clouded leopard and the snow leopard. It has 150 species of trees and has a remarkable wealth of medicinal and ornamental plant life. But it is disappointing too because of the lack of accommodation and risky road connections. It is practically impossible for common tourists to go and stay in Namdapha.



Serene beauty of Bombdila.

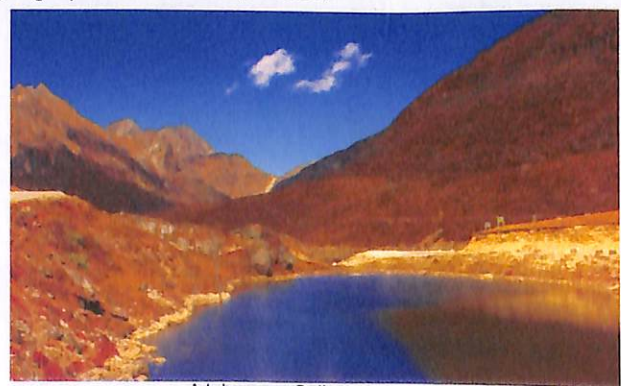


Itanagar, the capital of Arunachal Pradesh is the biggest

town. Here, tourists can observe the village scenes, which are very beautiful and exclusive. The tribal culture of Arunachal can be seen here, especially in the "zero village", where the Apatani tribes tattoo themselves and the women are distinctive with their great nose plugs made of bamboo and face tattoos.

Arunachal, attract tourists the most. The incredible scenic beauty of Bombdila, Dirang and Tawang leaves a lasting impression on the mind. Here tourism has started to develop gradually. Though the road from Bhalukpong (the border of Arunachal and Assam) to Dirang is totally covered with fog and it takes about an hour to travel through it. Sella Pass, near Tawang, is a tourist's delight.....here there is a lake in front of the ice-peaked mountains, partially covered with ice on the surface during winter (around the month of April), which is so transparent that the water underneath can be seen.....as if someone has painted a picture on the water which is surrounded by mountains looking like demons shrouded with white sheets of ice. Visitors forget all miseries of life and immerse themselves in this beauty of nature. However, the climate in the area is extremely cold, no one lives there and if any one gets stranded on a visit due to any reason, help is not available and a night stay in the car can lead to death due to cold as the whole car can be covered with sheets of ice.

Arunachal Pradesh, a place near home, can defeat any other popular tourist destination for its heavenly beauty. Despite inconveniences, it's virgin isolation and its restricted regulations for entry is actually a blessing in disguise as Arunachal still retains its centuries old pristine vistas, diverse tribal heritage and exotic geographical features, intact.



A lake near Sella pass.

EDUCATIONAL EXCURSIONS

Rajasthan, Final B.Sc, Resource Management Section, Department of Home Science



An artisan making furniture.

Students from the Resource Management Section of the Department of Home Science visited Rajasthan with their teacher in the month of September 2008. The trip was aimed to explore and study not only architectural beauty of the state, but also learn the functioning of an efficient department such as that of a hotel.



An artist moulding a design

The students enjoyed their time in Udaipur and visited the City Palace, Saheliyon ki Bari, Fateh Sagar Lake etc. Besides, the group also went to Jaipur where they were delighted to visit Neerja International, specializing in Blue Pottery. They were fortunate to visit Sanskriti Handicraft in Sanganer and Sandal wood artisan in Churu.

Delhi-Faridabad, Final B.Sc, Food & Nutrition Section, Department of Home Science



The trip makers in front of Hyatt Regency

A group of 21 students from Final B.Sc. (Food & Nutrition Section) and PGD in Dietetics & Applied Nutrition accompanied by 2 lecturers undertook an educational trip to New Delhi where they visited included Lady Irwin College, Britannia Biscuit factory, AIIMS, Hyatt Regency and Indian Agricultural Research Institute. They visited the Food and Nutrition lab at

Lady Irwin College of Home Science which was equipped with cameras to enable live demonstrations and to conduct cookery shows. They were also enamored to see a small part of the campus where vegetables were grown for use by the department. They also visited the Britannia Factory, the diet department of AIIMS (All India Institute of Medical Sciences), the different restaurant kitchens at Hyatt Regency, a seven star hotel and the post harvest division at the Indian Agriculture Research Institute.



Britannia Factory

Delhi-Faridabad-Agra, Final B.Sc, Human Development Section, Department of Home Science



Students with the children of Udayan Care.

This year Delhi-Faridabad- Agra was the destination for the students from Human Development Section, Department of Home Science. Accompanied by Dr. Bhattacharya and Ms. Kahali, they visited various NGOs to better understand the needs of the under privileged. This included 'Udayan Care', a home for 125 children with their mentor and 'Deepalaya' that housed 50000 slum children. At Faridabad, they visited the SOS village where abandoned / orphans were nurtured by widows / divorcee women. They also had an opportunity to visit Agra Fort, Taj Mahal, Jantar Mantar, Humayun's Tomb, Delhi Haat, Lotus Temple and the Red Fort etc.

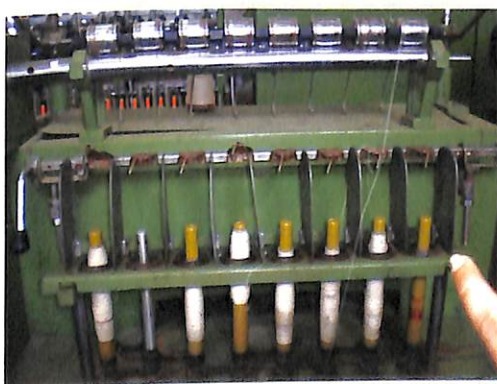
Agra-Lucknow-Banaras, Final B.Sc, Textiles & Clothing Section, Department of Home Science

The students from the Textile & Clothing Section went on an excursion to Agra, Fatehpur Sikri, Lucknow and Varanasi in the month of September-October 2008. Accompanied by Dr. Singhee and MS. Tewari, They visited glass and bangle making factory at Firozabad and explored Agra to learn the art of Kashmiri carpet making apart from local sightseeing. A trip to Muftigunj, a small village near Lucknow exposed them to the skills of Chikankari embroidery. At the



An artisan making

Indian Institute of Handloom Technology, Varanasi, they saw various semi-automatic and traditional handlooms including the Jacquard and the Dobby. A visit to the Institute of Carpet Technology at Bhadohi was very fruitful as the team saw weaving of carpets both on handlooms as well as on power looms with CAD technology. They also visited tourist spots like the Kashi Viswanath Temple, Agra fort, the Tajmahal, the fort at Fatehpur Sikri, the Imambara at Lucknow and the Royal palace at Banaras. They have not only benefited from this real life experience but have also bonded well together.

