

2012-13 ANNUAL MAGAZINE



JDBI

TIMES

SEMINARS
ARTICLES
EVENTS AT COLLEGE
STORIES, POEMS & JOKES
SKETCHES
GROUP PHOTOS

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Kolkata - 700 015
E-mail: cdc@cdcprinters.co.in

CHAIRPERSON'S MESSAGE



J.D. Birla Institute continues its celebration of 50 glorious years. The magazine is a reflection of the achievements of our Institute and stands testimony to the creativity of our students and staff. It is a significant statement of this generation - a valuable social document.

This year has been a year of historic importance to us as we not only commenced our Golden Jubilee Celebrations but have also paved our way to becoming an Autonomous Institute. Our journey as an Institute has been a long one; at each step we instilled in our students the spirit to pursue knowledge through truth.

As an Institute we made great progress and stand tall today with more than 1700 students studying graduate, post-graduate and diploma courses in Science, Commerce and Business Administration. Students at J.D. Birla are guided to become logical, systematical and analytical in their pursuit of well-defined goals.

I congratulate and wish success to the Principal, staff and students of the Institute for bringing out this issue of the magazine that stands as an emblem for the essence and spirit of the college.

Sumangla Birla

Mrs. Sumangla Birla
Chairperson, Governing Body - JDBI



FROM THE DESK OF PRINCIPAL-JDBI

A sense of appreciation, gratitude and pride surges through my heart as I greet you through the pages of the College Magazine for the Session 2012-2013. This year has been very special for J.D.Birla Institute as it stepped into its Golden Jubilee with standards flying high. We are proud of the achievements of our students and the rapid progress of our institution in all spheres. The Institute has earned a name for itself in its pursuit of total and wholesome education and its alumni have made their alma mater proud by growing into very responsible citizens and professionals. Just as a rainbow is an embodiment of hopes, pleasure and aspirations represented as VIBGYOR across the horizon in a manner soothing to eyes and mind, the College Magazine too intends to capture and represent diverse facets (colours) of J.D.Birla Institute through varied articles, poems and

stories. I wish to put on records the incessant assistance and cooperation from all my students and teaching and non-teaching colleagues in publishing this issue of the College Magazine. I am especially thankful to the editorial team who has burnt their midnight oil for timely production of this edition.

Dr. Deepali Singhee
Principal - JDBI



FROM THE DESK OF DIRECTOR DEPT. OF MANAGEMENT, JDBI

I am writing this message at an interesting juncture in the history of our Institute. Thanks to our continuous strive to elevate the level of quality education we provide at our Institute and the success we see in the professional career of our alumni, we have achieved an important milestone - we have been granted the status of an autonomous Institute by UGC. It is not only a feather in the Institute's cap, but also a laurel of recognition for each and

every one of us - the teachers, the students, administration, management, our peers - whoever has been associated with us in the past and at the present in this long triumphant journey.

Additionally, I am especially proud of the Management Section which has witnessed a record level of popularity in recent years among the aspiring student community as their destination of choice for their business studies. Apart from academics, we have driven a number of activities targeted to various social causes involving the management students with a view to kindling the true spirit of connecting management with social responsibilities. These included, among others, organizing marathon against child labor, visiting cancer stricken children in city hospital and donating proceeds to charitable organizations. The success of the purpose was evidenced from the spontaneous huge participation from students and local communities. We plan to continue such efforts in the future as a practical extension of our curricula.

Let's carry the torch forward into the new era we're entering!

Dr. Asit Datta
Director - Dept. of Management, JDBI



FOREIGN DIRECT INVESTMENT (FDI) – ITS VIABILITY

Oindrilla Mitra, Komal Saluja, Shalini Agarwal, Kriti Bhojnagarwala, Nupur Jaiswal, Shilve Gulati, Rachita Kaur and Khushboo Agarwal – 3rd year B.Com (Sec B) students

Foreign direct investment is of growing importance to global economic growth. This is especially important for developing and emerging market countries. FDI from investors in developed areas like the European Union and the U.S. provide funding and expertise to help smaller companies in these emerging markets to expand and increase international sales. In 2012, these emerging markets became the greatest beneficiary of FDI. Inflows exceeded those to developed countries by \$130 billion.

What is Foreign Direct Investment?

The International Monetary Fund defines FDI as when one individual or business owns 10% or more of a foreign company's capital. Every financial transaction afterwards is considered by the IMF as an additional direct investment. If an investor owns less than 10%, it is considered as nothing more than an addition to his/her stock portfolio. According to a recent survey by the United Nations Conference on Trade and Development (UNCTAD), India has conspicuously emerged as the second most popular and preferable destination in the world, after China, for highly profitable foreign direct investment. India's fast and steadily growing economy in majority of its, ever-expanding markets, liberalization of trade policies, development in technology and telecommunication, and loosening of diverse foreign investment restrictions have further made India, the apple of the investors' eye for most productive, profitable, and secure foreign investment. In recent years, bulk of the foreign direct investment in Indian business sectors of infrastructure, telecommunication, information technology, computer hardware and software, and hospitality services, have been made by investors of countries like US, UK, Mauritius, Singapore, and many others. Global Jurix, one of the leading legal organizations in India with global repute has been

helping companies, business corporations, organizations, and other potential investors from countries all

around the world in making foreign direct investment in the Indian business sectors. The foreign direct investment in Indian business sectors can easily be made in a variety of ways, through Governmental and automatic routes. However, joint ventures are the most popular and preferred forms of making investment in

Indian industry. At present, the most lucrative business sectors for FDI in India include infrastructure (power, steel, railways, etc.), telecommunications, hospitality sector, education, retail, real estate, petroleum and petroleum products, biotechnology, alternative energy, etc. Global Jurix helps foreign investors in securing FDI in India by providing the following legal services:

- Company Formation and Company Law services
- Establishment of Joint ventures
- Corporate and Commercial Law services
- For making all mandatory Compliances
- Drafting all requisite Contracts, Agreements, and other Documents
- Setting up Subsidiaries
- Tax Planning
- Project Finance
- Dispute Resolution
- Private Equity



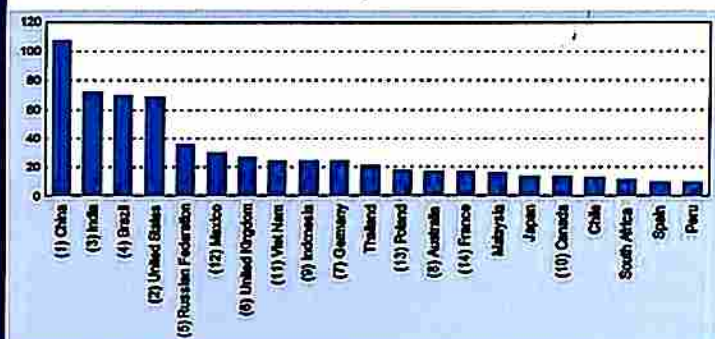
Benefits of FDI in Developing Countries

The resilience of FDI during financial crises has led to many developing countries regarding it as the private capital inflow of choice. Although there are substantial evidences that such investment benefits the host countries, each country should assess its potential impact carefully and realistically.

Advantages and Setbacks of FDI in Developing Countries

Every country presents its own unique challenges and problems that range from political, economical or financial risks. However, FDI allows transfer of technology. Recipients of FDI often gain employee training, profits contribute to corporate tax

Figure 14. Top priority host economies for FDI for the 2010-2012 period
(number of times that the country is mentioned as a top priority for FDI by respondent TNCs)



Source: UNCTAD survey.

Note: Rankings according to last year's survey are given in the parentheses before the name of each country. The countries without numbers were ranked outside the top 20 in the last year's survey.

revenues, raise in the level of employment, improvement in export competitiveness, employment generation takes place, and so on. There are setbacks to FDI as well. To begin with, there is a fall in domestic savings, less contribution of foreign firms to public revenue, increase in income inequalities, capital intensive approach, un-suitability for labour intensive economy; and increased possibility of foreign firms influencing political decisions of a country etc.

Global Retailing Scenario

Retail has played a major role in improving the productivity of the whole economy at large. The positive impact of organized retailing could be seen in USA, UK, and Mexico and also in China. Retail is the second largest industry in US. It is also one of the largest employment generators. It is also important to understand that Argentina, China, Brazil, Chile, Indonesia, Malaysia, Russia, Singapore and Thailand have allowed 100% FDI in multi brand retail. These countries benefited immensely from it. Also small retailers co-exist & the quality of the services has also increased significantly. China permitted FDI in retail in 1992 and has seen huge investment flowing into the sector. It has not affected the small or domestic retail chains on the contrary small retailers have increased since 2004 from 1.9 million to over 2.5 million. Take for example Indonesia where still 90% of the business still remains in the hand of small traders. On the other hand one can debate that the demand for allowing FDI is usually made by an economic sector or an industry that is in need of capital and technology. But in the case of FDI in retail sector, no such demand was put forth by the farmers' or consumers' bodies, but in order push forward the same, Government is claiming that FDI in retail chain will benefit the farmers and consumers and create jobs in the country. However, the fact remains is that Europe and the US are reeling under economic recession and multinational companies based in these regions are eager to invest in soft targets in the third world to get maximum benefit.

The Indian Government in turn wants to increase the FDI inflows with the intention of arriving at the magic growth figure of 9% or 10%.

Current Scenario in FDI

As per the latest FDI policy, steps have been taken to evaluate certain sectors having limited or no access to foreign investment. Discussion papers on FDI in multi-brand retail trading was released which proposed to increase FDI in single brand retails to 100% from current 51% and to allow FDI in multi-brand retail, which will improve the growth rate in organized retail. The discussion papers also stated that 50% of foreign direct investment should be channeled into improving back end infrastructure of retails brands and 30% of all raw materials for the retail industry has to be procured from small and medium enterprises. With recent announcements by the Government, 51% FDI has been permitted in multi-brand retail although with certain caveats, and is subject to final approval from respective states to allow implementation within these states. India and FDI seem to be an odd couple. They don't go well together, at least in some parts of this vast nation. Empirical evidence suggests that FDI can fuel an economic boom and a lack of it would only guarantee a sluggish growth. Foreign investment will not necessarily sound the death knell for India's 'mom-and-pop' shops; rather, it will offer opportunities to build thriving enterprises. To make up for lost

opportunities, India's economy must keep humming like a bullet train. There's enough evidence to prove that capital inflows power a nation's growth engine.

With a \$ 3 billion American aid in 1953, war-ravaged Germany rebuilt its shattered economy and became a bulwark against communism. South Korea received \$ 636 per person per year for three decades and secured its seat at the table of the rich. A more recent example is China, which took in as much as \$ 45 billion a year in foreign capital in the 1990s. Its openness to FDI helped it grow more than 9% a year on average, boosting its per capita income fourfold between 1978 and 2000.

There's enough evidence to prove that capital inflows power a nation's growth engine. Yet FDI has certain grey areas that need to be elucidated upon. Predatory pricing by the foreign direct investors could strangle the domestic retailers.





CHIA SEEDS - THE ANCIENT FOOD FOR THE FUTURE

Manila Banthia - 2nd Year M.Sc in Home Science
(Food & Nutrition Section) student

Chia seeds are not new at all; they have been enjoyed by humans for centuries with their use dating back to 3500 B.C. Chia seeds were one of the staple foods of the Aztecs and the Mayans and were considered to be almost magical because of their ability to increase stamina and energy over long periods of time. Today, Chia is making a comeback due to the amazing health benefits offered by its seeds.

The Chia plant is grown commercially for its seed which is rich in omega-3-fatty acids. The seeds yield about 25-30% extractable oil, including alpha linolenic acid. These fatty acids are considered essential fatty acids. This means that they are necessary for human health and since the body can't make them they have to be got through food. Also known as polyunsaturated fatty acids (PUFAs), omega-3 fatty acids play a crucial role in brain function, as well as normal growth and development. They appear to be important for cognitive (brain memory and performance) and behavioral function as they help to keep nerve cells healthy and allow easy transmission of nerve signals. Research shows that omega-3 fatty acids can even be converted into a group of compounds

called prostaglandins that are known to have anti-inflammatory effects and therefore, may help lower the risk of chronic diseases such as heart disease, cancer and arthritis. Omega-3-fatty acids even have a role in the reduction of blood pressure in hypertensive individuals.

Chia also has very high antioxidant content (12-15%) that protects the fatty acids present in its seeds from oxidizing and turning rancid thereby giving Chia a longer shelf life. The more abundant antioxidants present are quercetin, kaempferol, myricetin, chlorogenic acid and caffeic acid. Quercetin is considered to be one of Chia's most powerful antioxidants and has shown to significantly boost energy and endurance. Quercetin has specifically been shown to increase the supply of energy to the brain and muscle cells. Studies have also shown that quercetin may have the potential to prevent cardiovascular disease and even prevent the progression of cancer. Kaempferol and myricetin provide protection against heart disease, cerebrovascular disease as



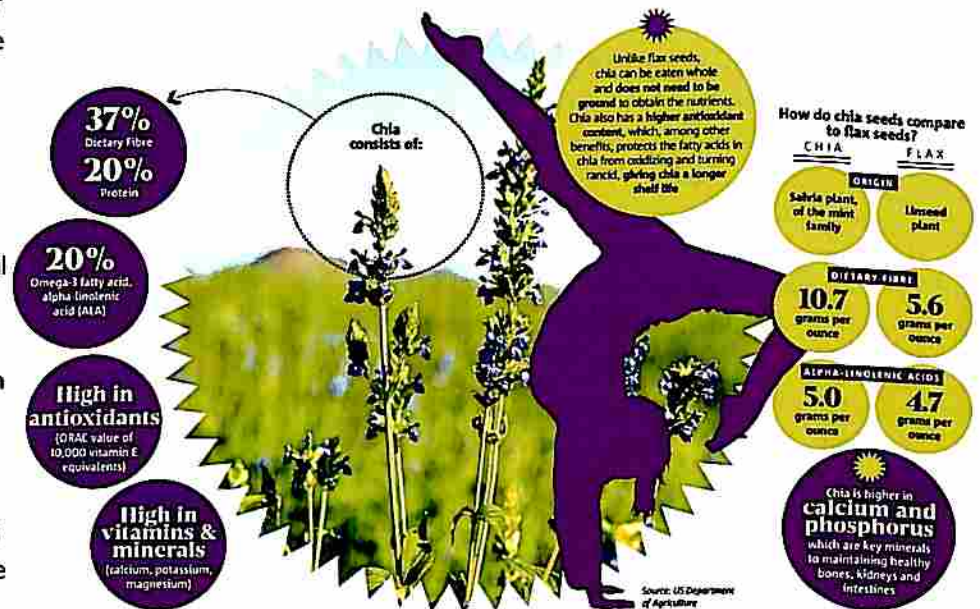


well as several cancers. Researches have shown that due to the high content of antioxidants in Chia seeds, it helps to protect the cells of the body against free radical damage and thus can slow down the aging process and even prevent the occurrence of several degenerative diseases such as cardiovascular disease, arthritis and cancer. Apart from its rich content of essential fatty acids and antioxidants, Chia seeds also contain 20% of proteins which are vital for the overall health and maintenance of the body. Also, the high calcium and phosphorus content of Chia seeds help in maintaining healthy bones and thus prevents osteoporosis. Chia seeds are considered to be a good source of dietary fibre, with nearly 11 grams of fibre per ounce; Chia delivers 42% of the recommended daily intake of dietary fibre in a single serving. Fibre is vital for all aspects of health, and is especially the key for weight loss and glucose

control. Chia seeds can absorb up to 12 times its own weight by soaking up fluid and expanding in the digestive tract, thereby making one feel fuller and helps curb appetite. So, adding just an ounce or so of Chia seeds in a diet can reduce caloric intake and increase the amount of fibre.

Chia seeds can be used as a topping or may be added to other foods such as smoothies, oatmeal and yogurt or they maybe even consumed raw. Since there is no perceptible shell, addition of Chia seeds to other products does not alter taste.

Chia seeds maybe considered a 'super food' as they deliver maximum amount of nutrients with minimum calories. This tiny little seed is destined to be the 'Ancient Food of the Future.'





NUTRITIONAL SUPPLEMENTS USED IN SPORTS NUTRITION - A BOON OR A CURSE?

Parnasree Sadhukhan - 3rd year B.Sc. in Food Science and Nutrition Management student

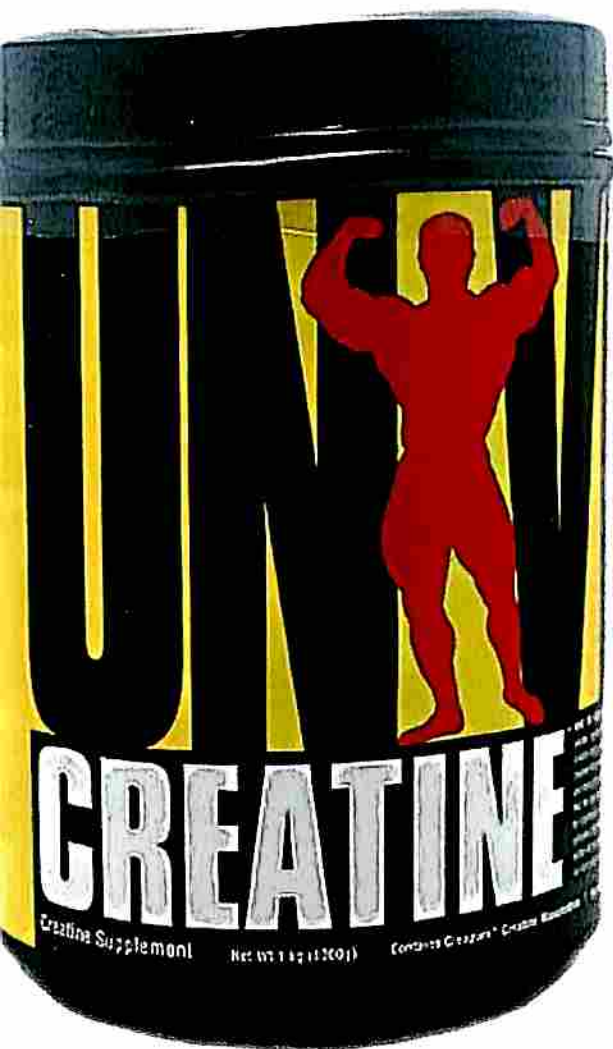
Nutritional status is a critical determinant of athletic sports performance. At the most basic level, nutrition is important because it provides a source of energy required to perform the activity. An athlete's dietary regimen plays a vital role in accomplishing his or her goals because it allows the athlete to reach his maximum performance. Pharmacological agents, such as anabolic steroids have been used in the past, but such practices by athletes are now illegal. Thus, many athletes have turned to various dietary strategies, including the use of various sports supplements, which they presume to be effective, safe and legal. Athletes often attempt to go beyond their dietary



regimen and use substances and techniques, often referred to as 'ergogenic aids' in an attempt to boost their performance and gain a competitive advantage. Although the said have advantages related to health, they can be harmful when taken in wrong doses. Contrary to the actual fact, many analysts regard these as potentially dangerous to health which is supported by the misuse of these compounds by sportspersons. Thus the use of nutritional ergogenic aids in the field of sports nutrition becomes a controversial topic.

An ergogenic aid is defined as any means of enhancing energy production and utilization that ultimately improves performance capacity and training adaptations. It includes mechanical devices, pharmacological aids, physiological treatments and/or nutritional supplements.

There are a variety of nutritional ergogenic aids available which claim to improve athletic performance such as amino acid supplements, antioxidant supplements, carnitine, glutamine and many more. One of the most common nutritional ergogenic aids is caffeine. It is obtained from sources like tea, coffee, soda drinks and chocolates and is generally accepted by most sports scientists as an effective ergogenic aid. Its stimulating effect on the central nervous system reduces the sensation of fatigue and pain. Moreover, caffeine improves mental acuity, focus and technical skill during activity. While numerous athletes attest to its performance enhancement, many athletes



believe that as the intake rises, caffeine becomes more hindrance than an aid causing side effects like irritability, restlessness, diarrhoea, insomnia and anxiety.

Another effective nutritional ergogenic aid is creatine. The average person stores enough free ATP (the energy currency of our cells) for 4 to 5 seconds of maximum muscular contraction. Following this, a substance known as creatine phosphate becomes the dominant energy yielder, permitting muscle contractions for another 5 to 6 seconds. This is where creatine supplementation fits in as it facilitates a full load of creatine phosphate in every muscle and thus allows the athlete to train harder for longer. A recommended dose of creatine for athletes is approximately 0.1g/kg lean body mass. Over dosing should be avoided at all costs as excess creatine has been shown to interfere with the regulation of the kidneys resulting in water retention and muscular cramps.

Aside from caffeine and creatine, the coenzyme Q10 is also used as a nutritional supplement in sports. It is a naturally occurring antioxidant, located in the mitochondria of skeletal and cardiac muscle cells and plays a role in energy production in our cells. Being an antioxidant it slows down the ageing process. It also improves the heart's ability to pump more blood and strengthens body's immune functions. Occasional epigastric distress is the only adverse effect reported against

coenzyme Q10 supplementation.

Choline is a vitamin like compound which is extremely important for muscle contraction. Choline levels drop dramatically when athletes exercise continuously leading to fatigue. Some scientists reason that choline supplements if taken at the right time and in the right amount might help to stimulate muscle cells so that exercise may be continued for longer periods. Although choline



is safe, diarrhoea maybe a potential problem. Many athletes, whether recreational, elite or professional, use some form of nutritional ergogenic aid to improve athletic sports performance or even to assist in weight loss. Although these supplements have a variety of benefits, due to faddism and ignorance, these ergogenic aids are being abused leading to a number of side effects which are ironically a hindrance to sports performance. Thus, an understanding of these products is essential for the sports nutritionist to provide sound and safe advice to the athletes.





ROLE OF SOY ISOFLAVONES IN MENOPAUSAL HEALTH

Alisa Wong - 3rd year B.Sc. in Food Science and Nutrition Management student



Menopause is defined as the cessation of menstruation as a result of an inevitable decline in ovarian function. When a female is born, she is born with 1-2 million eggs contained in the follicles of her ovaries. With the onset of puberty she loses an egg every month through her menstrual cycles. Over time, her finite supply of egg follicles diminishes due to ovulation and natural degenerative process. Gradually, her ovary stops producing oestrogen and progesterone. This is when she enters the menopausal stage of her life. So, ladies if you are in your late 40s or 50s, you may be complaining about experiencing hot flashes, i.e. feeling excessively hot, insomnia, night sweats, anxiety, depression, decreased sexual

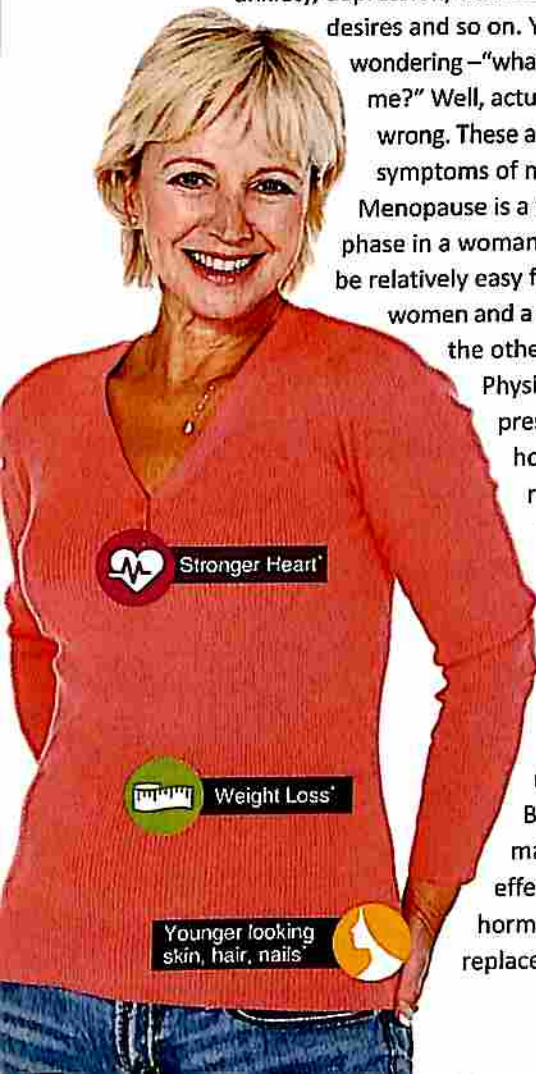
desires and so on. You may be wondering – “what is wrong with me?” Well, actually, nothing is wrong. These are some of the symptoms of menopause. Menopause is a transition phase in a woman’s life - it can be relatively easy for some women and a very tough for the others.

Physicians often prescribe hormone replacement therapy (HRT) as a primary means to mitigate these symptoms of menopause. But there are many negative effects of hormone replacement

therapy. Studies such as the ‘Million Women Study’ in UK and the ‘Women’s Health Initiative’ in USA have found a significant increase in the risk of heart disease and breast cancer in women taking HRT. Other risks include ovarian cancer, lung cancer and stroke. But, there are safer alternatives to reduce the symptoms of menopause. A simple, easily-cultivated bean which has been part of our diet since the dawn of civilization is the answer. This safe yet simple alternative to HRT is, a plant food rich in substances called isoflavones. Numerous reports have indicates that high in isoflavones, Soy can prevent illness and promote good health. Soy contains many individual isoflavones, but the most beneficial are genistein and daidzein. Isoflavones are a class of phytochemicals, which are compounds found only in plants. They are a type of phytoestrogen (plant hormone) that



resembles human estrogen in chemical structure but are weaker. By mimicking human estrogen at certain sites in the body, isoflavones provide many health benefits that help avoid diseases. Isoflavones are found in soybeans, chick peas and other legumes. However, soybeans are unique because they have the highest concentration of these powerful compounds. Soy isoflavones can be a natural alternative to



Stronger Heart*

Weight Loss*

Younger looking skin, hair, nails*

oestrogen replacement therapy for relief of mild menopausal symptoms. It may help offset the drop in oestrogen and regulate its fluctuations that occur at menopause. Many women have reported a reduction in their hot flushes and night sweats when they regularly consume Soy foods, like tofu. In the journal 'Menopause', a study showed that intensity of hot flashes was reduced by 30% with consumption of 50mg/day of Soy isoflavone for 10 weeks.

In menopause, due to low levels of estrogens, the osteoclast (bone desorption) cells dominate the osteoblast (bone forming) cells. Hence, there is rapid loss of calcium from the bones leading to post menopausal osteoporosis. Thus, increased risk of fractures, decreased height and hunch back are common signs. Osteoporosis can be treated by taking Soy isoflavones because they stimulate the activity and proliferation of osteoblast cells. By preserving bone health, increasing bone mass and inducing bone turnover, researchers have noted the potential role of Soy isoflavones in preventing, and possibly even reversing, the effects of osteoporosis.

Studies have also shown that Soy isoflavones also reduces the risk of cardiovascular diseases in menopausal women by causing a rise in the HDL (good cholesterol) levels, decreasing blood pressure, lowering LDL (bad cholesterol) levels, reducing triglyceride levels and improving elasticity of arteries. Being a weak form of oestrogen, isoflavones can compete at oestrogen receptor sites, blocking the stronger version naturally produced by the body from exerting its full effect.



Since high blood levels of oestrogen are an established risk factor for breast cancer; weaker forms of oestrogen may provide protection against this disease.

Soy isoflavones also have benefits on the cognitive function in menopause. They act as a neuroprotector, improve cognition, reduce anxiety, prevent degeneration of the central nervous system and also prevent Alzheimer's disease.

The amount of isoflavones needed to exert beneficial effects is 15g of Soy protein or 50mg of isoflavones per day. Soy isoflavone can be taken either as dietary supplements or from food sources such as soybeans and Soy products. The best way to consume isoflavones is in food form, so that you can benefit from all of soy's nutrients and beneficial compounds.

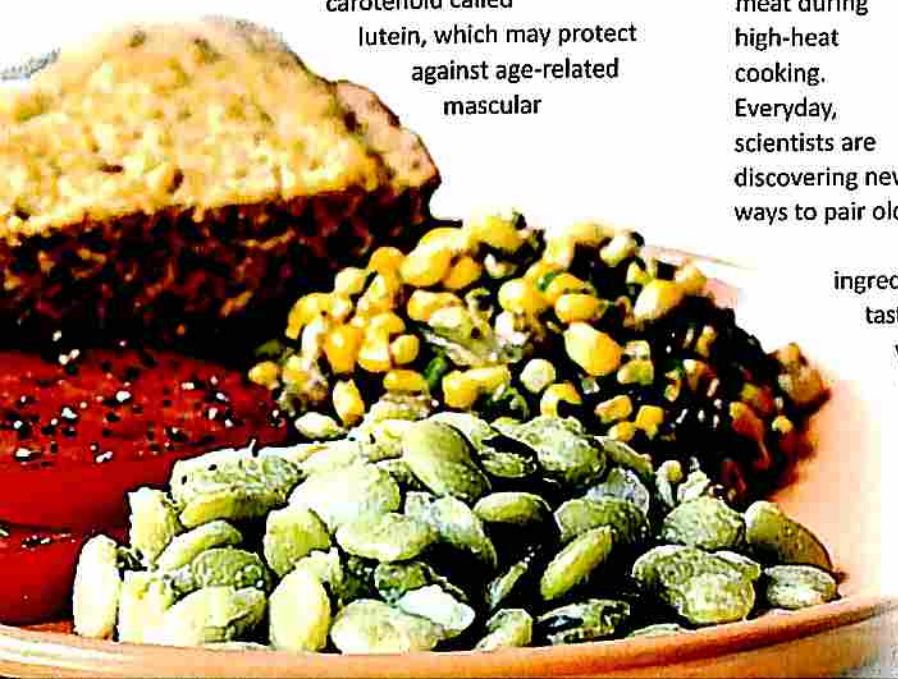
Eating soy foods, a natural source of isoflavones can protect and enhance overall health.

WHEN ODD IS EVEN – EFFECTIVENESS OF SOME UNUSUAL FOOD COMBINATIONS

Chitrarпита Saha - 2nd year M.Sc in Home Science (Food & Nutrition Section) student

Food combining (also known as astrophology) is a term for a nutritional approach that advocates specific combinations of foods as central to good health by full digestion of nutrients and preventing certain chronic metabolic diseases. Enjoying two foods together is healthier than eating each of them alone. That is called 'food synergy' and as researchers work to unravel the complexities of the interactions of the foods we eat, there are some combinations which are the most powerful and unusual food synergies currently known to science. These combinations may sound odd, but their effectiveness makes them even. Some of the useful yet unusual food combinations are avocado and tomato, in which, the fat from the avocado helps the body absorb seven times more lycopene, an antioxidant present in tomato. Fat also helps in the absorption of another

carotenoid called lutein, which may protect against age-related muscular



5 SUPERFOOD DUOS

Add these powerful food combinations to your diet at least twice a week and you'll supercharge your health.
www.undergroundhealthreporter.com

#1 Vitamin C and Iron - Peppers & Artichokes
By combining non-rich foods (leafy greens, dried fruit, artichokes and legumes) with those packed with vitamin C (tomatoes, peppers, citrus and leafy greens) helps your body absorb iron more efficiently.

#2 Green Tea with Lemon
Adding lemon juice to green tea increases powerful DNA repairing catechins contained in green tea - making the tea five times stronger.
Consuming green tea when you eat fish helps block mercury from entering your bloodstream. Studies have also found that people who drink green tea daily tend to lose ten pounds more per year than those who don't.

#3 Avocados and Tomatoes
Researchers at Ohio State University discovered that the monounsaturated fat found in avocados boosts the cancer-fighting properties of lycopene found in tomatoes - making it four times more effective.

#4 Dark Chocolate and Apples
Apples are rich in quercetin - an anti-inflammatory crucial to heart health. Dark chocolate contains powerful antioxidants called flavonoids. This pair forms a tasty snack that fights blood clots, improves circulation and reduces your chances of heart disease.

