



# JDBI

**TIMES 2018**

(July 2017 to June 2018)

ANNUAL MAGAZINE 2017-18

- AWARDS & ACHIEVEMENTS
- PUBLICATION & RESEARCH ACTIVITIES
- SEMINARS
- ARTICLES
- POETRY
- CULTURAL ACTIVITIES
- SOCIAL ACTIVITIES
- EXCURSION & OUTINGS
- FIELD VISITS
- PHOTOGRAPHS
- SKETCHES





# EDITORIAL

Committee 2017-2018

## Students Representatives

### DEPARTMENTS OF SCIENCE

**Devyani Saraf**, 3rd year (FSNM)  
**Rishika Kumar**, 3rd year (TCFS)  
**Samira Khan**, 2nd year (FSNM)  
**Saanchi Baid**, 2nd year (HD)  
**Priyanka Arora**, 2nd year (HD)  
**Chandrima Kayal**, 1st year (TCFS)  
**Pratibha Singh**, 1st year (ID)  
**Riya Khandelwal**, 1st year (ID)

### DEPARTMENT OF COMMERCE

**Saakshi Malpani**, 3rd year (Sec-A1)  
**Shristi Deora**, 3rd year (Sec-A1)  
**Agnes Ann Anto**, 3rd year (Sec-A1)  
**Nilisha Jaiswal**, 3rd year (Sec-B)  
**Krittika De**, 3rd year (Sec-B)  
**Sujata Pokharel**, 3rd year (Sec-B)  
**Shikha Pandey**, 3rd year (Sec-B)  
**Shrestha Patodia**, 3rd year (Sec-B)  
**Yamini Bhartia**, 3rd year (Sec-C)  
**Shreejita Roy**, 2nd year (Sec-A)  
**Srijita Pal**, 2nd year (Sec-B)  
**Bhavana Atal**, 2nd year (Sec-C)

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Assistant Editor (Science):  
**Mrs. Roshmi Banerjee**  
Assistant Editor (Commerce):  
**Mr. Monojit Dutta**  
Assistant:  
**Ms. Yamini Dhanania**

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**Mr. Swapnateet Saha**

## Conceptualization

**Prof. (Dr.) Deepali Singhee**  
Principal, JDBI

## Design & Illustration

**Mr. Sanjib Adak**  
Graphic Designer, JDBI



*It is a great privilege for us to present to you "JDBI TIMES, 2017-18". J.D.Birla Institute has consistently been ranked among the top colleges in the country. As true jdbians, it is with great honour and pride that we showcase the work of the student body and faculty members throughout the year.*

*Over the years, JDBI has held one notion- to look at learning with a holistic approach. Our faculty members strive to ensure the all round development of the students- academics as well as extra-curricular. The institute provides multiple opportunities in lieu of this vision through presentations, seminars, fests and co-curricular events.*

*We would like to extend our heartfelt gratitude to our Principal, Prof (Dr.) Deepali Singhee, Dean of Academics Dr. Manodip Ray Chaudhuri, faculty members and supporting staff, for guiding us throughout this journey towards bringing to you our annual magazine 2017-18. We would also like to thank the student body for their creative and innovative contribution towards the magazine.*

*We continuously seek progress, development and improvement with every passing year and work hard to put our best foot forward, which has been our aim with this year's issue as well.*

*We hope you enjoy the read!*

*Basudha Mukhopadhyay*

**Mrs. Basudha Mukhopadhyay**  
Asst. Professor (Deptt. of Commerce)  
EDITOR-IN-CHIEF

## Disclaimer:

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## About J.D. BIRLA INSTITUTE

J.D. Birla Institute, Kolkata is a private unaided College affiliated to Jadavpur University, Kolkata since 1963. It is conveniently located in the heart of the city at 11 Lower Rawdon Street, Kolkata-700020 (near Minto Park).

The late Sushila Devi Birla, wife of eminent industrialist late L.N. Birla established a college for girls in June 1962. The College was named Smt. Jawahari Devi Birla Institute of Home Science and it filled a much felt gap in the scientific education of young women from Calcutta's conservative families.

Over five decades, the Institute has grown with the needs and demands of the changing times. A Department of Commerce was added in 1997 and in tune with the shifting

zeitgeist; another campus was started in 2002 to house the co-educational Department of Management. At this time, the name of the institution was simplified to J.D. Birla Institute. In the year 2009, four new professionally oriented under-graduate courses were introduced apart from two new post-graduate courses. M.Com was introduced in 2013. Currently the College is in the process of implementing the revised curriculum for all UG courses in the CBCS (Choice Based Credit System) format as per the UGC Guidelines and University recommendations. Currently the college has about 1700 students.

## 55 Years of Educational Excellence

### AWARDED 'A' GRADE BY NAAC (IN 2010)

J.D Birla Institute has volunteered to obtain the National Assessment and Accreditation Council (NAAC) rating since 2004. During the recent re-accreditation procedure in 2010, the NAAC peer team awarded the Institute with 'A' Grade (CGPA – 3.11), the highest possible grade, highlighting the Institute's constant quest for self-improvement and excellence. Currently the college is preparing for its third cycle of assessment.

### Sponsoring TRUST

As a private unaided educational institution, 'Vidya Mandir Society', an educational trust managed by the S.K. Birla Group, sponsors the college.



Mr. S. K. Birla  
Chairman,  
Vidya Mandir Society



Mrs. Sumangala Birla  
President,  
Governing Body, JDBI



Ms. Rita Bibra  
Secretary General,  
Vidya Mandir Society



Message from

# Hon'ble Vice Chancellor

Jadavpur University



I am happy to know that J.D. Birla Institute is publishing the next edition of the annual magazine JDBI Times for the session 2017-18.