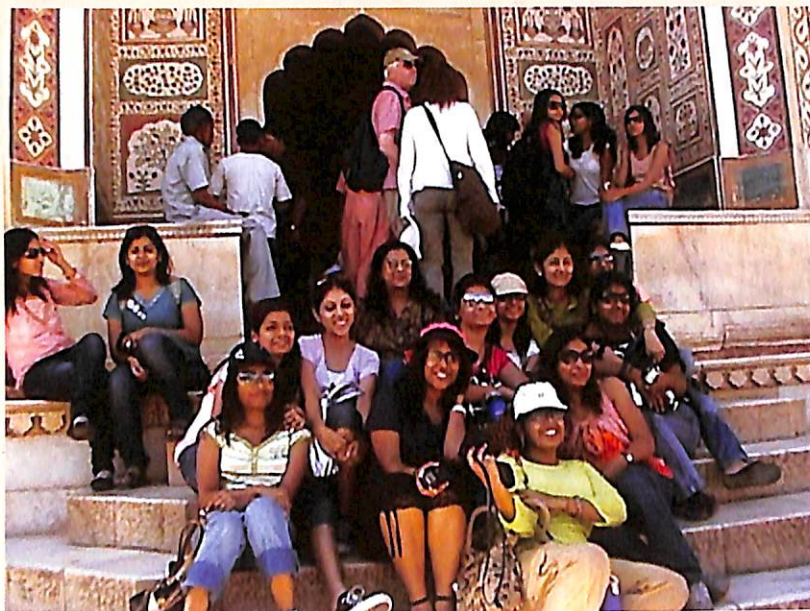


Ring Frame at IIHT, Bhadohi



Saree being embroidered

PLEASURE TRIP TO RAJASTHAN, DEPARTMENTS OF HOME SCIENCE & COMMERCE



Pretty as a picture - Girls at the Amber fort, Jaipur.

A team of thirty-five students and seven teachers left the city for a pleasure trip to Rajasthan. Everyone enjoyed the Amber Fort, Sanganer shops and Chokidhani – an ethnic village with many attractions such as camel and elephant ride, shopping and Rajasthan food.

The stopover at Mt. Abu on the way to Jaisalmer was great. All loved the camping amongst the Dunes of the desert where students and teachers joined in for 'Ghoomar' among folk songs.

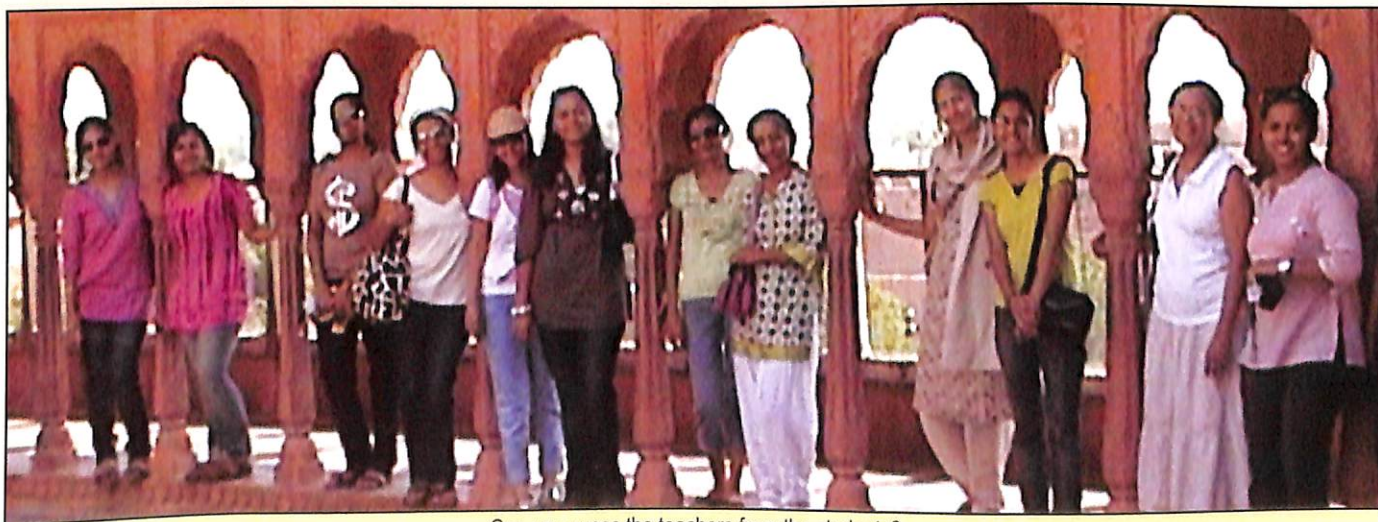
All were blessed at the temples such as the majestic Dilwara at Mt. Abu, Hanuman Temple at Salasar and Ram Devra temple. Shopping, DJ night, light & sound show at Red fort, Delhi were the other attraction of the delightful trip.



Riding away into the sunset, at Jaisalmer.



Posed near the Canon at City Place, Jaipur.



Can you guess the teachers from the students?

TEAM BUILDING EXERCISE IN MALAYSIA & SINGAPORE

Gaurav Poddar (3rd Semester) & Pradyumn Kothari (5th Semester), Students, Department of Management

An integral part of any management curriculum is networking, team building and entrepreneurship. It is therefore, evident that all students are to embark on an educational team building exercise with their faculty for developing skills and acumen necessary to work together as a team. Right from the onset the students worked together for preparing the itinerary, deciding the locations to the finalizing of the budget.

We were transferred to the Malaysian border making our way to the exquisite Hill resort 'Genting highland'. Some excited lot of students managed to sneak an entry to the Casino! The next day we visited the mesmerizing city of 'Kuala Lumpur'. Taking the skyway we reached the mystical city. Before checking in the magnificent 'Berjaya times Square' we had photo stops at the PETRONAS towers, the Sultans Palace, Chocolate Shop etc. In the evening we had a team building exercise in the 60-seater Conference room adjudged by our Director. The students were asked to come and speak on a topic impromptu.

The underlying aim of the whole initiative was to impart greater fraternal feelings amongst all. The objective of team work that requires a team of three or more having a common agenda and an absolute need- not only a desire- to co-operate in order to achieve the expected output was thoroughly fulfilled.



Twin Tower at Kuala Lumpur



The team builders in Malaysia.

Fresher's Party... the new bees in the campus!

On 24th July, a Fresher's Party was organized by the senior students of JDBI to welcome the first year students. The party was indeed a grand start for the freshers and it was of great assistance to establish a friendly relationship between the fresher's and the seniors.

THE ANNUAL SHOW, 2008-09



Beauty in White

The Annual Show of J D Birla Institute, Department of Home Science and Commerce was held on 19th November 2008 at Vidyamandir auditorium.

Final year and Post graduate students of Home Science and Final year students of Commerce, awardees and their parents, parents of the participants, faculty, special guests which included the chief guest, the governing body members, the Director and faculty of Department of Management were invited for the programme.

After lighting the lamp Chief Guest Prof. P. N. Ghosh, Vice Chancellor, Jadavpur University, addressed the students. This was followed by the award ceremony.



Chief Guest, Prof. P. N. Ghosh, Vice Chancellor, Jadavpur University.

Awards to 1st and 2nd year students were given by Mrs. Birla and to the final year students by the chief guest.

The theme of the cultural programme was five elements of nature i.e. fire, water space, air and earth. There was a skit, few dances (both eastern and western), songs in (Hindi, Bengali and English), and a fashion show based on the theme. After the cultural programme, the principal gave the vote of thanks. At the end everyone was asked to join the National Anthem.



Students performing a theme dance on the element earth.



Skit being performed on the stage.



Students singing the National Anthem.



The elemental dance on Fire.