#5 Bananas and Yogurt
This duo maximizes absorption of muscle-repairing glucose and amino acids. After intense exercise, this combination speeds up muscle recovery while strengthening muscle cells.

View the complete list of 10 powerful food combinations at:
<http://www.undergroundhealthreporter.com/super-food-combinations>

strange but healthy combination of grilled steak would not be a problem as it turns out that there are certain compounds in brussel sprouts (and other cruciferous vegetables, such as broccoli and cauliflower) which may help rid the body of carcinogens that can form on meat during high-heat cooking. Everyday, scientists are discovering new ways to pair old



ingredients and create an entirely new taste experience which is flavoursome, yet nutritious. It is a fact well known that raspberry is high in an anti-inflammatory flavonoid called quercetin, which has been shown to reduce the risk of allergies, heart attack, Alzheimer's disease, Parkinson's disease, and prostate and lung cancer. Green tea, on

degeneration. Spinach and orange is another such combination. Although spinach has lots of iron, our body doesn't absorb it well when spinach is eaten alone. But with vitamin-C by its side, this vegetable becomes a true standout. many new researches which show that the synergy of broccoli and tomato prevents prostate cancer. Eating brussel sprouts with the



RIPENING OF FRUITS

Varnika Gupta - 3rd year B.Sc in Home Science student

Ripening is a process due to which fruits become palatable. The fruits become sweeter, softer and less green. In the course of ripening, although the acidity level of the fruits increase they tartar.

The process of fruit ripening mainly takes place with the help of ethylene. Ethylene is an organic colorless, inflammable gas with a faint sweet and musky odor. It is the only gaseous plant hormone responsible for fruit ripening, growth inhibition, leaf abscission and aging. Most fruits have elevated ethylene level during ripening. Ethylene modulates the activities of various enzymes which are involved in the process of ripening. This enzyme soften the skin of the fruits and convert starch into simple sugars, hasten senescence, promotes oxidative browning, loosens the fruits, and discolors fruits.

Natural process of fruit ripening can be accelerated with the help of calcium carbide. Calcium carbide



is a chemical compound comprising of calcium and carbide. Pure calcium carbide is colorless but artificially produced calcium carbide is impure and has a black or a grayish white color. It is crystalline in nature, gives out a faint odor of garlic and is flammable. When

calcium carbide is dissolved in water it produces acetylene whose properties are analogous to ethylene. Since calcium carbide is used in a large quantity to facilitate the ripening process of fruits, the fruits often turn out to be tasteless and toxic. Further, presence of small traces of phosphorous and arsenic in carbide makes the fruits poisonous. Contact with calcium carbide leads to irritation in the eyes often causing permanent eye damage, skin ulcers, and irritation in nose, mouth and throat; it can cause cough and cold and can even irritate the lungs causing shortness of breath.

The usage of calcium carbide gas for the process of ripening fruits has been banned by the government of India. On the other hand ethylene, which is cheaper than carbide can be used under controlled condition. Although ethylene initiates natural ripening of fruits, acetylene produced by the reaction of carbide with moisture is not as effective as ethylene and has toxic impurities. A recent study has also shown that apple juice can act as a useful ripening agent as compared to calcium carbide without any adverse effect owing to the faster ripening process it facilitates.

Techniques of Ripening Fruits

Fruits can be placed in air tight paper bags to hasten the ripening process. Covered fruit ripening bowls specifically meant for ripening of fruits are available in the market.



Papaya fruits 3day after storage at room temperature



Papaya fruits exposed to ethylene gas (100 ppm) and 3 days after storage at room temperature

Current practice for long-term fruit storage includes cold temperatures and charcoal scrubbing of the atmosphere to absorb ethylene and keep the concentration of ethylene at very low levels. An ethylene generator or catalytic generator is used to produce the ethylene gas necessary for fruit ripening. The generator controls the overall ethylene concentration in the room. Typically, between 500-2000 ppm of ethylene is administered for 24-48 hours to successfully ripen the fruits. Nowadays, most commercial warehouses, ships and trucks are equipped with ethylene absorption technology or ethylene generation machines to help control the ripening process of many fruits.

Guidance on Buying and Consuming of Fruits

Fruits having nail marks, punctures, and powdered application on them should not be bought. Those fruits which look attractive on the outside and are uniformly colored are often the results of artificial ripening; therefore we should avoid buying them. It is always better to buy seasonal fruits as off-season fruits are mostly artificially ripened. The outer peel of fruits (fruits like mangoes and papayas) should be thoroughly removed before cutting them into pieces. All fruits should be washed properly before it is consumed. They can be washed by placing them under running water for some time so that the chemicals are washed away. They can also be washed by placing them in a sink filled with salt water and allowing them to float for a few minutes before finally washing them with plain water.



EXPLORING THE MID-DAY MEAL SCHEME IN HOWRAH AND HOOGHLY DISTRICTS OF WEST BENGAL

Swikriti Sen Sharma - 2nd year M.Sc in Home Science (Human Development Section) student

Article 47 of the Indian constitution says that "raising the level of nutrition, standard of living and improvement of public health are the primary duties of the state".



मध्याह्न भोजन योजना
Mid-day Meal Scheme

The Mid-day Meal Scheme is the popular name for school meal programme which started in the 1960s by the Government of India. It involves provision of free lunch free to school children on all working days.

school lunch programme was started keeping in mind the social and economical advancement of the country. Urbanization, industrialization and an increase in the number of working mothers frequently brings about longer school days. This means that children often do not receive proper meals at home. With enforcement of free compulsory primary education, there was pressure on the governmental authorities to provide school lunch, free of cost. This enabled children to eat and learn together.

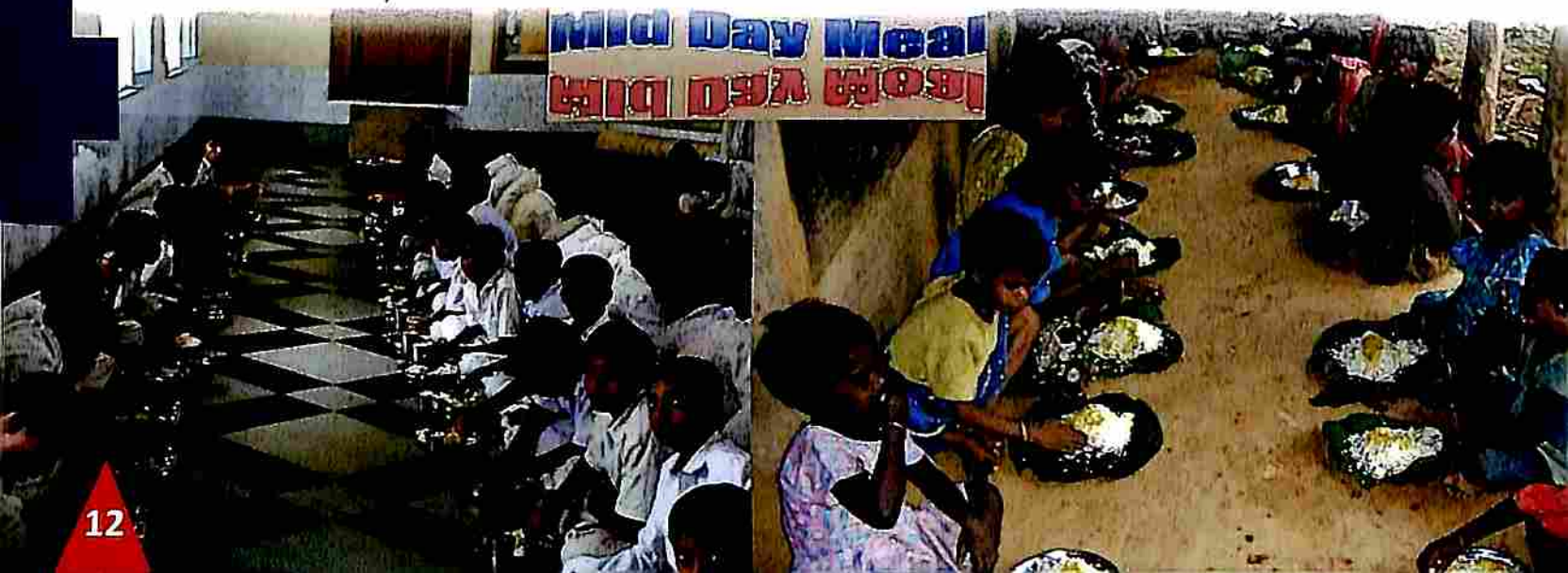
History of Mid-day Meal

Mid-day meal programme for school children is an initiative taken by the Government of India under the ministry of Human Resource Development. The programme covers all children upto the age of 15 years.

One of the pioneers of the scheme is Madras that started providing cooked meals to children in corporation schools in the Madras city in 1923. The programme was introduced on a large scale in 1960s by K. Kamaraj, the then Chief Minister of Tamil Nadu who was inspired by the programme implemented at the Sourashtra Higher Secondary School in Madurai he visited. The first major thrust came in 1982 when Chief Minister of Tamil Nadu, Dr. M. G. Ramachandran, decided to universalize the scheme for all children up to class 10. Tamil Nadu's mid-day meal programme is among the best known in the country. In addition, a noon-meal programme was also launched on 1st July, 1982 by the late M.G. Ramachandran, the then the Chief Minister of Tamil Nadu in rural areas, which was later extended to the urban areas as well.

Apart from Tamil Nadu, Gujarat had also introduced such a scheme since the late 1980s. Kerala started providing cooked meals in schools since 1995 and so did Madhya Pradesh and Orissa in small pockets.

Finally, on the recommendation of national school health committee; the government of India started this scheme of providing mid-day meal to school children in all states with effect from 15th August 1995. Under this scheme, the government of India pays 40% of expenditure while the remaining 60% of the expenditure is borne by the concerned state.



On November 28, 2001 the Supreme Court of India gave a landmark direction to government to provide cooked meals to all children in all government and government assisted primary schools. The direction was resisted vigorously by State governments initially, but the programme has become almost universal by 2005. Recently Govt. of India has launched a new Midday Meal Scheme.

Objectives of Mid-day Meal Programme

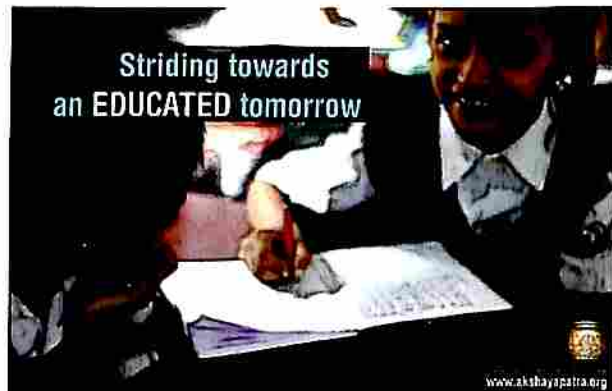
- a) Protecting children from classroom hunger - Many children in India reach school on an empty stomach. Even the children who have a meal before they leave for school get hungry by the afternoon and are not able to concentrate on their studies. Mid-day meal can help to overcome this problem by preventing "classroom hunger".
- b) Facilitating the healthy growth of children - Mid-day meal can also act as a regular source of "supplementary nutrition" for children, and facilitate their healthy growth.
- c) Psychological benefits - Physiological deprivation leads to low self-esteem, consequent insecurity, anxiety and stress. The mid-day meal scheme can help address this and facilitate cognitive, emotional and social development.



জোট সরকারের টালবাহানায় বাঁকুড়ায় মিড ডে মিল বন্ধ হতে চলেছে



- d) Increasing school enrolment and attendance: Mid-day meals have a positive effect on school participation, not just in terms of getting poor children, belonging to disadvantaged communities enrolled, but also in terms of regular pupil attendance.



- e) Fostering social equality - Mid-day meal can help spread egalitarian values, as children from various social backgrounds learn to sit together and share a common meal. In particular, mid-day meal can help to break the barriers of caste and class among school. Appointing cooks from Dalit communities is another way of teaching children to overcome caste prejudices.
- f) Intrinsic educational value - A well organised mid-day meal can be used as an opportunity to impart various good habits to children (such as washing one's hands before and after eating), and to educate them about the importance of clean water, good hygiene and other related matters.
- g) Enhancing gender equity - The gender gap in school participation tends to narrow, as the mid-day meal scheme helps erode the barriers that prevent girls from going to school. The scheme also provides a source of employment to women, and helps liberate working women from the burden of only cooking at home during the day. Women and the girl child have a special stake in the Mid-Day Meal Scheme.



COLOUR PSYCHOLOGY

Kunti Shaw - 3rd year B.Sc. in Textile Science, Clothing & Fashion Studies student

There are no wrong notes" - Thelonius Monk, Jazz Pianist. Equally, there are no wrong colours. Putting all the millions of shades, tones and tints together will create a harmonious whole, as long as all the colours are from the same tonal family.

Many people think that color is just a matter of how things look and it is often dismissed as being purely cosmetic. However, the truth is that color is light - the source of life itself. There is nowhere that color does not exist and our instinctive, unconscious response to it is a vital element in our survival.

Color is nature's own powerful signaling system. Scientifically, it is the first thing we register when we are assessing anything. The colors that people wear still send out clear signals that we can all read accurately. Science has always recognized the link between color and mood/behavior and there are several scientific researches done on the subject.

The eleven basic colors have fundamental psychological properties that are universal, regardless of which particular shade, tone or tint is used. Each basic colour carries its own potentially



positive or negative psychological effect that also depends on the relationships within color combinations. There are four psychological primary colors - red, blue, yellow and green. They relate respectively to the body, the mind, the emotions and the essential balance between these three. The psychological properties of the eleven basic colors are listed in the following table.

PSYCHOLOGICAL PROPERTIES		
COLOUR	POSITIVE	NEGATIVE
Red	Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement	Defiance, aggression, visual impact, strain
Blue	Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm	Coldness, aloofness, lack of emotion, unfriendliness
Yellow	Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity	Irrationality, fear, emotional fragility, depression, anxiety, suicide.
Green	Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace	Boredom, stagnation, blandness, enervation
Violet	Spiritual awareness, containment, vision, luxury, authenticity, truth, quality	Introversion, decadence, suppression, inferiority
Orange	Physical comfort, food, warmth, security, sensuality, passion, abundance, fun	Deprivation, frustration, frivolity, immaturity
Pink	Physical tranquility, nurture, warmth, femininity, love, sexuality, survival of the species	Inhibition, emotional claustrophobia, emasculation, physical weakness
Grey	Psychological neutrality	Lack of confidence, dampness, depression, hibernation, lack of energy
Black	Sophistication, glamour, security, emotional safety, efficiency, substance	Oppression, coldness, menace, heaviness
White	Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency	Sterility, coldness, barriers, unfriendliness, elitism
Brown	Seriousness, warmth, Nature, earthiness, reliability, support	Lack of humor, heaviness, lack of sophistication



Colours are grouped into four primary categories and with each colour group, a personality type is associated. The four colour groups and the predominant characteristics traits of each are described as follows:



- **Group 1:** These include clear, delicate warm colours containing no black. Descriptors such as scarlet, coral, peach, daffodil yellow, emerald green, sky blue, cobalt and lilac apply to this group of colours. Personal characteristics associated with this tonal family are light, warm, friendly, new, young, lively, fresh, clean, and optimistic. Negatively, they may be perceived as insubstantial, frivolous and immature. Examples of this colour group are the corporate colours of evian and virgin. They are also good for children's wear designs.

- **Group 2:** These tones are cool, contain more grey and, whilst also delicate, are not necessarily light. They are soft and subtle and examples are maroon, rose pink, grapefruit, sage, viridian, dove grey, air force blue, delphinium, lavender. The characteristics are understated elegance, cool, calm poise, graceful, up market, timeless, expensive, soothing, and inspirational. Negatively they may be interpreted as draining, unfriendly, aloof, elitist, and 'wishy-washy'. They are more effectively used in small boutiques, museums or government buildings.

- **Group 3:** These tones are again warm, but much more intense and fiery. They contain black in their mixing (e.g. olive green is yellow mixed with black), but black itself does not belong in this group. Examples of the colours are described as tomato red, burnt orange, rust, butter yellow, leaf green, olive, teal blue, peacock, and aubergine. Their characteristics are warm and friendly, traditional, solid, substantial, reliable, earthy, environmentally aware. They can also express iconoclasm and certain flamboyance. Group-3 tones can convey heavy, old-fashioned, boring predictability and bossiness.

- **Group 4:** These colours are very clear and strong, with no subtleties. The group includes black, white, crimson, magenta, lemon, jade green, ice blue, indigo, violet. They communicate characteristics of uncompromising excellence, material aspiration, efficiency, drama, sophistication, modernity, and

Colour Psychology



'high-tech'. The other side of Group-4 is cold, uncaring, unfriendly, materialist, and expensive. An example of Group-4 is appropriate for cutting edge design and state of the art products.

To summarize, every person, or entity such as a piece of packaging, an interior environment, a corporation or a product has a personality that is best expressed, and supported by a specific palette of colours. The key to successful use of colour lies in following, rather than defying, the natural order.



JESTERS AND FOOLS THROUGH THE AGES

Jasleen Kaur - 3rd year B.Sc. in Textile Science, Clothing & Fashion Studies student

When we think of clowns in the 21st century, we typically think of colorfully dressed men in silly wigs, white face-paint and big shoes, falling over and doing tricks in a circus. This type of persona is very much a part of the clowning tradition. The act of clowning stretches back thousands of years into the past, and clowns have been spotted in many incarnations over the years.



Jester or Clown in the Olden Days

Jesters were recruited to work for the king. They entertained royalty by dancing, juggling, acting, singing, and performing acrobatics. They became the trusted confidants of the king and were encouraged to speak the truth. Because they were not a part of the political intrigue of the court and were considered a fool and a king felt it was safe to confide in a jester. Through using wit, jesters persuaded a king to take actions to help his subjects.

Clothing of Jestors, Fools and Clowns over the Years

● **Ancient Times** - One of the earliest incarnations of a clown character can be found in the courts of the ancient Egyptians, where pygmy clowns from

Africa performed as jesters in the court of the pharaoh. Ancient Greek clowns wore short and wore grotesquely padded tunics and socks. Ancient Rome had four well-known styles of clowns: sannio, stupidus, scurra and moriones, who wore tunica, a short woolen under garment having short sleeves, a huge mask and turbans.

● **Medieval Times** - The court jesters appeared in the middle ages and the following few centuries. They were individuals who made a living from performing in royal courts. Their heads were shaved. They wore tight breeches with one leg generally made in a different color.

The head was covered with a garment resembling a monk's cowl, which fell over the breast and shoulders. Some jesters wore a hat depicting the ears of an ass; the ass's tail was then added to his costume. The hoods, hats and long pointed shoes consisted of exaggerated points with a jingle bell at the end of each point.

● **Modern Times** - Clowns have been characterized with colored wigs, outlandish waistcoats, hats, giant ruffs around neck, stylistic makeup, oversized shoes and typically a red nose.

Types of Clowns

● **White Faced Clowns:** They were considered the 'most beautiful' of all clowns and were referred to as modern Pierrot. They wore one or two-piece jump suits of white or colored fancy material. The tunics were straight, flared, short, medium or long with the long sleeves combined with detachable collars. The pants were straight, flared, ruffled, or pantalooned or gathered at the ankle. They wore a clown hat

befitted their character or personality (short or tall cone hat, short cup or flat hats) and gloves in contrasting color that covered their hands and wrists. Ballet or dancing slippers were commonly worn by them.





● **Auguste Clown:** The Auguste clowns had the largest variety of choices in terms of costume design. They wore a jacket, coat or vest of various sizes (oversized, small or fitted). The pants were short, long, or even oversized. The costume can have any type of prints such as solid colors, stripes, plaids, polka dots and checks. The costume colors

and patterns complemented the overall clown appearance. The costume also complemented with outlandish accessories, like large or small ties, bright vests, colorful socks, large or comical collars, suspenders and many styles of comedy clown shoes. Bright colored different style hats also enhanced the Auguste clown character. White or colored gloves were also worn.



● **Hobo or Tramp Clown:** They represented a character, which had spent many nights out in the cold or had been traveling from place to place. The male character usually wore a dark suit or tuxedo with numerous patches, while the female character worn worn-out dresses usually adorned with multiple layers of rags. A sloppy coat with

many pockets and a brightly colored vest are also common. A dark, battered hat, tattered shoes and socks, and tie exaggerated the character. Old gloves were also worn.

● **Character Clown:** The type of dress for the character clowns was totally dependent upon the



character or occupation chosen such as fireman, nurse, doctor, cowboy, storybook character, policeman, sailor, small child, etc. Gloves were optional.

Design Inspiration

Clowns fashion also inspired some designers. Manish Arora took inspiration from the circus while designing his collection for Spring Collection at the India Fashion Week held in New Delhi in 2009. The models had clown faces painted on and the colorful and quirky collection included puffy, multicolored shorts and beautifully decorated loose mini dresses, a golden body-hugging night gown with ruffles and a lovely train. All the models wore what looked like knitted caps in this eccentric and colorful collection.



PET - A SYMBOL OF UNCONDITIONAL LOVE AND LOYALTY

Kritika Agarwal - 3rd Year B.Sc. in Human Development student

Any animal that is domesticated or tamed and kept as a favorite or treated with indulgence or fondness is called a pet. Throughout history, animals have played a key role in human life. People have come to depend on animals for food, clothing, and transportation. At many times throughout history, and in many cultures around the world, animals have also been the focus of religious worship.

Although animals still maintain many of those traditional uses around the world, the role of animals in society has changed. In the last several hundred years, there has been a massive increase in the number of animals kept purely for companionship and pleasure.

Impact of Pet Keeping



- **Pets and growing children:** Pets provide a social support to children who may not have siblings or friends. Having a pet also provides opportunities for children to learn, encourages a sense of responsibility, caring and communication. It also

enhances cognitive development as reported by numerous scientists.

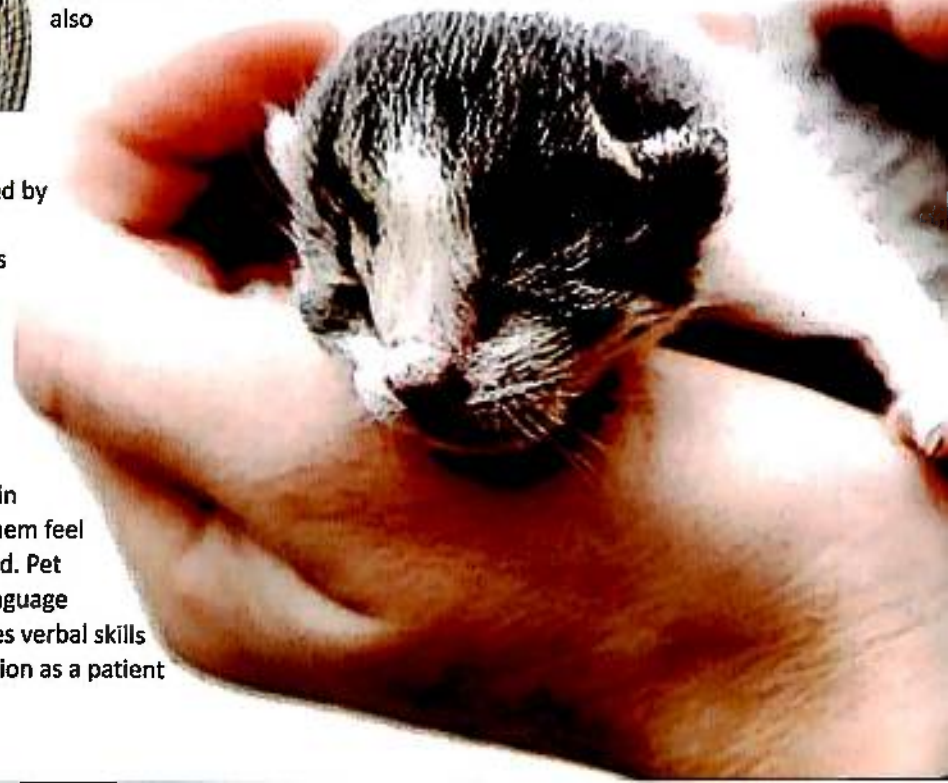
Attachment with a pet is related to emotional stability and positive self-esteem. Children owning pets feel more empathy towards other people.

confide in pets and not in humans as pets make them feel unconditionally accepted. Pet ownership enhances language acquisition and enhances verbal skills in children as pets function as a patient

listener to the young child's babble. It fosters greater family cohesion; when a pet is acquired, there is an initial increase in the frequency of children's social interaction with their home. The entire family might indulge into pet centered activities.

Pets are valuable tools to educate children about life events like (for example) birth and death of a pet. Coping with such situations prepares a child to cope with similar ones later on in life.

- **Pets and Youth :** Pets have a number of benefits for the youth as well. It can be an emotional support, an unconditional friend, a tool to distract oneself, a tool to soothe oneself in hectic or troubled times and act as a substitute to the lost dear ones and finally as the driving force to adopt a healthier lifestyle.



● **Pets and Working Adults** : Pet ownership can become very difficult because of financial, physical, transportation and housing restrictions for the working adults. For example, when an individual



has to choose between a career defining meeting and his/her ailing pet, it becomes very difficult. Individuals often compensate for poor relationships with humans by forming stronger bonds with

their pets. Pets provide stimulation for contact with new people, i.e. for the sake of the pet dog; an individual might go for a walk in the park and end up meeting new people and making new friends. A sense of attachment develops with the pet and hence when owners interact with them or simply have them around, they experience happiness and satisfaction during times of stress. Pets act as social support and a companion. Adults often recreate the relationships they had with their caregivers when they were infants with their pets.

● **Pets and Elderly** : Pets act as a substitute or solution to loss or lack of friends and/or family members. Pets confer a role or identity to an individual and this may be important for someone whose life revolves around professional, spousal



or parental roles which may be lost as a result of ageing.

Pets help in stress reduction, buffering aspects of relationships as they become companion animals, i.e. they assume special importance when key losses (like death of spouse) arise and jeopardize an individual's wellbeing. Motivating roles are often played by animals such that the presence of the pet or a need of the pet may motivate the pet owner to do certain things that he/she did not do ever before. Studies have reported changes in lifestyle of the owner with the arrival of a pet in the house.

Pets for the Disabled: Pets act as protectors or deterrents against intruders for individuals with disabilities like visual impairment, hearing impairment, cerebral palsy, orthopedic handicap etc. They



are often called 'assistance animals' or 'therapy pets'. Guide dogs for the blind help the individual move around without any trouble or fear of meeting an accident. Trained pets help deaf people in avoiding troubles like not hearing the horn of a vehicle, not sensing a nearby fire, etc.

Pets indeed play an important part in the lives of many individuals. Their love and loyalty is felt even through the smallest of gestures. The unconditional affection is more like a mutual feeling shared between the pets and their owners, which need not be very evident to a third person. The pet may not show the affection by licking his owner to express love and may not have to take a bullet to prove loyalty, but it is a feeling felt and valued by their owners. The owner experiences a sense of belonging when his pet snake feels comfortable in his arms and stretches out instead of coiling up. Love and loyalty is also felt by the owner when the dog does not eat unless his master serves his food in spite of an unbearable hunger.



FIRE SAFETY IS YOUR PERSONAL RESPONSIBILITY

Simpal Lata - 3rd year B.Sc in Interior Designing student

The purpose of a fire safety approach towards a building is to create a functional, efficient and effective facility that should be provided to prevent or reduce the likelihood of a fire that may result in death, injury, or property damage. Fire safety refers to precautions that are taken to prevent or reduce the likelihood of a fire that may result in death, injury, or property damage, alert those in a structure to the presence of an uncontrolled fire in the event one occurs, better enable those threatened by a fire to survive, or to reduce the damage caused by a fire. Fire safety measures include those that are planned during the construction of a building or implemented in structures that are already standing, and those that are taught to occupants of the building.

Threats to fire safety are referred to as fire hazards. A fire hazard may include a situation that increases the likelihood a fire that may start or may impede escape in the event the fire occurs. The key elements of a fire safety policy include the following:

- Building a facility in accordance with the version of the local building code.

Maintaining a facility and conducting oneself in accordance with the provisions of the fire code. This is based on the occupants and operators of the building being aware of the applicable regulations and advice. Examples



of these include not exceeding the maximum occupancy within any part of the building; maintaining proper fire exits and proper exit signage (e.g., exit signs that can function in a power failure); compliance with electrical codes to prevent overheating and ignition from electrical faults or problems such as poor wire insulation or overloading wiring, conductors, or other fixtures with more electric current than they are rated.

Fire prevention is becoming a common place term as we hear more and more cases of lethal fires in and around us. The goal of fire prevention is to educate the public to take precautions to prevent potentially harmful fires and be educated about surviving them. It is proactive method of reducing emergencies and the damages that can be caused by fire. The primary target audiences for fire prevention include students, adults and senior citizens.

Fire prevention education can take the form of videos, pamphlets and banners.

A few ways of preparing one's home against a fire is by installing smoke alarms and sprinklers. One must remember that even a small spark can trigger a fire and take the form of a raging fire within a span of time. Before a fire gets out of control, the fire department must be notified. The fire alarms and sprinklers must be regularly serviced and kept in working conditions. Multiple fire extinguishers must be kept handy and all members of the family must know how to use them.

Through fire safety measures must be kept in mind during construction of all buildings, yet

it is the personal responsibility of every individual to be aware of fire safety and prevention measures.

FIRE SAFETY AT HOME

ELIMINATE HAZARDS

- Keep space heaters away from anything that can burn
- Store all flammable materials away from heat
- Don't let trash accumulate in attic, basement or garage
- Don't run extension cords behind rugs or curtains
- Use fuses, circuit breakers and appliances with UL (Underwriters Laboratory) seal only
- Don't overload circuits

FIRE PREVENTION

- Keep operational fire extinguishers handy
- Install and maintain smoke detectors

DEVELOP ESCAPE PLAN

- Develop and memorize escape route
- Assign responsibility for evacuating infants, elderly and infirm
- Choose meeting place outside home
- Keys must be easily accessible
- Hold frequent fire drills
- Test every door, be sure there's no fire on the other side
- Know two ways out

DURING A FIRE

- Leave personal belongings behind
- Don't go back for any reason
- If clothing catches fire stop, drop and roll
- In dense smoke crawl on floor to nearest exit





FRONT AND FACADE DESIGNS

Jhelum Parekh - 3rd year B.Sc in Interior Designing student



A facade is generally one exterior side of a building, usually, but not always, the front. The word comes from the French language, literally meaning 'frontage' or 'face'.

In architecture, the façade of a building is often the most important from a design standpoint, as it sets the tone for the rest of the building. Many facades are historic, and local zoning regulations or other laws greatly restrict or even forbid their alteration. In modern high-rise buildings, the exterior walls are often suspended from the concrete floor slabs. Examples include

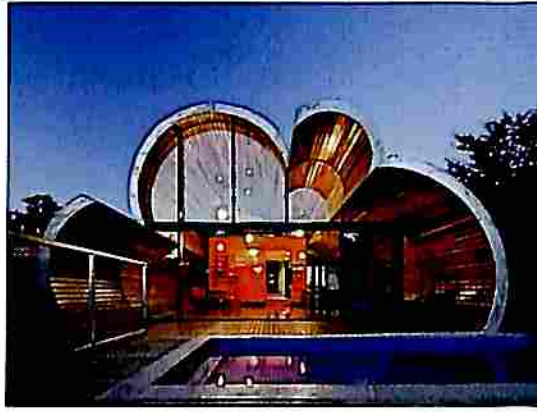


curtain walls and precast concrete walls. The facade can at times be required to have a fire-resistance rating, for instance, if two buildings are very close together, to lower the likelihood of fire spreading

from one building to another.

In general, the facade systems that are suspended or attached to the precast concrete slabs are made from aluminium (powder coated or anodized) or stainless steel. In recent years more lavish materials such as titanium have sometimes been used, but due to their higher

cost and susceptibility to panel edge staining, they have not been popular. Whether rated or not, fire



protection is always a design consideration. Putting fire sprinkler systems on each floor has a profoundly positive effect on the fire safety of buildings with curtain walls.

