ANNUAL MAGAZINE 2015-17

JDBI TIMES

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www.jdbikolkata.in

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Chairperson
Message...

J. D. Birla Institute has, over the years, imparted the best of education to its students and this magazine is a manifestation of the accomplishments of the institution. I feel proud and privileged to have played a role in building this institution and encouraging the students to excel as they move into the professional world. With these sentiments in mind I congratulate the Principal, the Director (Dept. of Management) and their team for the successful release of this edition of the magazine and hope it may scale greater heights with the students achieving success in the years ahead.

Mrs. Sumangala Birla
Chairperson, Governing Body, JDBI

Message from the
Chief Administrator

It is a matter of pride for me to write this message for the college magazine which signifies the growth of the institution in maintaining excellence in education through hard work and commitment. The great achievement of this college can only be attributed to the collective endeavors of the Principal, Director (Dept. of Management), faculty members and the students who have toiled hard to make the college what it is today. I hope the college continues to strive for betterment in every sphere.

Ms. Rita Bibra
Chief Administrator - JDBI

RANKINGS
Department of Science, Commerce & Management

INDIA TODAY

June 2015

The Department of Textile Science, Clothing & Fashion Studies has been ranked
10th in INDIA **2nd** in KOLKATA
Year 2015

The Department of Commerce has been ranked
33rd in INDIA **2nd** in KOLKATA
Year 2015

May 2017

The Department of Textile Science, Clothing & Fashion Studies has been ranked
15th in INDIA **2nd** in KOLKATA
Year 2015

The Department of Commerce has been ranked
20th in INDIA **2nd** in KOLKATA
Year 2015

The Department of Management has been ranked
4th in INDIA **1st** in KOLKATA
Year 2015

The Department of Management was ranked 3rd Best among the top BBA Institute in West Bengal (Private) by Times B-School Ranking 2016.

THE WEEK

June 2016

The Department of Commerce has been ranked
34th in INDIA **3rd** in KOLKATA
Year 2015

June 2017

The Department of Commerce has been ranked
32nd in INDIA **3rd** in KOLKATA
Year 2015

CAREER 360

July 2016

The College has been ranked
6th in EASTER INDIA
Year 2016

December 2016

The Department of Arts, Science & Commerce has been ranked
6th in EASTER INDIA
Year 2015

From the desk of
Principal

It is my pleasure to voice my appreciation as I hand over the issue of our college magazine JDBI Times for the year 2015-2017, recounting the best achivements in a creative way. The college has focused its attention on the development of students to meet the needs of today in a fast developing country like ours. We do appreciate the collaborative spirit and the team effort of our students and staff in bringing out the best of talent in both academic and creative fields. I feel proud of our alumni who hold respectable positions in social, political and economic life. All this was possible due to the efforts and dedication of an able managing committee and experienced faculty. We aim to set a firm ground for students and I can assure that our college will keep playing an important role in harvesting excellence in the many facets of life and achive new heights in the years to come. We are looking forward for co-operation from all those connected with our college and its activities. I pray for the further growth of the college, its staff and the students as they potray their best of skills for a lucrative future in the years to come.

Prof. (Dr.) Deepali Singhee
Principal - JDBI

ANNUAL MAGAZINE 2015-17

Message from the
Director-BBA

It gives me immense pleasure to pen a few words for our in-house magazine exclusively meant for churning out the latent talent.

Over the years, the college has achieved successes in many areas and served the cause of higher education. This has been possible due to the leadership provided by the managing committee and dedicated efforts of the Principal and experienced faculty.

Apart from academic input emphasis on co-scholastic activities is given to develop a holistic personality. It is gratifying to see the enthusiastic participation of our dear students and willing contribution of both the teaching and non-teaching staff.

I pray for continuous success and prosperity of the college through our diligence, devotion and dedication. Wishing you all the best.

Dr. J.N. Mukhopadhyaya
Director - Department of Management

JDBI
TIMES 2015-17

Once a JDBIAN Always a JDBIAN
-Ruchika Dadlani
M.Com 2nd Year

23rd July 2012 was the day when I entered J.D. Birla Institute as a student for an undergraduate course in Commerce. Everything seemed to be new and challenging. Although we had to behave as independent adults, I promised one thing to myself that 'I would live my college days'. For a late riser like me, getting up at 6 am to reach college was a not easy.

I looked forward to attend the interactive classes. I still remember my first presentation in front of friends and teachers. I was too nervous because it was the first time I spoke in public. My teachers complimented, excellent presentation!!!! I can still hear these words echo in my ears. Since then I never discouraged myself from speaking out. Confidence and being responsible are the best things that JDBI has taught me.

Teachers at JDBI have always been supportive. Since day one I've seen myself growing, improving and becoming stronger. My school taught me the things that I dint know, but JDBI taught me how to implement and excel in those learning. It has made me what I am today. I never knew that I had the leadership qualities until I was made the Deputy Head Girl by my teachers.

JDBI gave me three wonderful years of my life where I transformed from an ordinary student to being graduated and getting crowned as Miss. JDBIAN. Even after graduating from college, I tried finding excuses to come and spend some time in college. I then joined the Masters course - M.com for another two years. The course gave me an exposure to the real corporate world through industrial and factory visits, seminars, guest lectures by eminent personalities and internship. Today I am working as an intern at the Accounts Department at Bhagirathi Neotia Women and Child Care Centre.

I am thankful to our Principal, Dr. Deepali Singhee and all my teachers for their constant support and guidance. I dedicate all my achievements to my teachers. This special bond and connect with my college will remain with me for the rest of my life and I was, am and shall always be a proud JDBIAN!

LIST OF TOPPERS

DEPARTMENTS OF SCIENCE, COMMERCE & MANAGMENT

Year: 2014-15

Sl. No	Name of the Students	Toppers
Department of Food Science Nutrition Management		
1.	Ms. Anjali Kejriwal	1st Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Arpita Jain	2nd Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Prerana Solanki	3rd Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Ayesha Rahman	1st Year (Semester I & II) M.Sc in Food & Nutrition
5.	Ms. Angana Banerjee	2nd Year (Semester III & IV) M.Sc in Food & Nutrition
Overall Performance		
1.	Ms. Divya K Mehta	3rd Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Angana Banerjee	2nd Year (Semester I to IV) M.Sc in Food & Nutrition
Department of Textile Science Clothing & Fashion Studies		
1.	Ms. Shramana Mullick	1st Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Siddhi Dalal	2nd Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Palak Kaur Anand	3rd Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Sweety Kumari Bakliwal	1st Year (Semester I & II) M.Sc in Textiles & Clothing
5.	Ms. Jasmit Kaur	2nd Year (Semester III & IV) M.Sc in Textiles & Clothing
Overall Performance		
1.	Ms. Priyanka Kabra	3rd Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Yamini Tibrewal	2nd Year (Semester I to IV) M.Sc in Textiles & Clothing
Department of Interior Designing		
1.	Ms. Priyamvada Lohia	1st Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Dipshikha Vijaywargiya	2nd Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Riya Guddewala	3rd Year (Semester V & VI) B.Sc (Hons.)
Overall Performance		
1.	Ms. Riya Guddewala	3rd Year (Semester I to VI) B.Sc (Hons.)
Department of Human Development		
1.	Ms. Simran Parekh	1st Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Ipsita Ghosh Dastidar	2nd Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Swati Tulshan	3rd Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Vedika Jaiswal	2nd Year (Semester III & IV) M.Sc in Human Development
Overall Performance		
1.	Ms. Swati Tulshan	3rd Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Vedika Jaiswal	2nd Year (Semester I to IV) M.Sc in Human Development
Department of Home Science		
1.	Ms. Pooja Jhunjhunwala	3rd Year (Semester V & VI) B.Sc (Hons.)
Overall Performance		
1.	Ms. Pooja Jhunjhunwala	3rd Year (Semester I to VI) B.Sc (Hons.)

Year: 2014-15

	Department of Commerce	
1.	Ms. Bishesta Agrawal	1ˢᵗ Year (Semester I & II) B.Com (Hons.)
2.	Ms. Arunima Khaitan	2ⁿᵈ Year (Semester III & IV) B.Com (Hons.)
3.	Ms. Afrin Saud	3ʳᵈ Year (Semester V & VI) B.Com (Hons.) with specialization in Accountancy and Finance
4.	Ms. Aayushi Lodha	3ʳᵈ Year (Semester V & VI) B.Com (Hons.) with specialization in Marketing
5.	Ms. Divya Kedia	3ʳᵈ Year (Semester V & VI) B.Com (Hons.) with specialization in Banking & Insurance
6.	Ms. Sanjana Jaiswal	1ˢᵗ Year (Semester I & II) M.Com
7.	Ms. Tanvi Shah	2ⁿᵈ Year (Semester III & IV) M.Com with specialization in Marketing
8.	Ms. Nimra Shaghil	2ⁿᵈ Year (Semester III & IV) M.Com with specialization in Accounts & Finance

Overall Performance

1.	Ms. Mir Aleena Mohammad	3ʳᵈ Year (Semester I to VI) B.Com (Hons) with specialization in Accountancy & Finance
2.	Ms. Pinaz Ali	2ⁿᵈ Year (Semester I to IV) M.Com with specialization in Accountancy & Finance

	Department of Management	
1.	Mr. Shashank Saroff	1ˢᵗ Year (Semester I & II) BBA (Hons.)
2.	Mr. Tushar Daga	1ˢᵗ Year (Semester I & II) BBA (Hons.)
3.	Ms. Khushboo Dugar	2ⁿᵈ Year (Semester III & IV) BBA (Hons.)
4.	Ms. Urvi Malani	3ʳᵈ Year (Semester V & VI) BBA (Hons.) with specialization in Finance
5.	Ms. Ritika Agarwal	3ʳᵈ Year (Semester V & VI) BBA (Hons.) with specialization in Marketing

Overall Performance

1.	Ms. Garima Patodia	3ʳᵈ Year (Semester I & VI) BBA (Hons) with specialization in Finance

	Post-Graduate Diploma in Dietetics & Applied Nutrition	
1.	Ms. Khadija Chunawala	1 Year (Semester I & II)

	Montessori Training	
1.	Ms. Sonal Jaiswal	1 Year (Semester I & II)

Mrs. Sumangala Birla and Mr. Vivek Kumar (IAS, Principal -Secretary, Dept. of Higher Education, Govt. of West Bengal) at the prize distribution ceremony.

LIST OF TOPPERS

DEPARTMENTS OF SCIENCE, COMMERCE & MANAGMENT

Year: 2015-16

	Department of Food Science Nutrition Management	
1.	Ms. Rachaita Jalan	1ˢᵗ Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Anjali Kejriwal	2ⁿᵈ Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Ashna Singhal	3ʳᵈ Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Divya K Mehta	1ˢᵗ Year (Semester I & II) M.Sc in Food & Nutrition
5.	Ms. Ayesha Rahman	2ⁿᵈ Year (Semester III & IV) M.Sc in Food & Nutrition
Overall Performance		
1.	Ms. Ashna Singhal	3ʳᵈ Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Ayesha Rahman	2ⁿᵈ Year (Semester I to IV) M.Sc in Food & Nutrition
	Department of Textile Science Clothing & Fashion Studies	
1.	Ms. Darshana Tikmani	1ˢᵗ Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Shramana Mullick	2ⁿᵈ Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Siddhi Dalal	3ʳᵈ Year (Semester V & VI) B.Sc (Hons.)
5.	Ms. Sweety Kumari Bakliwal	2ⁿᵈ Year (Semester III & IV) M.Sc in Textiles & Clothing
Overall Performance		
1.	Ms. Siddhi Dalal	3ʳᵈ Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Sweety Kumari Bakliwal	2ⁿᵈ Year (Semester I to IV) M.Sc in Textiles & Clothing
	Department of Interior Designing	
1.	Ms. Jhanvi Sheth	1ˢᵗ Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Priyamvada Lohia	2ⁿᵈ Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Nidhi Shyamsukha	3ʳᵈ Year (Semester V & VI) B.Sc (Hons.)
Overall Performance		
1.	Ms. Megha Lohia	3ʳᵈ Year (Semester I to VI) B.Sc (Hons.)
	Department of Human Development	
1.	Ms. Sonam Goenka	1ˢᵗ Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Simran Parekh	2ⁿᵈ Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Ipsita Ghosh Dastidar	3ʳᵈ Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Sharmishta Mitra	1ˢᵗ Year (Semester I & II) M.Sc in Human Development
Overall Performance		
1.	Ms. Ipsita Ghosh Dastidar	3ʳᵈ Year (Semester I to VI) B.Sc (Hons.)

Year: 2015-16

Department of Commerce

1.	Ms. Pratiksha Bajoria	1st Year (Semester I & II) B.Com (Hons.)
2.	Ms. Bishesta Agrawal	2nd Year (Semester III & IV) B.Com (Hons.)
3.	Ms. Arunima Khaitan	3rd Year (Semester V & VI) B.Com (Hons.) with specialization in Accountancy and Finance
4.	Ms. Saloni Kedia	3rd Year (Semester V & VI) B.Com (Hons.) with specialization in Marketing
5.	Ms. Prachi Goel	3rd Year (Semester V & VI) B.Com (Hons.) with specialization in Banking & Insurance
6.	Ms. Riddhi Choudhury	1st Year (Semester I & II) M.Com
7.	Ms. Ruchika R Dadlani	1st Year (Semester I & II) M.Com
8.	Ms. Aditi Banerjee	2nd Year (Semester III & IV) M.Com with specialization in Marketing
9.	Ms. Salonee Goel	2nd Year (Semester III & IV) M.Com with specialization in Accounts & Finance

Overall Performance

1.	Ms. Heeral Kothari	3rd Year (Semester I & VI) B.Com (Hons) with specialization in Accountancy & Finance
2.	Ms. Salonee Goel	2nd Year (Semester I & IV) M.Com with specialization in Accountancy & Finance
3.	Ms. Aditi Banerjee	2nd Year (Semester I & IV) M.Com with specialization in Marketing

Department of Management

1.	Ms. Sakshi Khaitan	1st Year (Semester I & II) BBA (Hons.)
2.	Ms. Jaya Hemrajani	2nd Year (Semester III & IV) BBA (Hons.)
3.	Ms. Khusboo Dugar	3rd Year (Semester V & VI) BBA (Hons.) with specialization in Finance
4.	Ms. Ritika Agarwal	3rd Year (Semester V & VI) BBA (Hons.) with specialization in Marketing

Overall Performance

1.	Ms. Khusboo Dugar	3rd Year (Semester I & VI) BBA (Hons) with specialization in Finance
2.	Ms. Ritika Agarwal	3rd Year (Semester I & VI) BBA (Hons) with specialization in Marketing

Post-Graduate Diploma in Dietetics & Applied Nutrition

1.	Ms. Devyani Dudheria	1 Year (Semester I & II)

Montessori Training

1.	Ms. Sumitra Behani	1 Year (Semester I & II)

Mrs. Sumangala Birla and Dr. Satyaki Bhattacharyya (Controller of Examination, Jadavpur University) at the prize distribution ceremony

1ST Convocation Ceremony

Convocation Ceremony under the earlier Autonomous status was held for the M.Sc & M.Com students of Batch 2013-2015.

2nd Convocation Ceremony

337 students of Batch 2013-2016 (UG students) & 2014-2016 (PG students), who graduated from Jadavpur University received their Degree Scrolls on 31st January 2017 during the 2nd Annual Convocation held at the Vidya Mandir Auditorium. Prof. Ashish S. Verma - Pro-Vice Chancellor, Jadavpur University was the Chief Guest and Prof. Satyaki Bhattacharyya - Controller of Examination, JU was the Special Guest at the Ceremony.

Eight students also received the University Gold Medals for their outstanding performance.

Meritorious students from all departments (B.Sc, B.Com, BBA, M.Sc, M.Com & PGDDAN) were also awarded the Sushila Devi Birla Memorial prizes for their outstanding performance in the academic session 2016-2017.

UGC SPONSORED MINOR RESEARCH PROJECTS - 2012-2014

Title: **A study on awareness amongst college girls regarding brassiere style and fitting**
Principle Investigator: **Mrs. Samita Gupta,** Assistant Professor, Deptt. of Textile Science, Clothing & Fashion Studies
Sanctioned Amount: Rs. 1,49,400
PSW-61/12-13 (ERO), dated 05.02.2013,
Sl. No- 214055

Title: **Adaptation of Indian motifs found on historical monuments and folk paintings to a variety of designs suitable for printing of textiles using natural Dyes**
Principle Investigator: **Mrs. Amita Dutta**, Assistant Professor, Deptt. of Interior Designing
Sanctioned Amount: Rs. 1,54,300
F.PSW-55/12-13 (ERO) Dated 05.02.2013,
Sl. No. 213995

Title: **A comparative study of occupational stress, life satisfaction and burnouts amongst special educators and regular school teachers**
Principle Investigator: **Mrs. Punam Mehra,** Assistant Professor, Deptt. of Human Development
Sanctioned Amount: Rs. 1,21,000
PHW-84/12-13 (ERO) Dated 05.02.2013,
Sl. No. 21310

Title: **Perception of unmarried girls towards selected aspects of marriage- a study in Kolkata metropolis**
Principle Investigator: **Mrs. Ishita Biswas,** Assistant Professor, Deptt. of Interior Designing
Sanctioned Amount: Rs. 1,04,000
PHW-85/12-13 (ERO) Dated 05.02.2013, Sl. No. 213813

Title: **Clothing practices and designing of garments for orthopedically disabled.**
Principle Investigator: **Dr. Shweta Tuteja,** Assistant Professor, Deptt. of Textile Science, Clothing & Fashion Studies
Sanctioned Amount: Rs. 1,49,700
PSW-62/12-13 (ERO) Dated 05.02.2013,
(XI plan) Sl. No. 214056

Title: **Analysis of quantitative aspects of female employment in West Bengal under globalization**
Principle Investigator: **Dr. Atreyee Pal,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,49,500
PSW-56/12-13 (ERO), Dated 05.02.2013, (XI plan)
Sl. No. 213996

Title: **Impact of advertisement on consumers regarding fast moving consumer goods in Kolkata**
Principle Investigator: **Ms. Rachana Kejriwal,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 72,000
PHW-80/ 12-13 (ERO) Dated 05.02.2013 (XI plan)
Sl. No 213662

Title: **Measuring financial sustainability and growth of selected textile companies in India - A case study**
Principle Investigator: **Mrs. A. S. Manjulakshmi,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 83,000
PHW-79/12-13 ERO, Dated 05.02.2013, (XI plan)
Sl. No. 213661

Title: **Exploring institutional and non-institutional child delivery services - a case study in the Murshidabad district of West Bengal**
Principle Investigator: **Mrs. Basudha Mukhopadhyay,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,40,000
F.PSW-58/12-13 (ERO) dated 05.02.2013, (XI plan)
Sl. No. 214015

Title: **Analysis of transport problems faced by working women in emerging urban centres - a case study of New Town, Kolkata**
Principle Investigator: **Mrs. Atri Chakraborty,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,35,000
FPHW-82/12-13 (ERO) Dated 05.02.2013, (XI plan)
Sl. No. 213696

Title: **Employment generation through lively-hood development programme**
Principle Investigator: **Mrs. Keya Ghosh,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,21,500
PHW- 78/12-13 (ERO) Dated 05.02.2013,
Sl. No 213660

Title: **A study of growth property of entire functions in several variables**
Principle Investigator: **Mrs. Monalisa Middya,** Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,94,000
F.PSW-57/12-13/(ERO) Dated 05.02.2013, (XI plan)
Sl No. 214014

Ongoing
RESEARCH PROJECTS

UGC SPONSORED MINOR RESEARCH PROJECTS - 2015-2017

Title: **A comparative study to assess the nutritional status according to Mini-Nutritional Assessment (MNA) of institutionalized and home-care male elderly population in and nearby districts of Kolkata.**
Principle Investigator: **Ms. Sweata Rani Rai,**
Assistant Professor, Deptt. of Food Science & Nutrition Management
Sanctioned Amount: Rs. 1,82,225
PSW-153/15-16(ERO)

Title: **To study the quality of life and anxiety level among pre-renal and post-renal transplant patients in Kolkata (25-40 years).**
Principle Investigator: **Ms. Geetika Sachdeva,**
Assistant Professor, Deptt. of Human Development
Sanctioned Amount: Rs. 1,65,835
PSW-155/15-16(ERO)

Title: **Synthesis of nanoparticle from herbs for application of non-woven to finish feminine underarm pads.**
Principle Investigator: **Ms. V. Sujitha,**
Assistant Professor, Deptt. of Textile Science, Clothing & Fashion Studies
Sanctioned Amount: Rs. 3,25,835
PSW-156/15-16(ERO)

Title: **A study on the impact of nutritional labeling on the buying behavior of college goers (18-22 years) in Kolkata.**
Principle Investigator: **Ms. Sudeshna Pramanik,**
Assistant Professor, Deptt. of Food Science & Nutrition Management
Sanctioned Amount: Rs. 2,05,835
PSW-157/15-16(ERO)

Title: **Role of Microfinance and Woman Empowerment for Accomplishment of Third Millenium Development Goal**
Principle Investigator: **Ms. Swapnapriya Sethy,**
Assistant Professor, Deptt. of Commerce
Sanctioned Amount: Rs. 1,00,000
PHW-106/15-16(ERO)

Students sharing their research findings at an International Conference

General Election, 2015-16 Student's Council

General Election for session 2015-2016 for Student's Council was held on 27th July 2015 at the main campus of the college to select the head girls and class representatives from the Science & Commerce departments. The results were declared on 28th July 2015. Thirty-five students were elected for various posts and the polling was conducted under the supervision of teacher- in-charges.

HEAD GIRL

DHRUVIKA SONI
B.Sc (ID) 3rd year

SHREYA KHATOR
B.Com (Sec - B) 3rd year

CLASS REPRESENTATIVES (Depts. of Science)

Dept. of Food Science & Nutrition Management

ADITI NEWATIA
B.Sc (FSNM) 1st year

ANJALI KEJRIWAL
B.Sc (FSNM) 2nd year

POOJA AGARWAL
B.Sc (FSNM) 3rd year

Dept. of Textile Science Clothing & Fashion Studies

AAVRITI DASSANI
B.Sc (TCFS) 1st year

MIRA MOOLJEE
B.Sc (TCFS) 2nd year

SIDDHI DALAL
B.Sc (TCFS) 3rd year

Dept. of Interior Designing

JHANVI SHETH
B.Sc (ID) 1st year

VARSHA GOENKA
B.Sc (ID) 2nd year

AKANSHA JALAN
B.Sc (ID) 3rd year

Dept. of Human Development

DARSHANA JAIN
B.Sc (HD) 1st year

SUPRIYA CHATURVEDI
B.Sc (HD) 2nd year

SHIVANI PAREKH
B.Sc (HD) 3rd year

CLASS REPRESENTATIVES (Dept. of Commerce)

MUSKAN JAIN
(Section - A) 1st year

AASHRITA RATHI
(Section - A) 2nd year

PARIDHI KESHAN
(Section - A1) 3rd year

KRITIKA DE
(Section - B) 1st year

NIKITA JAIN
(Section - B) 2nd year

SRISHTI CHOWDHURY
(Section - A2) 3rd year

MEGHA MEHTA
(Section - C) 1st year

DIKSHITA JHUNJHUNWALA
(Section - C) 2nd year

SHIVANGI PASARI
3rd year (Banking)

ANUSHKA JHUNJHUNWALA
(Section - D) 1st year

AKRITI PODDAR
(Section - D) 2nd year

PALAK SURANA
3rd year (Marketing)

SUKRITI DOOT
(Section - E) 1st year

AISHANI SETH
(Section - E) 2nd year

M.Sc (1st Year)

SHRUTI KEJRIWAL
M.Sc (FSNM) 1st year

NIDHI GHELANI
M.Sc (HD) 1st year

PGDDAN (1st Year)

DEVYANI DUDHERIA

M.Sc (2nd Year)

AYESHA RAHMAN
M.Sc (FSNM) 2nd year

SUPRIYA RATHI
M.Sc (TC) 2nd year

M.Com (1st Year)

RUCHIKA DADLANI

M.Com (2nd Year)

SANJANA JAISWAL

16

General Election, 2016-17
Student's Council

General Election for session 2016-2017 for Student's Council was held on 26th July 2016 at the main campus of the college to select student representatives from the Science & Commerce departments. The results were declared on 28th July 2016. Thirty-six students were elected for various posts by their peers and teachers. The polling was conducted under the supervision of teacher- in-charges.

HEAD GIRL

AKRITI PODDAR
B.Com (Marketing) 3rd year

SUPRIYA CHATURVEDI
B.Sc (HD) 3rd year

CLASS REPRESENTATIVES (Dept. of Commerce)

JAGRATI SETHI
(Section - A) 1st year

MUSKAN JAIN
(Section - A) 2nd year

NIKITA JAIN
(Accountancy & Finance -I)

DIVYA AGARWAL
(Section - B) 1st year

KRITTIKA DE
(Section - B) 2nd year

DIKSHITA JHUNJHUNWALA
(Accountancy & Finance -II)

KAAVYA MOHATA
(Section - C) 1st year

MEGHA MEHTA
(Section - C) 2nd year

VEDIKA KEDIA
(Marketing)

VARNIKA SEKSARIA
(Section - D) 1st year

ANUSHKA JHUNJHUNWALA
(Section - D) 2nd year

AASHRITA RATHII
(Banking & Insurance)

SHAINA SULTAN
(Section - E) 1st year

VIBHA JALAN
(Section - E) 2nd year

CLASS REPRESENTATIVES (Depts. of Science)

DIMPLE DALAL
B.Sc (FSNM) 1st year

ADITI NEWATIA
B.Sc (FSNM) 2nd year

ANJALI KEJRIWAL
B.Sc (FSNM) 3rd year

Dept. of Food Science & Nutrition Management

SWATI SAHAY
B.Sc (TCFS) 1st year

AAVRITI DASSANI
B.Sc (TCFS) 2nd year

MIRA MOOLJEE
B.Sc (TCFS) 3rd year

Dept. of Textile Science Clothing & Fashion Studies

SAKSHI KOCHAR
B.Sc (ID) 1st year

DILKASH HOSSAIN
B.Sc (ID) 2nd year

VASUNDHARA SINGHANIA
B.Sc (ID) 3rd year

Dept. of Interior Designing

SIMRAN KAUR
B.Sc (HD) 1st year

DARSHANA JAIN
B.Sc (HD) 2nd year

VIDISHA BHUWANIA
B.Sc (HD) 3rd year

Dept. of Human Development

M.Sc (1st Year)

AASHNA SINGHAL
M.Sc (FSNM) 1st year

ANJALI AGARWAL
M.Sc (TCFS) 1st year

SHIVANI PARAKH
M.Sc (HD) 1st year

M.Sc (2nd Year)

DIVYA K MEHTA
M.Sc (FSNM) 2nd year

NAFISA ISLAM
M.Sc (HD) 2nd year

PGDDAN (1st Year)

SHAYOSRI BOSE

M.Com (1st Year)

INSHA AFREEN

M.Com (2nd Year)

RUCHIKA DADLANI

JDBI Main Campus

International Seminar on Marketing - The Road Ahead

The seminar was jointly conducted by the Commerce and the TCFS departments on 9th February, 2016 at Vidya Mandir Auditorium and was inaugurated by Shri Sanjay Budhia, MD-Patton International Ltd. Ms. Shilpi Modi, Director-Manyawar was the Guest of Honour. In total 702 numbers of students attended the seminar. Students from Cooperative University OST-Friesland E.V. (BAO University), Germany, and their faculty Mr. Arno Onnen also attended the seminar. The following lectures were delivered:

a)   Worsted Marketing' by Mr. Ravinder Kumar Sharma, Vice President (Sales & Marketing) - Digjam Ltd.

b)   Why It Is Important to Keep Customers Happy' by Ms. Nitu Jaiswal, Vice President (Marketing) – Spencer's Retail Ltd.

c)   Reaching the Customer When They are Most Receptive' by Mr. Amit Gope, Marketing Head - Century Plyboards India Ltd.

d)   Marketing - Industry Perspective' by Mr. Arun Mittal, Executive Vice President (Marketing & Sales) – Exide Industries Overseas Pvt. Ltd.

e)   Role of Visual Merchandising in Retail Industry' by Ms. Sujata Absar, Market Regional Head (East) - Fabindia Overseas Pvt. Ltd.

f)   Heritage Tourism - Its Past, Present and Future' by Mr. Samrat Chowdhury, Regional Manager (Sales, East) - WelcomHeritage (ITC)

g)   Marketing Strategy for Fruits and Vegetables (Fresh and Frozen)' by Mr. Sudeep Gupta, General Manager (Sales & Marketing) - Keventer Agro Ltd.

h)   Gateway to Become a successful Realtor' by Mr. H.L. Bagra, Former-President of National Association of Realtors

Navigating Organization through Challenging Times

The Management Department organized a Strategy Summit, 'Navigating Organization through Challenging Times' on 6th October, 2015 at Vidya Mandir Auditorium.

Shri. C. Mookerjee   Shri. C. Ghosh   Prof. (Dr.) S. Banerjee   Dr. Deepali Singhee

National Seminar on Social Entrepreneurship

The Departments of Commerce and Science jointly organized a National Seminar, on "Social Entrepreneurship" in association with the Telegraph on 12th April, 2016 at the Vidya Mandir Auditorium. Shri. Chittatosh Mookerjee, Hon'ble (Former) Chief Justice of Bombay High Court Inaugurated and gave the Presidential address, Shri. Chandrashekhar Ghosh, MD & CEO of Bandhan Bank graced the occasion as Chief Guest, Mr. Nikhil Pant, Chief Programme Executive, National Foundation of CSR was the Guest of Honour and Prof (Dr.) Sharmistha Banerjee, Professor, Department of Business Management - University of Calcutta was the Keynote Speaker. Other eminent speakers for the various sessions included:

a)   Dr. Sanjay Pal, Senior Faculty - Entrepreneurship Development Institute of India (EDI), Ahmedabad.

b)   Mr. Hari Balasubramanium - Investor Advisor Mentor (IAM), Kolkata.

c)   Dr. Rituparna Basu, Assistant Professor, Marketing, Retail, Entrepreneurship - International Management Institute (IMI), Kolkata.

d)   Ms. Diti Mukherjee, Director - Association for Social and Environmental Development (ASED), Kolkata.

e)   Mr. Deep Bajaj, Founder - PeeBuddy, New Delhi.

f)   Ms. Shweta Jaju, Co-Founder - ONergy, Kolkata.

g)   Mr. Tarun Mullick, Director - Club International Pvt. Ltd., Kolkata.

h)   Prof. Asis Mazumdar, Dean, Inter-disciplinary Studies, Law & Management, Jadavpur University

The seminar was also attended by students and faculty from other colleges like St. Xavier's College, Jadavpur University, Shri Shikshayatan College, Army Institute of Management, Calcutta Business School, Bhawanipore Gujarati Education Society College. Although over 100 BBA students attended the seminar, they simultaneously attended classes/projects during the same time; hence they had to intermittently leave the auditorium while the seminar was going on.