A College magazine not only records the curricular and extra-curricular attainments of the College, but also provides an opportunity to students and staff to demonstrate their talent and creativity. I am sure that the present Magazine will fulfill those expectations.

I take this opportunity to congratulate the students, staff and management of J.D. Birla Institute for their efforts to ensure the College's continuous quest for excellence. I am sure the College will attain newer heights of excellence. I once again congratulate the College community for publishing the Magazine.

I wish the College every success in all its exercises.

A handwritten signature in black ink, reading "Suranjan Das.".

**Prof. (Dr.) Suranjan Das**

Vice-Chancellor, Jadavpur University



# Chairperson

Governing Body, JDBI



Welcome to J.D. Birla Institute affiliated to the prestigious Jadavpur University, Kolkata. Our environment-friendly campus is in the heart of the City of Joy that encourages interaction and camaraderie. We have been one of the most prominent educational institutes in eastern India in the field of Applied Science, Commerce and Management.

We are fortunate to have a team of talented, highly committed teaching fraternity and support staff to ensure an exclusive and meaningful learning environment for our students. Our teaching and learning pedagogy is a blend of theory and practice aimed towards industry-readiness and global excellence. It encourages students to look beyond boundaries for a holistic development and growth. Our motto is to prepare students to face all of life challenges effectively and with an eye for compassion. We endeavor to shape them into becoming promising innovators, dynamic professionals, passionate entrepreneurs, aspiring leaders and above all good human beings for a wholehearted contribution to the community, society and the nation.

I am happy to congratulate the Principal, the Director (Department of Management) and the entire team for the successful release of this edition of the college magazine and hope it may scale to greater heights with the students achieving success in the years ahead.

*Sumangala Birla*

**Mrs. Sumangala Birla**

Chairperson, Governing Body, JDBI







# Secretary General, Vidya Mandir Society

## Message



It gives me great pleasure to note the efforts of the students and staff in bringing out the JDBI Times the annual magazine of J.D.Birla Institute.

The magazine showcases the accomplishments and achievements of the college throughout the year.

I wish all the students, staff and the editorial team success in their future ventures.

With Best Wishes

**Ms. Rita Bibra**

Secretary General, Vidya Mandir Society



# accolades & rankings

## Deptt. of Management



By NIELSONS

INDIA TODAY INDIA'S BEST COLLEGES 2017

DIRECTORY OF BEST COLLEGES 2017: BBA

RANK	COLLEGE NAME	ADDRESS	CONTACT NO.	WEBSITE	ESTD.	FEES
1	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
2	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
3	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
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9	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
10	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs

1<sup>st</sup> in Kolkata and 4<sup>th</sup> Among Top Colleges in Eastern India offering BBA.



The Management Department was awarded **Best Up-coming College** by Lions Club of Calcutta.

## Deptt. of Commerce



By NIELSONS

INDIA TODAY INDIA'S BEST COLLEGES 2017

DIRECTORY OF BEST COLLEGES 2017: BBA

RANK	COLLEGE NAME	ADDRESS	CONTACT NO.	WEBSITE	ESTD.	FEES
1	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
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9	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
10	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs

The Department of Commerce was ranked 20<sup>th</sup> Amongst Best Commerce Colleges in India.

INDIA TODAY INDIA'S BEST COLLEGES 2017

DIRECTORY OF BEST COLLEGES 2017: BBA

RANK	COLLEGE NAME	ADDRESS	CONTACT NO.	WEBSITE	ESTD.	FEES
1	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
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9	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
10	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs

The Department of Commerce was ranked 2<sup>nd</sup> Amongst Best Commerce Colleges in Kolkata.



By HANSA RESEARCH GROUP PVT. LTD.

INDIA TODAY INDIA'S BEST COLLEGES 2017

DIRECTORY OF BEST COLLEGES 2017: BBA

RANK	COLLEGE NAME	ADDRESS	CONTACT NO.	WEBSITE	ESTD.	FEES
1	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs
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10	Amity University	Sector 15, Noida, Uttar Pradesh	011-26109600	www.amity.edu	1985	INR 1.50 Lacs

The Department of Commerce was ranked 32<sup>nd</sup> Amongst Best Commerce Colleges in India.

## Deptt. of Science



By NIELSONS

INDIA TODAY INDIA'S BEST COLLEGES 2017

CITYWISE RANKING: BEST SCIENCE COLLEGES

CITY: KOLKATA	
RANK	NAME OF THE COLLEGE
1.	Ramkrishna Mission Vidyamandira, Belur
2.	Vivekananda College
3.	St. Xavier's College
4.	Presidency College
5.	Jadavpur University - Faculty of Science
6.	J D Birla Institute
7.	Sanskriti Nandri College for Women
8.	Scottish Church College
9.	Maulana Azad College
10.	Lady Brabourne College

6<sup>th</sup> Among Top Colleges in Eastern India offering Science Courses.

INDIA TODAY INDIA'S BEST COLLEGES 2017

CITYWISE RANKING: BEST SCIENCE COLLEGES

CITY: KOLKATA	
RANK	NAME OF THE COLLEGE
1.	Ramkrishna Mission Vidyamandira, Belur
2.	Vivekananda College
3.	St. Xavier's College
4.	Presidency College
5.	Jadavpur University - Faculty of Science
6.	J D Birla Institute
7.	Sanskriti Nandri College for Women
8.	Scottish Church College
9.	Maulana Azad College
10.	Lady Brabourne College

15<sup>th</sup> Among Top Colleges in India offering Fashion Course.

## From the Desk of Principal

Welcome to J.D. Birla Institute, one of the leading Institutes in Eastern India making headways in the field of education and has an outstanding infrastructure to meet the emerging needs and challenges of a contemporary society through proficiency and training in Applied Sciences, Commerce and Management. The Institute is affiliated to the prestigious Jadavpur University of Kolkata.