Recipient of Sushila Devi Memorial Award for Excellence (2007 - 2008)

Name of Student	Class
Department of Home Science	
Abhilasha Bagaria (from Food & Nutrition Section)	Departmental Topper in ALL 6 SEMESTERS taken together (for Home Science)
Satarupa Das	First B.Sc (Sem I & II)
Saadgi Chowdhury	Inter B.Sc (Sem I & II)
Maryiah Irfan	Final B.Sc (Sem I & II) (Composite Home Science Section)
Mandeep Plaha	Final B.Sc (Sem I & II) (Human Development Section)
Nafisa Rahman	Final B.Sc (Sem I & II) (Resource Management Section)
Abhilasha Bagaria	Final B.Sc (Sem I & II) (Food and Nutrition Section)
Prachi Gupta	Final B.Sc (Sem I & II) (Textiles and Clothing Section)
Anushree Baldwa	Post Graduate Diploma in Dietetics & Applied Nutrition)
Pragjyoti Bhowmik	M.Sc Part I (Sem I & II) (Human Development Section)
Phorum Shah	M.Sc Part II (Sem I & II) (Composite Home Science Section)
Radhika Chandak	M.Sc Part II (Sem I & II) (Human Development Section)
Department of Commerce	
Kriti Jain	Topper in ALL 6 SEMESTERS taken together (for Commerce)
Shruti Agarwal	First year B.Com (Sem I & II)
Nupur Kejriwal	Second Year B.Com (Sem I & II)
Kriti Jain	Third Year B.Com (Sem I & II)



Ms. Saadgi Chowdhury receiving the award from Mrs. Birla.



Ms. Nafisa Rahman receiving the award from Prof. P. N. Ghosh

STUDENT'S AWARDS 2007 - 2008

Recipient of the Gold Medal at the University Convocation

Name of Students	Class
Ms. Prachi Gupta	Final B.Sc (Hons) in Home Science (Textiles & Clothing Section)
Ms. Nafisa Rahman	Final B.Sc (Hons) in Home Science (Resource Management Section)
Ms. Vandana Palriwal	3 rd Year B.Com (Hons)
Ms. Phorum Shah	M.Sc Part-II in Composite Home Science
Ms. Radhika Chandak	M.Sc Part-II in Human Development
Ms. Ruchika Kharkia	M.Sc Part-II in Resource Management

ANNUAL SPORTS



Chief Guest, Mr. G. M. Chakravarty, Commissioner of Police, Kolkata



Ms. Bibra, Chief Administrator, JDBI awarding Devendra Jana



Winners of the Tug-O-War.

The Annual Sports for the Institute was held at Rabindra Sarovar Stadium on the 13th of February 2009. In total about 151 students from the Department of Home Science and 218 students from the Department of Commerce attended the event. Mr. Gautam Mohan Chakravarty, Commissioner of Police, Kolkata graced the occasion as the Chief Guest. The event was filled with excitement and competition. Aparijata Choudhury, student of B.Com 1st year (sec D) was awarded the Best Sports Person. Faculty members, Class II and Class IV staff also participated in various tract events on the final day The Department of Commerce won the Championship Trophy.



Teachers' Balance Race.



Pulling with all their might.

The names of the winners at the Annual Sports :

Events	1 st Position	2 nd Position	3 rd Position
Dart	Swati Maheshwari 2 nd Year B.Com (Sec C)	Gulfam Khanam First B.Sc (Sec A)	Puja Bhowmik 1 st Year B.Com (Sec A)
Table Tennis (Double)	Sonia Duggar 3 rd Year B.Com (Sec A) & Deshna Sirkar 1 st Year B.Com (Sec A)	Deepashree Joshi Final B.Sc (FN) & Nikita Bansal Final B.Sc (FN)	Harshita Banka B.Com 2 nd Year (Sec A) & Krutika Vadalia 1 st Year B.Com (Sec D)
Table Tennis (Single)	Harshita Banka 2 nd Year B.Com (Sec A)	Nikita Bansal Final B.Sc (FN)	Krutika Vadalia 1 st Year B.Com (Sec D)
Carrom	Megha Ganeriwal 2 nd Year B.Com (Sec A)	Fatema Lakdawala First B.Sc (Sec A)	Sonia Duggar 3 rd Year B.Com (Sec A)
Chess	Puja Bhowmik 1 st Year B.Com (Sec A)	Aditi Khanna First B.Sc (Sec A)	Harshita Banka 2 nd Year B.Com (Sec A)
Sudoku	Vrinda Dugar 2 nd Year B.Com (Sec C)	Megha Ganeriwal 2 nd Year B.Com (Sec A)	Manisha Gupta 1 st Year B.Com (Sec D)
100 M Flat Race	Aparajita Chowdhury 1 st Year B.Com (Sec D)	Deepashree Joshi Final B.Sc (FN)	Nikita Bansal Final B.Sc (FN)
200 M Flat Race	Aparajita Chowdhury 1 st Year B.Com (Sec D)	Madhuri Jain (Duggar) 1 st Year B.Com (Sec C)	Nehal Mohta 1 st Year B.Com (Sec A)
400 M Relay	Alisha Maloo 1 st Year B.Com (Sec D) Sonia Duggar 3 rd B. Com (Sec A) Nita Kumari Prasad 1 st Year B.Com (Sec D) Purvi Thacker 1 st Year B.Com (Sec A)	Gitika Bachhuka First B.Sc (Sec A) Damanjeet Kaur Final B.Sc (FN) Tishya Ghosh Final B.Sc (FN) Ankita Khemka Final B.Sc (RM)	Harshita Banka 2 nd Year B.Com (Sec A) Madhuri Jain (Duggar) 1 st Year B.Com (Sec C) Sonam Oswal 1 st Year B.Com (Sec A) Sakshi Jain 1 st Year B.Com (Sec A)
50 M Backward Race	Nehal Mohta 1 st Year B.Com (Sec A)	Rashmi Sethia 1 st Year B.Com (Sec B)	Sukhpreet Kaur Inter B.Sc
50 M 3-Legged Race	Rajshree Sharma 3 rd Year B.Com (Sec B) & Purnima Jain 3 rd Year B.Com (Sec B)	Rashika Bagri 1 st Year B.Com (Sec D) & Deshna Sirkar 1 st Year B.Com (Sec A)	Tishya Ghosh Final B.Sc (FN) & Deepashree Joshi Final B.Sc (FN)
50 M Sack Race	Princi Mundhra 1 st Year B.Com (Sec B)	Kanchan Chaturvedi 2 nd Year B.Com (Sec C)	Satarupa Ray First B.Sc (Sec B)
Tug-O-War	Richa Mundhra Final B.Sc (FN) Rupinder Kaur Final B.Sc (FN) Shruti Luthra First B.Sc (Sec B) Neha Chawla First B.Sc (Sec A) Jyoti Gupta First B.Sc (Sec A) Ritika Parekh First B.Sc (Sec A)		
Throw Ball	Neha Acharya Nupur Kejriwal Akansha Bothra Preeti Agarwal Nitika Madhogaria Purnima Jain Shalu Goel Neha Kampani Sonia Duggar Ruchika Maheshwari (all are from 3 rd Year B.Com)		

Students of the Department of Commerce with the Championship Trophy

61 YEARS OF INDEPENDENCE



Students performing at the beats of patriotic song.

About 400 students and staff of the J D Birla Institute celebrated the auspicious and proud occasion of 61 years of independence of India. All the students and teachers were dressed in white traditional outfits representing the actual spirit of freedom and peace. The program began by the flag hoisting ceremony by the Principal Dr. Deepali Singhee with a sound rendition of the National Anthem sung by all the students, teachers and other ancillary staff.

Everyone assembled at the college Auditorium to continue with the day's program where the students presented dances to the tune of patriotic songs and aroused the enthusiasm and sentiments of every spectator.