The event was covered by the Telegraph and Kolkata TV.

Finance for Non-Finance Professionals

Department of Management organized a Management Development Programme (MDP) on "Finance for Non-Finance Professionals" in collaboration with BSE Institute Limited at Hotel Hindustan International on 13th -14th May 2016 with 24 participants. Some of the leading companies who have nominated participants were Aditya Birla Nuvo, Exide, ITC, India Power, IL&FS, Narayana Health etc.

Workshop on Digital India

A Workshop on "Digital India" was organized by the NSS-wing of the college on behalf of National e-Governance Division (an independent division of Department of Electronic and Information Technology, Govt. of India) in association with National Service Scheme, Department of Youth Affairs on 24th August 2016.

Two hundred and nineteen NSS Volunteers from the Departments of Science and Commerce attended the workshop apart from 37 students from Jadavpur University. Prof. Ashish Verma (Pro- Vice Chancellor, Jadavpur University) and Dr. Pradip Kumar Ghosh (Registrar, Jadavpur University) graced the occasion as special guests. Other dignitaries present were Mr. Abhishek Roy (Head, State e-governance mission team), Ms. Sarita Patel (Eastern Regional Director, NSS), Mr. Rama Prasad Bhattacharya (State NSS Officer), Mr. Deepak Sharma (Officer, Youth Affairs), Dr. Anupam Deb Sarkar (NSS Program Co-ordinator, Jadavpur University) and Ms. Sangeetha Navneet (Consultant, State e-governance Mission Team).

Inaugural Ceremony

E-Poster Design Competition

Poster Design Competition (Manual)

Award Winners

Skit put up by the NSS Volunteers of Digital India

Overview of Digital India Programme by SeMT Representatives

Union Budget 2016

2nd year B.Com and M.Com students watched Union Budget 2016 live, at the College Campus on 29th February 2016.

Panel Discussion
Impact of Demonetization on Indian Economy

A Panel Discussion on "Impact of Demonetization on Indian Economy" was organized by the Department of Commerce on 17th January 2017. Mr. Rajive Kaul, Former President-CII was the Chief Guest for the event. Other eminent panelists were:

a) Prof. K.C. Bothra, Retired Professor (Marketing), IIM-Kolkata.

b) Role of Demonetization on Real Estate by Mr. Pradip Kumar Chopra, Chairman, PS Group

c) Demonetization and its Effect on Taxation by Mr. Anirban Datta, Chairman, Institute of Chartered Accountants, Eastern Region Council

d) Demonetization's Impact on India's Foreign Trade by Dr. Rajendra Prasad Sharma, Associate Professor, Indian Institute of Foreign Trade

e) Impact of Demonetization on Agriculture with Special Reference to West Bengal by Mr. Arabinda Mitra, Retired Professor (Agricultural Economics) & Former Director of Research, Bidhan Chnadra Krishi Vishwavidyalaya, Nadia

f) Effect of Demonetization on Stock Market by Mr. Basav Bhattacharya, Consulting Editor, ANMI Journal

g) Positive Effect of Demonetization by Mrs. Rupanjana De, Practicing Company Secretary The Panel Discussion was followed by an inter-college debate on "Demonetization is the Ultimate Weapon to Curb Black Money". Students from eminent Commerce Colleges like St. Xavier's College, Goenka College of Commerce & Business Administration, Shri. Shikshayatan College and Bhawanipore Education Society College participated in the Debate. The Jury members for the debate were:

a) Dr. Sanjay Bhattacharya, Assistant Professor (Economics), Dept. of Basic Sciences & Humanities, Calcutta Institute of Engineering & Management was present as the Moderator.

b) Prof. Ratan Khasnabis, Retired Professor, Dept. of Business Management, University of Calcutta

c) Mr. Subrata Kumar Ray, DGM & CS, MSTC Ltd.

An inter-college debate on 'Demonetization in the Ultimate Weapon to Curb Black Money' was also held.

The B.Com students also displayed bulletin boards on the subject.

The event was covered by Channel 10.

Prof. Siddhartha Datta

FDP on Current Trends in Research Methodology and Statistical Analysis

A National Level Seminar on "Current Trends in Research Methodology and Statistical Analysis" under Faculty Development Programme was organized by the Department of Science & Commerce on 27th & 28th January 2017 at the College auditorium. Prof. Siddhartha Datta, Former Pro-Vice Chancellor, Jadavpur University and currently Professor, Department of Advanced Studies in Industrial Pollution Control Engineering was the Chief Guest. The other eminent speakers who spoke on varied topics are listed below:

a) Funding Agencies in Research by Dr. Jagadish Chander, Advisor, Ministry of Science & Technology, Government of India.

b) Indian Patent System and its Development for Scientific Communities by Dr. Susil Kumar Mitra, DC, In-charge Design Office, Controller General of Patents, Designs & Trademarks, Government of India.

c) Writing Scientific Articles by Dr. P.R. Padma, Professor, Department of Bio-technology & Bioinformatics, Avinashlingam Deemed University, Coimbatore.

d) Ethics in Research by Dr. Barun Mukhopadhyay, Professor, Biological Anthropology Unit, Indian Statistical Institute

e) Use of E-Resource in Research Presentations by Dr. Rajendra Babu, Assistant Professor, Dept. of Studies in Library Information Studies, Tumkur University, Tumkur

f) Protection of Intellectual Property Rights by Mr. K. Singh, CEO, Gold Finn Technologies

g) Writing of Research Proposal by Prof. Subhash Chandra Bhattacharyya, Former Dean, Faculty Council of Science and Currently Professor, Department of Chemistry, Jadavpur University

h) Statistical Tools for Research by Prof. Arup Ranjan Mukherjee, Professor, Indian Statistical Institute (ISI), Kolkata.

i) Design of Research Tool by Dr. Jadab Kumar Das, Professor, Department of Commerce, University of Calcutta

j) Data Entry, Analysis and Interpretation by Dr. Panchanan Das, Professor, Department of Economics, University of Calcutta

k) Funding Agencies in Research & Proposal Writing by Prof. Dilip Kumar Maiti, Professor, Dept. of Chemistry, Calcutta University.

Dr. Jagadish Chander

Dr. Susil Kumar Mitra

Dr. P. R. Padma

Prof. Arup Ranjan Mukherjee

FDP on Effective Teaching & Research Methodology

The Department of Management conducted Faculty Development Programme "Effective Teaching & Research Methodology" on 21" April, 2017. The Chief Guest was Prof. Ajitava Raychaudhuri, Professor, Department of Economics, Jadavpur University and the Guest of Honour was Prof Tanima Ray, Professor, IISWBM, Calcutta University. Separate technical sessions were conducted highlighting on Effective Teaching Methodology by Prof. Ajitava Raychaudhuri, Department of Economics, Jadavpur University and on Research Methodology-Multivariate Analysis by Dr. Gautam Bandyopadhyay, Professor, Department of Management Studies, NIT Durgapur.

"LAUREATES"

The Department of Management was the academic partner with CMA in organizing "Laureates"- A programme for recognition of young achievers for outstanding academic and creative excellence on 7" February, 2017.

42nd National Competition for Young Managers (NCYM) 2016

42nd National Competition for Young Managers (NCYM) 2016 (Eastern Region) with a theme, "Breaking Through: Making India a Creative Superpower" was organized by the BBA department in collaboration with the Calcutta Management Association (CMA) on 22nd and 23rd July 2016.

Strategic Challenges to the Manufacturing and Services Sectors

The Department of Management organized a Strategy Summit on "Strategic Challenges to the Manufacturing and Services Sectors" at Vidya Mandir auditorium on. Eminent speakers who delivered lectures at the summit included:

a) Mr. Ranjan Banerjee - Sr. Vice-President & Head (HR & IR), Aditya Birla Nuvo Ltd.
b) Mr. Viresh Oberoi - Former CEO & MD, Mjunction Services Ltd.
c) Mr. Gautam Ray - Executive Director (HR & Admin), CESC Ltd.
d) Mr. Sudip Datta - Chief Operating Officer, IIDC Ltd.
e) Dr. R. Sridhar - Head, Corporate Human Resources, ITC Ltd.

Strategic Issues in Management

The Department of Management organized an International Management Conference 2017 on "Strategic Issues in Management" on 22nd April, 2016 Prof. Ashok Banerjee, Professor of Indian Institute of Management (IIM Calcutta) was the Chief Guest. A panel discussion on "High Impact Research" was conducted by Prof. Ravi Jain of NUS, Singapore, Dr. Shantanu Ganguli of Xavier Institute of Management, Bhubaneswar; Dr. P. K. Das of IIFT-Kolkata and Dr. Chandrima Banerjee (Ph.D of XLRI). Faculty members from different Institutes like IIM-C, NSHM, JIS, Burdwan University presented papers in five parallel sessions on Finance, Marketing, Human Resource Management and IT.

Shaping Young Minds

The Department of Management was one of the academic partners for symposium jointly organized with The Calcutta Management Association (CMA) on 11th September 2015 at IIM-Calcutta.

Innovations in Management Practices

A Management Research Conference on "Innovations in Management Practices" was organized by the Department of Management in collaboration with CMA and BSE Institute Limited on 8th April 2016. Eminent academician Prof. Abhirup Sarkar, Professor of ISI was the Chief Guest for the occasion. Prof. Malabika Roy from Jadavpur University, Prof. Sharmistha Banerjee from the Department of Business Management, Calcutta University, Dr. Krishanu Rakshit, Assistant Professor at Indian Institute of Management, Calcutta delivered lectures. Some research papers were presented by research scholars and faculty members from different institutions in three parallel sessions in Finance, Marketing and Human Resource Management.

Nutrition Week, 2015

Nutrition Week was celebrated by the FSNM department from 15th to 17th September 2015. During the celebration Diet Clinic was inaugurated by Ms. Pooja Makhija, Celebrity Dietician & CEO of Nourish Diet Centre, Mumbai. The following lectures were organized:

a) 'Better nutrition: Key to development' by Ms. Reshma Ray, Senior Clinical Nutritionist, TATA Medical Centre, Kolkata.

b) 'Lifestyle & non-communicable diseases' by Dr. Rahul Jain, Consultant Physician and Diabetologist, Belle Vue Clinic.

c) 'Nutrition in health and disease' by Dr. Mukesh Kochar, Consultant Physician.

d) 'Whole grain- breakfast cereals' by Ms. Hitha Bhankaria, Senior Nutritionist, R & D Department, Marico Ltd., Mumbai.

e) 'Scenario of malnutrition in the slums' by Dr. Samir Chaudhuri, Founder-Director, Child in Need Institute, (CINI), Kolkata.

Other events include inter-college Nutri-Quiz, cooking competition, extempore competition, scientific-writing competition on 'Fat vs Sugar', street play on 'Eat Right' and an exhibition-cum-sale on Health

Faculty members attending the National Nutrition Week Celebration, 2016 organized by NSI in collaboration with CINI at Jadavpur University

FSNM Students attending National Nutrition Week Celebration, 2016 at Saroj Gupta Cancer Centre & Research Institute

5 Methods of Molecular Gastronomy

Emulsion

Sous Vide

Liquid Nitrogen

Sperification

Transglutaminase

Molecular-Gastronomy & Its Take on Modern World Cuisine

-Husena Vadnagarwala

3rd year Food Science & Nutrition Management (2015-2016)

Molecular-gastronomy is a sub-discipline of Food Science that seeks to investigate the physical and chemical transformations of ingredients that occur during cooking. The term, 'molecular gastronomy' was coined in 1988 by late Oxford Physicist, Nicholas Kurti and the French INRA Chemist, Hervé

Commonly used Molecular Gastronomy Techniques

1. **Gelification** is a technique in which flavours can be sculpted into tasty pearls, ravioli & spaghetti. The process uses gelling agents like agar-agar, carrageenan, sodium alginate & gellan gum to jellify liquids. Gelification allows chefs to present the most unusual, unexpected combinations of tastes, shapes and textures rarely seen in more traditional cuisines. From spaghettis made from fruit juice and melted chocolate to balsamic vinegar pearls and mint caviars, the possibilities are near endless.

2. Molecular-gastronomy includes a unique mechanism of **Spherification** which can be defined as the encapsulation of a liquid inside different sized spheres that burst once put into the mouth. Spherification uses sodium alginate to make spheres out of any liquid. For example, spheres are made out of red wine.

3. **Emulsification** is yet another scientific procedure which uses emulsifying agents like lecithin & methylcellulose to create light, airy foams using almost any liquid; one can make foams that taste like strawberry, soy sauce, curry or parmesan.

4. **Siphon-whipping** differs from emulsification and enables making foams without the use of an emulsifying agent. The product resulting from siphon-whipping is usually called espuma.

Spectacular espumas that taste like cola, beer, coffee or fruits and more decadent ingredients such as foiegras, cheese and chocolate can be made using this technique.

5. The technique of **Suspension** uses xanthum gum to add a slight touch of extravagance to dishes and cocktails. Suspension defies gravity and makes it possible to 'suspend' fruit, herbs or flavored caviar in a liquid.

6. **Powderizing** uses maltodextrin, derived from tapioca sugar, to transform any fatty ingredient into a light flavored powder. For example, a powder can be made from olive oil, chocolate, peanut butter or even bacon.

7. The technique of **Deep Freezing** involves use of liquid nitrogen and dry ice to create instant and incomparably smooth ice cream.

Though molecular-gastronomy may not be suitable for the traditional Indian cuisine per se, but it can revolutionize the 'progressive Indian cuisine' also popularly known as Indo-Western fusion-cuisine'. People are now well travelled and want to experiment new flavors and cuisines. With Indians becoming more calorie conscious, such small-portions cuisines easily find their way into the India heart. Some popular restaurants serving molecular gastronomy in India include Spice Klub in Mumbai, Farzi Café in Gurgaon and Mumble's Lab in our very own Kolkata!

Edible Flowers- The Emerging Functional Foods

-Ashna Singhal
3rd year Food Science &
Nutrition Management (2015-2016)

When one thinks of the term "edible part" of the foodstuff commonly eaten, flowers of ornamental plants does not automatically come to our minds. Flowers have been used as a food item since thousands of years. The ancient Mediterraneans combined almond blossoms with honey to promote muscle strength, Greeks and Romans often included calendula, a type of marigold in salads. Today, the culinary use of flowers is experiencing a merited resurgence. Many chefs are reviving this culinary art, using flower petals and blossoms to add both flavor and beauty to their menus.

The list of edible flowers is extensive, with over 150 known species. Some of the most commonly used edible flowers include calendula, chrysanthemum, hibiscus, lavender, marigold, nasturtium, pansy, rose etc.

Other than providing savor and decoration, the floral component in the culinary creations can enhance its micronutrient composition as well. They form an excellent source of minerals such as potassium, phosphorous, calcium, magnesium, sodium, iron, manganese, copper, zinc etc. Flowers are also rich in bioactive compounds like carotenoids, phenolic compounds and essential oils, which provide a wide range of functional properties like being anti-carcinogenic, hypocholesterolemic, diuretic, emmenagogue, cardioprotective, hepatoprotective and many more. The study on the composition of 13 species of edible flowers by researchers in Czech Republic revealed that the flowers provided an average of 5.5 grams of antioxidants per kilogram of fresh mass.
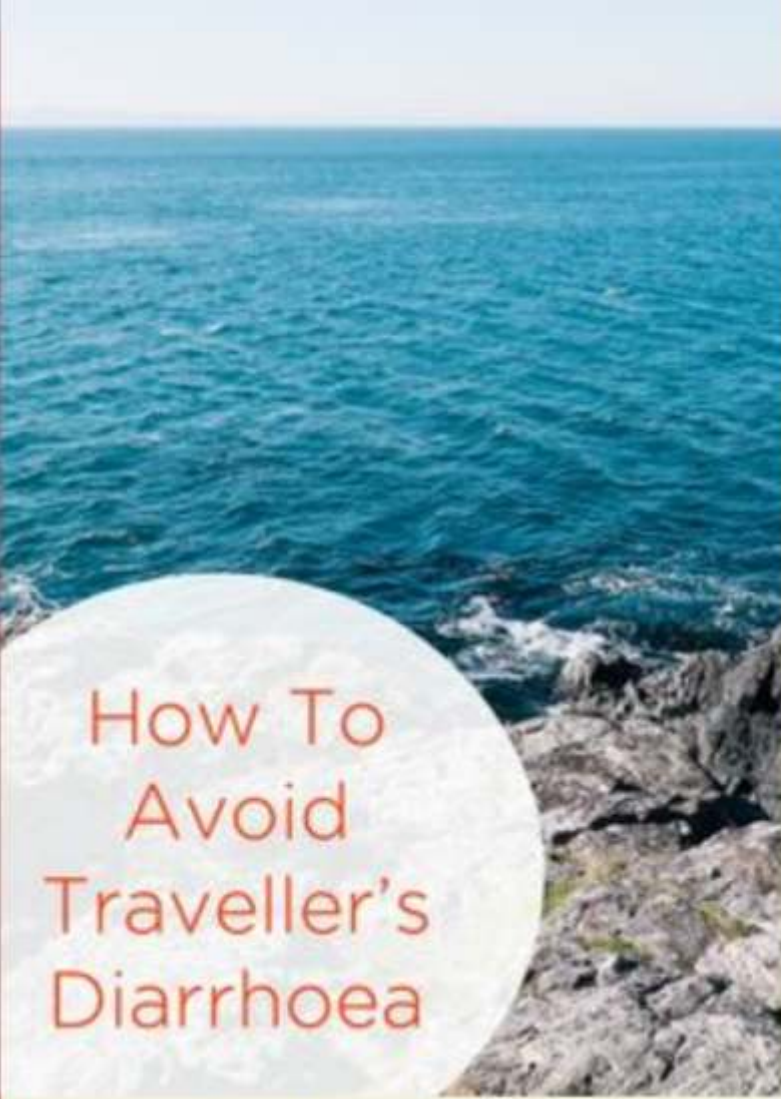
However, not all flowers should be eaten. All are not edible and cannot be included in the human diet. For human consumption, flowers have to be non-toxic, innocuous and must have nutritional properties. Flowers commonly carry traces of pesticides and harbor organisms such as insects. Some are actually poisonous and not palatable. Flowers cultivated as ornamental plants for garden use are not intended for use as food.

Edible flowers can be dried and grinded, or mashed in a fresh state into a paste. In these forms, they can be used as a key ingredient for cooking or baking, or can be pickled, candied, stuffed, battered or fried. In some cases, the whole flower or its petals can be sautéed or grilled. Flower buds or mature flowers can be tossed into any salad for a delightful addition. Oils, vinegars and liqueurs can be infused with flowers to make them interesting and unique.

With high nutritive value and antioxidant nature, edible flowers provide a solution for gastronomy as well as therapeutic nutrition.

How To Avoid Traveller's Diarrhoea

health risks may arise in areas where accommodation is of poor quality, hygiene and sanitation are inadequate, medical services are not well developed and clean water is unavailable. In this context, it is interesting to note that our country tops the list of most experimental travelers, according to a recent survey by global travel search, Skyscanner.

It therefore becomes necessary to look into the health aspect of frequent travellers as merely popping a pill is not a solution to this problem. The correct way to deal with bouts of diarrhea, which is the commonest form of health disorder in travelers, is through gut microflora alterations. This is where prebiotics and the galacto oligosaccharides come into play.

A prebiotic galacto oligosaccharide supplement or maltodextrin placebo for one week prior to leaving for the holiday, and even throughout the duration of the holiday have shown significant potential in preventing the incidence and symptoms of travellers' diarrhea. Also unlike commercial drugs, these do not have any side effects. The prebiotic GOS has also been reported to positively affect the immune function by increasing phagocytosis and natural killer cell activity. Thus diarrhoeal episodes among travellers are known to be significantly mitigated by the regularly controlled and monitored intake of the special prebiotic galacto oligo saccharide mixture.

Novel Prebiotic for Travellers' Diarrhoea

-Ayesha Rahman
2nd year M.Sc. in Food & Nutrition (2015-16)

With advances in technology and development in finances, more and more people are easily becoming frequent travellers. Although the purpose of travelling may differ from person to person; it may for a business /academic purpose to a simply rejuvenating vacation.

International travel can pose various risks to health, depending on the characteristics of both the traveller and the travel. Travellers may encounter sudden and significant changes in altitude, humidity, microbes and temperature, which can result in ill-health. In addition, serious

The Science Behind PopCorn

-Ms. Anjali Kejriwal

3rd year Food Science &
Nutrition Management (2016-2017)

Popcorn is the most popular snack in the world, being the national snack of Illinois, USA. Popcorn as a breakfast cereal was consumed by Americans in the 1800s and generally consisted of popcorn with milk and a sweetener. Today Americans consume about 17 billion quarts of popcorn per day.

Popcorn is perhaps the oldest snack food known to man. Evidence of popcorn dating back to 3600 BC has been found in the 'Bat Cave' in Western New Mexico.

Popcorn is the world's most versatile snack and can be dressed up with cheese, caramel, butter, salt and many other exotic flavors. It can be sweet or savory, or both. Popcorn can also have non-food applications, ranging from holiday decorations to packaging materials. Popcorn is a type of maize which can be classified as dent corn, flint corn, popcorn, flour corn, sweet corn, pod corn, waxy corn and baby corn.

Popcorn is grown like sweet corn, or field corn and a different kernel is planted for each variety or corn. Each kernel of popcorn contains a certain amount of moisture and oil. Popcorn *(zea mays everta sturt)* is able to pop because like amaranth grain, quinoa, sorghum, etc its kernel has a tough moisture-sealed hull and a dense starchy interior. The outer hull of the popcorn kernel is strong and impervious to moisture and the starch inside is hard. As the oil and the water within the kernel are heated to 180°C, they turn the moisture into pressurized steam (135 psi pressure). Under these conditions, the starch inside the kernel gelatinizes, softens and becomes pliable. The pressure continues to increase until the breaking point of the hull is reached. The hull ruptures rapidly, causing a sudden drop in pressure inside the kernel and a corresponding rapid expansion of the steam, which expands the starch and proteins of the endosperm into airy foam. As the foam rapidly cools, the starch and protein polymers set into the familiar crispy puff.

Many people consider popcorn a diet food since it does not contain sugar, is light, fluffy, and easily digestible. Popcorn contains healthy carbohydrates that make it a good source of energy. It is a whole grain food and thus a wholesome source of fiber. Popcorn is a great option that works to restrain hunger between meals; one can feast on popcorn instead of starving until the next meal.

Popcorn forms a special part of our daily lives ranging from a snack food, expensive entertainment to reasonable nutrition and is full of flavours.

Garcinia Cambogia

-Ms. Nandini Rohatgi
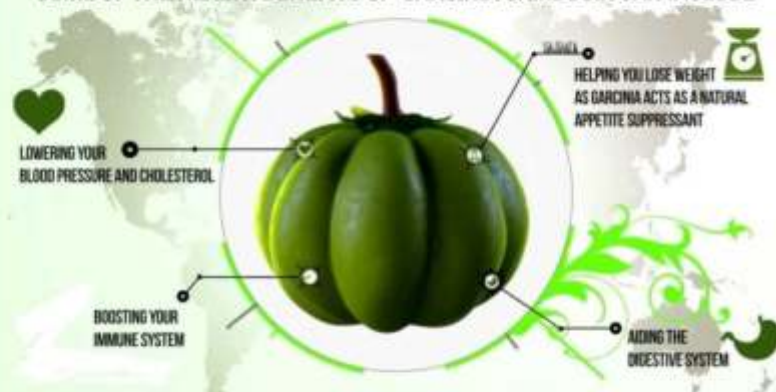3rd year Food Science &
Nutrition Management (2016-2017)

Today's market is full of miracle drugs and supplements that claim to enable fast reduction in body weight. Garcinia cambogia weight loss supplements are one such product that has gained much attention.

Garcinia cambogia is a citrus fruit that grows in Southeast Asia. This fruit has been used from time immemorial for culinary purposes as a condiment and flavouring agent in place of tamarind or lemon. Besides its use as a flavouring agent, the dried rind of G. cambogia combined with salt helps to lower the pH and thus provides a bacteriostatic effect in curing fish, which is known as Colombo curing. This miracle fruit has travelled a long path from being the simple kitchen condiment to becoming the key content of many weight loss drugs. Though the experts found anti-obesity properties in it in the year 1960, the intensive research on it started much later.

The effect of G. cambogia as a weight loss supplement is largely attributed to its Hydroxycitric Acid (HCA) content. Subsequent researches proved that the anti-obesity effects of G. cambogia resulted from the combined actions of several mechanisms including reduced food intake by regulating the serotonin levels related to satiety, increased fat oxidation and decreased lipogenesis. The commercially available G. cambogia extracts contain 50% HCA or more and are prepared from the fruit rind. For G. cambogia supplements to be effective for weight loss, each capsule must contain at least 500 mg of HCA, and not exceed 3000 mg.

With the present literature and clinical data available on G. cambogia, it may be regarded as a promising product for weight management in view of its safety and efficacy in the management of obesity. Although many studies have been published on the roles of compounds from G. cambogia, many functions and interactions are yet to be investigated fully. Hence, this ancient drug that has stood the test of time needs further evaluation and research.

SOME OF THE HEALTH BENEFITS OF GARCINIA CAMBOGIA CAN INCLUDE

HELPING YOU LOSE WEIGHT AS GARCINIA ACTS AS A NATURAL APPETITE SUPPRESSANT

LOWERING YOUR BLOOD PRESSURE AND CHOLESTEROL

BOOSTING YOUR IMMUNE SYSTEM

AIDING THE DIGESTIVE SYSTEM

Multi-berries Drink and its Antioxidant Activity

-Priyanka Gupta
2nd year M.Sc. in Food & Nutrition (2016-17)

Almost all organisms possess antioxidant defence and repair systems, but these systems are insufficient to prevent the damage entirely. For this reason, dietary supplementation is necessary to strengthen the intrinsic protection systems. Fruits, especially berries contain higher quantity and quality of phenolic antioxidants than vegetables, and present higher antioxidant activity than many isolated pure phenolic compounds. The multi-berries drink has been demonstrated to possess high total polyphenol content and antioxidant activity as shown by the Oxygen Radical Absorbance Capacity and Cellular Antioxidant Activity assays. Multi-berries drink containing 12 fruit concentrates including maqui berry, açaí, artichoke, goji berry, acerola, raspberry, red grape and grape seed extract, chokeberry, cranberry, apple, strawberry and cherry, is an ultimate way to rescue the smokers from the oxidative stress associated with smoking.

Gum Arabic - Key to Weight Management

-Devyani Dudheria
PGDDAN (2015-16)

Gum Arabic, an exudate of Acacia senegal or Acacia seyal trees consists of a mixture of polysaccharides, oligosaccharides and glycoproteins. Although it is indigestible by both humans and animals, it gets fermented in the colon to give short-chain fatty acids, leading to a large range of possible health benefits. Gum Arabic is an effective dietary strategy to prevent or treat overweight.

Dietary fiber is related to body-weight regulation, and according to the US Food and Drug Administration, Gum Arabic is considered as one of the safest dietary fibres. Gum Arabic is 95% soluble fiber and has lipid lowering effect (with exception of HDL) in patients with hyperlipidemia. Gum Arabic binds bile acids and promotes their excretion in stool. This process reduces the lipid pool in the body and causes decreased fat digestion and absorption. Likewise, the formation of new bile acids in the liver requires cholesterol. Thus, prolonged ingestion of Gum Arabic may lead to reduction in cholesterol level in the plasma. Several epidemiological studies suggest that a high intake of dietary fiber, including Gum Arabic is associated with beneficial effects on fat metabolism. Dietary fiber promotes satiation, alters glycaemic index, affects gastric emptying and gut hormone secretion and thus helps to manage weight. Gum Arabic decreases weight gain as it inhibits the intestinal glucose absorption. Leptin promotes weight loss by two different mechanisms, one by reducing appetite and secondly by increasing energy expenditure.

Gum Arabic is a natural prebiotic food ingredient that stimulates the growth of probiotics. It plays an important role in protection against pathogenic microorganism and fat metabolism, among other functions. Thus, regular intake of Gum Arabic causes significant reduction in body mass index and fat percentage and can be considered suitable for treatment of obesity.

Black Nightshade - A Wonder Plant in India

-Tanusri Patra
PGDDAN (2016-17)

The black nightshade which is locally called Makoi, is widely used as leafy herbs, a food source and also for various medicinal purposes. Black Nightshade or Kamanchi contains protein, fat, carbohydrate, fibre and essential micronutrients like calcium, phosphorus, iron, magnesium, sodium, potassium, zinc, vitamin A, vitamin B1, vitamin B2, vitamin B6, vitamin B3 & vitamin C. The plant contains appreciable amounts of methionine, an amino acid scarce in other vegetables. The major active components are glycoalkaloids, glycoprotein & polysaccharides. It also contains polyphenolic compounds like gallic acid, catechin, epicatechin, rutin & naringenin.

The plant is traditionally used to treat various ailments such as inflammation, ulcers, gout, ear pain & fever. While the fruit is used to treat fever, the juice of the leaf is good for flatulence, peptic ulcer & dysentery. The plant is used for various medicinal purposes as an anti-tumorigenic, anti-oxidant, anti-inflammatory, hepatoprotective, diuretic, anti-convulsant, anti-ulcerogenic, anti-bacterial & anti-pyretic agent. Solanum nigrum or black nightshade is recorded as an ancient famine plant of the Chinese. The leaves & young shoots are boiled or stewed & used as a relish. Berries of the plant are used in the domestic treatment for diarrhoea & eye troubles. The berries are widely used in preserves like jams or garnished on pies. In India, the plant is noted for its antiseptic & anti-dysenteric properties and is given internally for cardialgia & gripe. An infusion of the plant is used as an enema for infants with abdominal upsets. It is reported to have emollient, diuretic & laxative properties and its decoction is regarded as both antispasmodic & narcotic. The extracts from the plant are effective in the treatment of cirrhosis of the liver & also serves as an antidote to opium poisoning. The seeds are used to treat gonorrhoea & dysuria.