We pride ourselves in being an educational community that endeavours to develop each student's ability and empower them to easily face all challenges in life. Imparting quality and holistic education to students has always been our motto and focus. In our institution, we firmly hold that no meaningful learning can happen unless students feel content, comfortable and satisfied. To cater to the needs of the changing generation, we strive to bring about a structured change in the classroom by overhauling the more conventional system of teaching and creating an atmosphere of 'knowledge exchange'. A host of academic, co-curricular and extra-curricular activities are organized to engage students in critical thinking, development of leadership skills and give them a variety of exposure.

I take pride & pleasure to hand over this issue of our college magazine JDBI Times for the year 2017-18. The College Magazine is a reflection of our student's achievement and a step forward for the initialization of our Institute's vision & mission.

My heartiest appreciation goes to the entire team of students and staff members who have worked hard to bring out yet another issue of JDBI Times. I also thank the college Management for their continuous support and encouragement.



**Prof. (Dr.) Deepali Singhee**  
Principal, JDBI





## Message

# Director

(Department of Management)



It gives me immense pleasure to write a few words for our in-house magazine.

Over the years, the college has grown from strength to strength and served the cause of higher education. This has been possible due to the leadership provided by the governing board and dedicated efforts of the Principal, dedicated faculty and staff members.

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. We are also proud of our alumni who hold successful positions in different spheres.

We pray for continuous success of the college through diligence, devotion and dedication. Best wishes!

**Prof. (Dr.) J.N. Mukhopadhyaya**

Director  
Department of Management



Kudos to all students for their effort in making this edition of the College Magazine a huge success. Keep it up!!

**-Mr. Tapabrato Ray**  
Head - Department of Management



College magazine is an active platform for both staff and students to showcase their creative talents and imaginations. I extend my best wishes for the release of the new edition of JDBI Times.

**-Mrs. A.S. Manjulakshmi**  
Head - Department of Commerce



JDBI Times is the window to showcase the hard work and success stories at JDBI. It brings to light the names of the unsung heroes and their mighty deeds.

**-Dr. Adrija Saha**  
Head - Departments of Science (PG)

## Message

## Dean of Academics

(Departments of Science and Commerce)



Welcome to the 2018-2019 academic year at J. D. Birla Institute, Kolkata! In tune with the call of the hour, our commitment at JDBI is to provide a safe and intellectually challenging environment that will empower students to become ground-breaking thinkers, ingenious problem solvers and enthused and stimulated learners prepared to thrive in the twenty-first century and face the challenges of modern life at hand.

High benchmarks and soaring opportunities for each student geared towards brilliant academic recital, co-curricular partaking, and conscientious citizenship are the foundations of our campus. It is with pride, pleasure and delight that we hold these ideals and maintain each of our students to

be whole-heartedly committed to uphold and preserve the extraordinary record of achievement and attainment that has been the legacy of our college, since long. It is ultimately the contribution of our dear students to our educational institution that makes JDBI an exceptional learning community for all aspiring learners of today.

The extremely passionate hard work and the unswerving onus and perseverance of our administrative members and the teaching and non-teaching staff, round the clock, has made JDBI what it is today with all its pulsating flavors and effervescent insignia of triumph, accomplishment and strength.

I sincerely implore and honestly entreat for an incessant and unremitting success for our college in the days to come.

My good wishes to all.

**Dr. Manodip Ray Chaudhuri**

Dean of Academics

Departments of Science and Commerce



We at JDBI are dedicated to give students a competitive edge in today's expanding health and wellness market and the contribution of students in this magazine is reflective of that.

**-Ms. Damanjeet Kaur**  
Head - Department of Food Science & Nutrition Management



I welcome all students to a vibrant and stimulating learning environment that nurtures a creative spirit among students - JDBI Times is a manifestation of this.

**-Mrs. Samita Gupta**  
Head - Department of Textile Science, Clothing & Fashion Studies



If designing dream decors in your passion, then JDBI is the place for you.

**-Mrs. Smita Parekh**  
Head - Department of Interior Designing



With a rewarding history of achievements in field of higher education, JDBI continues to move forward with confidence, pride and enthusiasm.

**-Ms. Geetika Sachdev**  
Head - Department of Human Development



## Other Achievements



A team comprising of five 3rd year B.Com students bagged the **1st position in IMA** (The Association of Accountants and Financial Professionals in Business) Case-study Competition on 'Baby Freedom: Stakeholders, Strategy and Qualitative Analysis' organized by Miles Education for Institute of Management Accountants (IMA), Dubai. The winning team received a cash prize of USD \$ 1500 along with Mementoes, Certificate of Achievement, CMA (Certified Management Accountant) scholarships which excludes payment of tuition fees.



Ms. Parnasree Sadhukan, a former M.Sc. (FN) student under the guidance of Dr. Adrija Sarkar won the **First Prize for her Research Paper**, A Study on the Acceptability, Nutrient Composition and Shelf Life of Sandesh, a Bengali Sweetmeat, Developed from Soymilk and Enriched with Finger Millet and Sesame Seeds' at the 50th Annual Indian Dietetics Association National Conference.



Ms. Heena Sachdeva (Former M.Sc student) under the guidance of Prof. (Dr.) Deepali Singhee was awarded the **First Prize for her Research Poster**, Development of Nursery Prints from Motifs Found on the Walls of Ancient Indian Monuments at the National Seminar on Sustainable Fashion: Creating Global Vision organized by the Department of Fashion & Textiles, the IIS University, Jaipur.



Ms. Arpita Jain, 2nd year M.Sc. (FN) won the **First Prize for her Research Poster**, 'Food Adulteration in Cooking Oils of India' at the two Day National Seminar Nutricon 2018 organized by Department of Food Science & Nutrition Management, JDBI on 24th March 2018.