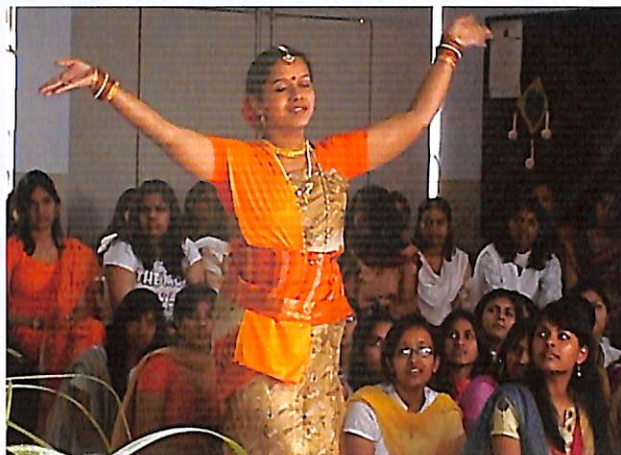
The happiness and pride of independence was visible on the faces of the students. This was followed by a special screening of the patriotic film 'GANDHI'.



A skit to showcase the sacrifices of freedom fighter.

SARASWATI PUJA

About 353 students from both the Departments of Home Science & Commerce along with faculty members and class-IV staff celebrated the pious day of Basant Panchami in the college with pomp and splendor. The puja ceremony was performed by the students and was preceded by a short cultural programme that was put up by the students from the Departments of Home Science and Commerce. Students, faculty members and class-IV staff attended and sought the blessing of the goddess Saraswati on this occasion.



Student performing classical dance on the occasion.



Student conducting the Swaraswati Puja.



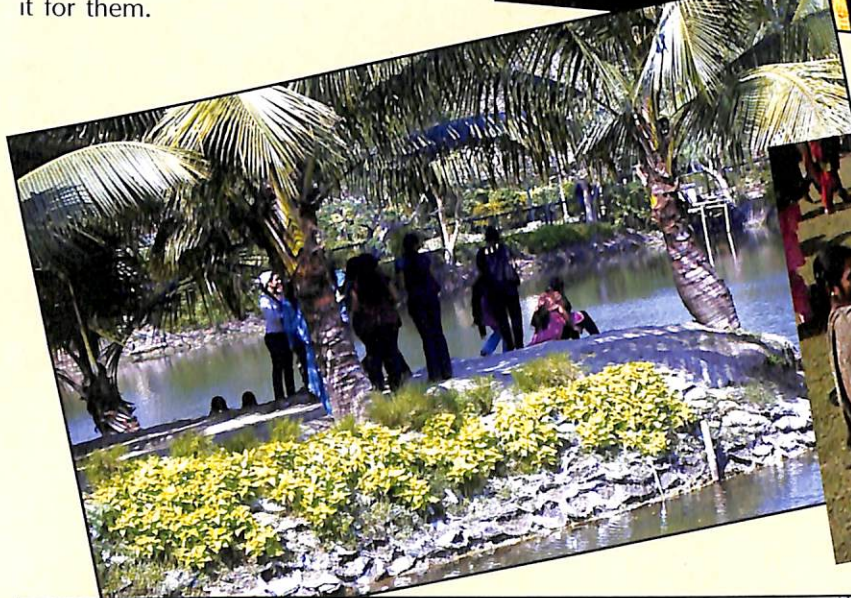
Audience at the cultural display.



All the members of JDBI offering homage to the goddess

STUDENT'S PICNIC

A group of about 567 students accompanied by 28 faculty members and staff from both the Departments of Home Science & Commerce undertook a Picnic on the 21st January (Wednesday) to IBIZA Club. Buses were used to take the students and faculty members to the venue. Highlights of the event included breakfast and lunch along with music and dance. The students enjoyed the picnic and expressed their gratitude to the faculty members for organizing it for them.



TEACHERS' DAY CELEBRATION



The entire programme was planned and executed by the students. It was led by an address by Ms. Kritika Tibrewal, who paid a mark of respect and gratitude to all the teachers. The next items were a series of dance numbers presented by the students. The dance items were brought to a close by a series of games organized by the students for their teachers. The games were played by teachers of both the teams as opponents. The games were judged by three students. Some of the games played were Colour Conflict, Hurt & Hug,

Beading, Straw Head etc.

The event was brought to a close by refreshment provided for the teachers in the staff room. In the morning the teachers were presented with two boxes of cookies from the Students' Council body.

Needless to say the programme was a huge success!



Film Show for Teachers

It was popcorn and cola time for the teachers. The faculties enjoyed and were motivated after watching the film 'Freedom Writers' on 24th February 2009.



Stress Management for Teachers

Everyone needs to manage stress in life and teachers certainly are not immune to it. A workshop to alleviate stress was organized by the Institute for faculty members of the departments of Home Science and Commerce on 30th August 2008. The workshop was conducted by Mrs. Anju Chirimar and Mrs. Sugandha Ramkumar, lecturers from KORNASH, the Life Style Management School. It focused on the need to take time out for one self, especially women who hold fort at home and at work place as well.



Mrs. Anju Chirimar talking to the teachers.

Dr. Sunanda Mitra, Ex-student, J D Birla Institute and faculty with ATDC, Kolkata

As told to **Anushri Mohta**, Student 2nd year, Department of Commerce

Dr. Sunanda Mitra, Ex-student, J D Birla Institute and faculty with ATDC, Kolkata

A self-made lady with a heart full of gratitude for everyone around her, the soft-spoken ex-student of Dr. Deepali Singhee is a Doctorate degree holder and a lecturer at the Apparel Training and Design Centre. Here's what we got to know about her

Q1. A brief history behind making Sunanda Mitra what she is today.

A B.Sc in Textiles & Clothing from J. D. Birla Institute followed by a Ph.D in Chemistry, M.Sc in (Composite Home Science), B.Ed, diploma in Japanese and M.A in Sangeet from Jadavpur University gave the required edge to my career. Dr. Singhee and Dr. J. Sengupta helped me evolve into what I am, standing here today. Prof. Asis Kr. Samanta, Professor at the Institute of Jute Technology has been my mentor and guide.

Q2. The reason for choosing JDBI as a launch pad for your future?

Apart from its credentials, JDBI served as a right choice for me, firstly due to my keen interest in textiles. Most importantly I wanted to build a career involving a blend of technology, science and experimentation, which were provided in the right balance at JDBI. Also since it was an all girls college it was suited to my conservative family background.

Q3. The benchmark or turning point in your life ?

During my specialization in 3rd year a lot of turbulence disturbed my private life. It was then Dr. Singhee came to my rescue and encouraged me to set a tough goal for my life and fight for achieving it. These goals were reshaped by Prof. Samanta while I was preparing my M.Sc project and Ph.D Thesis. These were the two major turning points in my life.

Q4. What is your scope of work at ATDC?

I have been working as a lecturer at ATDC since the last four and half years. Subjects that I teach include History of Textiles, Basic Design, Computer Aided Fashion Designing and Textile

Science. The scope of my work also partly involves administrative work apart from training.

Q5. How good do you see the prospects of the Indian Garment Export Industry in the near future?

The export of knitted garments from West Bengal to Japan, UK, and the European Union has a bright prospect, while woven textile find more prospective markets in the Asian countries.

Q6. Where do you see yourself 5 years down the line?

I would like to see myself as a Professor or may be the Principal of this Institute in the near future.



Pencil sketch by **Saloni Agarwal**, Student, First B.Sc, Department of Home Science.

सिर्फ एक मिनट

Riti Shah, Student, 1st Year, Department of Commerce

एक हजार के नोट को पूरा मोड़ कर दें, तो आप लेंगे? एक हजार के नोट को धूल में रगड़कर गंदा करके आप को दें, तो आप क्या करेंगे?