Some building codes also limit the percentage of window area in exterior walls. When the exterior wall is not rated, the perimeter slab edge becomes a junction where rated slabs are abutting an unrated wall. For rated walls, one may also choose rated windows and fire doors, to maintain that wall's rating.

Facade designs that are cognizant to the fundamental synergistic relationships between the facade and lighting and mechanical systems have the potential to deliver high performance over the life of the building.

Facades can be divided according to the materials used for facade designs like marble, glass, brick, stone, wood, steel and concrete. Facades can also be categorized on the basis of shapes used like arches, awnings, bows and bends and canopy.

- **Arches:** Arches appeared as early as the 2nd millennium B.C. in Mesopotamian brick architecture and their systematic use started with the Ancient Romans who were the first to apply the technique to a wide range of structures. Arch is a curved or arc structural device spanning an opening. The arc may span the space between two walls, columns or piers and provide an opening such as a window or entrance way. The arch represents a graceful and elegant opening in walls of masonry. The arched opening in constructions pleases the eye and raises the spirits. Molded trimmed arches are also used in facades. When the arch adapts easily to the architecture of the existing building, it can become an arcade of display windows.

- **Awning:** An awning or overhang is a secondary covering attached to the exterior wall of a building.

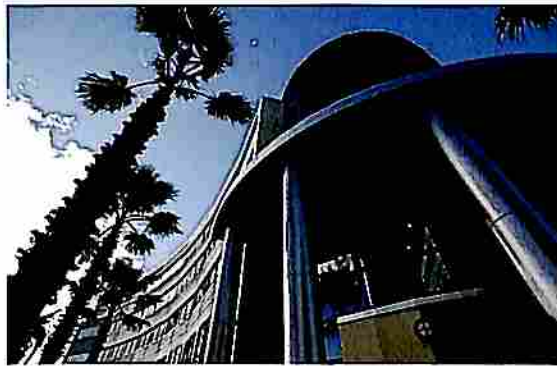


It is typically composed of woven canvas made of acrylic, cotton or polyester yarn, or vinyl laminated on a polyester fabric that is stretched tightly over



a light structure of aluminium, iron or steel, possibly wood or transparent material. The configuration of this structure is something of a truss, space frame or planar frame. Awnings are also often constructed of aluminium understructure with aluminium sheeting. These aluminium awnings are often used when a fabric awning is not a practical application.

- **Bows and Bends:** These are soft turns in the masonry or glass over a sweeping expanse of facade that provide a breaking from anchoring vertical blocks. These are the bows and bends that made



contemporary architecture not only warm, but add a glorious ambience to malls and shopping centers. Curved elements have been used in buildings to create superior aesthetics. The elements bring with them an inherent strength and are pleasing to eye. Bows and bends can be created with any material such as concrete, glass, steel etc. Bends and curves provide more space, more light and better organization of space within. In modern designs, mirror like shapes and forms are used that break into bows and arcs and throw wrapped reflections onto the neighboring structures.

- **Canopy :** A canopy is an overhead roof or a structure over which a fabric or metal covering is attached to provide shade or shelter. A canopy can



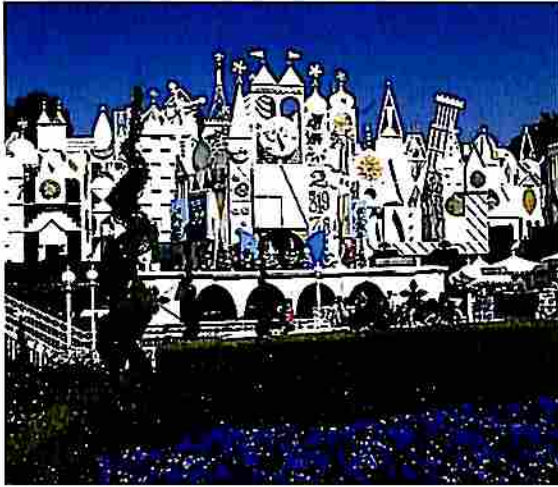
also be a tent, generally without a floor. Architectural canopies include projections giving

protection from the weather or merely used for decoration purpose. Such canopies are supported by the building to which they are attached and often by a ground mounting provided with not less than two stanchions or upright support posts. On the basis of different styles facades can be classified as classic contemporary, fantasy facade, fun-n-funky and traditional.

- **Classic Contemporary :** The Romans put the lessons of the Etruscans to practical use. The baths and arenas are tributes to the skill of Rome's great builders. Because of the use of the arch, the Romans could build on a greater scale than the Greeks, who used the post and lintel (a beam supported by two columns). The arch can support much more weight than the post and lintel. Roman aqueducts were often three levels of arches piled one on top of another and their buildings, such as the Baths of Caracalla, enclosed huge open areas.



- **Fantasy Facade :** Fantasy facade creates an indelible impression on the minds of people. Fantasy is imagination especially when exaggerated or unrestrained with its profusion of foliage and over scaled animals and birds as well as texture galore series of unique and wildly imaginative shop fronts. The fantasy world can be the main concept design of the facade.



- **Fun-n-funky :** Some building facades keep calling you back and attract attention because there is always something old or new, weird or beautiful, or fun and funky about them. These storefronts facades are designed such that they can shock, surprise or delight you. These types of facade designs can be achieved by the use of outrageous colors, indefinable surface treatments and strange and conflicting fashion statements.

- **Traditional Indian Style :** Among traditional Indian facades havelis have the most beautiful facade designs. Most havelis have a magnificent entrance gate and a distinct chatri in the inner complex. Some haveli facades are marked by typical



cusped arches and projecting jharokhas.

The facades and surfaces are basically a combination or composition of lines, shapes and forms. They are used by the designer to convey a sense of emotion, direction and are sometimes symbolic. Vertical lines are elevating, horizontal reposing and diagonal lines are dynamic.

Symbolically vertical lines points towards god and so are considered divine or positive or active.

Horizontal lines point to plane of earth and hence are considered earthy or human. The diagonal lines give visual excitement. In case of shapes, which may be regular or irregular, the square symbolizes rationalism and the circle symbolizes a world of spirit and feelings. The same applies for forms. In a nutshell, the designer uses an artful combination of all these aspects time and again to give rise to creations of unique fronts and façade of buildings.





THE RAT RACE

Somaysh S Sadani - 4th Semester BBA student



We all are in a rat race - the race to the top. And this race has No rules. You can push, pull, hit, shove or even kill anyone who comes between u and the top, which is your goal.

- The race to get admitted to a good school.
- The race to rush faster than your classmate to reach the first line during the assembly in school.
- The race to finish the sum which the mathematics teacher has given in class.
- The race to come first in class.
- The race to become the captain of the school dance or cricket or football team.
- The race to do better than the others in the boards.
- The race to get into the best college.
- The race to get a better GPA.
- The race to get a girl before someone else does.
- The race to get a good job.
- The race to outwit others and get your desired post.
- The race to get the tender which you were aiming for.

- The race to the hospital when your wife has her labour pains.
- The race to finish your official project by the next day.
- The race to pay off your debts before you get defamed in the community.
- The race to get your children married.
- The race to save as much money as you can for your retirement plan.
- The race against time leading to death.

So, whether we win, or lose in any of the races, we will definitely lose in the end to time. We must therefore learn to respect time. One more point to be noted here is that during our races, we must enjoy every moment of success or failure because in the end, it doesn't even matter.

Hence, smile through every problem. Laugh away every insult. And strive to achieve what you had aimed for. The rat race is inevitable. They might say that all the people in a rat race are ultimately rats. But it is definitely better to be a winning rat than a losing one.





AMIGOS ?

Priyanka Sancheti - 4th Semester BBA student

I still remember it was a sultry calm day outside in the month of July. But my mind was completely going through a cyclone - the desire of achieving another milestone with new faces, the trepidation of being accepted in the so called real world, "the college".

After the homely ambience of school, going to college was like a being fish out of water. My initial steps in college were languid and I was in a complete dilemma as to where to go, what to do, whom to talk with and whom to make friends with. Well the excitement of making new friends brought a smile to my face; barring the insecurities of my heart.

It has been more than one and half year now. And gradually I learnt to acclimatize in the new environment with the help of my insane, uncanny and asinine friends. Some had excess flay and some lacked too much, but still they were very special.

My college life started with my friends. I would like to tell you about some of them. One of my very nice friend with whom my conversation started with abuses and curses, supported me the most when I was in trouble. She used to just ask me what was wrong by simply looking at my face. Another was the one who taught me to take fair and wise decisions in life and whom I always wanted beside me, especially during statistics classes. One of my friends was literally my mentor for crossing the roads and



who was unaware that it's not advisable to slap a girl on "the road". Another was a divine soul who tried to solve everyone problem. Another two were as sweet and pink as "barbie dolls". And last but not the least "the cool dude", who was least bothered about the world and cared only about his dumbbells.

These were my few friends in the college. I was privileged to have them as they made it easier to achieve another milestone in life. I know there will still be ups and downs, highs and lows that I have to face. My original doubts over this trepidous journey called college have now been put to rest as I know I will always have friends to fall back on.





THE WILL'S, THE WON'TS AND THE CANT'S

Atrayee Dasgupta - 3rd year B.Sc in Food Science and Nutrition Management student



“I will be able to do it", "I won't be able to do it", and "I can't do it": The difference between them, in terms of their meaning, is most striking. The "wills" say they are capable of doing the task. The "won'ts" say they are not capable to do it or they find the task a bit difficult to finish. But the most inferior of the three are the "can'ts"; according to them any work that needs more labour is not their work. The interesting part of the outcome is that, the "wills" create history; the "won'ts" remain in

**THE ONES WHO SAY
"YOU CAN'T"
AND
"YOU WON'T"
ARE PROBABLY THE
ONES SCARED THAT
"YOU WILL"**



a doubt whether they can justify the phrase "impossible is nothing"; and the "can'ts" move aside and hide themselves. They themselves don't achieve success but are jealous of the successful people. The "wills" being the valiant amongst the three, feel they are intrepid; they can withstand every power in the unique zone. They believe in the saying "fortune favours the brave" and remain bold in defiance to any evil.



WHY DO WE YAWN LOOKING AT OTHERS DO THE SAME?

Riddhi Shah - 3rd Year BSc. in Food Science and Nutrition Management student

What is a Yawn?
Yawning is a phenomenon that all humans, as well as some animals, experience. We open our mouths, take a long inhalation, and expand our eardrums when we yawn. What exactly do we achieve by doing this?



Though common knowledge is that we yawn when we need oxygen, science has not conclusively shown this to be true. Many scientists believe that yawning helps regulate body temperature and cool the brain. Other studies have linked yawning to increased levels of certain chemicals in our brains, such as serotonin and dopamine. Some scientists believe that yawning adjusts the pressure in our ear canals.

The "Sympathetic" Yawn

A widely noted phenomenon is that yawns often seem to be contagious. Seeing another person yawn can cause us to yawn even when we are not sleepy or bored. Perhaps even reading this article may have made you yawn! Scientists believe that our yawn reflex may be a result of our evolutionary history. Yawning when others yawn has the effect of synchronizing a group of people. This sort of herd unity and synchronization would have been essential to the survival of our human ancestors in the wild.

Another theory is that the contagiousness of yawning is due to specific brain neurons, called mirror neurons that cause us to imitate what we see. When we witness a yawn, especially when we are in the same room with that person (rather than watching them on television, for example), it triggers these neurons to fire and cause us to do the same.

The Yawn Reflex and Empathy

Studies have also found a connection between empathy and the phenomenon of yawning when others yawn. People experience more contagious yawns when they witness a known person yawning, as opposed to watching a stranger yawn. Similarly, if you look into the eyes or face of a person yawning, you are more likely to yawn in response.

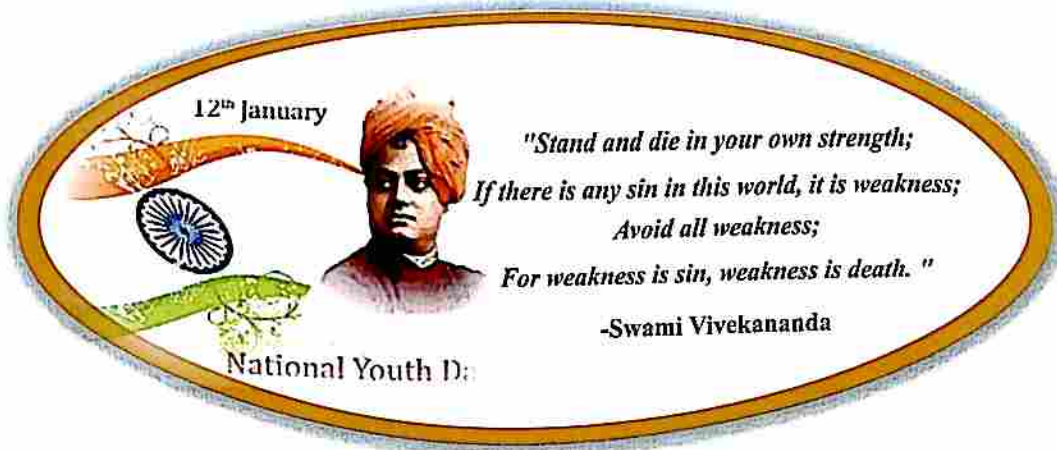
Further studies have shown that people who are highly empathetic tend to have a stronger yawn reflex. There seems to be a strong correlation between the degree of a person's empathy and how likely that person is to yawn when seeing another person yawn.





YOUTH!! ARISE AWAKE...THE TREASURE IS HIDDEN WITHIN YOU!!

Parnasree Sadhukhan -3rd year B.Sc (Hons) in Food Science & Nutrition Management student



Cherishing and creating high ideals, reaching great heights in life, coming out with flying colours in all endeavors, attaining high goals even after facing mighty obstacles, should be the ambition of every youth. This ambition is the sign of real youth. One must not look back unless the goal is reached. Swami Vivekananda has quite rightly said, "Arise, awake and stop not, till the goal is reached".

In this changing scenario of modern era, the youth

are facing numerous problems. Everyone wants to be the best in every field. To face these challenges, it is obvious that the youth need to equip themselves with superhuman strength. Modern education system and bookish learning alone will not help youth to solve their problems. It is the inner strength that they need to bring forth. Let the youth develop a burning faith in the ever-inspiring words of Swami Vivekananda,

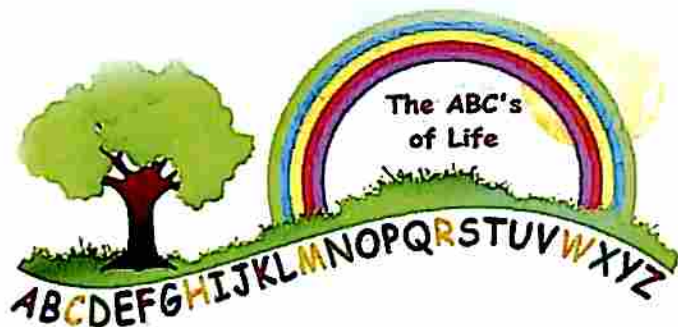
*!! All power is within you;
you can do anything and everything;
Believe in that, do believe that you are not weak;
Stand up and express the divinity within you... !!*



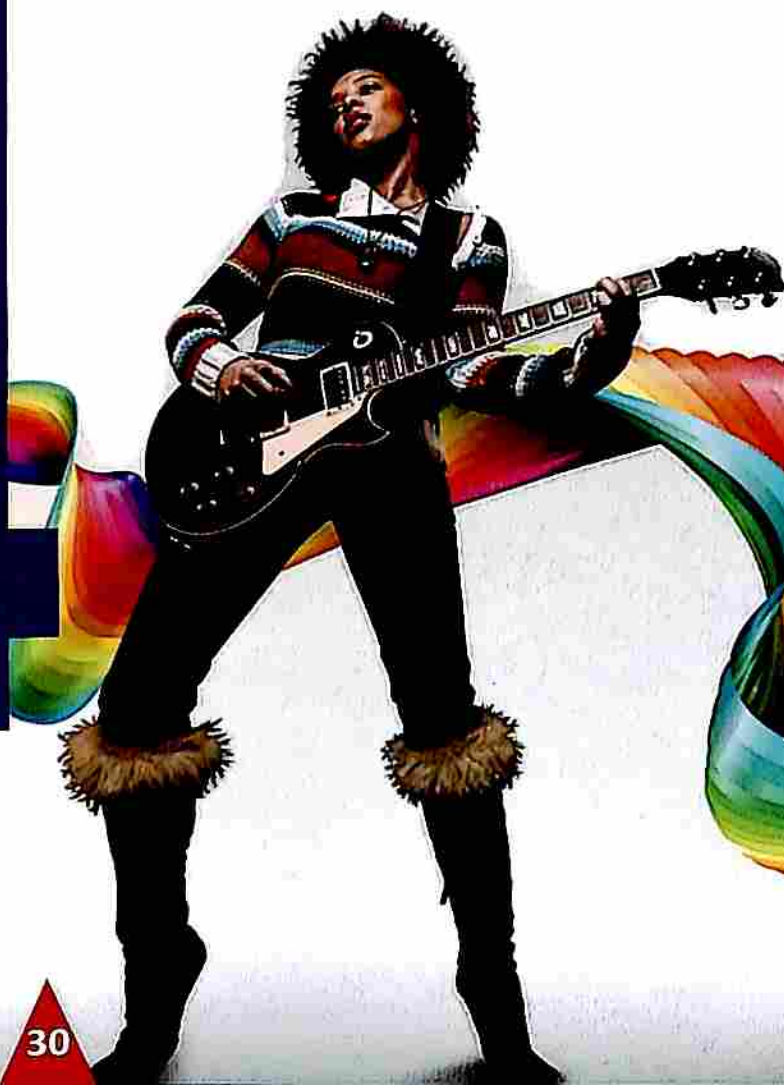


A, B, C'S OF LIFE.....

Shreya Agarwal - 1st year B.Com (Sec B) student



- A. Aspire to reach your potential.
- B. Be honest.
- C. Create a good life.
- D. Dream about what you admire.
- E. Encourage yourself and others.
- F. Forgive mistakes.
- G. Glorify the creative spirit.
- H. Harm no one.
- I. Imagine great things.
- J. Joyfully live each day.
- K. Keep confidence.
- L. Leap across a fear.
- M. Master something.
- N. Nurture hope.
- O. Organize for harmonious action.
- P. Praise other's performance.
- Q. Qualify your future.
- R. Respect others.
- S. Seek wisdom.
- T. Touch hearts.
- U. Understand your mistake.
- V. Value others.
- W. Wish every dream comes true.
- X. (E)xamine your motive.
- Y. Yearn for peace.
- Z. Zest for life.





COMPETITION - A MYTH

Mir Aleena Mohammad - 1st year B.Com (Sec A) student

Tense faces, gasping breaths jostling with the onslaught of multiple tuitions and agitated minds! This sums up the state of a modern day student - a poor creature that has been left alone to struggle against a monster called competition. Indian economy is finally shining, but the future flag bearers of this boom seem to be growing gloomier by the day. Thanks to the pressure of the rat race. But amidst the hullabaloo, let us just pause for a moment to analyze whether competition is indeed menacing or is it a myth.

Let's deal with this issue from the perspective of commerce students.

Most commerce students invariably consider CA, CS, CFA and MBA, as lucrative career options. The fact is that each of these courses is as different from one another as chalk and cheese and requires specific skill-sets and interests. The question is do we possess the appropriate skills and interests to pursue one or more of these courses? Many of us don't. Yet we pursue them, become right people at the wrong place, invite pressure on ourselves by choosing to become the rats of the race and then complain about the enormity of competition. I mean it is simply ridiculous to see so many students picking up a course say CFA and then dropping it mid-way just because they do not find it interesting or find it too tough to manage.



Similarly many of us are pursuing specialized computer courses. But what is the point in doing so if we cannot develop the knowledge, so acquired, for carving a career in say animation or cyber law? The bottom line is that most of us have never given it an honest thought as to what we really want to do in life or what are the areas which are really of interest to us. It is this herd mentality of getting influenced by the acts of our peers and friends that has given rise to an unhealthy state of mind which projects before us a mythical creature we choose to refer as competition.

Similarly, each one of us is born with some special qualities and talent quite like what we call as "more competency" in management parlance. The need is to identify this talent through introspection and then mould it with marketable skills to create new opportunities for ourselves. That way, there will be far less competition. Thus, competition exists not with respect to others, it exists with respect to our own self in the quest to overcome one's weakness and maximize one's ability.

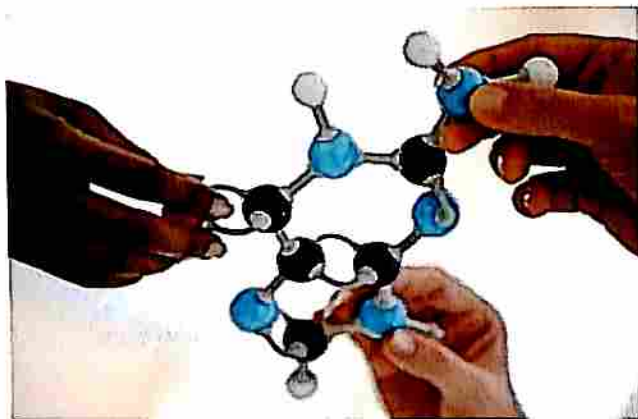




FROM SCHOOL TO COLLEGE

Riya Chandra - 1st year B.Com (Sec D) student

One day, looking at the sunset from my window, as the vapours from my coffee evaporated, realizations dawned upon me. My school life was over. As I followed the sun closely, I realized the sun would rise the next day bringing in fresh rays of sunlight, a ray of new hope. I realized that the sunrise is symbolic of my new college life. I wondered as to what exactly had changed in me after going from school to college. My mind answered all negative points. I thought that school life was better than college.



I miss those wonderful lunch breaks that we spent in those grand class rooms, endless girl talks that went on amongst us, eating from each other's lunch boxes, roaming around in the garden with orange sticks in our hand, bunking classes and trusting our friends to take care of the notes. Those awful projects which we did with our friends! Moreover the trust and faith we had on each other. Every tear drop had the answer before the question arrived. The contents of each tiffin box was known before it was opened, every idea shared before it was revealed and every secret known before it was told. I miss all this!

College had new people who we didn't know, we could not trust at first. It was a whole new environment. The coffee seeped in and I started finding new answers about what extra did a college give in the three years that made it so special?

"College life" is that phase in one's life when one learns the most important lessons of his or her life. It is for the first time in college that an individual is left to himself or herself, to make his or her own decisions. The importance of maintaining good and healthy relations with seniors, batch mates,

friends and the faculty is known in this very important phase of life. The art of making things happen while working in a group or a team while coordinating with each other is well learnt during college days. It is



the sense of being in one team that binds everyone together and motivates all to put in a collective effort towards achieving the goal of the project, with excellence. It is one of the most important lessons learnt in college that will be very useful to us when we step into the real world, as a professional.

The habit of listening to the ideas of all the members working in a group, having an elaborate discussion among the team members to decide on what needs to be done and lifting up the team spirit of the group is what one is taught in a college.



The art of decision making while considering ideas put forth by all the members in the team is fostered when we work for presentations and projects at college. It helped me to make the most important decisions in my professional life. Another important lesson which I learnt during my college life was to maintain good relations with all be it my professors, seniors and my batch mates.

School forms our backbone and college props it up. College has helped us to become complete individuals. The lessons learnt and the situations faced in college helps us to face a competitive world.



HOME

Nekita Chowdhury - 2nd Year B.Com (Sec C) Student

I walked through the narrow gateway and down the overgrown path to the little, somber looking house. The walls were white-washed and a few paintings were hung. The furniture was made of hard wood and the atmosphere was gloomy. There in the living room sat about twelve old ladies. Their sad, wrinkled faces split into broad smiles and their eyes lit-up with warmth and love to see so many young girls walk up to them. There was a visible change in the atmosphere as the very walls seemed to brighten up and radiate happiness.

This is something that I witnessed every year during my school life when my school organized a visit to the old-age home and made us put-up shows for the inmates, arrange refreshments and games. We also took gifts for the ladies, who eagerly awaited our visits. My classmates went and talked to them, but I for one always remained quiet throughout the time I would be at that home as the strong vibes of love coming from them was overwhelming and got me choked with emotions each time. I wished I could visit these old mothers every day if it made them so happy. During those visits I always wondered how their families could ever let them go, how could their love feel so wasted....

Because of the effort taken by my school, I had the opportunity to visit the old-age home and did my part to bring a little happiness into the lives of the old women. Now was my turn to experience something very different, something cruel.....

This time it was with my family when I visited an orphanage. When I entered the gates, I saw some little boys playing cricket. There was no gloominess here, but the innocence of the children moved me in a very different way. It pierced my heart to see the longing for love and care easily visible on their faces. The caretaker took us inside so that we could meet all the boys and girls who lived there. We had brought along big packets full of games, soft toys, clothes and food. All day long I had been anticipating this visit and how I would hand over the toys myself to each of them, making sure they got it, but when the moment finally arrived, I found myself incapable of doing it. I gestured wordlessly to my parents and my younger sister, pleading them to distribute the gifts without me. I hung back and just let myself get drowned in the



momentary happiness that filled the place. And it was then, as I looked into their faces, that I realized how wrong I had been....

I had always thought that bringing gifts to these orphans and the homeless old ladies would bring them happiness, but on the contrary it had disturbed me to see a hint of sadness on the old faces. At that moment I knew that all they really needed was someone to love them and call them their own. All they really wanted was to belong... Standing there an image formed in my mind's eye. Here are some children who reach out with pleading eyes, just for some parental love and support. And there were some parents who no longer had anyone to whom they could give their love and support.

Then and there, I envisioned a place where all old parents disowned by their family and all young children alone in this world would live together. A place where these children could turn to elders for help and advice. A place where the elders would be surrounded by young lives all the time. A place where the orphans would be loved and the parents would have someone to love. A place which would neither be called "old-age home" nor an "orphanage". It would just be called "home".

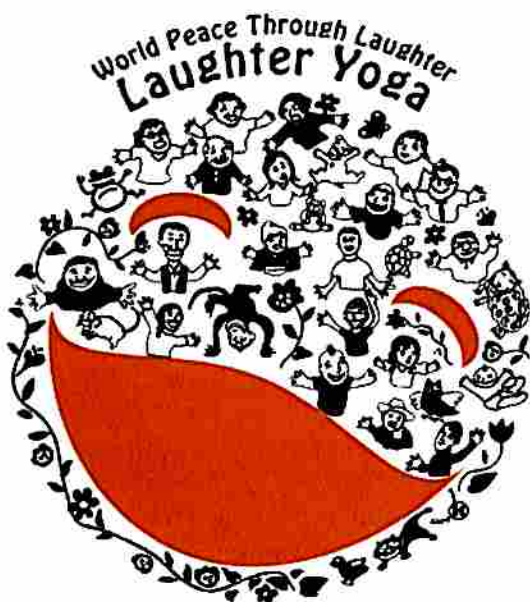


LAUGHTER YOGA

Dania Hussain - 2nd year B.Com (Sec A) student



Laughter yoga (hasayoga) is a revolutionary idea, simple and profound. As an exercise routine, it is sweeping the world and is a complete wellbeing workout. Dr. Madan Kataria, a physician from Mumbai, launched the first laughter club at a park on March 13, 1995, with a handful of people. Today, it has become a worldwide phenomenon with more than 6000 social laughter clubs in about 60 countries worldwide.



Laughter yoga combines unconditional laughter with yogic breathing (pranayama). Anyone can laugh for no reason, without relying on humor, jokes or comedy. Laughter is simulated as a body exercise in a group. With eye contact and childlike

playfulness, it soon turns into real and contagious laughter. The concept of laughter yoga is based on a scientific fact that the body cannot differentiate between fake and real laughter. One experiences the same physiological and psychological benefits with fake laughter as with the real one.

This innovative concept has a worldwide following, and has been featured by many popular publications like TIME Magazine, National Geographic, Wall Street Journal, Los Angeles Times, and Daily Telegraph (UK) among others. Laughter clubs have appeared on popular Television shows such as Oprah Winfrey Show, BBC, CNN, ZDF (Germany) NHK (Japan), ABC News (USA) and others around the world. Many film features on laughter yoga and laughter clubs have been produced in different languages of the world. The media has been highly influential in the growth of laughter yoga globally.

In India, laughter yoga has been introduced in many schools at Surat, Baroda and Bangalore. The school schedule includes ten minutes of laughter in the morning assembly, followed by five minutes of laughter session in the classrooms, both at the beginning and at the end of the day. This routine has shown that the mood and atmosphere gets energized. Teachers and students are happier together, with a more positive outlook, and improve communication, discipline and attendance. Academic results have also shown improvement.

Clinical research on laughter yoga methods has proved that laughter lowers the level of stress hormones in the blood. It fosters a positive and hopeful attitude. It is less likely for a person to succumb to stress and feelings of depression and helplessness, if one is able to laugh away the troubles.



MAHISHASUR MARDINI

Namrata Parakh - 2nd Year B.Com (Sec B) student

Dad, "Maa Durga is killing somebody, then why does she have a smile on her face? Shouldn't she be angry?" I asked my father inside the magnificent Mohammad Ali Park pandal. He looked and smiled at me, but did not answer my question. Even at seven in the morning the place was jammed with pandal hoppers. The intensity of the movement was like a wave. Everybody wanted to get a good look at the gallant goddess, pushing each other for a close-up view.

I was always awed at the passion and clarity with which the scenes in every pandal were depicted. So many ideas, so much thought and care was put in the making of each pandal. If I remember correctly, that year, the theme displayed at the Mohammad Ali Park was that of a village. The construction material used was sand. The graven image poised proudly amidst the three dimensional caricatures of the villagers and animals. There was a lady peeking through the grilled window, watching the goddess put an end to the demon's life. The cow and the dog continued about their usual business, undisturbed by the buzz all around, as if they were aware about the circle of life as well as the obviousness of the situation.

Everything symbolised something. But my question still held its upright position. It was beyond my understanding as to how could somebody be happy while killing someone. As we visited the array of pandals, I just wanted to see the expression of the deity. The confusion clouded my thoughts so much so that it was apparent upon my face. This was a serious issue for a twelve year old girl because it

defied whatever she had been taught.

Where was the guilt of killing someone? Why did the smile portray satisfaction? How could blood make somebody happy? It made the goddess evil for me and the demon, a poor victim. How could god ever be evil? Ultimately I blamed the humans for making such a cruel delineation.

My mother unlocked the door and we walked into the house. I went to my room and so did everybody else. Still lost in thought I did not notice my father behind me, until he sat down. I stared at my father with a questioning expression. He brought his hand forward and caressed my hair softly. The crease on my forehead automatically disappeared and was replaced with a smile on my face. He sat with me for sometime until I dozed off.