Ms. Vanshika Pasari, 2nd year HD student participated won the **Runners-Up Position** for the play, 'Baju Bawra and Tansen' during in the Theatre Festival, Short and Sweet organized by Binjola Films



Ms. Urvashi Mundhra, 3rd year B.Com (Marketing Specialization) student was declared the **Player of the Match** in Basket Ball during URJITA, a National Sports Festival organized by Sukriti Samiti under Akhil Bhartiya Maheshwari Mahila Sangathan.



Ms. Geetika Ahuja, 2nd year M.Com student won the **Ladies Category** and secured the **1st position** in the Monsoon Cup 2017 (Golf) held in Tollygunge Club. She won several other awards in Golf Tournaments.

B.Sc and B.Com won the **Best Dressed Girls' College** award at the BRC Inter College Rowing Championship 2018 organized by The Bengal Rowing Club and stood **4th** amongst eight teams from colleges across Kolkata.



## CONVOCATION

The College holds its Annual Convocation on 31<sup>st</sup> January of each year to award University Gold Medals and Degree Certificates to all students who have successfully completed their courses. The degrees are issued by the affiliating Jadavpur University.

### Gold Medals Awarded by the University

University Gold Medals are awarded to the toppers in each of the four B.Sc (Hons.) courses.

Name of Student	Department
Divya K Mehta	M.Sc in Food & Nutrition
Sharmishta Mitra	M.Sc in Human Development
Joyitri Das	M.Com
Ruchika R Dadlani	M.Com
Anjali Kejriwal	B.Sc (Hons.) in Food Science & Nutrition Management
Shramana Mullick	B.Sc (Hons.) in Textile Science, Clothing & Fashion Studies
Priyamvada Lohia	B.Sc (Hons.) in Interior Designing
Simran Parekh	B.Sc (Hons.) in Human Development
Bishesta Agrawal	B.Com (Hons.)
Jaya Hemrajani	BBA



**Shri Keshrinath Tripathi**  
Hon'ble Governor, West Bengal as the Chief Guest  
at the Annual Convocation on 2018



Mrs. Birla at the Convocation Ceremony

### Financial Scholarships Awarded by the College for Outstanding Academic Performance

#### Semester-V (Session 2017-2018)

Department of FSNM: **Mahima Lalwani**

Department of TCFS: **Shristi Garg**

Department of ID: **Jhanvi Sheth**

Department of HD: **Sonam Goenka**

Department of Commerce: **Saloni Loharuka**

Department of Management: **Aayushi Bhartia**

#### Semester-VI (Session 2017-2018)

Department of FSNM: **Mahima Lalwani**

Department of TCFS: **Radhika Sureka**

Department of ID: **Jhanvi Sheth**

Department of HD: **Sonam Goenka**

Department of Commerce: **Shikha Pandey**

Department of Management: **Jaya Hemrajani**





## LIST OF TOPPERS (2016-2017)

### DEPARTMENTS OF SCIENCE, COMMERCE & MANAGEMENT

Sl. No	Name of the Students	Toppers
<b>Department of Food Science Nutrition Management</b>		
1.	Ms. Rayee Shaw	1 <sup>st</sup> Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Mahima Lalwani	2 <sup>nd</sup> Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Anjali Kejriwal	3 <sup>rd</sup> Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Arpita Jain	1 <sup>st</sup> Year (Semester I & II) M.Sc in Food & Nutrition
5.	Ms. Divya K. Mehta	2 <sup>nd</sup> Year (Semester III & IV) M.Sc in Food & Nutrition
<b>Overall Performance</b>		
1.	Ms. Anjali Kejriwal	3 <sup>rd</sup> Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Divya K. Mehta	2 <sup>nd</sup> Year (Semester I to IV) M.Sc in Food & Nutrition
<b>Department of Textile Science Clothing &amp; Fashion Studies</b>		
1.	Ms. Reetama Ghosh	1 <sup>st</sup> Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Shristi Garg	2 <sup>nd</sup> Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Shramana Mullick	3 <sup>rd</sup> Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Shreya Benani	1 <sup>st</sup> Year (Semester I & II) M.Sc in Textiles & Clothing
<b>Overall Performance</b>		
1.	Ms. Shramana Mullick	3 <sup>rd</sup> Year (Semester I to VI) B.Sc (Hons.)
<b>Department of Interior Designing</b>		
1.	Ms. Somiya Jaiswal	1 <sup>st</sup> Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Jhanvi Sheth	2 <sup>nd</sup> Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Priyamvada Lohia	3 <sup>rd</sup> Year (Semester V & VI) B.Sc (Hons.)
<b>Overall Performance</b>		
1.	Ms. Priyamvada Lohia	3 <sup>rd</sup> Year (Semester I to VI) B.Sc (Hons.)
<b>Department of Human Development</b>		
1.	Ms. Attiya Ali	1 <sup>st</sup> Year (Semester I & II) B.Sc (Hons.)
2.	Ms. Iznah Ahmer Muhammadi	2 <sup>nd</sup> Year (Semester III & IV) B.Sc (Hons.)
3.	Ms. Simran Parekh	3 <sup>rd</sup> Year (Semester V & VI) B.Sc (Hons.)
4.	Ms. Ipsita Ghosh Dastidar	1 <sup>st</sup> Year (Semester III & IV) M.Sc in Human Development
5.	Ms. Nidhi Ghelani	2 <sup>nd</sup> Year (Semester III & IV) M.Sc in Human Development
6.	Ms. Sharmistha Mitra	2 <sup>nd</sup> Year (Semester III & IV) M.Sc in Human Development
<b>Overall Performance</b>		
1.	Ms. Simran Parekh	3 <sup>rd</sup> Year (Semester I to VI) B.Sc (Hons.)
2.	Ms. Sharmistha Mitra	2 <sup>nd</sup> Year (Semester I to IV) M.Sc in Human Development