वास्तव में ये अनेक सेमिनार में प्रयोग किया गया, सभी श्रोता मोड़े हुए या मैले नोट को लेने के लिये तैयार हो गए। ऐसे नोट लेने का कारण पूछने पर कहते हैं कि नोट की दशा कैसी भी हो परन्तु उससे उसके मूल्य में कोई कमी नहीं होती है।

उसी तरह हमारे जीवन का भी यही सच है। हमें भगवान से हमारे जीवन के रूप में एक अनमोल भेंट मिली है। कुदरत के दूसरे सृजन में मानव सृजन सर्वश्रेष्ठ है। इसमें उतार चढ़ाव आते रहते हैं। उस नोट की तरह हमारे जीवन में भी विषम परिस्थिती या निष्फलता के आने पर जिन्दगी का मूल्य घट नहीं जाता। विपरीत परिस्थिती में प्रतिक्रिया देना, ये अपनी पसंदगी की बात है। परिवार, दोस्तों और दुनिया के सामने बिन जरूरी विरोध करके नकारात्मक विचार करने के बदले सकारात्मक विचार पर ध्यान केन्द्रित करके रचनात्मक बनना चाहिए। अर्थात्, उसके लिए जीवन के सच्चे मूल्यों की पहचान होनी चाहिए।



Participation in Xavotsav 2009

St. Xavier's college had invited our students to participate in their Inter-college fest, Xavotsav on 23rd – 25th January 2009. The students won in the following events:

Sl. No	Name of the Event	Name of the student	Rank
1	Flower Arrangement	Reema Khemka, Final B.Sc Resource Management section	1st
2	Story Writing (Bengali)	Shreeparna Chakraborty, Final B.Sc, Composite Home Science section	2nd
3	Sudoku	Vrinda Dugar, B.Com 2nd Year	2nd
4	Fashion Show	Neha Jain, (B.Com 3rd Year), Shiksha Jain (B.Com 1st Year), Deepshikha Rao (B.Com 1st Year), Nikita Raijada (B.Com 1st Year), Rashi Agarwal (B.Com 2nd Year), Akansha Agarwal (B.Com 1st Year)	3rd
5	Cartooning	Vidhi Agarwal, B.Com 1st Year	3rd
6	Junkyard Architecture	Pooja Arora (First B.Sc) and Gareema Goyal (First B.Sc)	3rd
7	Body Art	Preeti Narwani (Final B.Sc, Food & Nutrition section), Richa Mundhra (Final B.Sc, Food & Nutrition section), Dipashree Joshi (Final B.Sc, Food & Nutrition section)	3rd

INTERDEPARTMENTAL QUIZ

The Institute held an Inter departmental Quiz contest on 9th March 2009 at the main campus. The finals had 4 teams, 2 each from the department of Home Science and Commerce. The teams were named Skylark, Seagull, Nightingale and Sunbird and Mr. Errol O'Brien, the well known quiz master conducted the hour and a half long quiz. The questions ranged from current affairs to history, music, life sciences, economics etc. Team Seagull from the Department of Commerce was declared the winner.

The college with the idea of inculcating an inquisitiveness among its students hopes to bring out their talent by conducting such events in future as well.



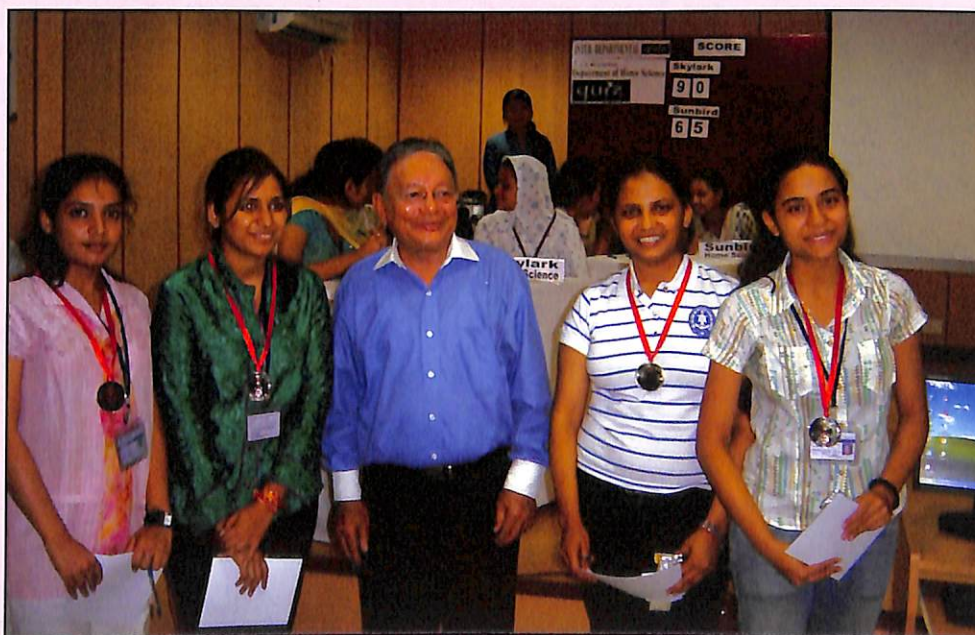
Quiz master Mr. Errol O'Brien.



Students battling their wits.



An enthralled audience.



The winning team with the Quiz master.

SUDOKU INTER-DEPARTMENTAL COMPETITION

As a part of the indoor sports events, Sudoku Competition was held on 17th September 2008 at the main campus of the Institute. There were 3 levels: simple, moderate, and diabolic. Students could participate for two levels. All the levels were time bound.

The judges for the competition were Ms Amita Dutta from Home Science department and Ms Rachana Kejriwal from the Commerce Department. The names of the winners are:

- First Position** : Vrinda Dugar, 2nd Year (Sec C), Department of Commerce
Second Position : Megha Ganeriwal, 2nd Year (Sec A), Department of Commerce
Third Position : Manisha Gupta, 1st Year (Sec D), Department of Commerce

Interdepartmental Debate, 2008 - 2009

The pouring morning hours of the 17th of September saw 12 students of J D Birla Institute debate on a highly sensitive, crucial and controversial topic, 'Surrogate Mother is No Mother'.

The panel of judges included Miss Kaveri Dutt, (Head Mistress, Junior Section-Birla High School for Boys), Ms. Nandini Mitra (associated with SPARSH, an NGO), Miss Samita Sen (Director, School for Women's Studies, Jadavpur University, Kolkata) and Dr. Arnab Basak (consultant in Obstetric and Gynecology at Apollo Gleneagles Hospital). Miss Ishita Dey was the skillful moderator for the event.

The participants Vrinda Dugar, Fatema Lakdawala, Eishani Kedia, Neha Bagnani, Anuja Khetawat and Sneha Rout moved the floor with points on 'For the Motion'. Their major grievance was the sheer exploitation of motherhood itself that a term like Surrogate Mother is causing, by terming a woman a Mother, when she is responsible for commercializing the divine gift of giving birth to a life.

On the other hand the group of participants presenting their views 'Against the Motion' comprised of Priya Khemka, Damanjeet Kaur, Kritika Tibrewal, Satpreet Kaur, Palak Puri and Nistha Dubey. This group of debaters however showcased how Surrogacy was a medical boon and a gift for childless couples. The questions asked by our esteemed panelists to individual debaters too created an interesting atmosphere.

The Best Speaker award 'For the Motion' was awarded to Sneha Rout of Inter B.Sc., while both the Best Speaker award for, Against the Motion, and the overall Best Speaker award for the day went to Nistha Dubey, a student studying post-graduate diploma in Dietetics & Applied Nutrition at the Institute.



Q: Why is it that batteries are better than men?