Fruits and Vegetables

Bread, rice, potatoes, pasta and other ? foods

Meat, Fish, Eggs, Beans and other non dairy sources of protein

Foods and drinks high in fat and/or sugar

Milk and Dairy Foods

Bariatric Nutrition
-Hurbanu Kukaswadia
PGDDAN (2016-17)

For thousands of years obesity was considered a cosmetic problem, but now it has been declared as a pandemic. In the last few decades, excessive stress, poor eating habits, easily available high calorie fast foods and sedentary

lifestyle that come with most desk jobs have all been implicated for this epidemic. Obesity is assumed to be a preventable disease, but sadly many people die as it escalates into a complex pathology resulting in many complications like diabetes, liver problems, cardiovascular problems, osteoarthritis, sleep apnea, infertility, etc.

While healthy eating and exercise are the most effective measures of maintaining a healthy weight, its incidence of success in morbid obese is dismal. Bariatric surgery hence is the only scientifically proven method for sustained and significant weight loss in the morbidly obese. Bariatric surgery is known to aggravate and produce a few micronutrient deficiencies. Thus, nutritional management of bariatric patients is a complex issue and is of paramount importance as they have pre-existing nutritional deficiencies. Further variety of bariatric procedures adds to the complexity as the gut anatomy is changed post the surgery.

The common micronutrients deficiencies that are largely seen in patients who have undergone bariatric surgery are calcium, vitamin D, iron, zinc, folate, and vitamin B12 and thus these patients require supplementation as their absorption is via different mechanism. Also, lifetime monitoring of patient is necessary to maintain a healthy lifetime on the longer run.

WEIGHT LOSS SURGICAL PROCEDURES & OUTCOMES

Duodenal Switch

Sleeve Gastrectomy

Normal Anatomy

Gastric Bypass

Adjustable Gastric Banding

Comparison Chart

Muslins

-Shradha Mundhra

3rd year Textile Science, Clothing & Fashion Studies (2015-2016)

Muslin is a cotton fabric of plain weave. It is made in a wide range of weights from delicate sheers to coarse sheeting. Early muslins were handwoven from uncommonly delicate handspun yarn, especially in the region around Dhaka, Bengal (now Bangladesh). The word muslin is also used colloquially; in the United Kingdom, many sheer cotton fabrics are called muslin; while in the United States, muslin sometimes refers to a firm cloth for everyday use. In the UK and Australia it is known as calico.

Textile Map of Bengal, Early 18th Century

The finest sort of Muslin was called Malmal, sometimes mentioned as Malmal Shahi or Malmal Khas by foreign travellers. It was costly, and the weavers spent a long time weaving it. Muslins procured for emperors were called Malbus Khas and those procured for nawabs were called Sarkar-i-Ala.

The origin of the word 'Muslin' is ambiguous and often debated. Since it isn't an actual word in Bengali, Sanskrit or Persian, it is presumed that it was a European name given to the fabric. Some say that the name is derived from the city name Mosul in Iraq, a historic trade center, while others say it referred to Masulipattam, the headquarters for European trade in South India. As per some other experts, there is no direct connection of the name 'Muslin' to the earlier thin silk cloths of Mosul; rather, the name arose in the eighteenth century from the French word for foam (mousse), which seemed to convey the feel and texture of India's filmy cotton product. When introduced into Europe in the 1600s by the English and Dutch East India Companies, 'Muslin' denoted a soft, white, plain-weave cotton cloth produced in India, notably around Dacca where the constant, intense humidity eased the stress of the spinning and weaving processes on the fibers. Historically the best Muslins were made in Dhaka, Sonargaon, Dhamrai, Teetbady, Junglebary, and Bajitpur, all of which are located in Bangladesh.

Historical Evidences

In 1298, Marco Polo described the cloth in his book The Travels. He said it was made in Mosul, Iraq. Muslin is also mentioned in Ptolemy's Geography as well as in Periplus of the Erythraean Sea, a Greek book. The Chinese explorers who have come in contact with the white piece of finesse have tried to explain muslin by comparing it to the mist of dawn.

Muslin fabric was the textile of emperors

During the 17th and 18th century, Mughal Bengal emerged as the foremost exporter of muslin in the world, with Mughal Dhaka as the capital of the worldwide muslin trade. Muslins were among the top quality Indian textiles consumed by the rulers, their families, noblemen, etc. Muslin was frequently used by the

Nawabs of Bengal. The first Nawab of Bengal, Murshid Quli Khan used to send muslin to the Mughal emperor. The Mughal government even appointed an officer, Darogah or Darogah-i-Malbus Khasto to supervise the manufacture of these Muslins. The Emperors used to dress in a type of muslin called the Malma Khash and Nawab's Badshas and Amirs wore it during summer. The growth of muslin was mostly during the Mughal period because of empress Nurjahan. She selected muslin for the Mughal harem.

When Edward VII, the Prince of Wales in 1875, came to Bengal, Sir Abdul Gani, the first Nawab of Dhaka, ordered 30 yards of the most superior muslin as a gift for the Prince. It is said that one yard of that fabric weighted only 10 grams! Georgiana, Duchess of Devonshire, is credited with introducing gowns to the British. She sent a gift to Caroline Lamb, her niece, for her wedding with William Lamb. The gift was the finest muslin with lace sleeves. Soon after, British women were using a kind of muslin called Shor-bondo as scarves and handkerchiefs.

The Portuguese traveler, Duarte Barbosa described the muslin of Bangladesh in the early 16th century. He mentioned a few types of fabrics, such as 'estrabante' (sarband), 'mamona', 'fugoza', 'choutara', and 'sinabaka'.

Bengali muslin was traded throughout the Muslim world, from the Middle East to Southeast Asia. In many Islamic regions, such as in Central Asia, the cloth was named Daka, after the city of Dhaka. During the Ottoman Empire, large quantities of Dhaka muslins were also exported to Turkey and Persia.

During the Roman period, Khadi muslin was introduced in Europe and vast amounts of fabrics were traded to Europe for many centuries. The Roman authors recorded that 'Generic Muslin' was the most coveted of luxury goods in the ancient civilized world. Also the fables of the ancient times when Roman ladies would

clad their bodies with this finely woven fabric only tell us how muslin was treasured worldwide but it tells us little about how muslin is like.

Leading the luxury league tables of Europe were the fashion tastes of the French. The fabric became highly popular in 18th century in France and eventually spread across much of the Western world. It principally revolved around silk, until muslin replaced it, especially under the patronage of Queen Mary Antoinette and Empress Josephine Bonaparte.

During British colonial rule in the 18th century, the Bengali muslin industry was ruthlessly suppressed by various colonial policies, which favored imports of industrially manufactured textiles from Britain. Brutality to muslin weavers was intense, William Bolts noting in 1772 that "instances have been known of their cutting off their thumbs to prevent their being forced to wind silk." As a result, the quality of muslin suffered greatly and its finesse was nearly lost for two centuries. There have been various attempts at reviving the muslin industry in modern Bangladesh.

Muslin in Bengal

Bengal was a centre of woven textile production and each area within Bengal developed its own specialization and character. Dhaka of undivided Bengal (currently in Bangladesh) became famous for

its fine muslins. Muslin was also produced in current West Bengal at Hugli, Kasimbazar and Malda.

Most of these fine and luxury quality muslins were exported by the East India Company to Europe under various names - Addadies, Cossaes, Dimitties, Jamdanees, Mulmuls, Nainsooks, Seerbands, Seerbettes, Shalbafts, Tanjeebs and Terrindams. The arrival of the Europeans in India injected new demands in creativity and increased Bengal's production by around thirty three percent.

Jamdani, Figured Muslins

We do not know exactly when Muslins came to be adorned with floral patterns of the loom. It is, however, certain that in the Mughal period, most likely during the reign of either Emperor Akbar (1556-1605) or Emperor Jahangir (1605-1627), the figured or flowered muslins came to be known as the Jamdani.

Jamdani Weaving

Jamdani is one of the finest muslin textiles of Bengal, produced in Dhaka, Bangaldesh for centuries. The term 'Jamdani' is Persian deriving from 'jam', meaning flower, and 'dani', a vase or a container, named after decorative floral patterns found on these textiles. It is one of the most time and labor-intensive forms of hand loom weaving. It is undoubtedly one of the varieties of finest muslin.

The Muslin fabrics serves as the base fabric into which elaborate and ornate patterns are woven. Jamdani essentially introduces a thick thread work into a Muslin base to weave various patterns. In these weaves, a single warp is usually ornamented with two extra thick weft followed by ground weft. Hence the fabrics are called 'figured' or 'embellished' Muslins.

Decline after the Battle of Plassey

The Muslin industry of Dhaka declined after the Battle of Plassey in 1757 and by the end of the 18th century, export reduced by almost half. This decline was due to loss of patronage of these exquisite textiles by the Mughal emperors, nawabs and other high officials. By this time, the Mughals had not only lost their power and prestige, but also their buying and spending capability.

Another important cause of decline and the ultimate extinction of the Muslin industry was the industrial revolution in England. The costly Muslins lost their competition with the cheaper machine made fabrics from England.

Marie Antoinette in her famous muslin portrait, 1783

Revival of Muslin

It is sad that what was once the pride of Bengal is now lost in the pages of history. It is up to us to revive it and bring back the luxury that was muslin. With increasing interest on the history of Bengal textiles, these textiles today are on a path of revival after a long period of decline, thanks to the efforts of dedicated designers and groups involved in research and production of these exquisite textiles.

In the 1760s the Dutch traveler Stavorinus wrote that 'Bengal muslins were made so fine that a piece twenty yards in length or even longer could be put into a common pocket 'tobacco box

Muslin passing through the finger ring

Types of Muslins based on Yarn Count

Agrotech Buildtech Clothtech Geotech

Hometech Indutech Medtech Mobiltech

Oekotech Packtech Protech Sporttech

Packtech - Technical Textile Used for Packaging

-Vandana Kabra

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Technical textiles can be defined as semi-finished or finished textile materials and products manufactured primarily for their technical performance and functional properties rather than their aesthetic and decorative characteristics and are used in industry, institutional, civil engineering, and medical or leisure applications. Technical Textiles specifies 12 application areas - Agrotech, Buildtech, Clothtech, Geotech, Hometech, Indutech, Medtech, Mobiltech, Oekotech, Packtech, Protech, and Sporttech. These are sometimes spelled Agrotex, Buildtex, Clothtex, Geotex, Hometex, Indutex, Medtex, Mobiltex, Oekotex (Ecotex), Packtex, Protex and Sportex. One of the important industrial applications of technical textiles is in the field of packaging.

Packaging plays a vital role in the conservation, preservation and transport of product. Without packaging, materials handling would be a messy, inefficient and a costly exercise and in the absence of it the modern consumer marketing would virtually be impossible. To ensure scratch free and safe handling of sensitive articles, partitioned boxes/packages are an ideal option.

Packtech refers to textile products for the packaging, assembly and transport of a wide variety of goods. They are the ultramodern, multifunctional successor to boxes

and cartons. They include netting systems, containers for bulk materials or, in the agricultural sector, textile silos. It ranges from synthetic bags used for industrial packaging to jute sacks used for packing food grains. This packaging (excluding jute) is also referred to as 'Flexible Packaging Materials'.

Textile products covered under Packtech include the following:

- **Polyolefin Woven Sacks:** These are manufactured out of poly propylene or high density poly ethylene materials. They may be laminated or unlamented, ultra violet stabilized with TiO2 / CaCO2 or anti-slip coated. They have advantages of higher strength, light weight, minimal seepage, moisture proof, long lasting (durable), cheaper (as it can be reused). Polyolefin woven sacks are versatile packing materials used extensively in the packing of cement, fertilizers, thermo plastic raw materials, food grains, sugar, fertilizers, chemicals, food grains, cattle feed, salt.

- **Flexible Intermediate Bulk Containers (FIBC):**
They are similar to the HDPE/PP bags, but are of larger sizes and are popularly known as 'jumbo' bags. FIBCs are one of the most cost effective and ideal types of packaging for shipping and storing dry bulk products. They can be produced from either tubular or flat polypropylene (PP) woven fabrics. These fabrics can be coated and vary in terms of weight depending upon the requirements. There are three types of FIBC bags, viz panel, circular and baffle (square). They provide advantages of

easy printing of information for identification of products, easy filling and discharge, eco-friendly as its recyclable, low weight packaging for transports.

- **Leno Bags:** Leno bags are excellent for packing & preserving vegetable material like potato, onion, ginger, garlic, cabbage etc. and fruits like pineapple, citrus fruits, raw mango, coconut etc. These eco-friendly bags are manufactured using polypropylene fabrics with widths ranging between 20 cm to 72 cm. Leno bags on an average weigh 50 gms or less. These bags have the advantage of being superior in aesthetics, excellent mechanical properties, chemically inert nature, ease in handling and storage, reusable, recyclable and cost effective.

- **Wrapping Fabric:** Wrapping fabric is made out of HDPE/PP, cotton canvas, etc. Non-laminated PP/HDPE woven fabric is mainly used for wrapping paper rolls, paper bundles, steel coils, tyres, yarn cones etc. The fabric is generally packed in a roll form and can be run on automatic cutting and stitching machines. Clear woven sheets (Natural Woven Laminated Sheets) are used for packing of used clothes etc. The most common size is 40" X 54" with side lamination and weighs up to 100 grams. These sheets are see through and are mainly used as a wrapping material. Lumber cloth is a wide width fabric used to cover huge logs of wood. It can be laminated either on one side or both sides.

- **Jute Hessian and Sacks (including Food Grade Jute Bags):** Jute Hessian also termed as burlap is a finer quality jute fabric that has been long used as the most preferred packaging material for all kinds of goods. Hessian is a plain weave cloth made wholly of jute and weighing not more than 576 g/m2. Hessian fabrics are lighter than sacking fabrics. Sacking bags, specifically used for the purpose of storing agro-based products, are known as hydro carbon free bags that have been treated with vegetable oils to destroy the harmful effect of hydrocarbons. Sacking bags have great demand not just in the cement industry but also in the agro-based industries.

- **Tea-Bags (filter paper):** A Tea bag is a polypropylene mesh bag, with dimensions of approximately 15 x 20 mm, filled with resin beads. Tea bags consist of a filter paper pouch that holds the tea powder. Tea bag filter paper is made with a blend of wood and vegetable fibers like bleached pulp abaca hemp.

- **Soft Luggage Products:** Soft luggage is made out of woven fabrics like nylon and polyester and is very popular due to its light weight and flexible nature. It includes of uprights, totes, duffle and sky bags which can be with or without wheels and handles, handbags, military backpacks, athletic backpacks, wallets, briefcases and other soft sided luggage items. The soft luggage industry in India today estimated to be of Rs 1080 crore is expected to further grow at a rate of around 25%.

Technical textiles consumption under Packtech is estimated at around Rs 14,067 crore. Woven sacks (excluding FIBC) account for around 50% of the technical textiles consumption under Packtech, followed by jute hessian and sacks (including food grade jute bags) with around 30% share. FIBC and wrapping fabrics account for around 20% of the total usage. Usage of technical textiles in soft luggage products, leno bags and tea-bags is less than 5% of the total usage in Packtech. The demand for the industrial packaging products like woven sacks, FIBCs, jute sacks, etc, which comprise the maximum share of the Packtech market, is mainly driven by the cement, fertilizer and food industry.

The faster growing segment of the packaging market is the lighter weight non-wovens and knitted structures for a variety of wrapping and protection applications, especially in the food industry. Tea and coffee bags use wet-laid non-wovens. Meats, vegetables and fruits are now frequently packed with a non-wovens insert to absorb liquids. Other fruits and vegetable products are supplied in knitted net packaging from cotton, flax and jute but increasingly from polypropylene. Strong, lightweight spun bonded and equivalent non-woven paper-like materials are particularly useful for courier envelopes while adhesive tapes, often reinforced with fibres, yarns and fabrics, are increasingly used in place of traditional twine. Woven strapping are less dangerous to cut than the metal bands and wires traditionally used with densely packed bales.

Recent years have witnessed fast development in the manufacture of new packaging materials and processing especially in developed countries. Innovations in eco-friendly packing have come in many forms ranging from simply removing source material to the development of complex nano-composites. As consumers and industry become more aware of the current environmental conditions, they embrace the concept of moral responsibility superseding convenience and conventional profitability. The Indian packtech segment is expected to grow at a rate of 22% to US$ 11,782 million by 2017-18 as per estimates of the Working Group on Textiles and Jute Industry, Ministry of Textiles, Government of India

Soft Luggage

Chinese Brocades

-Simran Pugalia
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Brocade is a class of richly decorative woven fabric, often made in colored silk with or without gold and silver threads. A general definition of brocade is "a fabric with a woven pattern which is purely decorative and independent of the structure of the cloth." The term brocade is derived from a latin word, "brocare" (to prick) which suggest needle work. Therefore, brocade weaving is often defined as embroidery weaving or loom embroidery. Originally it was a heavy silk fabric with floral and scroll patterns woven in gold or silver thread, first produced in China and Japan. Now brocades are jacquard woven with richly figured patterns emphasized sometimes by contrasting satin weave figures on plain or twill background.

Much has been sung in praise of the traditional Chinese yarn - the famous Chinese silk. For centuries now, China has gained the repute of producing one of the world's finest quality silk fabrics. And it is not any surprise since it was in China that silk was first discovered. Chinese brocade, as it is known today, has takers from all across the globe. It is rich in color and texture with patterns usually from Chinese folklore. The Chinese wove brocades from early times and used gold and silver threads in the weaves. Indeed, the Chinese character for brocade, 'chin', consists of the metal radical and the phonetic element 'po', which means silk or cloth, thus establishing importance of metals. Among the various kinds of brocades found in China, the most sought after are the following:

Classification of Brocades of China

* **Yun Brocade** is one of the most famous brocades from China. The name Yun, meaning clouds, is a tribute to the beauty of the fabric, which is itself testament to China's finest silk-making technology. It is also known as Nanjing Yunjin or Cloud-pattern brocade. An outstanding characteristic of these brocades is that the fabrics can even be woven entirely with gold and silver thread. They were made mostly for the royal courts and the high cost involved in making them together with the time taken, makes Yun Brocade surpass all other silk brocades in quality

* **Song Brocade** refers to the brocades developed during the Song Dynasty. With Suzhou as its major production area, it is called Song Brocade of Suzhou. An ancient city of silk, Suzhou has been recognized as the land of brocade and satins. Song Brocade is made using 100% mulberry silk and it is characterized by bright colours, exquisite patterning and solid but soft texture.

* **Shu Brocade**, short for Sichuan the province in China where they are made is a soft and colourfully flamboyant fabric, predominantly in red colour. Shu brocade has a variety of designs, fully reflecting the flowery nature of Shu culture. Several hundred varieties of Shu brocades have developed over more than 20 centuries. Chengdu, also known as 'the land of abundance' has more than 2,000 years of history in hand-woven brocade craft. The Shu brocade of the Tang Dynasty had various patterns such as tartan, lotus, tortoiseshell pattern, beads, and beasts.

* **Zhuang Brocade** is the creation of the Zhuang ethnic group in Guangxi. Its patterns are close to those of the paper-cut in various shapes. Zhuang Brocade has thick and strong lines, is brilliantly coloured and woven using silk threads of different colours. The patterns vary from waves, clouds, grass and flowers to animals. Phoenix, the symbol of auspiciousness, takes a dominant role in these designs.

* **Ke Silk** or silk carving, is China's unique craft. Ke silk has made rapid progress since the Song Dynasty. The center of producing Ke silk was located in Suzhou during the Qing Dynasty. The technique involves the use of a warp upon which colored threads are woven to create a pictorial design or to copy calligraphy and painting.

Yun Brocade

Song Brocade

Shu Brocade

Zhuang Brocade

Ke Brocade

Motifs and Pattern

The various important motifs that are found in the traditional brocades from China are listed below:

a) **The Sun, the Moon, and the Constellation:** These symbolize the light and wisdom of the emperor shining upon the world. These three symbols are celestial and related to the measurement of time.

b) **Mountain:** It stands for the earth and clouds, the latter producing rain that bring prosperity. Mountain is used to symbolize the overwhelming power of Emperors.

c) **Dragon:** The dragon is a very important symbol associated with the spring and symbolizes transformation and productive force. Thus the dragon motif symbolizes the adaptability of the Emperor and his willingness to change laws according to the needs of his people.

d) **Flowery Creature:** It may represent a constellation called 'Red Bird' which was located in the southern hemisphere and was visible from late spring through summer. Because of its pleasantly bright and colourful appearance, the flowery creature symbolizes the literary accomplishments of the Emperor.

e) **Sacrificial Vessel:** It is associated with metal and is also called a cup. It is used at sacrificial occasions to contain wine or other offering. The vessel on Emperors' robes symbolizes their ability to pacify any rebellion and rule all over the country.

f) **Water Plant:** It is an indicative of purity of innocence.

g) **Flame:** It is used to symbolize the enhancement of the imperial power. Fire also symbolizes the summer solstice.

h) **Grain:** It is the basis of all food, and as part of the 'twelve symbols' symbolizes that the Emperor. Grain is also used to indicate an abundant amount of salary for court officials.

i) **Axe-head:** It is a symbol that indicates the Emperor's capability to make quick decisions and his power during difficult situations, times of war and famine.

j) **The Fu or Bat:** It symbolizes the capability of distinguishing evil from good. The Fu is connected to the winter solstice and represents Emperors and their subordinates working together.

k) **Crane:** The image of a crane with its wings out stretched and one leg raised up is a symbol of longevity. This longevity symbol when combined with a spotted deer and the pine is known as the 'prolonged life' design. The crane can also be found on civil officials' robes to depict social ranks. The bird has been a symbol of literary elegance and, therefore, an appropriate creature to designate civil officials who had gained their position through examination based on the classics of the Confucian canon.

l) **Butterfly:** It is a popular of summer and joy.

m) **Unicorn:** The unicorn or "qilin" has been given various descriptions. The consensus appears to be an animal with the body of a deer, the tail of an ox, the hooves of a horse, and with two horns (despite its name). It was deemed to be the harbinger of great events and tradition claims its presence at the birth of Confucius.

n) **Chinese Phoenix or 'Feng Huang':** It is the sacred bird as mentioned in Chinese mythology and is generally used to show similarity with an ornamental pheasant. It was deemed to be charged with yin, the negative principle of the cosmos, and was adopted as the symbol for the empress.

o) **Geometric Patterns:** These are used as borders or as bands for added decoration. Two common patterns are the meandering pattern and the key pattern. One of the oldest pattern types is the 'swastika'. In China 'swastika' became a Buddhist symbol for luck sometime after 200 AD. It is also the shortened form for the number ten thousand, and this indicates longevity.

Motifs found in Chinese Brocades

Flowery Creature

Bats

Butterfly

Constellation

Crane

Flame

Flowery Creature

Grain

Moon

Mountain

Phoenix

Sacrifical Vessal

Sun

Unicorn

Waterweed

Geometric

Compression Garments

-Suchismita Adhikari

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Compression Garments are tight, compressive forms of clothing, often made out of elastic and nylon, which are designed to enhance recovery. Not only are these worn by athletes in an attempt to improve performance and enhance recovery, but they are also worn in abundance by recreational fitness enthusiasts. The current commercial belief, despite any evidence, is that wearing compression garments can enhance athletic performance and improve post-exercise recovery time. The clothing applies pressure to the desired body part, compresses the tissues and helps to promote blood flow and prevent edema.

There are two main types of compression used in apparel. The first is known as 'graduated compression', which is tighter in your extremities to help increase the blood flow back to your core as you exercise. The other type is 'compartmental compression', which is tighter in particular areas, not necessarily the extremities, and is usually better suited for specific sports.

The basic principle behind compression clothing is simple; pressure when applied to a particular area of the body provided more force to propel blood back to the heart thereby increasing blood flow without having to use more energy. It gives a myriad of benefits to the wearer.

Benefits of Compression Garments

- Increases Blood Flow: Compression garments have a long history of being used with patients with circulatory issues to help promote blood circulation and prevent blood from pooling in the extremities. Wearing compression socks has also gained popularity with athletes as it reduces foot and ankle swelling. During activity, increased blood flow allows the body to warm up faster with faster delivery of energy to the muscles. This allows for faster removal of metabolic waste like lactic acid.

- Reduces Muscle Oscillation & Providing Support: An additional advantage of highly compressive garments is that they can limit muscle damage and soreness from continued activity. Running and biking for hours or making high-speed, change-of-direction movements can cause the muscles to be thrown around quite a bit. Given the length and thinness of most limb muscles, the 'belly' of the muscle can oscillate, which may cause additional muscle and tendon damage. This muscle and tendon damage is believed to contribute to delayed onset muscle soreness and possible injury. Compression clothing helps stabilize muscles, reducing the oscillating muscle damage and maximizing muscle efficiency.

- Increasing Proprioception: Having compression clothing up against the nerve endings of your body's largest organ, your skin, increases your awareness of your body in space, providing a constant stream of data to your brain. This helps improve posture, stance, agility, and stability during activity. Compression tops also can reinforce good posture while running and cycling, which helps improve breathing and, in turn, makes a person aerobically more efficient. Likewise, good compression tights can reinforce proper running mechanics, making you more mechanically efficient.

Types of Compression Garments

True compression garments are almost always made from high-denier, heavyweight stretch fabrics that are more compressive and durable than ordinary Lycra. Materials of different weights, knit patterns, and stretch are often combined in one garment to achieve specific aims, be it targeted support or circulation assistance.

- Socks & Calf Sleeves: Socks are probably the most versatile form of compression garments as they benefit both athletes and the average adult. Socks provide the benefits of increased blood flow and recovery in athletes while keeping muscles in place during high intensity activities. Compression ski-socks are

Extra comfortable trim

Ultra stretch

Reduces foot and leg swelling

Superior fit and comfort

Gradual compression to stimulate blood flow

Extra smooth toe seam

Latex free

particularly useful for keeping feet warm since they encourage the circulation of warming blood. For anyone who is on their feet all day, compression socks can help with increased blood flow reducing lower leg and foot soreness, as well as preventing blood from pooling in the lower legs causing the feet to swell.

- Bottoms: Tights, capris, and shorts are a very popular form of compression garments. 2XU offers a variety of styles of compression bottoms ranging from active to purely recovery based on the amount of pressure applied by each garment. Its tights feature both graduated compression and its MCS (Muscle Containment Stamping) technology, which is traced directly over key muscle, tendon, and fascia groups to reduce muscle oscillation and damage. CW-X, another leading manufacturer of compression garments, uses its patented Support Web technology, which mimics kinesiology taping techniques used by trainer to support muscles and joints and improve biomechanics.

- Compression Tops and Arm Sleeves: Compression tops and arm sleeves are great for increasing upper body blood flow and reducing oscillation damage in the arms for field sport athletes and runners. For sports like cycling and skiing where posture can put a lot of stress on the back, compression tops help pull your body back to a natural alignment. As with the calf sleeves, arm sleeves may be a better option when choosing your own top or when you want your arms and shoulders completely free for complete range of motion.

Importance of Fit in Compression Garments

The technology built into each piece of compression clothing is designed to offer varying degrees of support and compression at very specific points, therefore having a properly fitted compression garment is crucial. One must look at sizing charts based on height, weight, and limb circumference while selected such garments. The garments should not should not bag or sag and the fit should be as smooth as possible.

Countrywise list of Sportswear Manufacturers

NIKE SPORTSWEAR / Reebok — USA	adidas / PUMA — GERMANY	Admiral / UMBRO — UK
errea — ITALY	JOMA — SPAIN	hummel — DENMARK
ERKE — CHINA	asics — JAPAN	FILA — SOUTH KOREA
romai — UAE	FBT — THAILAND	BURRDA SPORT — QATAR

NIVIA / zeven / TYKA — INDIA

AyurvastrA ™

Herbal Healing Through Cloth

-Mira Mooljee

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& Fashion Studies (2016-2017)

The Sanskrit word, 'ayur' means life and 'vastra' means cloth or dress. Thus Ayurvastra are garments that ensure better health and a long life. It is based on the Ayurvedic principles of medicine which believes that regular contact with cloth made from yarns infused with extracts of organic herbs and medicinal plants will help in curing metabolic disorders and will promote healthy living.

Ayurvastra has been in used since long in the treatment of a broad range of diseases such as diabetes, skin infections, eczema, psoriasis, hypertension and high blood pressure, asthma, arthritis, rheumatism, certain forms of cancer and also for boosting immunity. These herbal clothing help to restore balance within the body's systems and strengthens the immune system.

Skin has the ability to absorb environmental toxins. In the same way it can absorb herbs from extracts used to dye fabrics. These herbs release their medicinal qualities into the body and strengthen the skin's ability to block and resist the absorption of harmful substances. The herbs when used on medicated products help to arrest contamination by biological toxins and infectious pathogens and therefore help in reducing the spread of diseases.

The most effective time to wear Ayurvedic clothing is when the body is at rest, such as during sleep, relaxation / meditation because it is the time when the body is naturally healing and re-establishing a balance. Thus these herbal textiles are often used in making bed coverings, undergarments, towels, sleepwear, and other garments that stay close to human skin. They are also used for making coir mats, mattresses, door mats and carpets.

The Ayurvastra or herbal textiles are made from 100% organic cotton yarns free from synthetic chemical, toxic irritants and are biodegradable. Fibres like certified organic cotton, natural cotton, silk wool, coir, linen, jute, hemp, bamboo and their natural blends are used.

Aloe Vera · Golden Champa · Arjuna Bark · Amla · Catechu · Chirayta · Tulsi · Cumin Seeds · Fenugreek Seeds · Heena · Indian Madder · Mimosa Pudica · Neem · Sandalwood · Brazilwood · Onion · Turmeric · Pomegranate Rind · Indigo · Saffron

More than 200 herbs are known that have medicinal qualities and are used to dye textiles. Herb extracts can be mixed in the dye-bath while dyeing the fabrics; hence they have a dual role of providing magical healing quality to fabrics as also imparting them with soothing colours. Some of the common herbs include roots (turmeric, onion), flowers (saffron and plumeria / golden champa), fruits (amla fruit and pomegranate rinds), leaves (aloe vera, neem, heena, tulsi, indigo, chirayta, Indian mulberry and mimosa pudica), seeds (cumin seeds and fenugreek seeds) and barks (arjuna bark, Indian madder, sandalwood, catechu and brazil wood), castor oil etc. Many of these herbs exhibit anti-microbial and anti-bacterial properties and some act as bacteriostatic.