**Year: 2016-17****Department of Commerce**

1.	Ms. Tanuka Agrawal	1 <sup>st</sup> Year (Semester I & II) B.Com (Hons.)
2.	Ms. Yogeshwari Kothari	2 <sup>nd</sup> Year (Semester III & IV) B.Com (Hons.)
3.	Ms. Priyanaka Soni	3 <sup>rd</sup> Year (Semester V & VI) B.Com (Hons.) with specialization in Accounting and Finance
4.	Ms. Tanushree Shah	3 <sup>rd</sup> Year (Semester V & VI) B.Com (Hons.) with specialization in Accounting and Finance
5.	Ms. Bishesta Agarwal	3 <sup>rd</sup> Year (Semester V & VI) B.Com (Hons.) with specialization in Accounting and Finance
6.	Ms. Subhika Agarwal	3 <sup>rd</sup> Year (Semester V & VI) B.Com (Hons.) with specialization in Marketing
7.	Ms. Anjali Agarwal	3 <sup>rd</sup> Year (Semester V & VI) B.Com (Hons.) with specialization in Banking & Insurance
8.	Ms. Anwesha Tripathi	1 <sup>st</sup> Year (Semester I & II) M.Com
9.	Ms. Joyitri Das	2 <sup>nd</sup> Year (Semester III & IV) M.Com with specialization in Marketing
10.	Monideepa Mullick	2 <sup>nd</sup> Year (Semester III & IV) M.Com with specialization in Accounting & Finance

**Overall Performance**

1.	Ms. Bishesta Agarwal	3 <sup>rd</sup> Year (Semester I to VI) B.Com (Hons) with specialization in Accounting & Finance
2.	Ms. Sanchita Bohra	3 <sup>rd</sup> Year (Semester I to VI) B.Com (Hons) with specialization in Marketing
3.	Ms. Nishika Chowcharia	3 <sup>rd</sup> Year (Semester I to VI) B.Com (Hons) with specialization in Banking & Insurance
4.	Ms. Ruchika R. Dadlani	2 <sup>nd</sup> Year (Semester I to IV) M.Com with specialization in Accounting & Finance
5.	Ms. Joyitri Das	2 <sup>nd</sup> Year (Semester I to IV) M.Com with specialization in Marketing

**Department of Management**

1.	Ms. Sneha Gaggar	1 <sup>st</sup> Year (Semester I & II) BBA (Hons.)
2.	Ms. Aayushi Bhartia	2 <sup>nd</sup> Year (Semester III & IV) BBA (Hons.)
3.	Ms. Jaya Hemrajani	3 <sup>rd</sup> Year (Semester V & VI) BBA (Hons.) with specialization in Finance
4.	Ms. Mahek Rupani	3 <sup>rd</sup> Year (Semester V & VI) BBA (Hons.) with specialization in Marketing

**Overall Performance**

1.	Ms. Jaya Hemrajani	3 <sup>rd</sup> Year (Semester V & VI) BBA (Hons.) with specialization in Finance
2.	Ms. Mahek Rupani	3 <sup>rd</sup> Year (Semester V & VI) BBA (Hons.) with specialization in Marketing

**Post-Graduate Diploma in Dietetics & Applied Nutrition**

1.	Ms. Hurbanu Kukaswadia	1 Year (Semester I & II)
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**Montessori Training**

1.	Ms. Sakina Huzefa Johar	1 Year (Semester I & II)
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**Dr. R.S. Shukla (IAS)**, Additional Chief Secretary, Dept. of Higher Education (Science, Technology & Biotechnology), Govt. of West Bengal as Chief Guest at the Award Ceremony on Annual Day.



**Ms. Kalavati Devi**, Associate Professor, Dept. of Manipuri Dance, Rabindra Bharati University & Director of Manipuri Nartanalaya as Guest of Honour at the Award Ceremony on Annual Day.



**Ms. Meenakshi Birla**, Member, Governing Body at the Award Ceremony on Annual Day.



## RECOGNIZING THE EFFORTS OF FACULTY MEMBERS

The College celebrates Teachers Day to pay tribute to teachers for their precious and invaluable contributions towards the growth of young minds. The Management has always acknowledged the contributions of faculty members and to honour their performance awards them in different categories based on self assessment, student's feedback, participation and contribution towards the development of the institute including college activities, initiatives taken for personal growth and self development, principal's appraisal, regularity and punctuality in service, communication skills and general attitude. The following teachers received awards during a ceremony hosted by the Management in September 2018.

Awards for the Academic Session 2016-17

### Best Overall Performance for Academic Session 2016-2017:



**Dr. Shweta Tuteja**  
Assistant Professor,  
Deptt. of Textile Science, Clothing  
& Fashion Studies



**Ms. Khushboo Thakker**  
Assistant Professor,  
Deptt. of Commerce



**Mr. Bhargav Majumdar**  
Assistant Professor,  
Deptt. of Management

### Outstanding Achievements in the Field of Education / Publishing of Papers in Reputed Journals:



**Mrs. Samita Gupta**  
Assistant Professor & Head,  
Deptt. of Textile Science,  
Clothing & Fashion Studies



**Dr. Namrata Maheshwari**  
Assistant Professor,  
Deptt. of Commerce



**Mr. Sumanta Bhattacharaya**  
Assistant Professor,  
Deptt. of Management

### Significant Contribution Towards the Development of the Institute:



**Mrs. A.S. Manjulakshmi,**  
Assistant Professor & Head,  
Deptt. of Commerce





## EMINENT PERSONALITIES AT OUR COLLEGE

### (Departments of Science & Commerce)

**Shri. Keshari Nath Tripathi**, Hon. Governor of West Bengal

**Shri. S.C. Murmu**, Regional Director, Reserve Bank of India

**Shri. Harshvardhan Neotia**, Chairman, Ambuja Neotia Group, Kolkata

**Dr. Rajendra S. Shukla** (IAS), Additional Chief Secretary, Department of Higher Education (Science, Technology & Biotechnology), Government of West Bengal