A: Because they, at least have a positive side

Q: How many US presidents does it take to change the bulb?

A: Two. One to change the bulb and other to declare it a shining beacon of hope and freedom.



CARITAS - AN ENDEAVOUR TO HELP THE UNDERPRIVILEGED

Helping Hands, the Social Club of J D Birla Institute, in conjunction with the Alumni Association of JD BI organized an exhibition-cum-sale, 'Caritas: An Endeavor to Encourage the Underprivileged' at the main campus on 29th and 30th January 2009. The 2-day event was inaugurated by well-known film director, Mr. Gautam Ghosh.

Eight NGO's like – Disha, Reach, Karmakutir, Monovikash Kendra, Ankur Kala, Jotirmayee, IICP & Mentaidd participated in the event. They displayed various hand-made product crafted by underprivileged women and children like paper bags, wrapping paper, jute bags, mobile holders, table napkins, handkerchiefs, batik printed bags, table cloth, saris,



Mr. Gautam Ghosh inaugurating Caritas.

katha items, spices, jam, jelly, etc.

18 stalls were also put up by the members of Alumni Association of the Institute where varied items ranging from garments to utensils, cosmetics, chocolate, greetings card & mementoes, glass painting etc were put up for sale.

Stalls were also displayed by the students from all the sections of the Department of Home Science and Commerce. Students worked day & night to showcase wonderful handicraft and mouthwatering food items made by them.

A donation of Rs.2/- was collected as the entry fee from all the visitors.

Nearly 600 people from various parts of the city visited the exhibition.



Students at the F & N stall.



Exhibition stall by Mentaidd, an NGO



Mr. Gautam Ghosh offering his encouragement to the Institute.



ACTIVITIES OF HELPING HANDS

A social club of J D Birla Institute was formed to initiate active contribution towards the society. Students and staff members took great initiative and total of 335 members were enrolled under the club. Following activities were undertaken by the club:

Collection of old clothes, toys and spectacles.

Students and staff from the department of Home Science and Commerce donated clothes, and spectacle frames for the use of the underprivileged.

Collection of old books

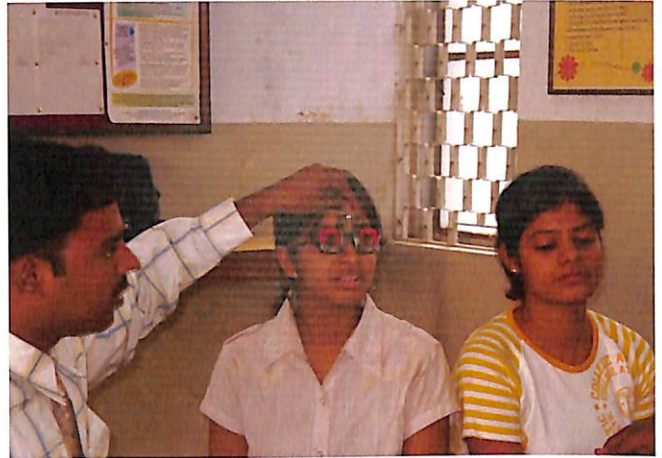
A good response was also seen in the donation of old books. About 503 textbooks and story- books were collected and distributed to the needy in the rural areas.

Collection of fund for Bihar relief fund

NSS took the initiative of helping the flood-affected people of Bihar by collecting money from the students and staff of the Institute. A total of Rs. 1,14,200/- was collected and sent to the Prime Minister Relief Fund.

Eye Testing Camp- Clear Vision for all!

A free eye check-up camp in association with the NSS wing was organized in the college premises for both the students and the staff members of the Institute on 25th November 2008. A team of opticians, recommended by Dr. Divyesh P. Shah of the Shree Netra Foundation screened 261 students (Departments of Home Science & Commerce), faculty, office staff and Class-IV staff and counselled them on their vision related problems. Students and staff members suffering from vision related problems were advised to wear spectacles regularly.



Students at the Eye check up camp.

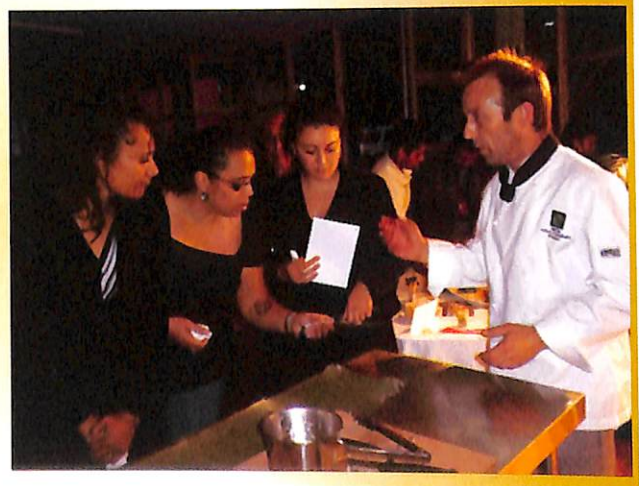


Students with the underprivileged children at IPER.

COOKING TIPS

Ratna Kakkad, Student, 3rd Year, Department of Commerce

1. Mint leaves when stored in the refrigerator help prevent any kind of foul smell.
2. Open cans from the bottom end since canned food tends to settle at the bottom during storage.
3. Cheese will stay fresh longer if wrapped in cling-film once the seal is broken. Refrigerate in the chiller tray section of the fridge to keep it for days.



Presentation by AKSHAY PATRA

Representatives from the Kolkata Chapter of Akshay Patra Foundation, an NGO providing mid-day meals to rural children in association with Super Soft, oriented the final year students from both the Departments of Home Science and Commerce regarding their role in shaping the future generations of our country. Students were shown presentations with an objective to encourage them to participate in such programmes through which mid-day meal was provided to over 9 lakh children in the country resulting in improved attendance of children in primary school in the rural areas.



Representative from Akshay Patra Foundation.



Audience at the Akshay Patra Foundation presentation.

Movie - The Great Debaters

This film, directed by Denzel Washington and based on a true story, showcases how a team of black students from a lesser-known college beat the ace team of students from the Harvard University in a debating competition. It was shown to the students from both the Department of Home Science and Commerce on 3rd January 2009 at the college auditorium.



FAREWELL FOR GROUP-D STAFF

This year the Institute saw three of its members bidding adieu after long service tenure.

1. Bishnudeo Singh, peon retired after 40 years on 18.01.2009.
2. Kamala Singh, durwan retired after 29 years on 03.01.2009.
3. Suryalal Shrestha, durwan retired after 30 years on 29.09.2008.



Suryalal Shrestha



Bishnudeo Singh

Pranik Healing Workshop

The Institute believes in raising its standards and providing development to all, students and staff alike. With this aim the college organized a 3-hour workshop on 'Stress Management through Pranik Healing' for the Class-IV staff at the main campus on 4th December 2009. Twenty members including lab attendants, peons and sweepers attended the workshop. The exercise was conducted through the regime of Pranik Healing techniques which helped them to exorcise negative thoughts from their mind and increase their efficiency as well as promote their general well being. Mrs. Durga Banka, a member of the Yog Vidya Pranik Healing Foundation of West Bengal conducted the workshop. Staff members were satisfied with the workshop and felt that such workshops should be conducted more often for them in future.

Televised Show for Class-IV Staff

All the staff of JDBI benefit from its training and development tasks, the 'Group D' was no exception and the two shows held for them in the auditorium

were selected episodes of the famous TV serials '*Shreshtha Upahar*' and '*Sadharan - Asadharan*'

screened on 28th December 2008 and 25th February 2009 respectively. The films were a motivational and highlighted the importance of hard work and stressed on 'nothing is impossible if one is dedicated and has a positive approach to hard work'.

