







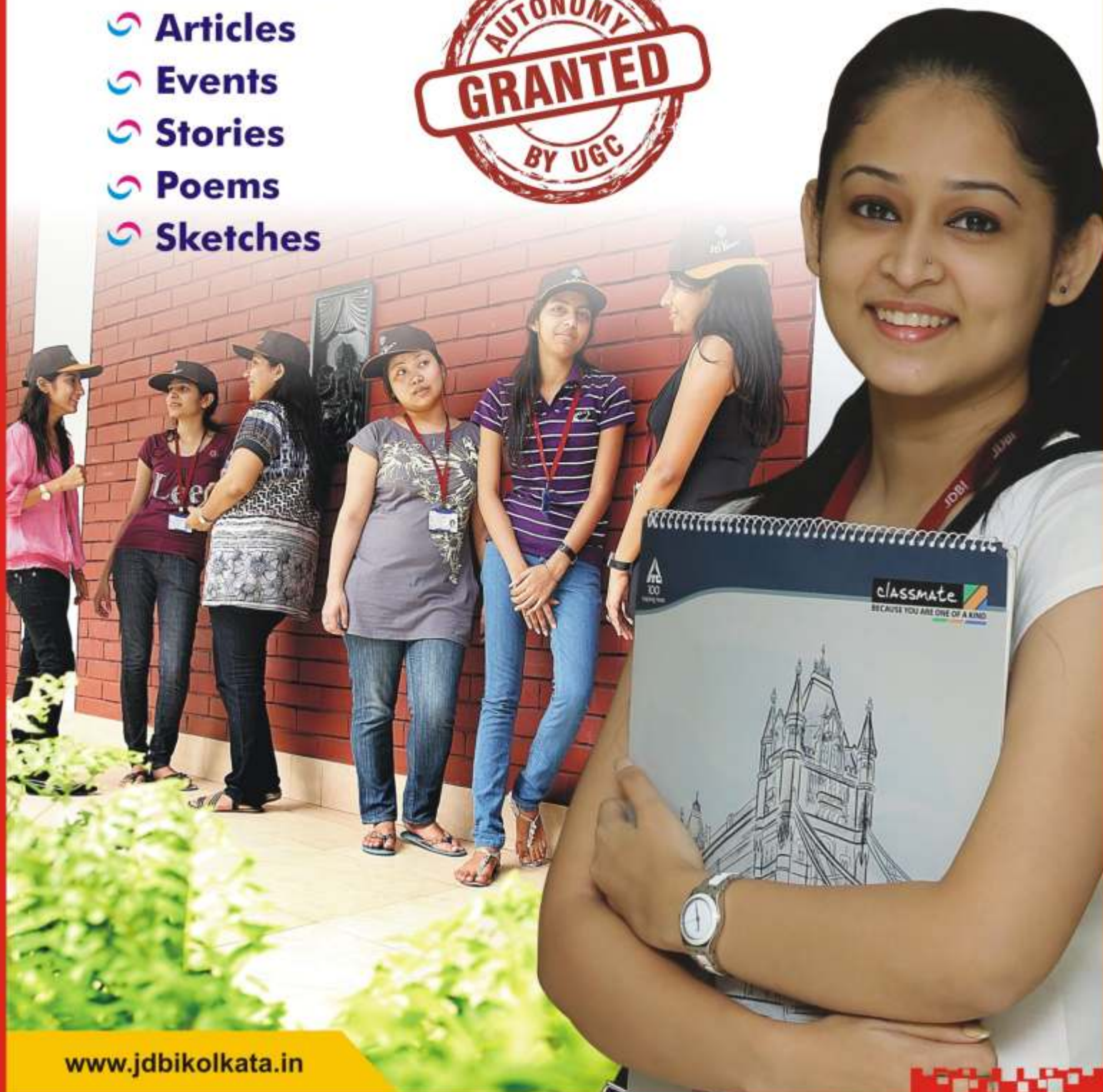
ANNUAL MAGAZINE 2013-14

JDBI

AUTONOMOUS (Affiliated to Jadavpur University)

TIMES
2014

-  Seminars
-  Articles
-  Events
-  Stories
-  Poems
-  Sketches



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Principal

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CHAIRPERSON Message...

Having completed 50 glorious years, J D Birla Institute continues its effective celebration. This magazine is a manifestation of the many accomplishments of our Institute and is a proof of the creative collaboration of students and staff.

Heartiest congratulations to the Principal and team for the successful release of this edition of the magazine, which endorses the ever-rising spirit of the college.



Mrs. Sumangla Birla
Chairperson, Governing Body, JDBI





From the desk of **PRINCIPAL**

Dr. (Ms.) Deepali Singhee
Principal - JDBI

I feel great pleasure in handing over the issue of our College Magazine. Over the years the college has achieved continuing success in serving the cause of higher education in the city. The college presents a happy blend of traditional and modern education where knowledge is imparted to the students so that they may occupy a better place in the modern competitive world and develop all round personalities retaining the beauty of mind and intellect. I can feel proud of our alumni who are

holding responsible position in social, political and economic life of the nation. All this has been possible due to the dedicated and strenuous efforts of an able managing committee and experienced faculty. I assure that our college will play a meaningful role in the competitive times ahead and scale new heights, translating dreams into reality. I pray for future growth and prosperity of the college and wish the staff and students success in the years to come.





GOLDEN JUBILEE CELEBRATIONS 2013-14

JD Birla Institute marked its fifty years of completion with a chain of year-long celebrations. It began with a panel discussion on "Emerging Perspective in Indian Higher Education" held on August 29, 2012 at the Science City Auditorium, moderated by the renowned journalist Ashok Vishwanathan. Following this wonderful opening, there were other seminars held in 2013 which included a NAAC-sponsored seminar on "Quality Sustenance in Higher Education"

and one on "Obesity-Complications & Management."

There were other events like "Marathon 2013" which was a 5 km run organized as an initiative to drive out child labour, and a walk to commemorate the International Women's Day called "Demand Dignity Walk". The graduates of the Department of Textile Science, Clothing and Fashion Studies graced the Annual Show with their first fashion show.





The Golden Jubilee celebrations ended with an International Conference on "Environment and its Impact on Society" held from August 18-20, 2013. The first day of the conference took place at Vidya Mandir. The Chief Guest for the occasion was Shri Somnath Chatterjee, Former Speaker of the Lok Sabha. The next day, parallel sessions and paper presentations were held in both the campuses. The valedictory session took place in the Science City Auditorium in which the Guest of Honour was Shri M. K. Narayanan, the Governor of West Bengal, and the Chief Guest was Dr A P J Abdul Kalam, Former President of India. There was also a Crafts Bazaar organized at the main campus, showcasing the various handicrafts and handlooms of West Bengal.

Golden Moments





SHRIMATI JAWAHARI DEVI BIRLA INSTITUTE OF HOME-SCIENCE 1962-2013: A Retrospect

The transformational educational journey of Shrimati Jawahari Devi Birla Institute of Home-Science, began with the pioneering efforts of Late Smt. Sushila Devi, wife of Shri L.N.Birla. She successfully introduced a one-year certificate course and a two-year diploma course in Home-Science, starting the Institute in 1962. The institute started off with just four part time lecturers. In 1963, Mrs. Bani Sen joined the institute as its Principal and under her

decade marked the development of the post-graduate and in course of time, recognition was granted for admitting Ph.D students.

The third decade marked the Silver Jubilee celebrations of J.D.Birla Institute, with a 'Blood Donation' camp held in 1988; organized in association with the Bhoruka Blood Bank. The college went on to develop landmarks in its roadmap to academic success with events like the hosting of the 'The Home Science Chapter' of the 82nd Indian Science Congress in 1995; the establishment of the Department of Commerce in 1997 and the Department of Management in 2002.

The enterprising and motivating leadership of the institute has seen very dedicated principals whose constant endeavour has been to elevate the institute to greater heights. After Mrs. Bani Sen's retirement in 1985, Dr. (SMT.) Sushma Date took over as Principal in 1986 for a year before Dr. (Smt.) Jharna Sen Gupta took on the helm. The bastion was proudly passed down to her former student and an alumna of the institute, Dr. (Ms.) Deepali Singhee in 2006, who is currently the Principal. Under her able leadership qualities and a vision for excellence, the Institute has



glorious guidance for over two decades, a B.Sc(Honours) Degree in Home-Science was started after receiving affiliation with Jadavpur University. The first batch of graduates from the institute passed out in 1966.

As the institute's testimony on the academic map of Calcutta grew, the institute took on the elevated status of a centre for under-graduate and post-graduate studies in 1972-73, as M.Sc in Home Management and Child Development classes commenced. The first decade of the institute focused on consolidating the infrastructure and the under-graduate education programme whereas the second



grown in leaps and bounds and was awarded with an 'A' Grade (CGPA- 3.11) by the National Accreditation and Assessment Council (NAAC), Bangalore in 2010 and in 2013, the college was bestowed with an 'Autonomous' status by UGC that was recognized by affiliating Jadavpur University. An important landmark also was the Department of Home Science diversifying into four separate departments offering B.Sc (Hons.) courses in Food Science and Nutrition Management; Textile Science, Clothing and Fashion Studies; Human Development and Interior Designing in 2009. Ms. Rita Bibra has been the chief administrator of the institute since 1992 and has been motivating the staff members to maintain excellent standards of education.

The 21st century heralded the dawn of the institute's pledge to social and ecological awareness as the social service projects 'Sevika' was launched in association with Loreto Day School, Sealdah; 2003 saw a national seminar on "Green Consumption" being organized and the institute proudly became a part of the World Bank sponsored "Street Food Project" in 2005 that was completed in 2007. In 2011, the Social Activity Club of the Institute, 'Helping Hands', organized 'Caritas': 'An Endeavour to Help the Underprivileged', where several NGO's marketed their hand-made products and the proceeds of the sales went to charity. Other note-worthy seminars held in the college were the 2005 national seminar on "Implementation of Total Quality Management in Higher Education", conducted in collaboration with CII.; the UGC-sponsored national seminars on "The Necessity and Scope of Collaborative Research in the Field of Higher Education" and in 2007, "The Necessity and Scope of Industry Institute Linkage in the

Field of Commerce Education". 2007-2009 witnessed many seminars and panel discussions in women's issues; budget analysis and environmental issues as well as awareness. The year 2011 witnessed an interesting workshop on 'Colour Psychology' was conducted in collaboration with the Society of Dyers and Colourists, India and a seminar 'Roadmap to IFRS-International Financial Reporting Standards.'

JDBI boasts of an impressive campus and a support



facilitated academic infrastructure including spacious air-conditioned smart classrooms equipped with LCD projectors; a Wi-Fi campus; a 250-seater auditorium for college seminar and special occasions; a state-of-the-art computer laboratory and CAD studio with LAN connectivity and 24 hour internet as well as a well-stocked 'Learning Resource Center'. The teacher-student ratio is 1:8 and the focus of quality education is driven by the competent and dedicated faculty; complementing classroom instruction with hands-on projects; writing term papers; field and industry visits and a mandatory one-month internship training. The syllabi and the examination pattern are updated in accordance with the latest revisions of UGC and Jadavpur University and the institute follows international standards of home-science education to conform to emerging attitudes, environmental factors and living patterns. The education program is complemented with co-curricular activities like debates, quiz, dramatics, sports and writing. The first college magazine was published in 2005 and the first college research journal "Reflections" was published in 2010. The institute is also the first of its kind to offer its students an add-on training course in Soft Skills and Personality Development in association with the NGO SuperSoft.

The year 2009 witnessed a host of pioneering courses as the B.Sc (Hons) Courses in Food Science and Nutrition Management, Textile Science, Clothing and Fashion Studies, Human Development and Interior Designing were introduced. 2010 witnessed a 3-day National Level 28th Biennial Conference 'Impact of Social Change and Technological Advancements on Family and Community' of the Home Science Association of India, hosted by the institute.

Awards and accolades have been proud landmarks of recognition for the institute's untiring pursuit of exceptional academic standards. In 2007, the college received the Gurukul award for "College to look out for" from Lions Club of Calcutta; followed in 2010 by the same award being bestowed for the title of 'Best Maintained College'. The highest honour till date remains the award of an 'A' Grade (CGPA-3.11) by the National Accreditation and Assessment Council (NAAC), Bangalore, in 2011.





List of TOPPERS (2013-14)



DEPARTMENT OF SCIENCE

Sl. No	Name of the Students	Toppers
Departments of Home Science		
1.	POOJA JHUNJHUNWALA	1st Year (Semester I & II) B.Sc. (Hons)
2.	HUMA JAMSHED	2nd Year (Semester III & IV) B.Sc. (Hons)
3.	JASMIT KAUR*	3rd Year (Semester V & VI) B.Sc. (Hons)
Overall Performance		
4.	VARNIKA GUPTA*	3rd Year (Semester – I & VI) B.Sc. (Hons)
Department of Human Development		
1.	SWATI TULSHAN	1st Year (Semester I & II) B.Sc. (Hons)
2.	SREYOSHI FRANCIS	2nd Year (Semester III & IV) B.Sc. (Hons)
3.	DIVYA GARG	3rd Year (Semester V & VI) B.Sc. (Hons)
4.	NIKETA CHOKHANI	1st Year (Semester – I & II) M.Sc.
5.	SWIKRITI SEN SHARMA	2nd Year (Semester – III & IV) M.Sc.
Overall Performance		
6.	DIVYA GARG	3rd Year (Semester – I & VI) B.Sc. (Hons)
7.	SWIKRITI SEN SHARMA	2nd Year (Semester – I & IV) M.Sc.
Department of Interior Designing		
1.	RIYA GUDEWALA	1st Year (Semester I & II) B.Sc. (Hons)
2.	SHRADHA GOENKA	2nd Year (Semester III & IV) B.Sc. (Hons)
3.	MARIA S. NANDERBARWALA	3rd Year (Semester V & VI) B.Sc. (Hons)
4.	NAZNEEN ZAMAN	2nd Year (Semester – I & IV) M.Sc.
Overall Performance		
6.	MARIA S. NANDERBARWALA	3rd Year (Semester – I & VI) B.Sc. (Hons)
7.	NAZNEEN ZAMAN	2nd Year (Semester – I & IV) M.Sc.

Sl. No	Name of the Students	Toppers
Department of Food Science Nutrition Management		
1.	DIVYA K MEHTA	1st Year (Semester I & II) B.Sc. (Hons)
2.	KHADIJA CHUNAWALA	2nd Year (Semester III & IV) B.Sc. (Hons)
3.	RIDDHI H. SHAH	3rd Year (Semester V & VI) B.Sc. (Hons)
4.	ANGANA BANERJEE	Post Graduation Diploma in Dietitian and Nutrition (Semester I & II)
5.	MUKTA GUPTA	1st Year (Semester – I & II) M.Sc
6.	SUKHPREET KAUR	2nd Year (Semester – III & IV) M.Sc
Overall Performance		
7.	RIDDHI H. SHAH	3rd Year (Semester – I & VI) B.Sc(Hons)
8.	SUKHPREET KAUR	2nd Year (Semester – I & IV) M.Sc
Department of Textile Science Clothing & Fashion Studies		
1.	PRIYANKA KABRA	1st Year (Semester I & II) B.Sc. (Hons)
2.	AACHAL BHAGERIA	2nd Year (Semester III & IV) B.Sc. (Hons)
3.	PRIYANKA SAHA	3rd Year (Semester V & VI) B.Sc. (Hons)
4.	SHRADHA NEWATIA	1st Year (Semester – I & II) M.Sc
Overall Performance		
7.	AANCHAL BARASIA	3rd Year (Semester – I & VI) B.Sc(Hons)



DEPARTMENT OF COMMERCE

Sl. No	Name of the Students	Toppers in Classes
1.	MS. MIR ALEENA MOHAMMAD	1st Year (Semester I & II) B.Com. (Hons)
2.	MS. MINAL DHUPIA	2nd Year (Semester III & IV) B. Com. (Hons)
3.	MS. KOMAL AGARWAL	3rd Year (Semester V & VI) B. Com. (Hons)
Overall Performance		
7.	MS. KOMAL AGARWAL	3rd Year (Semester – I & VI) B.Com. (Hons)
	MS. DEVIKA VELAYUDH	



LIST OF PRIZE WINNERS (SESSION 2013-2014)

Department of Human Development

1. Best Seminar (B.Sc) - Ms. TULIKA DEY
Impact of Libraries and Cultural Centres for Empowering Rural Women in Midnapore
2. Best Seminar (M.Sc) - Ms. SWIKRITI SENSCHARMA
Mid-Day Meal: A Boon or a Curse
3. Best M.Sc. Dissertation - Ms. SWIKRITI SENSCHARMA
Studying the Impact of Teaching Learning Materials on Social and Motor Development and Academic Achievement of Children Studying In Urban and Rural Primary Government Schools under the Supervision of Mrs. Punam Mehra
4. 100% Attendance - Nil

Department of TCFS

1. Best Seminar - Ms. SHAILJA RUNGTA
Noise Pollution in Textile Industry
2. Best M.Sc Dissertation - None
3. 100% Attendance - None

Department of Interior Designing

1. Best Seminar (B.Sc) - Ms. MARIA S. NANDERBARWALA
Eco-Friendly Materials in Furniture and Accessories
2. Best Seminar (B.Sc) - Ms. NAZNEEN ZAMAN
Indoor Air Quality & Pollution
3. Best M.Sc Dissertation - Ms. NAZNEEN ZAMAN
Space Planning Considerations in School Design under the Supervision of Ms. Roshmi Banerjee
4. 100% Attendance - None

Department of FSNM

1. Best Seminar of B.Sc & PGDDAN - Missing
2. Best M.Sc. Dissertation - Ms. SHRUTI AGARWALA
3. To Study the Effect of Sulphur Containing Foods on Lipid Oxidation, under the Guidance of Dr. Banani De
4. 100% Attendance - Nil

Dept. of Home Science

1. Best Seminar (B.Sc) - Ms. VARNIKA GUPTA
Calcium Carbide and Ethylene Used for Ripening Fruits.
2. 100% Attendance: NIL

Department of Commerce

1. Best Seminar - This is not included in the University semester marking scheme. This was introduced to give an opportunity to the students to gain experience in giving group presentations - Ms. KINKINI CHATTOPADHYAY, Ms. PALLAVI TULSYAN, Ms. ARCHANA BHAJKA, Ms. SHRADDHA DUGAR, Ms. POOJA AGARWAL, Ms. RADHIKA CHOWDHURY, Ms. RIYA CHANDRA and Ms. PRABHA SHAH
The Dabbawalas of Mumbai
2. 100% Attendance - NIL.

Best Library User Award

1. DAKSHA JALAN, M. Sc. in Textiles and Clothing, 2nd Year, Roll No. 5
2. PRIYANKA KARIM, B. Com, 2nd Year, Sec-D, Roll No. 201
3. NISCHALA CHALLA, M. Sc. in Food and Nutrition, 1st Year, Roll No. 1
4. SREYOSHI FRANCIS, B. Sc in Human Development, 3rd Year, Roll No. 1
5. SHALINI JHUNJHUNWALA, B. Sc. in Interior Designing, 2nd Year, Roll No. 3





Ongoing RESEARCH PROJECTS

UGC SPONSORED MINOR RESEARCH PROJECTS - 2012-2014

Sl. No	Faculty Members as Principal Investigator	Title of the Project
1.	Mrs. Samita Gupta	A Study on Awareness Amongst College Girls Regarding Brassiere Style and Fitting
2.	Mrs. Amita Dutta	Adaptation of Indian Motifs Found on Historical Monuments and Folk Paintings to a Variety of Designs Suitable For Printing of Textiles Using Natural Dyes
3.	Mrs. Punam Mehra	A comparative study of occupational stress, life satisfaction and burnouts amongst special educators and regular school teachers
4.	Mrs. Ishita Biswas	Perception of Unmarried Girls towards Selected Aspects of Marriage- A Study in Kolkata Metropolis
5.	Ms. Shweta Tuteja	Clothing Practices and Designing of Garments for Orthopedically Disabled
6.	Ms. Sreyoshi Chatterjee	Exploring Role of NGOs and Social Advocacy Groups in Creating Public Awareness and Shaping Public Attitude Towards GM Foods and GM Crops in West Bengal
7.	Ms. Rachana Kejriwal	Impact of Advertisement in Marketing in FMCG Products in Kolkata
8.	Mrs. A. S. Manjulakshmi	Measuring Financial Sustainability and Growth of Selected Textile Companies in India-A Case Study
9.	Mrs. Basudha Mukhopadhyay	Exploring Institutional and Non-Institutional Child Delivery Services – A Case Study
10.	Mrs. Atri Chakraborty	Transport Problems of Working Women in Emerging Urban Centres – A Case Study of New Town, Kolkata
11.	Mrs. Keya Ghosh	Employment Generation through Lively-Hood Development Programme
12.	Mrs. Monalisa Middya	A Study of Growth Property of Entire Functions in Several Variables
13.	Mrs. Atreyee Pal	An Analysis of Quantitative and Qualitative Dimensions of Female Employment in West Bengal





The Tragedy that Shook the Nation

Palak Agarwal, Snigdha Khetan, Priyanka Pandey, Vaishali Vagadia, Ruchika R Dadlani and Nishtha Agarwal

2nd year, Department of Commerce

Uttarakhand – “The Land of the Gods” got transformed into a place of unforgettable disaster that shook the nation and took away thousands of lives. It experienced the most devastating disaster on the 16th of June 2013 that left the entire nation in mourning. It seemed like the place was cursed on that particular day and will be remembered as a black day, the nation could have ever experienced.

The disaster was the result of extreme rainfall and haphazard development. A combination of events caused the disaster. Indian Meteorological Department issued the first warning on the 13th of June 2013, predicting heavy rainfall in Uttarakhand. The Chardham yatra also began on the same day, but the state government did not send alerts about the impending havoc. 14th and 15th of June 2013 saw Uttarakhand facing its impending doom. The region received 322mm of rainfall which was 847% above the normal

rainfall. This caused the melting of Chorabari Glacier at the height of 3800 metres and eruption of the Mandakini River which led to heavy floods near Gobindghat, Kedar Dome, Rudraprayag district, Uttarakhand and Himachal Pradesh. This was then accompanied by a massive landslide.

In spite of all the warnings issued by Indian Meteorological Department about the bad weather conditions, the government did not postpone the yatra. Floods engulfed the entire state. Indian Meteorological Department had asked the government (headed by Vijay Bahuguna (C.M. of Uttarakhand) to postpone the Chardham yatra by 4-5 days but this did not happen. Construction of dams, illegal buildings and hydro power projects can also be added to the list of the causes of this disaster. Moreover according to the CAG's report the government and the disaster management authority were not following all



norms. Uttarakhand was the 3rd state to enact the “flood plain zoning act” but the state did not take this act seriously. Instead of following the provisions of this act, the government ordered for the construction work to continue so that the tourists visiting the state did not face any kind of problem. The environmental experts reported that tunnels were built and blasts were undertaken for 70 hydroelectric projects which contributed to the ecological imbalance in the State. The geographical location of the state also contributed to the disaster. The state falls under earthquake zone 4 and 5 which may prove to be very dangerous to life and property. Therefore, in such cases a minor earthquake can ruin the entire state.

The disaster ruined Uttarakhand. The floods damaged several houses and structures, killing those who were trapped. The heavy rains resulted in large flashfloods and massive landslides. Over 70,000 people were stuck in various regions because of damaged or blocked roads. More than 12,000 pilgrims were stranded at Badrinath, the popular pilgrimage center located on the banks of the Alaknanda River. On September, 2013, about 556 bodies were found out of which 166 bodies were found in highly decomposed state during the fourth round of search operations.

The Prime Minister of India undertook an aerial survey of the affected areas and announced INR 1000 crore (US\$160 million) aid package for disaster relief efforts in the state. Several state governments announced financial assistance, with Uttar Pradesh

pledging INR 25 crore (US\$4.0 million), the governments of Haryana, Maharashtra and Delhi INR 10 crore (US\$1.6 million) each, the governments of Tamil Nadu, Odisha, Gujarat, Madhya Pradesh and Chhattisgarh INR 5 crore (US\$800,000) each. The US Ambassador to India extended a financial help of USD \$150,000 through the United States Agency for International Development. The Government of India also cancelled 9 batches, or half the annual batches of the Kailash-Mansarovar Yatra, a Hindu pilgrimage. The Chardham Yatra pilgrimage, covering Gangotri, Yamunotri, Kedarnath and Badrinath has been cancelled for the next 2 years to repair damaged roads and infrastructure.

We salute the soldiers who played the most important role in the entire rescue operation. The region is now under a reconstruction stage and every individual wants to know what the government is planning to do. The question on all lips now is:

“What Next?”

“Wait for the Next Disaster”?

The exact reason for the cause of this disaster is still unknown, whether it was the government’s callousness or nature’s power to be blamed. Therefore the question “Whom to Blame” Still remains unanswered. It is high time we all learn our lessons and behave in a responsible manner.



The Impact of Union Budget, 2013

Department of Commerce

The Union Budget for 2013-14 has been presented amidst a particularly challenging macro-economic scenario. Although the Government of India (GoI) has taken concerted efforts to arrest fiscal slippages and has also announced some bold policy measures in the recent past, growth continues to slow alarmingly. The Current Account Deficit (CAD) remains unsustainably high; the investment cycle showing no signs of revival, and inflation, despite some moderation, continues to remain well above the 'comfort' zone.

With the Finance Minister having clearly stated the Government's commitment towards fiscal consolidation, what was of interest was the fine print behind the estimated fiscal deficit in terms of the

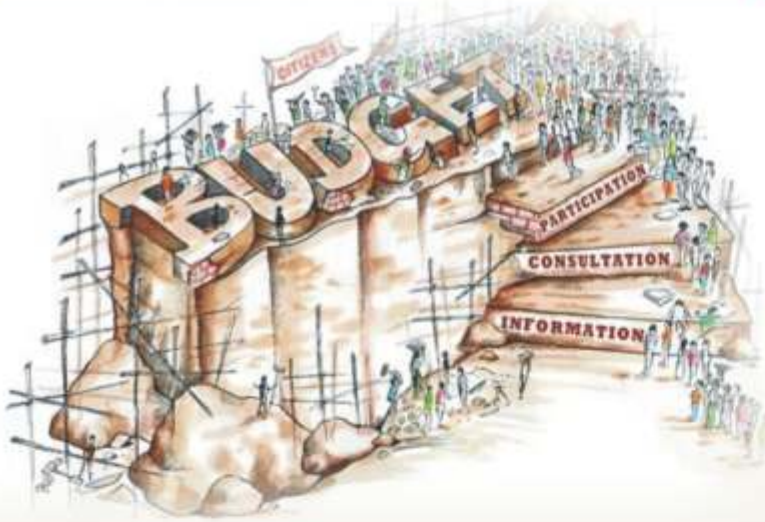


- > Mobile phone handsets priced above Rs 2,000 
- > Sports Utility Vehicles 
- > Imported cars and high-end vehicles priced over \$40,000 
- > Imported bikes with engine capacity of 800cc and above 
- > Imported yacht and motorboats 
- > Cigarettes 
- > Dining at air-conditioned restaurants 
- > Sales of immovable property worth over Rs 50 lakh 
- > Home/flats with a carpet area of 2,000 sq ft or more or of a value of Rs 1 crore or more
- > Marbles for flooring
- > Silk clothes produced using imported raw materials
- > Set top boxes
- > Parking fees

Costlier

Cheaper

- > Branded apparels 
- > Precious stones 
- > Imported cheaper hazel nuts and dehulled oat grain
- > Sabudana (tapioca sago)
- > Truck chasis 



expenditure and revenue policies adopted to achieve the same. Other areas of interest were the steps designed to revive investment spending, the government's commitment to some long awaited reforms like the introduction of the Goods and Services Tax (GST); and the potential impact of populist measures, in particular, the National Food Security Act.

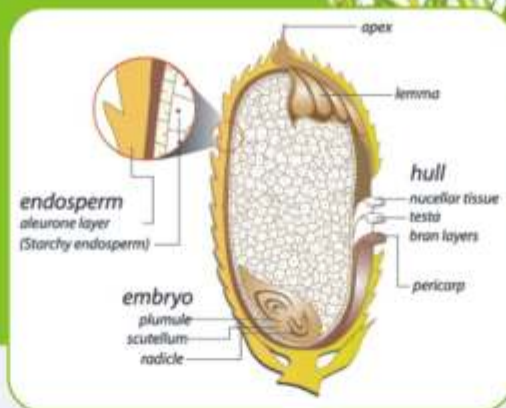
As expected, the fiscal deficit target for 2013-14 has been adhered to in the Budget Estimates (BE). The underlying assumptions of a 13.4% economic growth in nominal terms; sharp pickup in non-tax revenues from telecom and disinvestment proceeds; and containing the subsidy bill at Rs. 2.2 trillion may be tested over the course of the year. Whether the allocation for fuel subsidies is adequate would critically depend on the global prices of crude oil, the exchange rate and regular revision of diesel prices by the oil marketing companies. With fertilizer subsidy in 2012-13 RE lower than the estimated subsidy requirement for the ongoing fiscal, clearing the backlog would make it difficult to restrict fertilizer subsidy with the budgeted amount in 2013-14. The budgetary provision for a portion of the additional funding required for the implementation of the National Food Security Act is welcome, although the actual requirement would be determined by the timing of introduction and final scope of entitlements under the Act. The lack of a definite time frame, even this year, for the introduction of either the Direct Tax Code (DTC) or the GST remains a disappointment.

Although the budget echoed the theme of inclusive growth, the restraint in announcing new big-ticket schemes and attempt to rationalize the number of centrally sponsored schemes are favorable from the point of view of fiscal prudence. Given the constraints to providing a direct fiscal stimulus, the budget has been a pragmatic one that emphasizes on the need to revive growth and provide some measures to promote investments, incentivize savings in financial instruments, including insurance and strengthen the capital markets. The 29% growth in plan expenditure, thrust on key infrastructure sectors like road and coal and emphasis on the need to facilitate infrastructure financing through innovative instruments are positives. The budget has also proposed a series of measures towards strengthening the corporate bond markets. These include simplifying KYC norms, provide better access to various foreign investors and proposed enhancement of the list of eligible securities for pension and provident funds in addition to directly participating on the debt segment of the stock exchanges (on receipt of regulatory approvals). Govt's commitment to recapitalize Public Sector Banks is a positive for banks in the near term in meeting their capital requirements under Basel III, while also growing at a steady pace. Given the macro economic situation, the corporate sectors' expectations from the budget was muted. The investment allowance has come as a positive, as also the fact that there has been no across-the-board increases in indirect tax rates. Overall, what the corporate sector would be hoping for is a revival in aggregate demand and resolution of sector specific issues, most of which would have to be taken through policy actions which are outside the purview of the Union Budget. Interestingly, while the Budget speech recognized the CAD to be the single biggest cause for worry from the macro-economic point of view, there does not seem to have been any measures designed to counter the same. Going forward, therefore, measures to tackle the CAD are critical to ensure macroeconomic stability, avoid deterioration in global investors' sentiments regarding the outlook for the Indian economy and to attract foreign inflows.

Golden Rice

Jyoti Pachisia

3rd year,
Dept. of Food Science and Nutrition Management



Biotechnology encompasses a wide range of technologies and they can be applied for a range of different purposes, such as the genetic improvement of plant varieties and animal populations to increase their yields or efficiency. A number of genetically modified (GM) crops carrying novel traits have been developed and released for commercial agriculture production. These include pest resistant cotton, maize, canola (mainly *Bacillus thuringiensis*), viral disease resistant potatoes, papaya and squash and many more. In addition, various GM crops are under development and not yet commercially released such as rice with high level of carotenoid for production of Vitamin A (e.g. golden rice).

Golden Rice was developed using genetic modification techniques, with genes from maize and a common soil micro-organism that together

produce beta-carotene in the rice grain. It was first developed by Professor Ingo Potrykus and Professor Peter Beyer.

Golden Rice is unique because it contains beta-carotene, which gives it a golden colour. When people eat food containing beta-carotene, it is converted to vitamin A as needed by the body. Recent studies estimate that eating about one cup a day of Golden Rice could provide half of an adult's vitamin A needs. As rice is widely produced and consumed, Golden Rice has the potential to reach many people, including those who do not have reliable access to or cannot afford other sources of vitamin A. It is intended to be used in combination with existing approaches to reduce vitamin A deficiency, including eating foods that are high in vitamin A or beta carotene (such as fortified foods),



taking vitamin A supplements, and promoting optimal breastfeeding practices.

Globally, 140 million pre-school children and 7 million pregnant women suffer from vitamin A deficiency (VAD). Of these, up to 3 million children die every year. Apart from increasing child mortality, VAD can lead to visual problems and it increases the incidence of measles. This affects public health, economic productivity, and individual well-being. Nonetheless, the usefulness of Golden Rice is questioned by some, and the technology has become the centre-piece in the public controversy over genetically engineered crops.

Studies show "higher crop yields, reduced pesticide use and fewer pesticide-related health problems" amongst Chinese farmers who used GM rice strains.

There are some side/after effects of Golden Rice if too much is consumed. Consumers may suffer from Vitamin A toxicity. This leads to dizziness, vomiting, nausea and bulging gaps between the bones. Toxins and proteins produced in Golden Rice may have unknown side effects if consumed over long periods of time. It also contains strains that are unapproved for human consumption and can be leaked thus, entering the global food chain.



Therefore, Golden Rice promises to be an effective and efficient pro-poor intervention to combat Vitamin A Deficiency. Future research will have to determine the exact size of crucial parameters, like the beta-carotene content in the rice grain that can be realized under field conditions, the magnitude of post-harvest losses of beta-carotene, or its bioavailability. Another important question is to what extent high levels of beta-carotene in rice are suitable or which characteristics are important to consumers. Beside sufficient support for social marketing activities, this will influence technology acceptance. Finally, the safety of 'Golden Rice' for human consumption and the environment will have to be tested and possible risks must be managed in biotechnology regulatory processes.



Health Benefits of Kale

(Brassica Oleracea Acephala)



Shaili Guha

3rd year, Dept. of Food Science & Nutrition Management

Move over Popeye and make room for the "queen of greens", 'Kale'. Kale, an amazing vegetable uncommon in India, is being recognized for its exceptional nutrient richness, health benefits, and delicious flavor. Kale belongs to the species 'Brassica oleracea' and group 'Acephala'. It is nowadays being referred to as super-food. This leafy winter super-food will help to keep one healthy through the coldest time of the year. Kale is found at its best flavour during winter months.

Nutrients present in Kale are Vitamin A, Vitamin C, Vitamin K, Calcium, Iron, Manganese, Potassium and Fibre.

Health benefits of Kale include presence of flavonoids and carotenoids which provide its antioxidant property. Hence it combats the increased

risk of cataracts, atherosclerosis, and chronic obstructive pulmonary disease (COPD), by inhibiting the oxidative stress associated with it.

The omega-3 fatty acid in kale plays an important part of kale's anti-inflammatory benefits. Kale is a spectacular source of vitamin K (one cup of kale provides far more micrograms of vitamin K than any of our 135 World's Healthiest foods) and we also know that Vitamin K is a key nutrient for helping regulate our body's inflammatory process. Taken in combination, we expect these two facts about Vitamin K to eventually get tied together in health research that shows kale to be an exceptional food for lowering our risk of chronic inflammation and associated health problems.