**Shri. Arnab Roy** (IAS), Principal Secretary, Department of Environment, Govt. of West Bengal

**Mr. Randhir Kumar** (IAS), Excise Commissioner, Government of West Bengal

**Mr. Jag Mohan** (IPS), Director General, West Bengal Fire & Emergency Services, Government of West Bengal

**Prof. (Dr.) Pradeep Kumar Ghosh**, Pro-vice Chacellor, Jadavpur University, Kolkata

**Dr. B.S Madhukar**, Advisor, NAAC, Bangalore

**Ms. Indrani Bagchi**, Diplomatic Editor, The Times of India, New Delhi

**Prof. (Dr.) S.P Gon Chaudhuri**, Member, Energy Expert Committee, Government of India; Chairman of the State Solar Power Committee, Govt. of Tripura and Chairman, International Solar Innovation Council, Helsinki (Finland)

**Ms. Sunanda Mukherjee**, Chairperson of West Bengal Commission for Women, West Bengal

**Shri Om Prakash Agarwal**, Sr. Vice President, Calcutta Chamber of Commerce, Kolkata

**Mrs. Anshu Modi**, Renowned Fashion Designer

**Ms. Nandita Pal Choudhuri**, Art Curator

**Mr. Saurasish Lahiri**, Former National Cricketer & Head Coach of Bengal U23 Team

**Mr. Surojit Baidya**, Member of Selection Committee, North Calcutta District Sports

**Mrs. Rituparna Sengupta**, Indian Film Actress

**Ms. Kelly Cox**, Film Director & Instructor, School of Cinematic Arts, University of Southern California (USA)

**Mr. Sourav Sarkar**, Film Director

**Ms. Manasi Shah**, Sub Editor, The Telegraph

**Ms. Kalavati Devi**, Associate Professor, Department of Manipuri Dance, Rabindra Bharati University and Director of Manipuri Nartanalaya

**Dr. Kuntal Mukhopadhyay**, Director, Sanglap Kolkata

### (Department of Management)

**Shri. Hemant Kanoria**, C&MD, SREI Infrastructure Finance Ltd.

**Shri. R. Gopalakrishnan**, Former Director, Tata Sons

**Shri. Ranjan Banerjee**, Senior VP & Head - HR & IR, Aditya Birla NUVO Ltd.

**Shri. Sanjay Jhunhunwala**, Founder of Turtle Ltd.

**Shri. Gautam Ray**, Executive Director, CESC Ltd.

**Shri. Anil Vaswani**, Director, Wesman Engineering Co. Pvt. Ltd.

**Dr. Ravi Jain**, Visiting Professor, National University of Singapore, Singapore

**Dr. Soumendra Dey**, Professor, Menlo College, California

**Dr. Somnath Bhattacharya**, Dean, Gus Machado School of Business, St. Thomas University, USA

**Dr. Subhrangshu Sanyal**, CEO-IIM Calcutta Innovation Park

**Mr. Arun Lal**, Former Indian Cricketer and Commentator





## Special Seminar (FDP)



A Special Seminar on the **New Process of NAAC Assessment and Accreditation** by Dr. B.S Madhukar, Advisor - NAAC, Bangalore was organized for all the faculty & administrative staff members by the Main Campus on 10th November 2017.

## Educative Sessions (FDP)



An **Interactive Session** with Prof. (Dr.) C. Ghosh from the University of Connecticut, USA was organized for faculty members of the Management Department on 5th August 2017.



Faculty Development Program (FDP) on **Finance & Banking** was conducted by Prof. (Dr.) Udayan Basu, Professor - NSHM Knowledge Campus at the Management Department on 20th September 2017.



A session on **Innovative Pedagogy for Better Engagement of Students** by Dr. Chandrima Banerjee, Co-Founder of Unigrow Solutions Pvt. Ltd. was organized for faculty members of the Management Department on 12th February 2018.



Two sessions on **Case Study of South-West Airlines** were conducted by Prof. (Dr.) N. Das, former Dean, ICAI Center for Management Research, Hyderabad for faculty members of the Management Department on 9th & 29th August 2017.



An Interactive Session on the **New Procedures of NAAC Accreditation** with Dr. Anjan Naidu, Principal, Dhote Bandhu Science College, Gondia was organized for all the faculty & administrative staff members by the Main Campus on 17th May 2018.



An **Investment Awareness Programme** initiated by SEBI and conducted by ICI Asset Management Company was organized for all faculty members by the Main Campus on 12th April 2018.



## Workshops



A Workshop on **Stress Management and Meditation** by representatives from the Brahma Kumaris Rajyoga Meditation Centre, Kolkata was organized for all the faculty members at the Main Campus on 6th December 2017.



A Workshop on **Meditation Session Yogacharya** by Dr. Chanchal Roy was organized for the faculty and staff members of Management Department on 11th January 2018.

## Peer Teaching Peer

An innovative initiative, Peer Teaching Peer was undertaken to foster team building and share knowledge. Under this inventiveness, some programmes were conducted:



A Session on **Healthy Salads for a Healthy Living** was conducted by Ms. Damnajeet Kaur, Head of Food Science & Nutrition Department for faculty members at the Main Campus as a part of Peer Teaching Peer activity.



A Session on **Learning Disabilities** was conducted by Dr. Krishnakali Bhattacharyya, Assistant Professor with Human Development Department for faculty members at the Main Campus as a part of Peer Teaching Peer activity.