It has been observed that diabetes can be controlled by a combination of the herbal dye with shoe flower, cumin seeds, champa flower and mimosa pudica. Similarly fabrics dyed with curry leaves extract are beneficial in curing arthritis. Sandalwood, turmeric, aloevera, onion, chirayata and neem dyed fabrics can cure several skin diseases. While Brazil wood, henna and Indian mulberry can be used as blood purifier, haritaki and indigo can be used for their anti-septic properties. Amla can be used for its anti-fungal, anti-bacterial and anti-septic properties. Castor oil helps in maintaining body temperature, fenugreek is said to control cholesterol, saffron is believed to control heart diseases and Indian madder helps in removing blood impurities. There are many natural/herbal products such as Chitosan, which show antimicrobial properties.

Ayurvastra advantages

- Ayurvastra has positive results on improving health conditions
- Process of dyeing using herbal material is completely eco-friendly

- Herbal dyes improve the aesthetic quality of cotton fabrics as the shades produced are unique
- The unique flavor of the ayurvastra enhances the mood
- People with allergies and chemical sensitivity benefit as the ayurvastra made from organic cotton to not retain harmful toxic residues.

- The production cost is low; hence ayurvastra price is less and can be reached to many parts of the world.
- Use of ayurvastra helps to reduce the opportunity for contamination by biological toxins and infectious pathogens and therefore reduce the spread of diseases to other patients.

Ayurvastra has endless scope to capture the world market and is receiving increased awareness all over the world. Ayurvedic textiles are a natural and eco-friendly way to achieve good physical and mental health.

TOI, Wednesday May 3, 2017

TIMES ⏱ TRENDS

Beat infections with paper clothing

New Sanitising Technology Sets Stage For Self-Sterilising Fabrics

Washington: Imagine, walking out of a contaminated environment without a worry because you have on clothes that sanitise themselves. Researchers working to develop personal protective equipment that might contain the spread of infectious diseases, such as the devastating 2014 outbreak of Ebola in West Africa, have developed a paper-based sanitiser that may one day be suitable for clothing that sterilises itself.

And the technology at work is inexpensive as well, according to the researchers. The invention consists of paper with thin layers of aluminium and hexagon/honeycomb patterns that serve as electrodes to produce plasma, or ionised gas. Explaining the use of paper, Aaron Mazzeo, an assistant professor at Rutgers University in the US and one of the researchers involved in the study

WONDER MATERIAL

said, "Paper is an ancient material, but it has unique attributes for new, high-tech applications."

"We found that by applying high voltage to stacked sheets of metallised paper, we were able to generate plasma, which is a combination of heat, ultraviolet radiation and ozone that kill microbes," Mazzeo added.

The fibrous and porous nature of the paper allows gas to permeate it, fuelling the plasma and facilitating cooling.

"To our knowledge, we are the first to use paper as a base to generate plasma," said Jingjin Xie, lead author of the study published in the journal 'Proceedings of the National Academy of Sciences'.

In experiments, the paper-based sanitisers killed more than 99% of Saccharomyces cerevisiae (a yeast species) and more than 99.9% of E coli bacteria cells. Most E coli bacteria are harmless and an important part of a healthy human intestinal tract. However, some types can cause diarrhoea, urinary tract infections, pneumonia and other illnesses.

"Preliminary results showed that our sanitisers can kill spores from bacteria, which are hard to kill using conventional sterilisation methods," said Qiang Chen, a doctoral candidate at Rutgers. Mazzeo said one of the goals of their ongoing research is to make sensors that resemble how human and animal skin provides protection from external microbes and bacteria, while detecting input (touch, force, temperature and moisture) from environmental surroundings. In the future, the paper-based sanitisers may also prove suitable for devices that sanitise laboratory equipment and smart bandages to heal wounds, among other uses, the researchers said. It also might be possible to sterilise vehicles, robots or devices before they enter contamination-prone environments and when they come out to keep them from contaminating people and clean environments, they said. AGENCIES

Mediterranean House

Mediterranean Style of Design and Architecture and its Relevance Today

-Megha Lohia

3rd year Interior Designing (2015-2016)

Mediterranean decor's main inspiration comes from the natural beauty of the Mediterranean landscape and its mild, temperate climate. Vivid shades of blue and green reflect the hues of the Mediterranean sea and sky. Earthy tones of warm terra-cotta, sand and burnt orange are mixed with whitewashed stone, along with yellow and other bright jewel tones influenced by colorful Moroccan tile and tapestries. Spanish roof tiles and stucco walls provide a signature look in this style. Interiors contain an eclectic mix of Spanish, Italian, French and Moroccan style furniture and accessories. Interior courtyards and rooms that open up to outdoor living spaces are common. The common characteristics are:

- **Use of Local Materials:** This includes wood, stones, ceramic, and wrought iron.

- **Genius Loci:** Genius loci, the protective spirit of the place are regarded as an inherent aspect of each and every architectural work.

- **Unification of Interiors and Exteriors:** A typical Mediterranean structure as a whole represents the unity of life. It is characterized by a complete unification of the interior and the exterior spaces; one opens up to the other and/or surrounds it.

Natural Materials

- **Low Pitch Roof:** Mediterranean structures typically have low-pitched roofs constructed with tiles, generally in the shades of red.

- **Open Floor Plans:** Traditional Mediterranean architecture dismisses the idea of closed and confined spaces, and gives way to more open plans, without much defined bifurcations or boundaries.

- **Stuccoes Exteriors:** Stucco is a material, which is to the walls (and ceilings), of a structure. It hardens to form a very thick, solid layer.

- **Arched Entrances and Openings:** Although arches may not be found in each and every Mediterranean structure (there are regional variations), they are by far, the most well-known Mediterranean elements in the West.

- **Patio:** A patio is an outer space that adjoins the main structure, particularly residential in nature. Typically used for recreational activities or dining, this area is generally paved, and may or may not be roofed. It is commonly located between the structure, and its garden.

- **Wall and Floor Coverings:** Almost all Mediterranean styled homes feature plastered walls and tiled floors.

- **Colour:** One of the draws to Mediterranean culture and architecture are the beautiful colors that stem from nature.

- **Furniture and Accessories:** Most furniture in this geographic design grouping is large, heavy and rustic or hand carved. Accessories in Mediterranean style interior design are also rustic and colorful. Door and furniture hardware are often made of rough-hewn

Use of Blue and Pastel Shades

iron. Mediterranean style furniture reflects the casual lifestyle and community of the Mediterranean.

- **Light and Warmth:** Mediterranean interiors are drenched in sunlight. Windows in these homes are often large and numerous, often grated or paned with wrought iron. Most Mediterranean styled homes feature a large stone or terra cotta fireplace in the living room salon, one with a generous hearth and mantle.

Use of Wrought Iron

With the passage of time there has been an evolution of traditional to contemporary Mediterranean styles. In the 21st century the human demand has increased for theme based designs in both commercial and residential spaces. This is where the traditional Mediterranean style evolves into a new design concept. The Mediterranean theme can be established through certain details like incorporating advanced building materials with natural stones to give a rustic look, using modern patterns and upholstery on bulky furniture incorporating blues and greens in the space, designing the ceiling with visible wooden beams, designing large windows which makes one feel closer to the surroundings, using beige and other warm hues in the backdrop, warm neutral palette complemented with some rich textures and soothing materials, using ceramics and wrought iron, creating landscape areas along the entryways and in the surrounding areas.

In the current scenario with the advent of new themes and new ideas, the elements of Mediterranean design and the resultant distinctive style has created its own niche worldwide which is unique and splendid in its own way.

Some Most beautiful Buildings in the World from the Eyes of an Architect

The Forbidden City Temple, China

The Parthenonin, Athens, Greece

The National Congree in Brasilia, Brazil

The Innovation, Science & Technology Building in Lake Land, Florida, USA

Fally Water in Mill Run, Pennsylvania, USA

The Bibliothèque Sainte - Genevieve in Paris, France

Palau-Güel

Catal on Modernism

-Firdaus Sabri

3rd year Interior Designing (2015-2016)

"In Spain, the dead are more alive than the dead in any other country."

Spain, in terms of architecture, has witnessed several eras, each possessing its' own distinctive style such as Moorish Style, Mudejar Style, Spanish Baroque, Neo-Classicism, and many more. Around the turn of the 19th century, Spain witnessed the arrival of modernism. Modernism which designated Western art and architecture, known in other countries as Art Nouveau, Jugendstill, Style 1900, had primarily evolved in Catalonia, thereby justifying the name 'Catalonian Modernism'. Cities like Barcelona and Valencia were also strongly influenced by this movement.

The emergence of Modernism can be linked to the growing wealth in Barcelona which led the Spanish population a new self esteem and the desire to reinvent art and architectural style. Modernist artists were explicitly favoured by the rich. They opposed the idea of traditionalism and rejected bourgeois values which they thought to be the opposite of art. Modernist architecture was closely related to the English Arts and Crafts Movement and the Gothic revival and can be characterized by curves instead of straight lines; rich decoration and detail; organic forms derived by nature; use of stained glass, stone, tile; vibrant colours; and elements of Gothic architecture such as spires, towers and repeated patterns.

Art Nouveau was an essential element of Catalonian modernism. It is a style of art,

Palau De La Musica Catalana

especially the decorative arts inspired by natural forms and structures, not only in flowers and plants but also in curved lines. Popular Catalan architects such as Lluis Domenech I Montaner and Antoni Gaudi have used Art Nouveau in their buildings (Palau De La Musica Catalana and Palau Guell respectively). A large contribution to this movement was by Antoni Gaudi (1852-1926), a Barcelona based Spanish architect, who composed his works with juxtapositions of geometric masses, animation of the surface with patterned bricks or stones, and use of bright ceramic tiles and floral or repetition work. Other important features of Gaudi's architecture are:

Casa Milá, completed in a private housing building also known as La Pedrera, a controversial building on Passeig de Gràcia, Barcelona

- **Tessellations:** Creation of tiled floors and walls by using mosaics with no discernible pattern e.g. wall at Park Guell.
- **Catenoids:** The shape one gets when a rope or a chain is suspended from its endpoints.
- Parabolas: The curve created when a double cone is sliced at an angle.
- **Hyperbolas:** The curve created when a double cone is sliced vertically.
- **Sagrada Familia:** A Roman Catholic Church, the concept of which is based on the traditions of

La Sagrada Familia

Gothic and Byzantine cathedrals. This architecture is one of the best creations of the Catalan period. Its' main features include use of lucarnes and skylights between the columns; use of golden and green glass; use of trencadis of Venetian glass, ceramic of different colours; geometric forms such as hyperboloids and paraboloids.

- **Casa Batllo:** A remodel of a previously built house and Gaudi's masterpiece. The façade is full of imagination, composed of stone and glass. Gaudi has used organic elements, colours and symbolic elements for the façade. Other features include patterned woodwork, colourful stained glass windows, curved wrought iron, parabolic arches, mosaic of fragments of coloured glass and ceramic discs.

However, after a few decades of success, Catalonian modernism had come to an end. Due to the patronage by the upper class, and the bourgeois behaviour of some artists, this art movement got the reputation of lavishness and decadence. A new style took its place - Noucentisme, also known as "Movement of the 20th Century". Instead of the extravagant forms of the Modernist facades, Noucentism preferred straight lines and more functional forms. Although Catalonian Modernism didn't last for a very long span, its' elements can still be seen in the present day designs and
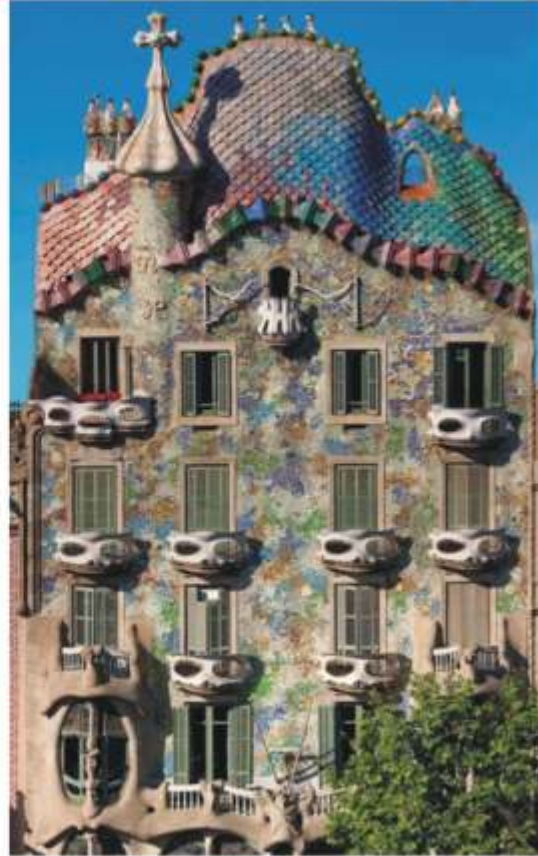
Casa Batlló (Barcelona, Spain)

Architectural Wonders of India

Taj Mahal, Agra, Uttar Pradesh

Nalanda Ruins, Nalanda, Bihar

Sun Temple, Konark, Odisha

Ruins of Vijaya Nagar Empire, Hampi, Karnataka

Ellora Caves, Aurangabad, Maharashtra

Galden Nangey Lhatse, Tawang, Arunachal Pradesh

Interiors of Sagrada Familia (A Basilica)

-Ashna Shah

3rd year Interior Designing (2016-2017)

I took a trip to Spain from 17th October 2015 to 3rd November 2015 when I saw this magnificent Basilica: The Sagrada Familia situated at the heart of Barcelona. The Sagrada Familia is one of the most famous landmarks in Barcelona. The church is spread over a large area, and so often referred it as 'cathedral', but without having a bishop's seat. Pope Benedict XVI inaugurated the Sagrada Familia on November 7, 2010. The church building is raised to a basilica. The Church is being built since 1882, and is supposed to be finished in 2026.

Construction of Sagrada Família commenced in 1882 by architect Francisco Paula de Villar with Gaudí getting involved in 1883 after Francisco resigned as the head architect. Taking over the project, Gaudí transformed it with his architectural and engineering style, combining Gothic and curvilinear Art Nouveau forms. Gaudí devoted his last years to the project, and at the time of his death at age 73 in 1926, less than a quarter of the project was complete. Sagrada Familia's construction progressed slowly, as it relied on private donations and was interrupted by the Spanish Civil War, only to resume intermittent progress in the 1950s. Construction passed the midpoint in 2010 with some of the project's greatest challenges remaining and an anticipated completion date of 2026, the centenary of Gaudí's death.

Parts of the unfinished basilica and Gaudí's models and workshop were destroyed during the war by Catalan anarchists. The present design is based on reconstructed versions of the plans that were burned in a fire as well as on modern adaptations. Since 1940 the architects Francesc Quintana, Isidre Puig Boada, Lluís Bonet i Gari and Francesc Cardoner have carried on the work. The illumination was designed by Carles Buigas.

The current director and son of Lluís Bonet, Jordi Bonet i Armengol, has been introducing computers into the design and construction process since the 1980s. Mark Burry of New Zealand serves as Executive Architect and Researcher. Sculptures by J. Busquets, Etsuro Sotoo and the controversial Josep Subirachs decorate the fantastical façades. Barcelona-born Jordi Fauli took over as chief architect in 2012.

The Sagrada Familia has its origin in a previous net-gothic. In particular, he wants to get rid of what he called 'the crutches'of the Gothic: flying buttresses and external buttresses. It is not possible to transfer transverse loads in masonry structures without horizontal thrust, which in turn hasto be resisted by some buttressing system and, though afterwards he ignores them, the necessary horizontal thrust is represented.

The Temple of the Sagrada Família, is a basilical, latin crossplan building with five longitudinal naves and three more naves forming the transept. It is surrounded by a rectangular cloister, with twelve perimetral towers, symbolizing the Apostles (95 to 115 meters high), crowning the two existing and another projected façades. Besides, six big towers will be built on top of the vaults. The central tower, measuring 170 m, represents Jesus Christ and is surrounded by the four 125 m tall Evangelists towers and the 120 m tower of the Virgin Mary, The tallest towers are situated in the centre of the transept and on top of the apse, solving the maximum difficulty for the Renaissance architects, while the naves don't need buttresses, surpassing Gothic architecture by means of a static load equilibrium in its design.

The columns of the interior are a unique Gaudí design. Besides branching to support their load, their ever-changing surfaces are the result of the intersection of various geometric forms. The simplest example is that of a square base evolving into an octagon as the column

La Sagrada Familia

rises, then a sixteen-sided form, and eventually to a circle. This effect is the result of a three-dimensional intersection of helicoidal columns (for example a square cross-section column twisting clockwise and a similar one twisting counter-clockwise).

Essentially none of the interior surfaces are flat; the ornamentation is comprehensive and rich, consisting in large part of abstract shapes which combine smooth curves and jagged points. Even detail-level work such as the iron railings for balconies and stairways are full of curvaceous elaboration.

Visiting and observing each and every element of the basilica was really a memory that I would cherish for life long. Each and every corner of the basilica was very well planned I would suggest and recommend whom so ever I meet to try and make it possible to have a look at this wonder once in your life.

India's First Zip Line Tour Inside a Stunning 15th Century Palace that has been Converted into a Luxury Hotel

The Neemrana Fort Palace in Alwar, Rajasthan dates back to 1464 and has now been transformed into a luxurious 75-bedroom hotel. The enchanting building, which is located in a hillside to afford the former king views over the nearby village, boasts palace wings covering six acres of land over 12 separate levels. The Fort-Palace became the third capital of the descendants of Prithviraj Chauhan III, who had fled Delhi in 1192 after he was vanquished in battle by Muhammad Ghori. Then, in the 20th century, Raja Rajinder Singh of Neemrana moved away to Vijay Bagh and the Fort Palace crumbled as its ramparts began to give way. The ruins were eventually snapped up for restoration in 1986 before the eye-catching building was opened as a heritage property in 1991. The fort is now listed as one of the most unique hotels in the world. What was once a grand ruin, now stands resplendent.

Eco-space Business Park -A Green Building Model

-Priyamvada Lohia

3rd year Interior Designing (2016-2017)

The ideal "green" project preserves and restores a habitat that is vital for sustaining life and becomes a net producer and exporter of resources, materials, energy and water rather than being a net consumer

Eco-space is located in Newtown Kolkata and sprawls over an area of 10 acres. It has been developed by Ambuja Realty and RMZ and designed by RSP Singapore. Its landscape has been designed by Salient Design Studio.

Each building within the space has been designed with a spacious entrance lobby having a double height atrium to provide a grand look and inviting character. Each building has a floor space ranging from 2500 sqm to 3600 sqm of office space with a flexibility to split into two wings in case of a multi-tenant requirement. Floor to floor height of the office floor has been kept as 4 m.

The special aspects of Green Buildings that have been incorporated in Eco-space are:

- **Special Site Features:** This includes site selection, community connectivity, reduced site disturbance, minimize heat island effect (non-roof & roof).

- **Materials & Resources:** This includes local regional materials, recycled content, storage & collection of recyclables.

- **Water Efficiency:** This includes storm water & wastewater management, water use reduction, water efficient landscape.

- **Energy & Environment:** This includes thermal insulation, low-emitting materials, environmental tobacco smoke control, and indoor chemical & pollution control.

Eco-space also include landscaping, open grid pavement, to reduce heat islands and to minimize impacts on microclimates on human and wildlife habitats. It also includes 20% landscaping, White Albedo Paint on roof.

The other salient features are easily accessible area for collection and storage of recyclables allotted for every block. Eco-space provides for reuse, resell and donation of waste matter. The above mentioned strategies enable the team to divert at least 75 percent of the construction waste from landfill.

Also cement, concrete, raw materials for concrete mix, such as, aggregate, sand, quarry dust; bricks, steel have been sourced within 500 miles radius. The fly ash used is a byproduct from burning pulverized coal in electric power generating plants. The water conservation methods and rain water harvesting systems used promotes in reducing the use of potable water. It also includes the implementation of a waste water treatment plant for non-potable water reuse in areas such as flushing, total landscaping, cooling tower make-up, etc

To reduce wastewater generation and potable water demand, Eco-space has included installation of sewage treatment plants, which has the capacity to treat the entire grey water generated in the whole campus. Hence, the project meets and exceeds the credit requirement of 50% of the wastewater to be treated to tertiary standards at site.The reuse of treated wastewater has reduced fresh water consumption for irrigation and HVAC (Heating, Ventilation and Air Conditioning) by 100%. The project has very conscientiously made an effort of capturing all the available grey and black water volumes, the sources being: cafeteria wash areas, urinals, water closets and floor traps. The building HVAC system is designed to accommodate filtration systems. Another noticeable fact is that the glazed area has not crossed 40% of the façade area of the building

Eco-space, Business Park fulfills 35 criteria laid down by LEED (Leadership in Energy and Environmental Design) and has achieved the Gold Certification. It has an integrated building design successfully binding environmental sensitivity, resource efficiency, occupant comfort and community sensitivity.

Eco Park epitomising the perfect life-work balance

Life of a Devadasi

-Mallika Murarka

3rd year Human Development (2015-2016)

Devadasi from the Sanskrit, word 'deva' meaning god and 'dasi' meaning servant is a girl 'dedicated' to worship and service of a deity or a temple for the rest of her life. Devadasi system is an age-old religious practice popular in parts of southern India, whereby parents marry a daughter to a deity or a temple. The marriage usually occurs before the girl reaches puberty and requires the girl to become a prostitute for upper-caste community members.

In the Devdasi system, a girl is 'given away' in matrimony to God. She serves the lord and ends up succumbing to the wishes of the priests, zamindars and other men in the village with money and power. The dedication takes place in a Pottukattu ceremony which is similar in some ways to marriage. Originally, in addition to taking care of the temple and performing rituals, these women learned and practiced Bharatnatyam, Odissi and other classical Indian artistic traditions and enjoyed a high social status as dance and music were essential part of temple worship. Devadasis are also known by various other local terms, such as jogini. The age group of a girl to be converted as jogini is 8-16 years.

Traditionally Devadasis had a high status in society. After marrying wealthy patrons, they spent their time honing their skills instead of becoming a housewife. They had children from their husbands who were also taught their skills of music or dance. Often their patrons had another wife who served them as housewife.

During British rule in the Indian subcontinent, kings who were the patrons of temples and temple arts became powerless. As a result, Devadasis were left without their traditional means of support and patronage. During colonial times, reformists worked towards outlawing the Devadasi tradition on grounds that it supported prostitution.

Though Devadasis are married to the deity, they are allowed to have a human sex partners and beget children. A Devdasi remains a concubine and both she and her children have no right over any property that belongs to the man with whom she stays as a concubine. The Devadasi remains sole custodian and guardian of the newborn with absolutely no responsibility shouldered by the man.

Most Devdasis live in acute poverty, landlessness and are totally dependent on dominant groups, etc. They mostly belong to the backward groups with lack of education. They are more prone to suffering from AIDS and other venereal diseases.

The first legal initiative to outlaw the devadasi system dates back to the 1934 Bombay Devadasi Protection Act. This act pertained to the Bombay province as it existed in the British Raj. The Bombay Devadasi Protection Act made dedication of women illegal, whether consensual or not. According to this act, marriage by a devadasi was to be considered lawful and valid, and the children from such wedlock were to be treated as legitimate. The 1934 Act also provided rules, which were aimed at protecting the interests of the devadasis. In 1947, the year of independence, the Madras Devadasis (Prevention of Dedication) Act outlawed dedication in the southern Madras Presidency. Although the Devadasi system was outlawed in India in 1988, yet some Devadasis still practice illegally

According to researches, the system is still followed in southern and eastern India, including Odisha, Andhra Pradesh, Karnataka and Tamil Nadu. However, according to the National Human Rights Commission, in 2013, there were as many as 450,000Devadasis in India. Another commission led by Justice Raghunath Rao revealed that there are about80,000 Devadasi women in just Andhra Pradesh and Telangana.

The people involved in the practice are either not aware that laws are there in place prohibiting it or choose to ignore them. Given how economically vulnerable the communities involved here are, the laws are probably not going to be helpful as long as the attempt is just to

criminalize and prohibit the Devadasi system. This is evident from the stark difference between the number of Devadasis being dedicated and the number of people who have been charged under the act. Instead, providing these communities with basic education and making them economically empowered, along with sensitization, would be the ideal way forward.

In a country like India, the continuation of such unacceptable practices is a definite setback to the idea of women empowerment. Such practices need to be removed immediately and denounced publicly. It is time we talk about them and punish the people responsible for committing such inhuman acts. Rehabilitation of these women by the government will further help the victims to start a new chapter in their life and also put an end to the system.

Dental Fear in Children

-Gauri Bohra

3rd year Human Development (2016-2017)

We rarely give importance to a very important part of our body - the teeth. Even when we brush in the morning, we concentrate on something else. Teeth have three main jobs smiling, talking and eating. But these can turn into fear if the teeth are not taken care of.

No one loves to go to the dentist. Dental anxiety and fear are prevalent worldwide. Most of the children in India suffers from dental problems and are afraid of visiting a dentist.

Fear is a negative emotion, mostly accompanied by some pessimistic apprehension. Dental anxiety and fear are major complications for both the patient and the dental care provider. Poor oral health status can have negative effect on social life as well. Most of the time dental fear is accompanied by the feeling of losing the teeth which may hamper self image and reduce self esteem.

So what is the way out? Fighting decay through proper dental care is the right way. The other option, if decay has started, is facing the situation, going to the dentist because it will bring the relief from the dreading pain. So the best way is to remember every morning and night while brushing the teeth that tooth is wealth which is to be preserved.

Losing the Freedom of Play

-Ipsita Ghosh Dastidar

3rd year Human Development (2015-2016)

It is said that play is an essential part of childhood, running around the field, romping around the house, jumping on mattresses and the like. All these are elements of play which most adults remember from their childhoods. But sadly this scenario has changed, children today are facing a big crisis and this is not helping them develop as confident adults. For parents, outdoor activities that were part of their growing up seem to have disappeared. Today most children have neither made a daisy chain, nor climbed a tree, or have the simple pleasure of rolling down a hill. Most children have never heard about traditional Indian games like Gullidanda and kite fight.

Most children are involved in games and activities at school only, a consolation to parent; but, the fact remains that most of these games are rule-based like hockey, football, cricket, tennis, badminton and so on. Moreover, outside the schools, children are involved in scheduled activities, such as music classes, drawing classes, dance classes, sports practice and academic tutoring sessions. Thus, they are left with no much free time. Many parents over-schedule their children, many do not allow them to play outdoors due to various reasons like fear of bullying, child kidnapping and injuries. Also in the developed urban areas there is limited access to outdoor play spaces and electronic media has become more and more attractive and is replacing playtime.

Today, the situation is becoming alarming. Therefore it is very important for parents to remember that play is not a waste of time or a diversion for children from important matters, rather it is a process of self-discovery.

The goal of early childhood education should be to activate the child's own natural desire to learn.

— *Maria Montessori* —

Peer Pressure during Adolescence

-Vidisha Bhuwania

3rd year Human Development (2016-2017)

Raima insisted "I want to go to the party-all my friends are going to." Arriving in Diya's place, Raima heard Neeta saying that she takes 'dry', while friend Rima argued saying alcohol is not a drug. Diya offered hookah to Raima that left her wondering. Her acceptance of it will indicate negative peer pressure. Youths often cite peer pressure as an excuse for their actions when they are caught or convicted of making poor choices.

People who fall prey to negative peer pressure are those who have a strong need for acceptance. They can be easily peer pressured into changing their values, beliefs or behavior by other individuals or groups. Research has shown that peers can influence maladaptive outcomes that include anti-social behavior. Adolescents prefer certain clothes and form negative attitudes just to conform to their peer's likes and dislikes. Out-of-the-ordinary behavior can thus arise because of peer pressure. Physical aggression and crimes are possible outcomes of this deviant behavior. The three major negative effects that peer pressure can inflict include low self-esteem, poor decision-making ability and increased

POSITIVE VS. NEGATIVE PEER PRESSURE

Positive

- Having positive role models and being influenced to improve yourself.

- EG: A friend decides to go out for the basketball team, you decide to go out for the team too.

Negative

- Being pressured to do something you do not want to do is not healthy. Some consequences can be serious.

- EG: A friend is trying to get you to smoke, drink alcohol, or use drugs.

MANIPULATION

FEAR   GUILT

HYPE   MORALISM

stress levels. These effects get manifested in a number of different ways.

Pressure norms and preferences have different effects on adolescents' behavior. "I don't like the way the entire class treats her, but I don't have the courage to protest" says Nirja. On the other hand, joining peers to bully someone is also a sign of peer pressure. Nirja says if I don't join them I will also be bullied. Children who are not very confident or are doubtful about themselves cannot override negative peer pressure. Most of the times, adolescents do not have the courage to defy friends and peers and thus submit themselves to negative peer pressure. On the other hand, those who have high self esteem and confidence not only serve to resist negative peer pressure, but can influence others in appositive manner and nourish long lasting friendships.

Overall, peers acceptance and rejection does have an effect on an adolescent's psychopathology. It is seen that during the transition from childhood to adolescence peer relations become more influential and attractive than relationships with adults. It is thought that relationships with peers are less controlling and less judgmental compared to relationships with adults. Adolescents should be reminded of their own self-worth to boost their self-esteem. If the teen has good self-esteem they will not feel the need to be accepted by others. It is up to the adults of the community to assist the youth. The responsibility is on the parents, teachers, and other professionals to keep the adolescents on the right track.

She

-Vishika Goyal

2nd Year Management (2015-16)

She had made up her mind. "It can't be more difficult," she thought to herself. Fate had made her capable of bearing pain, pain so deep that the waters of the oceans shall drown; pain so piercing that even time shall bend its head, and sigh.

It was not that she had never loved her life. As she looks back now, she can see her parents, relatives, her friends, her pet dog Shera. They had loved her and she had loved them back. They stood beside her, fought for her, gave her strength; they had been her pillars of Hope. As she thought of them, something rolled down her scarred cheeks. She touched it, Tears. The only thing that was preserved of her old self!
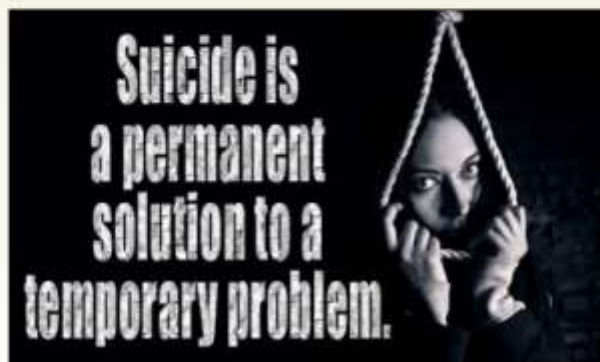
A thought came to her. It popped out of the blue, and she felt strange that it had come. "What will everyone think?' That's it. A simple thought. Now, how should she reply? It would be a shock to her parents, and maybe to some of her relatives and friends, not all, but in no way to the police. She had heard them tell her mother," You see, the victims usually try to commit..... So see to it that she.....We understand and we will try our best.... Keep her away

from......". The thought made her sad. She wanted to scream, to cry and to express her anger and sorrow in some way, but somehow it just would not happen. She tried again and again, and failed more often than she tried.