Phytochemicals like Glucosinolates, Isothiocyanates



Fried Rice With Kale



Kale And Bacon, Caribbean Style



Spinach And Kale Greek Yogurt Dip



Kale Chips

Lemon Parmesan Kale Salad



Pork, White Bean And Kale Soup

Sweet Potato Cream Pasta With Crispy Kale



and Indoles play major role in cancer prevention typically colon cancer and breast cancer, but risk of bladder cancer, prostate cancer, and ovarian cancer have all been found to decrease in relationship to routine intake of kale. Indole-3-carbinol is a chemical which boosts DNA repair and appear to block the growth of cancer cells.

Fiber and bile acids play an important role in providing cardiovascular support. One can count on kale to provide valuable cardiovascular support in terms of its cholesterol-lowering ability.

Benefits of kale are:

- Kale is a detox food: It's filled with fiber and sulphur which are great for detoxifying our body and keeping our liver healthy.
- Low in calories: A cup of chopped kale has only 33 calories. Great for weight loss!
- Great at fighting many cancers: Kale is rich in compounds which are known to fight cancer, especially colon cancer.
- Supports a healthy immune system: Kale is full of sulforaphane which nourishes the immune system.
- Visual Benefits: Kale is abundant in two carotenoids, lutein and zeaxanthin, preventing damage to the eyes from excessive exposure to ultraviolet light.
- Supports normal blood clotting, antioxidant activity, and bone health:
- Great for helping digestion and elimination: It is very high in fiber.

It also helps in Alzheimer's disease and Osteoporosis and detox the body.

Some side Effects of Kale include:

Hyperkalemia: It refers to the condition in which the concentration of the electrolyte potassium (K+) in the blood is elevated. Extreme hyperkalemia is a medical emergency due to the risk of potentially fatal abnormal heart rhythms (arrhythmia).

Gastrointestinal Problem: Gastrointestinal

diseases refer to diseases involving the gastrointestinal tract, namely the esophagus, stomach, small intestine, large intestine and rectum, and the accessory organs of digestions, the liver, gallbladder, and pancreas. Problems like diarrhoea, flatulence & stomach cramps are seen.

Calorie Deficiency: Rapid weight loss can be seen if a person relies on kale as her staple diet. Muscle breakdown will be seen in this case.

Some Interesting Facts:

Thus it can be said that kale is one of the most nutritious greens in the garden. Though it is a lesser known vegetable, it has enormous nutritional potentials and can favorably be used as a substitute for most of the commonly used vegetables. Many of the diseases can be prevented or healed by consumption of kale. Thus it is indeed a 'Super-food' and a 'Nutrition-warehouse'.

Kale

Anti-Inflammatory
Low Calorie
Antioxidants
Low Carb
Vitamin K
Calcium
Vitamin C
Vitamin A
Potassium
Lutein

All hail to kale! Seemingly everywhere you turn, kale is a vital vegetable, rich in nutrients, health benefits and delicious flavor.

Per calorie, Kale has

- more Iron than beef
- more Calcium than milk
- 10X more Vitamin C than spinach

Highs
vitamins A, C & K
calcium
potassium
folic acid
lutein
carotenoids
antioxidants

Lows
sodium
fat
calories

What is it good for?

- eyes
- skin
- reduces the risk of heart disease & cancer
- weight loss
- lowers cholesterol
- bones

Best Friend Lemon
enhances phytonutrients

Energy Improvement through Different Forms and Shapes with Special Emphasis on the Pyramids of Giza



Devanshi Rajgaria

3rd year, Dept. of Interior Designing

The word 'pyramid' comes from the Greek 'pyro', meaning fire- the universal energy, permeating all of life, and 'amid' means at the centre. The great pyramid was designed to serve as a device for activating higher energy levels and elevate consciousness. The triangular sides are symbolic of the three fold spiritual power; South-'cold'; north-'heat'; West- 'darkness'; East-'light'. The three pyramids named after the three pharaohs- Khufu (Cheops, in Greek), Khafre (Chefren) and Menkaure (Mycerinos), are marvels of surveying precision, masonry, craftsmanship, engineering, ingenuity and social organization.

The apex of the Great Pyramid corresponds to the pole, and the perimeter to the equator, with both exact scale. Each side of the Pyramid corresponds to one curved quarter of the northern hemisphere. The area of each of its faces was equal to the square of its height.

The pyramid was designed to incorporate the Pi proportion and the Golden Section or Phi (1.618). The shape alone conjured up known and unknown forms of energy affecting both animate and inanimate objects. The Pyramid of Gizeh generates millimicrowave or nanowave radiation by the simple fact that there are five corners. We have four base

corners and one apex corner, which acts as nanowave radiators. The radiation in the Pyramids combine by the angles of the corners into a beam towards the centre of the Pyramid which also radiate outwards from the corners of the pyramids.

The electromotive forces produced or enhanced by the pyramid shape can raise the cell's metabolic rate to their level at an earlier, younger age, thus rejuvenation. We spend most of our lives inside cube-shaped structures. Perhaps the cubes in which we live distort or somehow inhibit the energy fields.

It well might be that preventive medicine of the future will be practiced by the engineers or architects. Homes may then be promoted for their therapeutic qualities. homes constructed in pyramidal shape, raised swimming pools beneath a pyramid canopy, thus creating a baptismal fount; garbage disposals made feasible by the pyramid's dehydration action on organic matter and destruction of harmful bacteria; storage for pharmaceutical supplies; sections or even entire supermarkets built in pyramid shape; pyramid shape living quarters in spacecraft; storage units for solar energy; study booths in high school and colleges; and cells for physical and mental therapy, to name

Comparative Analysis

Sl. No.	Shape / Form	Energy Enhancing Properties	Space Economy	Aesthetics	Cost of Construction
1.	Rectangle/Cuboid	Negligent	Excellent	Poor	Economic
2.	Square/Cube	Negligent	Excellent	Poor	Economic
3.	Circle/Sphere/Dome	Excellent	Average	Excellent	Expensive
4.	Triangle/Pyramid	Excellent	Poor	Excellent	Expensive

The pyramidal shape can be implemented in the interiors through the following:

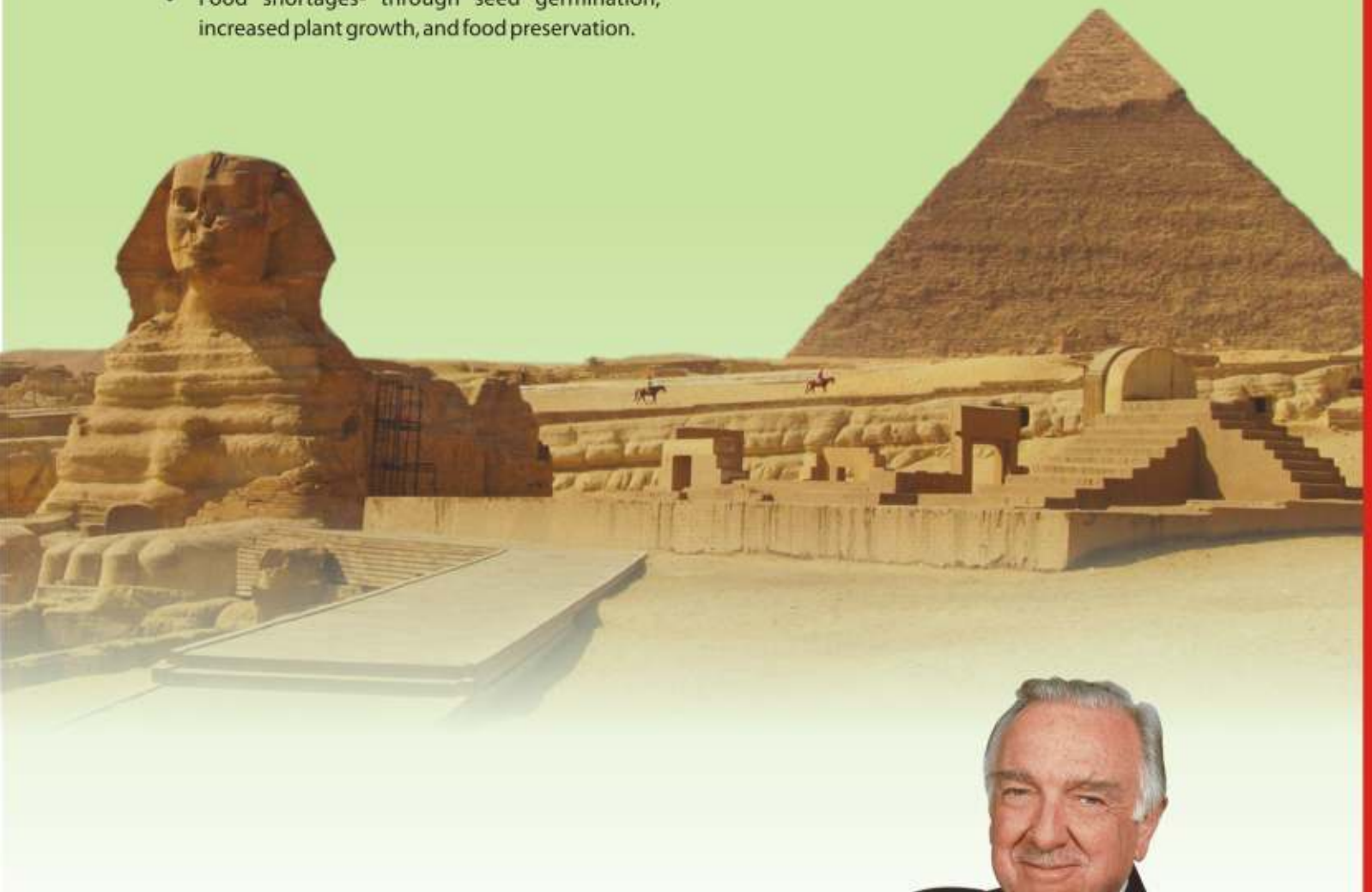
- Pyramidal skylights
- Pyramidal accessories-show windows etc.
- Pyramidal conservatories
- Vaastu

The gravest problems facing mankind today are food shortages, pollution, a depletion of energy sources and war. The pyramid offers some promise of meeting these needs:

- Food shortages- through seed germination, increased plant growth, and food preservation.

- Pollution-early tests reveal that pyramid space can purify water, air, soil.
- Energy sources- through generation or enhancement of known & unknown energy fields.

It may be that the historians have been all right along, that knowing the past is imperative to understanding the present and protecting the future. Perhaps the pyramid is a window to both the past as well as the future.



When Moses was alive, the pyramids were a thousand years old.... Here people learned to measure time by a calendar, to plot the stars by astronomy.... Here they developed that most awesome of all ideas - the idea of eternity.



Walter Cronkite

Health Hazards Due to Incorrect Brassiere Usage

Nitika Agarwal

3rd year, Dept. of Textile Science,
Clothing & Fashion Studies

Clothing is among the three basic needs of a man's life. Clothing has many functions- protecting the body from harmful physical environment, provide warmth, show social status and more. However when style is chosen over comfort, even this functional object can become hazardous to health. For instance, skinny jeans can compress the nerves and cause numbness, high heels exert pressure on joints, and the garment that tops this list is the brassiere commonly known as bra.

A 'Bra' can be defined as underwear with two shaped cups or pockets that support and give contour to women's breast. Wearing or not wearing a bra totally depends on personal choice and comfort. Some convincing reasons as to why women wear a bra could be – considering it as modern society's dress code, to feel modest and decent, to provide support.

Understanding a Healthy Brassiere

A healthy bra is one that fits the wearer properly and makes her feel comfortable. A healthy bra is when there is no spilling from the bra cup, the band must not ride up the back and the shoulder strap must not dig or fall off the shoulder.



Health Hazards

Various studies over the years suggest that approximately 80 per cent of women are wearing a wrong bra size, and this can lead to a range of health problems. Wearing a tight bra may cause headache and back ache as it reduces blood flow and pulls the shoulder forward thereby curving the spines. It may also cause breathing problems due to excessive pressure on the body's meridian, compressing the diaphragm and making it difficult to breathe. Poor posture and support can also be the result of an ill fit bra. It may give a sagging effect or a slouching effect and protruding tummy. Other problems could be skin troubles like rashes, allergies from metal in a under wired bra, intertrigo (bad odor rash) and so on.

Bras to Avoid

Choosing the appropriate bra type of right size can make dressing easier but misuse of certain types can be hazardous in many ways. To name a few, a strapless bra doesn't provide much support unlike the traditional bra and may cause public embarrassment by slipping off; a silicone adhesive bra or synthetic material bra cause allergies to sensitive skin and generate electrostatic charges. A dark colour bra traps more heat and may cause discomfort to the wearer; padded or push-up bra holds the breast in an abnormal position that increases the risk of tumor formation. Regular use of underwire bras can rub and pinch the breast, causing skin irritation and breast pain.

Improperly
Supported
Breasts

Properly
Supported
Breasts



Myths about Bras

There are various issues related to brassieres which are debatable and no proper conclusion has been reached to justify those.

- The first one being that a bra traps toxins and raises cancer risks. This is a myth that sprung up in the mid-'90s after a pair of medical anthropologists claimed that by inhibiting "lymphatic drainage" bras somehow trapped toxins in the breast tissue, which led to cancer.
- Another myth which has not found any scientific support is that bras lead to sagging. Heavy busted women need a bra to carry the weight of the breasts and even mid size busted women find it painful going braless during physical activities. Therefore, wearing bras may lead to higher comfort level and has no relation to sagging of breasts.
- Some women also believe that sleeping in bra maintains perkiness. Actually there is slight

movement in the breast ligaments while sleeping, so wearing or not wearing a bra depends on personal comfort.

- Women feel that light color bras are least visible and they prefer wearing white bra inside a white shirt. Instead of white colour, one must wear a bra closer to the skin color.
- Our favorite bra will last for life; this is not true at all. A bra has a life span of 6-9 months depending on its frequency of use and care.

New Developments

A latest development in the field of brassiere is the 'Smart Bra'. For the past 20 years, Lifeline Biotechnologies has been developing and testing a "smart bra" called First Warning Systems, it claims providing accurate screening for breast tissue abnormalities. The bra has sensitive sensors to develop their own thermal finger prints and compare with normal tissue temperature.

The Path of Positivity

Arjun Bhakliwala

3rd year, Department of Management

It is said that if we do not change our direction, we are likely to end up at our destination. This highlights the strength of optimism. Optimism is a strategy for making a better future. Unless you believe that the future can be better, you are unlikely to step up and take the responsibility for making it so. If you assume there is an instinct for freedom; there are opportunities to change things, there is a high chance of you contributing to make the world a better place. The pessimist makes difficulties of his opportunities but an optimist makes opportunities of his difficulties. Optimism has been shown to generate improved physical and mental health, longevity, performance, excellence, creativity and success in attaining goals. It is a belief system with three major components: first, the belief in your own power to make your life and future better; second, the belief that negative events in your life are not



permanent, personal or pervasive; third, the belief that positive events in your life are permanent, personal and pervasive. Optimism is about being positive, having can-do beliefs, expectations, choices and strategies, about knowing that you alone are responsible for your life and that you alone have the ability to be effective on your behalf. The optimist learns all he can from adversities and then propels himself forward toward his goals and vision. He takes credit for the things he has accomplished, savors the victories and utilizes them as fuel for the ongoing journey of dreams and discovery.



The Third Sex Gods – Their Social Prevalence

Esha Kajaria

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The terms '**third gender**' and '**third sex**' describe individuals who are categorized (by their will or by social consensus) as neither man nor woman. It may also be referred to as 3rd gender which describes individuals as neither man nor women attributing themselves to both generally called eunuchs or Hijras. They are either born without genitals or sacrifice them to a goddess (Bahucara Mata). A pamphlet was made which explained who were the people of the third sex.

References to the third sex can be found throughout the texts of India's three ancient spiritual traditions. While talking about religion on the third sex we can concentrate mainly on Hinduism, Jainism and Buddhism. The third sex has known to exist since the times of the Vedas which dates back to 1500 BC to 500 BC where the mention of a "tritiya prakriti" has been made. Also in the Hindu tradition the existence and worship of the ardhanareshwara has been seen. In Buddhism people of the third sex are referred to as "pandavas" and it is said that these people cannot achieve enlightenment in their own lives and that they have to be reborn as a complete man or woman in order to achieve enlightenment. However

nowhere is there any mention of any kind of disregard to people of the third sex.

Hijras in India often trace their origins based on which religion they follow. Hindu Hijras, for example, frequently claim that the Hijras community was legitimized largely due to the deity Ram's blessings. It is believed that when Lord Ram went to exile, he instructed all men and women to go back to living their daily life from the foot of the forest but since eunuchs were neither men nor women they stayed back waiting for Lord Ram to return. Seeing their devotion Lord Ram blessed them saying that they would become rulers when the final stage of mankind arrives. In the ancient text of Mahabharata also it seen that men transform into women (lord Krishna's 'Mohini' form). Muslim Hijras, on the other hand, often gesture towards the Arabian and Mughal parts of Asia in retelling their history. According to Muslim history eunuchs were used to guard the mosque of Prophet Mohammad in Medina. Afterwards during the Mughal era they were employed by Mughal emperors as caretakers and guards of the royal harems and the female royalty.

Eunuchs or people of the third sex see religion as a connect with the divine on a level for greater peace. During the younger ages they see religion and God



more in the lights of social rules and setting but as they grow older and mature the realisation of their loneliness dawns upon them and also the realisation of how they have nobody for them. Their connection with god and devotion towards it is far greater due to their loneliness and rejection from society.

Sri Bahucara-devi is an expansion of goddess Durga mentioned in both the Padma and Skanda Puranas. She is especially worshiped by people who wish to lose or transform their sexual identity—transgender, transsexuals, the intersexed, Hijras, eunuchs, and so on. She encourages such people to emasculate themselves through dreams and, like a mother, offers comfort and protection during the castration ceremony (or, nowadays, transsexual operation). Bahucara-mata guides her followers through their hardship and is said to bestow special benedictions upon them including the power to bless and curse others.

The two demigods, Sri Mitra-Varuna, are brothers of great intimacy and often mentioned together in Vedic literature. In Vedic literature, Sri Mitra-Varuna are portrayed as icons of brotherly affection and intimate friendship between males (the Sanskrit word mitra means "friend" or "companion"). For this reason they are worshiped by men of the third sex, albeit not as commonly as other Hindu deities. They are depicted riding a shark or crocodile together while bearing tridents, ropes,

conch shells and water pots. Sometimes they are portrayed seated side-by-side on a golden chariot drawn by seven swans.

While conducting the survey on the eunuchs it was seen some of them have visited temples of their gods and that they knew about other third sex god's as well. Also interestingly it was seen that they not only relate to Mata but to other gods as well such as Jesus Krishna etc. most of them have also attended the festival of Chammaiyavalliku .They all said that spirituality has been an avenue in their life which has helped them come to terms with their life and that with the help of spirituality they have been able to find themselves in many ways. They all also said that they have never been stopped from entering any temple.

Third sex gods exist for those who want to see them. Their social prevalence however sadly is only constricted to people of the third sex or to those local people who live in areas where these temples

are situated.

Yet when people like us go there to worship these gods we alter their symbolism in order to suit our individual mindsets.



Appreciate

Harsh Bhattar

Department of Management

- Appreciate those who have hurt you, because they strengthen your heart.
- Appreciate those who deceive you, because they improve your wisdom.
- Appreciate those who slander against you, because they improve your personality.
- Appreciate those who whip you, because they arouse your will to fight.
- Appreciate those who abandon you, because they teach you independence.
- Appreciate those who make you stumble, because they strengthen your legs.
- Appreciate those who denounce you, because they remind you of your shortcomings.



Financial Tools Used for Investment Decisions



Vidita Chaudhary, Khushboo Mittal, Anshu Priya, Medhavi Kaul, Divya Poddar, Nittu Agarwal, Karishma Ghaiee, Ashwini Bagaria, Shreya Manot & Prachi Agarwal

2nd year, Department of Commerce

"The individual investor should act consistently as an investor and not as a speculator" - **Ben Graham.**

The project deals with various financial tools which aid the equity investor in making investment decisions as they help in assessing a company's performance and reviewing its standards.

The following are the financial tools which help in forecasting and thereby facilitate decision making-

- **Comparative Statement analysis** compares line items of a single company for two specified years. It has the advantage of easy format and quick calculations and also shows whether the company is in its growing or a declining phase. However, this statement offers no linkage between items.
- **Common Size Statement analysis** exhibits the percentage of a base figure of all the items of the statement. To overcome the problem of confusion or misleading time series, these statements are used. It helps in making intercompany comparisons where structural differences are sorted. It also helps in analysing a time series. However it doesn't facilitate independent analysis as it suffers from the inability to make intra-company comparisons.
- **Trend analysis is the analysis** of financial information. It is the presentation of amounts as a percentage of a base year. It helps in the quick understanding of the growth or the decline rate of items clearly. It lacks in qualitative analysis as it is based on figures and not facts and it is also difficult to select the base year.

- **Ratio analysis** is the efficient use of ratios to interpret the performance of the firm. This simplifies financial statements which eases decision making & helps establishing standards that lead to comparability of data. This tool does not serve as a conclusive proof of the financial statements and it entirely depends upon the financial statements. If the financial statement suffers from any inaccuracy, it will have an effect on the ratios. The ratios have been categorized as Solvency, Liquidity, Turnover and Profitability Ratios.

Other analyses conducted by us include:

- **Cash Flow Analysis** is the listing of cash flows (inflow and outflow) that occurred during an accounting period. It helps in determining the short term viability of the company & shows the cash position of the business at any given point of time by measuring revenue against outlays.
- **Case Study-** The case study compares Asian Paints Ltd. and DLF Ltd. The primary aim of the case study is to show how financial tools aids in taking up investment decisions and the



secondary aim is to analyze the past performances and investment potential of these two major industries. It is worthy to note that the two companies have emerged as the market leaders of their respective industries.

- **SWOT Analysis** refers to the strengths, weaknesses, opportunity and threats of and to the company. It analyses these four areas & helps a company to tap its true potential by eliminating weaknesses.

Case Studies

REAL ESTATE INDUSTRY

Real estate in India continues to be a favoured destination globally for investors, developers and NRI's. It has a lot of growing investment opportunities. Initially the industry was yielding very high returns but due to the sub-prime crisis which involved bankruptcy of Lehman brothers and the sell process of PE firm Merrill Lynch by the Bank of America has created a recession. However, "Real estate markets do not crash".

PAINT INDUSTRY

The Indian paint industry is in its growth phase and is expected to grow at a rate faster than that of GDP. Future prospects of the industry are strong and are expected to have good growth.

The Analytical View of DLF Ltd.

On the basis of financial position and business operations, the following conclusions have been made with the help of the afore-mentioned financial tools:

- The decrease in turnover is due to low operating margin, mainly due to lower sales & change in accounting policies.
- PAT has decreased, and the ratios have been showing a negative figure which further solidifies the earlier analysis of decreasing sales.
- Fluctuating trends are noticed, but the overall profitability is satisfactory.
- Declining profits have caused an adverse effect on the returns to equity shareholders as EPS becomes negative.
- Reduction of risks in the long run by reducing the long term borrowings and short-term provisions.

- Tangible assets have decreased due to the change in depreciation method adopted.
- The small change in share capital is due to issue of shares on exercise of Employee Stock Option Plan.
- A lot of cash has been used thereby increasing liquidity in its financing activities which is repayment of long term borrowings.
- The company appeals to an investor who is ready to sacrifice returns in the short run and is ready to undertake high risks for higher returns in the long run.

The Analytical View of Asian Paints Ltd.

On the basis of financial position and business operations, the following conclusions have been made with the help of the afore-mentioned financial tools:



- It is the only paint company manufacturing peroxyacynitrates (PAN-an important raw material for the paint industry) which helps saving a lot of costs which its industry rivals have to bear.
- They have also eliminated competition in the domestic market by offering long lasting paints with the longest guarantee period.
- Demand conditions seem challenging considering the subdued economic environment. The company has maintained its financial charges at par to that of the previous year.
- Increase in revenue from operations has been credited to the expansion project undertaken in Khandala & Rohtak.
- Increasing trends of PAT, current assets and current liabilities over the years as per the fundamental trend statements.
- PAT has been satisfactory even in an unsteady economic environment.

- There has been a cumulative price increase, which is due to extensive selling costs as compared to the budgeted standards.

Investor Checklist

Extensive study of the afore mentioned tools helps to evaluate & make comparisons of the two companies on the following grounds

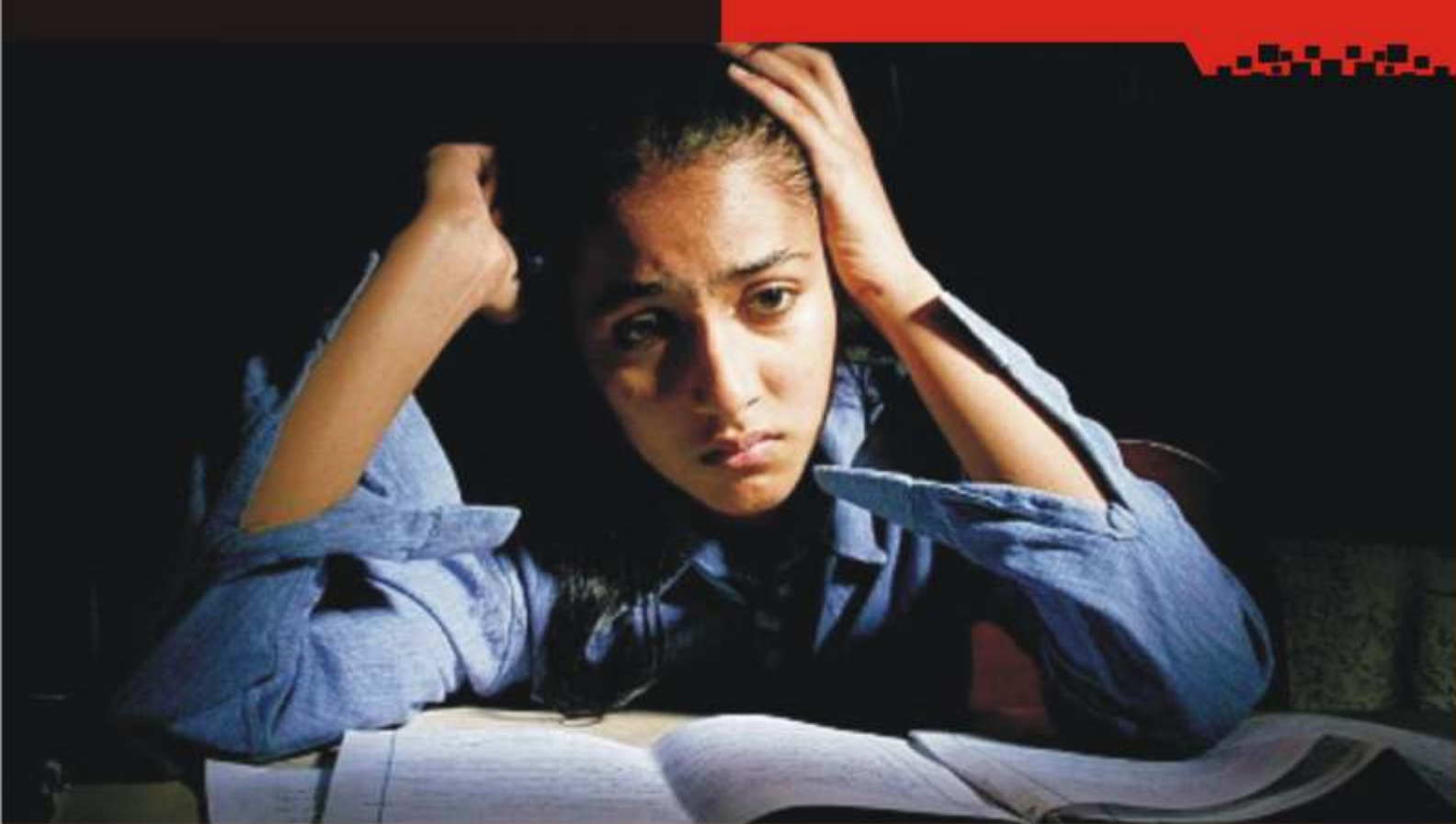
ASPECTS	DLF			ASIAN PAINTS		
	Good	Avg.	Poor	Good	Avg.	Poor
Liquidity	■				■	
Debt Equity		■		■		
Profitability	■				■	
Cash Position		■		■		
Competition Potential	■			■		
Risk Element			■	■		
Market Reputation	■			■		
Management	■			■		

Therefore, we hereby conclude that financial tools are of utmost importance while understanding a company's performance and thereby making investing decisions.



-Kathy Murphy
President Fidelity Personal Investing

"In order to control your future and live the dreams you've earned, you also have to control your financial future."



Cram. Puke. Score... Repeat

Jyoti Bhutoria

3rd year, Dept. of Management

Education in India today, has not only lost its heart but also its direction and goal. The education scenario is gloomy for both the present and future generation.

This became evident to me when last week the tutor in my MBA entrance coaching centre threw light at the MBA aspirants and made them rethink on what we have done all these years! It was an eye opener for the students there and it nudged me to share my brain waves. It was a faux pas. Well, this made me realise that there is a dire need to change certain things in the education system.

There is a pressing need to change the syllabi of various courses. It has to adapt itself so that it can appropriately cater to the changing demands of the world. The syllabi is merely theoretical than practical in nature. By theoretical, we mean that when graduates and post graduates go for jobs there learnt knowledge doesn't help them to a great extent leaving them unaware on how to handle practical situations.

Students have become exam oriented. What most of us do is just cram for exams and puke on the answer sheets without sometimes even knowing the logic and reasoning behind it. Here even high scores don't mirror a genuine picture because crammers are generally seen topping exams. In order to secure one's place at the IIMs & IITs or get ranks in institutions, one is stuffing information into their heads so that they can vomit during examinations. This curtails out-of-the-box thinking and the natural creativity one possesses. If we reflect back to our schooldays, we can recall that the only purpose we studied was to do well and not to learn something for the long run. The essence and crux of learning has been long forgotten and scribbled mark sheets have taken the priority.

In a recently conducted survey by Adobe it was found that 69 per cent of Indian educators believe that the current education system in the country was not geared towards fostering creativity. As per an international ranking, there is not even a single Indian university, including the IITs & IIMs, among the top 200 universities in the world!

To conclude, not all battles are lost as we can change the scenario in the coming years. Conventional methods now need a renovation which can be revamped if the authorities like CBSE and AICTE strive to take initiatives to give the system a makeover.



RunWay

Aachal Bhageria

3rd year, Dept. of Textile Science,
Clothing & Fashion Studies

'Runway', in layman terms, means a fashion show. A show which is put upon by a designer or a brand or a house to showcase their upcoming collection to a set of buyers and designers is called a fashion show. It's when a dress is turned into a spectacle; it's the time when the creativity of a designer takes centre stage.

One may think that the concept of fashion shows is very recent, but the first fashion show took place in 1848, in Paris, where the designer Charles Fredrick Worth first came up with this innovative idea. From then till now, fashion show has evolved greatly, what was done simply for an exclusive clientele, has become a huge media demanding event.

The big four- Paris, New York, Milan and London fashion week are the biggest fashion weeks in the world, each of the week has a history to their existence. Apart from these four there are 138 fashion weeks held around the world.

To frame a fashion show, there are some things which have to be kept in mind, the location either indoor or outdoor; the stage/the ramp which can be either 4' or 6' or 8' wide and can be of any shape, 'U', 'T', 'L', to name a few; the arrangement of seating; the space for photographers; the lighting and the music to be played during the show.

A fashion show is usually a 15-20 minute event, but for producing an effective show a lot of work goes on for 2-3 months prior to the show. Event management agencies are contacted, a director/producer is hired, and dates, venue, models, caterers, DJ, invites, lights, security, etc. are all arranged by the director/producer. Not only these, the stage, the design and even the finances are handled. The designer is the sole person who has to look after every aspect of the show. Apart from them, there are dressers, buyers, celebrities, photographers, editors and journalists, and social media that form the fashion show community. They play their part effectively in either the production (directors, dressers) or the consumption (buyers, stylists/stylists) or the marketing (editors, photographers, social media) of the show.

One must not forget that fashion shows gave rise to one of most popular career choice for young girls i.e. modelling. Modelling on its own has a very interesting history attached. A fashion show model needs to master the art of walking the ramp, their walk also known as catwalk famously.

A fashion show is encased of two performances, one which goes on the stage and other in the audience. One may think why the audience, but such shows, where the seat in the first row is like a prized possession, a status symbol, that some big designers/houses opt for especially designed software to seat their exclusive guests to avoid end minute mess ups. After all, it's the audience whom the designer has to please; it's the audience who gives the final verdict if the show was a hit or flop.

Apart from the all the glitz and glamour, it's mainly about business. It's when retail buyers appoint designers, orders are placed, money is exchanged. Not only this, a fashion week generates tourism, and boosts the economy too.

India is renowned for its own niche of designers and their creativity. When one thinks about Indian fashion shows, Lakme India Fashion Week (Mumbai) and Wills India Fashion Week (Delhi) is what comes to their minds. Both were initiated by FDCI (Fashion Design Council of India). Lakme Week started in 1999 and boasts of showcasing many international designers and supermodel like Naomi Campbell.

Lee Alexander McQueen, the British designer was the king of the runway. From "Jack the ripper stalks his



victim", his 1992 graduate collection; to "Plato's Atlantis", the last show before his death in 2010, McQueen was notorious for his theatrical and often controversial runway shows. He founded inspiration for his 'Avant Garde' collections everywhere: his Scottish ancestry, Alfred Hitchcock movies, Yoruba mythology, the destruction of the environment - even the fashion industry itself. Whatever may be the source of inspiration; the concept of his runway show came first and was crucial to the development of the collection. Every show had a

narrative and was staged with his characteristic dramatic flair.

"Highland Rape" featured dishevelled models smeared with blood staggering down the runway in torn clothes. In "Scanners", two robots sprayed paint on a model trapped on a spinning platform. In "Widows of Culloden", a hologram of supermodel Kate Moss held centre stage. His other shows had models walking through water, drifting snowflakes, rain, fire, and wind tunnels; pole dancing in garish makeup in carnival; playing living pieces in a bizarre chess game; and performing with trained dancers in a Depression-era-style marathon.

For many fashion shows maybe just any regular show, but for it's an art form, a medium of communicating creativity, vision, where both a love of clothes and art can come together and enrapture people. When this tool of expression is used effectively, it can create a long lasting impression on the minds of the onlookers.



Barrier Free Environment for the Visually Impaired



Zainab Vadnagarwala

3rd year, Dept. of Home Science

"There are no constraints on the Human mind, no walls around the Human spirit, no Barriers to our progress except those we ourselves erect ." – *Ronald Reagan.*

We as normal human beings, take sight for granted. We cannot even imagine a life without being able to see. We cannot do even simple tasks in darkness. However, there are people, without vision, doing things way beyond their capacity or even beyond the capacity of a normally sighted person. Simple tasks like walking down the corridor and climbing stairs, which we do while chatting with our friends or fiddling with our phones, tasks which we do by reflex, hardly even thinking about them and just noticing them from the corner of our eyes are actually HUGE hurdles for the visually impaired.

We need to provide an environment that is helpful for their movement, make it easier for them to do simple tasks and prevent injury to them. We should try to make them independent. A small help and understanding from us will help them achieve their goals and dreams.

What is a Barrier Free Environment?