## Entertainment



A light and entertaining comedy classic, **Jane Bhi Do Yaaron** was showcased for all the faculty members of the Main Campus at the college auditorium on 8th March 2018.



## Team Building Excursion (Departments of Science & Commerce)

A **Faculty Team Building Excursion** to Vedic Village Resort was undertaken by forty-one faculty members of the Main Campus on 26th & 27th December 2017.





## Team Building Excursion (Department of Management)

A **Team Building Cum Picnic** was organized for all staff members of the Department of Management on 19th January 2018.



## ON-GOING UGC-SPONSORED MINOR RESEARCH PROJECTS

### Departments of Science



**PI [PSW-153/15-16 (ERO), Serial No 227785]**  
*A Comparative Study to Assess the Nutritional Status According to the Mini- Nutritional Assessment (MNA) of Institutionalized and Home-Care Elderly Male Population in and Nearby Districts of Kolkata*

Principle Investigator:  
**Ms. Sweata Rani Rai**  
(Assistant Professor, PSNM Department)



**PI [PSW-153/15-16 (ERO), Serial No 227731]**  
*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, FSNM Department)



**[PSW-153/15-16 (ERO), Serial No 228212]**  
*Synthesis of Nano Particle from Herbs for the Application of Non-Woven to Finish Feminine Underarm Pads*

Principle Investigator:  
**Ms. V. Sujita**  
(Assistant Professor, TCFS Department)



**[PSW-153/15-16 (ERO), Serial No 228231]**  
*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, HD Department)

### Department of Commerce



**PSW-153/15-16 (ERO), Serial No 228191]**  
*Role of Microfinance and Women Empowerment towards the Accomplishment of Third Millennium Development Goal*

Principle Investigator:  
**Mrs. Swapnapriya Sethy**  
(Assistant Professor, Commerce Department)





# Publications

(2017-2018)

## Departments of Science

1. Study on the Incidence of Malnutrition in Children (1-5 years) of Low Income Group. **International Journal of Engineering, Technology, Science and Research (IJETSR)**. Vol-4 (Issue-7), July 2017, p 436-445 (p-ISSN: 2394-3386, Impact Factor 2.120) by Ms. Damanjeet Kaur (Assistant Professor, FSNM Department).
2. Assistive Clothing Designs for Mentally Retarded. **International Journal of Research-Granthalayah**. Vol-5 (Issue-6), June 2017, p 608-618 (p-ISSN: 2394-3629, e-ISSN: 2350-0530, Impact Factor 4.321) by Dr. Shweta Tuteja (Assistant Professor, TCFS Department).
3. Mata-ni-Pachedi - Kalamkari of Gujarat. **Handloom Textiles & Natural Dyes**. Creative Incorporate. Chapter 33, p 237-241 (ISBN: 978-93-5268-157-0) by Mrs. Amita Dutta (Assistant Professor, ID Department).
4. Study on the Incidence of Malnutrition in Children (1-5 years) of Low Income Group. **International Journal of Multidisciplinary Research Review (IJMDRR)**. Vol-1 (Issue-29), July 2017, p 22-27 (p-ISSN: 2395-1877, e-ISSN: 2395-1885, Impact Factor 4.164) by Dr. Shweta Tuteja (Assistant Professor, TCFS Department).
5. Caveolae and Caveolin: Potential Targets for Cardio Protection. **International Journal of Health Science & Research**. Vol-7 (Issue-8), August 2017, p 449-461 (e-ISSN: 2249-9571, Impact Factor 3.624) by Dr. Manika Das (Assistant Professor, FSNM Department).
6. Salmonella: From Food Poisoning to Carcinogenesis. **International Journal of Health Sciences and Research**. Vol-7 (Issue-8), August 2017, p 413-42 (e-ISSN: 2249-9571, Impact Factor 3.624) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
7. Assessing Nutritional Status and Promoting Awareness among the Male & Female Labourers Aged Between 18 to 50 Years in and Around Kolkata in the Year 2016. **International Journal of Food Science and Nutrition**, Vol-2 (Issue-5), September 2017, p 41-47 (ISSN: 2455-4898, Impact Factor 5.14) by Dr. Adrija Sarkar (Assistant Professor, FSNM Department).
8. Development and Nutritional Analysis of a Fiber Rich Fruit Concentrate. **International Journal of Food Science and Nutrition**, Vol-2 (Issue-5), October 2017, p 173-180 (ISSN: 2455-4898, Impact Factor 5.14) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
9. Industrial Compliance Management through Corporate Environment Health and Safety Legislations. **International Journal of Advance Research in Science and Engineering**, Vol-6 (Issue-9), September 2017, p 392-398 (o-ISSN: 2319-8354, p-ISSN: 2319-8346, Impact Factor 2.83) by Dr. Rishiparna Guha (Assistant Professor, Science Department).
10. Food in Captivity: Experiences of Women in Indian Prisons. **The Prison Journal**. Vol-98 (Issue-1), December 2017, p 40-59 (ISSN: 00328855, Impact Factor 1.319) by Ms. Debolina Chatterjee (Assistant Professor, HD Department).
11. Assessment of Private Homes as Spaces for the Dying Elderly. **Indian Journal of Palliative Care**. Vol-23 (Issue-3), July-September 2017, p 325-330 (ISSN: 09731075, Impact Factor 0.82) by Ms. Debolina Chatterjee (Assistant Professor, HD Department).
12. Determination of Knowledge, Attitude and Practice towards Tea Adulteration. **International Journal of Food Science and Nutrition**. Vol-2 (Issue-6), December 2017, p 187-191 (ISSN: 2455-4898, Impact Factor 5.14) by Mrs. Anindita Deb Pal (Assistant Professor, FSNM Department).
13. Exploring Self Esteem and Achievement Motivation among Individuals Having Cleared Intermediate CA/CS Examination in Single or Multiple Attempts Currently Preparing for Finals. **International Journal of Research in Social Sciences**. Vol-7 (Issue-12), December 2017, p 265-276 (ISSN: 2249-2496, Impact Factor 7.081) by Mrs. Punam Mehra (Assistant Professor, HD Department).
14. Phyllanthus Emblica: The Superfood with Anti-Ulcer Potential. **International Journal of Food Science & Nutrition**. Vol-3 (Issue-1), January 2018, p 84-87 (ISSN: 2455-4898, Impact Factor 5.14) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
15. Acceptability and Evaluation of Protein and Phyto-Nutrients Rich Ready to Cook Flour Mix Using Lotus Stem, Chis Seeds & Flax Seeds. **International Journal of Food Science & Nutrition**. Vol-3 (Issue-1), February 2018, p 81-83 (ISSN: 2455-4898, Impact Factor 5.14) by Dr. Manika Das (Assistant Professor, FSNM Department).
16. A Study on the Development of Probiotic Diabetic Kulfi Indian Ice Cream. **International Journal of Food Science & Nutrition**. Vol-3 (Issue-1), January 2018, p 60-64 (ISSN: 2455-4898, Impact Factor 5.14) by Ms. Sweata Rani Rai (Assistant Professor, FSNM Department).
17. Working and Living Conditions of Domestic Workers: Indispensable Yet Unprotected. **International Journal of Humanities & Social Science Research**. Vol-4 (Issue-1), January-February 2018, p 41-44 (ISSN: 2455-2070, Impact Factor 5.22) by Ms. Geetika Sachdeva (Assistant Professor, HD Department).
18. An Overview of the Nonlinear Chaos Theory in the Atmospheric Systems in Research. **Journal of Recent Sciences**. Vol-7 (Issue-3), March 2018, p 51-52 (ISSN: 2277-2502) by Dr. Rishiparna Guha (Assistant Professor, Commerce Department).
19. Analysis of Adulteration in Black Tea. **International Journal of Biology Research**. Vol-3 (Issue-1), March 2018, p 253-257 (ISSN: 2455-6548, Impact Factor 5.22) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).