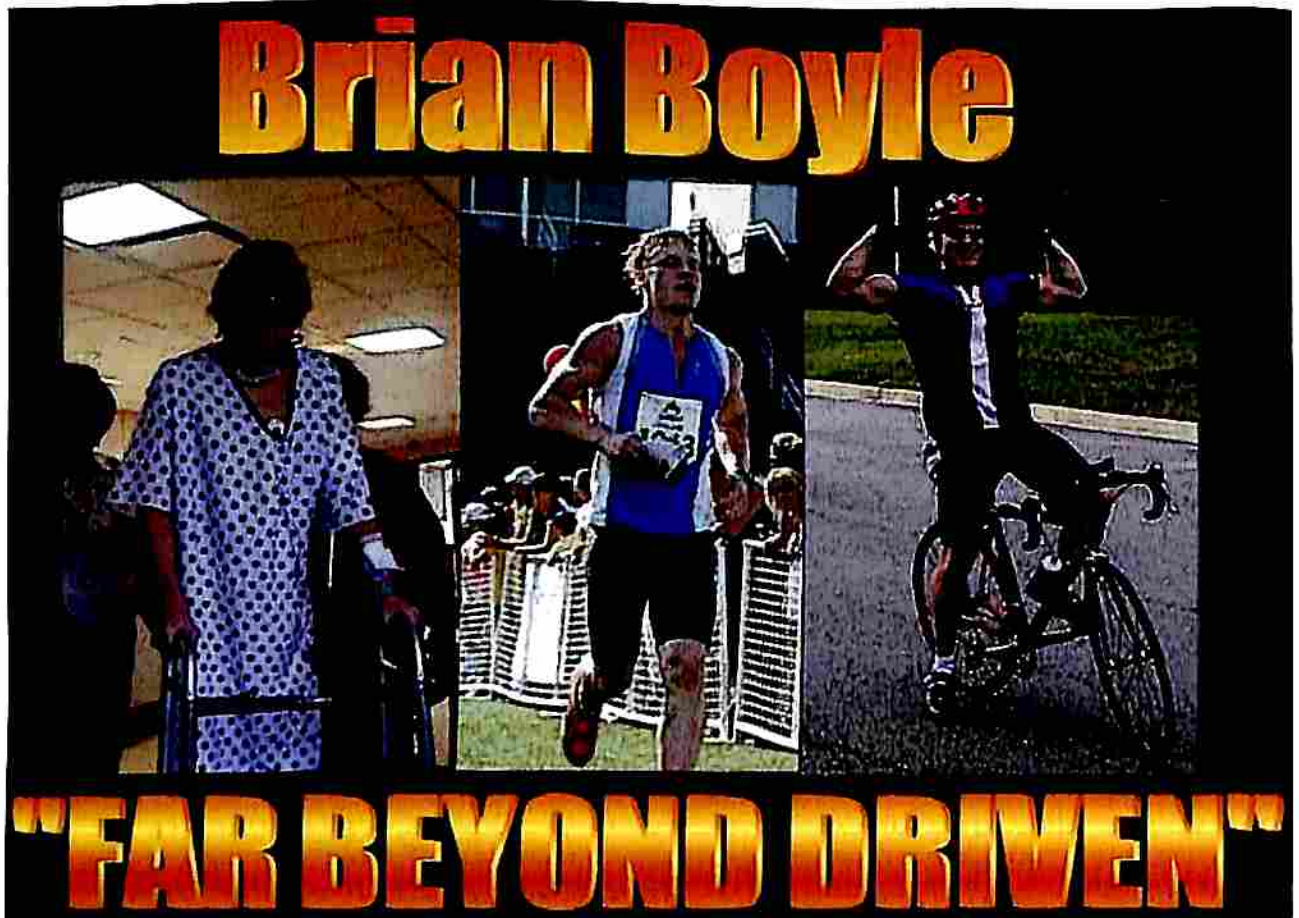
I did not remember the question next morning. It never mattered either, until today, eight years later. Because I found the answer and remembered my question distinctly. The expression not only epitomized the victory of good over evil, but marked the end of an era of oppression. What's new in that? Nothing. The smile was not there because Maa Durga had killed somebody, but because she could free several souls by killing the evil. The thought that there was an opportunity to begin afresh, brought about the satisfaction in me. The glint in her eyes stands for the promise that all sufferings shall come to an end. The name Durga itself means elimination of all sufferings. As soon as she killed the buffalo demon, she became Mahishasur Mardini, the one with strength, power and determination. Durga! Durga!





THE STORY OF BRIAN BOYLE: THE MIRACLE - A TRUE STORY

Mehar Gosal - 2nd year B.Com (Sec C) student



They said that I was in God's hands. I am living proof that miracles happen. My name is Brian Boyle, and this is my story.

A month after I graduated high school in 2004, while coming home from swimming, I was involved in a near fatal car accident with a dump truck. The impact of the crash violently ripped my heart, shattering my ribs/clavicle/pelvis, collapsing my lungs caused damage to every single organ and failure of my kidneys and liver and removal of spleen and gallbladder. In the process, I lost 60% of my blood and severe nerve damage to my left shoulder. I was in a coma and on life support for over two months at Prince Georges Hospital Center in Cheverly, Maryland, USA.

I don't have a memory of the accident, or the few days before the day of the accident. The first thing that I remember after the collision, which is still so vivid in my mind even today, is being in this very

large white tube. In this tube was a boy sitting to my left, and many other boys and girls on my right side (I use the term "boys and girls" because they appeared to be my age); I didn't know why I was there or how I even got there in the first place.

The more I sat there, the more I was able to visualize my surroundings. The boy to my left had a cell phone, and he asked me if I needed him to call anyone for me. I told him "yes, can you call my parents and tell them that I love them." The next thing that I remember is waking up in a hospital bed, chemically paralyzed and hooked up to all these machines. Through all the buzzes and beeps going off from the medical equipment that was saving my life at that instant, I could hear my mom and dad telling me in between dramatic pauses of crying hysterically that I was going to be okay.

Only moments before, I believe I was waiting in line to meet my final judgment, but it must have not been my time. Moments later, I had come back to life. This was just the beginning of my suffering.

I died eight times while I was in the intensive care unit and even when I woke up from my coma, I couldn't talk or communicate. The day that they knew that I would live, was the day that I either left my room in a wheelchair or a body bag. As far as the future was concerned, it didn't exist. I would never walk again due to all the extreme injuries and because of the shattered pelvis. The thought of swimming was just that, only a thought. Just like my body, my dreams were shattered. But, I didn't give up because I knew that god had a plan for me.

After spending two months in a coma, 14 operations, 36 blood transfusions, 13 plasma treatments, I lost a total of 100 pounds and had to go to a rehabilitation center in Baltimore. I had to learn how to talk, eat, walk, shower, and live independently again. After that agonizing experience, I had to go to outpatient therapy in Waldorf, MD. After spending a few months in a wheelchair, I took baby steps to walk on my own. It was a miracle that I could walk again, but I wanted to prove the doctors wrong and not only walk, but run. After I accomplished that, I wanted to get back to the pool. After a few lung tests, I was able to go to the pool for a short while each week.

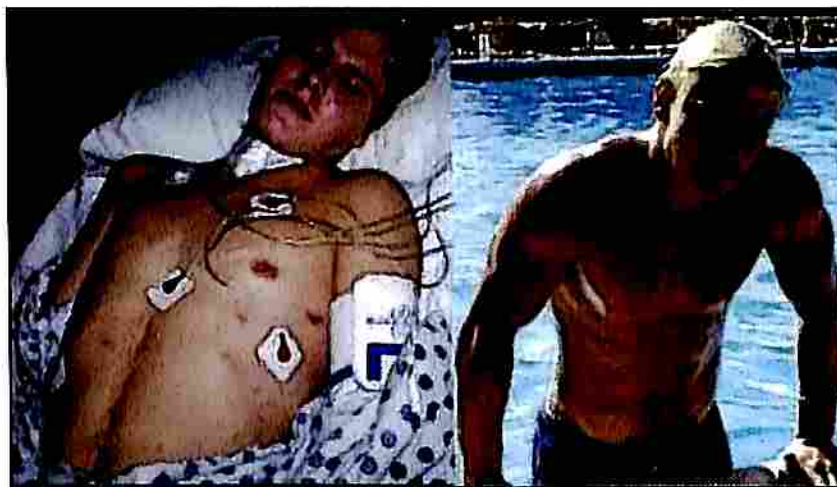
Before the accident I had three goals: to go to college, swim for the team, and compete in an ironman triathlon one day. After a few months of swimming, a few laps here and there with my training partner and good buddy, Sam Fleming, I decided that I was not going to let my injuries stop me from living my dream. Six months after that I began my freshman year at St. Mary's College of Maryland and also was one of the swimmers to watch on the team. It's very easy to go through and list these facts and make it look like everything just seemed to easily fall in its own perfect little

place, but the truth of the matter is that it didn't. It wasn't easy, not then, and not now. The pain and the agony was real and it existed all the way through, in the good times and the very bad. It was not an easy situation to be in where you're lying in a bed, staring at the ceiling, knowing that your life is over while your looking at a priest give you the last rights. I thought to myself over and over, why this situation had to happen to me. I was always a good kid, received good grades in school, and went to church. Why would something as horrific as this happen to me? Why would God allow this? I went on and on for days asking the many why?

And, then it hit me. All that thinking and pondering on the what-if scenario's and the questionable doubt only stirred up another question - why was I saved? I didn't have anymore questions after that.

Today I know what my purpose in life finally is. With the 50 year life expectancy I was given from the doctors, I am just trying to live each day to the fullest and motivate and hopefully inspire other people. I have been labeled on several occasions that I am "Lazarus-like" because God brought me back to life. To inspire even more, I just successfully completed the Steelhead 70.3 half-ironman race in Michigan a few months ago, and was also given the inspirational athlete media slot to compete in the 2007 Ford Ironman World Championship where my story and race footage was broadcasted in the Ironman show premiere as the main feature on NBC.

My story is about the recovery and the comeback, but I want to make it much more than that, I want to make a positive impact on the world. I am just trying to live each day to the fullest and motivate and hopefully inspire other people through my endeavors never to give up on their dreams, and to never stop believing and resting their faith in God no matter how bad a situation is because everything happens for a reason.





RAGGING

Swarna Mohta - 1st year B.Com (Sec D) student



Ragging is the form of introduction, taken by the seniors from a fresher, joining a new college or a hostel. In recent times, the word conjures up visions of horror in the minds of prospective students about to join a new college or a hostel. Ragging has now come to symbolize perpetuating of insults, humiliation and torture of the fresher by their seniors. This at best could be in the form of practical joke or teasing and much worse. We have heard so many tales of inhuman behavior during ragging, that it has invited widespread condemnation.

Ragging originated in the western countries and was a sort of initiation rites for the new comers.

The fresh entrants to the colleges and the hostels were initiated into the manners and the ways of the institutions, by their seniors. The seniors would do such innocuous thing as, tease the fresher on his looks or physical attributes or manners. He would be disciplined by being asked to obey the dictates of his seniors. The new comer would thus do all sorts of errands for them and greet the seniors with folded hands. At times the seniors would conduct mock interviews for the fresher

and interview them one by one. They would be subjected to probing questions about their personal life and any effort to evade the question would invite further harassment and ridicule. Thus, ragging was not altogether a harrowing experiment, but a playful exercise in which the participants got to know each other. Quite often, the perpetrators and the victims of ragging became the best of

friends for life, and helped each other with the spirit de corps seldom seen in society.

It is indeed unfortunate, that what started as an innocuous form of ragging has degenerated to simple torture of the fresh students at the hands of hardened sadist elements. Such elements because of their deviant psychological upbringing, wreck vengeance on the poor fresh students. We in

our times have read about numerous cases of torture and physical abuse inflicted by these sadistic elements that have in some cases proved fatal.

One redeeming feature of my college is that there is not a single instance of ragging year after year. One can attribute this to strict discipline being maintained by the authorities, but I feel it is partly due also to the congenial atmosphere prevailing at the college



RECESSION IS THE MOTHER OF INNOVATION

Krishna Mundhra - 1st year B.Com (Sec D) student

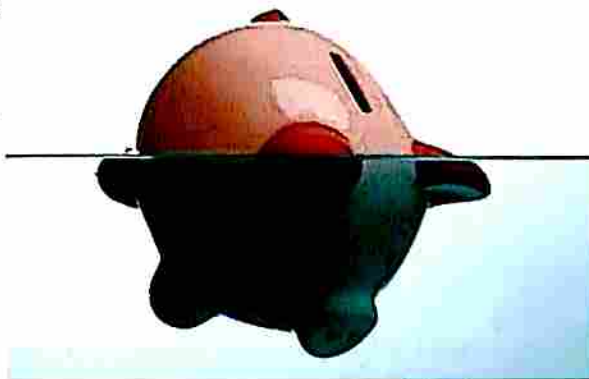
Economic downturns make innovation not only more important, but one could argue that the process of innovation is actually easier to manage and much more cost-effective during economic downturns. During these challenging times, here are a few pointers on what to do, why to do it, and what to avoid:

- **Listen to the market and respond to its needs:** Difficult economic times expose unmet needs in the market making it much easier to identify opportunities for new product development. Rather than pull back on innovation in new products, consider how we may use this time to create and launch our most disruptive ideas. A recession does not make market needs disappear into the ether. Not only do they still exist, new needs emerge.

- **Invest in your customers - their pocket is your bank balance :** Downturns provide the opportunity to strengthen relationships with customers thereby improving customer loyalty. At a time when consumer sentiment is nearly at an all-time low, rather than reduce customer service, use this time to get closer to your customers, connect with them on a deeper level, and show them what's possible, what the future will hold.

During these times, remember that your customers are as worried as you are. Stay close to them. Help them get what they want and they'll remember you over the long haul; they will "continue to open their wallets".

- **Rather than reducing price, offer more value to customers and demand greater value from vendors:** During difficult economic times, consumers use greater discretion in making purchasing decisions. Every rupee matters and therefore every decision a customer makes is examined more closely. Given the scrutiny that



customers place on decision-making in turbulent times, the knee-jerk reaction among some companies is to reduce price. However, before you reduce price, consider how hard you've worked to get the price. Moreover, consider how much time and effort has been invested into getting you to where you are. Certainly your sales are hurting, but there is something much more valuable at stake and that is your brand. Your brand is sacred and, in the absence of innovation, stand-alone price reductions can wreak havoc on your brand.

- **Have a long term strategy -"today's pain, tomorrow's gain":** Downturns provide the opportunity to widen the gap between you and your competitors. While others cower, now is the time to grab market share.

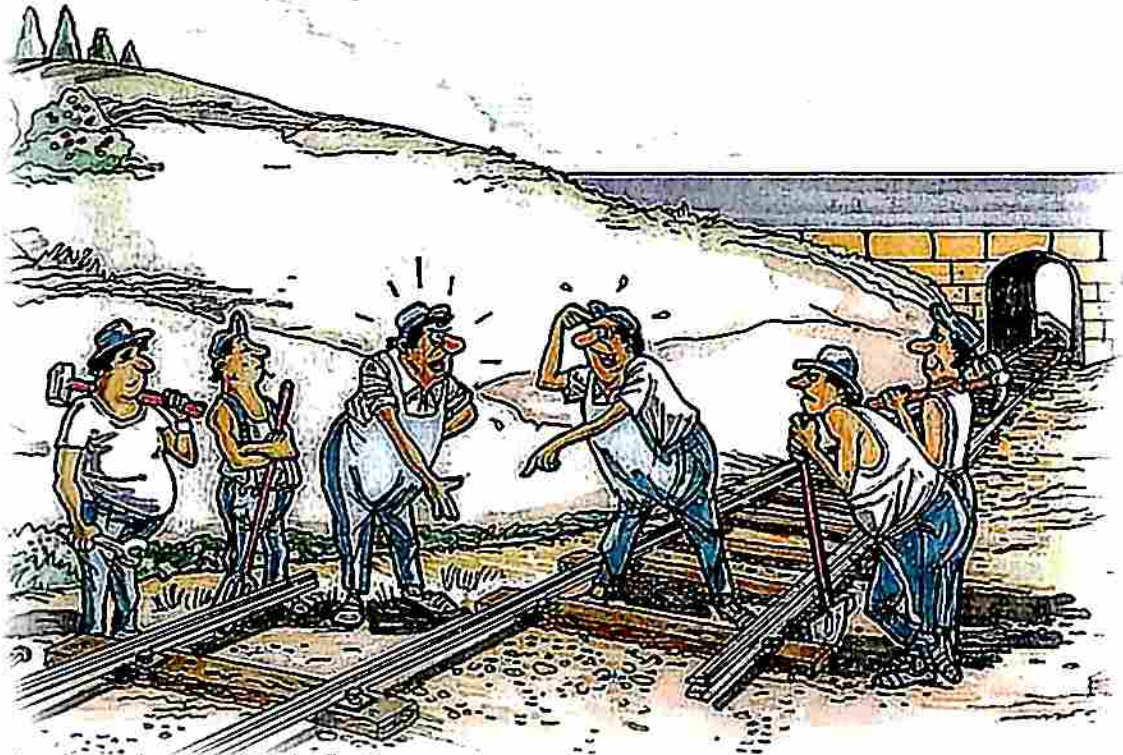
Rather than compromise the integrity and quality of your conduct or service by paring back ingredients, eliminating features, or stripping it to its most basic offering, consider using this time to improve the quality of products, invest in new opportunities, and take key acquisitions in line with corporate strategy. Finally, realize that creativity loves constraints. Innovation thrives when it has no other choice. Thus, innovation is the most basic and primal of human experiences. We do it best when we have to.



TEAM WORK

Megha Sharma - 1st year B.Com (Sec C) student

Team Work



Imagine that you're a cloud. You're floating across life's skies. You have many droplets of talent and skill in you. But you just can't seem to make it rain. "I can do it!" you say, but no matter how much you push, you can't seem to get right results.



Then you meet another cloud with the same potential. The newly gained company creates motivation. "Let's see who can make it rain!" you say. You think that with more people trying, you can shower more rain. "We can do it!" you chorus. But the hills below you remain dry. You then come across mountains and winds. In the attempt to overcome these troubles, you get separated.

Then you meet an old rain cloud. "Do you want to make it rain, little one?" The cloud bellows. "Join me, become a part of my strength." But you don't want that! You want individual glory. You don't want precious pearls that you've spent your life collecting, to be lost in obscurity.

You move on. You meet a happy bunch of clouds. They seem as small as you. But look! The field below them are glistening and wet. "How did you make it rain?" you ask.

"It is because we have the ability within us."

"But so do I!" you exclaim.

"I can do it!" you yell with double strength. But not a drop falls from your straining body. "We said 'us' and not 'I'." the clouds reply happily and once again spray the fields with rain. Excited, you join them.

"We can do it!" you shout, but still no results. Why? What did you do wrong? The clouds smile. "Do you want to know why you failed?"

It is because you were working by 'us', but not 'with' us.

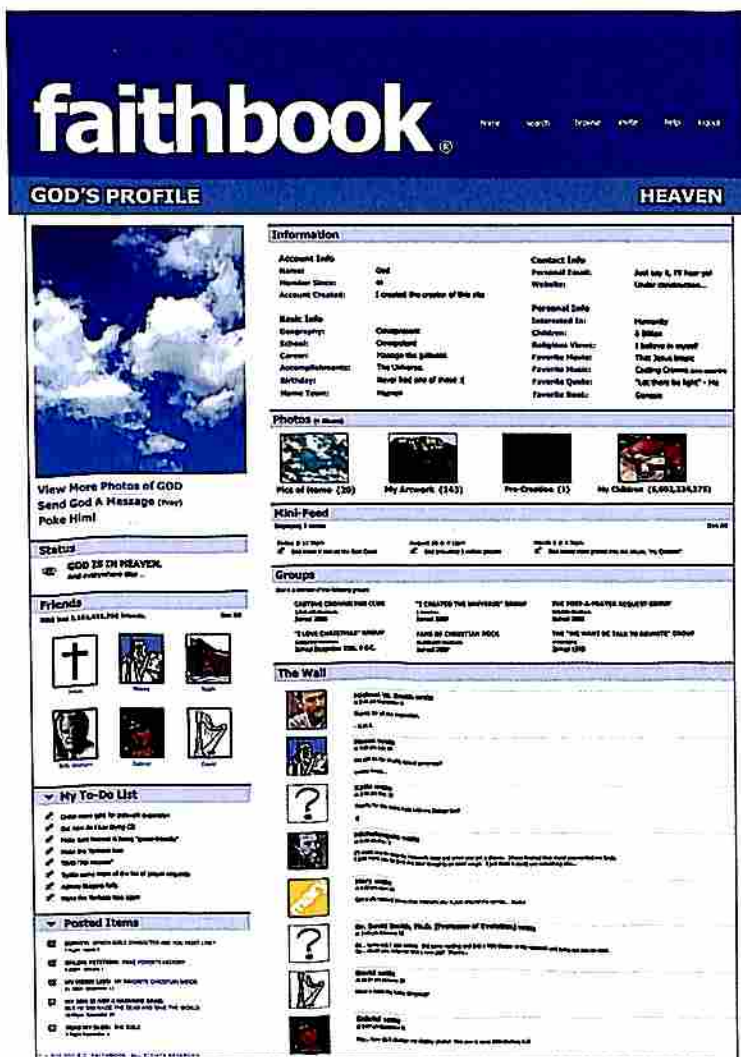
When we all come together using our strength and helping each other in times of need while still keeping our individual shapes, only then we can succeed. One must understand the secret of "togetherness"; when this happens the world will receive the shower.



THE EPIC DP

Aayushi Lodha - 1st year B.Com (Sec C) student

Busy with uploading our Facebook profile pictures, have we ever wondered what picture God will be uploading as his DP if he happens to be in each one of our friend lists?! If you're the rock-star stud, then your God must be a plunked-up rock-star too, with plectrums and a crashed guitar, tattoos inked all over, plus not to forget the gravity defying hairstyle! If you're the barbie kinds, then your god must be having pink pyjama parties depicting panache at every eye blink and prim MAC make-up! If you're the shopaholic types and have all the cash in this world to splurge on, then your god better be a Coco Chanel product swooning over Jimmy Choos and Marc Jacobs! And if you're the like-all Apple products guy, then dude Steve Jobs is your god!



For a Gadget freak, god being the proud owner of all the PSPs, must be making all the hell and heaven dwellers openly J. (J as in jealous)! If you're the Geek or the Nerd, then trust me your god would be the only one believing that 100 percent attendance and your entire psycho thesis are some cool stuff. Ha Ha! No pun intended. Or perhaps intended. And if you're very much in love then your god is cupid. But if you're a non-entity like me then your god must be the one with ancient jeans and dad-sized sponge bob imprinted t-shirts, who would not be above you but sitting there right beside you. The one who will like even your crummiest photos or updates on Facebook assuring you that at least somebody likes a stupid like you! In short, he must be the best friend types who even at scorching 45 degree celsius would prefer sharing hot chocolate instead of chilled soda with you just because you have a throat infection.



THE GIFT

Mehar Gosal - 2nd year B.Com (Sec C) student



"Love is always bestowed as a gift - freely, willingly and without expectation. We don't love to be loved; we love to love."

— Leo Buscaglia

There was a blind girl who hated herself just because she was blind. She hated everyone, except her loving boyfriend. He was always there for her. She said that if she could only see the world, she would marry her boyfriend.

One day, someone donated a pair of eyes to her and then she could see everything, including her boyfriend. Her boyfriend asked her, "now that you can see the world, will you marry me?"

The girl was shocked when she saw that her boyfriend was blind too, and refused to marry him. Her boyfriend walked away in tears, and later wrote a letter to her saying "Just take care of my eyes dear."

This is how human brain changes when status change. Very few remember what life was before, and who were there with us even during the most painful times. We should remember that life is a gift and think of those unfortunate one who are not as privileged as us

- Today before you think of saying an unkind word, think of someone who can't speak.
- Before you complain about the taste of your food, think of someone who has nothing to eat.
- Before you complain about your husband or wife, think of someone who is crying out to God for a companion.

- Today before you complain about life, think of someone who went too early to heaven.
- Before you complain about your children, think of someone who desires children but are barren and can't have them.
- Before you argue about your dirty house and complain that someone didn't clean or sweep it, think of the people who are living in the streets.
- Before whining about the distance you drive, think of someone who walks the same distance on their feet.
- And when you are tired and complain about your job, think of the unemployed, the disabled and those who wished they had your job.
- But before you think of pointing the finger or condemning another, remember that not one of us are without sin and we all answer to one maker.
- And when depressing thoughts seem to get you down, put a smile on your face and thank God that you're alive and still around.

**Life is a gift - Live it! Enjoy it! Celebrate it!
and Fulfill it!**



Nobody can go back and start a new beginning, but anyone can start today and make a new ending.

— Maria Robinson



THINGS TO BE HAPPY ABOUT

Pritika Chhoraria - 2nd year B.Com (Sec D) student

Whenever we meet someone after a long time, we ask the question "How are you?" or "How have you been doing?" Rarely do we get happy answers. I really do not know the reason behind these unhappy answers. However this has prompted me to think about something very important, or for that matter about something that is quite unusual. How often do we think about the things that make us happy? Ok, here's a task. List about ten things that makes one happy. Girls, please do not start with your list of diamonds and solitaires and boys, do not start with you bikes or Lamborghini. This list is not to check your knowledge about the different luxurious products. Till the time you all sort out your list, here are a few things that make me happy.



- **Tagore:** People keep on telling that Bengalis have this typical habit of brining in Tagore into everything. But let us face a fact; you do not have to be a Bengali or an Indian to know the Nobel laureate. I am not here to list out some of his great works. Each and every creation of his has a different significance. The experience of reading his literary creations or listening to his music keeps changing with age and time and this is where the beauty of Tagore lies.

- **Smell of earth :** It is really difficult to find someone who does not love the smell of earth. The smell is enticing to even those who do not enjoy the rain (though it is difficult to find such a person). There is indeed something intoxicating and sublime about it.

- **First salary :** This thing has a universal appeal. In fact, everybody feels happy to get their salaries even after working for twenty years. But there is something special in the first salary that you have ever received. And I am pretty sure that the very thought of it would make anybody happy.

- **Cuddling a dog :** I have nothing to say for those who are scared of dogs. But apart from those people, all others would enjoy the feeling of cuddling a dog. It is scientifically proven that those who have pet dogs are at a lesser risk of suffering from heat-related diseases.

- **Sunshine :** Please do not confuse between sunshine and sunrays. The two are completely different. Remember John Denver's famous song "Sunshine on my shoulders makes me happy"? Sunshine can be associated with light, brightness and some kind of freshness. Nothing can be more joyful than the warmth of the sunshine after a few dark, gloomy and cloudy days.

- **Summer evenings :** Most of us find summers unbearable. But the same is not applicable for the summer evenings. You can feel the most pleasant breezes during the evenings of the summer months. Even a solitary walk can be extremely enjoyable this time. In fact there are

many who love the summers just because of its evenings.

- **Getting a free period all of a sudden in school/college/university:** While waiting for the next teacher or professor to enter the room to take the next class when you suddenly get to know that the period is going to be a free one, then that moment seems to be the happiest one.

- **Winter night sleep under two blankets :** For many, winters are the best time during the year. There are a lot of things about winters that makes the season so much enjoyable. One of them is definitely the winter sleep under two blankets. Nothing seems to be more comfortable than the warmth under the blankets.

- **Smell of new books :** Remember those days when we had to buy new books after our annual examinations? New books had a different charm and the charm is in the smell of those books.

This is one of those lists that can be unending. But the purpose of coming up with this list is something different. Next time when you feel bored and disgusted, try thinking of these small things rather than switching on your iPod or PC. I assure you that it won't be a disappointing experience.



UNPLUG AND RECONNECT!

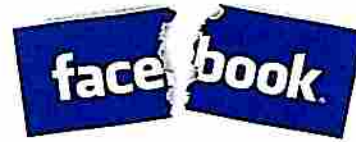
Suravi Agarwal - 1st year B.Com (Sec C) student

In this tech savvy world where gadgets and gizmos storm the markets every now and then and internet has made the world a global village, humans have found a niche amongst them. It is also quite impossible to think of a life without technologies and gadgets.

"Brrrr...!" and your hands race into your pockets and your mind starts guessing whose message has hit your cell phone screen. People are hooked to social networking sites, BBM, Whatsapp and a host of other networking platforms on the go. Mobile phone addiction is a big social problem.

Psychiatrists believe that mobile phone addiction is becoming one of the biggest non-drug addictions in the 21st century. Mobile phones with camera functions are causing privacy problems. Saudi Arabia had banned camera phones throughout the country; while many countries are concerned about this problem.

Social networking sites were created initially with the motive of helping individuals cope with loneliness. It undoubtedly connects us with our friends 24x7, but snaps the link with the immediate



surroundings. Believe it or not, we cannot part with our cell phones even for few hours, as if they are as indispensable as oxygen. Even the young minds are now seen glued to their PSs, Nintendos and XBOXes and they have forgotten the green fields!

Sometimes even in crowded places, a single beep is enough to make us rummage to take our cell phones out. This very act shows our sheer dependence on them. They were invented to make our lives easy and simpler, not complex.

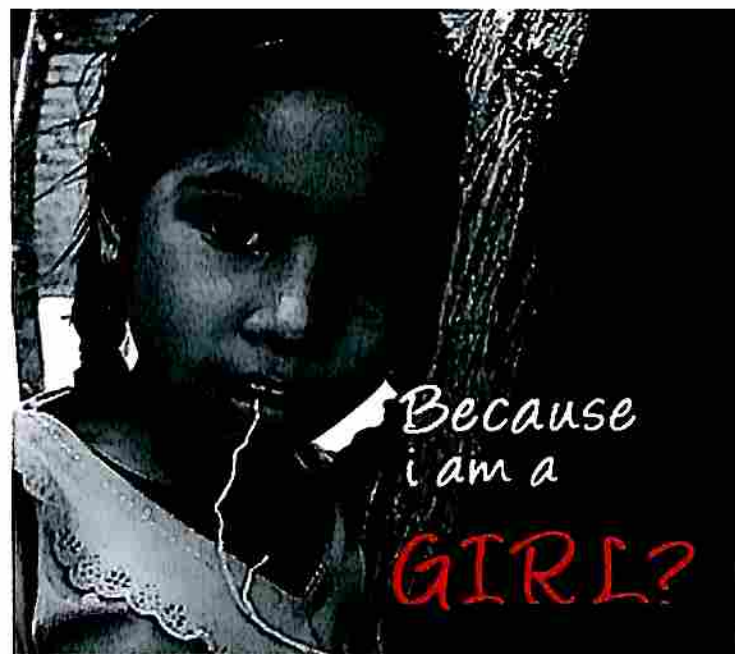
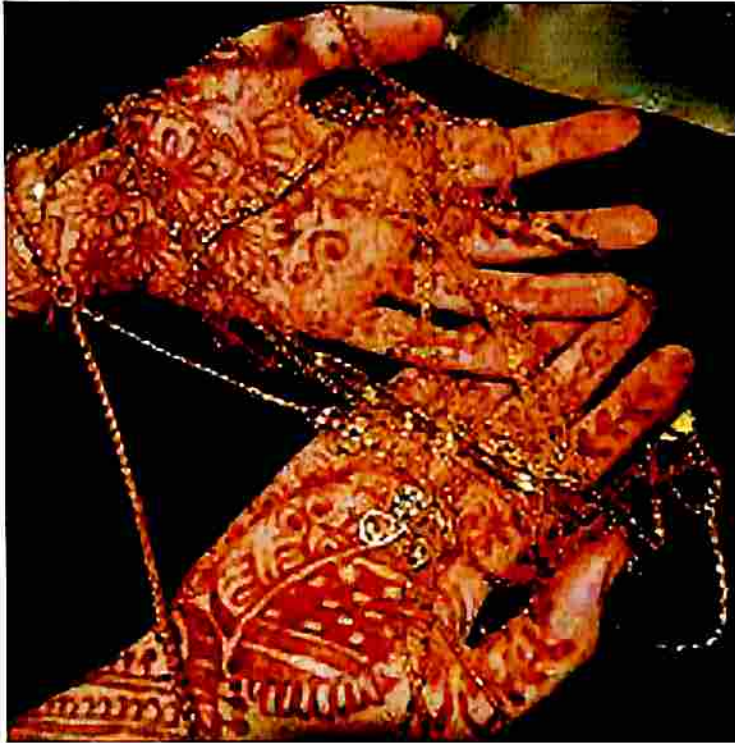
Modern gadgets have quietly taken away the "spring in our steps". Let's live a real life now. Unplug yourself from your electronic toys to refresh your mind and reconnect with nature and be one with life which would give you real, priceless joy!





"WOMAN" IS THE WORLD.....