A barrier-free environment is a space that allows free and safe movement, function and access for all, regardless of age, sex or condition, a space or a set of services that can be accessed by all, without obstacles, with dignity and with as much independence as possible. This includes buildings, roads,

parks, gardens and other places, service, modes of transportation, products of daily use, etc. There is a popular belief that a ramp and an elevator/lift is all that is needed to make a built space barrier-free. It must be clearly understood that barrier-free goes far beyond just a ramp and has many other necessary aspects. These range from door and passage widths to flooring surface, from counter heights to door handles and railings, from signage and auditory signal to tactile guides.

Fundamental Needs of the Visually Impaired

Visually impaired persons make use of other senses such as hearing or touch to compensate for the lack of vision. It is necessary to give instructions accessible through the sense of touch [hands/legs or fingers].

While walking with a white cane to spot their feet near the tip of the cane the person may bump his/her head against protruding objects. Person with limited



vision may be able to discriminate between dark and bright shades and differences in primary colours.

Design Requirements for the Visually Impaired

For people with impaired vision, orientation can be eased by the use of contrasted colors and changes in texture of the floor material. Design and plan arrangements should be simple.

Contrasting colours and warning blocks; change in texture should be used to aid the identification of doors, stairs, steps, ramps, pedestrian crossings, etc. The path of travel should be easy to detect by a sightless person using a long white cane; a guide strip (with a different floor texture) parallel to main direction of movement can be used for this purpose.

To minimize the risk of hazards, obstacles, protruding elements and low overhanging signs have to be avoided in the pathway. Hazards should be emphasized by means of illumination, combination of light and dark colours and materials and projection on the ground for protruding elements. People with impaired vision have difficulty reading signs and printed information. Blind people are restricted to

tactile reading. The main information have to be translated in Braille and visual information should be doubled with audible information, for example, in airport, lifts and buses.

As far as the built up environment is concerned it is important that it should be barrier free and adapted to fulfill the needs of all people equally. As a matter of fact, the needs of the disabled coincide with the needs of the majority and all people are at ease with them. As such, planning for the majority implies planning for the people with varying abilities and disabilities.

Barriers make an environment unsafe and cause a high level of difficulty to the user. But more importantly, barriers cause space to be out of reach, denying people the opportunity of participation in various spheres of life. This loss of opportunity is not only a loss for the person concerned but also society's loss, which misses out on their contribution. Simply put, a barrier causes exclusion and its removal is necessary for ensuring inclusion and participation of all in society.



Light and Shadow



Shradha Goenka

3rd year, Dept. of Interior Designing

'What is made by Light casts a Shadow, and the Shadow belongs to Light.' - **Louis Khan**

Light signifies happiness, positive thinking, goodness, knowledge etc. and it communicates our surrounding to us. Natural light is the one which is obtained from natural sources of light, namely, sunlight. The man-made sources of light are called the artificial light. These lights may be incandescent or fluorescent light fixtures.

A shadow is an area where direct light from a light source cannot reach due to obstruction by an object. It can be coincidental or deliberate. The idea of space designing is not simply illuminating places but designing places in such a way that shadows play a significant role in the overall scheme of design.

Quantity and quality of illumination play a major role in the effect that would be created through light and shadow. The higher the light output, the starker would be its shadow. The higher the light level, the lesser would be its effect of shadow. The higher the brightness, the lesser we see shadow in that area. A stronger contrast between light and shadow causes glare due to the intensity of the light. Applications of soft shadows can minimize it. Absence of uniformity of illuminance may cause an undesired effect of light and shadow and visual discomfort.

Application of Light and Shadow in Functional Terms

Natural light is often integrated into a building as an architectural statement and for energy savings. The orientation of buildings and the rooms in them have always been based upon the nature of sunlight in various zones.

Application of artificial light should be such that, one never has to work in his or her own shadow. It is also important to ensure that the light level and the brightness of the

light is appropriate and not overdone to cause glare and underdone to cause inconvenience in functioning.

Incandescent lights give out a warm yellowish light. They result in stronger contrast of light and shadow which is also undesirable while functioning. They may be used for general lighting of a room but they prove the best option for accent lighting. The fluorescent lights give out a cool white light. They cast softer shadows and should be preferred over incandescent lights for task and general lighting.

Different kinds of fittings also have a role to play in the effects of light and shadow, along with their heights, placements. The lower the height of the fittings or, the lesser the distance between the work surface and the fittings, the greater would be the depth of the shadow.

The uniform idea in selection and placement of fittings and fixture is that the effect of light and shadow should be balanced to avoid glare or any other visual disturbance and that the work surface should be well illuminated to avoid undesired shadows. Soft shadows are better than the strong contrast of starker light and shadows.





Application of Light and Shadow in Aesthetical Terms

The application of natural lighting in aesthetics exists from the time when the artificial light was not even developed and it continues to prevail even in the most recent times. While Hawa Mahal, Jaipur, India, is a classic example of aesthetical application of natural light in the ancient times, St. Targmanchats Church, Yerevan, Moscow, is built in the most recent times.

Artificial light is the flexible one. Lighting was applied in spaces for functional purposes and also to beautify it.

Smooth or highly polished surfaces reflect back the light, while, the rough or coarse surfaces absorb and dramatize the light and shadow effect. The projections, of the rough surfaces, would receive direct light and these projections would cast their shadow on the recessed or plain area, in the same direction in which the light falls upon them. The source of light should never be perpendicular to the textured surface because that would flatten out the contours, making it monotonous. Light from different angles would create different effects of light and shadow.

The reflectance of the surface is also responsible for the kind of effect that would be created through shadow. A transparent material would let the light to pass through it, and cast sharp and hard shadow of the outlining and a very soft and subtle shadow of the object. A translucent material would cast a soft and subtle shadow of the object. An opaque material would cast defined harder and starker shadows of the objects.

Light, creates an array of patterns through interplay of light and shadow, from fragmented, kinetic frosted patterns to rounded arcs, directional lines and projected abstract shapes. Contemporary wire-mesh sculpture can create fantastic effects whereby the pattern becomes more important than the object.

Chiaroscuro or the art of light and shade in paintings was first used during the Renaissance in the 17th century. It has been applied in paintings of different genres, since then.

Shadow Play occurs where pattern of light is the background, or negative space, and shape of shadow carries the message. The light source as well as the object may be concealed and the shadow is projected on a surface to create the ambience.

Silhouetting is an art of sandwiching an object between viewer and sheet of light. The object is outlined by the light, the brightness of which serves as negative space



Shadow Puppetry is an ancient form of storytelling and entertainment which uses flat articulated figures (shadow puppets) to create the impression of moving humans and other three-dimensional objects.

Shadowgraphy or ombromanie is the art of performing a story or show using images made by hand shadows. Performers of the art are often called a shadowgraphist or shadowgrapher.

By animating walls, floors and ceilings with a myriad designs, pattern making through light and shadow has the creative potential to transform and enrich our living spaces.

Indian Epics and its Effect on Children

गुणगोपी जीविते बाल्ये ये सुकृतं जगतात् पशु-श्रेष्ठः ।
कर्मिण्यपि इदं पौत्रे नै चरिष्यन्तं तस्यै बाल्ये ॥

Goswami Tulsidas



Sampoorna Ghosh

3rd year, Dept. of Human Development

An epic is a long poem, typically derived from oral tradition, narrating the deeds and adventures of heroic or legendary figures or the history of a culture or nation.

Indian epic poetry is the epic poetry written in the Indian subcontinent, traditionally called 'Kavya'. The two most famous and internationally acclaimed Indian epics are **Mahabharata** and **Ramayana**. These were originally composed in Sanskrit and translated thereafter into many other Indian languages.

We all know that India is a country of diversity so naturally Indian epics are also categorized into several groups. This categorization has been done mainly on the basis of language. These are:

1. **Hindi Epics:** Epics that are written in Hindi is known as Hindi epics. The first epic to appear in Hindi was Tulsidas' (1543-1623) 'Ramcharitamanas' which was also based on Ramayana. It is considered a great classic of Hindi epic poetry and literature, and shows the author's complete command over all important styles of composition. He has given a human



character to Rama- the Hindu avatar of Vishnu, portraying him as an ideal son, husband, brother and king.

2. **Tamil Epics:** Kamba who wrote Ramayan of Kamban, is one of the greatest Tamil epic poetry, based on the Valmiki Ramayana.
3. **Sanskrit Epics:** The ancient Sanskrit epics, the Ramayana and Mahabharata, also termed as itihasa (history) or mahakavya (great composition),

refers to epic poems that form a canon of Hindi scriptures.

4. **Kannada Epics:** Kannada epic poetry mainly consists of Jain religious literature and Virashaiva Literature. Asaga wrote Vardhaman Charita (life of Vardhaman Mahavira), an epic which runs in 18 cantos, in 853 CE, the first biography of 24th and last Tirthankara of Jains.

5. **Ramayana:** The Ramayana is one of the great Hindu epics. It is ascribed to the Hindu sage Valmiki and forms an important part of the Hindu literature (smrti), considered to be itihasa. The Ramayana is one of the two great epics of Hinduism, the other being the Mahabharata. It depicts the duties of relationships, portraying ideal characters like the ideal father, ideal servant, the ideal brother, the ideal wife and the ideal king

6. Kandas or the Seven Books

Kandas/ Books	Title	Contents
Book One	Bala Kanda	The origins and childhood of Rama
Book Two	Ayodhya Kanda	The preparations for Rama's coronation in the city of Ayodhya
Book Three	Aranya Kanda	The forest life of Rama with Sita and Lakshmana.
Book Four	Kishkindha Kanda	Rama meets Hanuman and helps destroy Bali's army.
Book Five	Sundara Kanda	Detailed account of Hanuman's adventures.
Book Six	Yuddha Kanda	The battle in Lanka between the \ monkey and the demon armies of Rama and Ravana, respectively.
Book Seven	Uttara Kanda	Rumors of impurity lead to Sita's banishment.



7. **Mahabharata:** One of the greatest Indian Epics, the other being Ramayana, is the longest Sanskrit epic which is divided into 18 books and 100 sub books. Besides its epic narrative of the Kurukshetra War and the fates of the Kauravas and the Pandavas princes. Among the principal works and stories that are a part of the Mahabharata are the Bhagavat Gita, the story of Damayanti, an abbreviated version of the Ramayana, and the Rishyasringa, often considered as works in their own right.

8. The Eighteen Parvas

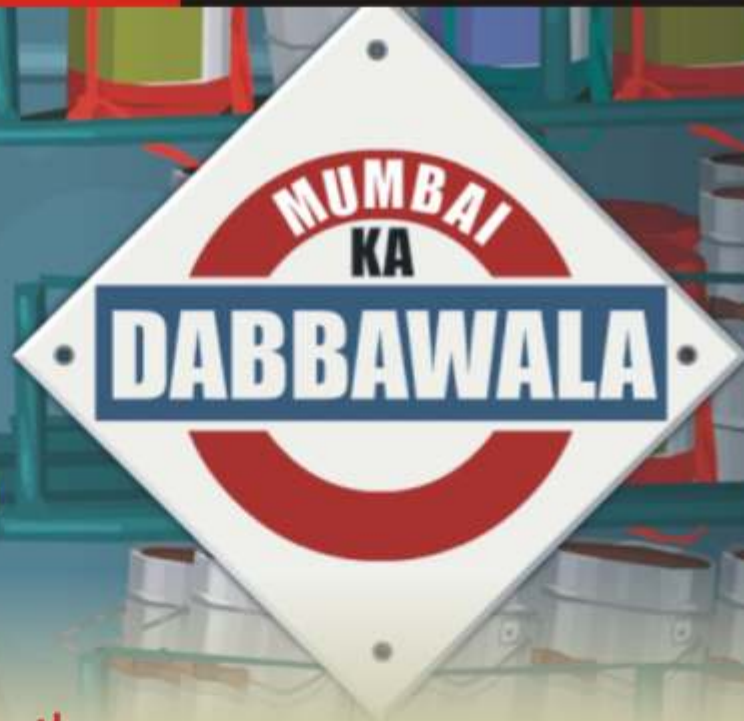
The last parvas is the Harivamsa Parva, an addendum to the 18 books, and covers some parts of the life of Krishna.

The survey conducted shows that teachers and parents think the knowledge of Indian epics is important and prefer their children to watch Indian epics telecast on television and read from books and thinks that sometimes the outfits that actors wear is not

Parva or Books	Title	Sub-Parva	Contents
1.	Adi Parva	1-19	How the Mahabharata came to be narrated by Sauti.
2.	Sabha Parva	20-28	Maya Danava erects the palace and court (sabha), at Indraprastha.
3.	Vana Parva	29-44	The twelve years of exile in the forest
4.	Virata Parva	45-48	The year spent incognito at the court of Virata.
5.	Udyoga Parva	49-59	Preparations for war and efforts to bring about peace between the Kurus and the Pandavas.
6.	Bhishma Parva	60-64	The first part of the great battle, with Bhishma as commander.
7.	Drona Parva	65-72	The battle continues, with Drona as commander.
8.	Karna Parva	73	The battle again, with Karna as commander, continues.
9.	Shalya Parva	74-77	The last day of the battle, with Shalya as commander.
10.	Sauotika Parva	78-80	Ashvattama, Kripa and Kritavarma kill the remaining Pandava army in their sleep.
11.	Stri Parva	81-85	Gandhari, Kunti and the women (stri) of the Kurus and Pandavas lament the dead.
12.	Shanti Parva	86-88	The crowning of Yudhisthira as king of Hastinapura.
13.	Anushasana Parva	89-90	The final instructions (anushasana) from Bhishma.
14.	Ashwamedhika Parva	91-92	The royal ceremony of the Ashwamedha (Horse sacrifice) conducted by Yudhisthira.
15.	Ashramavasika Parva	93-95	The eventual deaths of Dhritarashtra, Gandhari and Kunti in a forest fire.
16.	Mausala Parva	96	The infighting between the Yadavas.
17.	Mahaprasthanika Parva	97	The great journey of Yudhisthira and his brothers across the whole country.
18.	Wsargarohan Parva	98	Yudhisthira final test and the return of the Pandavas to the heaven

appropriate for children. Most of the children surveyed are aware of epics and prefer to watch the cartoon version of epics as the language is simple and easy to understand. Some of the positive impacts of epics on children are moral values, knowledge, leadership skills, sharing, friendship and respect while some of the negative impacts are violence, politics, jealousy, selfishness.

Everything has a positive and negative impact on us. However, the most important thing is what we choose and what we want to be. It depends upon parents and teachers how they present things to children- whether they are pointing out the difference between good and bad or they are letting their children and allow them to learn through experience because experience is the best way to learn.



A Case Study on the Mumbai Dabbawalas

Riya Chandra

2nd year, Dept. of Commerce

"They say a story loses something with each telling. We say let us not treat it as a mere story and pass it on to the other until nothing remains, but to learn something from it."

When was the last time we praised something?

We fail to think of the positive things that surround us. Even I was one of you, until I realized that in order to look at the negatives we should also look at the positives.

Here comes the reference to the "glamorous Dabbawalas of Mumbai".

Clad in dhoti and sporting a Gandhi cap, with a large tray of steel tiffins is the unassuming Dabbawala who sets out to work with a strong commitment to serve the community. He is a person in India, most commonly in Mumbai, who collects freshly cooked food in lunch boxes from the residences of mostly suburban office workers, delivering them to their respective workplaces and returning the empty boxes back to their customer's residence. They are a common sight for the Mumbaikars.

It was started by Hon. Mahadu Havaji Bacche in 1890, who was only 2nd standard pass. Though outdated modes of transport like the push cart or the large tray full of tiffins, or the tiffin-laden bicycles, this system of delivering lunch tiffin to lakhs of people across the

city has been going on since the 19th century, when there was a huge demand for home-made lunch to be delivered to a growing working middle class population; which till date does not show any signs of dying.

The Mumbai Tiffin Box Suppliers Association (MTBSA) is a streamlined 120-year-old organization with 4500 semi-literate members who provide quality door-to-door service to a large and loyal customer base. The Dabbawalas comprise men and women who are 8th standard pass. Not only does this





profession allow them to earn, but also allows them to fulfil their dreams of satisfying others' hunger which gives them immense "Job satisfaction". They think their customers are "God" and serve food as an offering to God. This makes them the "Jewels of Mumbai".

More than 175,000 boxes are transported every day in the city. From the point of origin to sorting out the tiffins to transporting them through the busy Mumbai traffic, local trains and bicycles; till delivering the right tiffin to the right person, all the steps are executed with precision and team work through all the seasons. Customers put salaries in cash in the empty tiffin box to send the money safely home. Wives hand over wallet, cell phones, if forgotten, to be delivered to their husband's offices. Customers also include school children. Everything all moves quite punctually without any delay.

They have strict rules and regulations which one has to abide by. They have an indigenous coding system on each tiffin box like VLP9EX12 which can be decoded. Qualities like passion, commitment, consistency, 100% execution, accuracy, dedication, time management and customer satisfaction are possessed by every dabbawala. Logistics are achieved 24 hours, 7 days and 52 weeks, i.e. every day and every time. They are committed to their work and it has never happened that a dabbawala has failed to deliver. It's impossible.

Prince Charles had visited them during his visit to India. He had to fit in with their schedule, since their timing was too precise to permit any flexibility. He also invited them as a special guest to his wedding in London on 9

April 2005. They also met Sir Richard Branson, Chairman of Virgin Atlantic Airways & Virgin Telecommunications when he visited India for the promotions and launch of his airlines in India.

They also have the World record for best time management. They have Six Sigma Rating: 99.999999%. This implies that the dabbawalas make less than one mistake in every six million deliveries. They have their name in the "GUINNESS BOOK of World Records". They even got invitations for guest lectures from IIML, IIMA, IITs, Harvard, Oxford and Cambridge. Owing to the tremendous publicity, some of them were invited to give guest lectures in top business school which is very unusual. Recently they were also seen playing an important part in the Oscar nominated movie - "The Lunch Box". They have always attracted the attention of the media and there are many articles and documentaries based on them and the list of their achievements and laurels earned is never ending.

Today, when we all have become so tech savvy, these dabbawalas have no technological backup except for the train. They have been going strong for the past 120 years and are at the peak of their success, while we cannot think without technology, even for a day. There is a lot to learn from their tireless striving to attain perfection, unfailing regularity, unwavering discipline and most importantly their spirit of service. For them "work is worship."

When in today's world, all we see is corruption and the wrong that is happening around us, they serve as a perfect example of the 'good' that is still left in our country. When all that we see and talk about are the wrongs, these dabbawalas are "the light at the end of the tunnel."



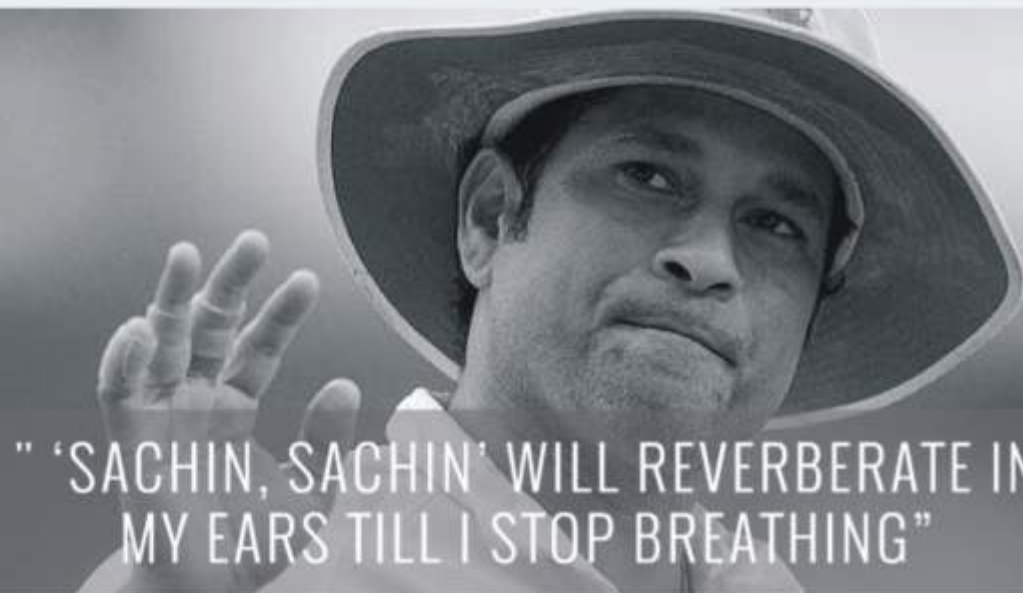
Cricket God-bye!

Rajat Agarwal

3rd year, Dept. of Management

- I couldn't afford to miss out on this phenomenal story. So here I am, teetering a pen picture of the moment nostalgic to a billion Indian hearts for whom cricket is not 'just' a sport but a religion which unites all and Sachin is it's GOD!
- In a country where every child chooses to be a cricketer in his fancy days, the past few days were the times where the whole country stood still.
- Breaking In: The God of cricket, Sachin Ramesh Tendulkar, retires.
- It was Sachin's 200th and the final test which was held in Mumbai. People from various pockets of the world came down to witness "the run machine" play for the very last time. It was a sentimental sight at the Wankhede Stadium in Mumbai, as he walked back to the pavilion after being dismissed at 74. The cameras zoomed in, the giant screen captured him, the crowd stood, clapped and screamed. Legends leave behind legacies, people leave behind memories, and he is a true legend in every sense of the word one can think of! The farewell speech delivered was a

heart rendering acknowledgment he made to everyone who had contributed to his success and the reason of him being there. The dream journey he embarked on 24 years ago had come to an end. The speech that moved a captivated audience was a flashback of how he had evolved over the years. From parents, wife Anjali and kids - Arjun (14) and Sara (16) to childhood friends, from media to fellow players he didn't miss out on expressing his gratitude. His eyes moist, voice choked and the audience wooed as emotions came flooding. It was unbelievable for him to part from those 22 yards he had spent his life on. Life isn't a bed of roses for him, and it's not meant to be. He recalled the injuries he faced and when his career seemed



" 'SACHIN, SACHIN' WILL REVERBERATE IN MY EARS TILL I STOP BREATHING"

to take an unknown path. He didn't give up and this is what made him what he is today.

- He has been and will always continue to be known as one of the finest gems India has ever produced, a youth icon and a stream of inspiration at which millions look up to. The records he made in his journey speak a thousand words about his consistency, perseverance, passion and commitment to sport. To add another feather to his cap, he would become the youngest, first sportsman to get a Bharat Ratna. He not only left a huge mark in the pages of world cricket history but also in a million hearts.
- The memories you have left with me will always be with me forever and ever, especially "Sachin, Sachin" which will reverberate in my ears till I stop breathing...



Music -Nature or Science?

Ayesha Kedia
1st year, Dept. of Commerce

Music, if anatomized with a philosophical interpretation, then it is the pulse of human emotion evolved from human passion, prompted by human reflections, notions and experiences. It is an amalgamation of human experiences, feelings and thoughts which translates into a definite but rhythmic pattern which could be either balmy and soulful or dismal and jubilant. When such colors of emotion are rendered a specific tune through any of the musical instruments, it transpires into music. Thus, music is just not a self-revelation, but also a dexterous art of playing a musical instrument.

Though music is an expression of one's inherent talent which attributes to nature, but sans scientific contribution, it remains in its latent form, never exposed to humanity, as it is the musical instrument that renders to human emotion and passion a mellifluous tune or melancholy strain. Music, an art that keeps us alive, robs from us the agony and tension caused by daily chores. Such a miracle is a great contribution to science and technology cocktailled with an innovative human mind. In a nutshell, the linear equation of music is a creative mind, discovery and invention.



Missionary Approach: Exploring Nun Hood

Anju Kahitan

3rd year, Dept. of Human Development

A Nun is a member of a religious community of women, typically living under the vows of poverty, obedience and chastity.

Usually, people use the word Nun and Sister as a synonym. A Nun is a member of a religious order who takes "solemn" vows through which she renounces all her properties and inheritances. She lives a contemplative life of prayers and meditation, whereas a Sister is a member of a religious order who takes "simple" vows through which she is allowed to inherit properties and she lives an active life of prayers and service to the needy, sick and the uneducated.

There are three major steps to become a Nun:

- Aspirancy is a period in which a women manifests (sees) positive indication to our life spent within the enclosure for further discerning that call.
- Postulancy is a period in which a woman enters a Convent. It is a period of 6 months to 1 year. It is testing for life.
- Novitiate is a period in which she lives the life of a religious institution. It is a period of 1 to 2 years. She takes the temporary vows and after a period of 3 years and not more than 6 years, she puts her petition forward to take the permanent vows.

There are three different types of Nuns:

- **Monastic:** They are most devout of all the three and they live and work in the monastery and daily reciting of their divine office. Examples of the monastic orders include Benedictines, Basilians, Trappists and Cistercians.

- **Mendicants:** They do not live in the monasteries and support themselves through alms (goods and food given to the needy). Examples of the mendicant orders include Dominicans, Carmelites, Augustinians, Trinitarians and Franciscans.
- **Canons & Clerics:** They regularly recite the divine office and may also head a parish. In a similar category, there are the clerics regular, which include the Jesuits, Barnabites and Somascans The main characteristic of a Nun is that they wear their specific outfits and headdresses and devote their time to their religion. Nuns are known to be dedicated to the study of their religion and to be helpful to others in the service of their religious beliefs.



- **A day in the life of a nun:** They have a very scheduled life and they live an everyday life of mutual support and concern for their community members.

The first service of the day is the Matins Laud which is at 2am. After this service, she would go back to bed and wake up at the first light of the day and have a breakfast of bread and beer.

The second service is the Prime which is at 7am. They would meet in the Chapter House where the writings are read out from the Bible.

The third service of the day is the Tierce which is at 9am. After this service, the Nuns occupy themselves with the work within the Convent.

The fourth service of the day is the Sext None which is at noon. After this service, the Nuns have their lunch in silence where a Nun reads out from a book. After lunch, they would again return to their work.

The fifth service of the day is the Vespers which is at 5pm. After this, the Nuns would have their light supper.

The sixth service of the day is the Compline which is at 7pm. After this, the Nuns go back to their bed.

Religious habit of a Nun is a distinctive set of garments worn by the member of their religious order.

White Coif: Headpiece and a white cotton cap and a white wimple to cover their cheeks.

Holy Habit: Central piece of garment. It is a tunic which is draped around to the ground.

Woolen Belt: It is worn across the waist and it is made up of black woven wool.

- **Rosary:** It is made up of wooden beads and is hung from the belt.
- **Cross:** A cross of silver is worn around the neck.
- **Ring:** A silver ring is worn on the left hand only after taking the "solemn" vows.
- **Shoes:** Simple black shoes.
- Vows are oaths which a Nun takes after entering the phase of Nunhood. There are three major types of Vows.
- **Vow of Poverty:** It is a call from God to give up all the worldly possessions.
- **Vow of Chastity:** It is to remain pure and a virgin. It frees the human heart in a remarkable manner.

- **Vow of Obedience:** To be obedient to Jesus and submit oneself to the authority of the Church.

Prayer is a personal communication with God. It is very essential in the life of a believer.

There are five types of Prayer:

- Prayer of Adoration means saying "God, I love you."
- Prayer of Thankfulness means thanking God for showering his blessing on us.
- Prayer of Confession means to accept the wrong deeds and to straighten out issues with God.
- Prayer of Intercession means to pray for others.
- Prayer of Petition means praying for one's needs and wants.

They enter into the phase of Nunhood because they



want to serve the poor and they believe that they get a Divine call from Lord Jesus. The motive behind choosing this life is because they want to educate the poor children and redeem them of hunger. They spend their entire day mostly in prayers and preparing mid-day meals for the poor people. Nuns are often questioned about their divinity and chastity. They meet their family and relatives during festive occasions like Christmas. Although it is not easy for them to leave the mainstream society and live life in prayers and contemplation.

Nunhood is a strong belief in God. The Life of a Nun is all about compassion, acceptance, respect, listening, trust and service to Humanity.

absence of something. You can have low light, normal light, bright light, flash light.... But if you have no light constantly, you have nothing and it is called darkness, isn't it? In reality, there is nothing called darkness.

Will you be able to make darkness darker?

Prof: So what is the point you are making, young man?

Student: Sir, my point is your philosophical premise is flawed.

Prof: Flawed? Can you explain how?

Student: Sir, you are working on the premise of duality. You argue there is life and then there is death, a good God and a bad God. You are viewing the concept of God as something finite, something we can measure. Sir, science can't even explain a thought. It uses electricity and magnetism, but has never seen, much less fully understood either one. To view death as the opposite of life is to be ignorant of the fact that death cannot exist as a substantive thing. Death is not the opposite of life but just the absence of it. Now tell me, Professor. Do you teach your students that they evolved from a monkey?

Prof: If you are referring to the natural evolutionary process, yes, of course, I do.

Student: Have you ever observed evolution with your own eyes, Sir?

(The Professor shakes his head with a smile, beginning to realize where the argument is going.)

Student: Since no one has ever observed the process of evolution at work and cannot even prove that this

process is an on-going endeavor, are you not teaching your opinion, Sir? Are you not a scientist but a preacher?

(The class is in uproar.)

Student: Is there anyone in the class who has ever seen the Professor's brain?

(The class breaks out into laughter.)

Student: Is there anyone here who has ever heard the Professor's brain, felt it, touched or smelt it? No one appears to have done so.

So, according to the established rules of empirical, stable, demonstrable protocol, science says that you have no brain, Sir.

With all due respect, Sir, how do we then trust your lectures, Sir?

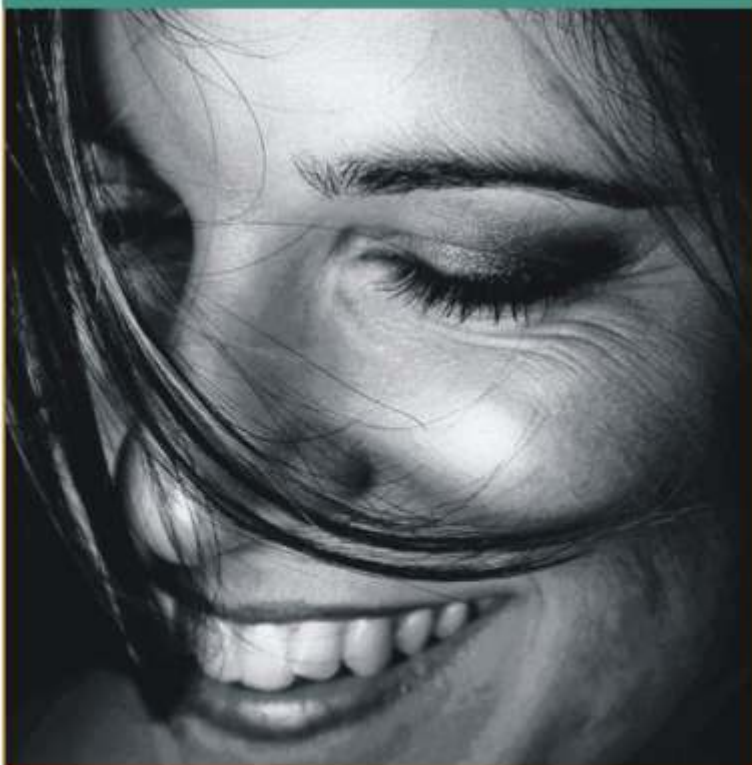
(The room is silent. The professor stares at the student, his face unfathomable.)

Prof: I guess you'll have to take them on faith, son.

Student: That is it sir! The link between man & God is FAITH. That is all that keeps things moving & alive.



HAPPINESS is the way...



Gautam Bhansali

3rd year, Dept. of Management

The root desire of every human being is to be happy. Everyone wants to be happy. They think that their actions might lead them to happiness so they perform the act, paying no attention to where their actions might lead them to.

Just for the sake of happiness some people get caught in the web of bad habits such as smoking, drinking, rash driving, abusing. Each of these habits makes them experience the happiness which already exists in them about which they are unaware of.

Happiness already exists in each one of us equally, but then why are some people happier than the rest? This is just because they enjoy it, share it, and radiate happiness wherever they go.

People attach people, things, situations and events to happiness but the real happiness does not depend on any person, circumstance, or situation. You can be perfectly happy even in the midst of all difficulties. It only takes one decision to be happy.



A Theatre of Screams! 6 reasons why Manchester United is struggling under David Moyes

Abbas Jamil

Department of Management

When Sir Alex Ferguson left Manchester United after being in charge for 27 years, many might not have expected new manager David Moyes to win the Premier League in his very first season. However no one could have also predicted that United would be languishing in 7th place in the league at this stage of the season.

United have lost 8 out of their 27 games to date, winning just 13 (having drawn 6), leaving them 8 points adrift of a fourth and a place in next season's UEFA Champions League. They have also been knocked out of both domestic cup competitions, having been beaten at home to Swansea in the 3rd round of the F.A. Cup and lost a Capital One Cup semi final to Sunderland on penalties. Their qualification for the knockout stages of the Champions League, where they face Olympiakos in the Last 16, is the only real positive in a – in relative terms – disastrous campaign so far.

United, dominant for so many years with Ferguson at the helm, have never finished below the top 3 in the 21 year history of the Premier League. A failure to finish in the top 4 would mark the first time when United have not participated in the UEFA Champions League since the 1995/96 season, but their most realistic chance – and it would appear to be a long shot given their form this season – of qualifying for next season's premier European competition is by winning this year's Champions League.

This struggle cannot be put down to a singular reason, such as Moyes replacing Ferguson, but it is

down to a multitude of reasons, many of which intertwine. Here are six main reasons that have culminated in the Red Devils' plight.

The Ferguson Factor

The first reason, and perhaps the most obvious one, is the fact that Sir Alex Ferguson is no longer the manager of Manchester United. He had been long established at the club, managing the team for close to 27 years. In that time, United achieved unprecedented success, winning 13 league titles, two European Cups, five F.A. Cups and four League Cups.

So for a manager as successful as that, who more importantly had a strong presence, to leave the club would have a huge psychological impact on the players. They weren't at a club that changed their manager every five minutes and Sir Alex, in many ways, was Manchester United.



The players now knew that it wasn't Ferguson on the touchline.

Not just the players that might be affected by the lack of Ferguson but perhaps the officials as well, who often were seemingly fearful of the Scot. Many point towards this as being the reason for United getting the benefit of many dubious decisions, particularly at Old Trafford.

Overhaul of Backroom Staff

Ferguson's exit prompted majority of his backroom staff to leave. (Most notable assistant manager Mike Phelan and first team coach René Meulensteen.) New manager David Moyes brought his own people in, including his assistant from Everton, Steve Round and Phil Neville as a coach, who had retired as an Everton player at the end of the previous season.

The problem with an overhaul is the lack of continuity and thus a lack of experience in dealing with recurring injury problems with certain players, and man management of the elder statesmen in the team – in terms of training schedules, regularity of appearances and therefore keeping them fresh – which Ferguson and his team were renowned for.

Injuries

Manchester United have struggled this season with injuries. For instance key front men- Wayne Rooney and Robin van Persie, who have spent extended periods on the sidelines. Having one of the two out is not ideal, but when two of the team's best players are out at the same time, it leaves them struggling for goals and creativity.

With the other two strikers, Javier Hernandez and Danny Welbeck, also having time on the sidelines, United has often been left short up front. Such has been their struggle at the back with injuries. United has not been able to establish a solid and consistent back four. Rio Ferdinand, who had a solid 2012/13 season, has only been to start 7 league games.

Things haven't been much better in midfield, with new signing Marouane Fellaini missing a major chunk of the season sidelined with a back problem, and wingers Nani and Ashley Young having their own issues, as well as key man Michael Carrick, amongst others.