So that was it. She pushed out the strange thought from her mind. Why should she care? Mind you, she loved everyone, and cared for them too, but she was too tired now: too tired to fight back, too tired to accept the pain. All she wanted was a little relief, and nowhere was she able to find it.

The problem had been resolved now. She was satisfied with her answer, and smiled. It felt strange to her that she had smiled. It meant that she was finally at peace.

She had forgiven everyone who had ever in any way harmed her, even the fiend who had done this to her. What use is it to destroy your peace of mind, and to take grudges to the grave? It had not been an easy task, forgiving him with her heart, but she had done it. He had the devil in him, hadn't he? The court had men capable enough for punishing him. She desired nothing but peace. She had realized this only after she had spent some time with her God. Earlier she had cursed Him, blamed Him. Not now she realized that He could have done nothing. It's all up to Man and his mind, and Man is no more God's servant. He is now a servant of his desires, more like a wild beast. The more civilized he gets, the more savage he becomes.

But before she took the overdose, she had a strange fancy. It felt awkward to her now, but nevertheless she decided to carry it out. So she got up, the pain making her wince, and got to her table. She opened the drawer. A sweet young girl of twenty stared back at her. Her hair was flowing, her eyes a lovely blue, the skin fair and flawless. The lips were parted in joy to display a set of even white teeth. She smiled back at the girl, and turned around to carry her fancy.

Again a girl stared back at her; this time from the mirror. Her head had patches of hair, the pupil of the eyes inconsequential when compared to the white; the lips swollen, the teeth behind the smile yellow and pitted, the skin burnt, cracked, scarred under the boiling fumes of the oil of vitriol.

She felt herself go numb, and her eyes drowned in the sea of their own creation. It was almost a month after the thirty-six hours in the Operation Theatre that it came to her. She screamed. Her lungs started to hurt, her throat cracked, but she screamed. The tears would not stop now, the pain became minute.

She felt much better now. She could hear people banging at the door. She could not have cared less. The overdose was inside her in a flash. She could feel it all over her body. As she fell down, she closed her eyes. And then, she saw light .....

Collaborative Marketing

-Nandita Sharma
2nd Year Management (2015-16)

In a society where individualism and competition are considered to be the hallmarks of a free market economy, it is not surprising that organizations are slow to recognize, and in many cases reluctant to implement, collaborative marketing strategies. As marketers, we are always looking for new ways to get more 'bang for our buck'. Collaborative Marketing also known as Co-marketing is thus the next big thing. Co-marketing allows two or more companies to work on a project together, doing less work for more reward. Basically, two companies collaborate on promotional efforts for a co-branded offer. In a Co-marketing partnership, both companies promote a piece of content or product, and share the results of that promotion.

Business has undergone a revolutionary change over the last twenty five years. Advances in technology, heightened competition, scarcity of resources and harried lifestyles have all contributed to our contemporary mantra "do more with less". Most organizations, as an initial effort to address these mounting pressures, turn their attention inward and focus on achieving greater efficiency within their internal operations. By levering the relationship and reaching of a partner, co-marketing campaigns are designed to deliver more leads, buzz, and awareness, with less work.

Co-marketing campaigns provide teams with an opportunity to work together to promote a shared offer such as a co-branded product or piece of content. In a Co-marketing partnership, both companies promote that offer, and share the results of that promotion with each other.

The concept of Collaborative Marketing has existed for a long time in advertising. You can open any airline magazine to find collective ads that promote top Steakhouses, top restaurants, or even top plastic surgeons. Basically, the concept allows complementary and similar companies to unite their advertising budgets to cut the cost of traditional ads. But the concept isn't just about saving money. It also provides collective strength to each participating company's brand and credibility. As previously noted, collaboration has largely been addressed from the seller's perspective, but what about the needs of the customer? Surely consumers bring similar concerns and interests to the process of exchange.

Collaborative Marketing helps brands build a new audience, get a new type of content in front of their audience and is cost effective since cost gets split and allows guest blog posts on each other's sites which increases online efficiency and attracts people towards their products. The most important thing is to make sure about the purpose and goal of the project for both parties. If one partner wants leads but another is looking for ticket sales to their annual event, you will be hard pressed to find a project that satisfies both needs. Often we have seen different companies collaborating with different brands in order to keep things fresh and exciting. One such example is McDonald's and Hello Kitty which created an explosion in mass appeal because of the immense amount of hype created by people in light of the announcement due to limited quantity of plushies with unique designs. McDonald's is one such company that has been collaborating with different companies and best brands all over the world. From being Coca-Cola's strategic partner over the years to partnering with music provider, Spotify being the first brand to advertise Pokémon Go for boosting sales in Japan, McDonald's has always been involved with innovative and new marketing platforms.

It is the best option to follow this strategy when you want to release an important product in the market or when you introduce your business to the new market. It becomes feasible and helpful to operate in the new marketplace.
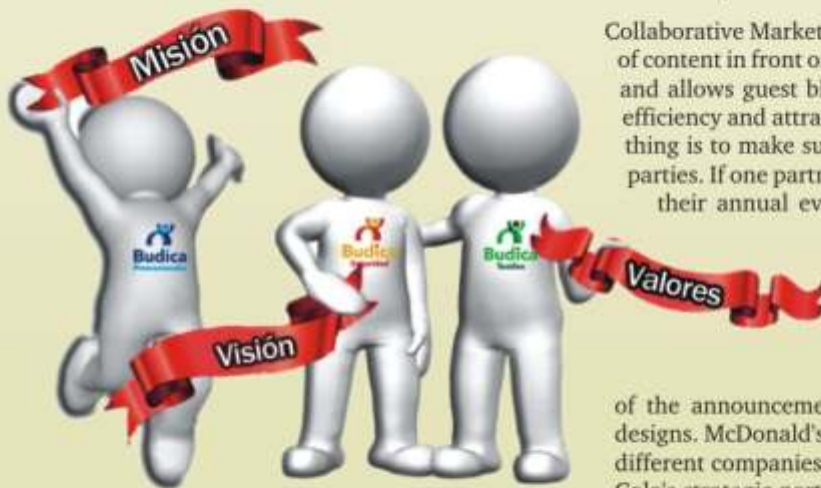
From Me to We

In any Co-marketing relationship, you must to make sure that there is mutual benefit to working together and once you are determined that you want to work with a partner, then it is right time to come up with an idea pitch.

The odds are, if you are the one pitching the idea, you are the small fish and they are the big fish. In other words, it is easy for them to say 'No'. To combat this, go the extra mile to show them how good you are and that they would miss an opportunity to not work with you.

If you are on the other end being pitched to, remain open to ideas. Even if the person pitching you isn't a pro at this, don't completely disregard it. You might have a chance to collaborate in future.

If something is not adding value, it should either be eliminated or have its cost reduced until it is adding value. Relationship marketing builds on the principle that it is easier to keep a customer than acquire a new one. Once your work is done, take a step back and measure both your efforts in a more qualitative way. Ask was the partnership successful? Was it difficult to work with them, or smooth? Did you get high quality content that you may not have been able to make without them? What worked? What didn't?

Once the project is taken care of, be sure to keep in touch. While it typically doesn't make sense to do one project after another with the same partner, there may be an opportunity to work together again in the future.

The Intel Inside® Program

The Intel Inside® Program was launched in 1991 and continues today as one of the granddaddies of all Co-marketing programs. When Intel co-branded with PC manufacturers to provide its technology for computers, it was unheard of for a semiconductor manufacturer to market computers. The campaign propelled Intel onto the top 10 list of the most powerful brands in the world. In turn, the computer manufacturers were able to reduce advertising expenses by adding the Intel logo on the product. The logo was also a sign of quality that added value to the computer's brand.

A competitive mind-set, for all of its potential benefits, can also result in our failing to recognize opportunities for cooperation. Although some progress has been made in the business arena, very little, if any progress has been made in trying to help consumers benefit from the same level of integration. Showing a consumer how they can solve multiple problems or simultaneously meet the needs of different people can be a tremendous benefit for consumers. As a consequence, both parties to the exchange will have learned how to do more with less, which hopefully will result in giving all of us more time to breathe and relax.

One of the most basic laws of nature is that all things are connected. If so, we are encouraged to identify viable synergies, creating opportunities for us to leverage our resources and thereby enabling us to simultaneously solve multiple problems. The difficulty, of course, is overcoming our current mind-set and the tendency towards serving self-interest above all else. As beneficial as competition and individualism might be, so too are cooperation and community partnerships. In the final analysis, self-interest is always best served through our service to others.

"Great things in business are never done by one person. They're done by a team of people."

-Steve Jobs

Surrogate Marketing

-Geetika Ahuja
1ᵗ year M.Com (2015-16)

In today's era of globalization, marketing by the means of surrogacy has become a prominent tool for marketers who wish to endorse their products into markets with restrictive media regulations. Countries all over the globe cater to a certain history where some products are disregarded by the society and hence companies have to undertake methods to market their products through surrogate marketing. In layman's terms, when a product is banned to be advertised in a country, the company endorses a different product under the same category to popularize the brand name. For example, Bagpiper's Mineral water ads are actually a surrogate attempt to promote their Whisky. Statistics show that 84% of total population actually deduces the exact product being advertised under the surrogate.

The advent of Surrogate Advertising in India was during 1994 / 1995 after Cable Television Networks (Regulation) Act 1995 read with Cable Television Networks Rules, 1994, came into force, which banned direct liquor, tobacco and cigarette advertisements due to health concerns. Advertisements of these commodities were banned because their usage was considered detrimental to the health. However, since these commodities generate high revenues and a way had to be found to make the commodities available to general public without directly advertising and circumventing law, the concept of 'Surrogate Advertising' came into being and companies advertised 'surrogate products' such as audio cassettes, drinking water, soda, juices, etc., under the same brand as the prohibited products. Such advertising simply ingrains the name of the brand in the mind of consumers of the prohibited products increasing sales and revenue generation for the companies.

However, there is a negative connotation to surrogate marketing. Companies are undertaking brand extensions with products that are legal to advertise with exactly the same brand name as the banned-from-the-media products. What exacerbates the situation is that the surrogate products are not even readily available. Also most of these companies do not care much about the sales of the surrogate product itself and this upsets the legislature because every surrogate ad that reminds the

target group of the banned product is like an act of defiance against lawmakers. The lawmakers would certainly like to ban such 'surrogate' ads since they are extremely misleading and just another way to circumvent the law. In relation to the example of IPL sponsorship mentioned, Mr. Anbumani Ramadoss, the Former Union Health Minister had challenged the name of the IPL cricket team, 'Royal Challengers' (an obvious surrogate) for liquor brand 'Royal Challenge'. However, the Supreme Court of India later pointed out that the team was not named 'Royal Challenge' (the actual product), but 'Royal

Challengers', and so it would not entice the viewers since only those who 'drink' would know about the product.

Surrogate marketing might not always be about the 'banned' product, but about a much bigger cause. The Indian Pharmaceutical Industry is another industry which has advertising restrictions along with several other regulations. Thus, pharmaceutical companies are not allowed to promote prescription-medications. It is only through surrogate marketing, that these companies get around the regulations and enhance consumer accessibility to medications by increasing awareness through promotions. For instance, the manufacturer of a cancer vaccine sponsors informational commercials about managing the condition and preventing it, training of doctors and nurses to deliver the vaccine as

well as running the diagnosis camps (health camps) and awareness camps not mentioning the product, but only the disease all along. There is a risk that the patient or the doctor might choose the competitor brand after learning about the disease from the sponsoring firm. But as long as there is health benefit involved with the use of medication, such firms continue to undertake surrogate marketing. Furthermore, there is also a need to understand that these days surrogate advertising is not just used for promotion. Take the example Red Bull F1 team. It is not a one sided relationship where only the parent brand derives the benefit. Since Red Bull owns a very successful team, any ad on them also adds to their drink and it becomes a win-win situation for both the team and the product.

There are no concrete data or research findings to prove whether surrogate marketing reminds the already aware consumer of the banned products and motivates them to consume the product, but the financial outcomes of such marketing reveals a different story. Also it is unlikely that the Indian government is going to remove prohibitions on these products. But as long as the business interests on the banned product and restrictions to advertise them remain, surrogate marketing is the only way out.

Advantages and Disadvantaged of Surrogate Marketing

Advantages

- It helps the company to generate sales for banned products.

- It keeps on reminding consumers about the banned products, indirectly.

- If nobody can advertise, then the threat of competition from new players or new launches by competitors is minimized.

Disadvantages

- It beats the purpose of the ban on the advertisement of harmful products.

- It harms the society because children cannot distinguish between banned products and advertised products.

Surrogate Advertisers

▸ The major players who use surrogate advertising as their strategically promotion elements:

▸ WILLS
▸ MANIKCHAND
▸ BACARDI
▸ KINGFISHER
▸ ARISTROCRAT
▸ SMIRNOFF
▸ SEAGRAMS

Surrogate Marketing In India:
Permissible or Not

Forensic Accounting

-Paridhi Keshan

3rd year Commerce with Specialization in Accounting & Finance (2015-2016)

Forensic accounting is a rapidly growing area of accounting concerned with the detection and prevention of financial fraud and white-collar criminal activities. George A. Manning in his book, "Financial Investigation and Forensic Accounting" defines Forensic Accounting as the science of gathering and presenting financial information in a form that will be accepted by a court of jurisprudence against perpetrators of economic crimes.

"Forensic" according to the Webster's Dictionary means, "Belonging to, used in or suitable to courts of judicature or to public discussion and debate". The word Accounting is defined as "a system of recording and summarizing business and financial transactions and analyzing, verifying, and recording the results". Thus the term "Forensic Accounting" refers to financial fraud investigation that includes analysis of accounting records to prove or disprove financial fraud and serving as an expert witness in Court to prove or disprove the same. Forensic Accounting encompasses both litigation and investigative accounting. Thus, in short Forensic Accounting is the use of accounting for legal purposes.

Whether it is stock market fraud or bank fraud or cyber fraud; Forensic Accounting has become an indispensable tool for investigation. With India ranked 88th among the most corrupt nations in the world, the need for Forensic Accountants become all the more profound.

Types of Financial Frauds

1. **Bank Frauds:** It is the use of potentially illegal means to obtain money, assets, or other property owned or held by a financial institution, or to obtain money from depositors by fraudulently posing as a bank or other financial institution. This includes frauds in major operational areas of banking such as bank deposits, loan, inter branch, accounting, transaction etc.

2. **Corporate Frauds:** Corporate fraud consists of activities undertaken by an individual or company that are done in a dishonest or illegal manner, and are designed to give an advantage to the perpetrating individual or company. Corporate fraud schemes go beyond the scope of an employee's stated position, and are marked by their complexity and economic impact on the business, other employees and outside parties. Frauds where business houses inflate profits and jack-up their balance sheets.

3. **Insurance Frauds:** Insurance fraud is any act committed with the intent to obtain a fraudulent outcome from an insurance process. This may occur when a claimant attempts to obtain some benefit or advantage to which they are not otherwise entitled, or when an insurer knowingly denies some benefit that is due It includes frauds in the Insurance sectors and involves health insurance, claims fraud, false claims, insurance speculations, application frauds etc.

4. **Cyber Frauds:** When credit and financial information is stolen online by a hacker and used in a criminal manner, it is a cyber fraud. It includes online theft of credit card / ATM card number, expiration date and other information for criminal use.

5. **Securities Frauds:** Also known as stock fraud and investment fraud is a deceptive practice in the stock or commodities markets that induces investors to make purchase or sale decisions on the basis of false information, frequently resulting in losses, in violation of securities laws.

Key Benefits of Forensic Accountants

1. **Objectivity and Credibility:** An external party would be far more independent and objective than an internal auditor or company accountant who ultimately reports to management on his findings. An established firm of Forensic Accountants and its team would also have credibility stemming from the firm's reputation, network and track record.

2. **Accounting Expertise and Industry Knowledge:** An external forensic accountant would add to the organization's investigation team with his/her experience and expertise in handling frauds of the nature encountered by the organization.

3. **Provision of Valuable Manpower Resources:** An organization in the midst of reorganization and restructuring following a major fraud would hardly have the full-time resources to handle a broad-based exhaustive investigation. The Forensic Accountant

Fraud Examination and Forensic Accounting

would provide the experienced resources, thereby releasing the organization's staff for other more immediate management demands.

4. **Enhanced Effectiveness and Efficiency:** This arises from the additional dimension and depth that experienced individuals bring in during in fraud investigation. Such individuals are specialists in identifying and rooting out fraudulent practices.

Information Needs of Forensic Accounting

1. Financial Statements: Forensic accountants must analyse the information given in the statements and compare that information to other sources of information. The balance sheet, income statement, statement of owner's equity, and statement of cash flows are the four most important financial statements that forensic accountants look at; however, they also look at business plans and disclosures in footnotes. The balance sheet shows the financial position of a company at a given point in time.

2. **Bank Statement:** Bank statements are also needed in order to investigate a company. The owner's personal bank statements are needed as well as the company's bank statements.

3. **Credit Statements:** Forensic Accountants also check if any big purchases were made particularly those that do not match with the individual's income. Credit statements may also reveal several exotic vacations that are outside of their means, etc.

The Techniques of Forensic Accounting

In cases involving significant amounts of data, the present-day Forensic Accountant has the technology to obtain or source data, sort and analyze the data and even quantify and stratify results through computer audit and various other techniques. Some of the techniques involved in Forensic Accounting to examine the frauds are listed below.

1. **Benford's Law:** It is a mathematical tool to determine whether the variable under study is a case of unintentional errors (mistakes) or fraud. The law states that fabricated figures possess a different pattern from random figures. It is not affected by scale invariance, and is of help when there is no supporting document to prove the authenticity of the transactions.

2. **Theory of Relative Size Factor (RSF):** It highlights all unusual fluctuations, which may be routed from fraud or genuine errors. RSF is measured as the ratio of the largest number to the second largest number of the given set.

3. **Computer Assisted Auditing Tools (CAATs):** CAATs are computer programs that the auditor uses as part of the audit procedures to process data of audit significance contained in a client's information systems, without depending on him.

4. **Data Mining Techniques:** It is a set of assisted techniques designed to automatically mine large volumes of data for new, hidden or unexpected information's or patterns. It is categorized into Discovery, Predictive modeling and Deviation and Link Analysis. It discovers the usual knowledge or patterns in data, without a predefined idea or hypothesis about what the pattern may be, i.e. without any prior knowledge of fraud. It explains various affinities, association, trends and variations in the form of conditional logic.

Advanced Business Analytics -Data Mining Strategies & Techniques

Forensic Accounting services provide firms with the necessary tools to deter fraudulent activities; it however does not curb the fraudulent activity. This gap can be filled in by using Forensic Accounting. In short Forensic Accounting provides

a) Litigation support service with appropriate provision of professional services in the law courts.

b) Institutes good corporate governance in the public sector which will install public confidence in the government and the entire system.

c) Will help in detecting fraudulent practices that cannot be done by the traditional auditing with its limitation. Forensic Accounting has the professional ability to break into the organization system and examine the books, make discoveries and present the documentary evidences in the law courts.

Ethical and Legal Aspects of Advertising

-Jasmine Chatlani

3ʳᵈ year Commerce with Specialization
in Accounting & Finance (2016-2017)

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses who wish to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It is differentiated from personal selling in that the message is non-personal, i.e., not directed to a particular individual.

Offensive products

Advertising is communicated through various mass media, including old media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; or new media and as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad".

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted and advertising means a mode of communication between a seller and a buyer.

Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. An ethical ad is one that doesn't lie or make fake or false claims and is within the limit of decency.

The main area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated, puffed and colorful ad. They claim that their product is the best, having unique qualities than their competitors, more cost effective, and more beneficial. But most of these ads are found to be false, mislead customers and are unethical.

Deceptive advertising is false advertising, and it is illegal according to the Federal Trade Commission. It is also unethical. Some unethical advertising that are neither deceptive nor illegal may however offend moral principles of human conduct in terms of bad intent and effects. Deceptive advertising is adjudicated in the courts, while ethical advertising is regulated by societal norms.

Unethical but lawful advertising is beyond the reach of law enforcement. It is more a matter of self-regulation. Ethical advertising is informed by an intuitive knowledge of right and wrong, commonly accepted as being innate to human nature. Consequently, self-regulation must be guided by an inherent respect for the dignity of other people. Where self-regulation fails, the community is empowered to enforce its norms for ethical advertising through patronage denial. One disgruntled consumer with access to the internet and social media can cause unwanted financial penalties to an advertiser that violates the community's ethical standards.Many women and men professionally engaged in advertising do have sensitive consciences, high ethical standards and a strong sense of responsibility. But even for them external pressures - from the clients who commission their work as well as from the competitive internal dynamics of their profession can create powerful inducements to unethical behavior. That underlines the need for external structures and systems to support and encourage responsible practice in advertising and to discourage the irresponsible.

Voluntary ethical codes are one such source of support. These already exist in a number of places. Welcome as they are, they are only as effective as the willingness of advertisers to comply strictly with them. It is ultimately up to the directors and managers of the media which carry advertising to make known to the public, to subscribe to and to apply the codes of professional ethics which already have been opportunely established so as to have

the cooperation of the public in making these codes still better and in enforcing their observance.

The media of news and information should make it a point to keep the public informed about the world of advertising. Considering advertising's social impact, it is appropriate that media regularly review and critique the performance of advertisers, just as they do other groups whose activities have a significant influence on society. Where freedom of speech and communication exists, it is largely up to advertisers themselves to ensure ethically responsible practices in their profession. Besides avoiding abuses, advertisers should also undertake to repair the harm sometimes done by advertising, insofar as that is possible: for example, by publishing corrective notices, compensating injured parties, increasing the quantity of public service advertising, and the like. In light of these reflections, all the advertising professionals and all those involved in the process of commissioning and disseminating advertising should eliminate its socially harmful aspects and observe high ethical standards in regard to truthfulness, human dignity and social responsibility. In this way, they will make a special and significant contribution to human progress and to the common good.

Effects of Demonetization and Trump's Win on Financial Market

-Priyanka Soni

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November 2016 witnessed two historic events: United States (US) Presidential Elections result was announced and there was an overnight demonetization of Rs. 1000 and Rs. 500 notes by Government of India. These back to back events had varied effects on markets. This report tries to capture how the US and Indian stock markets, currency markets along with treasury yields have reacted to the two prominent developments.

Reaction on Indian and US Stock Market

- Indian Stock Market: Sensex: Post declaration of demonetization the markets fell with Donald Trump's unexpected win weighing on the markets. BSE Sensex opened with a massive loss of 1,300 points. However, on 10th November markets adjusted and recorded marginal gains. The nervousness revisited the markets on 11th November with high speculation over Trump's economic strategies and Fed official hinting at interest rate hike sooner. The decline in Asian markets too weighed on Indian markets aided by continued chaos over demonetization.

- US Stock Markets: Dow Jones Index (DJI): With Donald Trump's victory over Hilary Clinton, Dow Jones continued its gain with investors expecting boost to economic growth with Trump's aggressive policies. Fed official's remarks about possible interest rate hike on account of stronger economic growth prospects also weighed on the markets. As against 4th November, the DJI closed 960 points higher.

Reaction of Indian and US Currency Market:

- Exchange Rate of Rupee: Initially till 9th November the rupee appreciated due to selling of dollars by banks, traders and capital inflows. However, post 9th November the rupee extended its losses due to stronger US dollar globally and capital outflow tumbling by 20 paise to close at 66.63 against the US currency (Plot-1). This can be attributed more to the dollar developments and not the demonetization policy. On a point-to-point basis the fall was of 0.8%.

- US Dollar against Euro: US dollar was strengthening with investors being watchful about US Election results. Post elections the dollar continued to gain against the Euro amid Donald Trump's victory as US President (Plot-2). Hence, the overall impact was positive on the dollar which rose by 2.5% on point on point basis.
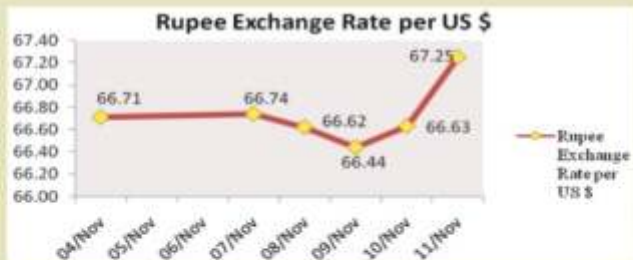
(Exhibit 1)
Source: Author's Compilation

(Exhibit 2)
Source: Author's Compilation

Government Securities and Treasury Bills Yields

- **G-sec Yields:** The 10-years yield moved downwards across the first 4 days and then closed marginally higher. Infusion of liquidity through conversion of currency to deposits was one of the reasons for this development. Indian yields continued to trend lower as banks are flush with liquidity and India's 10-year yield is currently trading at 6.66 per cent level on 10th November, 2016. On a point on point basis the decline was 12 bps on comparing rates on 4th and 11th November.

- **US Treasury Yields:** Here the trend was in the upward direction with there now being expectation that rates would be increased by the Federal Reserve next month. 10-year yield in the US inched higher towards 2.12 per cent on 10th November, 2016. The increase was of the order of 34 bps on comparing rates on 4th and 11th November.

Varying tendencies have been noticed for the two nations. The double whammy of demonetization and the election of Donald Trump as US president have unnerved the Indian equity market and the Sensex. The stock market reacted negatively by the end of the week, while the rupee tended to decline; interest rates remain fairly stable with the direction being downwards. For the US, markets have been less ambiguous- stock markets up with stronger dollar going along with rising interest rates.

The Realty and FMCG index have seen biggest fall and bears the brunt of demonetization. The IT index, directly related to the Trump effect, hasn't really fallen by much. On the other hand, the metal index has more or less held its ground, keeping in mind the perception that Trump's spending on infrastructure will raise prices of industrial metals. The pharma index has been a good defensive bet, partly in the hope that Trump will be more liberal about pricing.

In short, so far the demonetization impact seems to be weighing on Indian equity markets more than the Trump effect.

Glass Ceiling For Women in the Corporate Sector - An Overview

-Drishti Lalwani

3rd year Commerce with Specialization
in Accounting & Finance (2015-2016)

For years it has been observed that the presence of women in senior managerial positions is very dismissal; and this in spite of very good academic background, outstanding knowledge and efficiency. Is this due to barriers like mental blockage and/or prejudices? Or, is this an invisible glass ceiling?

A glass ceiling is a metaphor used to represent an invisible barrier that keeps a given demographic (typically applied to minorities) from rising beyond a certain level in a hierarchy. The metaphor was first coined by feminists in reference to barriers in the careers of high-achieving women. The United States Federal Glass Ceiling Commission defines the glass ceiling as "the unseen, yet unreachable barrier that keeps minorities and women from rising to the upper rungs of the corporate ladder, regardless of their qualifications or achievements."

The glass ceiling is not simply a barrier for an individual based on the person's ability to handle a higher level job. Rather it applied to women who are kept form advancing higher because they are women. From the vantage position on the corporate ladder women can see the high level corporate positions, but are kept from reaching the top

Organizations do publish their balance sheets to disclose their financial position and to motivate shareholders. However the invisible balance sheets of human resources are skewed where gender equality is concerned. Along with gender stereotypes and the approach they do not encourage and promote eligible women to higher managerial positions. This is discouraging for our society in general and women in particular.

A survey was thus conducted among a randomly selected group of 50 working women through a structured questionnaire prepared on the basis of the Likert Scale to understand the Glass ceiling concept among working Indian women. The following are the outcomes of the survey conducted:

Factors affecting the rise of women in pivotal roles in the corporate sector

The respondents surveyed identified different factors that affected the rise of women roles in top position in business houses. 20% of the respondents rated economic factors to impact the upward growth of women in the corporate sector. 22% of the respondents stressed on social factors, while 28% felt that education and qualifications were the main factors that decided the role on women in senior positions. Interestingly 30% of the respondents gave personal reasons as the main deterrent.

Opportunities offered to women in comparison to their men counterparts for succeeding

Of the 50 respondents surveyed, 36% strongly disagreed and believed that women were given equal opportunities to men at their place of work. 16% respondents were said that they had not faced any such discrimination at their work place, while 24% of the came across incidents of

discrimination mostly covert during their business career. Shockingly 20% respondents mentioned such behavior to be a part of their everyday work life.

Change in the position of women working in the corporate sector in the last few years

Out of the 50 respondents surveyed, 20% strongly opined that their position remained the same over the years with 10% of believing that there was no constructive change in their positions. Though 18% of them were neutral, 22% agreed that there was some positive change in the last few years.

Efforts made by the corporate sector to create conducive environment for women to hone and develop their skills

56% respondents believed that their organizations made efforts to create an environment that is conducive to their growth; while 44% believed that their work place did not provide any active support.

Presence of equal opportunities for men and women in their work place

58% of the respondents believed that equal opportunities existed and were offered on the basis of competence and performance. Although a staggering 42% of them still thought that they did not get as many opportunities as their male counterparts because of certain biases.

One of the many factors affecting growth and development of women in the corporate sector is the Glass Ceiling Factor. The Glass Ceiling hypothesis indicates that it is more difficult for women than their men counterparts to move to higher levels in the hierarchy at the workplace. Also the barrier faced by women to occupy top key positions in business houses keeps getting more and higher and difficult to overcome. Business environments are driven by biases and preconceived notions, it becomes tough to grow and prosper especially if one is a woman.

The Power of Women

I am Loving, I am Beautiful, I am Joyful, I am Kind.
I am Expensive, I am Radiant, I have Peace and Clarity of Mind

I am Magnetic, I am Creative, I am Receptive, I am Inspiring
I am Original, I am Abundant, I am Graceful, I am Amazing.

I am Magnificent, I am Protected, I am Served and I am Adored
I am Treasured, I am Admired and I am Supported even more.

I am Grateful, I am Magical, I am Power, I am Light
I am Appreciative, I am Valuable, I am Wisdom, I have Insight

I am Passion and Inspiration and Content I Love to Be.
I am Wealthy, I am Wise, I am ME

I am Present, I am Fulfilled, I am Perfectly Complete
My Emotions are Empowering from the Heart I like to Speak.