Isra Benazir - 2nd year B.Com (Sec C) student



The state shall not discriminate against any citizen on grounds of religion, race, caste, sex and place of birth..... (Article 15, Constitution of India)

The above article of Indian constitution ensures prohibition of discrimination on all grounds including "sex". But even after 56 years of the passing of the constitution, what is the real position of woman in the society?

Modern science and technology through the "Amino Centesis" test allows the sex of an unborn child to be known leading to innumerable cases of female foeticide. We often come across the superstitious advertisement which warns fathers of an unwanted daughter to.....pay Rs. 5000 now instead of paying Rs. 50,000 later! That, translated, means better to spend five thousand rupees for killing the unborn daughter than to pay fifty thousand later for her dowry.

"Dowry" is another curse to womankind for which woman have to live lives in anguish! But who will stop the system when woman as mother in law and sisters in law ask for dowries themselves. Moreover the greatest hindrance in the way of woman's progress is obstacles to female illiteracy. Woman of even affluent families are married off even before they can complete their graduation. They are forced (at times beaten up) to sacrifice their career which they had dreamt of!

In recent days, violence against woman has become a common practice. Women of almost all ages fall victim to evil eve teasing and sexual molestation. The cries of victims and protectors get drowned in the battles of the city.

All that a woman wants is social security and respect from the society. The society must not forget that the hand that rocks the cradle, rules the world! From time immemorial woman like "Rani Lakshmi Bai" have rocked the world. We, the citizen of the country should voice our protest against the violence committed on woman and strive hard to make the world a safer place for them to live in! An apt saying "A woman is like a reed that bends to every breeze, but breaks not in the tempest".



WOMEN EMPOWERMENT- NEED OF THE HOUR

Medhavi Kaul - 2nd Year B.Com (Sec B) student

Women empowerment is women's sense of self worth, their right to have and to determine choices for their own selves, their right to have access to various opportunities and resources and most importantly, their right to have the power to control their own lives, both social and personal aspects of it. The most common example of women empowerment is the ability to exercise full control over one's actions. The last few decades have witnessed some major changes in the status and the role played by women in our society. There has been a major improvement in the society's behavior and attitude towards women and their welfare. Women across the world are starting to be treated at par with men; when only a few years ago the world painted a very different picture, and the close mindedness of people was to such an extent that it was commonly believed by all that a woman was only good and suitable for household work. Today men face stiff competition from women in all fields across the world. Today women have rights.

The Government of India has slowly woken up to the new age of women empowerment too. They have begun to take notice of the fact that potential women show xxx if given the right opportunity, and have taken various steps to help empower women. The year 2001 was declared "Women Empowerment Year" to focus on a vision where women are equal partners with men. The government has launched various programs based on the issue. Over 2000 projects are dedicated towards eliminating discriminations faced by women. Many NGO's have taken the initiatives to spread awareness among women. Organizations like Smile Foundation launched the program Swabhiman for the safety of the girl child; IGSSS launched the program called Empowering Women, whose main areas of concern were access and ownership of land and land based activities to women

through education, legal literacy and advocacy in rural India.

The word "empowerment" means "to enable or permit" and it will have no meaning in the term if women do not fight for their own rights.

However, despite the numerous initiatives taken by various organizations and the government, the status of a woman in today's society has not risen to a desirable level that can be called fair, or leaves no room for improvement. As much hype as these programs first began with, they were soon forgotten and written off, hardly ever achieving the target they promised to accomplish. Till date, majority of India's female population is either unaware of the facilities and programs available for their welfare and development, or they just cannot move out of their traditional socio-economic conditions.

The main reason, why despite of the large number of welfare programs, the target is not being achieved, is the limitation of the target group. Not all schemes cover all areas and not everyone is aware of the plans, programs and schemes available. Firstly, there is a great need for better connectivity between the villages and cities in India, which call for better transportation. This is required since the safety of women traveling back and forth from work from villages to cities has always been a major concern. Expenditure on food subsidy and better provisions for public distribution services will have a major impact on the lives of women and the girl child in terms of food and nutrition. Equal rights in the panchayats have made the status of women better in rural areas. More such economic policies should be launched, implemented and spread among the womenfolk in villages.

We all have to take the initiatives and take a step ahead for our own welfare. We all must join hands and fight for our rights. Adequate steps have been taken, but there are still many obstacles left to be faced by women to realize their true potential.



REMEMBER ME?

Jasmit Kaur - 3rd year B.Sc in Home Science student

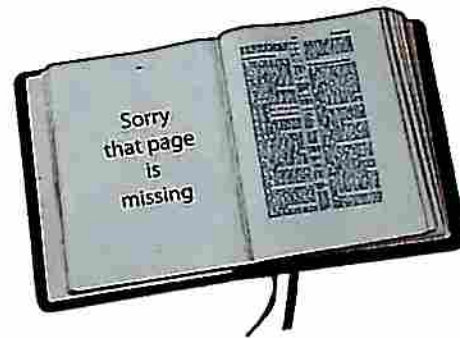


My name is Gossip
I have no respect for justice
I maim without killing. I break hearts and ruin lives.
I am cunning, malicious and gather strength with age.
The more I am quoted, the more I am believed.
I flourish at every level of society.
My victims are helpless.
They cannot protect themselves against me because
I have no name and no face.
To track me down is impossible.
The harder you try, the more elusive I become.
I am nobody's friend.
Once I tarnish a reputation, it is never the same.
I topple governments and wreck marriages.
I ruin careers and cause sleepless nights
I spawn suspicion and generate grief.
I make innocent people cry in their pillows.
I make headlines and headaches.
Remember, before you repeat a story, ask yourself: is it true?
Is it necessary?
If not, do not repeat. Keep quiet.
Great minds discuss ideas... average minds discuss events...
Shallow minds discuss people...
Which one are you?



THE MISSING PAGE

Jasmit Kaur - 3rd year B.Sc in Home Science student



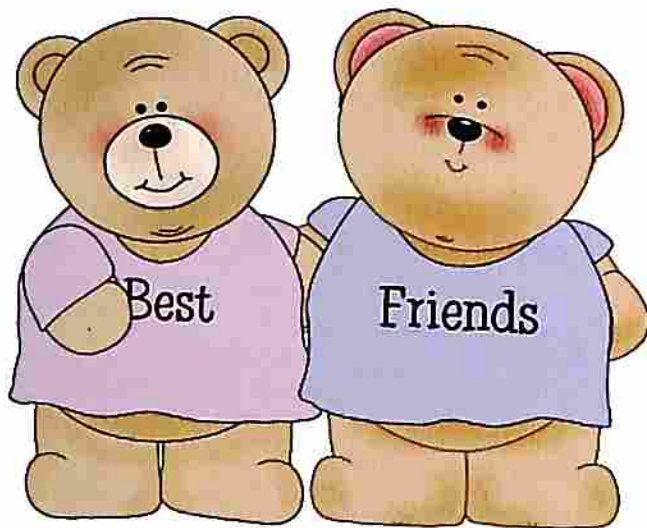
The times of mud pies, Cinderella and Snow White
The times of feeling free, like fairies
With nothing but bliss, conquering our hearts!
Will those days ever be back?
Carefree days, counting candles on birthday cakes,
The days when we let our minds run away
With the five and the dog
The days when we listened, enraptured to "The Princess and the Frog"
Will they ever be back?
Life has blossomed into youth,
Spring has arrived with all its colors
But sometimes the heart yearns
Let the wheel of time spin back for once
Let the theorems, formulae, pack their bags.
And go off to the Hottentots
Buds of dreamy eyes would bloom again
Kites of imagination would fly again
And when years later...
Fingers will flip the pages of the book
A torn page will fly out from the hands
It would seem so warm and beckoning
For, childhood was the page that went missing...





YOU'RE MY BESTIE!!

Meghashree Banthia - 3rd Year B.Sc in
Food Science and Nutrition Management student



Still remember the first day we met,
We were too shy to say much at all;
It's funny to think back to that time,
Because now we're having a ball!

They say that true friendship is rare,
An adage that I believe to be true;
Genuine friendship is something that I cherish,
I am so lucky to have met you.

Our bond is extremely special,
It is unique in its own way;
We have something irreplaceable ,
I love you more and more each day.

We've been through so much together,
In so little time that we've shared;
I will never forget all the moments,
that you've shown me how much you cared.

Friends are forever,
Especially the bond that you and I possess;
I love your fun-filled personality,
Somehow you never fail to impress.

The world could use more people like you,
it would certainly be a better place;
I love everything about you,
You are someone I could never replace.

You are always there for me,
When my spirits need a little lift;
I cannot thank you enough for that,
You are truly an extraordinary gift.

You are everything to me and more,
I could never express that enough;
Life is such a treacherous journey,
Without you it would be even more tough.

Our story will continue to grow,
With each passing day;
Because I trust that with you by my side,
Everything will always be Okay!

You are so dear to me,
You know I will love you until the end;
I will always be there for you and
You will always (and forever) be my best friend.



THANK YOU TO MY PARENTS

Aakanksha Shah - 2nd year B.Com (Sec D) student



Dear mom and dad,

Without the **inspiration,**
drive and **support** you gave
me, I might not be the
person I am today.

Thank you for always being there
and knowing just what to do
Thank you for knowing the words to say
when I'm feeling way beyond blue

Thank you for patiently listening
to all my worries and stress
Thank you for caring enough
to get me out of all the mess

Thank you for being a phone call away
or around the corner to run to
Thank you for your door always being open
and knowing just what to do

Thank you for being my constant support
when I didn't think I could cope
Thank you for lifting my spirits
and letting me know there IS hope

Thank you for being the best parents
a daughter could ever wish for
I love you with all my heart
today and forever more.



TWO SIDES OF ME

GARGI MUKHERJEE - 3rd Year B.Com (Sec B) student

There are two sides of me,
With a constant struggle of me and thee,
There is only one side I try to show,
The one you don't I will always shun.
One is a virtuous child,
The other is bitter, cold and mild.
One wants everything power, fame and prosperity,
The other says it's alright to be ordinary.
One sticks with the brain,
The other follows the heart and will never refrain.
While one is complacent, fulfilled and satisfied,
The other is ravenous, in search of elixirs, hoping to be gratified.
One always knows what it wants
The other is forever in the state of a quandary,
Like a mad child,
And the former parents it.
Helps in bringing the mind at peace,
Amidst thoughts that never cease...



THE VEIL..

Krishnakali Sengupta - 3rd Year B.Com (Sec B) student

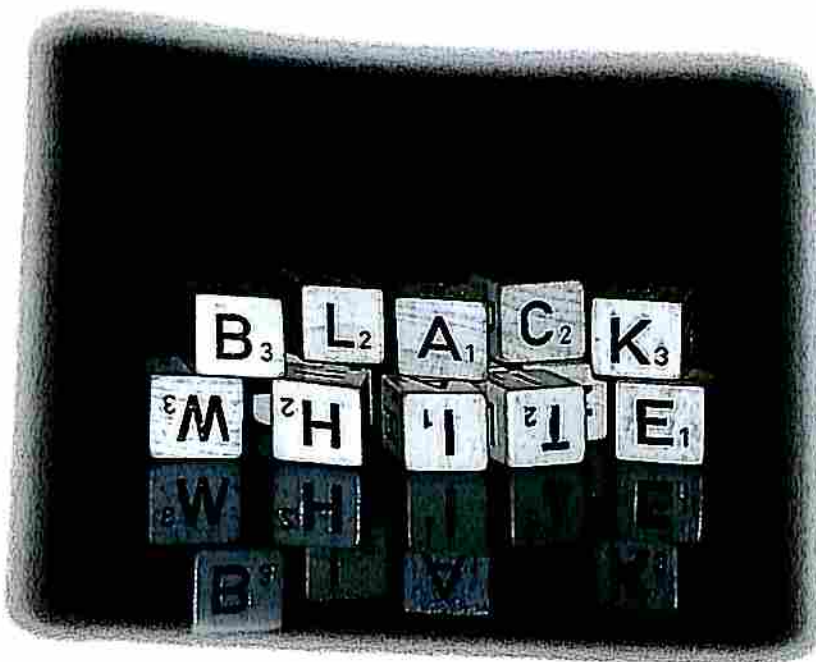
And then the veil was pulled over my head.
I'd been groomed all my life for it. Yet,
I felt un-cocooned under it.
Following these customs was new.
A deep hatred ensued for those separated from me
By a single layer of obscurity,
A helpless sympathy for those separated by two.
To disobey leads to rebukes from my own,
Let alone the humiliation and punishment set by
those in power.
With time you pull the veil closer.
To conceal your face, cause you failed to abolish
the system.
It's like you try to cover a hole in your dress.
Again and again your hand makes feeble, disguised
attempts to hide it.
To hide how you couldn't stitch it up.
And then you pull the veil down over your head.



BLACK OR WHITE..?

MADHAVI LILA - 2nd year B.Com (Sec D) student

Why is it so that..?
Wearing black easier than white..?
Dating the wrong person easier than the right..?
Saying I hate you easier than I love you..?
Crying easier than wiping them away..?
Dominating the weak easier than fighting the
strong..?
Lying easier than telling the truth..?
Death easier than life.
Why is it So...?
That doing all the wrong things.
Easier than the right one's...??



ALONE

Minal Sikchi - 1st year B.Com (Sec B) student

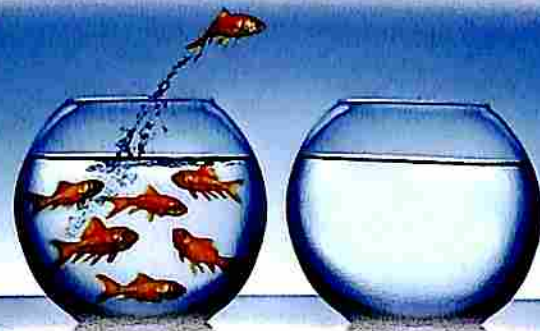
From childhood's hour I have not been
As others were; I have not seen
As others saw; I could not bring
My passions from a common spring.
From the same source I have not taken
My sorrow; I could not awaken
My heart to joy at the same tone;
And all I loved, I loved alone.
Then- in my childhood, in the dawn
Of a most stormy life- was drawn
From every depth of good and ill
The mystery which binds me still:
From the torrent, or the fountain,
From the red cliff of the mountain,
From the sun that round me rolled
In its autumn tint of gold,
From the lightning in the sky
As it passed me flying by,
From the thunder and the storm,
And the cloud that took the form
(When the rest of Heaven was blue)
Of a demon in my view.

THANK YOU GOD

Madhavi Lila - 2nd year B.Com (Sec D) student



I can understand the meaning of beautiful;
Because you gave me a heart,
I know how it feels to hold a child;
Because you gave me hands,
I can see the beauty of nature;
Because you gave me eyes,
I can preach your words;
Because you gave me voice,
I know what unconditional love is;
Because you gave me parents,
I say my world is rocking;
Because you gave me friends,
I sleep sound every night;
Because I know you are there.



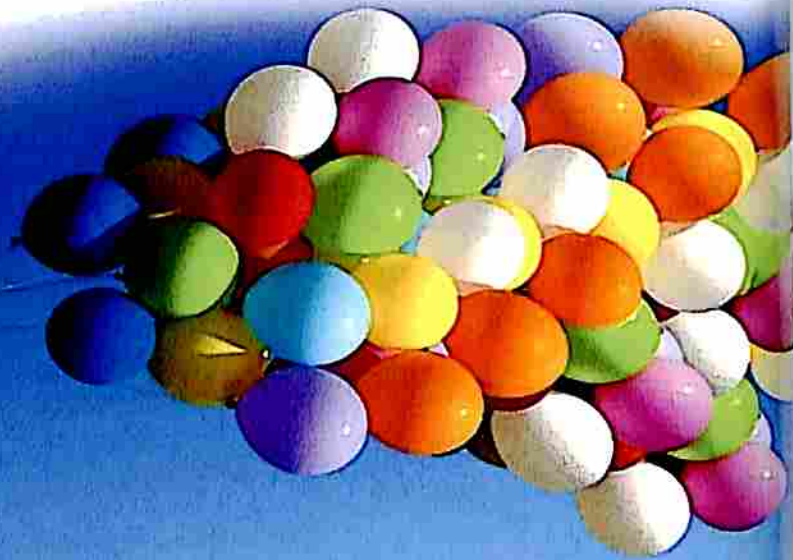


LIFE

Payal Maheshwari - 1st year B.Com (Sec B) student

Life is too short,
To fulfill all your dreams.
Life is too fast,
That you don't get time to scream.
Life is a maze,
Try to find out your way.
Life is an illusion,
It confuses what you say.
Life is something,
That can't be explained.
Life is a gift,
But it depends what you claimed.

Life is God,
If you believe in Him.
Life is love,
As smooth as cream.



WORDS UNSPOKEN...

Ritika Arora - 3rd Year B.Com (Sec B) student

People in this world don't stay forever,
But this is my world where we belong
together....

As I watch the clock tick by,
I imagine u telling me not to cry,
People in this world don't stay forever,
But this is my world where we belong
together....

So much distance between us

And so much to say

But all words fall short

When I think of that day....

The two souls that once combined

Have now parted their way,

Heart is now just a toy,

For people to play and walk away...

I hope it's a bad dream

Where we are not together,

But its true you're gone,

And you wont come back

Not now not EVER...

People in this world don't stay forever,

But this is my world where we belong
together....

Its one at night

And you're still in my thoughts

I'm trying to feel the pain

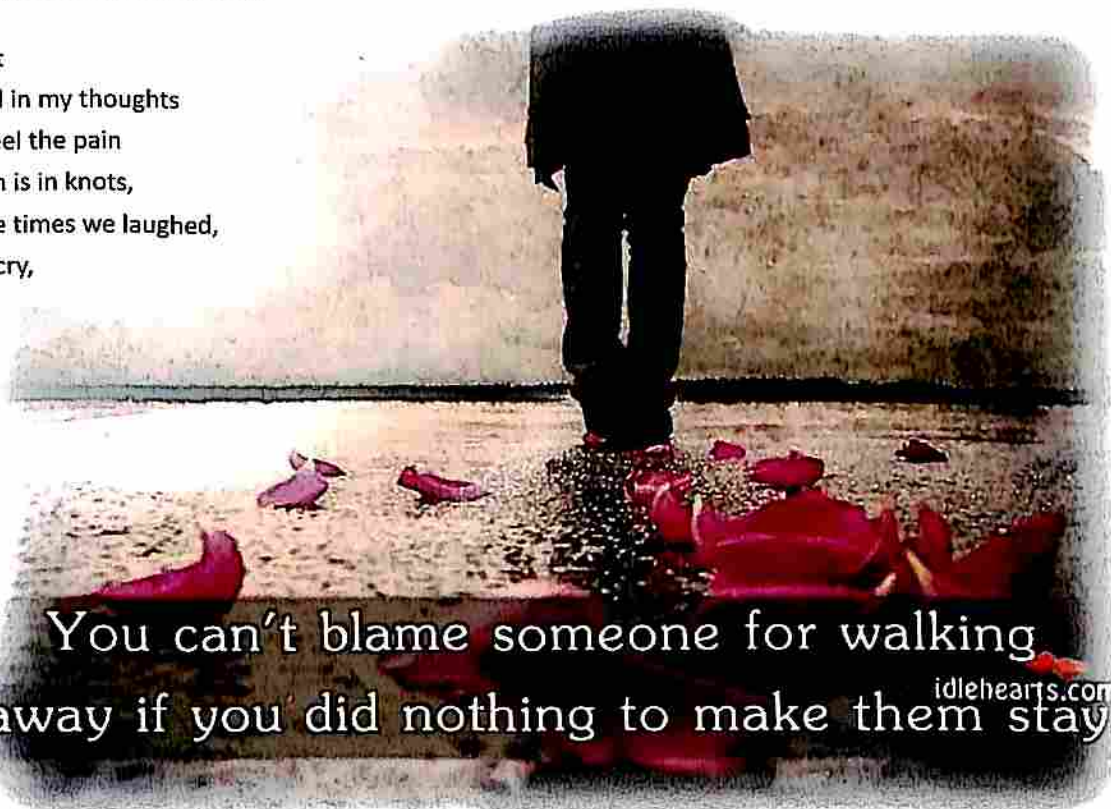
As my stomach is in knots,

Thinking of the times we laughed,

The times we cry,



How sometimes just letting our silences pry,
Looking at my life like a passer by
Wondering how swiftly time can fly,
The touch of your hand,
The sparkle in your eye,
The little less "we"
The little more "I"
Reminiscent of the memories again I cry,
Still hoping somewhere in my heart
That we will be together
As people in this world don't stay forever,
But this is my world where we belong together....



You can't blame someone for walking
away if you did nothing to make them stay

idlehearts.com



SILENCE IS THE KEY

Sachi Gupta - 1st year B.Com (Sec B) student



Alone I used to stay
Afraid to tell the world what i wanted to say.....

But now I wanted to show
I want everyone to know....
Even if I dont show my pain
It hurts deep inside my vein....
Whenever I have a fight
I end up crying alone at night...
No matter how hard i try
Seldom do my tears dry....
I find my feelings difficult to express
As it only increases my mental stress....
Now I have decided to ignore
As silence is what I adore.

A WORLD SO UNFAIR

SHRADDHA DUGAR - 1st year B.Com (Sec D) student

Today the world's so unfair
Within good hearts are so rare.
Stones and blocks are what reside
In the heart of the man just beside.
"Trust "is a word of history
For people once filled with mystery
Decadence in its climax
Balms the good heart like wax
Don't these make the world unfair?
With good hearts so rare!
But foolish are they indeed
For who would finally beget from their deed
The terrible punishment of a numbing winter
That follows the malediction of the creator.
So what indeed is wise to do?
Is the destruction of these evil too.
Other than just recreating a world so fair,
Where good hearts would truly be rare.

Life is not fair...



WHAT IS LIFE?

Sonam K Aswani - 2nd year B.Com (Sec D) student



Life is what you call a short lived dream
Where you want everything you dream.
Life with past, present and future is a history
Where you need to solve hundreds of mysteries.
Life is full of happiness n sorrow
Where you have friends to share and borrow
Life is a blend of fear and tear
Where you can always go to you dear.
Life is as sweet as honey
Where unfortunately every importance is given to money
You know not what in life happiness means.
Until you find a drop of tear between you and me.
Life is where you fear the person who's called He
So heed his advice or betray thee.
Life is not what you call a show of magic
But a play where you solve problems with some logic.
Given by god life is a blessing
Where you seldom find something missing.
Life is a circle which you are born in
To learn from experiences and struggle to win.
Like the life of oats and rye
Even your life comes to an end when you die.



ODE TO MY FRIENDS

Shaheen Sultana - 3rd year B.Com (Sec A) student

I still remember the first time we met
didn't know God planned something for us so well;
life was at its best!

A few memories we have together,
which we can cherish forever.

It was not always about love but fights were
something we enjoyed a lot,

few things I did which you found stupid,
might have hurt you like hell:

yet you still smiled because you never wanted me
to know that I could hurt you as well.

Things you did made me happy;

few things made me sad.

Happy moments I remember the most,

sad ones cannot be forgotten though,
since they were replaced by happy ones.

Few misunderstanding led to sleepless nights

few lovely moments spent together made us smile.

It was all because of a deep emotion
which sometimes we showed,

sometimes was hidden deep inside.

A few secrets which we chose not to share,

not because we didn't have a perfect understanding
but because we knew

it wouldn't matter as long as we cared.

Time, as we all know is not always very pleasant
it brought tears in our eyes but never left us without
a smile on our face.

Few such memories I can still recall
and relive a zillion times.

A relation built out of friendship, a friendship
which cannot be defined

a togetherness which cannot be expressed,
a bond which cannot be avoided,

and a part of life which cannot be forgotten.





AT MY FUNERAL

Tanvi Jasani - 1st year B.Com (Sec C) student



If I was dead with that faint white face,
Will you be standing aside in the corner
And see them put the lid on my glass coffin?
Will you cry when I'm gone,
Stand at my funeral and mourn?
Weep like I had wept,
Even though you weren't dead ?
Will you feel the pain like I had felt
And will you die within after my death?
When my eyes won't move anymore
Nor my lips fumble
And I would be lying peacefully,
Will you look at my eyes and feel
the gloom I had to face?
Will you feel my lips near your ears?
Will you see the strife beyond that peace?
Or will you disappoint me like you always did
And won't be there at my funeral,
Won't be there to see me dead?

$$\text{DISAPPOINTMENT} = \frac{\text{EXPECTATION}}{\text{REALITY}}$$

"FRIENDS IN LIFE ARE NEVER FOREVER"

Zarina Salim - 3rd Year B.Com (Sec A) student

Once there was a friend, whom I trusted completely;
My life without her was terrible and lonely;
We use to call ourselves "best friends forever";
Never thought that "best friend" was not "forever".
Helping her in exams, when my studies were pending,
Standing by her side, when she was not expecting,
I wish I was taught. How to be selfish and clever?
How to use a secret of your "best friend forever"?
People use people for their own profit,
Nobody in this world is a friend without a benefit,
More than our parents, we share things with friends,
So why does it hurt? When betrayal is the "trend".

So this was a lesson for me this year,
Never blindly trust a friend, even if she is dear,
Today she is a friend, tomorrow she is a competitor,
So, Friends in life are never forever.....



JUST A FRIEND!

Mrigakshi Sharma - 1st year B.Com (Sec C) student

didn't have my lunch today.

I won't have my dinner too.

'Cause you gave away your pencil to her

And the entire lunch break she was with you.

You brought a jasmine for her,
And she pinned it on her pinafore neat.
You helped her build sand castles;
While I kicked mine with my feet.

She insisted on playing with her dolls.
She won't play 'superman' with you.
You sat by her playing all those,
Which you never before had a clue.
Yet you smiled when she smiled
And gave her toffees when she cried.

I brought you apples; oranges and candy floss-
To catch your attention all I tried.

You drew a flower for her
With your colorful crayons on your kerchief clean.
I sobbed hard and didn't have my lunch.
Just a friend- that's all I have been.



काश...

Garma Bajaj - 2nd year BBA

आज मन करता है... काश कुछ ऐसा हो जाए कि
झूम उठूँ मैं... बहुत सारी खुशियाँ हो,
कुछ ख्वाबों की तितलियाँ हो...
जो इस जिंदगी में खूब सारे रंग भर दें...
दुःख और आँसू का कोई नामोनिशान ना रहे
काश! कुछ ऐसा हो जाए...

आज मन करता है कि नाँच उठूँ मैं
जैसे कोई मोर नाँ उठता है बारिश की पेहली बूंद के साथ...
महक उठूँ ईन फूलों के साथ...
कोई परेशानियाँ ना हो
काश! कुछ ऐसा हो जाए...

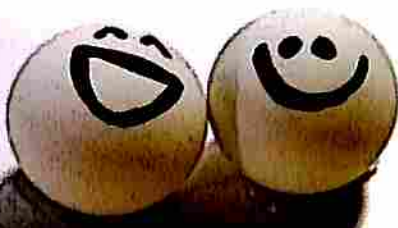
आज मन करता है... कि सब थम जाए,
जिंदगी एक तखीर की तरह बन जाए और...
सारी खुशियाँ... सारे लम्बे केंद्र हो जाए... सब समा जाए उसमें
काश! कुछ ऐसा हो जाए...

आज मन तो बहुत करता है कि काश!
बीते पल को बदल पाऊँ मैं, पर समय किसके लिए बदलता है
पानी की तरह बह चलता है, रेत की तरह हाथों से
फिसलता चला जाता है

लेकिन फिर भी... एक उम्मीद की किरण है कहीं न कहीं,
इस रात की कभी सुबह तो होगी,
आज अगर दुःख हैं तो खुशियाँ भी होगी,
आँसू है तो कल मुस्कुराहट भी होगी...

समय किसी का साथी नहीं है... कभी पीछे भी नहीं चलता,
पर बदल तो सकता है, और ये समय ज़रूर बदलेगा...
काश! कुछ ऐसा हो जाए...

काश..!!



F R I E N D S



PANEL DISCUSSION TO INITIATE THE GOLDEN JUBILEE CELEBRATION



To mark the completion of 50 years, a Panel Discussion on "Emerging Perspectives in Indian Higher Education" was organized at the Science City Kolkata Convention Centre on August 29, 2012.

All the students of the institute attended the programme. Prof. Shovik Bhattacharya, Vice Chancellor - JU graced the occasion as the Chief Guest along with Mr. S.K. Birla and Mrs. Sumagla Birla. Prof. Ashoke Viswanathan, former Head of the Dept. of Direction at the Satyajit Ray Film and Television Institute moderated the discussion. The other speakers who participated were as follows:

● Prof. Bikas Sinha - Homi Bhabha Professor, retired Director -Variable Energy Cyclotron Centre (VECC) and the Saha Institute of Nuclear Physics

● Mr. Sanjeev Nandwani (ITS) - Zonal Development Commissioner, for SEZ's (East and North-East Region) Dept. of Commerce, Ministry of Commerce & Industry, Government of India

● Prof. Jandhyala B. G. Tilak - Professor and Head, Dept. of Education & Finance - National University of Educational Planning and Administration

● Prof. Jasodhara Bagchi - Professor Emeritus, Founder Director of the School of Women's Studies, Jadavpur University

● Prof. Nirmala Banerjee - Former Professor of Economics - Centre for Studies in Social Sciences



IMMENSE PASSION DRIVES PERFECTION - BBA EVENTS

Anupriya Mohta and Somyash Sadani - 4th Semester BBA students

Immense passion drives perfection, and when you combine passion of all the students of J.D Birla Institute's Management Section, you get impeccably organized events that aim to transcend boundaries.

The first such event this year was the JDBI marathon, conducted on a beautiful Sunday morning in February. The marathon aimed to unite the community at large into taking an active step against the burning issue of child labour. The students and faculty of the college, came together to form seamless teams which looked after every aspect of the event - from logistics and NGO involvement, to setting up a website. Organising this event was an opportunity for us to apply the dogmas of management and business to the realities of life.

As every participant crossed the finishing line, after completing a grueling run of around 5 km, braving the slight drizzle, one could tell that it was race that they ran for "Chottu" at the tea stall, or the young girl who risks her life everyday to make firecrackers in an illicit factory. The idea of being able to contribute to the eradication of one of the greatest evils of our society, by taking such a simple step was endearing and empowering. At the end of the day, each participant and student alike went back home with a smile on their face, knowing that they had made a difference.

The marathon was flagged off from Rabindra

Sarobar in the presence of the veteran actor and Dadasaheb Phalke awardee, Mr. Soumitra Chatterjee and renowned cricketer Mr. Chinni Goswami. Save the Children, our major partner put up an enthralling performance along with Siddhu and his band, Cactus to commemorate both the establishment and culmination of a successful endeavor. The performances were greeted with rousing applause from the audience, which was moved and inspired by the grit and determination that these children showed.

The Government Art College also put up a beautiful exhibition of poignant works of art that was much appreciated by all. However, what caused frenzy amongst us, was the arrival of Mr. Bhaichung Bhutia, who was kind enough to dribble a football a bit to the gasps of astonishment and appreciation from the audience.

Enthused by the marathon, and on a mission to contribute positively to the society, a few students also paid a visit to the pediatric ward of the Thakurpukur Cancer Research Institute, with the intention to celebrate the birthdays of all the patients whose birthdays fall in the month of April. Aditi Agarwal and Prarthana Lohia of the 6th Semester heralded the project, which was organized in collaboration with the different Rotaract districts of Asia. Representatives from all the districts of Asia were present. The director of the college, Dr. Asit Dutta was the chief guest and





was felicitated by the Rotaract District 3291 with a momento.

Apart from cutting a cake with the children, we also donated several age appropriate games and puzzles to the ward. Additionally, each child got a bag containing a pencil box, a water bottle, stationery, pencil colors, a coloring book, 2 notebooks, biscuits and a chocolate. All this was purchased from the money raised by us. Each of these seemingly tiny things made all those little patients feel like they were special. It made them feel cared for. This was evident in the joyous expressions on their faces and the exhilaration in their eyes.