An Ageing Squad

For players such as Ryan Giggs, Rio Ferdinand and Nemanja Vidic, (key players in recent years) it might

just be one season too far. Giggs is now 40 and in a part time coaching role as well, and is expected to retire at the end of the season. Vidic has already announced he will leave. Ferdinand's future remains uncertain as he has been struggling with injury and Patrice Evra might also follow Vidic out of the exit door.

The form of the above players, the first three mentioned particularly, has not been up to the previous high standards this season.

It could be that they are disheartened by the departure of Ferguson. It could well be the change in backroom staff and training methods that have contributed to their relatively poor form as well.

The problem is that United has not got the players ready to step in to the fray of the quality that they were in before. Younger players such as Phil Jones,



Chris Smalling and Adnan Januzaj haven't quite reached their peak yet.

Minimal Transfer Activity

The only major arrival in the summer was the capture of Marouane Fellaini from Everton and the signing of Wilfried Zaha, who had spent the remainder of his previous season back on loan at old club Crystal Palace.

Fellaini has failed to make an impact and missed most of the season due to injury. Zaha, who hasn't really been given a chance, has been sent on loan to Cardiff in January since then.

Premier League winning teams cannot afford to rest on their laurels, as Manchester City found out last season. United's failure to capture big names can perhaps be attributed not just to the managerial change from Ferguson to Moyes, but also to the resignation of Chief Executive of David Gill, who was replaced by Ed Woodward. Ferguson and Gill made a great team when it came to transfers. The lack of experience of Moyes and Woodward saw United leaving the Fellaini deal to the last minute. They spent more than what they would have had to if they'd signed him 4 weeks before.

United needed to buy a few top quality players to continue playing at the standards they are used to. The January acquisition of Juan Mata is likely to prove too little and late, with regards to this season in any case.

Tactics

In the wake of United's 2-2 draw with Fulham, the then-Fulham boss René Meulensteen described United's tactics as "predictable" as he saw a dominating Red Devils launch 81 crosses into the box, which he said was easy to defend against. The result was described by Moyes as a 'new low' after seeing his side once again lack a cutting edge in the final third.

Of course, it can take a new manager time to get accustomed to the strengths and weaknesses of a new squad, and how to best employ these players in varying roles. Given the success that José Mourinho and Manuel Pellegrini had in their first year at Chelsea and Manchester City respectively, this may seem to be just an excuse.

However, managers need to be given time, it's no good getting rid of them on the basis of short-term under-performance, but it is something that Moyes will need to get right as soon as possible if he is to see out the remainder of his six year contract.



THE FREEDOM OF FORGIVENESS

Forgiveness

Priyal Kallani

3rd year, Dept. of Management

'God knows all about your sins but still loves you.' This focuses on the concept of forgiveness. The ability to forgive others can be challenging but whether you have been betrayed, feel abandoned or experienced the loss of a loved one, it is said that embracing forgiveness is essential for moving on and healing

your emotional wounds. Forgiveness is not like instant coffee. There are layers that you go through and you have to pull back the layers. You have to look at yourself and your responsibility in the matter. Forgiveness is something that you do for yourself and not for others. When you forgive, it does not mean that you have given approval to what happened. Rather, it means that you are giving yourself the permission to move on with your life. Forgiveness is a choice. Don't wait for it to just wash over you all of a sudden. You have to choose it. The pain of what happened is inevitable but continuing to suffer is optional. You only can control yourself. By constantly reliving the pain of what happened, you are giving your power away to the person who wronged you. Do not cling to negative feelings. Anger is nothing more than an outward sign of hurt, fear, guilt, grief or frustration. While the pain may never completely disappear, forgiveness can help you release the anger and bring those in your life closer to you. The poison of non-forgiveness can ruin health and life. Lastly, remember that the act of forgiving is our seed of obedience to The Lord's Word. Once we have sown our seed, he is faithful to bring a harvest of blessing to us one way or another.

Bhaag CINEMA Bhaag...

Anonymous

Cinema is a screen of excellence, talent, creativity, colours and grandeur. It's an auspicious blend of skills, the beauty of people and the non-living, resulting in magic on celluloid. In India, all this started long back in the year 1913 with Dadasaheb Phalke showing and exploring a path which has gone miles today and what is now called 'Bollywood'. Earlier cinema relied only on talent. The abundance of skills, whether onscreen or off-screen, over poured. Actors like Nargis, Madhubala, Guru Dutt, Geeta Dutt and directors like Raj Kapoor and Shakti Samanta have left some wonderful piece of work in the sands of time. Although back then resources were limited but still some very talented people have managed to leave behind an exhibition of outstanding work. As time passed, cinema has evolved. It has adapted itself to the changes in time and tastes of people.

Somewhere, nowadays, I feel cinema has become a victim in the hands of the audience and box office numbers. If we focus only on the 2013, how many films have touched your heart? How many films you would like to relate to our Indian cinema in the future years?

I find very few. The essence of cinema has moved aloof from that of earlier days and now cinema is left at the mercy of 'Lungi dance' and 'Gandi baat'. Fortunately last year, when I saw Bhaag Milkha Bhaag, I was filled with a charming experience, an emotion not to be subdued. The film immortalized on screen the life story of the legendary Indian athlete, the 'Flying Sikh', Milkha Singh. The extremely exquisite work of the actors Farhan Akhtar and Divya Dutta together with the director Rakeysh Omprakash Mehra have carefully knit a drama full of thrill, emotions, tragedy, realism and triumph. It's a kind of cinema which takes one through a patriotic and exceptional feeling. The film perfectly goes to describe talent and business both and providing people with an awe-inspiring experience at the same time. Milkha Singh has set Indian cinema back on the

track now to participate in the run of World cinema. If more films like this are to be made then definitely resting on the shoulders of Bhaag Milkha Bhaag, we can join in the anthem '**BHAAG CINEMA BHAAG**'.





Elixir of Progress

Ankita Mittal

3rd year, Dept. of Human Development

The application of better solutions that meet new requirements, unarticulated needs or existing market needs is the core of progress in each and every field. Innovation acts as a catalyst to growth, associates to new phenomenon that are important and aids in comfort, convenience, efficiency in everyday life.

Thanks to the exponential rise in processing power and the digitized information, computers are increasingly able to perform complicated tasks more cheaply and effectively than people. "Robotics" can be easily called copy sets of human actions. Computers conduct a superior biometric or financial data analysis than the ones made by doctors or accountants. Designers invented products which humanity never thought that it would need, and now cannot do without. Social networking sites such as Facebook which has more than 1 billion active users and search engines like Google perform an average of 50 billion searches per day. The jobs created in these fields leads to new, productive society. The concept of chain stores like Wal-Mart with 2.1 million employees and McDonald's with 1.9 million employees have drastically contributed towards richer and wealthier society. The setting up of Indian Innovation Fund (IIF) with the joint effort of National Innovation Council (NInC) and Ministry of Micro funds & Medium Enterprise (MSME) in India proved to be a major step for people with ideas but no funds.

The effect of today's technology has always cost people their jobs. In Industrial revolution, artisans and weavers were swept aside by the mechanical loom. Over the past 30 years, the digital revolution has displaced many mid-skilled jobs. For the workers the dislocating effect of technology is much more than its benefits. Worse, it seems likely that this new wave of technological disruption to the job market has only started. From driverless cars to clever household gadgets, innovation has the potential to destroy even those jobs which have remained untouched. According to a research conducted by Oxford, nearly 47% of the jobs are going to be automated in the next decade. The social effect seems to be huge. Jobs most at risk are lower down the ladder whereas skills least vulnerable to customize tends to be higher up and the income gap may prevail.

It is high time to understand that only through education this dislocation can be prevented. Creativity will set humans apart from computers, thus improving a worker's fortune. Yet, people who are taught their activities will still remain unequal in a world which is increasingly economically polarized. Many will find their job prospects dimmed & wages squeezed.

Innovation has brought great benefits to humanity and nobody in their right mind would want to return to the world of handloom weavers. However benefits of technological progress are unevenly distributed and it is up to the government to spread them evenly.





Like

facebook
FACEBOOK

What would you do if Facebook shuts down tomorrow???

Archana Soni

3rd year, Dept. of Human Development

What if Facebook, arguably the world's most influential Internet powerhouse, was to be shut down at noon tomorrow? Can you imagine what would happen if you no longer had access to your Facebook friends, photos, messages or Facebook chat? What would over 500 million users do instead of spending a mind-blowing 700 million monthly minutes on the social networking king? The end of Facebook fever would be very difficult for many people to handle, which really says a lot about what Facebook has done to our society. To some, the idea of Facebook ceasing to exist is an exciting one. No more waking up to engagement photos, ultrasound pictures or statuses about a new job or internship. Essentially, all the shameless self-promotion that is made so easy to do on Facebook would end. AHH!! what a glorious thing. Some of you are thinking,

"What are they waiting for? Let's shut it down today!"

However, it's not that simple. As isolating as Facebook may seem at times, it has actually done a lot to improve our real-life relationships and expand our networks. There you have it: Facebook users are more connected and supported than those who don't use Facebook. Facebook has changed the way that people interact with each other on a daily basis, which means that it would be suitable that people would be forced to revert back to their stone-age social networking skills. Personal relationships would, most likely, become more of an important thing to people, as they no longer maintain stability to use Facebook to keep up with friends and family. In addition, I believe that people would revert it to a quality over quantity approach while dealing with friends and family. Facebook makes it easy to maintain a large number of friends, though these relations might not always be deep and meaningful. Without Facebook, people would be forced to keep up with the relationships and friendships that mean the most to them proactively. Facebook would no longer be there as a crutch to them and their social life.

That is not, to say that social networking would disappear altogether if Facebook went bye-bye. Facebook's connectivity would very likely to be replaced by Twitter. Twitter would inevitably become the go-to social media site, where people would stay up-to-date with their friends by way of tweets. The moral of the story, here is that so many people have developed such an attachment (and often an unhealthy one) to Facebook that, if it were to vanish, they would have a hard time adapting to what once called 'Normal Social Etiquette'.

"But One Thing Is Sure....If Facebook Ever Shuts Down. You'll see people roaming on the streets shoving pictures on others faces and screaming 'Do You Like This?!?!.....Do



CREATIVE LOGO

Some Interesting Facts Logo speaks

Arjuni Mukherjee

Department of Management

Amazon.com



This logo doesn't seem to hide much at first sight, but it gives you a little insight in the philosophy behind the brand. First of all, the yellow swoosh looks like a smile: Amazon.com want to have the best customer satisfaction. The swoosh also connects the letters a and z, meaning that this store has everything from a to z.

Fedex



This is probably one of the best known logos with a hidden meaning. If you look closely, you'll see an arrow that's formed by the letters E and x. This arrow symbolizes speed and precision, two major selling points of this company.

Continental



Continental is a manufacturer of tyres. You could actually see this in their logo, because the first two letters create a 3-dimensional tyre.

Toblerone



Toblerone is a chocolate company from Bern, Switzerland. Bern is sometimes called 'The City Of Bears'. They have incorporated this idea in the Toblerone logo, because if you look closely, you'll see the silhouette of a bear.

Baskin Robbins



The old logo of Baskin Robbins had the number 31 with an arc above it. The new logo took this idea to the next level. The pink parts of the BR still form the number 31, a reference to the 31 flavours.

Sony Vaio



Sony Vaio is a well known brand of laptops. However, did you know that the name Vaio logo also had a hidden meaning? Well, the first two letters represent the basic analog signal. The last two letters look like a 1 and 0, representing the digital signal.

Unilever



Unilever is one of the biggest producers of food, beverages, cleaning agents and personal care products. They produce a huge amount of different products and they wanted to reflect this in their logo. Each part of the logo has a meaning. For example: the heart represents love, care and health-feeling good, a bird is a symbol of freedom. Relief from daily chores—getting more out of life.

Formula 1



At first, this logo might not make much sense. However, if you look closely, you'll see the number 1 in the negative space between the F and the red stripes. I also love how this logo communicates a feeling of speed.

Let's Get Real!

Ayesha Kedia

1st year, Dept. of Commerce

Should people respect and tolerate everyone's opinions, or should people take a stand against opinions they consider being wrong?

Most people try to be fair to others and respect their opinions. It is sometimes difficult, however, to be open to and accepting of all opinions, especially when the people expressing them are obviously uninformed or mean-spirited. It is more important to point out to others what they are doing and saying wrong than to try to tolerate every opinion. The parents teach their children to respect elders and concur to what they say. However, the child should not try to accept every opinion and advice, even when it comes from his parent, because any individual can be mistaken. One should learn to respect 'behavior' and not 'elders', primarily because if an individual's behavior causes another individual to swerve from his or her mundane habits and delve unknowingly into something sinful, it can affect the other person. Also, if an individual's behavior is harmful to another in anyway, it may affect him physically, mentally and even emotionally.

For instance, students face cut-throat competition in whatever they choose to do. The ones who excel in a certain field are often envied by some of the others who are part of the same field, and not always congratulated by them for the same. Also, sometimes it so happens, that their friends are only the ones who envy them, conspire against them, and even instigate others to do the same. They also stop being there for them even when they are in dire need of their help – obviously! Only because they have unnecessary, silly problems with them. This often makes them less attached to their friends, which in turn, diverts their mind and deviates them from the right path. They then begin to deteriorate in their grades. They also tend to change as a person as they are unable to comprehend their mean-spirited friends, by imbibing the negative traits in them. The only solution to this is that they are not supposed to listen to others and accept their wrong ideas, but do what is

right. They should not be in need of any kind of motivation to excel. They should know that they are capable of being a perfectionist, despite the discouraging and deceiving attributes of their friends that want them to deter from adhering to the acceptable path.

It is not always true that people always try to misguide others intentionally. Sometimes a person advises another to do wrong unknowingly, because he considers that wrong to be right. Such people should be forgiven when they realize their mistake. The one who forgives should then try to forget what happened. One should take a stand against what they consider to be wrong, and not respect and tolerate everyone's opinion. If one is not gullible, he/she will definitely point out to others when and where they are wrong and try to change their incorrect opinion with the correct one. Truth is, a person who is really good, and true to himself, will never change for the worse, even if he is in the company of a wrong set of friends. Instead of bringing about a negative change in himself, he is expected to change his wrong set of friends into the right one, by teaching them the right traits, and not learning the wrong ones from them. Always remember, if you are good to all those who try to harm you, one day they will be guilty. Just be careful and wise enough to not get influenced by their wrong deeds.





Education is the Only Way to Progress

Ayesha Kedia

1st year, Dept. of Commerce

Education and civilization compliment each other. Befitting education, if imbibed profoundly, not only serves the person to be judicious and pragmatic but also makes him innovative and inventive. Through the womb of innovation, the birth of progress takes place. Though the art of innovation is more of an inherent attribute, but to render it a concrete and meticulous form, education is mandatory. Education harbors knowledge, chisels intuition, prunes a character and fuels the power of conviction and justice, which is a stepping stone to a thriving civilization and blossoming prosperity. The wheel of progress is disabled through ignorance, prejudice and superstition, and all these destructive attributes can be waned through the torch of education.

Education is imparted through various facets – Books, Life and Nature.

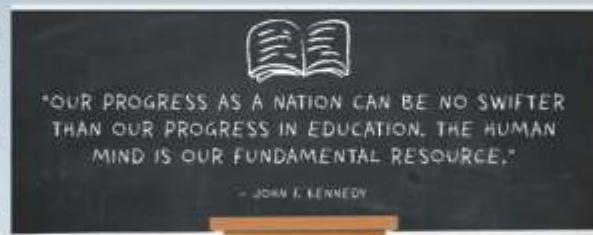
Education promotes our imagination and renders it in a practical shape through experiments and inventions, adding to progress and enhancing civilization. Self-restraint, endurance, patience,

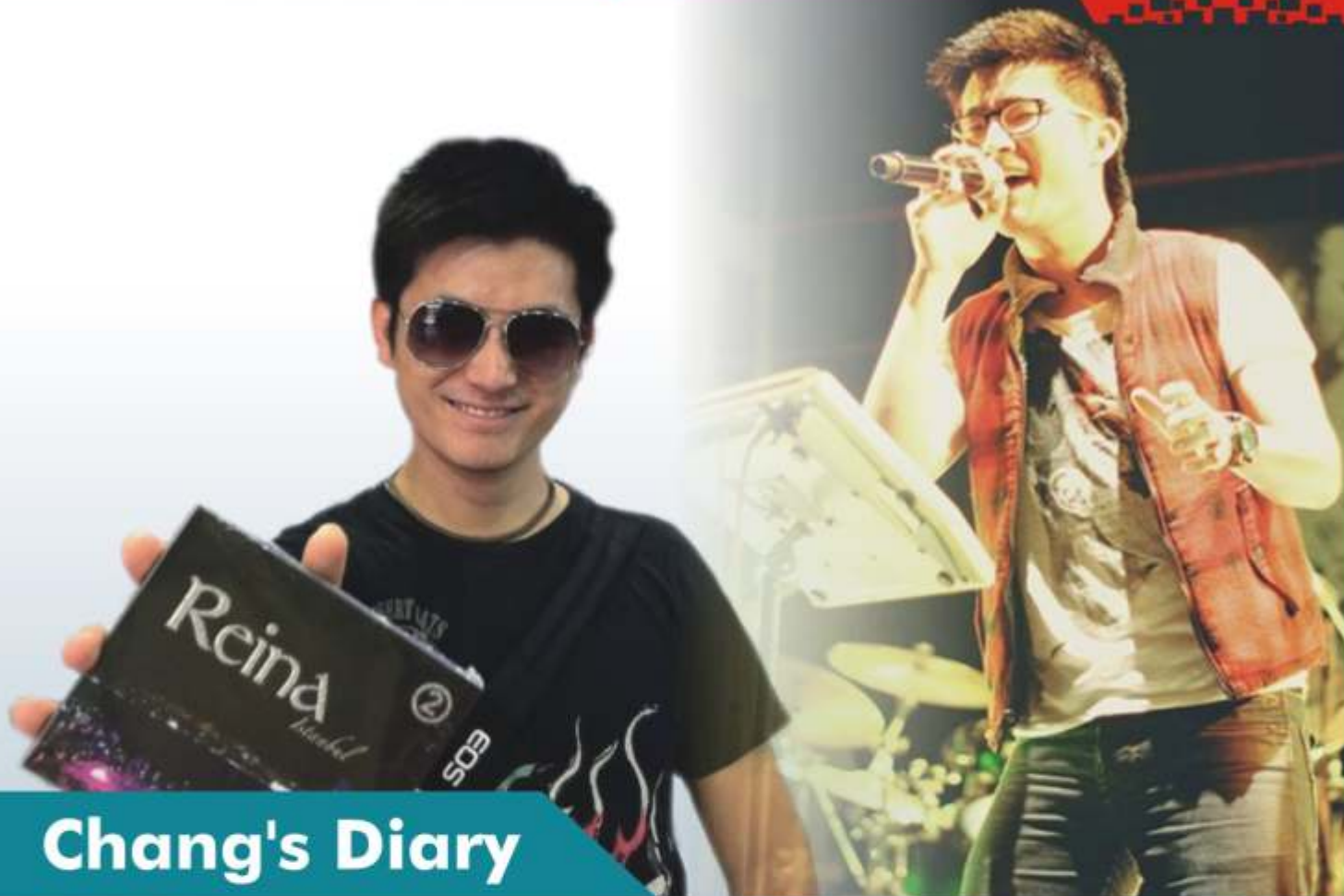
reason and logic are some of the fruits of it.

Had the world been bereft of education and knowledge, then probably 'Homo Sapiens' would have long ago been extinct, as their survival has been possible by the rewarding contribution of science and technology, which again is the essence of education, and to which the term 'progress' is invariably connected.

So if you feel you are fortunate enough to seek education, do not forget to express your gratitude to your parents, teachers and of course the

institutions that have nurtured you to become a disciplined human being and helped you to embrace the acme of success, by imparting befitting education.





Chang's Diary

Sachi Gupta

2nd year, Dept. of Commerce

A singer and presenter who loves to act, fancies comic books and filled with sparkling enthusiasm for travelling. Loves to take photos and thinks his life is incomplete without friends, food, music and his cell phone. Here is a one-on-one conversation with Meiyang Chang exclusively for you:-

You have shown many aspects of your talent... You are a dentist, singer, anchor, actor, dancer... Which role do you like the most?

I used to put singing & acting at par but with the experience of this film I'm currently shooting with a virtuoso director, I'd have to give acting top billing. It brings in many dimensions of screenplay, direction, performance, technical finesse & vision to the table as well and I am fascinated by the process of building a dream from scratch and watching it grow.

Who is your constant inspiration? Your driving force which keeps you determined towards your work...

I am lucky to be surrounded by extremely talented friends, and owing to the nature of my work I make more on a regular basis. Their dedication, excellence & modesty constantly drives me. My parents are the beacons & constant reminders that hard work &

sincerity can take you places. I have learnt a lot from their example.

How do you balance your personal and professional lives since you are so attached towards your family?

My personal & professional lives don't clash much as my parents live in Dhanbad & I'm busy traveling. My goal is very clear to me. When I'm at work, I'm at work with my senses & instincts focused on it. And when I'm with family, then I filter out thoughts of work from my mind.

How do you react to the female attention you get?

I'm usually as tongue tied in front of my female admirers as they are on meeting me. It's a great feeling, no doubt. Who doesn't like such gushing attention & making people smile?

• Lastly, a message for the students of JDBI.

To the students of JDBI, live life to the fullest, choose your friends wisely, use your time intelligently. In Mark Twain's words "The two most important days of your life are the day when you were born & the day when you realize why you were born." Find your true purpose in life & live a rich one.



Wake up Kalidas' Nations!

Ayushi Seth

3rd year, Dept. of Management

India and Pakistan are two countries born from the same womb. However, ever since their formation, they have continuously been locked in military confrontation and border ridden tension. This continuous spate of aggression and conflict has left both the countries and their populace poorer and deprived of basic health and civic amenities.

This continuous strife has let them to continuously upgrade their weapons which ultimately led India to produce its first nuclear weapon in 1998 with Pakistan following soon within a few weeks. Since then, both countries have been engaged in stockpiling nuclear weapons. India currently possesses around 90-110 nuclear warheads and Pakistan by world estimates has approximately 70 nuclear war heads. The combined total expenditure that the two countries have incurred on their defence is approximately 3.8 billion USD. India's latest acquisition is the Agni missile which has a range of 5000 km whereas Pakistan's 'Shaheen' has a range of 2500 km which is sufficient to destroy all Indian cities. According to The World Bank figures of 2011, India &

Pakistan spent 2.6% & 3.1% of GDP respectively on military expenditure. Whereas on the other hand, India and Pakistan spent 3.9% & 2.5% of their GDP on 'Health' and 'Education' as compared to a huge 22% of USA.

The question here is do counties like India and Pakistan really need such expensive nuclear weapons? In these countries, women are deprived of toilets in rural and urban areas. Moreover they have high rates of school dropouts. This is because there is extreme economic pressure on the children to



supplement their family income by working from a young age and thereby they are deprived of rudimentary education and all chances of future economic progress. Is it prudent that our two countries should continue their mindless, relentless and unending one upmanship and thus play to the galleries at the cost of deprivation to such a great mass of humanity? There is a stark contrast between the Indian health system and the other developed countries.

We have one doctor for every 17000 people in India, whereas in the U.K. there are 45 doctors per 5000 people. If the mindless expenditure on nuclear weapons could be diverted towards education, health and sanitation and setting up medical colleges and hospitals, the saved amount could provide 70,800 primary schools, 4.5 million hand pumps in rural areas for potable drinking water and 13,000 health care centers which could save millions of lives in both the countries.

It is worthwhile to mention that infant mortality is highest in India and Pakistan because of malnutrition and dehydration, as our villages lack even the basic O.R.S. administration facilities to infants. Our urban road scenario is woeful as they lack in asphalt. The rural road scenario is better left unsaid. If you travel by train towards the country side it is impossible to look out of the window in the morning, as you come across umpteen numbers of people relieving themselves all around the railway tracks and fields causing grave health hazards and bringing social shame to our society. Once our society gets educated, the other ills

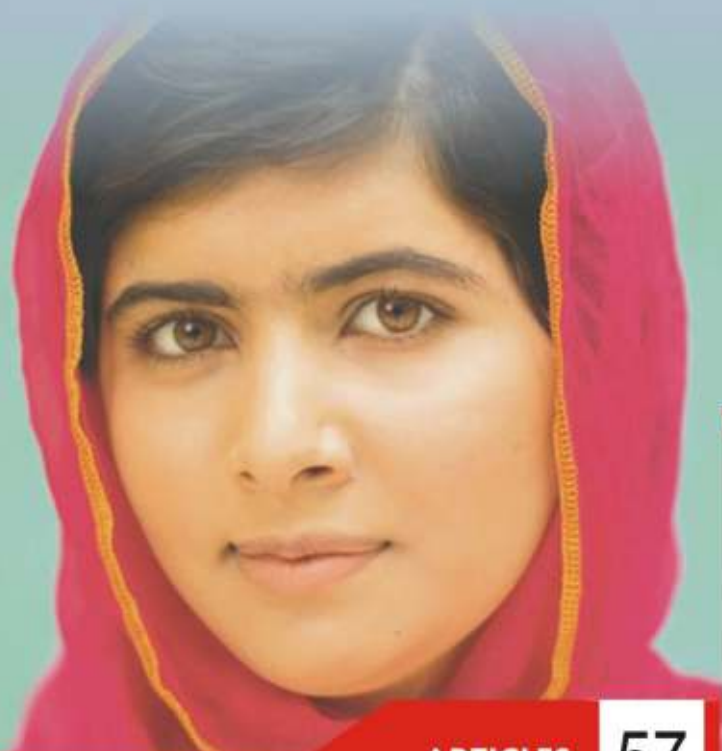
prevailing in the society like crime against women or dowry deaths, etc. shall reduce drastically.

An educated woman is the forebearer to an educated society. It is worthwhile to note that after the Great Depression in America in 193, the biggest thrust was to empower women with the right to vote and compulsory free education for all till class 10. This resulted in making America the strongest economy in recent times, so much so that today the entire world is going through an economic depression because the American economy is going through a phase of correction. In Pakistan, a young and brave girl Malala Yousafzai put her life in danger by standing up against war-mongering forces and fought for the right to education for all girls in her country. If only a fraction of the funds used to make one nuclear warhead could be spent on what she is fighting for, thousands of Malala Yousafzai would be the natural outcome. I would personally advocate both India and Pakistan to sit on the negotiation table and sort their egoistic disputes and divert their valuable money from nuclear weapons production to making the lives of all their people healthier, happier and more comfortable so that the coming generations of the nations can enjoy a better quality of life, perhaps as good as people at the developed World.

It seems that our leaders are very well following the footprints of Kalidasa and doing more harm than good to the people by channeling the much needed resources towards producing weapons for mass destruction rather than the welfare of the people.

**ONE CHILD,
ONE TEACHER
ONE BOOK & ONE PEN
CAN CHANGE
THE WORLD.**

MALALA YOUSAFZAI



I don't know anything about the 2G scam!!!

JokesPrank.com

The only 2G I know are Sonia G and Rahul G!!

Indian PM Narendra Modi, Singhania, 2G scam



The UPA (Mis)rule!

Divya Poddar

3rd year, Dept. of Commerce

The United Progressive Alliance (UPA) hasn't really lived up to its name. The ironical "United" - With parties like DMK & TMC withdrawing their support and other parties constantly threatening to withdraw theirs, the UPA doesn't really convey the idea of a strong alliance.

The ironical "Progressive" - Under the UPA regime India couldn't really make much progress with the GDP growth rate & INR (v/s USD) hitting an all time low of 4.96% and 68.85 respectively in F.Y.2013. However on the corruption front it has definitely progressed drastically!

Under the UPA regime the country has been taught the new alphabet!

- Adarsh scam- Land belonging to the defence had been given away by the state to top bureaucrats (politicians & army personnel) to build personal flats.
- Bomb blasts happen in hundreds under the 5 year misrule of Congress led UPA.
- CWG, Coal gate & Chopper scam deteriorate the country's wealth even further. The CWG & Coal Gate scams caused a loss of Rs.90 crores and Rs.1.86 lakh crore respectively to the exchequer. The Chopper scam was characterized by receiving a Rs.3600 crore kickback from a British-Italian multinational helicopter design and manufacturing company, AgustaWestland.
- Defence of the country has been shaken with the INS Sindhurakshak & INS Sindhuratna causing a loss of life to many sailors. The Defence minister has clearly confused inaction with integrity.
- Economy & business have suffered like never before.

- Farmer suicides continue. Where did our money for 'Farmers loan waiver' go? Foreign investors are now mostly discouraged to invest in India thanks to the tight FDI policies and stringent tax regime.
- Gandhis remain the life vests for the Congress party. Despite being one of the oldest democratic parties in the world, it has succumbed to dynasty politics without any trepidation. It has failed to identify and groom new leaders thus making the Gandhis extremely indispensable for its survival.
- Home Minister Shivraj Patil kicked out but only after 4.5 years of sleep and 26/11.
- Inflation at its highest with vegetable prices skyrocketing.
- Junkets (An extravagant trip enjoyed by government officials at public expense.) Junkets (named as 'study tour') can be made by UP MLAs to go abroad while relief camps are being denied to Muzzafarnagar riot victims who shiver in the cold.
- Karunanidhi and Congress insult Lord Ram and call Ram-Setu a fake.



- LeT becomes a household name, before Congress forced to re-do POTA.
- Money laundering- Mr.L.K.Advani wrote to the PM about the need to get the names of Indians, presumed to have secret accounts in LGT Bank in Germany when German govt. wrote to all the countries including India about these accounts. What he got was an evasive reply from the erstwhile Finance Minister of UPA govt.
- Naxalism active in 165 districts of India.
- Orissa conversions/Maoism causes Hindu saint's death.
- Padmashri awards not given to Olympic winners.
- The always "Quiet Prime Minister" who chooses to remain silent on major issues.
- Increase in rape cases and fall of the rupee..
- Stuck projects- Projects worth Rs.7 lakh crores have been pending for years under the UPA govt. Issues like GST have been stuck for years. 301 central sector projects, each involving an investment of more than Rs. 150 crore, have been delayed resulting in cost overruns to the tune of a gigantic Rs. 1.74 lakh crore.
- 2G scam - led to a loss of Rs.1.76 lakh crore to the government.
- Unruly behaviour at the parliament marked by MPs stripping their clothes and resorting to violence. Their tantrums continue to murder democracy by taking India for a ride.

- Vadra-DLF scam- Robert Vadra (Son-in-law of Congress President - Smt.Sonia Gandhi) was accused of taking an interest-free loan of 65 crores and heavy bargains on land from DLF ltd. in exchange for political favors.
- Weak economy- Due to high inflation there has been subdued consumer demand. After falling for a while, industrial activity as measured by the index of industrial production fell flat in January 2014.
- Excavation at Daundia Khera (U.P.) as a local seer dreams that 1000 tonnes of gold is buried underneath. Is the government really looking to its increase revenue this way?!
- Why has the judiciary system been so slow?
- Zero development in fields like electricity generation, highways, etc.

THE UPA REPORT CARD

Subject	Status
Corruption	A+
Scams	A+
Development	D
Safety for women	F
Economic Progress	F






The Beauty and the Beast

Harsh Bhattar

3rd year, Dept. of Management

- **14** - The age of Jacob Barnett, who has Asperger's Syndrome and could be smarter than Einstein. Barnett is a Master's student, on his way to earning a PhD in quantum physics. According to the BBC, the teen, who boasts an IQ of 170, has already been tipped to one day win the Nobel Prize.
- **4 pm** - That time around mid-afternoon when back-to-work blues hit most of us, according to a survey of 1,000 people in the UK by holiday website CheapCruises.com
- **33.6 m yrs** - That's how many years ago the Antarctic continental ice cap came into existence. Before the ice covered Antarctica, Earth was a warm place with a tropical climate, according to a study in the journal Science.
- **2020** - The year by which half of the UK population will have had cancer, according to the British Journal of Cancer. Health data reveals that 32% of people who died in 1992 had been diagnosed with cancer at some point in their life, but this rose to 44% by 2010.
- **328.6 kmph** - The new world record set by a British lightweight electric-powered car. Drayson Racing Technologies' Lola B12 69/EV vehicle surpassed the previous top speed of 281.6 kmph at a Royal Air Force base in Yorkshire.
- **\$175,000** - The selling price of a rare copy of the comic book featuring Superman's first appearance that went undiscovered for over 70 years, at an online auction. There is only around 100 known copies of Action Comics No.1, which was published in 1938.
- **1 billion** - The number of years within which life on Earth may die out. However, ironically the end of the world is going to arrive as a result of too little carbon dioxide in atmosphere, rather than too much of the gas, predicted astrobiologist Jack O'Malley James from the university of St.Andrews, Scotland.
- **35** - The average age of a video game player, whether a married man or woman and earning £23,000 a year, a new UK study has found. On average, enthusiasts spend 12 hours and 32 minutes playing on a video game console each week.
- **2,940** - The number of calories of a gut-busting family meal being tested by McDonald's, the blitz box consists of two quarter pounders with cheese, two medium orders of French fries and a 20-piece bucket of Chicken McNuggets, and is priced at \$14.99.
- **53** - The age at which most people now believe middle age starts, a new UK survey of 2,000 people has found.
- **Friday The 13th** - The number 13 has had a bad reputation for a long time, and when it combines with Friday, it is considered the worst. Here are a few reasons behind this belief. **DOUBLE WHAMMY** - In Christian tradition, there were 13 guests at The Last Supper, the 13th being Judas. Tradition has it that Jesus was crucified on a Friday. **Hanging Day** - It was customary to execute criminals on this day. There were 13 steps up to the scaffold. 13 turns in a hangman's noose. 13 pence and a half penny paid to the hangman. More murders are committed on Friday the 13th.
- **Hummingbirds Shake the Fastest** - An ultra-slow-motion camera has helped show that the hummingbirds is not only the fastest moving living thing on the Earth, but is also the fastest shaker. The camera, which is capable of capturing images at up to 650,000 frames per second, caught the birds shimmying at a rate that was 10 times faster than a dog after it takes a bath. Stanford University students, Andreas Pena Doll and Rivers Ingersoll captured hummingbirds shaking their tiny bodies 55 times per second while they were in flight.



LIFE ISN'T ABOUT
WAITING FOR
THE STORM
TO PASS.

IT'S ABOUT
LEARNING TO
DANCE
IN THE RAIN.

What is **LIFE**?

Ipshita Agarwal

3rd year, Dept. of Management

- Life. So simple, yet so complicated. So surprising, yet so brutally plain. So long, yet so short. So common to all, yet so unique. Be it the homeless man on the street, the doctor at her clinic or the next Presidential candidate, everyone's got their own idea of this gift from God. If something goes right – life is a bed of roses. An obstacle comes – we perceive the thorns among those roses.
 - Philosophers and thinkers through centuries have debated this one elusive question – What is life? I may not be a philosopher, but for me, the answer's simple. Life is like this crossword puzzle that can never be solved. The clues are all there, but the real solution is always just out of our reach. That's why we keep searching – meeting new people, sharing new ideas, embarking on new journeys – to find that one solution.
 - Human beings are naturally curious. There are a million questions we ask each day, but how do we know that those are the right ones to ask? Every day we wonder, what will happen tomorrow? What we forget to ask is what happened today? We keep giving others suggestions – How many times have we followed our own suggestions? We all complain
- about how this could have happened this way – Why don't we stop complaining and start rejoicing over what has happened?
- We all long for fame, success, money, a dazzling career – all great and magnificent things. What about the simple pleasures that enrich our daily existence? How many times have you looked up at the sky and gazed at the birds and the clouds? How many times have you got wet and closed your eyes and heard nothing but the pitter-patter of the rain? How many times have you smiled for no reason at all and felt happy about it?
 - Life may be long or short, depending on your perspective – but what holds true for everyone is its finite span. We have to live each minute of it with satisfaction, not with regret. There are times when we feel we have everything that we could ask for; that is how it should always be.
 - We cannot expect life to place all the answers before us on a silver tray. We were meant to climb mountains, cross oceans, travel to the skies – in short, we're the ones who find our own answers. We just need to probe a little.
 - Life... it is a word which can never be deciphered. Someone up there has it all planned for us. We just need to take risks, stay happy and live – live with a smile on our lips and a song in our hearts.