Mt Body, Mind and Spirit are in Perfect Harmony
I am Blissful, I am Ecstatic, I am Healthy, I am Free
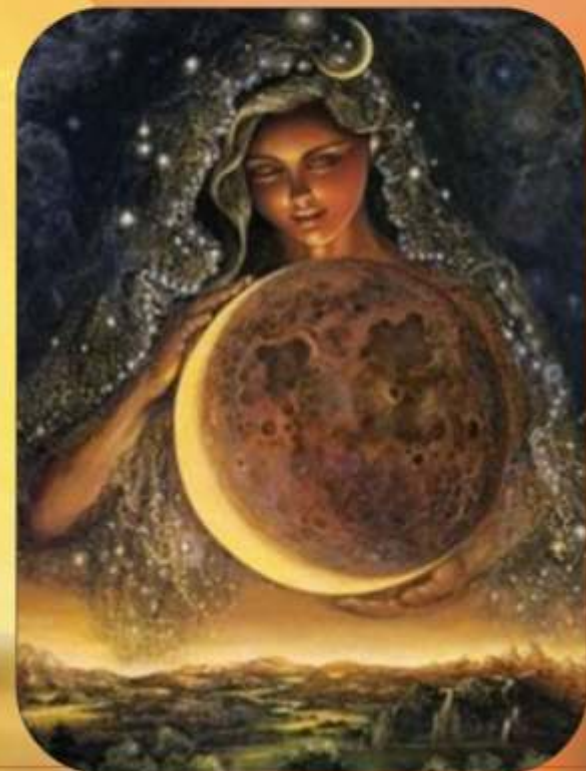
MICROFINANCE: GROWING TOO FAST?
The gross loan portfolio of microfinance companies have been rising over the past few years. In fiscal 2015, the gross loan portfolio grew about 48%, while it grew 69% in the previous year.

■ Gross loan portfolio (in ₹ crore)   —— Number of clients (in mn) (right-hand scale)

Source: Microfinance Institutions Network

Impact of Microfinance through Self-Help Groups on Women Empowerment in West Bengal

-Anwesha Tripathi
1ˢᵗ Year M.Com (2016-17)

Women and girls make up a little over half the world's population, but their contribution to measured economic activity, growth and well-being is far below its potential, resulting in significant socio-economic consequences. They are also regarded as the face of poverty.

Financial services are the core enabler for consumption smoothing, risk mitigation, self-employment, asset accumulation and wealth creation. Lack of access to financial services reduces women's ability to clamber out of poverty. It further contributes to women's marginalization to the informal sector and finally reduces their ability to fully engage in measurable and productive economic activities. Forty-two percent of women and girls worldwide (approximately 1.1 billion), remain outside the formal financial system, according to the Global Findex database of 2016.
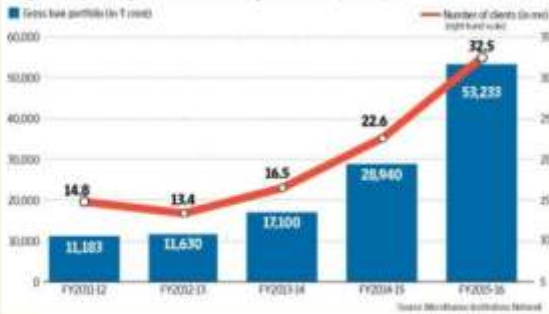
One of the popular models of financial inclusion is through microfinance which has been able to show a ray of hope to millions and millions of women throughout the globe. Microfinance refers to the panorama of credit facilities which are extended to marginalized sections of the society including women,

so that they can take up self employment projects.

The concept of women empowerment through self-help groups has gained significant momentum in India over the past decade. There have been several dimensions used for assessing the impact of microfinance through self help group on women empowerment, such as personal autonomy index, family decision making index, domestic economic consultation index and political autonomy index.

Among all the states in India, the women empowerment through self help groups has been the most prominent in the state of West Bengal, where the number of self help groups have sprawled to 685448 in 2016. Several researches conducted have revealed that the beneficiaries (members of self-help groups) have significantly attained a high score on financial inclusive index compared to the non-beneficiaries (not a member of self-help group). SHGs have, in fact, emerged as one of the major strategies for the convergence of services and activities. The SHGs across West Bengal have

focused on skill development, facilitating generation, gaining access to credit from financial institutions for micro enterprises/ projects, inculcating of thrift and management of credit for the economically deprived sections of women. It is observed according to the latest report of NABARD (National Bank for Agriculture and Rural Development) that self help group members get gainful employment opportunities through microfinance in various districts of West Bengal through engagement in activities like embroidery making, agriculture, poultry or duck farming, dairying and so on.

One of the poorest districts of India, Raidighi located in Sundarbans has received a special prominence in this context. Mukti Community Development Fund (MCDF) program, started by Sankar Haldar, in 2003, links with over 20 self help groups in the Sundarbans to provide microfinance to the women residing there. MCDF is targeted at women empowerment and creation of entrepreneurs among the villagers. MCDF strongly believes that an ideal village is one where women have significant responsibility of taking decisions. Moreover, women should not be economically idle.

There are many instances in West Bengal that highlights the striking impact of microfinance through self help groups on women empowerment. Perhaps, this is what takes the state a step ahead of others in the race of financial inclusion. However, if looked closely, it is evident that in spite of some bright chapters of women empowerment through self help groups, still there lies significant portion of deprived sections of women in West Bengal who don't have proper access to the financial services for varied reasons; the distribution of self helps groups is still uneven and is restricted to districts like North 24 Parganas, South 24 Parganas, Bankura and Birbhum; other districts have not yet witnessed the change

There still lies great opportunities for the microfinance institutions to unleash

Microfinance in India

- Small Business
- Tinny/cottage industry or service activity
- Artisan Activity
- Agricultural & Allied Activity
- Transport Sector Activity

Looking at a paradigm shift

The microfinance industry in West Bengal is all set to undergo a positive transformation, writes swaati chaudhury

IN these times when people are scrambling in banks, it is significant to take a look at the way ahead for the microfinance industry of the country and Bengal in particular. The state has a conducive environment for the growth of the industry and there is rarely any clash between self help groups and the microfinance sector. Elsewhere in the country, the small microfinance groups that are performing well will emerge as banking institutions in the years to come while a number of voluntary groups that are striving to lend a helping hand to the marginalised sections of the society will transform into microfinance groups in future.

At the second Eastern India Microfinance Summit 2016 in Kolkata, Sadhan Pandey, minister of state for consumer affairs and self-help groups.

Government of West Bengal, said, "Bandhan Bank serves as the best and recent example of a microfinance entity transforming into a banking institution. Microfinance is a significant aspect since entrepreneurs are in need of finance to boost their business set-ups. We have two major schemes in West Bengal — *Ananda Dhara* mostly for women at the *panchayat* level and *Mukti Dhara* to offer support to self-help groups, micro, small and medium enterprises. We are planning to set up 37 sub divisional offices for *Mukti Dhara* across the nine districts of Bengal. We have plans to make a foray into the rural areas where the marginalised section is lagging behind and offer a boost to the local economy. We are offering a subsidy of two per cent to the people of those areas who are interested to set up business ventures."

Hosted by the Association of Microfinance Institutions, West Bengal, the conclave focused on "Paradigm shift on the way for rural Indian banks: Building an ecosystem for rural microfinance and employment". It aimed to bring together global and domestic investors and lenders in order to create an ecosystem that will lead to financial inclusion.

Banking services have been taken to rural areas in Uttarakhand, Himachal Pradesh and also Gujarat. According to Ajit Maity, chairperson, AMFI-WB, "Sustainability of microfinance sector is significant in West Bengal. In today's times demonetisation will not make an impact on the microfinance industry since it is a cashless phase. Fund Nabs figures on the impact on the industry in England loom in the mid-finance.

New Wave of Protectionism

-Kajal Verma

2nd Year Management (2015-16)

The idea of economic liberalization and globalization took root and flourished in the fertile lands of Europe and the USA. It envisaged the entire world to be a liberal global economy where all national markets would be interlinked to make a large, open, competitive market. It called for the dissolution of national barriers for companies to move from one country to another more easily. During the 1990's, with the collapse of the erstwhile Soviet Union , the idea of economic liberalization and globalization gained currency and became a worldwide phenomenon with almost every other country keen to join the bandwagon. After the historic decision of the then Prime Minister P.V Narasimha Rao, India began opening its economy and markets for the benefit of the world. The Indian companies did not take much time to prepare themselves to face the global giants and Indian companies like Tata, Infosys and Wipro were able to spread their business to other countries and became global in the true sense. When the golden period of information technology arrived, the world was amused to see the Indian professionals at the forefront leading the IT revolution in the global arena.

However, the countries which were at the forefront in the idea of economic liberalization and globalization are today feeling threatened by the same idea. In April, 2017 many countries one after another, took steps that herald a new wave of protectionism throughout the world. Among them the leader happens to be the USA

We will follow two simple rules. Buy American and hire American.

and no wonder, a few months back it elected a person as its president who promised, with much fanfare, to reverse each and every rule of liberal globalised world economic order. On 17th April, 2017 Mr. Donald Trump the president of The United States signed the 'Buy American, hire American'. His message was was clear, American projects must be accomplished with American goods and by American

workers. The second part of the order directed federal agencies to review and change a temporary H1B visa programme for high skilled foreigners to ensure preference was given to the most skilled and the highest paid . Trump was asking the federal agencies to protect the American product and processes.

"We're putting Australians first."

BuzzFeedNEWS

On April 18, 2017 Australia decided to abolish a popular visa called '457 visa' used by over 95000 foreign workers, a majority of them being Indians, to tackle the growing problem of unemployment in the country and replace it with a new programme requiring higher English-language proficiency and job skills. Australia chose to adopt a new 'Australian First' approach to skilled migration. The new programme will ensure that foreign workers are brought into Australia in order to fill critical skill gaps and not because an employer finds it easier to recruit a foreign worker.

Next to join the bandwagon was New Zealand. The government announced plans to tighten access to skilled work visas to help get the Kiwi's into jobs aimed ahead of the migrants. This was done to control the record-high levels of migration amid the growing concern about housing shortages, road congestion and overcrowding in the country.

The next to follow suit was Saudi Arabia who it restricted employment in shopping centres to Saudi nationals. The new rule dictated that the companies recruiting higher number of foreign nationals will have to pay a monthly levy and the foreign workers who stay with their families in Saudi Arabia will also come under heavy duty.

Also on 3rd April, 2017 it was reported that the visas for IT professionals to work in Singapore dropped to a trickle.

Getting out of the European Union, the UK has already adopted stricter visa norms for foreign workers, including Indian professionals and students.

When these countries wanted Indian markets to sell their products and were the most ardent supporters of liberalization and globalization, then now when India has become capable of contributing to the globalised world economy on an equal footing, they have taken a step back. However, every cloud has a silver lining and the sheer talent, skill and competence of the Indian workers is contributing much more to the world economy than what they receive back as their compensation. The local workers of other countries could rarely be as talented as their Indian counterparts who were much cheaper to hire for the companies. Also if a reverse brain drain is triggered it will be an advantage for the Indian economy. Finally, if India implements a similar policy in future then all these countries would be adversely affected. They must not forget that India is not only the largest unexplored market but also the fastest growing economy of the world and in the future India will be in a better position to counter the new wave of protectionism world over.

MAKE IN INDIA

Make in India

-Vidhi Shah

2ⁿᵈ Year Management (year)

Make in India is an initiative that was launched by the Government of India to encourage multi-national, as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25th September 2014 as part of a wider set of nation-building initiatives. After the initiation of this programme, India emerged as the top destination, globally, for foreign direct investment. In 2015, India received US\$ 63 billion in Foreign Direct Investment.

The initiative has been devised to transform India into a global design and manufacturing hub. Make in India was a timely response to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called 'Fragile Five'. Global investors debated whether the world's largest democracy was a risk or an opportunity. India's 1.2 billion citizens questioned whether India was too big to succeed or too big to fail. India was on the brink of severe economic failure.

Mr. Modi then introduced a new definition of FDI, 'First Develop India' so as to focus on the fact that Indians should not migrate abroad and also that our labourers should be treated with respect.

Investors spellbound by Modi magic

The DSP BlackRock India Investor Pulse Survey results reflect very high levels of optimism and positivity among Indian Investors

81% feel positive about their financial future against a global average of just 56%

54% say that the job market is improving against a global average of just 21%

56% feel that the economy is getting better against a global average of just 22%

Source: http://www.dspblackrock.com/

The "Make in India" initiative is based on four pillars, which have been identified to give boost to entrepreneurship in India, not only in manufacturing but also other sectors:

1. **New Processes:** 'Make in India' recognizes 'ease of doing business' as the single most important factor to promote entrepreneurship. A number of initiatives have already been undertaken to ease business environment. The aim is to de-license and de-regulate the industry during the entire life cycle of a business.

2. **New Infrastructure:** Availability of modern and facilitating infrastructure is a very important requirement for the growth of industry. Government intends to develop industrial corridors and smart cities to provide infrastructure based on state-of-the-art technology with modern high-speed communication and integrated logistic arrangements. Existing infrastructure have to be strengthened through upgradation in industrial clusters. Innovation and research activities have to be supported through fast paced registration system and accordingly infrastructure of Intellectual Property Rights registration set-up has to been upgraded. The requirement of skills for industry are to be identified and accordingly development of workforce to be taken up.

3. **New Sectors:** 'Make in India' has identified 25 sectors in manufacturing, infrastructure and service activities and detailed information is being shared through interactive web-portal and professionally developed brochures. FDI has been opened up in Defence Production, Construction and Railway infrastructure in a big way.

4. **New Mindset:** Industry is accustomed to see Government as a regulator. 'Make in India' intends to change this by bringing a paradigm shift in how Government interacts with industry. The Government will partner industry in economic development of the country. The approach will be that of a facilitator and not regulator.

In a short space of time, the obsolete and obstructive frameworks of the past have been dismantled and replaced with a transparent and user-friendly system that is helping drive investment, foster innovation, develop skills, protect Intellectual Property (IP) and build best-in-class manufacturing infrastructure. The most striking indicator of progress is the unprecedented opening up of key sectors - including Railways, Defense, Insurance and Medical Devices to dramatically higher levels of Foreign Direct Investment.

Various sectors have been opened up for investments like Defense, Railways, Space, etc. Also, the regulatory policies have been relaxed to facilitate investments and ease of doing business. Six industrial corridors are being developed across various regions of the country. Industrial Cities will also come up along these corridors.

Even though the prime minister and his cabinet of ministers are making India seem attractive to potential investors, they are yet to be more liberated to actually successfully draw the attention of investors. For example, sectors like retail have severe limits on foreign capital. Moreover, an initiative like this requires huge amount of funds. This initiative is being implemented at a time when the Supreme Court wants to know about the pile-up of bad loans in India's banking system which is not in a position to lend much unless its balance sheets are cleared. Thus to successfully reap the benefits of this initiative all these major shortcomings needs to be overcome.

Despite the drawbacks, today, India's credibility is stronger than ever. There is visible momentum, energy and optimism. Make in India is opening investment doors. Multiple enterprises are adopting its mantra. The world's largest democracy is well on its way to becoming the world's most powerful economy.

This historic step will open up new opportunities for poor, neo middle class & middle class

Real Estate prices, Higher Education, Healthcare to come within the reach of common citizens

Funding for arms smuggling, espionage, terrorists to be choked

Circulation of large volume of counterfeit currency to end

Make in India - Key sectors

Policy in defense sector liberalized and FDI cap raised from 26% to 49%

100% FDI under automatic route permitted in construction, operation and maintenance in specifies rail infrastructure projects.

Easing of norms underway for FDI in the construction development sector.

Investor Countries in India

- Mauritius
- Singapore
- UK
- Japan
- USA
- Netherland
- Cyprus
- Germany
- France
- Others

Benefit of Make in India Campaign

- FDI means first development of india
- 125000 new jobs born in one year
- Industry and government to work together
- Global company start business in india
- High-tech technology comes to india
- Small industry play big roll

25 Sectors of MAKE IN INDIA

AUTOMOBILES | AUTOMOBILE COMPONENTS | AVIATION | BIOTECHNOLOGY | CHEMICALS
CONSTRUCTION | DEFENCE MANUFACTURING | ELECTRICAL MACHINERY | ELECTRONIC SYSTEMS | FOOD PROCESSING
IT AND BPM | LEATHER | MEDIA AND ENTERTAINMENT | MINING | OIL AND GAS
PHARMACEUTICALS | PORTS | RAILWAYS | RENEWABLE ENERGY | ROADS AND HIGHWAYS
SPACE | TEXTILES AND GARMENTS | THERMAL POWER | TOURISM AND HOSPITALITY | WELLNESS

Top Three Emerging Sectors in India

-Dr. Ranjan Bhardwaj

Assistant Professor, Dept of Management

1. Food Industry

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

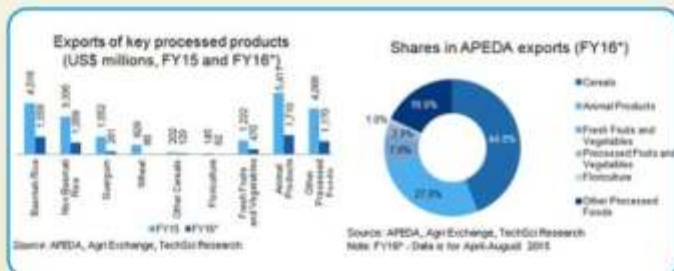The food industry, which is currently valued at US$ 39.71 billion, is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to US$ 65.4 billion by 2018. Food and grocery account for around 31 per cent of India's consumption basket. This is one sector that has faced a rapid increase in the foreign direct investments. Also, over the

period of time there has been an ever increasing demand of such goods in the Indian market.

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US$ 6.70 billion worth of Foreign Direct Investment (FDI) during the period April 2000-December 2015.

2. Tourism Industry

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The second-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US$ 295.7 billion or 19.2 per cent to the Gross Domestic Product (GDP) in 2015-16, while growing at 8.9 per cent year-on-year.

India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism. Total outbound trips increased by 8.7 per cent to 19.9 million in 2015. Inbound tourist volume grew at a Compound Annual Growth Rate (CAGR) of 6.8 per cent during 2010-15.

The tourism and hospitality sector is among the top 10 sectors in India to attract the highest Foreign Direct Investment (FDI). During the period April 2000-March 2016, the hotel and tourism sector attracted around US$ 9.23 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP).

3. Healthcare Industry

India's healthcare sector has been growing rapidly driven by a number of factors such as increasing the average life expectancy and average income level and rising awareness for health insurance. The Indian healthcare industry, which comprises hospitals, medicines, infrastructure, and medical devices, outsourcing telemedicine, health insurance and medical equipment is expected to reach US$ 100 billion by 2015 from the current US $65 billion, growing at around 20 percent year of year as per rating agency Fitch.

Healthcare has become one of the India's largest sectors both in terms of revenue and employment. Revenues from the healthcare sector account for 5.2 percent the GDP, making it the third largest growth segment in India.

The Indian government plans to invest US$ 177.22 million across the golden quadrilateral (GQ) project, to develop nearly 140 trauma care centers on the 6,500 Km long north-south and east-west corridors.
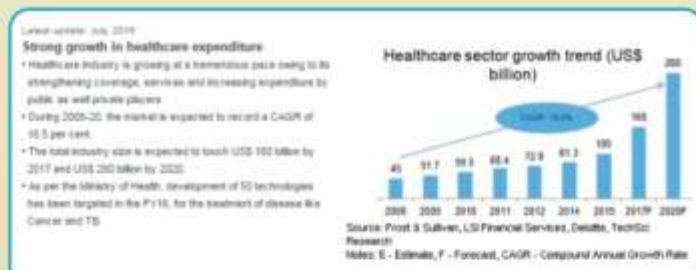
The hospital and diagnostic centers attracted Foreign Direct Investment (FDI) worth US$ 3.59 billion between April 2000 and March 2016, according to data released by the Department of Industrial Policy and Promotion (DIPP).

What have Brits given us?

-Dhwani Kothari

1st Year Management (2016-17)

Whenever we read about the time when India was a colony of British we always think of it in a negative manner as to what all we lost and how they took away things from India but we've never explored what they've given us.

Before colonization India was just a bunch of states governed by different kings from different dynasties and religions, who fought with each other and aimed only to expand their empires. British conquered India from all sides and brought them under one rule. They introduced us to railway services and now we have the largest railway network in the world. Yes, we already had postal services, but they were highly improvised by them. And now we ourselves know that this postal communication is one of the most important proofs used for legal purposes. India lacked in any uniform language and thus British 'gifted' us with the English language. This increased the importance of education in India. They helped us in eradicating systems like sati and childhood marriages. They introduced us to basic principles of capitalist economy. In Capitalism, the rule of law is observed instead of the rule of man, and these results in individual freedom to grow in trade and business, ultimately leading to free market. Our country's economy still runs on these principles of the capitalist economy. They initiated efforts for vaccinations in India which has helped us eradicate a lot of diseases. Then last but not the least Cricket. Yes, British got cricket to India and now it is it is perhaps the only thing that has the power to bring almost the entire nation together.

Bentick passed the Bengal Sati Regulation, 1829

Possibly what they've taken has outweighed what they've given us. It is difficult to imagine India today without all the 'help' they've given us. We might not have a lot of things but by seeing our past we wouldn't have been much behind. We have always been miles ahead of other countries and economy on the basis of medicine, astronomy and mathematics. Hope is still intact given the fact that we have progressed a lot. We are still improving and have many more miles to traverse.

Oh! Deep in my heart
I do believe we shall overcome someday.

British India
Indian States
Boundary of present-day India

Kashmir
Baluchistan
Rajputana
Burma
Arabian Sea
Hyderabad
Bay of Bengal
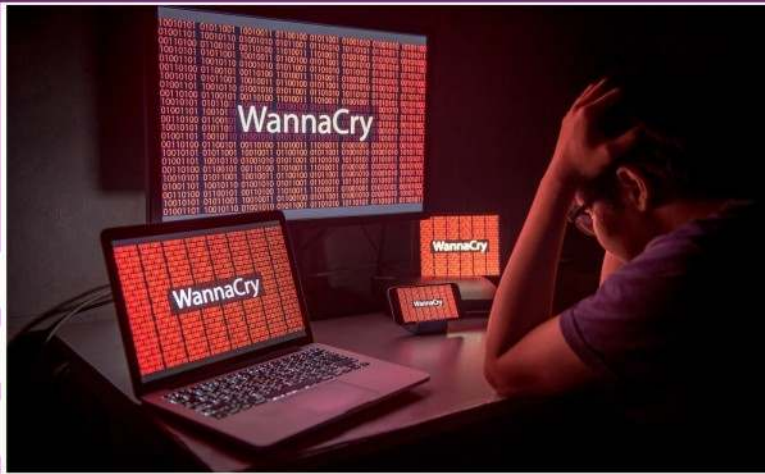Mysore
Travancore
Ceylon

In India first railway was built between Mumbai and Thane in 1852 and the first passenger train ran between the two station, covering a distance of 34 km, on April 16, 1853.

Rise of India's First Venture Capitalists

Central Post Office in Bombay

WannaCry Ransomware Cyber Attack

-Harshit Bhatter

2nd Year Management (2015-16)

104 countries hit, India among worst affected. Edward Snowden was among those who criticised the NSA, saying the US spy agency has been building dangerous attack tools despite warnings.

May 14, 2017: The Wanna Cry ransomware attack - one of the largest ever cyber attacks - appeared to be slowing around 24 hours after it wrecked havoc and shut down tens of thousands of computer systems across 104 countries. The slow down happened soon after 'MalwareTech', a Britain-based security researcher, accidentally discovered a 'kill switch' to halt the WannaCry attack. Experts, however, warned that enterprising hackers could circumvent MalwareTech'sfix.Â

Over 200,000 systems around the world were affected in the WannaCry attack, a tracker developed by a security researcher called 'MalwareTech' showed. Czech Republic-based anti-virus provider Avast, however, gave a more conservative estimate of around 126,000 systems being affected, news agency Reuters reported.

India was among the countries worst affected by the WannaCry attack, data shared by Kaspersky, a Russian anti-virus company showed. According to initial calculations performed soon after the malware struck on Friday night, around five per cent of all computers affected in the attack were in India. Mikko Hypponen, chief research officer at a Helsinki-based cyber security company called F-Secure, told news agency AFP that it was the biggest ransomware outbreak in history and estimated that 130,000 systems in more than 100 countries had been affected. Hypponen added that Russia and India were hit particularly hard, largely because Microsoft's Windows XP - one of the operating systems that were still widely used in the countries was hit.

News agency IANS reported that police computers across 18 units in Andhra Pradesh's Chittoor, Krishna, Guntur, Visakhatpatnam and Srikakulam districts were affected. However, apart from that, there was no immediate information on the extent of the ransomware's hold on Indian systems.

However, India's top cyber security official indicated there was no need for concern.National Cyber Security Advisor Gulshan Rai, who works out of the Prime Minister's Office, said, 'There are about a 100 systems attacked in India and as of now there are no more threats', according to a Times of India report published late Saturday night. 'We understand systems in Andhra Pradesh are impacted, but so far our assessment is that there isn't much impact', Rai said in another report. Rai went on to add that a better understanding of the ransomware's effect in India would only happen on Monday after offices open.

Russia was the worst affected with Avast telling Reuters that 60 per cent of all infected computers were located in that country. Reports from Saturday morning also indicated that hundreds of computers at the Russian interior ministry.

However, it was Britain where the WannaCry cyber attack caused the worst disruptions. The ransomware took down hospitals across the United Kingdom causing them to lose access to patient data. Hospitals and clinics were forced to turn away patients, including those suffering from serious ailments. As of Saturday night, all but six of the 48 National Health Service trusts, some of which oversee several hospitals, were back to normal, news agency Associated Press reported. British Prime Minste, Theresa May had earlier said that the NHS wasn't deliberately targeted and that computer systems at Britain's hospitals were swept up in what was an international attack.

WannaCry, researchers say, uses an exploit first developed by the United States National Security Agency. The exploit called EternalBlue was first made public last month after a group of hackers called Shadow Brokers released data and hacking tools purportedly belonging to the NSA. NSA is the US's premier signals intelligence agency that has for long been associated with both offensive as well as defensive cyber capabilities. The attack fuelled concerns that the international intelligence

The 'Wannacry' ransomware attack

The attack has hit more than 200,000 victims in at least 150 countries, says Europol

Source: Intel.malwaretech.com

© AFP

community, especially the US's NSA, often does not make public information about vulnerabilities in technology products so that such vulnerabilities can be used by the agencies for offensive purposes. Former NSA contractor and ardent cyber security expert Edward Snowden said, "Despite warnings, (NSA) built dangerous attack tools that could target Western software", Snowden said 'Today we see the cost'. "If @NSAGov had privately disclosed the flaw used to attack hospitals when they *found* it, not when they lost it, this may not have happened", he also said in a series of tweets. He also indirectly blamed the NSA for the cyber attack, saying the agency's actions had allowed low-skill criminals to launch "government-scale attacks". "Low-sophistication attackers are often unable to independently develop exploits, lacking the skill and resources to even reverse patches", Snowden said, adding, "@NSAGov's choices risked permitting low-skill criminals launch government-scale attacks, and then it happened. There's no waving that away".

Microsoft on Saturday took the unusual step of releasing free software patches for older, unsupported Windows systems like the XP. The US tech company had already developed a patch for the EternalBlue exploit and had released it as part of an optional security upgrade for Windows users a few weeks before EternalBLu's existence was made public. However, it is likely several computers, most likely included ones affected in the Wanna Cry ransomware attack, failed to upgrade to the new patch level. Also, the patch was not offered for Windows XP, a version of the operation system that is no longer supported by Microsoft.However, that changed on Saturday with Microsoft releasing security fixes available for free for the older Windows systems as well. Notably, a Kaspersky report from last October had warned that most ATMs in India were at risk since they used Windows XP.

On Friday, media reports started highlighting that a

ransomware attack had brought down computer systems in UK hospitals. It soon emerged that the attack was global with reports of affected computers coming in from all over the globe. The ransomware - WannaCry - infected computers and encrypted all the data stored on the hard drives. In lieu of decrypting the data, WannaCry demanded payment ranging between $300 (around Rs 19,000) to $600 (around Rs. 39,000) in bitcoin.

As of Saturday, no hacker or hacker group had come forward to claim responsibility for the cyber attack, which used an exploit first developed by the US NSA. The European Cybercrime Centre said, "The recent attack is at an unprecedented level and will require a complex international investigation to identify the culprits.

Some experts said the threat had receded as of Sunday, in part because MalwareTech registered a domain that he noticed the malware was trying to connect to, limiting WannaCry's spread. Microsoft also issued emergency security patches for a range of Windows versions.

The Indian Computer Emergency Response Team (ICERT or CERT-In) was said to be monitoring the situation continuously. Earlier on Saturday CERT-In was reported to have issued advisory asking computer users in India to upgrade their systems to the latest Windows patch level.

In Brazil, the social security system had to disconnect its computers and cancel public access. The state-owned oil company Petrobras and Brazil's Foreign Ministry also disconnected computers as a precautionary measure, and court systems went down, too.

In Russia, government agencies insisted that all attacks had been resolved. Russian Interior Ministry, which runs the national police, said the problem had been 'localized' with no information compromised. Russia's health ministry said its attacks were "effectively repelled".

Germany's national railway said Saturday departure and arrival display screens at its train stations were affected, but there was no impact on actual train services. Deutsche Bahn said it deployed extra staff to help customers.

French carmaker Renault's assembly plant in Slovenia halted production after it was targeted. Radio Slovenia said Saturday the Revoz factory in the south-eastern town of Novo Mesto stopped working Friday evening to stop the malware from spreading.

Elsewhere in Europe, the attack hit Spain's Telefonica, a global broadband and telecommunications company, and knocked ticketing offline for Norway's IF Odd, a 132-year-old soccer club.

"I believe many companies have not yet noticed", said William Saito, a cyber security adviser to Japan's government. "Things could likely emerge on Monday" as staff return to work.

China's information security watchdog said "a portion" of Windows systems users in the country were infected, according to a notice posted on the official Weibo page of the Beijing branch of the Public Security Bureau on Saturday. Xinhua state news agency said some secondary schools and universities were hit.

ANNUAL MAGAZINE
2015-17

"Your Job has not been Bangalored, but Automated"- Is this the new saying in the market?

-Anannyo Bhattacharjee

2nd Year Management (2015-16)

Half way through the first decade of this 21st Century, a saying had just started making its presence felt in the Silicon Valley, and it said "Your job has been Bangalored". Well for all those who don't know the meaning of the above phrase, and are still confused about the name of a city being presented as a Verb, "Being Bangalored" in USA actually meant losing one's job to outsourcing in India, and more specifically to Bangalore. Almost a decade and a half later, the World has come a full circle, even if not literally, but then surely for the IT crowd sitting in the Silicon Valley of both USA as well as India.