We also made motivational badges having the words "We Shall Overcome" written in English, Hindi and Bengali. A musical programme was also conducted by my fellow mates and was greeted with enthusiasm from the children and there were smiles all around.

It was a moving experience in many ways. It gave all of us present a sense of satisfaction, a feeling that we had made little children happy even if for a day. It made us realize the importance of appreciating life. Each one of us left the ward with the feeling that we had gained something, something inexplicable, but something very humane. Each patient at the ward served as an inspiration for us. They unknowingly imparted valuable lessons in courage and fortitude, in the ability to smile even in the face of tremendous adversities and in the importance of enjoying a present.

The Institute has always believed in a curriculum that not only helps students to become leading entrepreneurs, but also pushes them towards an all round development of personality and skill in

diversified fields. Last year, the institute had organized a Sports Day followed by this marathon in the beginning of this year. Extending the culture further, it organized its first ever Intra-College Football Tournament on Tuesday, the 23rd April, 2013 at the indoor stadium of the Spring Club.

It was an action packed, gripping event wherein all the sections of the 2nd, 4th and 6th semesters played against each other in a pre-decided fixture. The atmosphere of the "Birla Premier League" was vibrant and competitive as each team showcased excellent performances and kept up the spirit of the game. The crowd was on its feet, cheering for their respective classes and enjoying the fun-filled atmosphere with occasional bursts of music at every goal. As the tournament proceeded, the best teams kept climbing up the ladder towards the finals, which was played against the "SPC Strikers" and the "MMD Pirates". The Pirates, who were from Section A of the 6th Semester, went on to beat the 2nd Semester Strikers with a final score line which read 7-1. Nitish Singh was the captain of the winning team and Vivek Shah was the highest scorer of the tournament.

The event was organized by the students themselves who were very keen on being able to showcase their football skills and festered great love for the game of football. It also was a way to further help students grow, develop themselves and get ready for the actual world which they would soon have to face. After all, the game of life is a lot like football. You have to tackle your problems, block your fears, and score your points when you get the opportunity.

It was a red letter day for all the participants and people present there. Rest assured, next year, the competition will be even more fierce!

NAAC-SPONSORED SEMINAR ON "QUALITY ASSURANCE, ENHANCEMENT AND SUSTAINABILITY IN HIGHER EDUCATION"

Dr. Annalakshmi Chatterjee - IQAC Coordinator

The college had organized a NAAC-sponsored seminar on "Quality Assurance, Enhancement and Sustainability in Higher Education" on 5th & 6th of April, 2013 to sensitize faculty and students about developments in the area of higher education. Eminent resource persons graced the occasion as speakers and delegates.



Keeping in view the challenges and opportunities in the field of higher education, the seminar projected the possible quality assurance mechanisms that could be implemented in higher education institutions. It also focused on the ways and means for enhancing and sustaining the existing quality assurance mechanisms. Thus, the following three emblems of quality in higher education system were chosen as the focal points of the seminar:

1. Quality assurance that incorporates a range of review procedures designed to safeguard academic standards and promote learning opportunities that are of acceptable quality.
2. Quality enhancement that involves taking purposeful steps to bring about continual improvement in the learning experience of students.
3. Quality sustainability that is vital for enduring standards of excellence.

Padma Shri and Padma Bhushan recipient and scientist, Saha Institute of Nuclear Physics and Variable Cyclotron Centre, Prof. Bikash Sinha graced the occasion as the chief guest and spoke on the

current situation of higher education in India.

The panel discussions on various aspects of higher education were divided into four sessions and the themes were:

1. Policies for Driving Excellence in Higher Education
2. Innovation in Higher Education
3. Initiatives for Quality Sustenance in Higher Education
4. Effective Application of Emerging Information and Communication Technology in Higher Education

Eminent speakers representing elite institutions of our country graced the occasion with their presence and deliberated on the perspectives on higher education. Paper presentation on the 'Best Practices followed by Institutes' were conducted and participants from various colleges presented their papers.

Higher education is often challenged by difficulties related to financing, staff development, enhancement and preservation of quality in teaching, research activities, employability of students and related issues. Every institution struggles to adapt to these challenges. The seminar addressed the issue of how to develop quality and excellence in all aspects of higher education and how to sustain it. The seminar proved beneficial for all participants as it helped them approach the common goal of introducing and sustaining quality in educational institutions of India.





ICSI INVESTOR AWARENESS PROGRAM

Devika Velayudh - 3rd year B.Com (Sec A) student

he students of JD Birla Institute (Commerce Department) had the opportunity to attend a very informative session on "Investor Awareness", which was conducted as a joint effort by the Government of India and ICSI (Institute of Company Secretaries of India) along with Taaza TV on 6th February, 2013 at the college campus. The seminar highlighted the important aspects that need to be considered while making investments in various types of securities.

An interesting fact that was pointed out by a speaker was that all the money kept at the bank was not entirely safe. This was because, bank account holders are considered 'Unsecured Creditors' by the bank and hence, there is no guarantee that the entire money will be repaid in the event of bank failure. Apart from the above, some of the recent concerns of the Government regarding investor grievances were discussed with the participants. The ROC (Registrar of Companies) of Eastern India, shared some of the trends in cheating and fraud which included multiple mortgages taken by the same person (non-corporate entity) and the emergence of Chit Funds. He also outlined the two major aspects of Investor Awareness which included the nature of the investment i.e. the type of securities invested in and the process of grievance redressal in case of fraud or cheating.

Ms. Jayshree Daga, a member of the ICSI, elucidated on the basic points of investment and

Investor Protection. She explained that an investor was a person who had committed his money to investment products in the market. Here, Ms. Daga emphasized on how important it was for the investor to make wise and informed choices as he/she was investing his/her own hard-earned savings/income. According to her, a majority of investors invest in the securities market. While, in the primary market, the company directly gives shares to investors through IPO, FPO etc., in the secondary market, existing shares are exchanged between investors. If investing in primary market securities, one has to be familiar with the prospectus/offer document of the company, the Merchant Banker, who manages the legal compliances of the company and the ROC. Ms. Daga also explained the main points to be looked into while reading through the prospectus of the company which includes, the cover page, risk factors, introduction, financial statements, legal and offer information and other regulatory disclosures.

In addition to this, the eligibility criteria for applying for a public issue were discussed. Students were made aware that for applying for a public issue, the three important criteria included a PAN card, a valid bank account and a valid DMAT account. The modes of making payments for these shares could either be through a cheque, demand draft or the newly introduced ASBA (Application Supported by Bank Account). In ASBA, a certain amount in the bank account of a person would be blocked for subscribing to an equity issue. The advantage of this facility is that the person continues to earn interest on the blocked money till application and allotment process is complete. Also, only the exact amount required for the equity issue is reduced from the bank balance of the person. In order to use this facility, a proper application has to be submitted to designated bank branches. The investor should also be familiar with the grounds for rejection of application so that he doesn't make any errors unknowingly which makes his application invalid.

Ms. Daga also touched upon book building issue which is the process of price determination of shares by the investors themselves through the process of bidding.

The last segment of the seminar dealt with the rights of the investor, certain important information that every investor should know and the investor



grievance redressal system. Some of the rights of the investor are mentioned below:

- a) The right to revise bids till issue date
- b) The right to withdraw bid till issue closure
- c) The right to claim 15% interest p.a. if there's a delay in allotment

Participants were also informed of certain points that every investor should know about, such as:

- a) A company should have a designated e-mail ID that responds to investor complaints
- b) Nomination facility in DMAT accounts is available and should be made use of, to avoid difficulties in case of death of investor
- c) If dividends/interests lie unclaimed for 7 years, they are transferred to the IEPF, after which it cannot be claimed
- d) In case of any difficulty, the compliance officer or RTA should be contacted.

The Investor Grievance Redressal was the highlight of the seminar. Investors are advised to take the course of redressal in a systematic manner. This involves taking up the grievance directly with the

company/depository/intermediary, lodging a complaint with the BSE/NSE if an issue is not resolved and SCORES (SEBI Complaint Redressal System) which is SEBI's online portal for making complaints, tracking them etc.

A recent development for the benefit of the investors is the Rajiv Gandhi Scheme which was introduced in the Union Budget of 2012-2013 and valid up to 31st March, 2013. The main advantage of this scheme was tax benefits accorded to investors especially new investors who invested up to Rs.50000.

Apart from this, investors also have certain responsibilities such as inspecting statutory books of the company and checking quarterly financial results of companies that are printed in national dailies. The seminar ended on a positive note with the speaker cautioning us to be informed and up-to-date with latest developments in investor protection laws passed by the Government. She left us with a wise thought, "An educated investor is a protected investor", which captured the essence of lecture.

SEMINAR ON "OBESITY - COMPLICATIONS & MANAGEMENT"

Ankita Mondal - 2nd year PG-Diploma in Dietetics & Applied Nutrition student

"Most food goes to waste in affluent societies. When we throw leftovers into the garbage, it goes to waste. When we eat more food than we need, it goes to waist" - Earle Gray

Obesity, a word known to all, a battle fought by many, a concept wreaking havoc in thousands of lives. Diabetes, hypertension and coronary diseases are just some of the gifts that obesity has to offer.

A seminar on "Obesity - Complications & Management" was organized by the Department of Food Science & Nutrition Management on 19th April, 2013 to sensitize young students about the problems associated with Obesity.

The seminar started with a very interesting speech by Dr. Shikha Sharma, one of India's most prominent personalities in the field of nutrition. She spoke about the role of diet in preventing obesity, which blended spirituality with modern diet therapy. Dr. Shikha Sharma introduced us to the relatively new concept of Ayurvedic nutrition based on the three fundamental principles of

nature (doshas) - vata, pitta & kapha. According to the predominant dosha in our body, we should follow a specific diet i.e. restrict certain foods and emphasize on others in order to maintain sound health. This lecture was followed by Dr Mary D. Cruz's portrayal of the health risks of obesity and dietary and lifestyle management by Ms. Hena Nafis. An excellent outlook on the importance of





exercise was expressed by Mr. Ranadeep Moitra, Physical Fitness Expert, T2 columnist and Founder of Endorphin, Exercise Studio. The efficacy of surgical procedures in treating obesity was explained by Dr. B. Ramana, Senior Bariatric Surgeon with the Bariatric & Metabolism Initiative (BMI) Clinic, Belle Vue Hospital, Kolkata.

Students and faculty members from other colleges also participated in the seminar (Viharilal College of Home & Social Science, Maharani Kasiswari College, Seth Anandaram Jaipuria College, KPC

Medical College Gokhale Memorial Girls' College). The event was also attended by members from the press (The Statesman, The Telegraph, Prayag Daily, Rajasthan Patrika, Dainik Jagran & Sanmarg).

The talks by all expert speakers were very informative. As the seminar ended, we all dispersed - a bit more informed, a bit more convinced. No matter how obesity terrorizes our health and life, we can make this world a better place with a little effort from our sides. Health is wealth. A balanced diet and exercise is the key to achieving that wealth.

LECTURE ON 3D PRINTING & RAPID PROTOTYPING

Shradha Goenka - 2nd year B.Sc in Interior Designing student

On 8th May, 2013, our college organized a lecture-cum demonstration of 3D Printing & Rapid Prototyping, in association with 3dlabs.in for the students of Textile Science and Fashion Studies, and Interior Designing Departments.

Mr. Prateek Lohia of Radiant Advertising and a former student of our college, delivered the lecture on this new technology along with a live demonstration of the same. Some models were 'printed' using polymer derived from maize starch

3D printing is a process of making a three-dimensional solid object of virtually any shape from a digital model. 3D printing is achieved using an additive process, where successive layers of material are laid down in different shapes. The technology is used for both prototyping and distributed manufacturing in jewelry, footwear, industrial design, architecture, engineering and construction (AEC), automotive, aerospace, dental and medical industries, education, geographic information systems, civil engineering, and many other fields. Interestingly, home interiors were one of the first applications where 3D Printing was really used to manufacture products, rather than simply prototypes. 3D printed interior products from lamp fittings and fruit bowls, to furniture and art are being produced. At the moment, 3D printing is still very much a rapid prototyping tool for architects. As more and more architects have transitioned

from 2D Computer Aided Design (CAD) software to 3D CAD software, they have been able to exploit the link between 3D CAD and 3D printing.

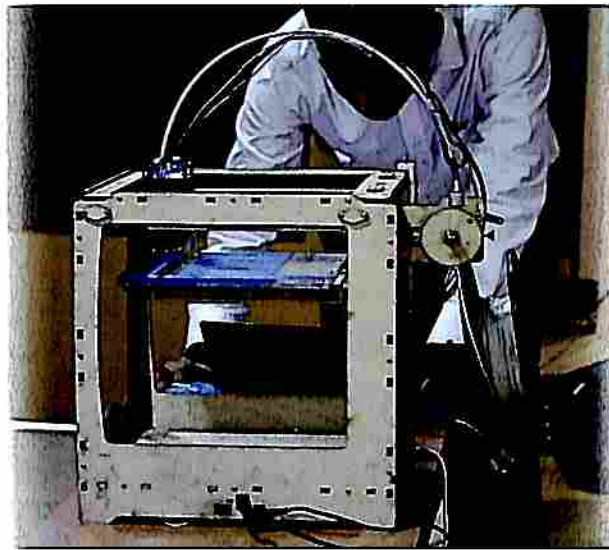
Architects are now regularly producing very

detailed models of buildings, interiors, 3D site plans and even whole master plans for redevelopments, made possible by linking 3D printing with topological scanning and satellite data. It is even possible to extract data on a specific geographic area from Google Earth and 3D print this as an aid to master planning.

For the fashion and luxury industries, in particular, 3D printing technology has significant implications for

rapid prototyping and product customizations, like size and fit. Certain sophisticated experimentations have led to a 3D printed shoe collection, jewellery, a (wearable) bikini made out of one continuous piece of material generated by code, and an application that allows a layperson to create an avant-garde little black dress in minutes.

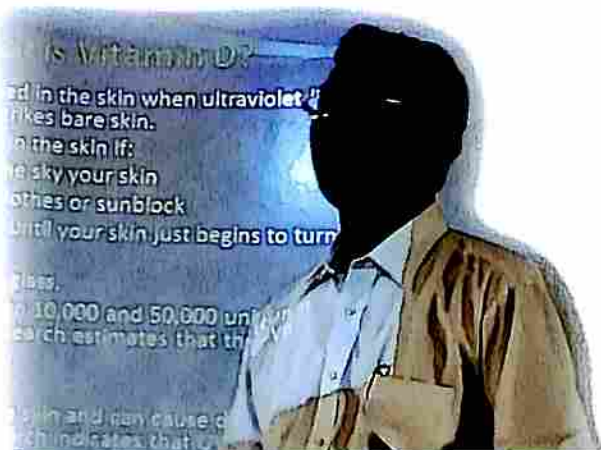
This lecture helped us understand that 3D printing will have a mammoth impact on traditional manufacturing. Incorporating this technology in fashion and interior designing industry would enhance the quality of design. As devices that will provide a solid bridge between cyberspace and the physical world, and as an important manifestation of the second digital revolution, 3D printing is likely to play some role in all of our futures.



A LECTURE ON "THE IMPORTANCE OF VITAMIN-D"

Angana Banerjee - 2nd year PG - Diploma in Dietetics & Applied Nutrition student

Vitamin-D is one of the most valuable, but neglected vitamins. We learnt about the importance of this vitamin from Dr. S.S. Das who delivered a lecture on 9th May, 2013 for us. He began by clearing a very common misconception associated with Vitamin-D, which apart from being a vitamin also functions like a hormone.



Vitamin-D deficiency is a global pandemic that has serious health consequences for children and adults. Deficiency of this nutrient can lead to chronic illnesses including osteoporosis, cardiovascular diseases, autoimmune diseases,

type 2 diabetes and many deadly cancers as well as infectious diseases including upper respiratory tract infections, influenza and tuberculosis.

Food sources of vitamin-D which are few include deep sea fishes like salmon, mackerel and sardine, and egg yolk. But, vitamin-D is synthesized in appreciable limits in our body only when at least 30% of our skin is exposed to sun. The best way we can get vitamin-D is through sunlight, which is more powerful than any other drug and is safe, effective and available free of charge. Humans make 90% of vitamin-D from sunlight exposure to skin, specifically from ultraviolet B exposure to the skin, which naturally initiates the conversion of cholesterol in the skin to vitamin-D3.

The lecture was very informative as it made us aware about a very important nutrient. While over-exposure to sunlight carries risks, the skin care cosmetic industry has misled the public into believing that any UV exposure is harmful. No research has shown that regular, non-burning exposure to UV light poses a significant risk of skin damage. Short daily periods of sun exposure prove to be a valuable source of what is now being termed as a miracle nutrient that so clearly reduces morbidity and mortality.

LECTURE ON FOUNDATION GARMENTS

AANCHAL BAGERIA - 2nd year B.Sc in Textile Science, Clothing & Fashion Studies student

Keeping in mind the aesthetic and functional importance of foundation garments and the fact that young girls are very conscious of their looks today, the Department of Textile Science, Clothing and Fashion Studies, organized a lecture cum awareness campaign on "Foundation Garments" on 29th April, 2013. The lecture was delivered by Ms. Swati Gautam, Proprietor of Necessity, a well known specialized lingerie boutique in Kolkata, who emphasized on the importance of introducing brassieres at the right time for young girls. She gave an insight on how factors such as age, lifestyle and health issues of the wearer affected the choice of bras. Side effects of surgery like bust upliftment and reduction were also discussed. She informed students about reasons for bust sagging and how it could be controlled through proper choice of bras.





BREAST CANCER - AN AWARENESS PROGRAMME

Ayesha Rahman - 2nd year B.Sc. in Food Science & Nutrition Management student

No one is useless in the world, who lightens the burden of another", The words of Charles Dickens kept reverberating in my mind after the enlightening seminar on "Breast Cancer Awareness", organized by the FSNM department in association with Helping Hands on the 8th October, 2012 at the college. The awareness programme was conducted by 'Hitaishini', a non-profit breast cancer support network that organizes several socially palpable programs on the cause, prevention and remedies on breast cancer.

The programme stressed upon the need for self breast examination and the simple steps of conducting a self breast examination were demonstrated. The presentation highlighted the role of diet and lifestyle in prevention of breast

cancer. It threw light on the intimidating fact that with technological advancement and increased usage of radiation (even in the form of mobile phones) in our lives; we have become excessively prone to the menace of breast cancer. It was alarming to know that a considerable percentage of men are also prone to this type of cancer. Thus, apart from instilling in us the horrors of this disease we were acquainted with simple alternations that need to be brought about in our lives in order to prevent breast cancer. A regular examination of breasts (self or clinical) is of preponderant value.

The presentation by 'Hitaishini' was not only highly informative, but also imperative especially for females of our age group.

MODEL MAKING WORKSHOP

Shradha Saraogi - 3rd year B.Sc in Interior Designing student

Asix day workshop on "Model Making" was organized by our Department of Interior Designing from 9th to 15th May, 2013 and was conducted by Mr Malay Saha, Professor at Birla Academy of Fine Arts.

Based on our approved individual bedroom plans, we were taught to make the walls and floors of the room with the help of mount boards. After the construction of the base floor, a suitable flooring material was selected to cover the floor and

thereafter attention was given to the furniture elements. We were also taught to make different units of furniture like the bed, side tables and wardrobes using the mount board. These were finished using prints of textured veneers and laminates. With the help of expert guidance, the model was also adorned with furnishing materials - drapery, upholstery and bed linen. Accessories such as flower vases, picture frames and LCD-TV were also incorporated in the model. Since the bed-room had an attached bathroom, we were also taught to make bathroom fixtures with the help of m-seal.

Through this workshop, we got an opportunity to combine creativity with practical skills. Attending the workshop helped us understand the design and development of internal spaces in relation to their overall architectural composition. This workshop reiterated how structure, color and pattern are used to create practical, useful and stimulating environments.

We thank our Principal, Dr. Deepali Singhee and teachers - Mrs. Amita Dutta, Mrs. Ishita Biswas and Ms. Nancy Jaiswal for supporting us and giving their creative inputs



ANNUAL DAY

Joyitri Das - 2nd year B.Com (Sec C) student

The 50 glorious years of our college J.D Birla Institute culminated in a grand Annual Show held on 18th February, 2013 at the Science City Convention Centre. The show was attended by stalwarts such as Mr. Birla, the Chief Guest, Mr. Dhritiman Chatterjee - a well known theatre personality, actor and filmmaker and many other eminent figures. The grandiosity was manifested not only in the talent that was show cased; it was also a testimony to the united efforts of all the six departments of our college.

A chain of performances made this event a great success. The graduating fashion show conducted by the Textile Science, clothing & Fashion Studies Department and it exhibited the students' mastery over fashion and design. A special mention should also be made to the models from the institute who enhanced the beauty of the garments with their gracious movements.



This was followed by the medley of Bollywood and Tollywood songs glorifying the last 50 years of the Indian film industry by the students of the various departments. An eastern dance by students based on the theme 'Panch bhutas' and choreographed by Mr. Biswajit Sarkar was graceful, evocative and eloquent. Different forms of western dances choreographed by Mr. Tito De and his troupe highlighting 'Empowerment of women and girl child' of which our college is the strongest proponent was put up enthusiastic students. The Dept. of Management also put up a show comprising of a skit, dances and music during the celebrations. A skit was based on the interpretation of the various colours and hues. It provided an insight into the meanings of colours that form a part of our everyday life.

The event was concluded with the distribution of prizes to the meritorious students and academic achievers of our college.





AWARD WINNER'S, SESSION 2012-13



GOLD MEDALS AWARDED BY THE UNIVERSITY

S. No.	Name of Student	Class
1	Ms. Manisha Chhajer	UG Dept. of Home Science (semesters 1 to 6)
2	Ms. Niketa Chokhani	UG Dept. of Human Development (semesters 1 to 6)
3	Ms. Abha Ladia	UG Dept. of Interior Design (semesters 1 to 6)
4	Ms. Debalina Kundu	UG Dept. of Food Science & Nutrition Management (semesters 1 to 6)
5	Ms. Shradha Newatia	UG Dept. of Textile Science, Clothing & Fashion Studies (semesters 1 to 6)
6	MS. Kankan Amit Roy	PG Dept. of Home Science (specialization in Human Development)
7	Ms. Auradha Sharma	PG Dept. of Home Science (specialization in Food & Nutrition)
8	Ms. S Kavitha	Dept. of Commerce
9	Ms. Rashmi Sanghi	Dept. of Management

SUSHILA DEVI BIRLA MEMORIAL ANNUAL PRIZE AWARDED BY JDBI

Best Overall Performance in Jadavpur University Examinations (all three years)

1	Ms. Manisha Chhajer	UG Dept. of Home Science (semesters 1 to 6)
2	Ms. Niketa Chokhani	UG Dept. of Human Development (semesters 1 to 6)
3	Ms. Abha Ladia	UG Dept. of Interior Design (semesters 1 to 6)
4	Ms. Debalina Kundu	UG Dept. of Food Science & Nutrition Management (semesters 1 to 6)
5	Ms. Shradha Newatia	UG Dept. of Textile Science, Clothing & Fashion Studies (semesters 1 to 6)
6	Ms. S Kavitha	Dept. of Commerce (semesters 1 to 6)
7	Rashmi Sanghi	Dept. of Management (semesters 1 to 6)
8	Ms. Mukta Gupta	PG Diploma in Dietetics & Applied Nutrition (semesters 1 to 2)
9	MS. Kankan Amit Roy	PG Dept. of Home Science (specialization in Human Development)
10	Ms. Auradha Sharma	PG Dept. of Home Science (specialization in Food & Nutrition)

Toppers in Jadavpur University Examinations (year wise)

1	Ms. Huma Jamshed	1st year B.Sc.(Hons.) in Home Science (semesters 1 & 2)
2	Ms. Sreyoshi Francis	1st year B.Sc. (Hons.) in Human Development (semesters 1 & 2)
3	Ms. Shradha Goenka	1st year B.Sc.(Hons.) in Interior Design (semesters 1 & 2)
4	Ms. Khadija Chunawala	1st year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 1 & 2)
5	Ms. Palak Kaur Anand	1st year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 1 & 2)
6	Ms. Jasmit Kaur	2nd year B.Sc.(Hons.) in Home Science (semesters 3 & 4)
7	Ms. Divya Garg	2nd year B.Sc. (Hons.) in Human Development (semesters 3 & 4)
8	Ms. Jhelum Parekh	2nd year B.Sc.(Hons.) in Interior Design (semesters 3 & 4)
9	Ms. Riddhi Shah	2nd year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 3 & 4)
10	Ms. Shuchi Agarwal	2nd year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 3 & 4)
11	Ms. Daksha Jalan	3rd year B.Sc.(Hons.) in Home Science (semesters 5 & 6)
12	Ms. Niketa Chokhani	3rd year B.Sc. (Hons.) in Human Development (semesters 5 & 6)
13	Ms. Abha Ladia	3rd year B.Sc.(Hons.) in Interior Design (semesters 5 & 6)
14	Ms. Debalina Kundu	3rd year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 5 & 6)
15	Ms. Shradha Newatia	3rd year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 5 & 6)
16	Ms. Mukta Gupta	PG Diploma in Dietetics & Applied Nutrition (semesters 1 & 2)
17	Ms. Swikriti Sen Sharma	1st year M.Sc. in Home Science (specialization in Human Development) (semesters 1 & 2)
18	Ms. Riddhi Jain	1st year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 1 & 2)
19	Ms. Divya Jhajharia	1st year M.Sc. in Home Science (specialization in Resource Management) (semesters 1 & 2)
20	Ms. Kankana Amit Roy	2nd year M.Sc. in Home Science (specialization in Human Development) (semesters 3 & 4)
21	Ms. Anuradha Sharma	2nd year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 3 & 4)
22	Ms. Minal Dhupia	1st year B.Com. (Hons.) (semesters 1 & 2)
23	Ms. Nikita Goenka	2nd year B.Com. (Hons.) (semesters 3 & 4)
24	Ms. S Kavitha	3rd year B.Com. (Hons.) (semesters 5 & 6)

S.No.	Name of Student	Class
25	Garima Patodia	1st year BBA. (Hons.) (semesters 1 & 2)
26	Medha Khetan	2nd year BBA (Hons.) (semesters 3 & 4)
27	Neeti Rajgarhia	3rd year BBA (Hons.) (semesters 5 & 6)
28	Sanjana Kumari Singh	Montessori Training

BEST LIBRARY USER

1	Nitya Singhi	2nd year B.Sc (Hons) in Textile Science, Clothing & Fashion Studies
2	Dania Hussain	2nd year B.Com (Hons)
3	Nischala Challa	3rd year B.Sc (Hons) in Food Science & Nutrition Management
4	Meghashree Banthia	3rd year B.Sc (Hons) in Food Science & Nutrition Management
5	Ritika Arora	3rd year B.Com (Hons)

100% CLASS ATTENDANCE, Session 2010-2011

1	Ms. Mayurakshi Kundu	1st year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters-2)
2	Ms. Roshni C. Samtaney	3rd year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters-2)
3	Ms Komal Agarwal	2nd year B. Com (Hons) (semesters-2)
4	Ms. Samraggi Saha Choudhury	1st year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 1)

BEST SEMINAR

1	Ms. Daksha Jalan	Effective Utilization of Textile Waste	3rd year B.Sc. (Hons.) in Home Science
2	Ms. Monami Chakraborty	Rice Bran Oil	3rd year B.Sc. (Hons.) in Food Science & Nutrition Management
3	Ms. Ankita Roy	Antimicrobial Finish in Textiles	3rd year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies
4	Ms. Swastika Bhattacharya	Effect of Parental Loss on Children	3rd year B.Sc. (Hons.) in Human Development
5	Ms. Abha Ladia	Foundations	3rd year B.Sc. (Hons.) in Interior Designing
6	Ms. Mukta Gupta	Breast Cancer	PG Diploma in Dietetics & Applied Nutrition
	Ms. Kamalika Kanji	Juvenile Diabetes and its Management	
7	Ms. Debalina Ghosh	Foods that prevent Brain Ageing	2nd year M.Sc. in Home Science (specialization in Food & Nutrition)
8	Ms. Mehnaaz Siddiqi	Polycystic Ovary and its Effect	2nd year M.Sc. in Home Science (specialization in Human Development)

BEST PROJECT

1	Ms. Niketa Chokhani	Eye-teasing and its Implication on Social Policy	3rd year B.Sc. (Hons.) in Human Development (semesters 5 & 6)
2	Ms. Nikita Surana	Restoration and Renovation of Heritage Buildings in Kolkata	3rd year B.Sc.(Hons.) in Interior Design (semesters 5 & 6)
3	Ms. Debalina Kundu	Assessment of Obesity in College Going Girls	3rd year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 5 & 6)
4	Ms. Neha Kasat	A study on Awareness Amongst College Girls Regarding Brassiere Style and Fitting	3rd year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 5 & 6)

BEST DISSERTATION

1	Ms. Mariyah Irfan	Quality analysis of milk based Indian sweets from renowned retail outlets of Kolkata	2nd year M.Sc. in Home Science (specialization in Food & Nutrition)
2	Ms. Mehnaaz Siddiqi	A study of socioeconomic problems, mental health and social stigma of leprosy patents in Kolkata	2nd year M.Sc. in Home Science (specialization in Human Development)

BBA - SPECIAL AWARDS

1	Rookie Business Professional of the Year	Garima Patodia
2	Principal Contributors to the College Cause	3rd year BBA Saugat Upadhaya, Kaustav Banerjee, Siddharth Manghat and Shalini Sen
		2nd year BBA Kamran Ahmed, Vidyut Goenka and Prabhdeep Singh
		1st year BBA Shailly Kochar, Zeeshan Adil & Anupriya Mohta





GRADUATING FASHION SHOW

Aanchal Barasia - 3rd year B.Sc in Textile Science, Clothing and Fashion Studies student

The starting of 2013 was full of new experience for the Department of Textile Science, Clothing and Fashion Studies. Our graduating fashion show was a treat for us. However the planning of the show was to be done in just ten days, it was a golden opportunity for us as it gave us a lot of knowledge and experience in terms of fabric selection, draping, tailoring, accessories designing, colour matching and foremost it helped us to recognize our capability to perform work in a short span of time with accuracy. It also enhanced our team building and co-ordination amongst our class-mates. We worked under the guidance of our respected Principal ma'am. It was a life time experience for us, as we learnt a lot of new things from her. This fashion show was not just a show for us, but it gave us the platform to prove ourselves as budding designers and raised our bar of confidence which would surely help us in future.



ANNUAL SPORTS DAY, 2012

Medha Bhattacharya - 3rd year B.Sc in Human Development student

In the midst of December, 2012 JDBI organized its Annual Sports 2012-13 at Gitanjali Stadium. Shri C. V. Muralidhar, I.P.S., Managing director, West Bengal State Police Housing Corporation Limited was invited to grace the occasion as the Chief Guest and Mr. Biswarup Dey, Hony Treasurer, CAB, Member-Specialized Academics Committee and Manager, Indian Cricket Team, Cricket Association of Bengal, graced the occasion as the Guest of Honour. Students, faculty members, administrative staff and Group-D staff participated in the various track events. As always, the Department of Commerce won the Championship Trophy for the year 2010-2011.

The Department of Human Development organized a race for the special children, which gave them the opportunity to showcase their skills as well as providing opportunity for the students of the department to bond with less privileged. It was a great experience and a pleasure to be a part of the special race organized by our department.