NEVER GIVE UP



What is it that anybody is going to gain by regretting?

Minu Jaiswal

1st year, Dept. of Commerce

- I have so much in my mind that I can't even pen down! Today I know that it actually takes a lot of courage to change the world. And I lack it! My education is a sheer waste if I can't save a man dying in front of myself. My life is a waste if I can't act upon what I want to do. I can't believe what I have witnessed today! That man of course did not deserve that kind of 'pain', or shall I say death, if he did not survive. And even if he survived, I do not think he wished for such a life ever!
- Today, after so much excitement and enjoyment, when I left my aunt's place, I could never have imagined I would see what happened and on top of that, not move from my place because I was scared! Our train departed late from the station Bhadohi. As usual, I was sitting in the corner of the seat near the window and the train Punjab Mail had halted at the station 'Mughal Sarai'. I was looking outside the window, and just looking at a train. All of a sudden, there was a loud noise!
- We learnt that right above a train on the other track, a short circuit had happened and the blast was caused by the electric wires snapping. I got up instantly and went to the train door- What I

noticed was back-to-back two-three blasts of fire. I got the shock of my life, when I saw it was a man who was burning on the roof of the train and people running to move out of the train assuming it to be a fire inside the train. However, the moment they realized that it was not going to affect them, they boarded the train again and they were very much relaxed!

- In front of my eyes, that man was burning, trembling in pain and I stood right inside my compartment just staring at him in shock, tears trickling down my eyes. I was praying, hoping that someone came to his rescue, but the man kept crying in pain, his body burning all over like

I Regret

Nothing in my life
even if my past
was full of hurt,
I still look back &
smile,

Because

It made me who i am
today.

a fire-cracker. People said maybe he touched the electric wires.

- "See, this is India", suddenly my sister commented. I looked out of the window, there were a group of guys making a video, and I was stunned to see this. Stunned to see that they did not make an attempt to save him but thought making a video more important. I asked father, "Why isn't anybody helping him out?" He said, "They are waiting for the railway authorities!" And I shouted at him, "Should we wait until he dies?!" I could smell human flesh burning, and, it felt so horrible! I just wanted to run out and help that man! But I do not know why, I just stood still! The burning stopped after he was half burnt and he was still lying there, crying out in pain. No one made an effort to save him! Everyone said even they could be hurt in the attempt of saving him, so why risk it!

- Suddenly, he started moving, moving himself to get up. After trying a lot, he fell off from the top of the train! It must have hurt so much! I could literally feel his pain! My train started moving, and then I saw, people from the railway station authorities coming to save him. I turned my face around and then later, they just picked him up and left.
- What a waste of life! I do not know if that man is alive, if he is fine! People never tried to save that man. Some said he must have fallen down from the bridge, some said he was mentally disturbed so he climbed up the train and some said, perhaps, he must have been a thief trying to escape!
- Even now when I think about the incident, of that man, everything flashes in front of my eyes. I can't erase those images from my memory. I can't ever forget the trembling of that man.

The Real Hero!

Jyoti Bhutoria

3rd year, Dept. of Management



Govind Ragho Khairnar is a former civil servant in Mumbai's Brihanmumbai Municipal Corporation (BMC) who rose from the rank of a clerk to that of a Deputy Commissioner. He was known for his uprightness and fearlessness while carrying out his duties in the face of political opposition. He was brought to trial for supposed insubordination and heavy-handedness but was cleared of these charges. He is still hailed as a hero of the middle-class Indian. In 1974, he joined the BMC as accounts officer. In 1985, as a ward officer he took on the then Chief Minister Vasantdada Patil when he demolished "Step In", a hotel run by the CM's son Chandrakant. In 1988, he became a Deputy Commissioner in the BMC. In 1993, he took on the then Chief Minister Sharad Pawar calling him corrupt and unethical. From 2000 to 2002, Khairnar once again lived up to the title of "One Man Demolition Army" by fighting back land mafias and clearing public land of encroachments, even suffering injuries while doing so. During his suspension from the BMC, he wrote his autobiography Ekaki Zunj (The Lonely Fight) in Marathi in 1995. Saluting his honesty, he was invited to The White House, by the President of USA, the only Indian Government Employee to be honoured with such respect.

The respect for such a personality remains eternal in my heart!



You have clicked into my heart!



E-Love: Real or Virtual?

Shruti Agarwal

3rd year, Dept. of Management

Relationship status? Complicated, single, engaged, married. Which of these is up on your infamous Facebook profile? This appears to be the most striking feature of the various social networking sites. Erupting in today's global world with a major contribution of the internet of course!

Do you ever look at your life and think, 'What has the internet done to me'? I suppose the clear history button has saved more lives than all superheroes ever did. Every night is a battle between sleep and the Internet.

Among the innumerable developments of the Internet, the ever increasing development of social networking sites is the most 'vibrant' one seeking attention by shouting out love and its immense role in the 'making' and breaking of relationships worldwide.

The conventional bar scene of the 70's and 80's is no longer the accepted place to meet prospective dates. Lately more and more singles are turning into the internet for dating opportunities. The process of online relationship, however, is very different from real time dating processes.

Learning to communicate over the Internet is the first

obstacle for the newbies. Emoticons such as, lol, xoxo are used to be expressed emotions. Devoid of body languages and intonations, the typed message is the only way to get the message across. Another noticeable inconvenience, especially for women, is the seemingly endless number of chatters who want casual cyber-sex. These cyber-sex-hound offenders are attracted to the anonymity of the internet where else can act so rude without getting caught.

The online space environment is the perfect breeding ground for the fantasies because it allows us to ascribe all wonderful qualities in a partner to someone we have never met, so falling in love with someone you've never seen is basing a relationship on superficial experiences.

Now this trend of e-love being platonic or romantic is not the matter of concern. The concern is about its shallowness. Now the media has been quite active in noticing it and various national shows like 'MTV WEBBED' and 'CRIME PATROL' has been telecasted to spread awareness. Again many such e-counters have flourished into various prospective relations in this "real" world too. Thus, we cannot give a fixed tag to this e-love with a potential stability! As of now, a better way to conclude this fallacy will be if its virtuality or reality is based on a "frame of reference".

I am Happy

Shanu Bhatia

2nd year, Dept. of Commerce

List of 20 things that make me happy:

1. I am happy that the teachers in my school still remember my name and what I did in school.
2. I am happy that I still have 26 inch waist.
3. I am happy when I spend quality time with myself.
4. I am happy that I once came first in the class by scoring 95 in mathematics and 97 in economics that made my family proud!
5. I am happy that I still don't have diabetes. So, I can eat as much chocolates as I want to!
6. I want a dairy milk vendor right below my house :P
7. I am grateful that I have made my mistakes and have had my heartaches. I am happy that I have made this journey on my own. I have made a few compromises and anyone who says that they haven't, is either lying or denying. I am happy that I survived.
8. I am happy that I have been in love.
9. I am happy that I realized that less with quality is truly more.



10. I am happy that I sleep in peace every night unperturbed, undisturbed and without any fears. I am happy that I no longer have a sense of paranoia.
11. I am happy when I make other people happy. I love being a Santa Claus
12. I am happy I can still make new friends all the time. Now when I make a friend I know who's true. I don't suffer fools anymore.
13. I'm proud to have such huge curls.
14. I am happy that finally I am living an independent life here, away from my family and taking care of everything all by myself.
15. I am happy that I came to Calcutta, the City of Joy. The more I stay here, I fall more in love with Calcutta. The famous Eden Gardens, the cricket aficionado's paradise, is situated at one end of the Maidan, and at the other end, overlooking Chowringhee, there is the famous Victoria Memorial Hall, a marble monument fashioned after the Taj and lot more, Nicco Park, Aquatica and lot more. I love going on night rides across the city enjoying life to the fullest.
16. I'm happy that I am born a woman.
17. I am happy that I have got the best sister in the world who understands me more than my mother does.
18. I am happy that I am slowly learning to simplify my life and appreciate what really matters.
19. I am happy that I am 20 now (officially an adult). I truly believe that this decade is going to be the best phase of my life. There will be no pressure to perform. I'm blessed. I'm happy that I will be able to enjoy the benefits of the hard work of the past 10 years. Not that I am going to slow down, instead, I'm going to run fast.
20. I am happy that people still bother to read my write-up!:



On The Sands of Time... Waste to Wealth

Piyush Bajoria

3rd year, Dept. of Management

ITC's Success Story

Anyone who has stayed at the swanky, 16-acre spread of the ITC Sonar Bangla in Kolkata will tell you that the energy requirements of the luxury hotel must be staggeringly high. Even so, when it opened on introductory tariffs and low occupancies, only to

removed and condensed steam used to generate hot water; and variable frequency valves were used in the fans (needed for the air-conditioning), so that speeds could be adjusted, thereby eliminating energy wastage. The result has been amazing. The company's electricity bill has dropped by 20 per cent (while occupancies have gone up by three-fourths). By reducing its energy consumption, the hotel has also brought down its carbon dioxide emission levels. Is that a big deal? Apparently, yes. And that's because you can trade carbon emission reduction certificates in the marketplace just as you sell shares. Which is why ITC is now in the process of getting certification for a reduction of 3,000 tonnes of carbon dioxide emission - certificates it will use for carbon trading. Subhash Rustagi, executive vice-president, corporate EHS: "Under the Kyoto protocol, corporates and countries that have not met their emission targets can take credit for our carbon emission reduction by buying these certificates at a price." It's a win-win situation: other corporates, even the countries, are not penalised for their failure (though they have to pay to buy the certificates), and ITC ends up making money that, says Rustagi, "we can reinvest in our environment programmes". At a going rate of Euro 14 (Rs 740) for each certificate of one tonne of carbon dioxide reduction, the hotel could earn Euro 40,000 (Rs 21 lakh) a year from just this one hotel. ITC expects that in the next two years, it should be able to certify about 1 million tonnes of carbon for trading. At prevailing trading rates, that would fetch it Rs 70 crore (Rs 700 million) - substantial enough, especially when ploughed back as further investment into its environment scheme

ITC- contribution to TBL...



be served up a whopping electricity bill of Rs 7 crore (Rs 70 million) in the first year, the management knew it would have to look for alternative solutions. Immediately, consultants were hired on the simple mandate: reduce energy consumption. The pumps were retrofitted; the electric heaters were replaced by solar heaters; power-guzzling boilers were



ITC Sonar, Kolkata

Celebrate the spirit of Bengal & the essence of Kolkata

Inspired by Bengal's picturesque landscape.
ITC Sonar, Kolkata

The Secret Behind Ajay Piramal's Success

He was 29 when his father died suddenly in New York. His brother Ashok took over, but five years later, he too died of cancer, leaving behind his young widow, Urvi, with three children aged less than 10 years. Just before that, his other brother Dilip had decided to separate his business. Meanwhile, a year-long textile strike led by Datta Samant dealt a crippling blow to the textile industry and Morarjee Mills, the group's main business venture then, was deep in the red. Life looked bleak when he became chairman at the age of 29. From owning what was then an almost defunct textile company, Piramal today is the chairman of a Rs 4,000-crore (Rs 40 billion) group, comprising Nicholas Piramal, the fourth-largest pharmaceutical company in India, Morarjee Weaving and Spinning and Gujarat Glass. Piramal is also the chairman of the group's retail operations. In 1988, he heard from a friend that Nicholas Laboratories, an Australian MNC that was exiting India, is up for sale. There were many large suitors but Piramal decided to meet Mike Barker, the man in charge of selling the company, and told him that he had no track record, was only 33 but was confident of achieving his dream of putting



Nicholas among the top five pharma companies in India (from 48th at that time). Barker laughed with disbelief but decided to sell the company to him after hearing out the "young and untried entrepreneur's" turnaround plan. Piramal says proudly that a decade later he went to see Barker in retirement in Kenya armed with Nicholas' annual report which showed that the company was among the top five pharma companies in India through a string of overseas acquisitions like the Indian subsidiaries of Roche, Boehringer Mannheim, Rhone Poulenc, ICI and Hoechst Research Centre.

Google- Larry Page's and Sergey Brin's Success Story

We all know that Google is the best search engine till date. The first funding for Google was in August 1998 with a small contribution of USD 100,000 from Andy Bechtolsheim, co-founder of Sun Microsystems, given before Google was incorporated. Early in 1999, while graduate students, Brin and Page decided that the search engine they had developed was taking up too much time and distracting their academic pursuits. In 1999, the offer for sale of Google by its founders Larry page and Sergey Brin for a petty sum of USD 1 million was rejected by Mr. George Bell, CEO of Excite limited, later that same year a USD 25 million round of funding was announced, with major investors including the



venture capital firms Kleiner Perkins Caufield & Byers and Sequoia Capital. Based on its subsequent success, on May 2013, a 270 billion dollar company, Google is considered the 2nd most successful startup company of all time by market capitalization, revenue, growth and cultural impact.



EVEN THE SLOWEST ANIMAL KNOWS HOW IMPORTANT A HELMET IS.



Road Safety is all about Achieving Zero Accident

Vandana Rateria

2nd year, Dept. of Commerce

"Well, if you know you are driving to your death, would you still drive so fast?" Of course not!

Safety begins at home. Right from birth, human beings develop a sense of safety to protect themselves from the environment.

Road safety is increasingly becoming a major killer and a worldwide concern. Everyday more than one hundred people are killed due to lack of road safety. Many people look at road safety as non-essential, but it certainly is a global tragedy with an ever raising trend and demands serious attention. What can we do to address the issue?

The media has been a largely overlooked factor in creating road safety awareness. Celebrity endorsements, coupled with television messages on prime-time slots and peer education programmes would provide an accessible and engaging means of promoting awareness. They would convey the message that safe driving is "cool driving" and constantly reinforce that drunken driving using cell phones on the road and driving without a seatbelt (or helmet) are not only dangerous, but "seriously unfashionable". Celebrities could also actively encourage walking or cycling whenever and wherever possible.

Education can also play a major role in increasing the road safety culture. Movies and field trips could be used as an effective learning tool for children at school. Safe Road User Awards at the school level would provide an incentive for many children to follow road safety rules. Road safety education programmes can also be extended to adults at the workplace, specifically, for those who are from disadvantaged backgrounds.

In case of legislation and policies, there is a need for

stricter licensing laws mainly with regard to public transport operators. Laws could require prominent display of the driver's license on his/her vehicle while driving, in addition to safety regulations (such as adequate maintenance and the use of the seatbelt) and random breath testing policies. Policies could provide for the creation of better roads and pavements, supervised playing areas of children and monitored crossings near schools.

According to an estimate, around six thousand people are injured due to the mistakes of a driver. The main reason for accidents is high speed driving. Many people are killed, left seriously injured in road accidents. Drivers must be well educated regarding road safety and what to do and what not to do. Police officers have a key role in encouraging improved road-user behaviour. The main causes of the car accidents are driver distractions, drunken drivers, using cellular phones while driving, speeding, aggressive driving, mechanical failure, road conditions and weather. Lack of discipline of the driver, refusal to follow traffic rules, lack of experience and even licensing older drivers may be a cause of these accidents.

The increase of road accidents is closely linked with the rapid growth of population, economics development, industrialisation and motorisation encountered by the country. This issue calls for sincere attention from not only the government or the traffic police, but also the common people as this problem cannot be curbed without the support of the public. So, we should go ahead and encourage our friends as well as our loved ones to be responsible road users. This concludes that as a matter of fact, road safety is everyone's responsibility and necessary measures should be adopted.

***"Accidents hurt. Safety doesn't.
So, be alert!"***



The Secret of Happiness

Varsha Agarwal

3rd year, Dept. of Commerce

"For all the happiness mankind can gain is not in pleasure, but in rest from pain".

This quotation by John Dryden which sums up the meaning up of the term "Happiness", the word happiness is synonymous to joy, pleasure and contentment attained by someone. Every individual nourishes and nurtures the desire, the craving to attain happiness in life. But how many succeed it? Very few! The reason is probably because very few people are contented with life.

"A large income is the best recipe for happiness" is a common belief. A wealthy person lives in comforts and luxuries and has no craving for material wants. Deep in her heart might unravel layers of unhappiness. The causes may be various-ill health, mental turmoil, insecurity, fear, to name a few. Thus there is no mental peace and he remains unhappy, despite the golden treasures bestowed on him/her by god. On the other hand, some believe that the poor are happy as they do not suffer from the worries, anxieties of the rich. This is not so. "Poverty is a great enemy to human happiness, it certainly destroys liberty and it makes some virtues impracticable and others extremely difficult", said Samuel Johnson.

Their craving for material wants and comforts pushes them into a life of struggle, hardships and hurdles to

cross, and dump them into a dark cavern of unhappiness and mental agony. "The grass always appears greener on the other side." The fact is neither wealth nor poverty can grant us happiness. It is contentment with life which is the source of real happiness. Be contented with what you possess and try to utilize them to the utmost to achieve happiness.

The innocent smile of a small baby brings a happy smile on his mother's lips, a small act of kindness and love can bring happiness to the other, a sudden display of reverence and warmth in a student can melt the hard heart of a teacher and make her happy. There is no substitute to hard work which leads us to our goals of success or fame, but if we fail, we must not be unhappy, we must not hanker or crave for those that we do not possess, but must be contented, satisfied with whatever has been bestowed upon us by the Almighty God! It is He who will empower us with mental strength, firm determination and assist us to lead a contented life in all circumstances.

"Happiness comes from within". Radiate happiness all around you as 'The joy that you give to others is the joy that comes back to you.' To conclude, I sum up with a few lines- "Happiness and Sorrow Go Hand in Hand, as Day and Night in God's Created Land. Grab Happiness! Wherever You Find, Accept Sorrow with a Firm Mind. If You Can Follow this Simple Method, You'll Lead a Life Which Few People Can Afford."



abilities owner innovation venture business team money management leadership successful entrepreneur initiative manager action risk solutions vision enterprise capital responsibilities



Entrepreneurship in India

Varun Rathi

3rd year, Dept. of Management

Evolution of the word 'entrepreneurship' started around 1700 AD for contractors and architects.

It is a term that is regarded as the National Treasure for the ontogenesis of a country like ours. Let us understand what it actually means.

Entrepreneurship is a process of identifying and starting a business venture, sourcing and organizing the required resources and taking both risks and rewards associated with the venture. A new business started by an entrepreneur is referred to as a startup company. Entrepreneurs are the ones who are considered to be the 'Risk Takers' of today's world. The term implies the quality of leadership, innovation and management abilities an individual has in him/her.

The 1991 economic liberalization in India revolutionized businesses completely. It led India to a growth trajectory that transformed it from a struggling economy to one of the best economies in the world. India has a mixed economy where both public and private entrepreneurship exists. Large scale sectors are under public entrepreneurship and the middle and small scale ones under that of private.

Indian entrepreneurs are working to increase the national production in primary, secondary and tertiary sectors. They are working to increase employment. They must be able to generate wealth from both national and international market. It is a venue through which balanced regional development can take place, fostering industrialization and reducing concentration of economic power. Small-scale entrepreneurs can set-up their units in remote areas with little financial resources helping to achieve balanced regional development. Since limited resources are available locally, proper use of these resources will help to carve out a foundation for a sound economy and rapid industrialization.

We have all the requisite technical and knowledge base to take up the entrepreneurial challenge. The success of Indian entrepreneurs in Silicon Valley serves as proof. The only thing that is lacking is confidence and mental preparation. We are more of the reactive kind. We need to get out of this and become more proactive. What is more important than the skill and knowledge base is the courage to take the plunge. Our problem is that we do not stretch ourselves. However, it is appreciative that the current generation does not have hang-ups about the previous legacy and is willing to experiment. An NSSO report says that 254 out of every 1000 Indians are self-employed.

An inspiring story of entrepreneurial success is that of Dhirubhai Ambani – Founder of Reliance Industries Ltd. His first foray into entrepreneurship was as a student, selling fried snacks to pilgrims, who were on their way to Mount Girnar in Gujarat. At 16, he left for Yemen working as a lowly gas pump attendant. He returned with Rs. 50,000 to start a textile trading company and built one of India's biggest corporate houses. The Reliance Group contributes nearly 3% to India's GDP.



Dhirubhai Ambani – Founder of Reliance Industries Ltd.

Another inspiring story for Women Entrepreneurs is that of Kiran Mazumdar Shaw, who started Biocon in her garage with just Rs. 10,000. The company now employs 6400+ people and has a turnover of Rs. 2,148 crores.



Kiran Mazumdar Shaw – Founder of Biocon

Infosys, the world's leading IT company was started with Rs. 10,000, by N R Narayana Murthy, who reportedly obtained it after pledging his wife Sudha Murthy's gold ornaments. Infosys has over 1,51,151 employees with Rs 9,616 crores in turnover for June 2012 Quarter.



N R Narayana Murthy – Founder of Infosys



A Study on Political Marketing

Nikita Gulati

3rd year, Dept. of Commerce

- To quote Steve Case, "The closest I could come to marketing is Politics".
- These words liberally throw light on the metamorphosis and the current scenario of politics in the Indian context. Hypothetically speaking, when a young and dynamic individual is questioned about their career oriented pursuits, how many of them revert with a response that is remotely associated with politics? The answer lies exposed-NONE.
- With the primary objective of generating awareness about the sensitive issue of politics amongst the youth in amalgamation with the fact that the Indian General Elections are due in 2014, Group number 20 from the department of Commerce chose the to present their Seminar on "Marketing strategies: Making of a politician". Government's policies are like cornflakes-in order to be sold; they first need to be marketed efficiently. Accordingly, various diagrammatic representations were employed to depict the various aspects pertaining to marketing in the discipline of

politics such as the strategies adopted by the three major political parties in the Indian context-Indian National Congress(INC), Aam Admi Party(AAP) and Bharatiya Janata Party(BJP). The seminar also laid immense focus on adjacent matters of relevance such as their annual expenditure on marketing, popular slogans, employment of top notch advertising agencies to revamp the existing image, effectiveness of marketing strategies and so on and so forth. Furthermore, recent episodic snippets were discussed such as the much talked about interview show "Frankly speaking with Rahul Gandhi" hosted by Arnab Goswami; which got a lot of hype in the news and social media.

- To conclude, the true effectiveness and efficiency of the marketing strategies adopted by political entities can be commented upon only when the results of the General Elections are declared.
- Until then, be tuned into "The Great Indian Political Tamasha(drama)" for further information and updates!





The Game Theory

Vishal Patel

3rd year, Dept. of Management

Game Theory was developed by geniuses like John von Neumann in the 1940's, and used extensively by the US military and government, especially during the Cold War. It is basically a technique that is used by 'players' to create strategies that will allow them to maximise their rewards (which any rational person/player wants to do). Different players will generally follow different strategies in any given game. Sometimes, it is beneficial for them to co-operate with each other and reveal their strategies (like deciding where to meet for a cup of coffee). Such games are called co-operative games. In other cases, players have incentive to not be co-operative, and indeed oppose each other. In such games, a positive reward for one player equates to a negative consequence for the other player. Such games are called zero-sum games. In such a game, each player crafts his/her strategy after taking into consideration his/her opponent's strategy. Of course, neither player simply reveals his/her strategy, and it is upto each player to estimate and determine the course of action that the opponent will follow.

So how are the aforementioned paragraphs related? What do the allegedly dim football stars have to do with an economic and mathematical concept like Game Theory? A lot really. There are not too many real life versions of zero sum games, and therefore studying them becomes very difficult for economists. However, the most perfect version of the the zero sum game is offered by football in the form of the humble penalty kick. In a penalty kick, either the striker wins, or the goalkeeper wins. If the striker wins, the keeper has to lose, and vice versa. So how is a penalty kick similar to a zero-sum game? Firstly, to succeed, one needs to vary

his/her strategy to suit the opponent. This is to say that a strategy cannot exist in isolation, its success/failure is dependent on the opponent's strategy. A striker may kick the ball to his right, but will fail if the keeper also dives in the same direction. Similarly, a kick to the right will be successful if the keeper dives in the other direction.

The next step deals with pure strategies. A pure strategy is a strategy that a particular player will follow every time. A particular striker may shoot left every time. A particular keeper may dive right every time. Obviously, this isn't a very wise strategy. Following the same strategy every time will mean that the opponent will eventually (sooner, not later) detect the player's proclivity to pick the strategy, and always select the appropriate strategy.

A step up from this is the more complicated version of the mixed strategy. Some strikers will alternate between left and right. Again, this isn't very wise because opponents will catch on rather quickly, and a lot of penalty kicks will be saved. So what is the key to succeeding at a zero-sum game/penalty shootout? In a penalty shootout, every kicker will obviously have a natural 'strong side', and every player in a game will have some in built strengths and weaknesses. So it will always make sense for the player to go with the strategy that best suits his strengths. So, a right footer will kick to the right, and so on. Again, this can become predictable for opponents. Even a very good kick taker will have to go to his weak side every once in a while, just to keep the goalie honest, if nothing else. The vital question here becomes how often to go with one's strengths.



So shoot to your strong side 3 times out of 5. Sounds simple enough, doesn't it? Well it isn't. Penalty taking isn't as easy as just hitting the first 3 here and the next 2 there. The pressure of the situation aside, any team worth its salt now has team of dedicated data analysts studying its opponents. Before the Champions League final of 2012 for example, Chelsea's data analysis team studied every penalty kick every Bayern player had taken going back around 7 years. The result; Chelsea's keeper dived correctly (in the right direction) for every one of the 6 penalties that the Bayern players took that night, leading Chelsea to a memorable penalty shootout win. Even though the Bayern players were following good instructions, they were outwitted on that night.

This leads us to question, what does make the best penalty takers? The answer, again, comes from game theory. Your economics teacher will probably tell you that any mixed strategy involves a bit of randomness, and this randomness makes the best penalty takers so

hard to read, and by extension, stop. It's not as if randomising your shot direction will lead you to score every kick, there are bound to be occasions when you miss. That is the nature of randomness, but you will be very difficult to read, and that is the best strategy in a zero sum game, not letting your opponent guess your strategy.

Getting back to the opening paragraph, why would 10 footballers ace 10 laymen when it comes to game theory? Because footballers (and sportsmen), especially the good ones, seem to have innately grasped the essence of mixed strategies and randomness in a way laymen have failed to (Studies have shown laymen to be poor at constructing random sequences).

So next time your team loses a penalty shootout or a super over (similar to the shootout), instead of throwing the closest object at the television screen, calm yourself by reflecting on the nature of game theory.

A Well-Rounded Individual

Shruti Agarwal

3rd year, Dept. of Management

Relationship status? Complicated, single, engaged, married. Which of these is up on your infamous Facebook profile? This appears to be the most striking feature of the various social networking sites. Erupting in today's global world with a major contribution of the internet of course!

Do you ever look at your life and think, 'What has the internet done to me'? I suppose the clear history button has saved more lives than all superheroes ever did. Every night is a battle between sleep and the Internet.

Among the innumerable developments of the Internet, the ever increasing development of social networking sites is the most 'vibrant' one seeking attention by shouting out love and its immense role in the 'making' and breaking of relationships worldwide.

The conventional bar scene of the 70's and 80's is no longer the accepted place to meet prospective dates. Lately more and

more singles are turning into the internet for dating opportunities. The process of online relationship, however, is very different from real time dating processes.

Learning to communicate over the Internet is the first obstacle for

the newbies. Emoticons such as, lol, xoxo are used to be expressed emotions. Devoid of body languages and intonations, the typed message is the only way to get the message across. Another noticeable inconvenience, especially for women, is the seemingly endless number of charters who want casual cyber-sex. These cyber-sex-hound offenders are attracted to the anonymity of the internet where else can act so rude without getting caught.

The online space environment is the perfect breeding ground for the fantasies because it allows us to ascribe all wonderful qualities in a partner to someone we have never met, so falling in love with someone you've never seen is basing a relationship on superficial experiences.

Now this trend of e-love being platonic or romantic is not the matter of concern. The concern is about its shallowness. Now the media has been quite active in noticing it and various national shows like 'MTV WEBBED' and 'CRIME PATROL' has been telecasted to spread awareness. Again many such e-counters have flourished into various prospective relations in this "real" world too. Thus, we cannot give a fixed tag to this e-love with a potential stability! As of now, a better way to conclude this fallacy will be if its virtuality or reality is based on a "frame of reference".



Life and Darkness

Sonam Aswani

3rd year, Dept. of Commerce

Dusk is just an illusion because the sun is either above the horizon or below it. That means that day and night are linked in a way few things are; there cannot be one without the other, yet they cannot exist together at the same time. It is very rightly said that when you are in light everything will follow you, when you are in darkness even your shadow leaves you behind.

Life and darkness, as we speak of it verbally, seems like two very different elements but as we think of it, one cannot coexist without the other. Darkness or more precisely pain, hardship, discomfort, losses are all integral parts of our life and in a way determine how far we can go. Life is not always made up of rainbows and butterflies, it is compromise that moves us along. We live in a world where everything is not what it seems, and there are traps all over.



Darkness in the literal sense means without light...and without light our life holds no significance. That is exactly why we fight darkness and overcome it, leading to a life where light prevails and the atmosphere breathes tranquillity.

The life that we lead is often led for someone else. There is greatness in doing something you hate for someone you love and maybe there are hardships in life but just like there is a flip side to a coin, hardships too bring us joy in the long run. Like everything hardships too teach us to overcome our fears and camouflage our tears into plastic smiles, they teach us that at times we need to let go of things we want to hold onto most. It's important we realize that, oftentimes to win us to dark, the instruments of darkness tell us the truth.

Darkness cannot drive out darkness, only light can do that and hatred cannot drive out hatred only love can do that and we have to realize and accept that we live just as we dream-alone. There is no end to darkness and after sunset there comes a sunrise. Life is about all that comes our way. The sunny road to light is not bright and sunny but we got to walk the road because there is no supplement. It's all about the smiles, tears, love... and about facing your biggest fears.



A Tribute to Dickens

Aarti Gupta

2nd year, Dept. of Management



7th Feb, 1812, a Friday night, when the clock struck 12

Broke out a fire in Hampshire, England.

Elizabeth & John Dickens,

Gifted this world a great legend.

At the age of 12 who pasted labels on boxes;

Supported his family at the time of crisis;

Himself a victim of the harsh times,

Most of Dickens' books are the reflection of his life.

From a factory worker to a court reporter,

From a political journalist to a well-known author,

Voice of England, spokesman of the poor,

Dickens sympathized with their sufferings and torture.

Dickens' first story, 'A Dinner at Poplar Walk'

Was followed by 'Sketches' serialized under the pseudonym 'Boz'

This paved way for his debut novel, 'Pickwick Papers'

Witty accounts of Samuel Pickwick & friends made him a literary sensation.

Then came 'Oliver' with a 'Twist'

'Nicholas Nickleby' was next on the list.

'The Old Curiosity Shop' was to follow,

With 'Barnaby Rudge' coming out from the mist.

His 5 Christmas books revived the traditional celebration'

Uncle "Humbug" Scrooge left an everlasting impression.

Next were 'Dombey & Son' and 'David Copperfield'

Which in literature created history.

They were more serious in theme, more carefully planned,

It gave Dickens' career a new stand.

'No Thoroughfare', 'Hard Times', 'Bleak House' & 'Little Dorrit',

'A Tale of two Cities', 'Great Expectations' & 'Martin Chuzzlewit'.

His works went on and on.....

Short stories, plays, novels, the list is too long!

Mastery of prose, mixture of comedy, realism and fantasy,

Some of his characters' names provided a pre-hint of their personality.

'The Mystery of Edwin Drood' was Dickens' last unfinished book;

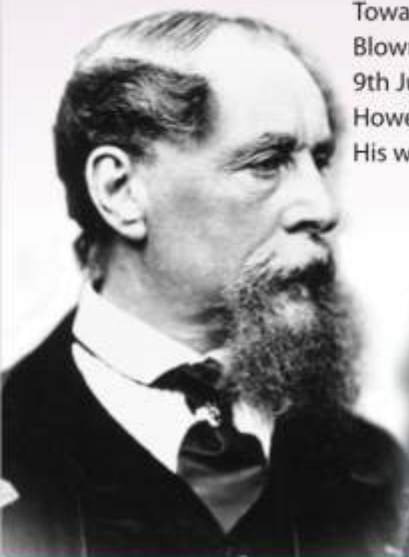
Towards the end these were the last steps he took.

Blown out was the fire that had once lit,

9th June, 1870 Dickens bid good-bye after doing his bit.

However the sparks and ashes still remain,

His works are the thumping footsteps down literature's lane....



Beginning

Anjali Gupta

2nd year, Dept. of Management

One can't really tell where it all began,
But somewhere amidst all the thespian,
The adolescent girl lost her night's sleep,
Yet in the fairy tales and dreamlands she could peep.
Her eyes twinkled each time they met for the short while,
And there it was- the inevitable, the heartfelt smile.
In his happiness she sought for her own,
And with time, their love had only grown.
Love was silent and not very expressive,
She had a lot to offer, but nothing could she give.
She didn't realize the importance of time,
And now it seems like it was all destined.
At first, all he wanted was her and she was a brume,
Now when she realizes; all he is, is a shadow.
All her emotions have now been heightened;
She very well knows, 'it is a beginning with no end'.



Inching Towards the End

Aayushi Goenka

1st year, Dept. of Commerce

As the days pass by,
And the clock ticks by,
A little life is slipping away from my hands;
Moving away to infinity.

Day by day I am
Inching towards the end:
The End of my life.

Years ago when I was born,
The path of life that I selected;
By default,
Would lead me to my destiny;
Which will further take me to the end.

The path of destiny
In which I am moving ahead
Is just the beginning, it is

The beginning of the End!



End

Anjali Gupta

2nd year, Dept. of Management

Tears always descends from her tired eyes,
The only truth in her life- is full of lies.
Sadness has filled all moments that passed,
Happiness is a thing that never seemed to last.
Nothing is going to change in the future,
She'll remain the same broken down creature;
But contradiction fills her already troubled mind-
Is she ready to leave it all behind?
Was everything meant to be?
Manifest thou destiny,
"Did it all have to end?"
It's something she can't comprehend.
Will everything soon be alright?
Perhaps it's time to end this plight.
It's now the time to put on a happy face;
Let the world see, not the heart, but just its surface.
Maybe there are no happy endings,
Because all ends are new beginnings.



Forever and Ever

Ankita Mittal

2nd year, Dept. of Management

Late Dawn, and I'm missing you
I'm off to another place away from home,
But now it's nothing I can do
And I'm sorry that I left you alone.

The days will seem like forever
And the nights an eternity,
But I know in the end will be together
And that is in our destiny.

When the moment comes that day
The passion, the love will be there,
And nothing will stop us in our way
Nothing will hold back the love we share.

So far from this world is where we'll be,
In a place so unreachable just you and me
So far yet always so near
You are the reason for which I'm still here.