Twenty members including lab attendants, peons and sweepers attended the workshop.



OUR ACHIEVEMENTS

AWARDS WON BY FACULTY AND STUDENTS

The following faculty member and students were felicitated with an award for their contribution to the field of Interiors and Architecture by ABID, an Association of Interior Designers at the Interior 2009 exhibition held at Netaji Indoor Stadium on 22nd February 2009:

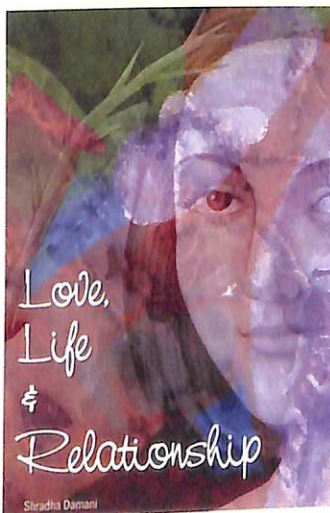
Sl. No.	Name of the Recipient	Designation of the Recipient	Category
1	Mrs. Komal Sharma	Senior Faculty (Sel Gr.) in Home Management and Sectional In-charge, Resource Management Section, Department of Home Science	Outstanding Faculty in the Field of Interior Designing, 2009
2	Ms. Sujata Poddar	Current student, Final B.Sc (Resource Management Section, Department of Home Science)	Outstanding Present Student in the Field of Interior Designing, 2009
3	Ms. Nafisa Rahman	Ex-student (2005-2008), Final B.Sc (Resource Management Section, Department of Home Science)	Outstanding Past Student in the Field of Interior Designing, 2009
4	Ms. Ruchika Kharkia	Ex-student (2006-2008), M.Sc (Resource Management Section, Department of Home Science)	Outstanding Past Student in the Field of Interior Designing, 2009



Mrs. Komal Sharma receiving her award.



Mrs. Sharma flanked by Ruchika on right and Nafisa on the left.



Student Achievers

Ms. Shraddha Damani: Ms. Damani is an ex-student, who graduated in Commerce from this Institute in the year 2008. She has very recently published a book entitled, 'Love, Life & Relationship' in association with Depot Self Publishing Company. Through her book, Ms Damani takes her readers to an emotional journey of romance, love and friendship dipped in a pool of better living. We all wish her success as a writer.

Ms. Phorum Shah: MS. Shah completed her post-graduation (M.Sc) in Composite Home Science from this Institute in 2008 and received the University Gold medal. She was felicitated by D B Desai and Associates for receiving this honor in the form of another gold medal which she received from the Governor himself.

Ms. Sakina Lakdawala: Ms. Lakdawala who completed her graduation in Home Science with specialization in Textiles & Clothing in the year 2006 from this Institute received the Founder Principal Galby Gold Medal given jointly by Mumbai University for securing the highest marks in M.Sc in Home Science in the branch of Textile Designing & Fashion Technology.

EXHIBITION – Artistic & Specialized Crafts



Shilpi Jain

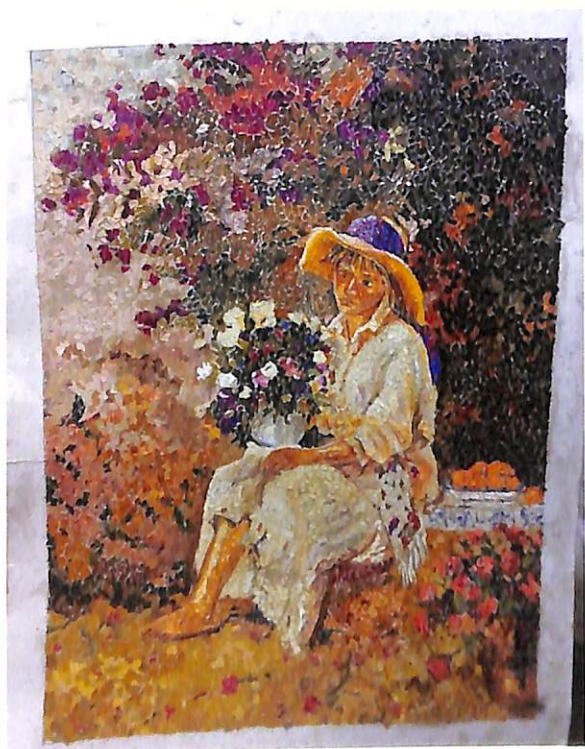


Khushboo Virwani

The students from the Artistic Craft, Specialized Crafts and Interior Design short-term courses exhibited articles made by them during the course on 24th and 25th July 2008. The articles included paper collage, fabric collage, glass painting, metal painting and macramé work. The massive and imposing 'jharoka's and papier-mâché work were an indication of perfect blend of creativity and skill. At the Interior Design exhibition various types of residential models were displayed along with designs made with application of AutoCAD.



Sweta Agarwal

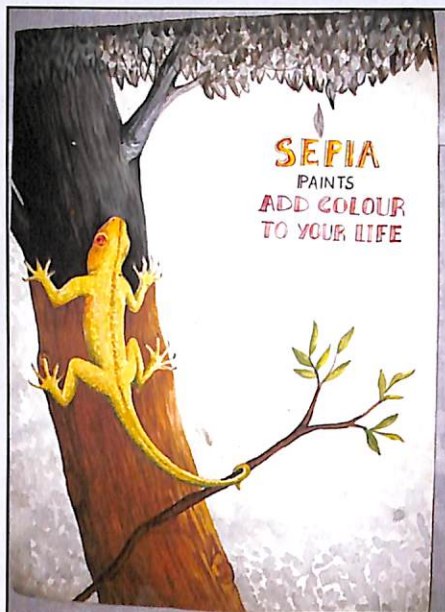


Nisha Agarwal

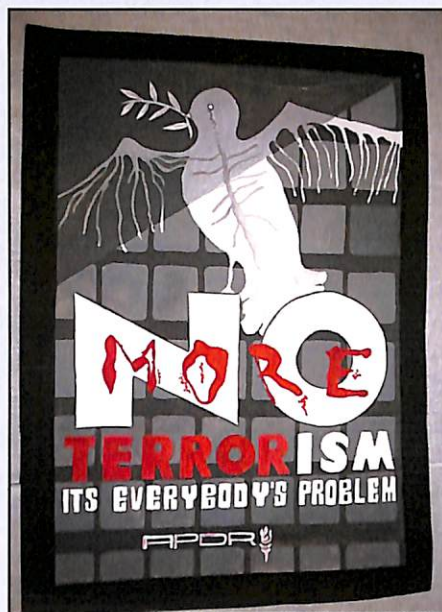


Khushboo Virwani

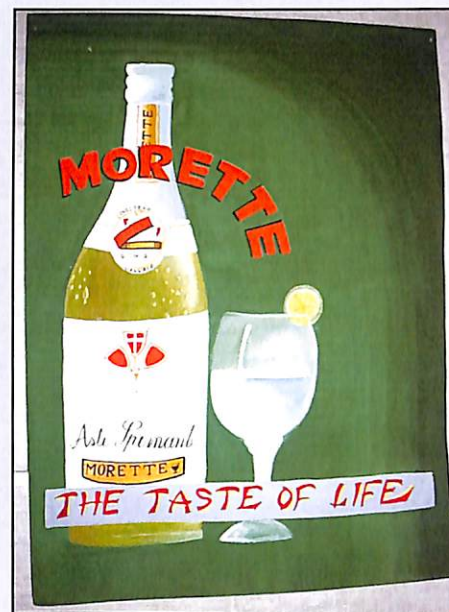
POSTERS



Ritu Agarwal



Surovita Banerji



Neha Todi

PAINTED POTS



Sanchari Ghosh



Tasneem Sammaswala



Isha Jajodia

Flower Arrangement by 1st B.Sc Students



Priyam Kejriwal



For the first time, a young moth leaves the nest and his mother warns him about people.