JDBI
TIMES

2012
MAGAZINE

AWARD WINNER'S AT ANNUAL SPORTS

Name	Class	Position
STUDENT WINNERS - INDOOR GAMES		
BADMINTON SINGLES FINAL		
Chahna Daulatramani	3rd year B.Com (Sec-A)	1st
Aanchal Barasia	3rd year B.Sc (TCFS)	
BADMINTON DOUBLES FINAL		
Chahna Daulatramani and Yasha Khurana	3rd year B.Com (Sec-A) and 2nd year B.Com (Sec-C)	1st
Kriti Jhawar and Ritika Pulsaria	2nd year B.Sc (ID) and 2nd year B.Sc (ID)	
CHESS FINAL		
Tanushree Poddar	1st year B.Com (Sec-A)	1st
Shuchi Agarwal	3rd year B.Sc (TCFS)	
CARROM FINAL		
Anjali Thekutte	1st year B.Sc (TCFS)	
Kriti Jhawar	2nd year B.Sc (ID)	
Rishika Bagla	1st year B.Com (Sec-B)	
Neha Rathi	1st year B.Com (Sec-B)	
STUDENT WINNERS - TRACK EVENTS		
100 MTS FLAT RACE		
Nikita Gulati	2nd year B.Com (Sec-C)	1st
Ritika Arora	3rd year B.Com (Sec-B)	2nd
Jasmit Kaur	3rd year B.Sc (HSc)	3rd
50 MTS LEMON AND SPOON RACE		
Isha Kothari	3rd year B.Sc (HD)	1st
Atrayee Dasgupta	3rd year B.Sc (FSNM)	2nd
Anjali Singrodia	2nd year B.Sc (TCFS)	3rd
100 MTS MATKA RACE		
Manveen Jabbal	3rd year B.Com Sec-D)	1st
Neha Fatema	1st year B.Sc (ID)	2nd
Monica Madhogaria	1st year B.Com (Sec-A)	3rd
100 MTS PLAIT RACE		
Mehreen Asmal and Amtulla Johar	2nd year B.Sc (HSc)	1st
Rabia Yasmin and Isha Kothari	3rd year B.Sc (HD)	2nd
Juhi Khettry and Eeshita Jhawar	2nd year B.Com (Sec-C) and 2nd year B.Com (Sec-D)	3rd
100 mts FRIENDSHIP BAND RACE		
Ankita Jain and Supriya Rathi	2nd year B.Sc (TCFS)	1st
Kirti Jhawar and Anjali Sah	2nd year B.Sc (ID)	2nd
Simran Agarwal and Monika Madogaria	1st year B.Com (Sec-D) and 1st year B.Com (Sec-A)	3rd
200 mts FLAT RACE		
Swasti Jain	1st year B.Sc (ID)	1st
Priyanka Seth	1st year B.Sc (TCFS)	2nd
Arpita Das	1st year M.Sc (FN)	3rd
100 MTS MEMORY RACE		
Alisa Wong	3rd year B.Sc (FSNM)	1st
Shrestha Mallick	1st year B.Sc (TCFS)	2nd
Kirti Jhawar	2nd year B.Sc (ID)	3rd
100 mts SKIPPING RACE		
Ankita Tandon	2nd year B.Sc (FSNM)	1st
Naghma Rizwan	1st year B.Sc (ID)	2nd
Rewa Tripathy	1st year B.Com (Sec-B)	3rd
100 mts BRISK WALK RACE		
Jasmit Kaur	3rd year B.Sc (HSc)	1st
Priyanka Sethi	1st year B.Sc (TCFS)	2nd
Shaoni Ghosh	3rd year B.Sc (FSNM)	3rd
100 MTS DRESS AND RUN RACE		
Kirti Jhawar	2nd year B.Sc (HD)	1st
Divya Garg	3rd year B.Sc (HD)	2nd
Ayasha Rahman	2nd year B.Sc (FSNM)	3rd
400 MTS RELAY RACE		
Khushboo Soni, Juhi Khettry, Pragya Chindalia and Eeshita Jhawar	2nd year B.Com (Sec-A), 2nd year B.Com (Sec-C) and 2nd year B.Com (Sec-D)	1st
Supriya Rathi, Purvi Dhanuka, Ankita Jain and Priyanka Seth	TCFS	2nd
Ria Agarwal, Ankita Jain, Palak Singhania and Akriti Dhoot	ID	3rd
Tug of War	Commerce Department	

Event	1st POSITION	2nd POSITION	3rd POSITION
FACULTY MEMBERS			
Badminton Singles	Dr. Rajasree Sarkar		
Carrom Singles	Dr. Rajasree Sarkar		
50 mts Drink Race	Mrs. Monalia Middy	Dr. (Mrs.) Rajarshree Sarkar	Ms. Tanushree Moitra
50 mts Spellathon Race	Ms. Shaona Barik		
50 mts Shopping Race	Samita Gupta	Sweta Tuteja	Jincy Abraham
100 mts Brisk Walk	Ms. Vreeti Sethi	Mrs Mahua Gunin (Pal)	Mrs. Keya Ghosh
ADMINISTRATIVE STAFF			
50 mts Shopping Race	Saba Shamim	Sinthiya Ghosh	Sohini Modak
CLASS -IV STAFF			
Badminton Singles	Mr. Ananto Bahadur		
50 mts Eating Race	Bansi Lal Maity	Ajay Singh	
50 mts Balance Race	Raja Ram Das	Amol Majhi	Debendra Jana



INDOOR SPORTS 2013

Manveen Jabbal - 3rd year B.Com (Sec A) student

In the month of November 2012, our college organised indoor games competition for us at the college premises itself. Badminton, chess and carrom were played over two days with the final matches on Day 2. It was an intense round of badminton at the end of which the Commerce



Department won by a small margin. The chess championship also ended with the Commerce Department emerging victorious. The carrom championship was however won by the Science Department. The event ended with a lot of excitement and set fresh challenge for the next year!

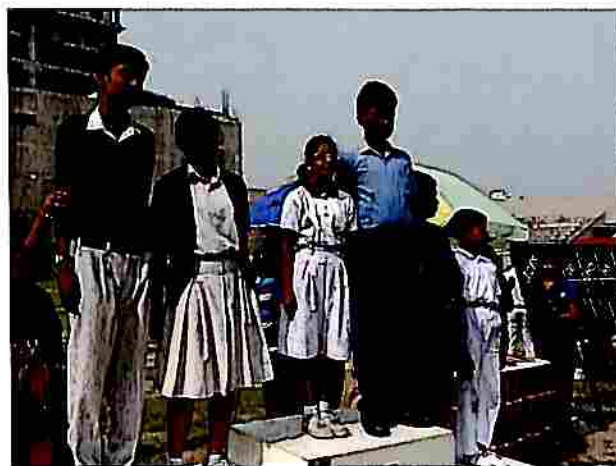
SPORTS FOR SPECIAL CHILDREN

Gunjarika Agarwal and Sakshi Hemnani - 2nd year B.Sc in Human Development students

It was the celebration of the glorious 50 years of JD Birla Institute, and this time to celebrate the innate sporting spirit of students, the real competitors were cordially invited from various organizations like Dakshin Kolkata Sevashram, Swayam, Apne Aap Women Worldwide, Oral School for Deaf Children, Manovikas Kendra and Alokdhara. Children were diverse and special. There were underprivileged children, destitute children, deaf children and autistic children. We were privileged to have got a chance to know them, interact with them and moreover get inspired by them.

The participants were brought to life with fun-filled activities like paint your face, basket the ball, fifty meter race, pick and run race, memory race and eat and run race. It was an enlightening vision to see the students participating with full enthusiasm. With them, there was no sense of fierce competition, but simply a joy of being involved and appreciated for their hidden talents. The winners and runner-ups were awarded and encouraged with trophies and certificates. Also food packets, chocolates and gifts were given to these children by Mrs. Birla.

As the inspirational afternoon came to an end, we realized that an individual is self-sufficient in his own way and success is not bound by any physical abilities. It's not about the hurdles one faces but how one can overcome them to reach the goal.





DIGNITY - IS IT TOO MUCH TO EXPECT?

Rabiya Yasmin - 3rd year B.Sc. in Human Development student and Prerona Dey - 1st year B.Com (Sec C) student

8th March, 2013 was marked in J. D. Birla Institute's history. After having witnessed the horrifying and oppressive sexual assaults on women in India, JDBIANS decided to take a stand and raise its voice against such violence, through a silent march with a theme "Dignity is it too much to expect?" on the occasion of international women's day.

Preparations began several weeks earlier in the Institute where posters were made. The walk started from Victoria Memorial and terminated at the college premises. Thousands of students from various colleges, St.Xavier's College, iLEAD, Shri Shikshayatan College, Loreto College, Rani Birla Girls' College, The Bhawanipur Education Society College and Basanti Devi College, along with members from NGOs like Apne Aap, Swayam, Hope Foundation and Women's Interlink Foundation united for the cause, outside Victoria Memorial at 7 a.m. in the morning.

The march proceeded in solemn silence with students dressed in pink, carrying placards consisting of messages some of which were "we ask woman not to have power over men but themselves", "give us freedom, not feardom" and "all we ask for is dignity". The walk was flagged off by Mr. Pradip Chopra, Chairman of iLEAD, the main sponsor of the event. Acclaimed Tollywood actress,

Ms. Rituparna Sengupta extended her support and participated in the march and said "I'm a responsible a citizen of India. I have come here because I strongly believe in the cause."

The celebration progressed with street plays performed by students and members of the NGOs, drawing attention to women's struggle for equality. This was followed by the screening of Sanshodhan (1996), a Govind Nihalani film, emphasizing on representation of women in politics and their right to equality.

The event came to a closure with talk by Bharati Mutsuddi, a social activist and advocate at Kolkata High Court on "Bringing together woman's wisdom for a dignified and safe future." She enlightened the students regarding the various laws and provisions for the safety of women.

The hard work put in collectively by the teachers and the students of the Institute, especially by the Department of Human Development, was rewarded by immense amount of appreciation by all. I think all of us who were apart of this silent march should be proud, because we participated in this event with the hope that all women would be respected and belief that "hope is a good thing as no good thing ever dies".



FIRE AND ICE - FRESHER'S PARTY, 2013

Mrigakshi Sharma - 2nd year B.Com (Sec C) student

Come August and the season of fresher's parties is on in full swing. This time when young girls of the college are spotted dressed in chic attires dancing away to glory at their fresher's party, with vim and vigour.

A bash thrown by students of JDBI for their juniors surely stood out in a sea of freshers' parties this season and yes off course, how can a party organised by JD Birla be complete without a theme. Well, this year the seniors came up with a very enthralling theme of "Fire and Ice"; sounds like best of both worlds, isn't it?

The first years, took up the challenge enthusiastically, and turned up in attires based on the theme. The event kicked-off with a classical dance performance on a breathless number by Shankar Mahadevan, "koi jo mila to mujhe" by Jyotri Das - 2nd year B.Com student. This was followed by a fusion of indo-western performance by 2nd year B.Com students, Nikita Gulati and Jyotri Das on the number of the season by Honey Singh, "Brown Rang".

Next there were a number of group performances by students of both the departments, on foot tapping numbers. Grabbing the spotlight was the Last Minute Group, which came up with an outstanding performance involving hip-hop, contemporary, belly dancing and moon walk, all wrapped in a single performance!

The juniors also surprised the gathering by setting the floor on fire by showcasing their talent. In the run to win the title of Miss Fresher's, Aakriti from B.Com department and Reeshita from B.Sc. Department won the title from their respective departments.

The party turned out to be great way to break ice with the new comers. Some lip-smacking snacks and great camaraderie brought the curtains down for the party that will be remembered for a long, long time.





FAREWELL PARTY, 2013: Graduation Glam Night

Mehar Gosal - 2nd year B.Com (Sec C) student

All outgoing students of J.D. Birla Institute waited with bated breath for the much awaited "Farewell Party" that had been christened "Grad Glam Night" this year. The night was dedicated to our lovely 3rd years and all efforts were made to make their farewell an event so special that they would never forget 2013 marks 100 years of Indian Cinema and hence the 'glamour' of Bollywood was chosen as the theme for the event. The theme was meticulously adhered to and even the registration counters were made to look like ticket counters at a Cineplex. The auditorium stage was decorated with a collage of photographs of our outgoing batch and with twinkling lights that added to the 'glam' quotient of the evening.

We had planned for our seniors an evening as entertaining, dramatic and larger than life as any Bollywood Blockbuster. Through a series of dance performances on current and retro Bollywood songs, the myriad styles of dancing adopted in Bollywood was showcased. The 3rd years were made to take a walk down memory lane through heart warming songs and a beautiful power point presentation capturing their special moments at JDBI.

Our seniors were the 'stars' on this special night and they were made to feel that way through interactive-fun games and a pageant. The programme came to a gala end with the announcement of Miss JDBI.

The 3rd years were pampered further as delicious snacks were arranged for them. A DJ Night brought an end to the celebrations. The final years left that night smiling with fondness in their hearts for their well-spent and memorable college days.



INDEPENDENCE DAY

Disha Dassani and Sampurna Ghosh - 2nd year B.Sc in Human Development students

Independence Day observed annually on 15th August, is a national holiday in India commemorating the nation's independence from the brutal British rule on 15th August 1947. It is celebrated at J.D. Birla Institute with an active



involvement of students and staff from all the three Departments, coincidentally representing the tri-colours of the flag.

The event began with the registration of students. All were dressed in white ethnic wear representing purity and peace. Students gathered themselves and sang patriotic songs (including our National Anthem) preceded by flag hoisting by the Principal of the Institute, Dr. Deepali Singhee and the Director of the Management Department, Dr Asit Dutta. After the flag hoisting ceremony and refreshments were served to all. This was followed by a cultural show at the auditorium, which began with a patriotic songs sung collectively by students from all the departments with an objective to pay tribute to the freedom fighters. Then there was an inter-departmental quiz based on movies, books, places, textiles, related to various Indian cultural variations. The quiz was conducted by Mr. Pradip Chopra. Students participated with full zest and equal opportunities were given to the audience as well. Students from the Department of Commerce emerged as winners. The nostalgic day was concluded with commendable powerpoint presentation by our Principal.

BASANT PANCHAMI

Vrinda Beriwalla - 2nd year B.Com (Sec A) student

Saraswati Puja also known as Basant Panchami, Shree Panchami, or the Festival of Kites is a Sikh and Hindu festival held on the fifth day of Magha (in early February) marking the start of spring and the Holi season. On this day Hindus worship Saraswati, the goddess of knowledge, music, art and culture. The day is also celebrated by our college and this year it was held on 15th February, 2013.

Yellow plays an important role in festival as it is related to the bloom of mustard flowers during this period. Thus students and faculty members were dressed in yellow traditional attires. A new idol of Goddess Saraswati was placed and decorated with flower garlands. The pandit chanted mantras as everybody stood and prayed with him. Pushpanjali was offered by all after the prayer.

A programme was organized by the students which began with an introduction to the festival by Darshika Pitty followed by the recital of a Saraswati vandana, a Bengali devotional song sung by Smita



Chakraborty and a Hindi devotional song sung by Priyanka Biswas, Riya Chandra, Aakriti Moda and myself in chorus. Prasad was given to everybody after the programme ended.

Participation by young students showed that the old Indian customs and traditions are still alive in the hearts and minds of today's generation and will be carried forward to the future generations.



FREE DENTAL AND EYE CHECK-UP CAMPS

Manveen Jabbal - 3rd year B.Com (Sec D) student

On 2nd April 2013, our college organized a free eye and dental check-up camps at the college premises. A specialized team of doctors and nurses from the Vision Care Hospital conducted the check-up camp.

Students of the Department of Commerce were divided into different batches and given specific time slots for the check-up. The programme began at 9 a.m. and got over by 12:30 p.m. We went for the dental check-up first that was conducted very professionally by the doctors and specific oral health care advice was given to each student after proper examination. After that we went for the eye check-up, which again was conducted with absolute professionalism. Each student was examined and checked thoroughly. We also were put through various tests after which we were advised regarding general eye care regimen for better eyesight.



The programme was conducted very smoothly. We were very happy that we got our check-up done free of cost. We would like to thank Vision Care Hospital and our Institute for organizing this camp for us.

ANNUAL COLLEGE PICNIC

Kritika Agarwal - 3rd year B.Sc. in Human Development student

College picnic is a day eagerly awaited by the students as well as the faculty members. On 23rd February, 2013 all students and faculty members of the Departments of Science went to Anushka Gardens in Howrah.



The venue was a huge farmhouse with a number of gardens, a beautiful pond and a cottage. Within half an hour, yummy breakfast was served. After having breakfast, all the students played a number of games like 'balloon dance', the 'guess the restaurant' organised by the teachers. There was a good arrangement for music and everybody danced to the groove until hungry enough for the lip-smacking lunch. After the lunch, inter-department games like 'dumb charades' and 'treasure hunt' were organised. Students also enjoyed the natural beauty of the venue and clicked pictures, played badminton, etc. The joyful day came to an end with a round of antakshari between the students and the teachers.

Being a part of the graduating badge of 2013, it was a day that has made it to my book of beautiful memories from my college life.

CANTEEN SALE

Students - 2nd year M.Sc. in Home Science (Food & Nutrition Section)



V A canteen sale was organized on 5th and 6th December, 2012 at the Institute by the 2nd year M.Sc. students specializing in Food & Nutrition under the guidance of our motivating and supportive teachers.

We were divided into groups and duties were assigned to us. From the purchase of raw materials, to the preparation of the final products, we all worked as a team. We made a variety of food items such as pasta in red and white sauce, tikki-chole, devil's cake, pav bhaji, cold coffee, corn cheese balls, apple crisp pudding and many more mouth watering dishes. It was an opportunity to exhibit our culinary skills and to learn quantity cookery, portion control as well as budgeting. Our juniors from the PGDDAN section also actively participated in the sale and helped us in the preparation and service of the prepared food items. The sale was much appreciated by all the faculty members, students and also by our Principal, Dr. Singhee which boosted our confidence. The canteen sale gave us a first hand experience of all the aspects involved in food service management.

EXHIBITION-CUM SALE OF FOOD PRODUCTS

Students - 2nd year M.Sc. in Home Science (Food & Nutrition Section)

Developing new food products is always challenging and encouraging for the students studying product development. With this objective an exhibition-cum-sale of food products that were developed by us, was organized at our college on 12th December, 2012. We made various nutritious and innovative food products and also packed them attractively using labels designed by us. Cakes, cookies, muffins, health drinks, jam, pickles, sauces, granola bars and other innovative baked products were made and enriched with pumpkin seeds, flaxseeds, sesame seeds, rice flakes, sunflower seeds and various herbs to make the products more nutritious. The products were healthy as well as economical and this innovative approach was appreciated by all. The response of the teachers and students to the sale was unbelievable. All the food items were sold out within a fraction of the time making our effort successful. At the end of the show, we remained charged with encouragement and enthusiasm.





ALUMNI NITE, 2012

Swati Maheshwari - 3rd year B.Sc. in Human Development student

The Alumni night was organised on the 27th December, 2012 on the steamer, 'riviera'. It sailed from Out Ram Police Jetty at 6 p.m. A musical programme was organised aboard for the attendees. It was amazing to watch our beloved Principal, Pradip sir, and other teachers perform for us. Post the series of performances, the floor was cleared and thrown open for dancing. It was

amazing to see the participation of the ex-students, with batches from the 1980s to 2000s enjoying themselves to the groovy music. Arrangements were made for lip smacking high-tea and dinner for the attendees. The steamer docked back on the port at 10:30 p.m. It was an evening which would be deeply cherished by all the attendees for the fun, frolic and merriment it entailed.



ALUMNI HOLI MEET

Ayushi Agarwal - 3rd year B.Com (Sec D) student

J.D. Birla Institute celebrated Holi, a festival of colors and love, with great enthusiasm. Students and faculty members participated in the event with full zest and fervor which made the festival more exuberant and vivid. The members of the Alumni Association had taken the initiative to organize this wonderful event.

Holi is a celebration of the triumph of good over evil, a carnival of colors, a tradition of ancient spring rites, and is a community festival that bridges social gap. The evening started off with alumni members playing holi with their batch mates. It was really exciting to see former students playing holi with so much fun as they were happy to see their old friends on this festive time. Colours were chosen by the Alumni Association - red, green and pink the selected ones. 'Go green' being an important message, the Alumni Association of the Institute was particular about choosing it. Pink, conveying love was significant.

A live Rajasthan Folk Music performance was also a part of the celebration. Ex-students tapped their feet to the music. A high point of the evening was serving chaat, pakoras, kulfi and of course thandai to all revellers. This was much appreciated by all. The highlight of the function was a live performance of Rajathani folk music and a rousing performance

by students to the popular upbeat song "Are ja re hat natkat". The entire experience was incredible, not only was the performance very lively and performers vivacious, but the response of the crowd was entalling. As the dance program ended girls rushed to the mehendi and tattoo stall to decorated their palms. The program ended with lip smacking chatta, thandai and kulfi. Students also excitedly participated in tarot card reading. There was continuous flow of upbeat of music. All in all, it was a great time and a life time experience.



FIELD VISITS

Our First Field Trip - International Exhibition On Food Technology

Kolkata's is a city with diverse food culture. Everybody loves food! For us it was a dream come true to see how these scrumptious bites are made. On the 7th of September 2012,



the first and third year students of the department visited the 11th International Food Technology Exhibition held at Milan Mela. Companies from all over India has put up stalls and displayed innovative ways of convenient cooking. From different kinds of bread, biscuits and cookies to sweet corn and chocolate were displayed. Not only did we taste these 'yummy' treats, we also learnt the process of manufacturing them through the use of efficient and easy-to-use machines. We saw in amazement different types of ovens and freezers including a machine for quick potato peeling! We observed packaging of chips and sealing of fresh food. It was amazing to see the working of simple equipments that could make life so simple for all of us.

Our queries were satisfied by the food technologists present at the exhibition, who attended to our innumerable questions. There was so much more to learn! This field trip was very educational; we could identify and relate to what was taught in the classrooms at the college. We would like to thank our faculty for organizing this field trip. All in all, it was a wonderful experience!

Ishita Biswas - 1st year B.Sc. in Food Science & Nutrition Management student

Visit to the 4th Clinic Nutrition Update 2012

The 4th Clinical Nutrition Update, 2012 was organized by the Dietetics Department of Apollo Gleneagles Hospital, Kolkata on 24th and 25th of November, 2012 at Silver Spring Club, Kolkata. We all with our juniors and students from 2nd year M.Sc and 3rd year B.Sc attended the two day conference.

Dr. Rupali Basu, the Chief Executive Officer at Apollo Gleneagles Hospital, addressed the conference. Doctors & dieticians from across the country shared their knowledge and discussed specific case studies dealing with important physiological disorders and diseases and spoke on the dietary interventions required. The topics discussed were informative and dealt with the recent advances in specialized areas of clinical nutrition. At the event, we also had the opportunity to understand the use of various nutritional supplements commonly used in clinical practices through the visit to various stalls put up in the conference room.

I was very excited to participate in the Nutria-Quiz organized during the event. The most memorable part of

the conference was when I won the third prize, competing with dietitians and nutritionists from across the country!

Debalina Kundu - Post-graduate Diploma in Dietetics & Applied Nutrition student





Visit to Akshar School

We always talk about being sensitive to exceptional individuals and treating them like equals, but all of us fail to abide by this. Inclusion is a concept still very foreign to our country and society and this is the reason why Akshar stands out. The world is very different inside the little campus.

by Mrs. Lal, the Vice Principal of the school, who took us to the classrooms where we met some exceptional children. The warmth with which these children welcomed us with is still fresh in my heart and mind. We interacted with the children, conducted our case studies and finally, took their leave with a promise to come back soon. We also saw some of the exceptional students painting a wall of the school along with the non-exceptional students.

The Principal of the college, Mrs. Khullar, told us a little more about the school and how one can contribute to the lives of these special children. The entire experience was an enriching one indeed!
Kritika Agarwal - 3rd year B.Sc in Human Development student



Visit to Blind Boys Academy



Blind Boys Academy is a residential school for the blind located at Narendrapur. During our visit to the organization, we observed the different vocational training given to the inmates ranging from farming to animal husbandry. At the technical training unit, they were taught to make candles, etc. We were amazed to see how in spite of the handicap, the students worked as efficiently as sighted people. Students were also involved in making masala and plates made from *taal* leaves.

It was inspiring to know that the students take part in various state and national events and have won prizes in swimming

competitions. Their computer unit at the school was big and spacious and software, JAWS that has been designed especially for the visually impaired was in use.

The school also had a good collection of Braille scales, Braille press and printed books in the Braille language. The school had different classrooms for different subjects like concept formation, science and geography. Apart from vocal music, students are taught to play the harmonium, tabla and flute in the music class. They also play cricket using specially designed sound balls.



Overall, it was an interesting experience and we witnessed how visually impaired individuals are capable of working as well as any other person with eyesight.

Vedika Jaiswal - 3rd year B.Sc in Human Development student

Visit to Divine Foundation

Divine Foundation is a rehabilitation centre for alcoholics and drug addicts that has been set-up recently and is located at



Dumdum. The centre helps alcoholics and drug addicts overcome their addiction through yoga, meditation, prayers and counseling enabling them to attain a healthy and a disciplined life style which is addiction free. Once the patients gain their lost confidence and feel that they do not need to depend upon drugs in order to survive, they are reunited with their families. Constant follow-ups are also undertaken in order to know about the well-being of the patient.

Divine Foundation has achieved 65 successful cases in the last one year of its establishment. The foundation gets its members through awareness programmes and campaigns. They also visit 'drug joints' and help the willing addicts to manage their lives more efficiently. Apart from this, there are voluntary members too who get themselves admitted here in order to attain a peaceful life

without addiction. The owner of the Foundation was himself an addict who had been completely rehabilitated and is now trying to help as many addicts he can.

Priyanka Agarwal -3rd Year B.Sc in Human Development student

Visit to the Indian Institute of Cerebral Palsy (IICP)

IICP is an institute working with children suffering from various types of cerebral palsy. We witnessed a session being conducted with a child at the baby clinic, who had acquired CP during the post natal period due to acute jaundice. We visited the physiotherapy and multi-sensory room where music and light are used to stimulate 150-200 children suffering from the ailment. For children suffering from CP and having hearing impairment, devices like kathamala and gapshap albums are used to for communication. Children with CP have improper bodily movements and as the weight of the body becomes lighter in water, it makes it easier for hydrotherapy to be given to the children for improving their movements. As most of the children with CP have problems in their movements, clicker boards are used in the computer

room. At the life skill unit, children are trained to make small items like jewelry, paper bags, and envelopes. They are also taught to print saris using blocks. The articles thus made are also put up for sale through which the child earns a stipend.

The National Institute of Open Schooling (NIOS) has collaborated with IICP to help its students attain a higher secondary education certificate. We watched children baking biscuits at the catering unit and packaging tea with the assistance of their parents. The packaged tea was sent to the Goodricke tea company. The children are also taught daily living skills, gardening, dry cleaning, etc, so that they eventually learn to be self reliant.

As CP is generally accompanied with some other disorder, IICP is doing a commendable job in taking care of the children. Not only does it takes care of the educational needs of the child, but also imparts vocational training to them. It helps these children to overcome their disabilities and help them be become able individuals leading their lives with dignity.

Anuja Bhojnagarwala - 3rd year B.Sc. in Human Development student





Visit to Mentaïd

An organization for the mentally handicapped, Mentaïd has both vocational training and educational units. In the former, students were taught training in cooking, stitching, use of computer and block printing. Children learnt to cut and peel vegetables, make masalas and cook simple food items. In stitching, they learnt cross stitch and embroidered bags, cards, towels, envelopes, mobile covers etc. The handicrafts prepared by the children were sold and the money thus generated was distributed among them as their pocket money. The educational unit offered pre-primary, primary and pre-vocational education. At the pre primary and primary levels, children learnt basic motor skills, manners, activities of daily living, toilet training etc. The prevocational class focused on self help skills like washing clothes, shopping for goods and preparing simple food items. Thus, Mentaïd provides a stimulating environment to the mentally handicapped child and helps him / her to develop into an independent individual.

Anuja Bhojnarwala - 3rd year B.Sc in Human Development student



Visit to the Oral School for Deaf Children



The Oral School for Deaf Children is a recognized institution and a registered charity founded in 1964. The school aims at providing a stimulating experience to hearing impaired children in a friendly and informal environment. Students are provided with hearing aids after assessing the extent of their impairment. The approach adopted at the school is "total communication" which involves use of both oral as well as sign language.

The school aims at finding each child's area of competence and helps him/her to become a confident, well-adjusted person who is able to completely manage the limitations of his/her sensory impairment and gives every child an opportunity for mental, social and emotional development to the fullest.

The school is divided into various sections: preschool, primary, junior, nursery, computer sections, and is established till standard X of primary education. Transition classes are arranged for slow learners. A special class known as "Children's Movement for Civic Awareness (CMCA)" is conducted where a volunteer teaches students the concept of good and bad habits and instills civic sense among them. Educators at the school believe that early detection is very important for proper training and education of the child. They also believe that special education is better than integrated schooling as individualized attention can be provided to the child keeping in mind his needs and strengths. Visit to the school was indeed a very interesting experience.

Swati Maheshwari - 3rd year B.Sc in Human Development student

Visit to Manovikas Kendra

Manovikas Kendra caters to children with various special needs. During our visit to the organization, we visited the multi-sensory unit, where various the children were provided with therapies that involved the use of instruments like bubble tube for gross motor improving of the child. Optic fiber technology was used for tracking the eye movement and sound ladder helped in development of color concepts. In the occupational therapy unit, children suffering from Down's syndrome were taught color concepts. Next we visited the hydro-therapy unit where there were two swimming pools for the hyper active children. In another classroom, mothers of autistic children were given special training and the children were taught self help skills. In yet another classroom, children from a mixed category were

taught basic functional education and self help skills. At the hearing impaired unit, children were taught all the subjects along with art and craft. The unit was also equipped with special hearing devices and group hearing aids that amplified the sound for the children with hearing disability. In the autistic unit, functional academics and pre-vocational training were given to the children. An activity room and a cooking unit was also a part of the institute. Manochetana was a special and a newly opened unit for the learning disabled children suffering from Dyslexia. We also visited the research center, where special research was being carried out on the genetic causes of autism, mental retardation and Down's syndrome. In Manokriti unit, all the items made by the students were exhibited and sold. Overall, this provides an integrated development for the specially abled.

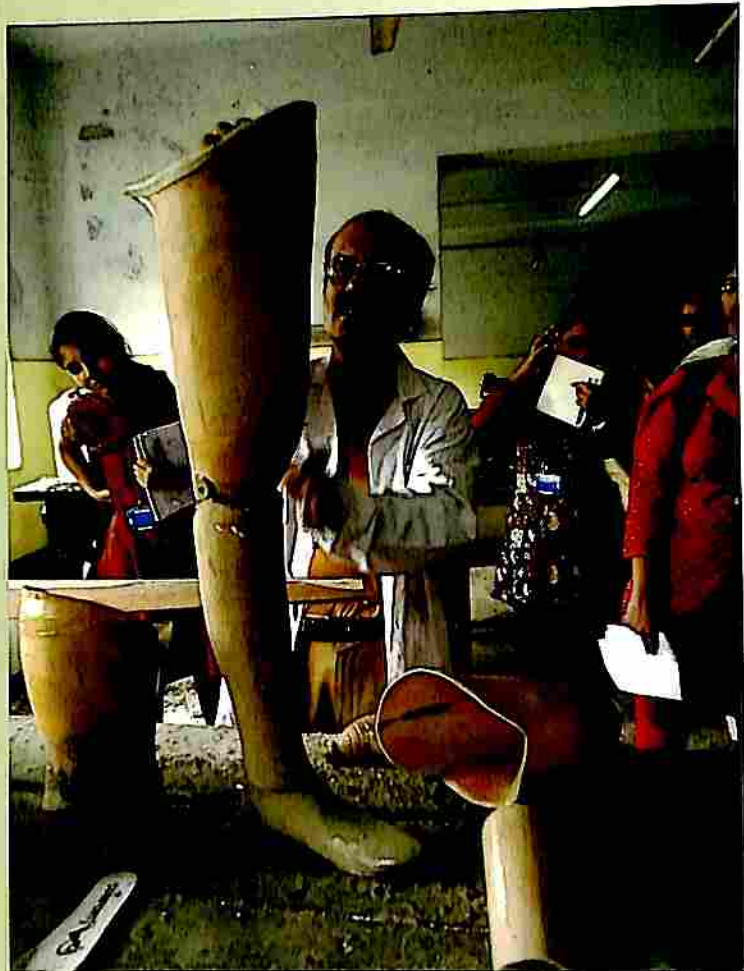
Nidhi Thacker - 3rd Year B.Sc. in Human Development student

National Institute of Orthopaedically Handicapped (NIOH)

The NIOH opened in 1978 to cater to orthopaedically handicapped people. NIOH provides services at very nominal charges and hence caters to a wider section of society. At the gymnasium of the organization, various machines like continuous passive movement machine, ultrasound machine, cycles, wobble boards, standing frames etc, help people having problem with their limbs or suffering from any form of paralysis. The electrotherapy unit and physiotherapy unit had machines that helped to reduce pain and stimulate movement in muscles. At the hand therapy department, water bags were used to help impart movement and fluid therapy for reducing pains. Various activities like velcro activity were conducted to stimulate movement in fingers and wrists.