Although the way this article has started off most of you must have been assuming it to be a rant and will be considering it to be similar to those numerous articles you must have read about how the Trump administration will actually block the entry of mid-level coders from India into their ecosystem, but then the subject focus of this article is not actually about how hard the Indian IT space has been hit by this "bomb", but this is more about how the re-emergence of Artificial Intelligence (AI) has made it the biggest buzz word, that is going around the market at this point of time. The IT giants of the World have already let the sirens out, with all the major players laying-off a considerable part of their workforce in and around the World.

So will AI eat up most of the jobs in the IT sector? The answer to this ever hounding question doing around in the social platforms is a "NO", at least not all the jobs, but for sure the benefits of AI has been certainly realized by most of the Organizations.

The so-called AI based platforms are changing the way IT firms manage their day-to-day affairs. Wipro became the first Indian IT services firm to launch an artificial intelligence platform - Holmes. TCS launched its artificial intelligence platform - Ignio - while Infosys rolled out its artificial intelligence platform - Mano.

So with so much of innovation, machine learning and layoffs, making the headlines, what does the average software Engineer need to do to survive in this cut throat sector? The only way out for the majority of the Entry level Engineers of our country, who have been leading a life by using "CTRL+C" and "CTRL+V" to copy and paste codes from one source to another is to "Upgrade and Update" their skill sets.

The Indian IT industry will witness a dynamic shift over the next five to seven years. The rapid adoption of artificial intelligence platforms will create higher demand for up-skilled engineers in niche areas, so the need for up-skilled engineers will result in a steady decrease in demand for entry-level or lower-level engineers for tasks such as coding, back office maintenance, and applications testing.

Although with these many road blocks, a steady fact which has always remained intact with any technological or industrial revolution will still hold true in this case, that any technological development in any form, has always created more jobs than it has killed, at least in the long run. Right from the Industrial Revolution which took place in the 18th and the 19th century in Europe and America till the emergence of the Computers, technological advancement has eventually been welcomed into any system, with initial resistance from various sources.

The ones who are actually going through the grind during this phase (IT employees), are the ones who will suffer for a brief period of time, but then as Sundar Pichai, CEO of Google said "The last 10 years have been about building a world that is mobile-first. In the next 10 years, we will shift to a world that is AI-first". Satya Nadella, CEO of Microsoft has said will at least allow our next generation of Engineers who are still in their teens or in the colleges, to prepare themselves for AI till the time the next big Tech Revolution hits them and they will again have to become a Never be a know it all, but always be a learn it all Person.

GRAND AVENUE   *BY STEVE BREEN*

Bangalored

You are bangalored when you get fired from your job because it was outsourced to an offshore company. The name is derived from the city of Bangalore, India, where a lot of IT jobs in the US are being outsourced.

Through My lens
Aiman Ishtiaque
1st year Textile Science,
Clothing & Fashion Studies (2016-2017)

Smart Cities Shaping India's Future

-Srijita Pal

1ˢᵗ Year Commerce (2016-17)

India being the second fastest growing economy in the world, after China, is in a constant process of change. The change is so dynamic that if one loses touch with the present, they will have to spend a lot of time to be able to cope up with the future. With the 'Digital India' and 'Smart City' plans, it is only a matter of time that we are propelled towards the achievement of the vision that every Indian shares; the vision of becoming a developed country.

While most of our Government's developmental schemes are targeted towards the development of the rural parts of India, one cannot say that the urban India has been neglected. As a matter of fact, it is urban India and the cities and towns that have been subjected to this change. In these areas Metro Rail, high rise buildings, Wi-Fi installations have led to a rapidly growing demography and an extremely fast life.

The Indian Government has set its goal to create hundred 'smart cities' and rejuvenate five hundred more. The plan is already underway in many. Some of the features from the plan that have gained attention include improvement in the transport facilities, better telephonic connectivity, better drainage systems and improved town planning. This in turn will ensure that every part of the country is well connected making trade easier and allowing new businesses to be set-up.

Another very notable feature of the 'Smart City' and 'Digital India' projects is the introduction of open or free Wi-Fi that would enable the residents of the city to connect with each other through the internet. In this day of smart-phones and the internet, many important things such as college application forms and competitive examination application forms are being available on the internet. The main objective of installing these Wi-Fi routers for public use is so that everyone gets an equal chance. In this day and age, many errands can also be run on the internet. Like, one can easily buy their grocery and pay their monthly bills on the internet. This will in turn also improve the living standard of the people in the cities.

Both the programmes will also lead to rapid industrialisation of causing influx of people from the towns and villages to the cities in the hope of a better lifestyle.

A 'smart' city needs to be inhabited by smart people, who are adaptable. Unless people in the cities adapt themselves to the changes and utilise the facilities then the city cannot become smart but will become a concrete jungle.

MODI'S 'SMART' VISION TAKES SHAPE

The urban development ministry has identified almost all the places where the NDA's 100 smart cities will come up

SMART CITIES
WHAT THEY ARE AND HOW THEY WILL HELP

■ Smart cities, in the most basic terms, are urban settlements that exploit technology to offer more structured and hospitable living conditions for residents.

■ Information and Communication Technology (ICT) forms the backbone of smart cities and is the main tool to address common problems like congestion and waste of energy.

■ Such cities have a centralised control system which provides real-time inputs on availability of water, electricity, public transport, healthcare and education.

■ Intelligent communication tools enable administrators to manage and respond to emergencies faster.

■ Consumption of scarce resources like water and energy is streamlined through the use of technology.

■ Better energy management systems help people automate energy-consuming systems in buildings.

■ There is emphasis on the use of renewable sources of energy

INTELLIGENT TRANSPORT

■ Smart cities have an integrated transit corridor, where Bus Rapid Transit corridors as well as suburban train networks are linked with pedestrian and cycle lanes. Furthermore, there are pods to carry people directly from point to point, with no stop at intervening stations.

■ Smart cards facilitate travel in multiple modes of public transport.

■ Real-time transport displays can provide visibility and information on availability of public transport as well as the condition of traffic on routes.

■ Digital parking meters send information to mobile phones when a space opens up.

Seven smart cities are being developed by states with foreign assistance as part of the Delhi-Mumbai Industrial Corridor (DMIC); work has already begun.

Seven smart cities each will be built in Rajasthan, Gujarat, Karnataka and Kerala

THE PRIME MINISTER'S DREAM PROJECT

■ The Narendra Modi government plans to build 100 smart cities across India and made an allocation of ₹7,060 crore to this end in the Budget 2014-15.

■ Cities such as Delhi, Hyderabad, Surat, Coimbatore, Bangalore, Mangalore, Jamshedpur, Mumbai and Chennai have launched initiatives for deployment of advanced communications systems, Metro networks, traffic management frameworks, smart meters, GPRS for solid waste management, online water quality monitoring, online building plan approval schemes, etc

Kalaripayattu- The Time Honored Treasure of the South

-Shreejita Roy

1ˢᵗ Year Commerce (2016-17)

Kalaripayattu from the word, 'Kalari' meaning battleground and bombat arena, and 'Payattu' that means method and art is the oldest form of martial art that originated in God's Own Country. Although the first reference to this form of arts is found in the Sangam literature between 300 BC-300 AD, it was officially recognized in Kerala around 1326 AD. Sage Agastya, a revered vedic sage is considered to be the prime mover of this warfare technique to fight the dangerous wildlife in 1500 BC.

Agastya taught martial arts to a few people just to manage wildlife while travelling. One their way to China through the Himalayas, these travellers had to face wild men and so they had to use the skills learnt for tackling animals to fight enemies. This paved way for evolution of Karate. Later, in India also this form of martial art was used to fight men. However instead of transforming the art in its basic principles, use of weapons like sword, urumi, spear, sheild, katar, machete, gada, trishul was introduced.

Buddhist monk, Bodhidharma (5th and 6th century) trained himself in Kalaripayattu and propagated the same in the Shaolin temples inChina. During his visit to these temples, he taught the Chinese monks this art, which further developed into the Shaolin Kung-fu. Thus, all the modern Asian martial art forms derive their roots from the practices and techniques of Kalaripayattu.

Nothing is True, Everything is Permitted

-Rishika Kumar

2nd year Textile Science,
Clothing & Fashion Studies (2016-2017)

A constant voice reverberates in my head,
Bursting my veins, gushing through my soul,
Is this the sound of delusion?
Delusion that appears like the ultimate truth
But wait, what is truth?
Is it the better side of a lie?
Or is it a lie which stands on the petals of a rose? And not
on its thorns?
But truth is harsh, like fire,
Which is the child of water,
Whose child is the child of fire.
But children are they all of God!
But wait, who is God?
Is he the guide to the truth?
The guide to the golden light?
But what is light? Is it the darkness I see?
The darkness that leads to death?
Death, which is the end of life, or is it the beginning of it?
This constant voice keeps ringing in my ears,
And asks me the answers to it all,
Asks me where I stand, and where I belong.
But wait, who belongs to whom in this world?
And the world belongs to whom?
Does God that rules? Or his children does?
Then, whose child is God?
This constant voice keeps pouring into my blood,
And shakes me up from inside.
The answer I searched was long ago granted
'Nothing is true. Everything is permitted'.

Sketches by
Simaran Hapani
1st year Human Development (Year)

GOING GREEN

Easy Ways Students Can Go Green

-Neha Agarwal

1ˢᵗ Year M.Com (2015-16)

5 easy ways that can help you go green and save money.

- **Take notes in class through the digital mode:** You'll save money on purchasing notebooks and paper if you begin to take down notes and all that you need to remember from the lectures electronically.

- **Using reusable bags:** Take reusable bags while shopping. Accepting plastic bags with every grocery trip can add up to a whole lot of garbage over a short period of time.

- **Nix Bottled Water:** Reuse old water bottles or purchase only those water bottles that you can refill and reuse. According to The Water Project, it's estimated that up to 80 percent of nix water bottles in the United States never get recycled. In addition, it takes three times the amount of water that's in a water bottle to manufacture the bottle in the first place!

- **Recycle/Upcycle:** Whether it's paper products, plastics or up cycling old items, it's important to think about which trash can be reused and thus saved from a landfill.

- **Power Down:** When you're not using appliances or you're not in the room, turn off lights and other electronic devices. An easy way to implement this is by connecting your electronics to a surge protector and flipping the switch when you leave the room. Bonus: your electric bill will thank you!

It's time you
go green to save green -
the planet and your wallet

Justice for Rape-
Is it Too Much to Expect?

-Ruchika Dadlani
2nd Year M.Com (2015-16)

The word rape is a four letter word, but is enough to horrify and destroy a woman. It could be a few minutes pleasure for the rapist, but is a death sentence for the girl. The marks of bruises on her body do not allow her to forget what hell she went through. After getting tortured for hours by one or many, the

world and the society doesn't allows her to breathe freely. Even if she tries to forget what happened with her, the society doesn't allow her to do so. Why is it so? Is it the girl who needs to be blamed? Why can't the society blame the person who committed the crime? Why can't it blame itself for providing a secured environment for girls?

Some people believe that it is the size of the clothes that tempts a man to commit the crime. Others believe that girls who party and drink are the ones who want to get raped. But men can drink and party till the wee hours. Also some agree that if a girl talks properly and smiles, it indicated she is willing and is available. But if she does not speak properly then it is her parent's fault for not teaching her basic etiquettes.

But facts are quite different from these unrealistic notions. In most of the cases, girls in covered up in clothing like kurti with leggings or sarees have got raped. How can then someone complain about her attire? Even infants and children belonging to the age group of 7 years to 12 years get raped. Does the size of a little girl's frock tempt a man to pounce on her and harm her? Not really.

The only question that haunts our minds is that, 'will there ever be a strict law applicable in the world against rape?' Our country has been developing and growing in all aspects, but when will it also develop the minds of its citizens. The country is implementing laws to go cashless and move towards remonetizing India; .but what about the infant who gets raped for hours and is left behind the bushes to die. Will the perpetrators of the crime be punished? Will there ever be a law to support the girls? Is justice too much to expect? This question will remain unanswered if we keep quiet. It is high time that Capital Punishment for such crimes become a reality in our society.

Autobiography of a Mannequin

-Shivangi Sipani

2nd year Textile Science,
Clothing & Fashion Studies (2016-2017)

Not a long time ago, I was the centre of everyone's attention at the Oberoi Shopping Villa. I was tall, graceful, and could put any Miss World to shame! But life, as they say, takes a good deal in return for what it bestows. And so my life was mercilessly cleft into two, when they detached my svelte lower body from my upper torso. But my heart! Ah they didn't see my heart! Where would my heart go?

They took my neck for the Cartier showroom, and my happiness knew no bounds! It seemed as though the years of waiting at the Mall had finally paid off! My beautiful neckline was now adorned with magnificent diamonds, pearls, rubies and emeralds! Oh what would I not do to live a human life! But then they used my shapely waist and glossy legs to display bikinis at the Chantelle store, and I was feverish at the thought of young lads staring hungrily at my body. I still feel ashamed and I feel alienated, it seems as though my lower body is not to be appreciated - it is merely to be used, for one's eyes to be feasted upon. Oh how terrible, terrible are these humans! I would never wish to be like them!

Then one day a young, charming girl took a fancy to the swimwear I was posing in. She wanted it, and as they stripped me of the cool fabric, I felt my eyes water. But alas, they could not see my tears. The floral design had become my favourite, my only solace in the hours of pain and angst, how, oh how could I give it away? But that day, I learnt another fact about life. Material comforts are never to be trusted fully, and life is about finding peace within oneself. But I am not a human; I am not evolved. I cannot control my feelings, and I cannot wish them away. Sometimes, when the stores shut down for the day, and the manager locks the door, I let out a sob - an almost inaudible sob. I yearn to be full again; I yearn for my body to become a whole. I yearn for the look of appreciation, I yearn for love. But I am helpless. I wipe my tears and I hope for good days to come.

Admissions OPEN

Admission

-Koninika Kundu
1" Year Commerce (2016-17)

Admission - One word, many interpretations and arguably the most important on any student's mind.

My experience on admission wasn't any different from others. The standard suggestions from aunts and uncles, who did not really care about you before your results, and the withering look thrown to you by your parents each time another proud parent spoke on how their child topped school. They spoke as if their child had achieved everything in life, but well that just might be sour grapes from my side. Nevertheless, filling out countless online forms is nobody's idea of fun.

It all starts out after the results come out, or sometimes even before that, and you start making a list of all possible colleges, some so outrageously unreachable that you mentally deem yourself unworthy before even checking its website. Even that can't be done in peace; the various advices coming from all sources and corners would make your spin. The first few days after your board results you become a superstar, your relatives and neighbours being the figurative paparazzi- hounding you every second of the day.

Your parents aren't of much help either. 'Oh, if you had only shown this much dedication to studies', is the done to death reply, and giving an annoyed look in reply isn't much of an option, considering you will receive more flak for that too. 'To fill or not to fill', is the constant dilemma in your mind. It is the first step into the real world, outside the bubble and hurled straight into the struggle that is life.

After all is said and done, we come to the final chapter - the lists. This is the root of each and every student's stress and palpitation. The unveiling of college lists one by one, is not far away from the nail biting mysteries of Agatha Christie novels, mind boggling and more often than not leaning towards horror.

Then finally comes the day, when you see your name on a list, hopefully in a college of your choice and you feel like you have never been so happy. There is shock, happiness, disbelief and satisfaction, all mixed into an enticing cocktail, bubbling in the pit of your stomach. They say a man's primary need is to feel accepted, and you've never really experienced that feeling until now, albeit in a different way than you had imagined.

The 'admission' time in our life is complex. You cannot help but feel you are growing old, and wishing you were back in school. But even in school you could not wait to start this new chapter of your life, the highly exciting and romanticized time, as stated by countless books and movies. In some cases, the admission procedure is a nightmare, but it is something that won't last for long, bad times rarely do. However it will always be a tale to be remembered, cherished and passed on.

Do you wonder why the college selection process is more complex & competitive than you remember?

Use Our Free Resources ➡

IT'S NOT A CRICKET MATCH....
IT'S WAR..

World T20 '16
-Sreyasi Banerjee

1ˢᵗ year Textile Science, Clothing & Fashion Studies (2016-2017)

It was cloudy since the morning. Weather forecast was such that there could be a storm. A 'Kal Baisakhi' or Nor' westers to be precise. What I didn't know was that the storm would be bounded only within a 22-yard ground. The match would be not between two teams; but between two branches of the same trunk.

We were singing our National Anthem. Suddenly, my voice cracked, the heart ached. My eyes glistened with tears, my cheeks were hot and tears rolled down. Perhaps, because they had to endure with forbearance a scuffle, not a match.

It isn't any ordinary cricket match. It is a match fought between India and Pakistan!

This match not only divides its audience, but divides the human race. It divides two thoughts, two hearts and two souls. It divides two lovers, an employer from his employees, two friends, two voices, two songs. This scuffle even divides two tear drops.

It severely pains me, to see how a match decides the victory of two branches of one nation that existed before independence.

It isn't a lethal fight abet with wooden bats and those string-leather balls. This battle consists of ten soldiers and one army general from each side of the two opponents; and they fight within a 22 yard pitch.
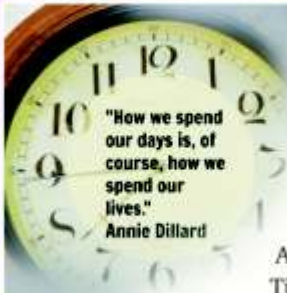

Esto no es solo un partido;
(This is not just a match)

Esta es una pelea de hecho.
(This is a scuffle indeed)

Tick Tock Tick Tock
-Aparna Bandopadhyay
1ˢᵗ Year M.Com (2016-17)

A brand new day
Tick tock tick tock
You grow, you learn
You take that walk
To get your fine diploma
Fond friends get left behind
Blink one eye
To keep a tear at bay
Tick tock tick tock

You get a job
Or first you go to college
Find a mate and settle down
Tick tock tick tock
Surprises come
So soon your first child's prom!
Blink both your eyes
Try not to cry
Tick tock tick tock

A grandchild's birth
And then a whole lot more
Folks you used to know
Have passed away
Tick tock tick tock
Blink back those tears
Of joy and pride
And also tears of pain
Tick tock tick tock

Changes happen
For the good and for the bad
You must adapt
Or fade. . . . . .
Tick tock tick tock
Sit back in your recliner
And simply close your weary eyes
There will be no more tears
To blink away

A Very Special Child
-Priyanka Kothary
1ˢᵗ Year M.Com (2016-17)

Please come closer
Please come closer
To see the ability
The skill the talent
My child holds
Please come closer
To touch his cheek
Please come closer
To know how innocent he is
Please come closer
And please don't stare so
Please come closer
Please come closer
You don't have to speak
Come a little closer
Just touch his cheek
And when you do
You will see
This sweet, sweet child
Is no different
than you or me

Every child is unique

BECAUSE EVERY CHILD IS SPECIAL

JDBI
TIMES 2015-17

College Life
-Shriya Khanna
1st Year M.Com (2016-17)

Stepping into a new life where
one faces oneself
Some consider everything a race
and chase after them all,
While others find it difficult
to even tie their shoe lace.
Many here care for you,
but you care for a select few
Lots of leisure, lots of pressure
In the midst of which, some search for treasure.
The greatest invention being the headset
without which no one's heads are fit
More sleep, less work, but still
feeling tired every other minute.
Sudden decisions rare output
even doesn't care for taking next
More dance, more wishes,
Many exams and tests
Suddenly, when you look back
the poster says 'The End'
The 35040 hours of these four years
are just like the three hours of a movie
Passing by in the snap of your fingers
leaving behind many a memory that lingers

Things end.
But memories
last forever. ♥

Lost a Friend
-Jagriti Jain
1st Year Commerce (2015-16)

While scrolling through the contact list,
I found so many yet no one
realized that you were long gone
The shoulder to lean on, the hand to pull along
My smile so real, yet so forced
The eyes wide open, but mind so close
The heart aching, the soul still healing
The questions left unanswered
Urge to know, but scared to learn
Leading to new beginnings, holding on to the past
Reality so true, why so harsh

Agony
-Ramit Bajoria
2nd Year Management (Year)

One step, two steps, a whisper and a zephyr. Glance around, who's there!

A silhouette? No that's just me.

A chill runs up and down my spine,

Should I really feel this safe?

But its him a friend for comfort….

Or maybe not? A smile a touch, relaxing but what is he

Thinking of?

My heart stops pounding, my muscles relaxed

And comfort is finally found.

A touch, a smile and then persistence,

My comfort has flown away the pain.

The stench, the look of hate in his eyes,

Its finally over and now blackness has come over me

One steps, two steps, a whisper and a zephyr.

A void of despair, I feel as if I'm plagued with a disease.

Violation, pain, hate and guilt, they now enter into this world of despair.

What to do? Where to go? Who can help me now? Comfort, relaxing I do not know these words.

Embarrassment, despair where's a shoulder to cry on.

Who to trust now? Is he still out there? What is left of my soul?

I really don't know……………. But **DO PEOPLE CARE?**

Old Times' Sake

-Ramit Bajoria

2nd Year Management (2015-16)

No stories, no beautiful thought,
Just a tribute to the times we fought.
Try to understand what I try to say,
A few more days, then we part our ways.
There will be no insane talking,
No crazy things;
Our meetings would be dependent on a mouse's click,
The parties would be corporate,
The innocence would be lost,
We would be earning - But at a friend's cost!
We would be professionals,
We wouldn't be the same.
Then what I'm writing now would be nothing but a few words for old times' sake.
Though we've been together since the start,
I wonder how many of us will still be in each others' hearts?
We have been best friends for so long,
But still our friendship wouldn't be as strong.
Moving ahead in our lives,
Would we still fight for a pen with which to write?
Would we still smile at the stupid things we did in our time?
I know we'll all be happy in the end.
But I wonder would you still call me a friend?

Elementary school, 30 friends.
Middle school, 20 friends.
High school, 10 friends.
College, 3 real friends.

Where Evil Meets Innocence

-Rishika Kumar
2nd year Textile Science,
Clothing & Fashion Studies (2016-2017)

Look over there, what do you see?
The binding clutches of the bright sun or the darkness set free?
The scented flowers dancing sprightly in the breeze?
Or the lurking shadow fleeing right behind the trees?
The laughter of a little child whose eyes begin to speak?
Or the festering leg she carries with her, which now begins to reek?
A joyous bird whose song spreads love?
Or the sound of a bullet that brings down the dove?
The sweet little girl who sits on the sand?
Or the raven she holds in her tiny little hand?
Look beyond the horizon, beyond the light that reigns.
And you shall see the line, where Evil meets Innocence...

Yes I Live

-Sreyasi Banerjee
1st year Textile Science,
Clothing & Fashion Studies (2016-2017)

With a Soul of an Angel,
And Skin of a Demon, I live.
With the Petal-like Tongue
And Thorn-like Tooth, I live.
With those Starry Eyes
Covered by the heavy Cloudy Lids, I live.
With a pair of them Feminine Palms,
And Knives-like Nails, I live.

With My Foot, so strongly grounded
And Claw-like toe fingers, I live.
With those Icy-cold rhythmic Bosoms,
Which when touched freezes the hand, I live.
With a Heart as Space,
And Head towering high like Pine trees in
dense forests, I live.
With an Inner Mystery within
Never Unraveled;
And Body like the Knights, I live.
Yes, I live!
Before anybody leaves,
I leave to live.

चिडीया हूँ मै.

-Anonymous

चिडीया हूँ मै.
त् कयो चाहती मुझे नहीं है माँ?
बापू को कर्यों पयार करने से रोकती है माँ तू?
भाई को चूमने से मना कर्यों करती है तू माँ?
तू भी तो बेटी किसी की, पतनी ईनकी और मा हमारी,
कर्यों घबराती है चिडीयाँ की माँ कहलाने से?
तूझे नही सताउगी, माँ
घर मे आँच न आने दूंगी मा मैं,
भईया के खलिौने नहीं छुडाउगी मैं मॉ,
बापूजी को मेले से गुडा-गुडी नही लाने बोलूगी माँ, मै!
वधियालय के करचे के बोझ मैं अपने ही उठाउगी,माँ
सखी-सहेली के साथ गडा-गुडी का बयाह नहीं रचाउगी मैं, माँ!

कर्यों ,माँ कर्यों?
कर्यों हचिकचिाती है तू अपना कहने से मुझे, हे माँ
तूझे और बापू को दहेज का भय है,माँ?
माँ अपने पैसे से ही कर लुंगी बयाह अपना,
नही खेलुगी तेरे साड़ी, बिदिया और बापूजी के मूछो से!
माँ कौन बाधेगा राखी भईया को?
तू किसका देगी कनयदान, माँ?
तू भी तो बेटी है माँ, चिडिया को लगा ले गले से अपनी, माँ
तेरी चिडिया नहीं वादा तोडेगी अपना, माँ
बापूजी समझाओ न माँ को!!
तेरी चिडिया

Annual Day, 2016

The Annual Day, 2016 was hosted on 12th March 2016 at Vidya Mandir, and was graced by Mr. Vivek Kumar (IAS, Principal Secretary, Higher Education Department, Govt. of West Bengal) as the Chief Guest. Meritorious students from all departments were awarded and students put-up a cultural medley of dances and songs.

Annual Day, 2017

The Annual Day, 2017 was hosted on 5th January 2017 at Vidya Mandir and was graced by Mrs. Tanusree Shankar-leading Dancer & Choreographer as the Chief Guest. Students, faculty and administrative staff put-up songs, dances and a skit.

Medley of Songs by Students, Teachers & Administrative Staff

Mr. Pramit Pal Choudhury, Foreign Editor-Hindustan Times as the Chief Guest

Commercio Conclave, 2016

The Department of Commerce organized their 2nd Annual Inter-college Business Convention, Commercio Conclave 2016 with the theme of "Business Beyond Boundaries" on 27th & 28th January 2016. Eleven colleges participated in the nine events. Mr. Pramit Pal Choudhuri, Foreign Editor with the Hindustan Times graced the occasion as Chief Guest. The two day fest ended with a Fusion-Rock performance by Wagah Road.

360° View- Block & Tackle

Madvertising

It starts with an Idea-B-Plan

Times Square (Newsletter)

Fusion Rock performance by Wagah Road

Mr. Suresh Gopinath Menon, VP & GM (East) TCS as the Chief Guest

Commercio Conclave, 2017

The Department of Science & Commerce organized the 3rd Annual Inter-college Business Convention, Commercio Conclave 2017 on 25th & 26th February 2017 on the theme Digitization will change the face of India. Mr. Suresh Gopinath Menon, Vice President and General Manager – Eastern Region, Tata Consultancy Services graced the occasion as Chief Guest. Sixteen colleges participated in the events that were evaluated by a panel of eminent jury.

Madvertisting (Advertisement)

Arjuna (Best CEO)

Corporate Attitude to Contribute
(CSR Initiatives of Business Houses)

It Starts with an Idea (B-Plan)

360° View: Speak and Contradict
(Block & Tackle)

Award Winner

Verve, 2017

1" edition of Inter College Cultural Fest, Verve 2017 was also jointly organized with Commercio Conclave 2017 on 25th & 26th February 2017. There were altogether 10 events ranging from knowledge and memory testing competitions to several cultural and art-based ones. Events included Fire Gas Cooking, No Gas Cooking, Jewellery from E-waste, Make-up, Rangoli with a Difference, Paper Craft, Cartooning, Street Play, Debate, Quiz, Antakshari, Western Dance, Fashion Show and Photography

Students raised a sponsorship of Rs. 7.97 lacs in cash. More than 80 companies sponsored this event with Shyam Steel being the Title Sponsor; Inox as the Multiplex Partner; 91.9 Friends FM as the Radio Partner; Siti Cable as the Cable Partner; Accord as the Outdoor Partner AKG as the Artist Sponsor and Powered by The Telegraph. The two day fest ended with a performance by DJs Amit, Bhavesh and Punit

Paper Artistry (Paper Craft)

JDBI
TIMES 2015-17

Matermind (Quiz)

Repartee (Debate)

Suron Ki Jugalbandi (Antakshari)

Beat Street (Western Dance)

Caricature (Cartooning)

Spotlight (Street Play)

Conundrum- The Mystery (Fire Gas Cooking)

Healthy Passion (No Gas Cooking)

Through the Lens (Photography)

Face Time (Make-up)

Bejewelled (Jewellery from E-Waste)

Atrangi (Rangoli with a Difference)

Panache (Fashion Show)

ANNUAL MAGAZINE 2015-17

Invictus, 2016

Inter-college Management Convention – INVICTUS'16 was held during February 5th to 7th 2016. The inauguration programme was held at Vidya Mandir Auditorium. It was an endeavor to bring together students of different colleges to display their talent on a common platform. Around 24 renowned colleges of Kolkata, such as St Xavier's College, Scottish Church, Bhawanipur Education Society, Techno India, Jadavpur University, IIHM, NSHM, J.D. Birla Institute and many others participated for the fest. The Chief Guest was Mr. Atri Bhattacharya, IAS, Principal Secretary, Information and Cultural Affairs - Govt. of WB and the Guest of Honour, Mr. Kaushik Bhattacharya, Location Head, IBM Kolkata. Students managed to create a buzz all around the city by putting many hoardings in different parts of Kolkata, advertising through t2 in The Telegraph newspaper. The students collected the fund for the entire event.

Invictus, 2017

The 3rd edition of the inter-college management event, Invictus, 2017 was organized on 10th-12th February 2017 and encompassed different management games on Finance, Marketing, HR, Entrepreneurship, Stress Interview, Live reporting, advertisement design, Quiz contest, Extempore, Debate, Creative writing, Photography. The Chief Guest was Mr. Atri Bhattacharya, IAS, Principal Secretary, Information and Cultural Affairs - Govt. of WB.

Efflorescence (Chintz)
Coromondel (Kalamkari)
Nilbidroha (Indigo
Mackintosh (Pl
Tantubaya (C   chas)
Sp   am

Graduating Fashion Show, 2016

Eminent Panel of Jury

Students of the TCFS Department organized their final year Graduating Fashion Show, Kaleidoscope on 11th March, 2016 at VidyaMandir Auditorium. Fashion designer, Agnimitra Paul was the Chief Guest and Prof. I.N. Choudhuri, a learned academician was the Guest of Honour. Prof. Binwant Kaur, Director, NIFT Kolkata, Mr. Rohan Arora, footwear designer and Mr. Adarsh Makharia, designer, Osaa were the jury members. Nine ensembles were showcased by the students: Efflorescence, Coromondel, Nilbidroha, Mackintosh, Tantubaya, Spider's Web, Camouflage, Aquamarine and Pretty Damsels.