After he gets back, he tells his mother, "You've exaggerated about people. They aren't so bad. The moment they saw me, they started to clap their hands."



Vineeta Jain

A mother is waiting for her son excitedly on the last day of term. "At last you're home. Where's your report?"



"I haven't got it"

"How come?"

"I lent it to my friend".

"And why does he need it?"

"He wants to scare his parents with it".



Priyanka Chandgotia

Student Council Member (2008-2009)

DEPARTMENT OF COMMERCE



Ms. Sonia Dugar
Head Girl
B.Com 3rd Year (Sec- A)



Ms. Aditi Bawri
3rd Year Class Representative
B.Com 3rd Year (Sec- C)



Ms. Nehal Mohta
1st Year Class Representative
B.Com 1st Year (Sec- A)



Ms. Neha Jain
Assistant Head Girl
B.Com 3rd Year (Sec- B)



Ms. Priya Singh
2nd Year Class Representative
B.Com 2nd Year (Sec- A)



Ms. Disha Mooljee
1st Year Class Representative
B.Com 1st Year (Sec- B)



Ms. Ratna Kakkad
3rd Year Class Representative
B.Com 3rd Year (Sec- A)



Ms. Anushree Mohta
2nd Year Class Representative
B.Com 2nd Year (Sec- B)



Ms. Shreya Kar
1st Year Class Representative
B.Com 1st Year (Sec- C)



Ms. Hetal Udani
3rd Year Class Representative
B.Com 3rd Year (Sec- B)



Ms. Vrinda Dugar
2nd Year Class Representative
B.Com 2nd Year (Sec- C)



Ms. Alisha Malu
1st Year Class Representative
B.Com 1st Year (Sec- D)

DEPARTMENT OF HOME SCIENCE



Ms. Tishya Gosh
Head Girl
Final B.Sc Food & Nutrition Section

Ms. Sriporna Chakraborty
Final B. Sc Class Representative
Final B.Sc Composite Home Science Section



Ms. Richa Goyal
Assistant Head Girl
Final B.Sc Resource Management Section

Ms. Archana Chowdhury
Inter B.Sc Class Representative
Inter B.Sc (Sec- A)



Ms. Nikita Bansal
Final B. Sc Class Representative
Final B.Sc Food & Nutrition Section

Ms. Kayenat Khan
Inter B.Sc Class Representative
Inter B.Sc (Sec- B)



Ms. Veena Abhani
Final B. Sc Class Representative
Final B.Sc Textile & Clothing Section

Ms. Aditi Khanna
First B.Sc Class Representative
First B.Sc (Sec- A)



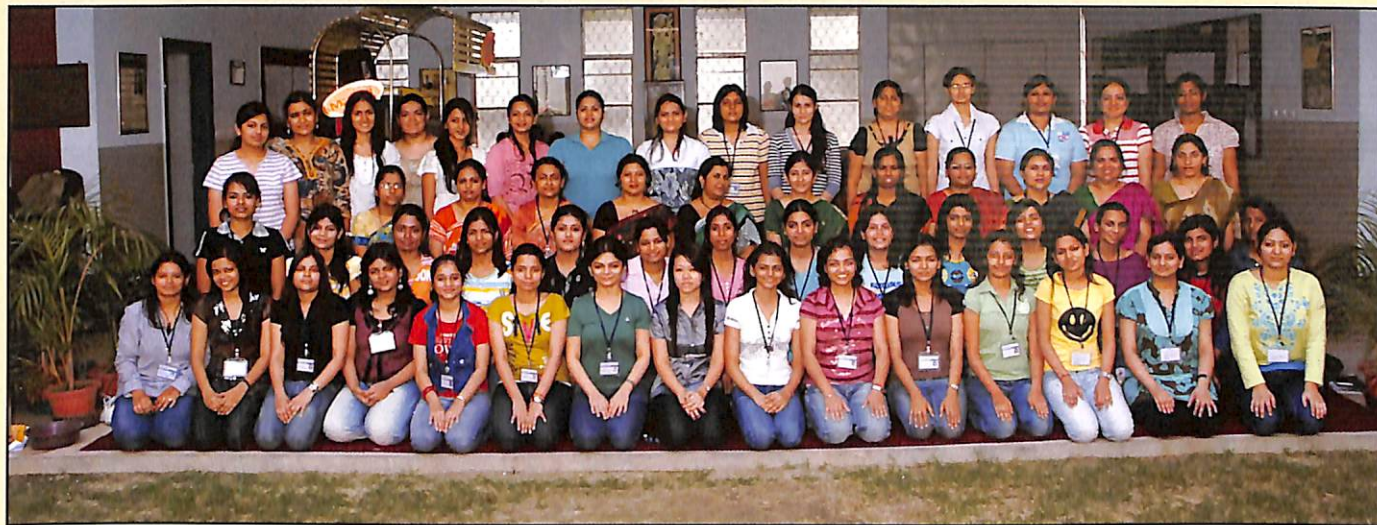
Ms. Nisha Nahata
Final B. Sc Class Representative
Final B.Sc Resource Management Section

Ms. Tanushree Bhattacharya
First B.Sc Class Representative
First B.Sc (Sec- B)



Ms. Shruti Agarwal
Final B. Sc Human Development Section
Final B.Sc Resource Management Section

Till we meet again...



Department of Commerce, Final year students, section A



Department of Commerce, Final year students, section B



Department of Commerce, Final year students, section C



Department of Home Science, Composite Section



Department of Home Science, Food & Nutrition Section



Department of Home Science, Human Development Section



Department of Home Science, Resource Management Section



Department of Home Science, Textile & Clothing Section



Department of Home Science, Postgraduate Diploma in Dietetics and Applied Nutrition

The Last Page... a few open secrets!

CONDOLENCE



A condolence meeting in the memory of ex- Vice Principal, Mrs. Srinivasan was held on the 19th August, 2008. She was a beloved mentor and a fine leader. It was under her initiative that many innovations in the Institute took shape. Mrs. Srinivasan is fondly remembered by not only her students, colleagues but also the management of the Institute. Her dedication is an inspiration for all who strive for excellence.

Mr. Soumen Chakraborty, Senior Office Staff, left for his heavenly abode on 30th October 2008. Mr. Chakraborty had severed the college for 32 years was suffering form cancer since the last few months. A condolence meeting in his memory was held on the 4th November 2008 and was attended by representatives from the Management, faculty members, students, office staff and class-IV staff.



Gurukul Award Semester – II for Best Maintained College



Lions Club of Calcutta, Mother Teresa Sarani awarded the Institute 'Best Maintained College' for the year 2008-2009 at a ceremony held at the Kalamandir Auditorium on 4th July 2008. Kudos For JDBI!

JDBI TIMES

Main Campus & Office :

11, Lower Rawdon Street, Kolkata 700 020

Phone : 2475 5070 / 2476 7340 • Fax : 2454 3243 • E-mail : jdbirla@cal2.vsnl.net.in

Satellite Campus :

1, Moira Street, Kolkata 700 017

www.jdbikolkata.com