The activities at adult living (ADL) unit, focuses on self care and leisure. Various ADL devices that provide self help are boards with shoelace, velcro, buttons, spoons, etc. Artificial limbs and hands were made at the prosthetics department for the patients who need them. The female ward had a patient suffering from paralysis as a result of meningitis, which she had developed during her pregnancy. In the male ward, we met a patient, who had to get his leg amputated due to improper care taken after infection from an ordinary mosquito bite. There was another patient who had almost recovered from paraplegia in just 3 months. The various sign boards at NIOH were written in English, Bengali and even Braille that enabled the visually impaired to find their way. The building also had special tiles on the floor to assist the blind and a railing along the stairs to aid people while walking and climbing stairs. This made NIOH a well rounded institute, catering to the basic needs of the special people.

Anuja Bhojagarwala - 3rd year B.Sc. in Human Development student





Visit to the Refuge

The Refuge - a home for orphans and old people is an organization that provides home to homeless, hapless and the helpless people. The organization provides facilities like general education, vocational training, computer training, sports, and recreation and outing facilities to the children, both males and females. We visited both the girls and the boys section and conducted interactive

sessions with them on maintaining hygiene. Overall it was a wonderful, enriching and a very interesting visit. The most striking feature of the organization in my opinion is that it provides shelter to the needy irrespective of their age, religion, caste and community.

Divya Garg - 3rd year B.Sc. in Human Development student



Visit to Pradip Centre for Autism Management

Pradip is a special centre where the autistic children receive special care and education. During our visit, we were oriented about autism and autistic children. This centre started its activities in the month of July 1999 by organizing seminars, and workshops on different aspects of autism. In the month of April, 2000, Pradip started imparting training and therapy to the autistic children in a regular and structured way. Today the centre provides various facilities such as the multi-sensory therapy that helps in developing the senses, muscle toning as well as provides flexibility to the body, dance therapy, vocational training sessions in art and craft and training in simple daily living activities. All this helps in building the autistic children's self-esteem and makes them independent.

Swikriti Sen Sharma - 2nd Year M.Sc in Home Science (with specialization in Human Development) student

Visit to the Oral School for Deaf Children

We visited the Oral School for Deaf Children established in 1964 on the 22nd March, 2013. The organization primarily believes that education is the only "cure" for medically and surgically incurable sensori-neural deafness. During our visit to the organization we recorded the brief history and services offered by the organization and observed the various methods of teaching for the hearing impaired children. For the first time we saw the behavioral characteristics of such children. We also got the opportunity to conduct activities with these children like making of a collage, pencil stand, friendship

bands and macramé key chains. Conducting these activities gave us the confidence that we were able to interact with these children in spite of not being familiar with the communication method through which these children communicate.

Wajiha Husain and Mehreen Asmal - 2nd Year B.Sc in Home Science students



Visit to Star Kids

With an objective to better understand our paper, Early Childhood Care and Education, we undertook a visit to Star Kids for observing behavioral patterns and working with pre-school children from October to 1-15, 2012. This exposure gave us the opportunity to observe the various developments that takes place during the pre-school age and the methods used to teach the pre-schoolers.

Jasmit Kaur - 3rd Year B.Sc in Home Science student

Visit to Agri Horticultural Society of India

A visit to Agri Horticultural Society of India was organized for us to understand the landscape styles, landscape elements and landscape details. Under the landscape styles, we visited the English, Oriental, Japanese and Victorian gardens. We observed that the colonial style of gardening was predominant at the horticulture garden as the place was built during the British era. We also saw studied in precise details elements of the landscape like fountains, gazebos, pool, paving patterns, edges, hot houses, canopied sitting areas, murals, symbolic rocks and statues, specimen trees, pergolas, arched gateways, lawns, mounds of grass, decorative wall finishes. The study on planting details included study of trees, herbs, shrubs and climbers. Special emphasis was also given to medicinal plants garden, study of xerophytes (which need very little water to survive) and green house which stored plants of rare species including exotic specimen of orchids. We also visited the flower and herb garden. The guide showed the trees which were specifically used for decoration or as canopy or shade or simply for ornamental purposes. It was interesting to note that trees and herbs could also be used for eco-friendly purposes like colouring



of butter and similar edibles, for preventing diabetes and arresting bleeding. Through this trip, we could bridge textual contexts taught in the classroom with practical aspects of landscaping. In short the trip was very informative and meaningful to all of us.

Students - 3rd year B.Sc in Interior Designing

Visit to Shrivali Conmat Industries Pvt. Ltd.

We visited a fly ash brick factory, "Ecorick". Ecorick, as the name suggests, stands for ecological bricks; which are made of the waste products like fly ash from thermal power plants. Spread over an area of two acres, the plant was impeccably managed with the highest level of quality control methods and fully automated machinery. The factory runs throughout



on computers and complex weighing mechanism, which continuously guides the exact and appropriate weight of material per batch, giving it the same strength consistently.

The plant runs twenty four hours, requiring as less as six people, in shifts of threes. With the ever increasing demand, the company has pushed up its production close to 70,000 bricks per day, thus making it one of the single largest producers of fly ash based materials in Eastern India. If the bricks are produced at highest efficiency, then 72 bricks can be produced per minute, weight of each brick being 3.5 kg. A minimum duration of 24 hours is required for the bricks to dry naturally and then they are racked and cured for a minimum of 21 days.

At the plant we observed that there were three containers each holding sand, stone dust and stone chips. A conveyor or a batching belt was used to add cement and fly ash. There are wipers with five blades that grounded the materials in about 4-5 minutes. Thereafter, the mixture was assimilated in a Columbian Pakona, a USA based machine.

Another interesting aspect of this plant is the manufacture of "modular bricks". These bricks measure 190 x 90 x 90 mm. Fly ash bricks are uniform in shape, good insulators and are immune to termite attack as opposed to normal clay bricks. Moreover, fly ash brick is available for almost half the price as that of a normal clay brick. After the full investigation and interaction, the owners gifted each one of us with a cloth bag and a leaflet. The visit was a very informative and memorable for us.

Students - 3rd year B.Sc in Interior Designing



EDUCATIONAL EXCURSIONS

Educational Excursion to Jaipur and New Delhi - Food Science & Nutrition Management Department

'Excursions have a great educational value' is what I have learnt from my experience. Our college organized a trip to Jaipur and New Delhi starting from 1st November to 7th November 2012. We were 28 students from our department and were accompanied by 3 teachers. We got an exposure to the world outside our own little honeycomb through our trip.

At Jaipur, we visited food industries like Morarka Organic Industries and Unique Organics Pvt. Ltd which exposed us to the processing of various organic foods. At Roller Flour Mills - Jaipur, we saw the processing of wheat and the production of atta, maida and other wheat products. We also visited Akshaypatra, where we saw the large scale production of mid-day meals. We were overwhelmed to see

the use of high end machines like the roti maker which could produce 40,000 rotis per hour! In Jaipur, we also got the opportunity to experience the Rajasthani cuisine and culture at Chowkhidhani. We also enjoyed shopping at Bapu bazaar & Zaveri bazaar and had a great time our hearts content.



After Jaipur, we headed for New Delhi, where we visited Hyatt Regency Hotel and got a lifetime opportunity to see the kitchens of the award winning restaurant. We got a practical exposure of dietary problems through our interaction with experienced dietitians at AIIMS and Apollo Hospitals. We visited S.S Food Industries where we saw the processing and packaging of pulses. To add to the excitement, we went to Purana Qila where we thoroughly enjoyed the light and sound show depicting the culturally rich history of Delhi. In spite of all our tiring visits, we were still enthusiastic and full of energy while shopping at Sarojini Nagar market.

Overall, the trip was informative yet pleasurable and we are thankful to get an opportunity to come out from the world of books to a practical world. On the 7th November our hearts were filled with sadness as the trip, like all things good, came to an end and we had to head back to the Kolkata enriched by the experience.

Risha Khanna - 3rd year B.Sc. in Food Science and Nutrition Management student

Educational Excursion to Jaipur and Delhi - Textile Science, Clothing & Fashion Studies Department

We undertook an educational excursion to Jaipur and New Delhi from November 2-8, 2012. At Jaipur we visited the ARCH Academy, an Institute of Design; while at Noida and Gaziabad respectively, we visited NITRA, Northern India Textile Research Association and Dimple Creations, a garment export unit. At Jaipur were also taken to Neerja International, famous for its blue pottery and to Anokhi museum, housed in a renovated 300 years old haveli. Our journey to Bhilwara from Jaipur although was tiring, the visit to BSL Limited at Bhilwara was worthwhile. At the mills we observed the production process of woollen yarns to a finished fabric. The visit to the Joshi mohalla at Bhilwara to observe the making of exquisite phad painting was an enriching experience.

We visited a carpet manufacturing unit in Panipat and International Textile fair where we were exposed to new technologies of manufacturing and also observed diverse fabrics and dressing styles. Apart from these things we enjoyed shopping in Jaipur as well as at Delhi, and even saw a light and sound show at the Purana Qila in New Delhi.

The trip was a great experience for us that we students would cherish all our life.

Vaishali Jhunjhunwala & Shuchi Agrawal - 3rd year B.Sc in Textile Science, Clothing and Fashion Studies students





A Trip to Remember - Human Development Department

We the students of 3rd Year, B.Sc in Human Development, on the 1st of November, 2012, took a flight from Netaji Subhash Chandra Bose International Airport, to Jaipur. We checked into our hotel in Polo Victory Palace.

The next day we visited the Disha Foundation, a school for the special children. Be it the infrastructure, the teachers or the children, the warmth of the people and the lively atmosphere at the institute, was way beyond what we had expected. We observed a special bond between the teachers and the children. The very same day, we visited another place called Aravali, where we learnt that the organization has been making extensive effort towards human capacity building for medium and small scale NGOs. We then visited the City Palace, whose beauty, intricate paintings and architecture was worth seeing. Later in the day, we shopped at the famous Javeri Bazaar. Bhagwan Mahavir Viklang Sahayata Samiti (BMVSS), more commonly known as Jaipur Foot, we not only



saw the making of an entire foot, but also how it is custom fitted for each patient. The next visit to Akshaypatra was truly an enriching experience, where mid-day meal was prepared and distributed to over 1.5 lakh children. There we learnt how mid-day meals played an important role in attracting young students to the classroom on a regular basis. At Chokhidhani, we got the true essence of the culture and flavor of Rajasthan.

On 3rd November, we visited the magnificent Amber Fort, where we were given a firsthand description of how life was for the Maharajas, years back. From their rooms, to their courtyards and balconies, we saw it all. We then headed to the railway station, to take the Shatabdi train to New Delhi.

On our first morning at Delhi, we went to Amarjyoti, where we witnessed integrative education. The "integrative" dance practice that we saw was something truly special. We had an educative game session with the children, which we really enjoyed. We also ate at their canteen and the food was finger-licking and so were the cookies that the children of

the NGO made. From there we went for shopping to Janpat and had an amazing time bargaining for clothes, shoes and jewelry. We then went to Purana Quila to watch the light and sound show, named "Ishq-e-dilli", a short film about the various emperors who ruled Delhi.

On the 5th of December we visited the Mukti Ashram of Bachpan Bachao Adolan (BBA) located at the outskirts of Delhi. Here we interacted with many children who had been rescued from the clutches of child labour and violence. Naz Foundation was our next stop. Here the HIV+ children are taken care of and are provided with medication and schooling apart from love, care and affection. We then went to Sarojini Nagar for more shopping and relishing the lip smacking chaats.

On our last day of the trip, we visited the Centre for Social Research (CSR), which carried out extensive field work with an objective to eradicate violence. The counselor present at the organization shared with us various stories of the actual incidents that she has encountered herself. Through this we realized whatever we just read in the newspapers is a reality. We saw bought various products like calendars, candles etc., made by special children. From here we headed to the railway station, to board the Sealdah-Rajdhani Express back to Calcutta, bringing an end to our trip.

The trip of six days was almost like a life changing event for all of us. We were exposed to a variety of NGOs dealing with varied and very relevant social issues. The trip made us realize that the NGO based schools in our country have advanced and have attained milestones. This exposure encouraged and humbled us. We are really thankful to our teachers for organizing the trip for us and making it both educative and fun filled, one that we will cherish in the years to come.



Educational Excursion to Jaipur- Delhi - Interior Designing Department

Our educational excursion was conducted from 2nd to 7th November, 2012 and we visited New Delhi and Jaipur. Our journey started with a visit to the Arch academy. At Jaipur, we saw block printing at Shilpi, production of fabrics at BSL Ltd and phad painting at Bhilwara. We visited city palace, amber fort, chittor fort as a part of our local sightseeing. We also visited Amarjyoti School, Duratuf Glass Making Factory and the Akshardham Temple during the excursion.



The educational excursion was very fruitful as we got to learn a lot of things, along with the necessary exposure and experience required.

With the starting of the trip we were made aware of the different types of printing and weaving of fabrics & also the

materials which can be used in the interior spaces as furnishing materials (bedcovers, curtains etc).

We were exposed on one hand to the ancient architecture and the heritage of our country; while on the other we saw the spectacular architecture of the 21st century, the Akshardham temple. Its magnificent scale, beauty of the landscape and the intricate carving left us spell bound. It is a marvelous example of architecture and design that was built in a record span of just five years. The

temple had enormous green land all around it. The landscaping added a sense of peace and relaxation to the minds of the people visiting the temple. The temple has a theatre, Neelkanth Kalyan Yatra that houses Delhi's first and only large format screen. The theatre shows a movie specially commissioned on the journey made by Swaminarayan during his teenage days across the length and breadth of India.

Along with the architecture and various monuments of our country we were also made aware of the different materials like use of mirrors on the ceiling (Sheesh Mahal, Chittor Fort Jaipur) which tells us about the designing knowledge and the creativity applied in the past. We not only observed the architectural distinctiveness of the monuments, but also noted the unique use of some materials that made these monuments exotic; for example the use of mirrors on the ceiling and walls of Sheesh Mahal at the Amber Fort; or the use of limestone and sandstone at the Chittor Fort. We learnt about the different architectural techniques like, the location and orientation of different rooms for the king and queens in various seasons; the summer rooms were provided with the husk curtains on the windows above which there was a perforated pipe that sprayed water on the husk which cooled the hot air passing through it.



The most knowledgeable exposure of the entire trip was the visit to "Amar Jyoti", an academy for the differently abled children. Here we got an opportunity to understand the designing and constructional requirement for such a challenging environment. The school caters to all the needs of the children keeping in mind the disabilities of each for example the provision of a ramp along with the staircase. The classes had the necessary facilities like a globe in Braille for vision impaired children. The classroom furniture was designed according to the needs and requirements of the special children. The toilets were spacious to accommodate students on wheelchair and even handrails were provided on the either side of the water closet for necessary support and balance. The path and ways were properly demarcated with sign boards. We could see the practical application of "tactile and guiding blocks" wherever possible in the campus.

The visit enlightened us with the idea of old and futuristic application of the techniques used in our country.

Students - 3rd year B.Sc in Interior Designing



Photo taken by Shivangi Todi, BBA 4th Semester during her trip to Nassau



Photo taken by Ms. Shivangi Todi (4th Semester, BBA student) during her trip to Nassau

Fairytale Rows - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



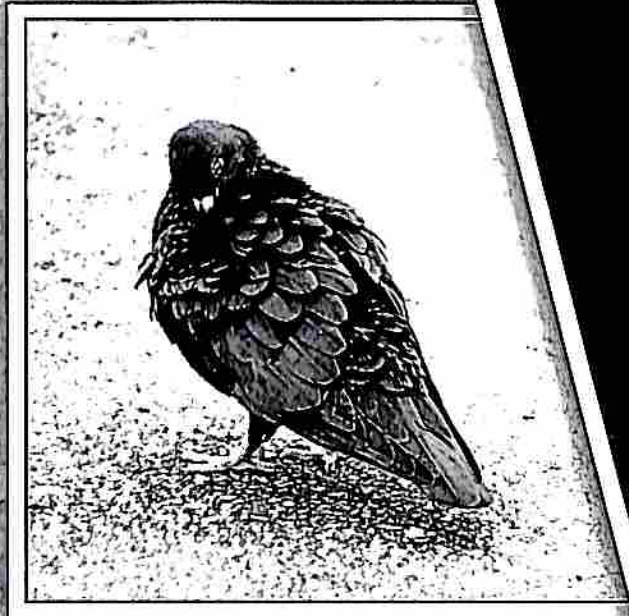
Specks of Hope - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)

Flower Man - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)

Bonds of Culture - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



Lost Practices - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



The Demeaure Poise - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)

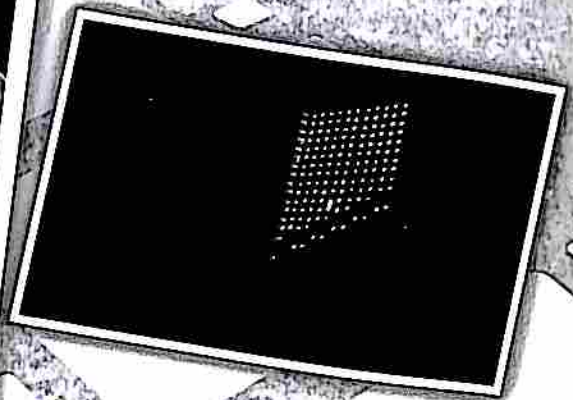
The Lost Wanderer - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)





◀ Setting of dawn - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)

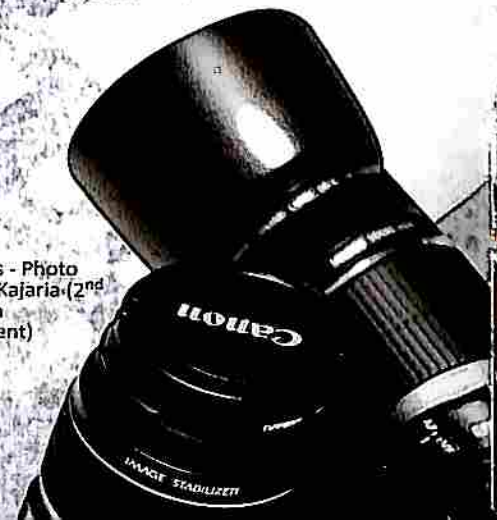
Vintage Glow - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



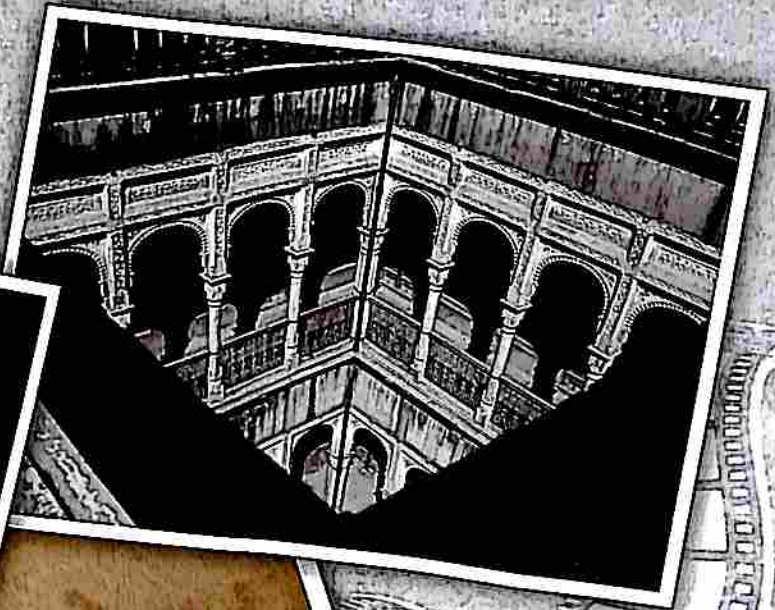
▲ Rays of Shadow - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



◀ Weighing Blossoms - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



Guarded - Photo taken by Ms. Esha Kajaria (2nd year B.Sc in Human Development student)



Hide n Seek - Photo Taken by Ms. Purvi Goenka (1st year B.Com student)



Skeletons Inside - Photo Taken by Ms. Purvi Goenka (1st year B.Com student)





Abstract Art by Nazia Shahid,
3rd year B.Com (Sec A) student



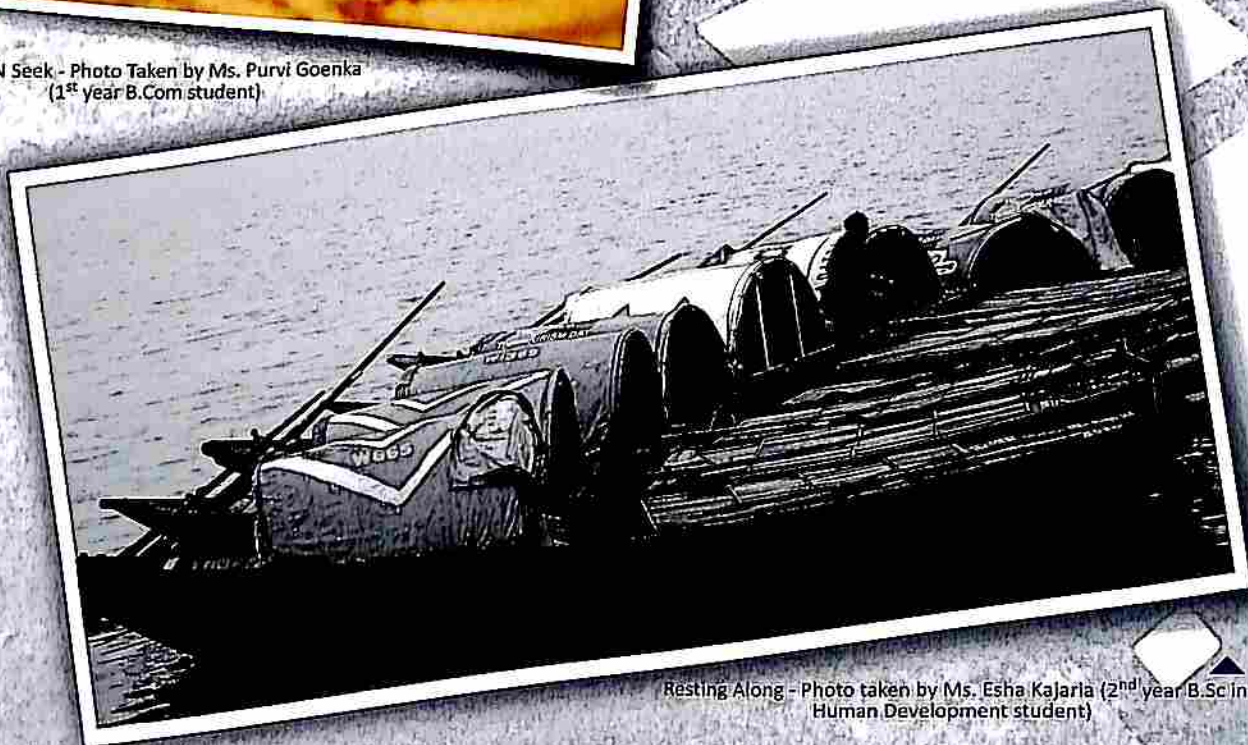
The Eternal Beauty - Photo Taken by Ms. Purvi
Goenka (1st year B.Com student)



Hide N Seek - Photo Taken by Ms. Purvi Goenka
(1st year B.Com student)



School Days Rewinded - Photo taken by Ms. Esha Kajarla
(2nd year B.Sc in Human Development student)



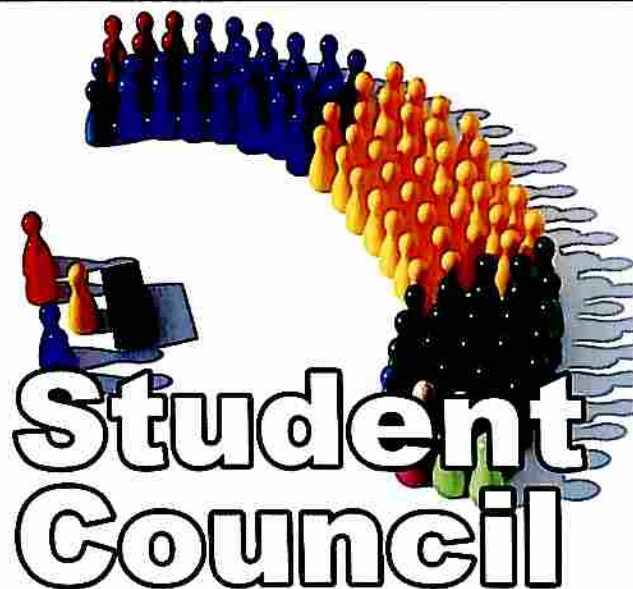
Resting Along - Photo taken by Ms. Esha Kajarla (2nd year B.Sc in
Human Development student)

STUDENT'S ADMINISTRATIVE BODY

Sl. No.	Class	Name of the Student
Head Girl		
1	3rd year B.Sc (HSc)	Jasmit Kaur
2	3rd year B.Com (Sec-A)	Srishtika Nayan
Assistant Head Girls		
3	3rd year B.Sc (FSNM)	Alisa Wong
4	3rd year B.Sc (TCFS)	Sneha Singhal
5	3rd year B.Sc (ID)	Manmeet Kaur
6	3rd year B.Sc (HD)	Kritika Agarwal
7	3rd year B.Sc (HSc)	Vacant
8	3rd year B.Com (Sec-D)	Manveen Jabbal
9	PGDDAN	Shrabashi Dev
10	2nd year M.Sc	Tannistha Pathak
Class Representatives - UG Department of Food Science & Nutrition Management		
11	1st year B.Sc (FSNM)	Prerna Solanki
12	2nd year B.Sc (FSNM)	Ayesha Rahman
Class Representatives - UG Department of Textile Science, Clothing & Fashion Studies		
13	1st year B.Sc (TCFS)	Radhika Gupta
14	2nd year B.Sc (TCFS)	Harsehaj Kaur Oberoi
Class Representatives - UG Department of Interior Designing		
15	1st year B.Sc (ID)	Nagma Rizwan
16	2nd year B.Sc (ID)	Shradha Goenka
Class Representatives - UG Department of Human Development		
17	1st year B.Sc (HD)	Subhechcha Ghosh
18	2nd year B.Sc (HD)	Esha Kajaria
Class Representatives - UG Department of Home Science		
19	1st year B.Sc (HSc)	Samridhi Mundra
20	2nd year B.Sc (HSc)	Mehreen Asmal
Class Representative - Post Graduate Diploma in Dietetics & Applied Nutrition		
21	--	Shrabashi Dev
Class Representatives - PG Department of Home Science		
22	1st year M.Sc (FN)	Ankana Sengupta
23	1st year M.Sc (TC)	Shhradha Newatia
24	1st year M.Sc (HD)	Swikriti Sen Sharma
25	2nd year M.Sc (FN)	Tannistha Pathak
26	2nd year M.Sc (HD)	Swikriti Sen Sharma
27	2nd year M.Sc (RM)	Divya Jhajharia
Class Representatives - UG Department of Commerce		
28	1st year B.Com (Sec-A)	Mir Aleena Mohammad
29	1st year B.Com (Sec-B)	Purvi R.Goenka
30	1st year B.Com (Sec-C)	Tanvi Jasani
31	1st year B.Com (Sec-D)	Swarna Mohta
32	2nd year B.Com (Sec-A)	Vrinda Beriwala
33	2nd year B.Com (Sec-B)	Nittu Agarwal
34	2nd year B.Com (Sec-C)	Mehar Gosal
35	2nd year B.Com (Sec-D)	Pritika Choraria
36	3rd year B.Com (Sec-A)	Aditi Agrawal
37	3rd year B.Com (Sec-B)	Ritika Arora
38	3rd year B.Com (Sec-C)	Nehal Goenka
39	3rd year B.Com (Sec-D)	Manveen Jabbal

STUDENT'S COUNCIL BODY

Sl. No.	Designation	Name of the Teacher	Class
1	Principal	Dr. Deepali Singhee	---
2	Teacher Representative Depts. of Science	Mrs. Lilu Mancha	---
3	Teacher Representative Dept. of Commerce	Ms. Rachana Kejriwal	---
Sl. No.	Designation	Name of the Student	Class
4	Head Girl - Depts. of Science	Jasmit Kaur	3rd year B.Sc (HSc)
5	Head Girl - Dept. of Commerce	Srishtika Nayan	3rd year B.Com (Sec-A)
6	Representative-1 from UG Dept. of FSNM	Ayesha Rahman	2nd year B.Sc (FSNM)
7	Representative-2 from UG Dept. of FSNM	Prerna Solanki	1st year B.Sc (FSNM)
8	Representative-1 from UG Dept. of TCFS	Sneha Singhal	3rd year B.Sc (TCFS)
9	Representative-2 from UG Dept. of TCFS	Harsehaj Kaur Oberoi	2nd year B.Sc (TCFS)
10	Representative-1 from UG Dept. of ID	Shradha Goenka	2nd year B.Sc (ID)
11	Representative-2 from UG Dept. of ID	Nagma Rizwan	1st year B.Sc (ID)
12	Representative-1 from UG Dept. of HD	Kritika Agarwal	3rd year B.Sc (HD)
13	Representative-2 from UG Dept. of HD	Esha Kajaria	2nd year B.Sc (HD)
14	Representative-1 from UG Dept. of HSc	Mehreen Asmal	2nd year B.Sc (HSc)
15	Representative-2 from UG Dept. of HSc	Samridhi Mundra	1st year B.Sc (HSc)
16	Representative-1 from UG Dept. of Commerce	Manveen Jabbal	3rd year B.Com (Sec-D)
17	Representative-2 from UG Dept. of Commerce	Aditi Agrawal	3rd year B.Com (Sec-A)
18	Representative-3 from UG Dept. of Commerce	Mehar Gosal	3rd year B.Com (Sec-C)
19	Representative-4 from UG Dept. of Commerce	Tanvi Jasani	3rd year B.Com (Sec-C)
20	Representative from PGDDAN	Shrabashi Dev	---
21	Representative from M.Sc	Tannistha Pathak	2nd year M.Sc (FN)





OUTGOING BATCH OF STUDENTS, 2012-13



UG Department of Commerce, Section A



UG Department of Commerce, Section B

OUTGOING BATCH OF STUDENTS, 2012-13



UG Department of Commerce, Section C



UG Department of Commerce, Section D



OUTGOING BATCH OF STUDENTS, 2012-13



UG Department of Human Development



UG Department of Home Science

OUTGOING BATCH OF STUDENTS, 2012-13



UG Department of Textile Science, Clothing & Fashion Studies



UG Department of Interior Designing



OUTGOING BATCH OF STUDENTS, 2012-13



UG Department of Food Science & Nutrition Management



Post Graduate Diploma in Dietetics & Applied Nutrition

OUTGOING BATCH OF STUDENTS, 2012-13



M.Sc in Home Science (Food & Nutrition Section)



M.Sc in Home Science (Human Development Section)



M.Sc in Home Science (Resource Management Section)



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