A special performance by students of Ramakrishna Mission Blind Boy's Academy was organized and the B.Com students presented Undulation, a symphony of unconventional instruments. A sponsorship of Rs 55,000/- was raised in cash and SITI cable covered the event live.

Camouflage (Tattoos)

Aquamarine (Aqua)

Mackintosh (Plastics)

Efflorescence (Chintz)

JDBI
TIMES 2015-17

Tantubaya (Gamuchas)

Coromondel (Kalamkari)

Pink Damsels (Barbie)

Spider's Web (Macrame)

Nilbidroha (Indigo)

Eminent Panel of Jury

Sayantan Sarkar   Ms. Paromita Banerjee   Ms. Reshmi Mitra   Dr. Mrs. M.M. Hundekar

Graduating Fashion Show, 2017

Students of the TCFS Department organized their final year Graduating Fashion Show, Kaleidoscope at Birla High School Grounds on 19th February 2017. Sri Hirdyesh Mohan (IAS), Principal Secretary, Technical Education & Training Department, Govt. of West Bengal graced the occasion as Chief Guest and Ms. Sabina Pandey, Regional Director, Indo-German Chamber of Commerce was the Guest of Honour. Students displayed nine collections, each comprising of 11 designs: Virangana (theme inspired from the costumes of the Rajputana); Extra Terrestrial (theme inspired from the Science Fiction - ScFi); Bedouins of Kutch (theme inspired from the Lippan Art of Kutch); Polytopes (theme inspired from various Geometrical Shapes); Labyrinth (theme inspired from the Wires); Space Odyssey (theme inspired from the Celestial Bodies); The Fall (theme inspired from the Autumn Season); e- Odpady (theme inspired from the E-waste) and Garad – Reinvented (theme inspired from the Garad Saris of Murshidabad)

The competition was judged by Mr. Sayantan Sarkar (Fashion Designer), Ms. Paromita Banerjee (Fashion Designer), Ms. Reshmi Mitra (Film Director), Dr. Mrs. M. M. Hundekar (Principal, School of Fashion Technology, Pune) and Ms. Shweta Agarwal (Proprietor – Shweta & Designer Head-Unicraft International and an alumnus of the college). A special performance was organized by Jaipur Virasat Foundation on Phad Paintings. The event was covered, live by SITI Cable & Taaza TV.

The Fall

Virangana

JDBI
TIMES 2015-17

Garad Reinvented

Labyrinth

Polytopes

Space Odyssey

E-Odpady

Bedouins of Kutch

Extra Terrestrial

Independence Day

70th Independence Day was celebrated on 15th August 2016 with the theme "Yaad Karo Qurbani" as suggested by the Human Resource Development, Govt. of India.

The 69th Independence Day was celebrated at the Main Campus and was attended by 702 students from the Depts. of Science and Commerce and 41 students from the Dept. of Management apart from all faculty and other staff members on 15th August 2015.

Basant Panchami Celebration

Basant panchami was celebrated on 13th February, 2016 and was attended by the 346 students

Basant Panchami was celebrated on 1st February 2016 and was attended by 454 students.

Fresher's Welcome

A Fresher's party was organized for first year B.Sc and B.Com students on 7th August, 2015 at the college campus. 555 students attended the event and the programme was simultaneously held at the Student's Recreational Zone and the College Auditorium to distribute the crowd. FSNM students baked 700 nos of red velvet cupcakes for the guests.

Fresher's Party, 2016 with the theme of Social Network was organized by the Departments of Science & Commerce on 29th July 2016 at the College campus. 563 students attended the event, which was held separately, but simultaneously for the Science and Commerce departments in the college auditorium and students' recreational zone.

2016 **FAREWELL PARTY**

A Farewell Party was organized for the outgoing students on 22nd April 2016 at Punjabee Bradree.

2017 A Farewell Party was organized for the outgoing students on 28th March 2017 at BHS Grounds. 666 numbers of student (387 Commerce & 279 Science) attended in the event.

Fresher's Welcome (Management) 2016

The second and the third year students of the Department of Management of J. D. Birla Institute, organized a FRESHERS' WELCOME programme for the new batch of 2017-20. The celebration was held on 3rd August 2017 around 4:00 PM at the Vidya Mandir auditorium. The entire concept and programme was planned by the students themselves.

The inaugural lamp was lit by our Secretary General, Ms. Rita Bibra & our Director, Dr J. N. Mukhopadhyaya.

Farewell (Management) 2017

All the students, of the Department of Management of J. D. Birla Institute, organized a "Farewell Party" for the BBA batch 2013-16. on 11th May 2016 at Silver Spring Arcade. The entire concept and programme was planned by the students themselves. Fund for the programme was also arranged by them.

Team Building 2016-17 at Sonar Bangla, Nawpala, Orphooly, Bagnan, Howrah, West Bengal

Walkathon on International Women's Day, 2017

Annual Sports (Science & Commerce) 2016

Finals of outdoor events for Annual Sports, 2015 were organized by the Science & Commerce Departments on 21st November 2015 at SAI (Sports Authority of India) Complex Kolkata. Shri Surajit Kar Purkayastha, Commissioner of Police, Kolkata was the Chief Guest. Special Sports were arranged for the underprivileged children during the college Annual Sports on 21st November, 2015. 70 Children belonging to 8-12 years of age from the following NGO's participated in the sports: Hope Kolkata Foundation, Save the Children, Howrah Mahila Sammilani, Ektara, Child in Need Institute (CINI), Disha Foundation & Sahay.

Annual Sports (Science & Commerce) 2017

Annual Sports, 2017 was organized by the Science & Commerce Departments on 19th January, 2017 qt Mohun Bagan Athletic Club Ground. Shri. Saradindu Mukherjee, Former Indian Cricketer was the Chief Guest. The NSS-Wing and Helping Hands of the college also organized a special drill for underprivileged children during the event from Hope Foundation, Ektara, Child In Need Institute (CINI) and Save the Children.

Annual Sports (Management) 2016

The Management Department organized their Annual Sports on 22nd January 2016 at SAI (Sports Authority of India) Complex Kolkata. Mr. Manoj Tiwari - the renowned cricketer was the Chief Guest and Mr. Manmeet Singh Goindi – the Regional Director of SAI was the Guest of Honor. Children from "Save the Child" also participated.

Annual Sports (Management) 2017

The Annual Sports Meet 2017 was organized by the Department of Management on 28th January 2017 at Sports Authority of India (SAI) complex. The inauguration programme was graced with Brigadier S. Ramakrishnan, Deputy Director General (Signals), as the Chief Guest and Mr. Indrajit Bhalotia, past National Champion & Asian Tour Golfer was the Guest of Honor. 20 children from NGO "Save the Child" participated in the programme.

Birla Premier League 2017

5th edition of Birla Premier League 2017, the annual intra-college football tournament was organized by the Dept. of Management on 1st March 2017 at Silver Spring Club.

Birla Champions Cricket League 2016

Birla Champions League, an inter-college Cricket tournament was organized by the Management Department at Silver Spring Kolkata on 4th September, 2015.

Birla Champions Cricket League 2016 was again organized by the Management Department at Silver Spring Kolkata on 7th September, 2016.

Indoor Games (Science & Commerce) 2016

Indoor games competitions (Carom, Chess & Sodoku) were held on 16th November 2015 & 17th November 2015 at the college campus where students along with faculty members, administrative and Group-D staff participated.

Indoor Games (Science & Commerce) 2017

Indoor Games Competitions (Badminton, Carom, Chess & Sodoku) were held On 9th And 10th January 2017 at the Main Campus for students, faculty, administrative and Group-D staff.

Intra-department table tennis tournament was held from 10th to 25th January 2017 for Management students.

Indoor Games (Management)

Basketball

An intra-departmental basket ball tournament was conducted from 5th to 9th October 2015 to at the BHS playground.

An inter-college tournament was organized on the 1st & 2nd February, where colleges like St. Xavier's and Bhowanipore Education participated.

An Inter-college Basketball and Volleyball tournament was organized by the Management Departmenr at the BHS playground on 6th-8th February 2017. Students from renowned colleges like St. Xavier's, Bhowanipore Education Society, EILM, NSHM etc participated.

Table Tennis

Intra-departmental Table Tennis Tournament was organized for the Management students on 6th January 2015.

An inter-college Table Tennis Tournament was organized on the 5th & 6th February 2015, where colleges like St. Xavier's and Bhowanipore Education participated.

Intra-department table tennis tournament was held from 10th to 25th January 2017 for Management students.

Volleyball and Throwball

Inter-Semester Volleyball tournament was held between 8th to 10th August, 2016 and again from 2nd to 4th August 2017.

Inter-semester throwball tournament for girls was organized from 22nd to 26th August 2016 and again from 10th to 17th August 2017

Badminton

Intra-department Badminton Tournament was organized for the Management students on 15th March 2016.

Annual Picnic 2016

586 Commerce students and 307 Science students along with faculty members undertook their annual picnic on 29th and 30th January 2016 respectively at Akanto Apon Garden House located at Bishnupur (South 24 Parganas).

Annual Picnic 2017

350 Science students and 425 Commerce students along with faculty members undertook their Annual Picnic on 20th and 21st January 2017 respectively at Green Valley, Dingal Pota, Dakshin Jagatdal, Kolkata.

Food Science & Nutrition Management

2015

3rd year FSNM students undertook an educational excursion to Lucknow from 30th October to 5th November 2015.

Akshyapatra, Lucknow (UP)

Gyaan Milk Factory, Lucknow (UP)

IIHM, Lucknow (UP)

Hargaon Sugar Mills, Sitapur (UP)

2016

3rd year FSNM students accompanied by two faculty members undertook an Educational Excursion to Jaipur - Ahmedabad from 13th October to 21st October 2016.

Akshayapatra, Jaipur (Rajasthan)

Amul, Anand (Gujarat)

Morarka Organic Food Ltd., Jaipur (Rajasthan)

Vadilal Industries Ltd., Ahmedabad (Gujarat)

Textile Science, Clothing & Fashion Studies

2015

3rd year TCFS students undertook an educational excursion to Banaras from 28th October to 4th November 2015.

Banaras Brocades, Banaras (UP)

Wood Carving, Banaras (UP)

Patodia Carpets, Badhoi (UP)

Rug Making, Badhoi (UP)

2016

3rd year TCFS students undertook an Educational Excursion to Jaipur - Ahmedabad from 13th October to 21st October 2016.

Arvind Mills, Ahmedabad (Gujarat)

Block Printing, Sanganer (Rajasthan)

Dabu Printing, Bagru (Rajasthan)

Patola Saree, Patan (Gujarat)

Interior Designing

2015

3rd year ID students undertook an educational excursion to Lucknow from 30th October to 5th November 2015.

Hotel Surya, Varanasi (UP)

Parshvanath Jain Temple, Varanasi (UP)

Radissson Hotel, Varanasi (UP)

Kutti Vihar Temple, Sarnath (UP)

2016

3rd year ID students accompanied by two faculty members undertook an Educational Excursion to Jaipur - Ahmedabad from 13th October to 21st October 2016.

Blue Pottery, Jaipur

Heritage Walk, Ahmedabad

Rani Ki Baw, Pattan (Gujarat)

Samode Palace, Samode (Rajasthan)

Human Development

2015

3rd year HD students undertook an educational excursion to Banaras from 28th October to 4th November 2015.

Varanasi Welfare Society, Varanasi (UP)

Naw Vani School for Hearing Impairment, Varanasi (UP)

SOS Children's Village, Varanasi (UP)

Asha Trust, Varanasi (UP)

2016

3rd year HD students undertook an Educational Excursion to Jaipur - Ahmedabad from 13th October to 21st October 2016.

Manav Chetna, Ahmedabad (Gujarat)

DISHA - A Resource Centre for Multiple Disabilities

Mahavir Viklang Kendra, Jaipur (Rajasthan)

SEWA, Radhanpur (Gujarat)

Murshidabad, 2015

Final year Textile Science, Clothing & Fashion Studies and Interior Designing students undertook and educational excursion to Murshidabad on 23rd & 24th January 2016 and participated in the Murshidabad Heritage Festival.

Bangkok, 2017

Students from B.Com, B.Sc (HD) and M.Com accompanied by faculty members undertook an International Trip to Bangkok & Pattaya from 24th June to 28th June 2017. During the trip students also visited Kasem Budit University at Bangkok, one among the top private universities in Thailand with over 20,000 students.

Chalsa, North Bengal

Team Building Excursion was organized for 1ˢᵗ year Management students to Chalsa, North Bengal on 24ᵗʰ to 28ᵗʰ November, 2016

Book Exhibition

The LRC (Main Campus) organized a Book Exhibition-cum-Sale on 26th to 27th September 2016. Eminent librarians from reputed colleges & institutions (ISI - Kolkata, American Center Library, British Council Library, Indian Museum, Presidency University and many others) participated in Reading Habits in the Digital Era, a Study Circle and shared their opinions and gave suggestions. Books on a wide variety of subjects were exhibited by 13 leading publishers, distributors and sellers both from Kolkata and Delhi. The event was covered by Channel-10.
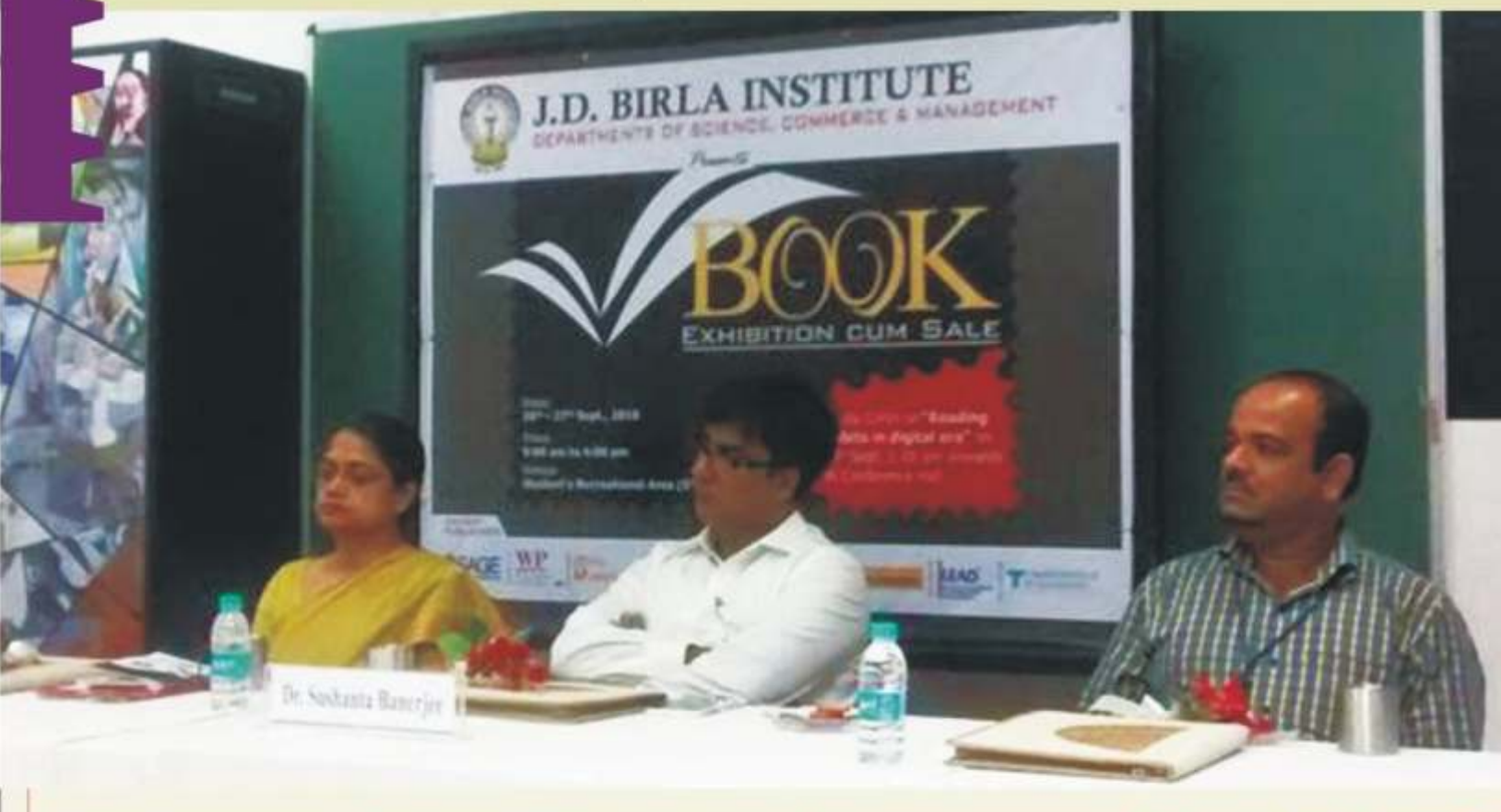
LRC (Satellite Campus) organized a book exhibition on 6th July 2015 where leading publishers like Mc Graw-Hill, Oxford University Press, Sage Publications, S. Chand and Prentice Hall of India participated.

LRC (Satellite Campus) organized the book exhibition on 22nd of June 2016 where leading publishers like Mc. Graw-Hill, Prentice Hall, CBS, Scientific International, New Age International, Sage Publications participated.

Khadi Day Celebration

Khadi day was celebrated by the TCFS department on 1st October, 2015. Students put-up an exhibition on Khadi that was inaugurated by Shri Guar Chandra Basak - Director of Tantuj and Proprietor of RMGC Basak, bulletin board displaying the latest news on Khadi, screening of a film by Bharatbala Production, street play on 'Khadi Humara Gaurav', inter-college quiz competition on 'Khadi & Indian Textiles' and a fashion show on Khadi. Several lectures were also organized:

a) Khadi' by Dr. Saumen Mapdar, Officer In-charge (East Zone), Office of Textile Committee, Govt. of India, Ministry of Textiles

b) KVIC and Khadi Activities' by Mr. P. Bhattacharjee, Asst. Director (EZO) and Mr. K.C. Roy, Asst. Director, State Office, Kolkata

c) Khadi' by Ms. Shweta Agarwal, Designer - Unicraft Creative

d) Khadi in Denims' by Mr. Rajesh Dudeja - Founder Denim Club India

All students and staff members of the college were encouraged to wear was Khadi.

Students of the TCFS Department put-up an exhibition on silk saris and handicrafts of Murshidabad during the World Heritage Week organized by Victoria Memorial and Murshidabad Heritage Development Society on 23rd November 2015 at the museum to commemorate the resurgence of the 17th century Sherwali community of Murshidabad.

TCFS students put-up an exhibition of Balucharis and Garads at the Kathgola Palace, Murshidabad during the Murshidabad Heritage Festival 2016 organized by Murshidabad Heritage Development Society on 23rd & 24th January 2016. Print-outs of some rare Balucharis designs from the TAPI collection of Mr. Praful Shah and Ms Shipa Shah of Garden Vareli, Surat were also displayed by the college. Students also put-up a Fashion Show on Costumes on India and Khadi. Visitors at the Palace were highly appreciative of both the exhibition and the show put-up by the students.

Students of the TCFS Department organized an exhibition on "Khadi Re-invented" at Suruchi a well known fashion store on Park Street on 3rd and 4th March 2017.

NSS Camps-2015-16

NSS Cell under Jadavpur University organized a 6-Day Children's Camp from 28th March to 2nd April 2016 with an aim to spread awareness on personal hygiene and environmental cleanliness.

Two hundred and fifty-two children in the age group of 8 to 15 yrs from Save the Children, Disha Foundation and Ektara participated in the camp. NSS volunteers visited slums at Katakpukur slums (Majerhat ward no 79), Mallickpara (near Silverspring at E.M. Bypass) and Cool Berth slums at Mominpur conducted an interactive session on personal and environmental cleanliness and importance of clean drinking water. Painting competition and story writing competition was organized at the college campus for children from Ektara. NSS volunteers interacted with the children at the college campus and spoke on importance of friendship and unity. This was followed by a workshop on making friendship bands using macramé technique.

Volunteers teaching Importance of Hygiene in the slums

Distribution of Hygiene Kids to the slums childrens

Drawing Competition organized in the campus for slum childrens

Story telling session conducted for slum childrens

Volunteer teaching how to make friendship band

Team bonding between the participants & the volunteers

NSS Camps-2016-17

Department of Commerce in association with the NSS Cell organized a seven days camp with NGO, Sahay from 24th March to 31st March 2017. NSS volunteers from the department in visited slums at Ward No. 28 Narkeldanga, North Road.

Difference between Safe & Un-safe touch

Making Bags from old newspaper

Teaching techniques of Self Defense

Teaching Basic English

Teaching Meditation & Yoga

Team bonding between the participants & the volunteers

Awareness Campaigns

To sensitize young boys on gender issues the FSNM Department in association with the Helping Hands - Social Activity Club of the Institute organized a cooking workshop for forty Class-VIII boys of Birla High School on 8th April 2015.

Prof. Ashish S. Verma Pro-Vice Chancellor of Jadavpur initiated the Clean Campus Drive under the Swacch Bharat Abhiyaan on 5th May, 2015.

To sensitize students on women's issues, over 1300 students, faculties and administrative staff members from the Main Campus watched Pink at INOX Movies on. The event was covered by The Telegraph (T2).

The HD Department celebrated International Women's Day on 8th March 2016 where Prof. Ranjana Kumari, Director, Centre of Social Research & President, Women Power Connect, New Delhi gave a talk on "Women & Law". Representatives form NGOs, Apne aap Women Worldwide, Ankur Kala Kendra and Disha Foundation were invited to display their products for sale at the campus. A Bulletin board with recent newspaper articles on women's issues was also prepared by the students.

HD Department organized a silent walk on the theme, "Be Bold for Change" on the International Women's Day on 8th March 2017. Ms. Sudeshna Roy, Indian Film Director, Actor and Writer was the Chief Guest. 437 students along with faculty members and administrative staff participated in the walk. Students from 3 other colleges and 2 NGOs (Karma Kutir & Sanlaap) also participated. A sponsorship of Rs. 1,80,000/- was raised in cash. Austin Plywood was the Style Partner who sponsored 528 T-shirts. The event was hosted in association with T2. Other Media partners were Press Trust of India (PTI), Aaj Tak, India Today, Jansatta, Dainik Prayag, Sanmarg and The Echo of India.

Outreach Activities

The college celebrated the International Day for the Elderly during the Joy of Giving Week on. This initiative was taken by the students of the Science & Commerce Departments to promote love and respect for all senior citizens of our country. Under the theme, 'You are not Alone', we care students visited Little Sisters of the Poor and Ananda Ashram (Gobindapur), entertained the elderly and distributed bath towels. Under the theme, 'I Love You Grandma and Grandpa' they invited their grandparents to the college and entertained them with a short programme and innovative games.

Special Sports were arranged for the underprivileged children from several NGOs during the college Annual Sports on 21ª November 2015.

The NSS-wing and Helping Hands of the college also organized a Special Drill and some track events for underprivileged children during the college Annual Sports on 19th January, 2017. Children belonging to 9-11 years of age from Hope Foundation, Ektara, Child in Need Institute (CINI) and Save the Childrenalso participated.

Mr. Bobby Chakraborty, Actor and Activist educated the Management students on the ill-effects of drug and alcohol abuse on 2nd February 2017.

WELCOME

TO

J.D.Birla Institute
Department of Management

Blood Donation & Health Check-up Camps

Blood Donation Camp was organized by the Department of Management in association with Lion's Club on and 80 students donated blood.

Voluntary Blood donation camp was organized on 11th April, 2017 by the Department of Management in association with Lion's Club and more than 60 students donated blood.

Blood Donation Camp by Science & Commerce Departments in 2016

Blood Donation Camp by Science & Commerce Departments in 2017

Eye Check-up Camp by Science & Commerce Departments in 2017

Dental Check-up Camp by Science & Commerce Departments in 2017

Nature Club at the main campus put-up eco-friendly vertical landscaping and several murals made from e-waste at the college premises in.

A couple of Clean Environment Drives were organized by Management students in association with Lions Club of Kolkata in.

A apart of the green imitative, a Kitchen garden was set-up at the college premises. Tomatoes, green chilies, spinach and coriander were planted.

Winner of Master Chef India, Season 5 by Kirti Bhoutika, FSNM student (Batch 2013-2016).

3rd position in IMA (The Association of Accountants and Financial Professionals in Business) Case-study competition on 'Jenny's Cycle Components' based on the problems of Supply Chain Management and Finance organized by Miles Education for Institute of Management Accountants (IMA), Dubai by Commerce students. The team received a cash prize of USD $ 500 along with a Certificate of Achievement.

Best Research Poster at International Conference on Textile & Clothing: Present & Future Trends organized by University of Kolkata.

1st prize in the Social Venture Category at the Start-up Weekend Kolkata organized by IIM Calcutta on by Management students.

All India 1st position in Residential Space Design category organized by the Society & Interiors on 16th April 2017 by ID students.

Best Performer Student award at Hyatt Regency Kolkata by DIA's DIALOGUE during their 2nd edition book launch on 30th July 2016 by Priyamvada Lohia, 3rd year ID student.

1st and 2nd position in the Commercial Space Design category and 3rd position in the Residential Space Design category in a Eastern Zone Design competition organized by the Society Interiors on 26th February 2017 by ID students.

1st prize in the Commercial Space Design category and 2nd prize in the Residential Space category at the Eastern Zone Inter-College competition organized by the Society & Interiors on 28th February 2016 by ID students.

Sports

Runner-up Trophy in Futsal organized by ILEAD, Inter-College Sports Fest, Adrenaline 2017 on 24th February 2017 by 1st year B.Com students. (Futsal, is a variant of association football played on a hard court, smaller than a football pitch, and mainly indoors within a limited time frame).

Best Discipline College award at the BRC Inter College Rowing Championship 2017 organized by The Bengal Rowing Club on 17th and 18th February 2017.

Participation in the BRC Inter College Rowing Championship 2017 organized by The Bengal Rowing Club on 17th and 18th February, 2017 and stood 4th amongst nineteen teams from colleges across India by B.Sc and B.Com students.

Rajya Puraskar award for the year 2015-16 under Bharat Scouts & Guide received on 29th July 2016 by Sreyasi Banerjee, 1st year TCFS student.

1st and 2nd position in the Inter-College Badminton competition organized by ILEAD at Inter-College Sports Fest, Adrenaline 2016 on 26th & 27th January 2016.

TEE OFF, THE TOLLY WAY

Geetika Ahuja, M.Com student was the overall winner of the 36th Taj Bengal Golf Trophy 2017 organized by Tollygunge Club.

Ms. Ahuja has also bagged the following prizes at several Golf Tournaments.

a) Overall 3rd position at the Tollygunge Ladies Amateur Golf Championship 2016 held in 5th - 7th January, 2016.

b) Overall 2nd position along with the 2nd position for Team at the Tolly Cup 2016 held on 30th January, 2016.

c) Winner on Day-1, Runners-up on Day-2 and Overall 2nd position at the Taj Trophy 2016 hosted by Taj Bengal on 4th - 5th February, 2016.

d) Overall 3rd position at the Friendship Cup 2016 organized by the Tolly Club held on 28th February, 2016.

Om Kaul & DL Thapar

Arnab Basu & Sabyasachi Bhattacharya

Vice-Admiral Satish Soni; (right) Geetika Ahuja

Karan Verma & Gurkirat Singh; (right) Anit Mukerji

Mallika Murarka, M.Sc (HD) student won the Runner Up position in the Gold's Cup 2017 organized by the Calcutta Ladies Golf Club on 18th March, 2017.

Drama, Dance & Music Contest/Fest

Universal Rang Mohotsav 2016

Sanskritik Academy

Sanskriti Vibha Dehradun, Uttarakha

Supriya Chaturvedi, 3rd year HD student won 2nd prize in Kathak Dance at the 14th Universal Rang Mahotsav 2016, an all India Competition of Dance & Drama, held on 30th December, 2016 at Dehradun, Uttarakhand by She represented the State of West Bengal.

world Record

Srijita Sarkar, PGDDAN student received a certificate at the Guinness World Records for performing magic continuously for 8 hours in the presence of 164 magicians and won the 2nd position at the SAARC International Magic Conference 2016

Sohini Ganguly, 1st year HD (2016) student performed at the World Cultural Festival of Art of Living along with Pt. Birju Maharaj at New Delhi.

3rd Year B.Sc (Hons.) in Food Science & Nutrition Management (Batch 2013-16)

Year B.Sc (Hons.) in Food Science & Nutrition Management (Batch 2014-17)

3rd Year B.Sc (Hons.) in Textile Science, Clothing & Fashion Studies (Batch 2013-16)

3rd Year B.Sc (Hons.) in Textile Science, Clothing & Fashion Studies (Batch 2014-17)

3rd Year B.Sc (Hons.) in Interior Designing (Batch 2013-16)

3rd Year B.Sc (Hons.) in Interior Designing (Batch 2014-17)

3rd Year B.Sc (Hons.) in Human Development (Batch 2013-16)

3rd Year B.Sc (Hons.) in Human Development (Batch 2014-17)

M.Sc Food & Nutrition (Batch 2014-16)

M.Sc Food & Nutrition (Batch 2015-17)

M.Sc Textile & Clothing (Batch 2014-16)

M.Sc in Human Development (Batch 2015-17)

Post Graduate Diploma in Dietetics & Applied Nutrition (Batch 2015-16)

Graduate Diploma in Dietetics & Applied Nutrition (Batch 2016-17)

3rd Year B.Com (Hons.) Accounting & Finance-1 (Batch 2013-16)

3rd Year B.Com (Hons.) Accounting & Finance-1 (Batch 2014-17)

3rd Year B.Com (Hons.) Accounting & Finance-2 (Batch 2013-16)

3rd Year B.Com (Hons.) Accounting & Finance-2 (Batch 2014-17)

3rd Year B.Com (Hons.) Marketing (Batch 2013-16)

3rd Year B.Com (Hons.) Marketing (Batch 2014-17)

3rd Year B.Com (Hons.) Banking & Insurance (Batch 2013-16)

3rd Year B.Com (Hons.) Banking & Insurance (Batch 2014-17)

M.Com (Batch 2014-16)

M.Com, Accounting & Finance (Batch 2015-17)

M.Com, Marketing (Batch 2015-17)

THE FUTURE
BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF
THEIR DREAMS

-FRANKLIN D. ROOSEVELT

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

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