The Depth in Nature's Beauty

Anonymous

Whenever I look at the sun,
I hope to find you when I turn.
Whenever I feel the lovely winds blow,
I just wish my life to move slow.
Whenever I see the flowing cascade of waters,
I pray the relationships never turn bitter.
Whenever I feel a strong storm,
I really badly miss your charm.
Whenever I see the flowing stream,
I hope to see a wonderful dream.
Whenever I realize the drops of rain,
I want time to halt like a train.
Whenever I see the falling snow,
I wish my life, like a spark, to glow.
Whenever I confront the chilly bloom,
I imagine only you as my bridegroom.
I realized that my world is incomplete without you,
Indeed in the name of Jesus I say, YES I DO..!!



It's Not You, Nor Me, It's Us

Anonymous

Your heart my beat,
My heart says you'll never cheat.
Your eyes my sight,
My eyes find our love bright.
Your lips my talk,
My lips have started to cross-talk.
Your head my mind,
My head says you'll always be mine.
Your tongue my taste,
My tongue no more talks waste.
Your skin my feeling,
My skin softly feels you breathing.
Your finger my point,
My finger wants, with yours, to join.
Your feet my toe,
My feet have started to walk slow.
Your sound my voice,
My sound wants none but your choice.
Indeed it's me whose heart you have won,
That simply concludes that YOU and I are just one..!!



Within

Esha Kajaria

3rd year, Dept. of Human Development

Within the depth of winters did I finally realise that
There lay somewhere deep inside me an invincible summer.
There lay calm and tranquil the hope,
The hope that everything will be all right!
That this what is passing by today I just have to take in my stride.
I realised that after every cloud there is rain
That within me there is someone who says, "The sun does shine."

Bright like the hues,
The hues of happiness
It's never late to say goodbye,
Its never late to be afraid to die.
Imagine what u would not be, had the hope not lived on,
Imagine what would it be like to never see a rainbow again!
There deep in the winter did I realise that there lay inside me summer - there lay somewhere inside me life.

I realised that life is more than just a passing day and;
If we don't catch this opportunity I might just miss the rains
I might never see sunlight
I might never see these sights
There lay deep inside me an invincible summer.....



Crossroads

Rajdeep Mukherjee

2nd year, Dept. of Management

From smiling lips to cruel eyes,
I have said hellos, I have bid goodbyes.
To laugh, to cry and sing again
I had given up hope...never again
Uncertain future, shady past,
Finally I am free at last.
On the crossroads
Where a choice is made
I am free
Let the memories fade.



So Alone

Lawang Sharma

2nd year, Dept. of Commerce

Whose happiness is just gone
Or whom love's sad satiety
Impels his heart to feel lonely.
Just how this that you can't get the best of friends
If you put all your pride and prejudices to end,
And never worry about life's pain and the sorrows,
Still then you can't fall in love with the true one,
That is God.
Who will hardly then take care of you in every path of life.

The Vanished Glories

Kritika Golcha

2nd year, Dept. of Management

The mornings when we cried waking up,
The afternoons when we enjoyed with mates,
The evenings when we smiled coming back,
The nights when we cuddled back to sleep.
The years when we lived so carefree,
The months when we just laughed generally,
The weeks when we weren't burdened,
The days when we rejoiced with family,
The hours when we played joyously,
The minutes when we ran hilariously,
The seconds when we acted naughty,
The times when we had a life to live,
Now has vanished with our growing age,
As if we are bound birds in a cage.
Childhood was the time when we were at ease,
Now is the time when we only try and please.
I so wish we could relive those moments,
And the ticking clock could stay by without any motions.



Nature and its Beauty

Lawang Sharma

2nd year, Dept. of Commerce

Look how beautiful is the sky
The heart said to itself with the receding lights of sun
Behind the church, surrounding the million
Oh please say with me
That nature is bewildering
With its exotic scenic beauty capturing one's heed unconsciously
The sunlight peep through the trees red, blue, yellow, orange
So many enthralling colors...
Bewitching, cheerful, elating the soul...
Oh how lovely is the experience
To stand by and forget everything
Just looking at the vast expanse of sky with its youthful colors in full bloom
Slowly the spell breaks and the sky changes its color to azure.
I keep staring at the perfect sea like sky
But next I am amidst the ash color and my heart stops for once to look at
The reality, and mundane life below.



Dreams

Lawang Sharma

2nd year, Dept. of Commerce

Dreams were but dreams
Had to break of course
But did they break my heart
Oh yes oh of course!
Dreams are yet beautiful
Colorful, sunny and smiling
Tickling the bonny heart
Eating the soul so dying
Hardly do dreams come true
But are they ever utter farce
Sometimes materializing sometimes dimming
Sometimes a balm to waking scars
Dreams are of so many facets
Disturbing, gladdening, or wilting
They come, they go at will
Sometimes steady sometimes tilting
But dreams are dreams of course!



Willing

Vanessa Fernandez-1st year,

Dept. of Textile Science, Clothing & Fashion Studies

I am willing to take that extra mile...
One that has definitely been taken before,
By end-pursuing, hard-workers, who have lived life to the core.
They've borne difficulties with a smile...
And mind you, they will always do so!

I am willing to give up something now,
Even though it means taking up the plough.
What I give up now matters...just a little
But does it really matter?
For a joy lost now will only give me a hundred later!

The difficulties I entail now will reap benefits in the future
For pain, sacrifice, hard work and dedication are merely
ingredients to the recipe- the delicacy being my future.

My future will be served on a silver platter,
With the delicacy being my flavor!
I will walk that extra mile and give up something now,
so that I can reap my endeavor...



A Deep Feeling

Lawang Sharma

2nd year, Dept. of Commerce

My heart is wandering far in the sky
And my mind is in the middle of nowhere
My thoughts are filled with something different
And my movements are very indifferent
I just want to sit in a corner,
Free from noise and free from crowd
The depth of the ocean touches my heart.
The freedom of birds makes my heart cry
I want to live in the world of my own
Far from the hustle and bustle of the crowd
I hate the slightest sound, I hate the cry.
All I want is peace of mind
How I wish that I were free like the birds flying in the open wind,
Blowing however it wishes.
My mind is flying in the sky
With a hankering and pain that none can buy.



God! Thank You for the Trees

Lawang Sharma

2nd year, Dept. of Commerce



These mute trees
Swaying in breeze
Standing so erect
With flowers and leaves
They are so quiet.
Mainly in autumn
Giving so much
Expecting nothing in return
They live they breathe
But don't walk
Listen so much from others
But never do they talk
They want nothing from us
They survive in nature flourishing due to sun and rain.
And enjoying life at leisure
They give fruits and shelter.
We take so much from them
But give them nothing which is ours.
Trees purify the air for us.
Give so much of natural beauty
To look after it always
Must be our foremost duty
But trees don't need our services all the times
They live and exist all by themselves
Depending only on God to serve them
Trees green beauty soothe our eyes
Their flowers adorn gods and our home.
Should we thank him for trees?
Without which our life would have been a big moan.

Morning

Minu Jaiswal

1st year, Dept. of Commerce

Every day when I wake up in the morning,
I take a new step into this beautiful world.
The morning sun shines on my face,
And it offers my life a new glaze.
I make promises to myself,
And set my days routine.
I breathe in, I breathe out;
All the confidence comes in, all the fears out.
I think positive, I work positive;
And that keeps the negativity away.
It is all just because, I have found a new way!
I greet my parents and take their blessings;
I meet my friends and greet them too;
I respect my teachers and have regards for them.
Now I work hard and dare to say,
"Though, life is complicated, it is still my day!"



World's Best Mother

Lawang Sharma

2nd year, Dept. of Commerce

My heart beats for her
She's all in one
Her heart is always full of love
She is one whom I like the best
She is my mother
She is my inspiration
She is my true love
I am her ardent admirer.
She is as innocent as rose
Her heart is so tender
She is as lovely as stars
She is as pure as dewdrops.
She has a big heart accommodating such a lot of love sympathy
understanding love and care
She has everything which one craves in a mother...
She has charm, dignity
She lives in happiness
It's my only abhilasha
That you always stay happy my mom...





Kolkata

Minu Jaiswal

1st year, Dept. of Commerce

A nice foggy weather
In this exciting winter morning
I am sitting in a bus
Waiting to reach my school
Thinking about some experiences in the past
When suddenly I notice my beautiful city
Through the only window open in the bus
I see the heavy traffic jam
New trams that have been renovated
The buildings that are on the verge of falling down
Men are walking barefooted
Birds are chirping
Students are studying in their vehicles.
Everybody is heading towards work
Cars are being filled with petroleum
Washer-men are washing clothes
A group of women are gossiping
All the scenes will never end-
As they are of my amazing city
But now I have to end
As I have almost reached.
I know my city has been developing
And I will never let each individual's thought end
I will make a step forward
And work for my city
As I have been influenced enough
And I realize the worth of it
I know I love my city a lot
And I have learnt to value it.

God Please Grant Me...

Lawang Sharma

2nd year, Dept. of Commerce

O eternal given
If possible give me strength to fight all odds to end its death.
O beautiful being if possible give all a pure soul which will end all antagonism.
Which will break the enmity wall
O merciful Lord!
If possible change this world.
Bring human beings to live here
And give them a humane mold.



The Withered Flower

Nitika Agarwal

2nd year, Dept. of Commerce

They smiled,
They touched,
They missed their beloved,
When we held their hands,
When we touched their feet,
They wished their sons would also come to meet,
Few struggled to talk,
Few struggled to walk,
At their condition even the life did mock,
Confined within the walls of that old building,
They kept counting days of their aging,
Ages they have been here,
For long time back their blood and his wife left them there,
Gave a weak smile and waved them goodbye,
Although their heart did terribly cry,
Longed to play with their grandchildren,
But of this right they were brutally deprived,
For decades they took care of their children,
Giving them all sorts of joy and comfort,
Even the children returned the favor,
By giving them loneliness forever,
Now they are sixty or eighty,
Patiently waiting for their call from above,
Still praying for the ones they sacrificed their entire life,
Still hoping that one day he will come to see whether they survived,

He took his last breath,
And she just silently died,
But not a single person was there to cry,
Just where she lay,
Lay a photo frame,
She looked so young and that little boy was her charm,
Seeing that picture tears rolled down,
That lady's attendant could only frown,
Things were packed and the room was emptied,
For another one to occupy who was now seventy,
Same story continues,
To stay together the daughter-in-law refused,
Shameless son left his parents there,
Forgot the nine month's pain that his mother bore,
That one thing he doesn't realize today,
History repeats itself someday,
And he will too have a son one day.



The Road

Paridhi Keshan

1st year, Dept. of Commerce

Hurling down the streets each morning,
I construct a new way every day,
Teeming thousands gazing my face,
And I,
Lost in my own way.
In search of a passerby,
Who just wouldn't pass,
But wait,
Wait for me.
And when the passerby meets,
I find my way,
As if connecting,
What got lost.
Finding togetherness in that nothingness,
Chasing the way till the end,
I realized,
It's okay to be lost,
All of us are.



Child

Payal Tulsian

3rd year, Dept. of Commerce

I closed my eyes and began to think
How was I when I was a child?
Was I naughty or was I shy?
But nothing came into my mind.

The feeling of being a child cannot be defined,
Little fingers and twinkling eyes,
Makes others happily smile
God's greatest gift is nothing but a child.

The world becomes brighter,
When one has a child.
A child is the one who completes our life.
The one who makes us stay alive.



Face

Pooja Jain

3rd year, Dept. of Commerce

Seeing the reflection of my face in the water,
There is so much I want to alter,
The pain and restraint that I went through,
Nothing can be more distressful,
I did not fight back,
My freedom, I let him hack,
The scars and the burns,
Changed my life and gave it a turn.

A complaint I couldn't file,
Alone I had to walk the mile,
Helpless, without love,
Just waiting for a flying dove,
Marriage took me for a ride,
I went through only the high tide,
Break me free and help me out,
My heart is roaring a shout.

The once admired face,
Got lost in the hurting blaze,
The tridescent cheeks,
Are now a pale black and bleak,
The forehead is always wrinkled,
And the eyes no more twinkle,
The lips wail in pain,
All that is needed is blissful rain,
Fight back to get the smile,
No one will walk with you another mile!



Sea of Harmony

Rahul Saraf

3rd year, Dept. of Management

Blue seas and oceans spread far and wide,
With cold blowing winds and rising tide.
Sand filled beaches with crabs and snails;
And oceans of might where brave hearts sail.
Shores of sands with shells and rock;
And corals in the waters like a massive flock.
The sky is clouded and it's so dark and Grey;
With the echo of thunder, rain makes its way.
Swaying to and fro in the ship, enraptured I gaze;
A visit to these islands, a wonderful phase.
Seated by the sea gazing at the infinite expanse;
As the sun sets in the sky, it is nature's romance.
The sky seems to be painted with a a rose tinted brush;
This land away from the city, from pollution and rush.
The mild sound of the sea is a harmonious symphony;
A place to be alone, to be away and be free.
The cover of green and the forests allure;
For the sickness of joy; a panacea like cure.
The sun shying behind the clouds or dipping in the ocean;
The sunset so beautiful from which I cannot shun.
No less than the boulevard of the lord;
Where we're one with nature without discord.
It seems in the mountains a god smokes weed;
As the clouds are like smoke which have nothing to impede.
Early morning mist or clouds engulfing the hills;
Without a doubt in my mind, in my heart serenity fills.
The harmony of nature is instilled in the air;
And the ravishing beauty of the Andamans I just have to share.



Echo of a Dream

Rajat Agarwal

3rd year, Dept. of Management

Where light sprinkled gold on every cloud,
The gems scattered avowed joy loud;
Where streams flow into rivers flooded with contentment,
Lilies bloom gently- a spectacle of amazement!
Where love is the religion, harmony is preached,
Spring is the carnival, all time reached;
Where mirth spreads from leaf to leaf, stone to stone,
The wind runs wild humming a rapturous tone.
Was it an expedition to the altitude of fantasy,
Or to the heaven's brink replete with ecstasy?
Oh! I treasure the epic, beautiful song,
That flowed deep in me for long, long, long...



The Game of Life

Vanessa Fernandez - 1st year,
Dept. of Textile Science, Clothing & Fashion Studies



Life is like a game of cards,
With the kings, queens, jokers and all the rest who try to
help you and challenge you while you play.

Each card has its own place in the hierarchy of the deck,
Whose personal value cannot be traded for another.

It all depends on how well you play the game –
intelligently, cautiously, casually...
Which determines whether you will win or lose.

One will be a winner at the end of a game.
But another, even if he loses, is a winner in his own right,
'cause at least he tried.

One should be cautious however.
For a move done, cannot be undone and a card lost
cannot be retrieved.

Play your cards well to the best of your ability,
And at the end of the game, you will surely be rewarded
with pride and dignity!



The White Beauty!

Rajat Agarwal

3rd year, Dept. of Management

The lady moon, a goddess bright,
With shoulders gleaming bare and white,
Peeps from her balcony of cloud,
Elegantly dressed in her ivory shroud.
In the azure shaded palace of the night,
She pours forth soft, radiant light,
The sky flecked with her curled tresses,
Glistening a silvery sheen on the city roads.
Oh! The night's peerless, fair queen,
You enchant me with your exotic scene.
Serenading a solitary love song,
A wordless tone hummed for long.
I regret, for this union isn't forever,
but our love will bind us together!



Nostalgic Memories

Ritika Agarwal

3rd year, Dept. of Management

We talked all night about the rest of our lives,
Where we're going to be when we turn 25.
I keep thinking times will never change,
Keep thinking things will always be the same
But, when we leave after few years and it won't be coming back
No more hanging out because we'll be on a different track.
If you've got something you need to say
You better say it right now because you don't have another day,
Because we are moving on and we can't slow down,
These memories are playing like a film with sound
We used to get so excited and we got so scared
Laughing at ourselves thinking life's not fair.
As we go on, we remember all the times we had together
And as our lives change, come whatever
We will still be Friends forever.
Will we think about tomorrow like we think of it now?
Can we survive out there, can we make it somehow?
Will the past be a shadow that will follow us around?
Will these memories fade when I leave this town?
I keep thinking that it's not goodbye,
I keep thinking it's time to fly.
"One shot of happy, two shots of sad
Besides, if each shot of happy
Comes with only two shots of sad
Then coming of age is not so bad".



Women: An Untold Story

Shivangi Vyas

3rd year, Dept. of Management

The creator of this Universe, The God, The Divine..
Introduced me in this world and distinguished as Famine..
I came in this world crying in a bin of trash..
As they thought I'm there families abash..
In the crowd of thousands of Demons..
I stand alone with no weapon
Being a victim of molestation..
I still wear that smile without hesitation.
A daughter, a sister, a wife, a mother..
I play each role without complaining others.
I scream in my silence..
Shout for protest and justice
But You blunder my innocence by knocking me down..
Celebrating my victory over my body that you's own
I brought you in the world by taking those pains..
But the tortures as hell were what I had gained
And now my voice confines within me..
But my world of fantasies, I desire to flee
I see those eyes, starring at me brutally..
That devilish look speaks aloud your cruelty
You robbed my confidence..
And raped my happiness
Fear in my soul ,to walk out alone..
Beside, still standing there with a grin I've worn..
Despite being shattered, rejected and abhorred.



Mother

Sakshi Hemnani

3rd year, Dept. of Human Development

Many people don't believe in love at first sight,
But I've been struck, and I'm doing alright!
Opening my eyes, the first face I saw -
That of my mother's which left me in a state of awe.

Such serene beauty and eyes beaming with tender love,
As peaceful and quiet as a dove!
The soft fingers touching my forehead,
Taking me into her comfortable arms lifting me from the bed.

The tears of joy flowing from her eyes,
Looking at her newly born baby just so little in size!
Ready to take every step to save me from any pain,
And keep me hail and hearty is her life's aim.

Whatever comes or goes in my life,
I can guarantee she will do anything to drive away my strife!
She's the most amazing creation of God,
Or I can say, just another avatar of the Lord.



Nature's Glory

Shivangi Vyas

3rd year, Dept. of Management

It's beautiful how Nature plays with colours..
From dawn to dusk which occurs.
Far to your sight..
Where the sky decreases in height.
People named it as 'The Horizon'.
Where the first and the last rays of the sun shones.
That awestruck colourful view it is..
A blissful treat for eyes this is.
When the Sun goes down tired from it's journey..
It still spreads it's beautiful wings,like an untold story.
The Moon comes out with its peaceful night..
Those Stars,accompanying him is are few true friends..
Who never leaves his side even if the night ends.
This forever together friendship,right above us..
Is gifted by the nature which is beyond scribbling in words.
It's a pee-a-boo during eclipse..
Even forming a ring when had a glimpse.
Chirping of the birds early in the morning..
And the calmness of the river that's flowing.
The fragrance of the flowers..
Around whom,li'l butterflies flutters.
If i even get a chance to pen down Nature's petrifying glory..
Ages would be less to complete the story.

An Unfortunate Friendship

Shruti Shekhar

3rd year, Dept. of Commerce

It all started in the month of May
We met through a common friend, in a year not long ago.
Our conversation struck up at one instance
You were quite different from me though.

Our mere acquaintance evolved unexpectedly,
And so did our bond.
From sharing laughter and tears and lunch boxes
To keeping secrets, the list goes on and on.

Together we were like a house on fire
My heart said you were among those few
Who would stand by me, never leave me alone
And Oh God! My dream of a best friend at last came true.

It was all a fairytale for me and my happiness knew no limit
Until that unfortunate day of December arrived.
In the strong winds of misunderstanding
Our friendship sadly did not survive.



The broken pieces of my dream were shattered,
They were lying here and there and everywhere.
The friendship I thought I will treasure for a lifetime,
Thus came to an end within a year.

It's not that I am alone today
I have friends old and new.
But it does not matter how much I try
I will never find another you.

God

Vanessa Fernandez -1st year,
Dept. of Textile Science, Clothing & Fashion Studies

God comes to me with the sound of a new born baby cry,
Or through the smile of a friend, maybe even a passerby!

He comes to me through the breeze which carries the sweet smelling scent of flowers,
Or even at the sight of a blade of fresh green grass...

He comes to me as I gaze up at the Milky Way, the sky embedded with thousands of stars.

Or through the laughter of children who wouldn't care if they were on Earth or Mars!

He comes to me in the happiness and sadness of everyday life...
Or when I hear the pitter-patter of the rain, as I lay in bed at night.

He comes to me in the advice of a loved one,
And through me, when I listen to someone.

He comes to me when I'm gazing, all alone...
Or in the flutter of a butterfly, on a bright sunny morn.

God comes to me, through me and with me, on this journey called 'life'...
And I am here today because HE is always alive!



Human Values are Defenceless

Vandana Rateria

2nd year, Dept. of Commerce

People do not understand what these words really mean,
But they actually know that values make us human beings.
Unless a reward is granted, no one values a good deed;
As men are always aimed to fulfil their own selfish greed.
Human values are essentially human, this is what we ought to accept;
We are not humans without reference of values, is something we cannot reject.

For the 21st century, humanistic values must project a vision;
Which should be of a peaceful world free from any kind of division.
Human values aim at caring about the welfare of every individual,
So that policy of mutual help is not eliminated and no one is cruel.
To guide us in life, human values provide us purpose and direction;
And who and what we really are, serve the required definition.

In this world human values are the need of the hour,
Else the basic function will always remain devour.
Being first in mathematics is not what children are to be taught,
Reducing violence and ensuring love and peace must be the main plot.
In the past, these have been regarded as the basis of society in civilisation;
Which is regardless of all the cultural beliefs or religion.

From these values, there appears to have been a swing away;
As people are only concerned with materialism, power and betray.
Development of human is not characterised by the latest fashion,
But it is human values that give it a more effective expression.
Personal transformation should be regarded as the central issue,
Because only through this, social framework can be viewed anew.

Values are deemed important in questions of cultural development,
And are central for the preservation of the cultural heritage quotient.
We evaluate our lives and relationships through only its presence,
Which justifies human values in life to be the unavoidable essence.
So we should try being a man of value rather being a man of success,
As these things in life makes a big difference.





Crippling Fear

Prachi Kakrania

2nd year, Dept. of Commerce

What I fear is unusual but deep. I fear relations be it any kind.
I fear getting attached to people. The ones whom I have been close to, have parted away. I have begun to consider it a waste of my time.
It really makes you sad when someone close to your heart leaves and it's begun to cripple me.

I sometimes wonder whether it is my fault, but I don't think it is, because if it had been I would have sorted things out.

It's those sudden things that happen. A person suddenly decides to let go and leaves you without even a chance of sorting things out.

It hurts you deep and creates a burn in your soul.

Considering what is happening I find these lines apt:

"Give your hearts, but not into each other's keeping.

For only the hand of life can contain your hearts.

And stand together yet not too near together.

For the pillars of the temple stand apart.

And the oak tree and cypress grow

Not in each other's shadow."

I have learnt to make friends but not get too attached to them, maybe even fall in love but not inform them about it.

A fear that is deep seated within me is love. It is beautiful but too delicate.

The heart is like a fragile piece of sculpture.

I am afraid of giving it to someone, because they might suddenly decide to go away and

I would not be able to prevent it. I am afraid to get involved in the delicate layers of love.

The deeper love of the heart is just like a breeze that comes into your room, brings freshness and coolness and then it's gone.

You cannot catch hold of the wind in your fist.



SUEÑOS

Aayushi Goenka

1st year, Dept. of Commerce

Dreams build our future,
Just like the peaceful notes on which,
Wonderful music is made

They lead us to our destiny,
Guide us and motivate us
To move ahead and soar high.

Dreams bring us our beloved's memories:
Times cherished and long to cherish.
They let us know what we want;
They bring to us the voice of our angels,
Who guide us on every step.





INTERNATIONAL CONFERENCE ON ENVIRONMENT AND ITS IMPACT ON SOCIETY

August, 2013

This year JD Birla Institute completes 50 years of its existence and as a part of this celebration, our college hosted an International Conference on "Environment and its Impact on Society" on 18th to 20th August, 2013 at Kolkata.

Shri Somnath Chatterjee, Former Speaker of Lok Sabha had inaugurated the International Conference at Vidya Mandir Auditorium. Sri S.K. Birla, Mrs. Sumangala Birla, Ms Rita Bibra, Chief Administrator, JD BI were also present on this occasion.

This Conference involved the participation of academicians, policy makers and entrepreneurs, research scholars and students from various institutes, Universities and NGO's with international participation. It highlighted successful examples from around the world concerning attempts of integration of education and public awareness into national and local plans and strategies for sustainability, technology, curriculum development, new partnerships and networks.

The following are a few eminent resource persons who spoke at the Conference on matters such as: Dr. Wiecezorek A J - Sustainability Transitions: A New Direction in Environmental Science; Joanne Miller Pearson - Involvement by Home Economists in

Sustainability and Human Development Issues of the United Nations; Dr. B. Sesikaran - Changing Environments, Lifestyles and prevalence of Obesity in India; Prof Abdullah - Ecological and Economic Attributes of Jute and Natural Fibre for Sustainable Eco-

Management; Mr. J.P. Agarwal - Sustainable Urban Development & Green Building from Kolkata; Mr. Stephen Joss Brooks - Remembering the Future Garden Peace; Mr. Nirmal Basu - It Is Wealth Management, Not Waste Management; Mrs. Karuna A Singh - Environment and Youth and Prof. (Dr.) Sarmila Banerjee - Economy and Ecology: Emergence and Decay of East

Kolkata Wetlands.

The cultural show put up by our college students was very well appreciated by the dignitaries and delegates. Our college also organized a crafts bazaar where authentic handicrafts of Kolkata were sold. This generated a lot of interest from the delegates who found out more about the rich culture of Kolkata. The FSNM department of JD BI consistently served the guests and students for all the three days with food and refreshments, to ensure that they were comfortable.

On the last day in the Science City auditorium, we were privileged to be in the presence of our former President, Dr. APJ Abdul Kalam, who kindly accepted to be our chief guest at the valedictory session. After the announcement of the Best Paper Awards, Dr. APJ Abdul Kalam made us students pledge to be a generation of change towards a greener, sustainable world. The vote of thanks was given by Mrs. Sumangala Birla followed by the national anthem. Lunch was served thereafter at the Main campus. Over all it was a truly enriching experience for us students.





JOINT CONFERENCE ON PROGRESSIVE EDUCATIONAL PRACTICES February, 2014

India is one of the fastest growing economies and creating well trained manpower for this rapidly growing economy is our biggest challenge. Our strength lies in the statistics of 54% of our population being lesser than 25 years of age, thus we have the highest workforce in the world. However, India will not be able to take advantage of its demographic profile if its youth does not receive quality and cost effective education – this is our challenge.

So far, we have been unable to create an international educational ecosystem. In spite of being the second largest higher education system in the world, India has failed to produce world class universities like Harvard or Oxford and has been unable to attract foreign students and faculty. There is an absence of inspiring role models & lack of pedagogical innovation in higher education. We face shortage of quality faculty at university level, low quality of research and inadequate number of publications in renowned journals.

According to the 2011 Nasscom Report, only 25 % of technical graduates and 10-15 % of regular graduates in India are employable. This brings up the shortage of skill-based education; the absence of skill based relevant curriculum or the lack of innovative systems of evaluation that discourage rote learning. This presentation, on the theme of 'Progressive Education –

The Way Forward' throws light upon some best practices that can be adopted for improving the higher education scenario in India.

The topics for discussion are classified under the following broad categories:

- Improvement of Pedagogy
- Faculty Improvement Programmes
- Research and Collaborations
- Placement & Entrepreneurship
- Other Issues

Improvement of Pedagogy:

The following measures can be taken up to improve the pedagogy in higher education systems and organizations.

- To recruit & retain qualified faculty.
- By providing a good teacher: student ratio.
- To provide adequate & world-class infrastructure and learning environment.
- To design & offer meaningful curriculum models.
- Integrating important courses with curriculum.
- Provision for enrichment modules in teaching-learning.
- To implement academic flexibility through choice credit based system.
- To update & revise syllabus regularly.

- Conducting an induction / orientation programme.
- Offer bridge & remedial coaching.
- Offer add-on & short term courses.
- To implement choice based internal evaluation.
- Provide credit transfers.
- Nurture sustained systems to engage & motivate students and faculty.
- To facilitate training for competitive exams.
- Promote on-job training & field visits.
- Foster industry-institution partnerships.
- Augment library resources.
- Enhancement of teaching-learning resources.
- Maintain ready reference material.
- Provide access to question banks & model answers.
- To promote technology in teaching-learning.
- Promotion of online courses & training for knowledge enrichment.
- Popularize video conferencing, virtual learning & podcast lectures.
- Support classroom teaching through workbooks / worksheets.
- To promote teaching observation & mentorship.

Faculty Improvement Programmes:

All centers of higher learning can motivate & empower teachers using these techniques.

- Train & retrain teachers.
- Conduct Faculty Improvement Programmes.
- Conduct special lectures / workshops.
- Encourage participation in orientation & refresher courses and special summer courses.
- Endorse industrial training by faculty members.
- Encourage participation in seminars & conferences.
- Provide access to worldwide exposure.
- Promote research & Ph.d.
- Encourage consultancy.
- Encourage role model teaching.
- Maintain teacher's diary & lecture plans for efficient time management.

Research & collaborations:

The following measures are suggested to improve the quality and the number of research proposals and publications.

- Form research monitoring committee.
- Invite eminent scientists & research scholars.
- Encourage faculty to undertake research.
- Tie-up with research & academic organizations.
- To undertake industry based research.
- Create awareness for research funding.
- Involve students in community based research.
- Publish in high impact factor journals.
- Document student's research work.
- Publish inhouse research work.
- Organize seminars & conferences.
- Conduct research exhibitions & fests.
- Celebrate Research Day.
- Facilitate student's exchange programme.



Placement & Entrepreneurship:

Placement measures that can be undertaken by colleges and universities.

- Establish an active placement cell.
- Partner with industry or chambers of commerce.
- Involve industry in curriculum framing.
- Invite industry personnel for special lectures.
- Engage students in industrial projects.
- Host career counselling sessions for students.
- Groom students for placements.

Entrepreneurship:

Programmes /support that can be provided by higher education institutions.

- To impart entrepreneurship training.
- To set-up business incubation centre.
- Network to source micro finance.
- Involve alumni in promoting entrepreneurship.

Other Issues:

Additional best practices that can be adopted by centres of higher learning:

- Conduct SWOT analysis.
- Audit academic performance of the institute.
- Define administrative hierarchy.
- Set-up administrative committees.
- Collect, analyse and use feedback for future planning.
- Provide student support with schemes like earn while you learn can keep students motivated.
- Undertake Institutional Social Responsibility (ISR).
- Establish registered alumni association.
- Promote eco-friendly/ green initiatives.
- Document & maintain records systematically.
- Install ERP solutions.
- Identify best practices followed by the institute.



INSPIRATIONAL TALK BY MR. BIRLA

December, 2013

The outgoing students of the Institute were addressed by **Mr. S. K. Birla** on 3rd December, 2013 at the Vidya Mandir Auditorium. He motivated the students to choose appropriate career options in future and also try and serve the country in every which way possible. He emphasized that students, who form the future of our country, should be aware of their social and civic responsibilities and also work towards achieving their goals in their respective areas of interest. His talk was followed by an interactive session, where students asked

relevant questions related to varied topics such as career options, their contribution towards social responsibilities, unhealthy environment of the country and corruption and ways to deal with it. Mr. Birla very sportingly and effectively answered all the questions put forward by the young minds.





ONLINE COURSES UNDER THE FACULTY DEVELOPMENT PROGRAMME BY MR. PRADIP CHOPRA

February, 2013

The Chairman, iLEAD College/School of Media & Management Studies, **Mr. Pradip Chopra** conducted a workshop on Coursera, which empowers people to improve their lives, the lives of their families, and the communities they live in with education.

Coursera is an education platform that partners with top universities and organizations worldwide, to offer courses online for anyone to take, for free. It

envisions a future where everyone has access to a world-class education.

The Coursera experience is aimed at helping students learn better and faster on the basis of four key ideas shaping their vision:

1. **Effectiveness of online learning**
2. **Mastery learning**
3. **Peer assessments**
4. **Blended learning**





The Language of Lineage – Successfully sustaining a Family Managed Business without formal management schooling:
A TALK ON "FAMILY MANAGED BUSINESS" BY PROF. PARIMAL MERCHANT

September, 2013

Mr. Parimal Merchant is well known as the Director of the 'Center for Family Managed Business' (FMB). He is also a Professor at the S. P. Jain Institute of Management and Research. In an inspiring talk to JDBI students, Professor Merchant introduced the concept of joining family businesses. He highlighted the fact that managing a family business does not necessarily need formal training or an M.B.A degree. Instead, the process of entrepreneurship helps individuals in gaining self-confidence and experience in life.

He exemplified his concept through his stories which emphasized on the qualities of hard work, self confidence, bypassing the fear of being ridiculed, taking up new challenges and thinking out of the box. He also encouraged girls to actively participate in their family businesses. Prof. Merchant stated that, at present, women enjoy an equal footing with the rest of the male members in the management of a

family business. He justified his ideology by citing the example of a number of successful organizations whose top-level management positions are currently occupied by women like Indra Nooyi, Naina Lal Kidwai and Chanda Kochhar.

Prof. Merchant also stressed that our society has a considerable number of people who are satisfied with a mediocre mindset. They curtail themselves from taking the path of excellence and entrepreneurship. It is the urge to excel that makes one person different from another. Dreams can turn into reality by being passionate about a cause, possessing the right attitude towards failure and by having a desire to excel. As Professor Merchant emphasized, "Business is no rocket science. It forms a part of our day-to-day life and in itself is a training school." The mantra of success, according to him, is self-confidence and a clear vision of our aim.



Welcome Student Ambassador Participants



PRESENTATION BY S P JAIN SCHOOL OF GLOBAL MANAGEMENT BY MR. SHIBASHIS SENGUPTA

May, 2014

Mr. Sengupta started the presentation by informing the students that S P Jain School of Management holds the 5th rank among all the Business Schools in India today. He interacted with the students and tried to gauge how many of them were interested in pursuing an MBA course. He provided valuable insights and tips on how to tackle the Common Entrance Test which is popularly known as CAT. He drew attention to the fact that cracking the exam is basically about having a good grasp over English and Mathematics. The test is designed in such a way that it can test the decision-making abilities of the students and their confidence levels. He provided extremely helpful tips to the students on how to get high percentiles in CAT and decoded the concept of grades and the percentile calculation process.

Mr. Sengupta also spoke about the S P Jain School of

Global Management which has its campuses in Dubai, Singapore and Sydney. This Institute provides global exposure to students which are becoming increasingly important to attain success as management personnel. This was followed by a visual presentation on the different campuses of the S P Jain School of Global Management.

He also informed the students about their Global Ambassador Program run by the Institute which selects two students from prestigious institutes to visit one of their global campuses. This year they are going to arrange a three-day study trip to Singapore. S P Jain School of Management provides two types of courses- a Global MBA which is a 12 months program and requires GMAT score and an MGB (Masters in Global Business) which is a 16 months program and requires GMAT and CAT scores.





WORKSHOP ON PHOTOGRAPHY BY NARAIN MISRA

February, 2014

Prachi Goel

1st year B.Com

Art of mimesis is quite instinctive to human beings, though Plato has said that "art is three times removed from reality", yet photography to a great extent has proved Plato wrong. With the help of photography we can create light and colour the exact image of any object and it can be made so identical that one can create a perfect illusion. It is of course not for creating illusion always, but for keeping a record, creating an evidence, storing something as memory, capturing and treasuring moments, creating chronology etc. all simply with the help of colour, light, lenses and also with the help of a perfect angle.

Evolution of photography has been a long process, the cumbersome art of creating a black and white image on a plate following a very elaborate process has over the years given way to just a finger touch following the digital technology of the contemporary age.

I thought from the beginning of the photography seminar conducted by Mr. Narain Misra, a student of the Niagra College at Canada and a professor of Chemical Engineering, was going to be the coolest seminar I have ever been involved in for I love photography and it totally, totally was!

His insights, tips and real-world advice really resonated with the class. He really worked hard to create something very special, and it showed. What a great photographer! We were enlightened with the history and composition of an art like photography that made us stay glued to this seminar. We learnt that though editing makes the reality far-fetched, still editing is sometimes necessary for telephotography. We have to have an eye for detail in

order to have perfect pictures clicked which would bind the viewer in awe. Depth and aperture settings being important as well we were given tips on how to make one's photograph unique by clicking from different angles rather than the regular vertical picture. We were given knowledge on various lenses required to have close ups as well as pictures where the depth of field would be highly encompassing. Most of us love having a memory of the vast landscapes one passes through while on a train journey, but most of us do not get the desired picture, the reason being that the camera used may not be suitable. One should have a camera with a high shutter speed. Mr. Narain Misra had an eye that craved for pictures no one else had viewed, which was proved by the perfect picture of the Taj Mahal from a very unique

perspective. He had the talent of attracting the viewer into his picture where the picture itself provided the eye or a pathway leading the viewer to the main object at the centre of the picture. He was a very skilful photographer, who could play with light, be it a cloudy day or a bright sunny one, in the most breathtaking manner for he knew the correct time for the picture to be clicked, for e.g- the sweet light when the sun has left the sky but a trail of glowing red is left behind, leaving the viewer mesmerized. He gave us tips to click a beautiful picture of the moon inviting the fact that he loved nature photography. We also learnt to do away with the red eye in our photos. Enlightening us with the knowledge of clicking a good silhouette he also advised us to learn from the art of good photographers.

Though only a few can become master photographers by painstakingly learning the fineries of the art. The seminar was quite a treasure for all the 150 students out of which very few or perhaps no one will take photography seriously, still in all probability, most of them if not all of them will try in their life to arrest some moments in the most perfect way so that they can make the moment eternal.





TALK ON ENVIRONMENT BY MR. BITTU SEHGAL

February, 2014

make a difference...

Mr. Bitto Sahgal, the founder of 'Kids for Tiger', was the guest speaker at J.D.Birla Institute on the 6th of February 2014. An eminent environment activist and writer, and the founding editor of Sanctuary Asia, India's premier wildlife and ecology magazine. A member of the National Board for Wildlife of the Ministry of Environment and Forests(India), he is fighting a battle to protect India from the worst impacts of climate change. The workshop was attended by the third years of the Department of Commerce and the Department of Sciences. There were 250 students in total, who attended the same.

He began with an apologisation to our generation on behalf of all the previous generations for the unorganized management of our natural resources. He claimed that they have left us an unimaginable world with fewer resources than is required to sustain a stable society. We were informed that it took many years for the dinosaurs to become extinct but our previous generations took only a mere

200 years to change the climatic conditions in such a way the rate at which the environment is depleting is much higher than that of coping up with such depletion.

He spoke about the man-made activities, which have had several negative impacts on our environment and also about how the salt gets deposited in the Sunderbans due to the cyclones that take place. When the mangroves in the Sunderbans are cut the surrounding water bodies end up getting saline due to water deposits and since saline water does not support plant growth, it affects the environment as a whole. Moreover, it also leads to various health disorders.

Mr. Sahgal told us that no matter how much the Government spends on the funding for large dams and environmental projects, proper planning and analysis must be done before the project ideas are put into action. Nuclear projects are more harmful than using coal, since there is more carbon emission through nuclear projects than through burning of coal.

Sir motivated us by saying that we are the future and that we need to take steps to make a difference. It is time we should do something about it. We, the young generation, having access to the media and press, we could organise campaigns and get other colleges involved in it. We could make a nature society in our college, check out the environmental projects that the government is planning to work on and analyse its feasibility, whether at all it would be beneficial in the long run or would it just be a lost cause. We are the future and we are the ones, who can make all the difference.



SPECIAL LECTURE ON TAX BY PROF. SHUBHAYAN BASU

July, 2013



In the rat race of today, any knowledge is not apt to define a person as being educated. Fortunately, we are a part of such an educational institution the pith of whose foundation lies in facing competition and reaching new zenith successfully. The necessity of crystal clear concepts was judged by the J.D.BIRL INSTITUTE. A lecture was scheduled on 6th July 2013 at 9 AM on "An overview of tax laws in India." The lecture was presided by an eminent Professor Shubhayan Basu.

In the era of perennial legislative consideration, one has to be fully equipped with ones right, duties and obligations. The lecture in general and Professor Basu in person revealed a whole a new world of taxation with respect to India. He crafted his lecture in a systematic manner describing in details the Income Tax Act,1961.He brought to our purview the importance of direct and indirect taxes and the significance of each in terms of service tax ,VAT, Wealth tax and likewise. He intelligently referred to some popular case laws to arouse our interest. It was astonishing to know the slight demarcation of the two colloquial synonyms that is tax evasion and tax avoidance. The solution was not tax evasion but tax planning and tax management.

It was indeed an honour to witness an act upon the newly gained knowledge. The lecture initiated and staged as a catalyst towards becoming a responsible citizen in person and a successful nation in general.



SPECIAL LECTURE ON FINANTICS BY MR. PANKAJ AGARWAL

March, 2014

A guest lecture by Mr. Pankaj Agarwal, Director, Finantics Consultancy Pvt. Ltd. on 'FINANTICS' was delivered on March 31st, 2014 for the third year students of J. D. Birla Institute. Finantics has been chosen by the largest stock exchange of India, the National Stock Exchange, to provide training for the prestigious programme of the Government of India, called the National Skill Certification and Monetary Reward Scheme (NSCMRS). He initiated his lecture with an overview of financial market and its importance for today's youth and for the prevailing scenario of our country, taking into consideration the very relevant fact that the highest paying jobs in India are from the financial markets only.

Mr. Agarwal said that India has a massive population of 1.27 billion out of which only 1.5% have a Demat A/C. Demat A/C is required to trade equities, securities, bonds and other

financial instruments. Hence, all the more is the need to encourage youth to actively take interest in the financial market. The session went on with him, throwing light on the four types of instruments for investment viz. Equity, Debt, Currency and Commodity, also specifying the feasibility of each. For example, investment in equity comes with both positivity of higher and lucrative benefits, and negativity of major involvement of risk. In addition to the above discussion, Mr. Agarwal further continued with the reasons of dealing in financial market and in what form. Participation can take the form of either acting as an Intermediary or an Investor or just by applying the gathered knowledge in other areas of work.

The session was concluded with Mr. Agarwal providing additional information about financial markets help in generating money. With some awe-inspiring examples of success, he thus motivated students to actively participate in financial market happenings, the training for which will be provided by Finantics under the implementation of NSCMRS. The session was made interactive by thought-provoking questions posed by Mr. Agarwal. With a short round of Finquiz, the session proved to be very inspiring and informative for the students.



SPECIAL LECTURE ON CORPORATE SOCIAL RESPONSIBILITY BY PROF. SOUMENDRA LAHA

July, 2013

Meenal Dhupia

3rd year, Sec A

Professor Soumendra Laha, currently working as a teaching faculty in Bhawanipur Education Society (earlier a professor in St. Xaviers College and Goenka College) conducted an interesting and indulging lecture on the most current issue prevailing in the global business economy i.e. Corporate Social Responsibility. Keeping the students glued to his slides, he emphasized on the importance of CSR.

Corporate social responsibility is a form of corporate self regulation integrated into a business model. Business should not be responsible morally to the stakeholders but also to the society, environment and towards a sustainable planet as a whole.

Professor Laha highlighted upon Warren Buffet's statement - "It takes 20 years to build a reputation and only five minutes to ruin it". He stated that gradually most business houses will take up corporate social responsibility as a prime responsibility citing few examples of business houses that are actively participating in serving not only its stakeholders but also the society and the environment.

Tata Steel group is highly motivated towards the development of the society as a whole taking the environmental impact into consideration. They have retained a collective focus on the various areas of corporate sustainability that impact people, environment and the society at large. As a policy, it promotes and encourages economic, social and educational development within its communities while also giving active support to local initiatives.

Infosys, among many other business houses considers CSR as its prime objective. Infosys employees actively participate in the welfare of the local community. Development Centers (DCs) in India make a difference through several Corporate Social Responsibility (CSR) initiatives. Their employees organize and contribute to welfare programs, especially for underprivileged children. They support the activities of institutes and Non-Government Organizations (NGOs) dedicated to healthcare and education, and campaigns for skills development and community welfare.

Professor Laha pointed out that in our country; the government has constantly been shifting the pressure of CSR to the private sectors. He explained how fundamental Corporate Social Responsibility is the PPP concession model, requiring engagement and cooperation with a wide range of interested parties and Stakeholders Emphasizing upon the difference between the profit earned and the expenditure incurred on fulfilling this responsibility, he said, that it is extremely difficult to anticipate the expenditure incurred on the same.

Concluding his lecture, he stated that for a business to take responsibility for its actions, that business must be fully accountable. Social accounting a concept describing the communication of social and environmental effects a company's economic actions to particular interest groups within society and to society at large, is thus an important element of CSR.

Social accounting emphasizes the notion of corporate accounting and it should be made mandatory for every organization to complete its corporate social responsibility.



TEACH FOR INDIA AWARENESS/ RECRUITMENT CAMPAIGN

January, 2014



A commitment to education: Recruitment and awareness presentation by Teach For India held on 17/01/2014 at J.D.Birla Institute.

J.D.Birla Institute forged a partnership with Teach For India, the national movement of young leaders dedicated to eradicating the problem of educational inequity. This initiative was coordinated by 'Helping Hands', the social activities club of JDBI.

In an inspiring talk to final year JDBI students, Ms. Sharmishtha Gangulee, Recruitment Manager of Teach For India (Eastern Zone) highlighted the shockingly low rate of children going to school in India and the travails of education for students hailing from low-income communities.

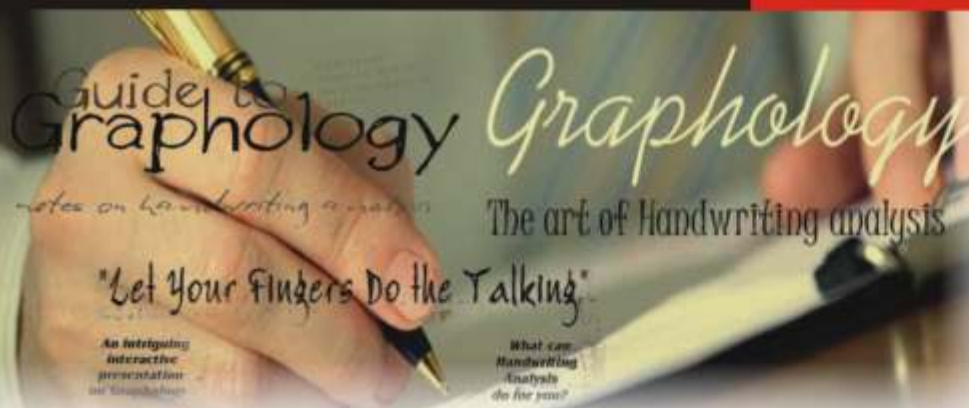
The engaging one-hour presentation sought to introduce JDBI students to the option of joining the coveted Teach For India 2014 Fellowship post their graduation. Ms. Gangulee and her associates also handed out awareness brochures and FAQ sheets about the Teach For India journey and the

transformational impact of this leadership experience on thousands of Indian students lacking an opportunity for education. She encouraged the students to apply for the fellowship and charted the excellent career opportunities as Teach For India alumni.

Teach For India recruits India's most promising college graduates and high performing professionals to serve as full-time teachers in low-income schools for two years. Fellows work tirelessly to bridge the immense gap their children face, putting their students on a fundamentally different life path.

"One day, all children will attain an excellent education."— is the vision of Teach For India. J.D.Birla Institute looks forward to a long term tie-up with Teach For India and a commitment to improving the education scenario of our country.





SPECIAL LECTURE ON GRAPHALOGY BY MRS. SUSHMA JAIN

November, 2013

A lecture by a guest speaker was given to the students of 2nd year B.Sc. Human Development on "Graphology: The Art of Analyzing Stress in Individuals Handwritings". The guest speaker was Mrs. Sushma Jain, the Managing Director of Suskan Institute of Graphology and Personal Success. Young, enchanting and empowered, she is a quintessential trainer and therapist. Mrs. Sushma Jain has conducted many inspirational, motivational and heart touching sessions with a lot of organizations and individuals.

"Stress Analysis through Individuals Handwritings" being a part of the syllabus of one of the core subjects of Human Development, "Family Stress and Crises", the lecture was given from that viewpoint keeping the subject in mind. Mrs. Sushma Jain gave an introduction to the study of graphology. In her words, "Graphology is the study of handwriting. As a theory or practice for inferring a person's character, deposition and attitudes from their handwriting, graphology is generally considered a pseudoscience. Our handwriting is the thought process which is going on our mind. What we write on a blank sheet of paper is our mind speaking. Through a sheet of paper we can analyze various characteristics of the individual and the amount of stress the individual suffers."

The first class conducted was an introductory class where, an interactive session was held between the students and Mrs. Sushma Jain. The functioning of the mind was taught. "The mind has a negative and a positive folder. All the stress and repressed emotions are contained in the negative folder whereas all the compliments and accomplishments we have achieved so far are contained in our positive folder. If any sort of negative vibe is given by an individual it will be stored in our negative folder and a good rapport with an individual is stored in our positive folder. The development of our stress begins once we

explore the environment around us. It is considered that 0-7 years is the mother years as the child requires care love and support and 7-14 years is the father years so the child learns to be tough enough and can stand on her/his own feet for a fully balanced personality. Anything wrong that happens during these two phases may affect the personality

development of the child," as stated by her. Since the time was up Mrs. Sushma Jain had asked the students to write anything they feel about on two white sheets of paper with their signature which would be analyzed in the second class.

The second class was filled with enthusiasm as the students were taught how to analyze their handwritings as well as other individuals. The following were taught:

1. Look at the pressure of the strokes. A high pressure means the person has high emotional energy. People with high emotional energy have a lot of enthusiasm for life and are often very successful. People with a low emotional energy find most situations draining and will try to avoid them.
2. Look at the size of the letters. Large letters mean the person is outgoing and extroverted; small letters mean the person is reclusive and introvert.
3. Look at the slant of the strokes. A right slant means that the person is assertive, confident, and sometimes insensitive. A left slant means that the person is quiet, reclusive, and usually thinks before acting. No slant means that the person is reliable and consistent, but is often very reserved and constrained.
4. Look at the connection of the letters. Connected letters mean that the person is logical and judges things according to experience. Disconnected letters mean the person is imaginative and judges things according to intuition.

The student's enquiries were answered. Mrs. Sushma Jain left the students with a bright token of her knowledge with them as a gift.



Happiness
begins here



LECTURE AND INTERACTIVE SESSION ON MENTAL RETARDATION BY DR. ANINDITA CHATTERJEE

December, 2013

Seyoshi Francis

3rd year BSc Human Development

A lecture was conducted on mental retardation by Dr. Anindita Chatterjee on 20th December 2013. This was conducted as a part of the subject human exceptionality, in which we studied about mental retardation, visual impairment, hearing impairment, cerebral palsy etc.

Dr. Chatterjee has worked with special children for many years. Firstly, she made us write the following definition on mental retardation:

According to the American Association on Mental Retardation (1983), Mental Retardation refers to significantly subaverage general intellectual functioning existing concurrently with deficits in adaptive behaviour, and manifested during the developmental period.

After explaining the definition she moved on to the causes of mental retardation. She explained that the causes fall under three major categories which include: pre-natal, perinatal and postnatal influences. Further, she said that if the mother is suffering from TORCH (toxoplasmosis, rubella, cytoplasm and herpes) during pregnancy it can lead to mental retardation in the child. Another major cause is gestation disorder. The most typical gestation disorders involve prematurity and low birth weight. Prematurity refers to infants delivered before thirty-seven weeks from the first day of the last menstrual period. Low birth weight is viewed in terms of babies that weigh 2500 grams or less at birth. Prematurity and low birth rate significantly increases the risk of serious problems at birth, including mental retardation. Then, she continued with the postnatal causes which includes malnutrition, meningitis, repeated fits and epilepsy.

Gross postnatal brain disease can also lead to mental retardation. It may include the formation of multiple tumors in the skin, peripheral nerve tissue, and other areas such as the brain. The severity depends on the location of the tumors (for example- in the cerebral tissue) and their size and growth.

Next, she narrated a case study of a boy she came across. There was a healthy, active boy who was once inspired by watching a mountain Dew advertisement in the television which showed bungee jumping. He also wanted to try it and portray to his younger sister that he is very brave. He tried bungee jumping from a large window and got strangled. He did not die but it affected his brain severely and now he leads a vegetable existence.

Further, she explained that there are certain areas which are often mistaken for mental retardation. For example: childhood psychosis which leads to deficits in adaptive behaviour similar to mental retardation. Next, she spoke about a type of mental retardation called idiopathic mental retardation. In this type of mental retardation the causes are unknown. According to her, one way of identifying mental retardation is to check if the child accomplishes the milestones of development on time. If there is a delay then the doctor must be consulted.

She also informed us about several tests which can be used to detect mental retardation. For example: Indian Adaptation of Weschler Intelligence Scale for Indian Children, Vineland Adaptive Behaviour Scales etc. Also, she said that in order to treat and rehabilitate the mentally retarded children we must focus on cognitive therapy, occupational and behavioural therapy.

The institute gave us the opportunity for this interactive session which the students enjoyed, participated in and benefited from.



ANNUAL SHOW

March 2014

The Bard's Voice: A Theatrical performance on the adaptation of William Shakespeare's 'A Midsummer Night's Dream' on the occasion of 'Annual Day' held on March 22nd, 2014 organized by J.D.Birla Institute.

J.D.Birla Institute upholds the mission of holistic education. We aim to develop our students' potential for excellence with a host of cultural and extra-curricular events.

We celebrated our Annual Day programme at Vidya Mandir on March 22nd, 2014, with a maiden venture into the theatrical side of our students with a performance on the adaptation of William Shakespeare's 'A Midsummer Night's Dream'. The Annual Day programme was spearheaded with the 'Awards for Academic Excellence' for the session 2013-14, where diligent students were honored with certificates for academic and overall excellence.

The highlight of the show was the play put up by a cast of 30 students from the Departments of Science and

Commerce. Shakespeare's classic and most popular comedy, 'A Midsummer Night's Dream' was adapted into a modern English version by the CEO and theatre personality of ARC Group, Mr. Arnab Roy Chowdhury. The ninety-minute performance was appreciated by everyone. Additionally, the students of the Departments of Textile Science, Clothing and Fashion Studies and Interior Designing designed the costumes and the props for the show, respectively and it was an excellent learning experience for them.

The enthusiasm of the students and the success of the dramatic venture has encouraged us to initiate more theatrical performances in our upcoming cultural events as well as launch a 'Dramatics Club' at J.D.Birla Institute.





ANNUAL SPORTS

November, 2013

The Annual Sports 2013 of J.D.Birla Institute was held at the Sports Authority of India (SAI) Complex, Salt Lake, on the 16th of November 2013 at 10:00 am. The chief guest for the occasion was Shri Gurbux Singh, Former Captain Indian Hockey team and Arjun Awardee (1966) and Gold Medalist, Tokyo Olympics (1964). The occasion was also graced by Mr. N. Banerjee, Deputy Secretary, Vidya Mandir Society and a Governing Body Member.

Like last year, this year too, the sports was held with a difference. The various renowned NGO's of Kolkata, handling less privileged were approached and NGOs like Aapne Aap Women, Hope Foundation and Action Aid International sent in their children to participate in the Annual sports of the institute.

The programme began on the arrival of the guests with the torch-lighting by the Head Girls the

Departments of Science and Commerce and a march past by the student council members followed by a welcome song. The Welcome address was delivered by the Principal of the Institute, Dr. Deepali Singhee. The Flag hoisting was done by the Chief Guest Shri Gurbux Singh followed by his speech.

Track events were organized for children from various NGOs, students from the six departments, faculty, administrative staff and the class D staff. On the final day, 7 students (both from Departments of Commerce and Science) had put up food stalls. They made a profit of Rs. 2019/-, which would be given to Helping Hands, the social welfare club of the Institute.

Press was also invited for the final day. The event got covered by TARAT.V. and The Times of India.





INDOOR GAMES

October, 2013

JD Birla Institute's Annual Indoor Sports Meet was held for another time on 3rd October 2013, the Prelims for which were on 30th September and 1st October 2013. The Sports Meet comprised of exciting games namely Darts, Carom, Sudoku, Chess, and Scrabble which involves as many students as possible. The zeal of the participants towards the games is mention-worthy and remarkable.

In the prelims for Chess, the players were given 10 moves and each move must be made within a minute apart from that it comprises all the same basic rules Chess has. There were 13 players to participate in this contest and Aanchal Mundhra from 1st year B.Com conquered this game of brain after facing an intriguing challenge from her opponent. On the final day the players were allotted 30 minutes in which they had to complete the game, for every move the player got 1 minute each. The player who was able to trap the most important piece of the opponent first or the player whose chessboard pieces score more was eventually declared as the winner. In the first game Radhika Karwa of 3rd year Home Science Department won against Fatima Gazi of 3rd year Textile Science and Fashion Studies Department. In the second game Aanchal Mundhra beat Simran Kalra of Human Development Department. The final game was conquered by Aanchal Mundhra who gave Radhika Karwa a checkmate within 4 minutes and won applause again.

Sudoku also created a lot of excitement among the participants. The prelims were characterised by solving a puzzle in a limited time of 7 minutes and amongst 21 participants, Sanyukta Jalan, 3rd year B.Com emerged as the finalist. In the Inter-Departmental Finale, and within a time limit of 10 minutes to solve the puzzle, Lamyadaruwala of 3rd Year Interior Designing Department was declared the winner.

Scrabble as mentioned earlier, was yet another game organised. The prelims were conducted between groups of 4 participants. Each was given 1 minute per word formation and they were required to make 4 words. 14 participants participated and amongst them Heenal Kothari 1st year B. Com became the finalist. However, in the finals, Malaika Muraka of 1st year Human Development Department won.

Darts had in total of 10 girls participating in the preliminary rounds. With 4 sets consisting of 3 throws each, the main objective was to reduce the score of 501 to the lowest. Tanvi Jasani 2nd year B. Com managed to lower her score the most to 250 out of 501 and was thus declared a finalist. The finale was conquered by Srishti Surana of 1st Year FSNM Department.

The prelims as well as the finals for carom were an enthralling one with the participants showing their maximum enthusiasm. The prelims got over with 6 rounds of selection and finally Monika Madhogoria of 2nd Year B. Com with her outstanding performance won the prelims round. The finals had 2



groups and each of them was entitled to 3 matches and 1 out of 3 would be considered the best. The games started with a toss for a fair win. In a total 36 matches were played and Aastha Jain of 1st year FSNM Department won.

The whole event was a success with students showcasing their talent and sportsmanship.

FRESHERS' PARTY

August, 2013

The Freshers' Welcome is an event much awaited by the 1st year students of both the Commerce & Sciences. This year too on 30th August, 2013, the 2nd & 3rd year students put together a very nice show for the 1st year students at the Auditorium, Main Campus. The programme started with a welcome to the Freshers' by a classical dance on Ganesh Vandana by Sampurna Ghosh, a 3rd year student of the Department of Human Development. This was followed by a series of songs sung by Vrinda Beriwalla and Priyanka Nikita Biswas -- students of the Department of Commerce, Anandita Halder from the Department of Human Development and Mayurakshi Kundu from the Department of Food Science and Nutrition Management. The Miss Freshers' contest was held wherein eight girls were short listed (four from the Department of Commerce and four from the various Department of Sciences) based on different criteria's at the time of registration. Question and Answer session was held and each student got a certain amount of time to answer the questions. The participants were marked accordingly. After the contest got over a western dance on a fusion of Bollywood numbers was put up by the students of the Department of Human Development and Interior Designing.

The last performance was again a group dance on English numbers showing different styles of dance forms put up by the students of Commerce and Food Science and Nutrition Management. In the meanwhile the Miss Freshers' from both the departments of Commerce and Sciences was announced. Urvashi Malpani and Sruti Gaddhyan were crowned Miss Freshers' from the Department of Commerce & Sciences respectively. Our Principal Dr. (Ms) Deepali Singhee was requested to crown both the students and was also requested to address the audience. This was followed by refreshments.



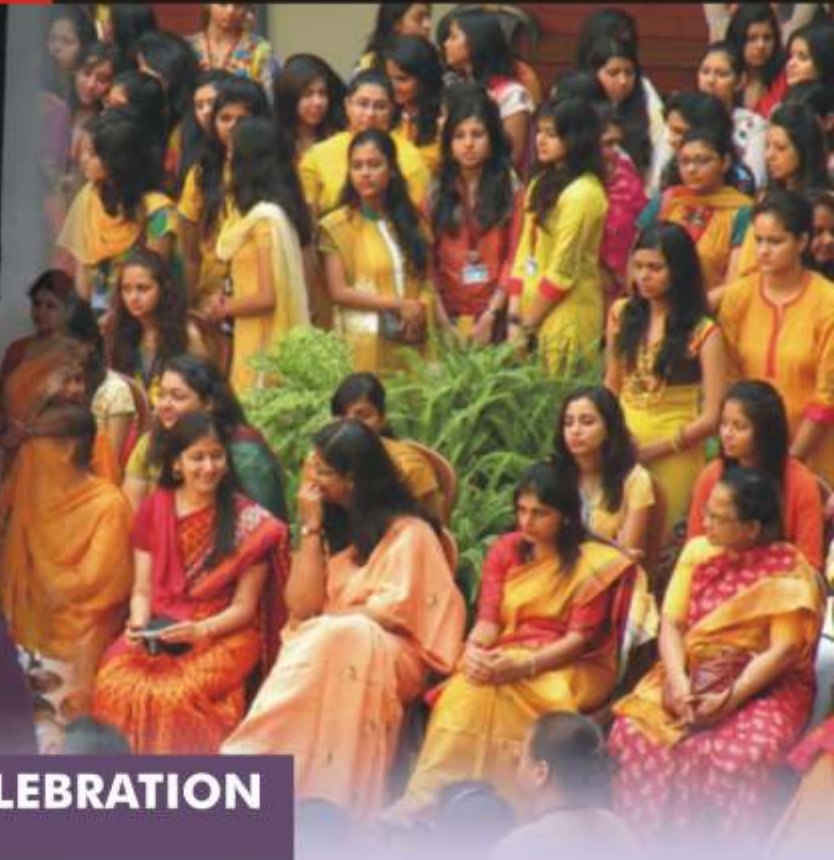


FAREWELL PARTY May, 2014

The Farewell was held on 10th May, 2014 in the Seminar Hall, Main Campus, J. D. Birla Institute. Students from each department helped in enhancing and packing the photographs to be given to the outgoing batch. Interior Designing students and two girls from the Commerce section did the decoration. The registration began at 4:30 pm. Students from all departments looked gorgeous. The programme began with a classical dance performed by Shramoni Ghosh from the Department of Commerce followed by a medley of songs. Two group dances involving students from Departments

of Commerce and Food Science & Nutritional Management was performed. Games were executed by Departments of Commerce and Interior Designing. Eight Awards were constituted and one was given to each department. The Outgoing Batch of 2014 got a large cake for the Teachers, Staff and Students of the College.





BASANT PANCHAMI CELEBRATION

February, 2013

Palak Kaur Anand

2nd Year – Department of Textile Science, Clothing and Fashion Studies

Basant Panchami or Saraswati Puja is held on the fifth day of Magha (in early February), marking the start of spring and the Holi season. On this day we worship Sarawati Devi, the goddess of knowledge, music, art and culture. We celebrated this day on the 15th of February, 2013 with great ecstasy and bliss, decorating the college like a Holy Sanctum to honour Goddess Saraswati and receive her Blessings. Yellow and orange being the auspicious colour for this day, it was the colour code for all the members of the

college. A short cultural program consisting of singing and a classical dance performance marked the beginning of the celebrations. It was followed up by the puja and the aarti by the Panditji. Yellow and orange marigold flowers were showered on the Goddess. The program ended with every one receiving the Prasad and Mother's Blessings for a bright future ahead.





INDEPENDENCE DAY CELEBRATION

August, 2013

India celebrates its Independence Day on 15th August, since India saw the first light of independence from the brutal British rule on this day in 1947. It was celebrated at our J.D. Birla Institute's campus with the active involvement of all students, staff and faculty members with a patriotic spirit and love for the country.

The dress code for this day was white ethnic wear, symbolizing peace and purity. The event began with the registration of the students followed by flag hoisting by the Principal of our Institute, Dr. Deepali Singhee and Dr. Asit Datta, the Director of the Management Department. Many Patriotic songs were sung by the students after which the National Anthem was sung. After the flag hoisting ceremony at the college grounds, refreshments were served by

the FSNM department of JDBI to the students and teachers. Afterwards, a cultural show was organized by the students as a tribute to the departed souls who contributed immensely towards our independence followed by an inter-departmental quiz which was themed on Indian History. The quiz was conducted by Mr. Pradip Chopra. Although it was won by the department of Interior Designing this year, everyone present was exposed to a deeper insight to the richness of our Indian History. We students celebrated Independence Day with great fervor and enthusiasm.

It was an occasion to remember the gallant men and women who laid their lives for our precious India, our Independence, our Freedom, our Victory and most importantly, the relevance of it all in our lives, today.



Students' PICNIC



DEPT. OF COMMERCE December, 2013

Calcutta's have set up a trend of relaxing and enjoying the end of chilly winters by organizing small get-togethers, picnics and day trips to give a kick-start to the new annual working session. Being a part of the city of joy, J.D. Birla Institute follows the

same trend, to freshen up the students by giving them a break from their monotonous life.

On 31st December 2013, all the students accompanied by the faculty members of the Department of Commerce, went for a day long picnic to Diamond Holiday in Joka. The venue was beautiful with a number of small ponds and cottages. For a moment, it felt like we have left the rowdy bustling city to spend a day in calm, leaving behind all our worries. After the breakfast, we all started exploring the venue, playing games, clicking pictures, and making memories to be remembered lifelong. There was a good arrangement of music, and the students made full use of it, by setting the floor on fire. After the lunch, we all got engaged with couple of games organised by the teachers, like "Fire on mountain" and a joyful round of "Antakshari" between the students and the teachers.

The fun-filled day came to an end when we left for college in our respective buses, all wearied and exhausted. This picnic helped us to break the dullness of life and gave us renewed energy, vigour and freshness thereby sweetening and prolonging our life and making it worth living.

DEPT. OF SCIENCE February, 2014

J.D. Birla Institute's Picnic 2014 of the Department of Sciences was held On 01/02/2014 at Saheb Gardens, Barasat. The attendance of the students was taken by 7:45 am on 1st February 2014. Six buses with 251 students, 22 faculty members and 2 Group D staff members left the main campus at 8:20 am and reached the spot at 9:30 am. The teachers had planned five games for the students which included Kho-Kho and Musical Chairs. First four games were

played after breakfast and almost all students participated. Housie was played after lunch. The students and teachers enjoyed the songs played and danced with the music. Breakfast, lunch and snacks were served at the venue.





CARNIVAL

December, 2013

Niharika Jaiswal

3rd yr BSc Human Development

2⁶th December, regarded as the Thanksgiving Day, was when we organized the carnival for the children of Apne Aap Women Worldwide, an NGO that deals with the rescue of children of prostitutes and gives them access to education. The person incharge of this education who deals mainly with the rescue operation is Tamal sir and he also plays a major role in their well-being.

The carnival was to make these children feel at home and not feel underprivileged. They were asked to prepare themselves so that they could showcase their talent as well.

The owner and founder of this NGO Mrs. Uma Bhagat was also invited and our respected faculty members of the college alongwith their family members were requested to be a part of this event.

Games, talent hunt, food and gifts, were the main attractions of this event.

As truly said, life is not always a bed of roses, but for them this proverb stands in its most cruel form. We are still fortunate and blessed enough to be able to receive a proper sense of education from one of the most reputed institutes.

Donating money did not affect us much but the smiles on their faces was the most priceless moment



for everyone present there! Rashmi Gambhir, Shruti Lohia, Niharika Jaiswal, Pallavi Jhawar, Sania Garg and Anju Khaitan students of 3rd year Human Development contributed generously and helped this event turn out to be a mega success!



INTERNATIONAL WOMEN'S DAY CELEBRATION March, 2014

On 8th March, 2014, the Department of Human Development in collaboration with the Women's Development Cell and in association with the Department of Food Science and Nutrition Management commemorated International Women's Day by hosting an array of special events at the main campus of J.D.Birla Institute. The focus of the celebration was a demand for respect, equality, appreciation and love towards women's economic, political and social achievements. The day began with a welcome address by the Chief Administrator of our Institute—Ms. Rita

venues—Deshapriya Park; City Centre I; Lake Mall; 22 Camac Street; Outside Mahanayak Uttam Kumar Metro Station; Outside Academy of Fine Arts and Maddox Square. This play called for societal change and strove to act as a catalyst to encourage women to bravely come forward and break their silence. This was an attempt on our part to engage civil society to voice their demand for a dignified existence for all women. The students had undergone rigorous training conducted by theatre professionals from the renowned theatre group—Rangakarmee. Special badges were designed by the Institute to commemorate the day.



Additionally, the Department of Food Science & Nutrition Management put up a Nutrition exhibition on "Women's Health in India: Facts and Remedies", which was inaugurated by Ms. Nina Singh, Director of Akshar School. Students also developed and sold nutritious food products as part of the exhibition. This was followed by an interactive session on Women's Health by Dr. Mridula Vohra, a renowned gynecologist and obstetrician. The Department also conducted the Hemoglobin check-up camp in association with NSS and Lion's Club International (District 322B1), co-sponsored by Dr. Ashok Poddar and Ashok Jain, District D.C. Health Services.

Bibra. The Chief Guest—Ms. Manjula Ghosh (Vice President of All India Women's Conference and Executive Member of Women's Coordination Council) delivered a lecture on 'Women's Safety and Protection'.

Participants of the street play were flagged off by Ms. Rita Bibra, Dr Deepali Singhee and the Chief Guest. Seven groups (of fifteen participants in each group) departed in pre-arranged vehicles to perform the street play 'Abhayam—the Fearless One' at the following





WORKSHOP ON HEALTH AND HYGIENE

October, 2013

Esha Kajaria

3rd year, B.Sc.(HONS.) Human Development

On October 8th 2013 the department of Human Development conducted a health and hygiene workshop with the children of underprivileged background.

The workshop began with the children being assembled in the auditorium and were shown cartoon movies such as Tom and Jerry, which they enjoyed a lot. After that a presentation was prepared for these children which spoke about the basic health and hygiene skills and why is it necessary to maintain a proper level of hygiene. Also points such as maintaining personal health and hygiene along with keeping the environment clean were also discussed such as how they should always wash their hands before eating food and how they should shampoo their hair regularly along with maintaining the hygiene in their nearby surroundings such as throwing garbage and waste in the dustbin also how they should keep clean drinking water. Apart from this it was also emphasised how if a person maintains basic sanitation and health they can safeguard themselves of various illnesses which can be caused due to living in an unhealthy environment such as infections typhoid malaria etc.

The presentation along with the talk was conducted in local languages such as Hindi and Bengali which helped them understand all the concepts better. The children interacted a lot with us and were extremely enthusiastic about the whole workshop.

After the presentation along with the talk was done the children were shown a small script prepared by the H.D. 3rd yr students on health and hygiene and how good healthy habits can help foster better growth and development and also provide more happiness to the children.

The act comprised of a little girl who would not comb her hair or brush her teeth keep her nails dirty and how all of that lead to the girl having allergies and infections which lead to her friends isolating her. Not happy about the situation the girl started to take more care of herself and saw how not only did her friends start interacting with her again but also how she would herself feel so much better about herself. This lead to the girl inculcating extremely healthy habits.

After this the children were distributed food packets and it was seen that all of them before eating went to wash their hands and even after they finished their food they threw the waste in the dustbin only. After this a basic health and hygiene kit was distributed to each child who would take care of their oral hygiene along with it containing soap a shampoo and also a comb.

It was a workshop which was truly enjoyed by everyone present and we hoped that the children would learn something from it and practice a more healthy and hygienic daily living.





BLOOD DONATION CAMP

October, 2013

As part of the ongoing 'Joy of Giving' week celebrations, J.D. Birla College and its Alumni Association hosted a blood donation camp, 'Jeevan-Daan' on 8-9th October, 2013 in collaboration with 'Project Life force', a wing of Kolkata Swasthya Sankalp.

The event was spearheaded by a motivating talk and presentation by representatives from 'Project Life Force' for encouraging students to participate in the blood donation drive. Myths on adverse effect of blood donation were busted. Students were made aware about the necessary responsibility of donating blood as every individual's donation could save at least three lives.

There was an overwhelming response with over 150 female students from the Departments of Science and Commerce donating blood in the day-long drive. An enthusiastic team of student volunteers, alumni members and college staff worked tirelessly

in the spirit of 'Joy of Giving'. They made the drive a safe and successful process, cheering on the 'First-time donors' at the photo booth set up for student donors. The entire exercise was an invigorating start and it is hoped that the initiative can be held annually.





EYE & DENTAL CHECK-UP CAMP

April, 2013

On 2nd April 2013, Helping Hands and NSS Unit of J.D. Birla Institute organized a complementary eye and dental check up program in the college premises. A special team of doctors and nurses from the Vision Care Hospital was called to conduct the program. Dr Shamma Roy, Dr Raju Nasker

and Dr Bithu Das were present from the Vision Care Hospital. The students of the Department of Commerce and Sciences were divided into groups and they were given specific slots for check ups. The dental and eye check up was conducted by the team of doctors with absolute professionalism.



FIELD VISITS



VISIT TO SOCIETY OF INDIAN CHILDREN WELFARE December, 2013

Niharika Jaiswal

3rd year B.Sc. Human Development

'When you focus on being a blessing, God makes sure that you're blessed in abundance!'

24th December, the Christmas Eve, we decided to gather some blessing from the blessings in disguise! The orphans!

Life has been cruel to them but we humans can be there for them to make them believe in God! Society of Indian Children Welfare is an orphanage in Beckbagan which deals with the orphan children and gives them a new life. The orphans are from the age

group of a month to 5 years. Smiling tears, the most ironical emotion was the only portrayal there. There were special children too and fortunately their treatment was also done in the most special way. The children were taken care in the most elaborate and kind way. A mother's hug and a father's kiss, was all they needed and if not from the biological parents they were at least being provided the same from the angels of TV orphans.

We, the students of Human Development Department, thought of being able to just offer help for one day and could witness their happiness and sadness in the orphanage. Balloons, chocolates, clothes, gifts was given to them as X-mas gifts, even though they loved it but their eyes sparkled more for a kiss and a hug from us!

Donations or gifts would just help them survive but the care and affection makes them live and love life!

Life cannot treat them more cruelly and either being an orphan or a destitute child the pain is same!



TRIP TO SOS VILLAGE

July, 2013

The orientation week was not only beneficial for the first years, but it added great knowledge value to the entire Human Development department.

A field trip to the famous SOS village in Saltlake, was organized. The first and the second year students were taken to this NGO where we were first given a brief introduction about the inception of the organization. We came to know that it was formed during the Second World War, where support and love was given to all the victims, especially children. This organization eventually spread their roots all across the globe including India. Their organization in Kolkata is one of the largest and oldest.

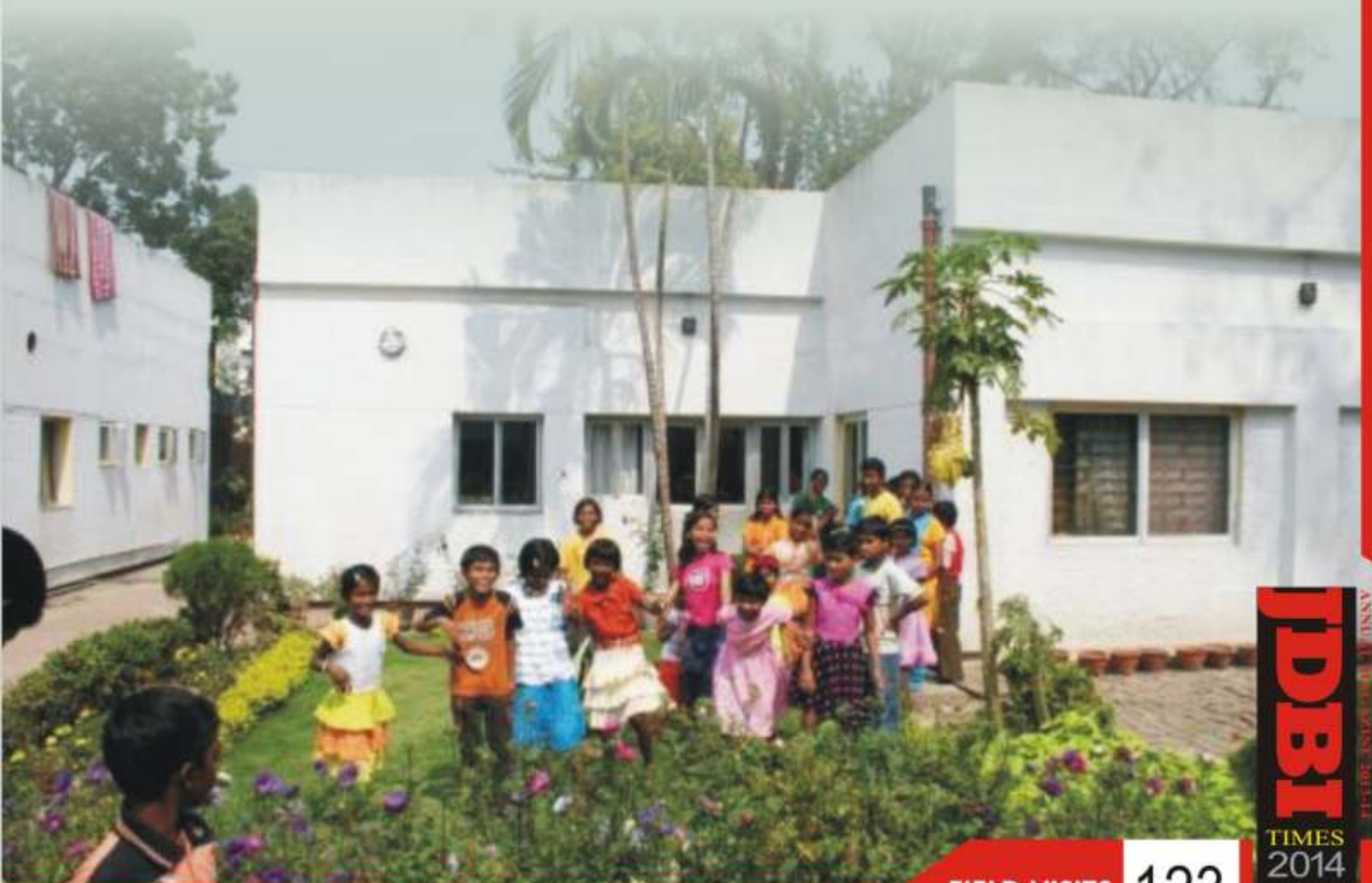
We also visited their rooms. We came to know about the system of the functioning of the organization. The Organization is spread over a sprawling area with

many homes located in that area, each home had around 10-12 children usually of the same age and along with them was a care taker whom they called the mother. She was a woman who was unmarried, and therefore took care of these children.

The children included both, boys and girls, and they all had a set curriculum which they all follow. We also had a talk with the mother and the children, resulting in understanding their lifestyle better.

We were amazed to see the talent in the children, the prizes and accolades they had won and the dedication and effort which their care takers took.

Overall it was a very enriching and amazing experience for all of us had and we are grateful to our teachers to have given us such an opportunity.





A FIELD VISIT TO *Coca-Cola* April, 2013

Ankana Sengupta
M.Sc (Food & Nutrition)

This overview is submitted apropos a visit to Coca cola (Bengal Beverages Pvt.Ltd Unit II), organized by J D Birla Institute, on 13.04.2013. The primary emphasis was on providing the students with various opportunities to collect information and to observe the theoretical subjects in its natural state.

The Coca-Cola Company is a leading manufacturer, distributor

and marketer of soft drinks and other beverages. The company is a profitable company that trades on the New York Stock Exchange. The Coca-Cola Company became incorporated in 1919 and is now the largest manufacturer, distributor and marketer of non-alcoholic beverages in the world. Coke is continuing to stay with multi-brand strategy as it enhances company ability to leverage shelf

space at the retail outlets and also gives flexibility to offer price-off on brands other than its lead ones.

The Coca-Cola Company is a global company with some of the world's most widely recognized brands. The Coca-Cola business in India, as in each country where it operates, is a local business. The beverages are produced locally, employing Indian citizens, the product range and marketing reflect Indian tastes and lifestyles, and it is deeply involved in the life of the local communities.

The Coca Cola Company entered India in early 1950's. The company set up its four bottling plant in India i.e. Bombay, Calcutta, Kanpur, Delhi. The productions of this unit includes Coca cola, Thumbs Up, Limca, Fanta, Sprite, each in PET bottles of 600ml, regular glass bottles of 300ml & 2l plastic bottles. It also this overview is submitted apropos a visit to Coca cola (Bengal Beverages Pvt.Ltd Unit II), organized by J D Birla Institute, on 13.04.2013. The primary emphasis was on providing the students with various opportunities to collect information and to observe the theoretical subjects in its natural state.

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All the students were welcomed warmly followed by a breakfast. We were then assisted to the manufacturing plant, where the various manufacturing procedures were summarized by the food technologist and the associate members. They classify the soft drinks manufactured as Carbonated Soft Drink (CSD) and non-carbonated soft drink (NCSD). Soft drink production starts with a pure source of water. Regular soft drinks contain 90 percent water, while diet soft drinks may contain up to 99 percent water. Drinking water often includes trace amounts of various elements that affect its taste. Impurities, such as suspended particles, organic matter, and bacteria, may degrade taste and colour. Therefore carbon filter as well as micron filter treatment equipment assists in the removal of residual impurities and standardizes the water used to make soft drinks, so that the soft drinks taste the same nationwide. The Coca-Cola Company makes mandatory in Coke plants the franchise's long-established Multi Barrier System (MBS) approach for removing all



EDUCATIONAL EXCURSION

(23rd - 30th October 2013)



Department of Textile Science, Clothing and Fashion Studies

Thirty B.sc 3rd year students and one M.sc 1st year student of the Textile Science, Clothing and Fashion Studies Department, headed by Dr.Deepali Singhee and Ms.Yamini Dhanania, set out from Kolkata on their week-long educational excursion on the 23rd of October and reached Chennai at 11 p.m.

They enthusiastically headed for Kanchipuram (68 kms from Chennai) next morning. A nice blend of traditional and contemporary motifs and colors used in Kanchivaram Sarees was seen at 'Komathi Silks'- a wholesale shop at the location. The students got to observe the entire step by step production of garments at the factory unit of Magnum Clothing Pvt.Ltd.

The next morning, Srikalahasti (116 kms from Chennai) was reached to discover how Kalamkari is done. The traditional game chousar and wood carving was seen. The 450 year old Shiva temple nearby was visited. After a tiring journey, Marina Beach was a place to relax for the group, later in the evening.

The next day Kapileshwar temple followed by a visit to the head office of Magnum Clothing Pvt. Ltd. at Pallavaram was made. Kalpa Druna, a

storehouse of all the handicrafts of India was enjoyed.

The 27th morning, after reaching Hyderabad, the team headed towards Pochampalli; where various ikat products were there to lay eyes upon. Later in the evening, all enjoyed the light and sound show at Golconda Fort. At the Salarjung Museum, all were awestruck to observe the movement in the magical clock, and later at the Weaver's Service Center, the process of dyeing and tying for ikat weaving could be witnessed. Thereafter a short visit to the Chaumalla Palace and Charminar was made.

The trip was hectic but could have been more productive.



Department of Food Science and Nutrition Management

The Department of Food Science and Nutrition Management set out on their week-long educational excursion to Chennai and Hyderabad on the 23rd of October, 2013. The forty final year B.Sc students, headed by three teachers-Ms. Damanjeet Kaur, Ms. Pratyasha Agrawal & Ms. Jincy Abraham, visited various places in the two cities. It was an interesting and a well-planned educational tour.

At Rohini's Food Products, a small scale industry making jams, squashes other products, the students could gain knowledge about the steps in manufacturing-like pulping, mixing, boiling and concentrating, bottling and sealing. The oldest Apollo Hospital was the next destination of the team. The visit to the Food Service Department was the most remarkable of all. The systematic and hygienic



preparation and distribution of a wide array of cuisines was amazing to witness. The students could see the application of dietetics. During the visit to Hatsun Agro Product Ltd, a presentation on milk processing was shown to the students, which was very informative. At Modern Food Industries (India) Ltd (MFIL), students learnt about the entire bread making process. At Mega Foods Products Madras (P) Ltd, the students were given a lecture on the ISO 22000 and its



application and shown various equipments. At Akshaya Patra in Hyderabad, the functioning of the world's largest NGO and their elaborate mid-day meal program was witnessed by the students. This was followed by a small presentation and a donation in the name of J.D.Birla was made there.

The students also the Salarjung Museum, Charminar, Chowmahal Palace, the San Thome Cathedral Basilica, Marina Beach and the light and sound show at Golkanda Fort. Overall, the trip was enriching and informative. The students gained an in-depth knowledge of various practical applications. Students could pursue internships at the various places visited.





Department of Human Development

On 23rd of October 2013, thirty-three B.Sc (Hons) students accompanied by two teachers - Mrs. Punam Mehra and Ms. Geetika Sachdeva, from the Department of Human Development of the institute, left Kolkata for an educational excursion to Chennai and Hyderabad.

Gremeltes Hospital in Chennai, an organization working in collaboration with the Indian Development Foundation (IDF), was visited the next morning. Students learnt about stigmatized diseases like Leprosy, Tuberculosis and HIV-Aids, and could interact directly with the patients. A question answer session was held and the students were motivated to enter the area of social work in future. The next visit was to the Integrated Women's Development Institute (IWDI) where students learnt the various ways in which the institute empowers women. At The Banyan, the

students got a wonderful opportunity to interact with the mentally ill and learn about the various therapeutic interventions designed for them.

Reaching Hyderabad, Abhaya Old Age Home and Hospital was visited, where students interacted individually with the inmates. The students entertained them with a mime they had planned.

The next day, a Hyderabad city tour was made. The Salarjung Museum and Charminar fascinated them. At Shilparaman, an extensive view of India's natural beauty and the rich diverse cultural heritage was gained. The evening was spent at the Golconda Fort.

The next morning the scheduled visit to Sweekar, a multi-specialty rehabilitation centre in Secunderabad was made. At the National Institute of Rural Development (NIRD), students learnt about solar energy, biogas plant, bee keeping, honey processing and other activities.

Overall, the trip was an enriching and enjoyable one.





Department of Interior Designing

Twenty-one 3rd year students of the Department of Interior Designing, with two departmental teachers- Mrs Amita Dutta (HOD) and Mrs Ishita Biswas, left Kolkata on the 23rd of October 2013, for an educational excursion to Chennai, Hampi and Hyderabad. Their aesthetic trip was an excellent one as the selected places of interest visited through the week much added to their knowledge and tastes.

The students went to Dakshin Chitra the next day where they saw demonstrations on glass blowing and pottery. They could also observe the steps of designing the Kalamkari and Telia Rumal. The team left Chennai for Renigunta in the evening.

Hampi was a great experience. They went to Vithalla Temple first. The Tungabhadra riverside was reached thereafter to witness the ruins including the King's Balance. A round leaf boat ride in the river was enjoyed.

A wonderful time at Hyderabad began with the visit to the Charminar, the next morning. Gulistan Bidri Works was visited then, where Sheikh Umardul Ahmed (National Award winner) showed and explained each step of the craft- the casting of the zinc box, drawing of silver wire to begin with. Students were allowed to try their hands at it.

Then Chowmahala palace, renowned for the Khilwat Clock was an enthralling experience for the students who couldn't believe that the clock had been ticking away for around 250 years.

All were spellbound by the extensive collection at the Salarjung Museum. The Weavers' studio was visited on the last day. There the students saw how theme and colour scheme was incorporated in design. Shopping at Apco was done and thereafter Ramoji film city was visited.

The overall experience was indeed good and rich. It was a good team building exercise along with educational gain at the fascinating historical sites.





Department of Home Science

Fifteen students of the Home Science Department, headed by Mrs. Smita Parekh set out on their educational excursion to Chennai and Hyderabad on the 23rd of October, with all the other departments.

A visit to Kanchipuram was made the next morning, followed by one to the Magnum Clothing Pvt. Ltd, a Garment Export Unit. Students saw the different stages of garment making and also the different computerized machines used for different purposes -

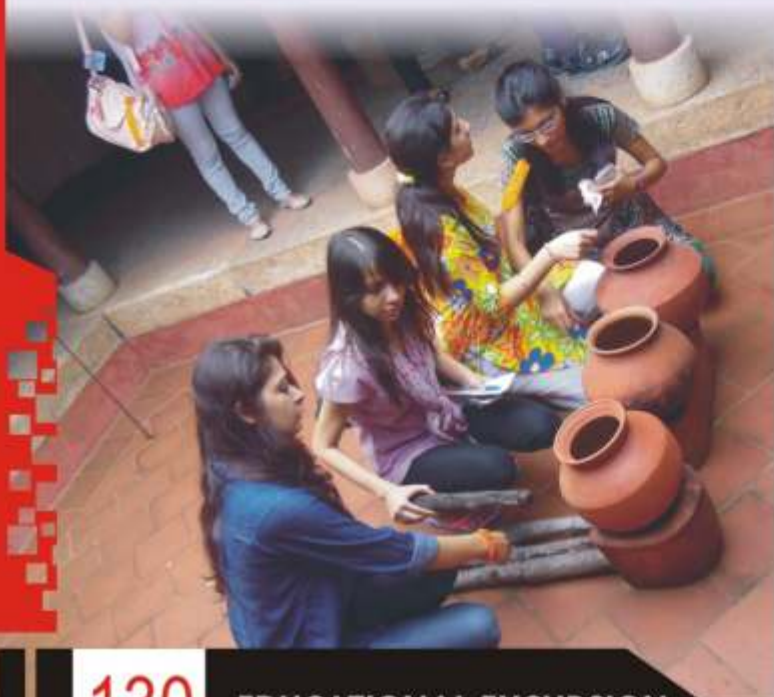


designing, embroidery, button hole and button stitching machine, smoking etc.

On the 25th of October, Dakshinachitra was visited for a comprehensive understanding of the ancient culture, art and craft, lifestyle, music and dance of all the four South Indian states.

The next day a visit to an old age home at Hyderabad was made.

Sunday was spent on a city tour- along with a visit to Shilparaman and the Golconda Fort. On the last day of the trip, Akshaya Patra Foundation, which prepares mid-day meals for government schools, was visited. The students were so impressed by the whole set up that they decided to make donations.



EXHIBITION



Exhibition on Educational Excursions of the Departments

After returning from the week-long exciting trips to Chennai, Hyderabad and Hampi; all the five departments of Human Development, Interior Designing, Food Science and Nutrition Management, Home Science, and Textile Science, Clothing and Fashion Studies respectively worked on various projects to put together their experience and knowledge gathered on the trip.

After the excursion, the viva voce was held for each of the departments and the students also worked on colourful and creative activities to explain their observations and share their experiences at the exhibition.

Most of the students back from their respective trips used colourful chart papers and informative scrapbooks in which they noted all the activities they took part in and all the places they visited on the tour. The students said that it was really wonderful as they could revisit the places when they flipped through the pages of the scrapbook and worked on the collages.

The students of all the departments enthusiastically created life-size models of all the places that they had visited and this helped them demonstrate and recollect their experiences. The display of their works made the Exhibition of 18th March 2014 a vibrant one.

All the five departments worked hard on making colourful and lively presentations about their trips, and were thankful to the authority for organizing such inspiring and healthy educational trips.





PARTICIPATION IN SUTRA INTERNATIONAL CONFERENCE

February, 2014

Participation At Sutra Conference On "Colours Of Nature"

J.D.Birla Institute is an autonomous college affiliated to Jadavpur University. The Department of Textile Science, Clothing and Fashion Studies of the Institute undertakes a three-year undergraduate B.Sc(Hons.) and a two-year postgraduate M.Sc course which focuses on interdisciplinary study on various subjects related to 'Textiles and Clothing'. The curriculum covers a diverse range of subjects like textile science, textile processing, pattern making, traditional textiles, textile and fashion design. Apart from these areas, the course also focuses on the study of natural dyes and its practical applications.

The Department of Textile Science, Clothing and Fashion Studies recently conducted a four day workshop, 'Nature's Palette: An endeavour to promote natural dyes'. The focus of this workshop was the promotion of different sources of natural dyes. Natural dyes are dyes or colorants derived from plant sources like varied roots, berries, the bark of trees, leaves and wood. Textile dyeing with the use of

natural dyes is an art form that can be traced back about 5000 years. Students of the Department dyed scarves using the various natural dyes and embellished them with different surface ornamentation techniques. The silk scarves were dyed using various natural products such as the bark of the eucalyptus and ashoka trees, the 'manjishtha'; various flowers like marigolds, hibiscus and coral jasmine; onion peels and 'annatto' seeds.

Interestingly, these dyes have a historical past. The Ashoka tree is associated with Buddhism as Lord Gautama Buddha was born under the Ashoka tree. Annatto/Bixa has long been used by Egyptians to make body paint, especially lipsticks, thus historically known as Egyptian Bixa. The Jasmine, mythologically known as 'Parijat' is said to have appeared as the result of the 'Samudra manthan' in the 'Mahabharata'. Lord Krishna battled with Indra to win the parijat and Krishna's wife, Stayabhama had planted the tree in her backyard. However, the flowers used to fall in the adjacent backyard of the other queen Rukmini/Radha who was the favourite of Lord Krishna.

Diverse surface designs were created on the scarves through various techniques such as resist printing, appliqué and reverse appliqué as well as by traditional techniques of embroidery and weaving. The endeavour was continued with an awareness building exhibition on natural dyes and products that can be developed using them. The 'In-Fashion' exhibition is a part of the international conference, 'Colours of Nature' which is an initiative of 'SUTRA', a non-profit society working for the preservation of textile heritage. The naturally dyed scarves developed by JDBI students will be showcased at ICCR (Indian Council for Cultural Relations), Kolkata from 15th-24th February, 2014.





A STEP FORWARD IN ECO-FRIENDLY FASHION

September, 2013

The Textile Engineering division of the West Bengal State Centre hosted a seminar and buyer-seller meet on 'Jute-based Green Textile Products and its Environmental Impact' on 28th September, 2013, at the Institution of Engineers. On the occasion, the Department of Textile Science, Clothing and Fashion Studies of J.D.Birla Institute recently showcased its jute-based projects and the samples of the products developed. It was a proud moment for J.D.Birla Institute when the chief guest on the occasion, Shri Subrata Gupta, the Jute Commissioner, appreciated the products showcased, especially the jackets developed using jute

based fabrics. He further encouraged the Department of Textile Science, Clothing and Fashion Studies to partner and collaborate with NGO's for developing more of these jute jackets and also suggested that such projects could be made commercially viable.





CANTEEN SALE

December, 2013



The Christmas Canteen sale was conducted in the canteen area of the main campus on 20th December 2013, from 11 a.m. onwards. Thirty students (undergraduate and postgraduate) from Food Science and Nutrition Management Department participated in the same. The menu was selected according to the theme of the sale. All the recipes and pre-preparations were standardized two days before the event in the Food & Nutrition Laboratory. The duties were allotted to the students. Some of the items made and sold were Cuppa Augratin, Pasta, Orange Tart, Blackforest Pasrty, Strawberry Soda and Pineappale Shake. The food was highly appreciated by the students and faculty members and they suggested that the canteen sale should be organized more often. The faculty and the students of the Food Science & Nutrition Management Department worked together to make the canteen sale a success.



PLEASURE TRIP TO DARJEELING

May, 2013

A pleasure trip to Darjeeling, Kalimpong and Mirik was organized for the Department of Commerce from 14th May-19th May 2013. A total of 47 students went for the excursion accompanied by the faculty members in charge- Mrs. Keya Ghosh (Trip In Charge), Ms. Khusboo Thakker, Dr. Rajasree Sarkar and Mrs. Mahua Gunin Pal.

The trip commenced with the students boarding the special Jalpaiguri train. The journey was spent in a spirit of immeasurable merriment and frolic, playing several games. On the much awaited journey to Deoli Park, students witnessed the picturesque landscape of the Teesta river. Students also visited the immensely popular Tiger Hills. Students also chanced to visit the Batasia Loop which is a small park made for honoring the soldiers. The students and teachers visited several other places of significance from a tourist's viewpoint and had an incredible time.

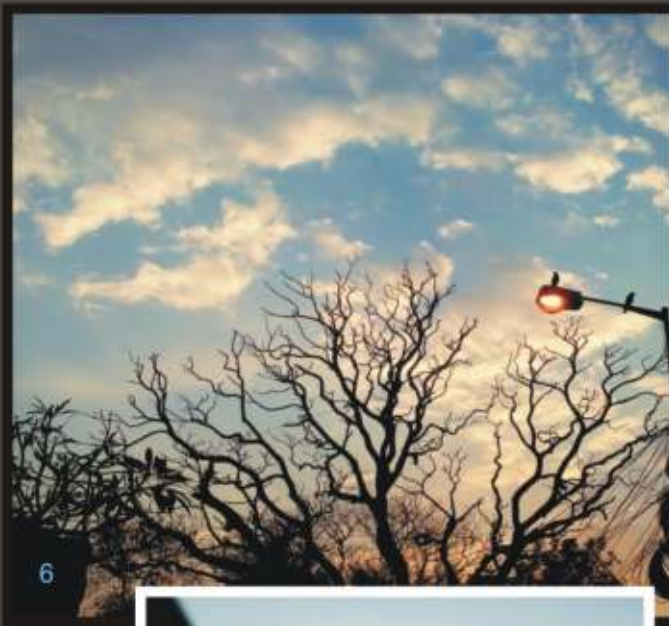
The students and teachers had a very memorable trip as they visited several places of interest and created memories that will last a lifetime and beyond. Moreover, the students as well as faculty members were extremely thankful to the Institute for organizing the wonderful trip.





1. **Aayushi Lodha**
2nd year B.Com
2. **Richa Jain**
B.Sc. 2nd year-HD
3. **Shreya Jhunhunwala**
1st year, B.Com
4. **Aanchal**
5. **Anondee Dutta Chooudhury**





6



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8

- 6. **Astha Bajoria**
- 7. **Sneha Lakhota**
3rd year, B.Com. (Marketing)
- 8. **Shreya Khator**
1st year, B.Com. - Sec C
- 9. **Sampoorna Ghosh,**
B.Sc., 3rd year - HD
- 10. **Esha Kajaria**
B.Sc. 3rd year-HD



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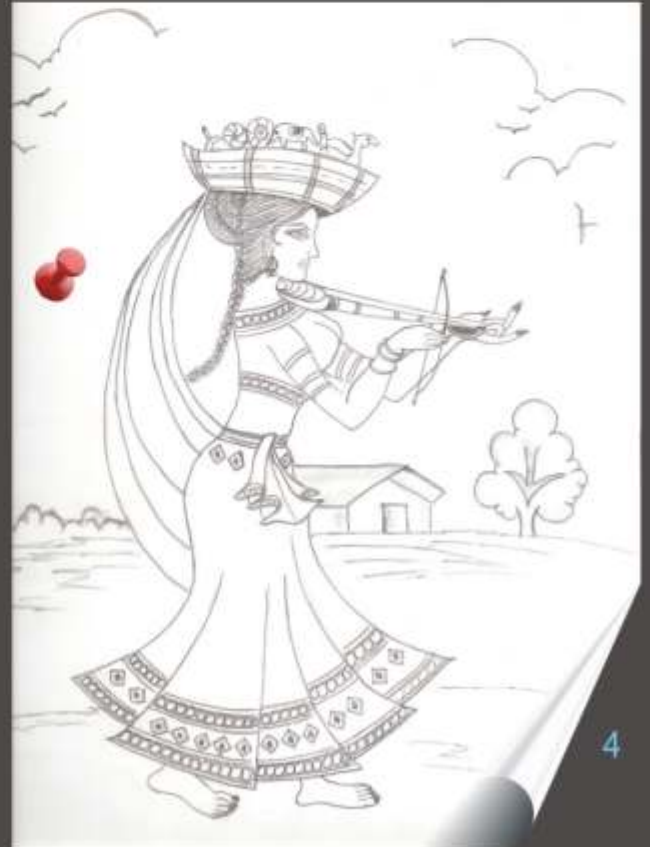
2

1. Sketches by - **PAYAL TULSIAN**
B.Com., 3rd Year, Sec - B (Marketing)
2. Sketches by - **SIDDHI GOEL**
1st Year, B.Sc - TCFS



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3. Sketches by - **Lawang Sharma**
B.Com (Hons), 2nd Year, Sec - A
4. Sketches by - **Shristi Baid**



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List of members of the Student's Administrative Body (2013-2014)

Department Of Commerce

Head Girl	Mehar Gosal (3rd yr. B.Com, Sec-B)
Assistant Head Girl	Vrinda Beriwala (3rd yr. B.Com, Sec-B)
Class Representative UG (3rd Year)	Shivika Vidyasaria (Sec-A), Medhavi Kaul (Sec-B), Kanika Passary (Sec-C) Stuti Kandoi (Sec-D), Shruti Shekhar (Sec-E)
Class Representative UG (2nd Year)	Heenal Thakrar (Sec-A), Priyanka Nikita Biswas (Sec-B) Tanvi Jasani (Sec-C), Shramani Ghosh (Sec-D)
Class Representative UG (1st Year)	Paridhi Keshan (Sec-A), Vartika Varshney (Sec-B) Shreya Khator (Sec-C), Sristhi Chowdhury (Sec-D)



Departments Of Science

Head Girl	Ayesha Rahman (Dept. of FSNM)
Assistant Head Girl	Khadija Chunawala (Dept. of FSNM), Fatema Gazi (Dept. of TCFS) Devanshi Rajgarhia (Dept. of ID), Esha Kajaria (Dept. of HD) Radhika Karwa (Dept. of HSC)
Class Representative UG (3rd Year)	Twinkle Bellani (Dept. of FSNM), Parul Agarwal (Dept. of TCFS) Riya Guddewala (Dept. of ID), Sukanya Gupta (Dept. of HD) Samridhi Mundhra (Dept. of HSC)
Class Representative UG (2nd Year)	Shubhanshi Pandey (Dept. of FSNM), Reema Sharda (Dept. of TCFS) Dhruvika Soni (Dept. of ID), Shivani Parakh (Dept. of HD)
Class Representative UG (1st Year)	Ankana Sengupta (Dept. of FSNM), Daksha Jalan (Dept. of TCFS) Sneha Patel (Dept. of HD)



STUDENT'S COUNCIL BODY 2013-14

Sl. No.	Name	Designation
1.	Dr. Deepali Singhee	Principal
2.	Ayesha Rahman	Head Girl, Science Departments
3.	Mehar Ghosal	Head Girl, Commerce Department
4.	Khadija Chunawala	Student - 3 rd year (FSNM)
5.	Twinkle Bellani	Student - 2 nd year (FSNM)
6.	Esha Kajaria	Student - 3 rd year (HD)
7.	Sukanya Gupta	Student - 2 nd year (HD)
8.	Fatema Gazi	Student - 3 rd year (TCFS)
9.	Parul Agarwal	Student - 2 nd year (TCFS)
10.	Devanshi Rajgarhia	Student - 3 rd year (ID)
11.	Druvika Sone	Student - 1 st year (ID)
12.	Radhika Karwa	Student - 3 rd year (HSC)
13.	Samridhi Mundhra	Student - 2 nd year (HSC)
14.	Vrinda Beriwala	Student - 3 rd year (B.Com)
15.	Shivika Vidyasaria	Student - 3 rd year (B.Com)
16.	Tanvi Jasani	Student - 2 nd year (B.Com)
17.	Varitika Varshney	Student - 1 st year (B.Com)
18.	Ankana Sengupta	Student - 2 nd year MSc (FN)



OUTGOING BATCH OF STUDENTS, 2013-14



UG Department of Commerce, Section - A



UG Department of Commerce, Section - B

OUTGOING BATCH OF STUDENTS, 2013-14



UG Department of Commerce, Section - C



UG Department of Commerce, Section - D

OUTGOING BATCH OF STUDENTS, 2013-14



UG Department of Human Development



UG Department of Home Science

OUTGOING BATCH OF STUDENTS, 2013-14



UG Department of Textile Science, Clothing & Fashion Studies



UG Department of Interior Designing

OUTGOING BATCH OF STUDENTS, 2013-14



UG Department of Food Science & Nutrition Management



M. Com (Department of Commerce)

OUTGOING BATCH OF STUDENTS, 2013-14



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



M. Sc in Home Science (Textiles & Clothing Section)



M. Sc in Home Science (Human Development Section)

ANNOUNCEMENT



Autonomous Status

We are pleased to share that J D Birla Institute has been granted the “**Autonomous**” status under the affiliation of **Jadavpur University**. This was announced after the visit by the autonomous review panel for confirming autonomous status in 2013.

Director, Dept. of Management

We extend a warm welcome to **Dr. Jayanta Nath Mukhopadhyay** as the new Director of J D Birla Institute, Department of Management. He has joined us in July, 2014. We look forward to learning from his extensive experience.



our **CAMPUS**

JDBI has an impressive campus with all support facilities that cater to the academic and physical requirements of its students including:

Spacious, sound-proof and air-conditioned classrooms equipped with LCD and microphones.

WiFi campus

250-seater auditorium, a special 200-seater lecture room and another audio-visual room for college seminars and special lectures

State-of-the-art computer laboratories with LAN connectivity and 24 hour internet access.

A common area for students' recreation and relaxation.

A new state-of-the art cafeteria providing affordable and hygienic vegetarian food.

A playground (Badminton) and indoor games facility (carom, chess).

In-house health center for first aid equipped with necessary medi-care equipments and manned by a full-time trained nurse.

Complete fire-equipment and electronic fire alarm system.

Security controlled gates and CCTV surveillance to ensure the safety of students and staff.



J. D. BIRLA INSTITUTE
Departments of Sciences & Commerce

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