20. Development and Analysis of Multi-Nut Spread for Children Aged between 7-9 Years. **International Journal of Food Science & Nutrition**. Vol-3 (Issue-2), March 2018 p 44-48 (ISSN: 2455-4898, Impact Factor 5.14) by Ms. Damanjeet Kaur (Assistant Professor, FSNM Department).
21. Studies on Dyeing Process Variable for Application of Tesu (*Butea monosperma*) as Natural Dye on Silk Fabric. **Journal of Natural Fibres**, Taylor & Francis Online. 31st March 2018 (<https://doi.org/10.1080/15440478.2018.1453430>) by Prof. (Dr.) Deepali Singhee (Principal).
22. Citrus Peel Can Make Anti-Oxidant Rich Food with Free Radical Scavenging Property: Development, Acceptability and Evaluation. **International Journal of Food Science and Nutrition**. Vol-3 (Issue-2), April 2018, p 140-144 (ISSN: 2255-4849, Impact Factor 5.4) by Dr. Manika Das (Assistant Professor, FSNM Department).
23. A Study on the Development and Analysis of a High Protein, Medium Fat Frozen Dairy Dessert. **International Journal of Current Innovation Research**. Vol-4 (Issue-3), March 2018, p 1107-1111 (ISSN: 2395-5775, Impact Factor 4.326) by Dr. Adrija Sarkar (Assistant Professor, FSNM Department).
24. Effect of Banana (*Musa paradisiaca*) and Sweet Lime (*Citrus Limetta*) Peels as Natural Fertilizer in Herbs. **International Journal of Agricultural Sciences**. Vol-10 (Issue-8), April 2018, p 5819-5822 (ISSN: 0975-3710 & E-ISSN: 0975-9107, Impact Factor 5.46) by Dr. Adrija Sarkar (Assistant Professor, FSNM Department).
25. Development and Analysis of Multi-Nut Spread for Children Aged Between 7-9 Year. **International Journal of Food Sciences and Nutrition**. Vol-3 (Issue-2), March 2018, p 44-48 (ISSN: 2455-4898, Impact Factor 5.14) by Ms. Damanjeet Kaur (Assistant Professor, FSNM Department).
26. On the Association of Severe Bay Storms and Climate Change. **International Research Journal of Environmental Sciences**. Vol-7 (Issue-4), April (2018) p 6-12, (ISSN: 2319: 1414) by Dr. Rishiparna Guha (Assistant Professor, Commerce Department).
27. A Study to Explore Fit Perceptions and Satisfaction with Apparel Fit in Ready-To-Wear Garments amongst Young Adults. **International Journal of Research**. Vol-05 (Issue-15), May 2018, p 914-922 (ISSN: 2348-6848, Impact Factor 5.60) by Mrs. Samita Gupta (Assistant Professor, TCFS Department).

## Department of Commerce

1. Pattern and Effect of Child Nutritional Indicators on Child Survival Status in India. **Artha Beekshan, Journal of Bangiya Arthaniti Parishad**. Vol-26 (issue-1-2), July-September 2017, p 155-175 (ISSN: 0972 1185) by Basudha Mukhopadhyay (Assistant Professor, Commerce Department).
2. Growth of Pantanjali Brand from Local to Global Market - A Study. **IUP Journal of Brand Management**. Vol-14 (Issue-4), December 2017, p 59-67 (ISSN: 0972-9097) by Dr. Namrata Maheswari (Assistant Professor, Commerce Department).
3. Share Price Behaviour around Stock Buyback: A Study with Respect to India after Financial Meltdown of 2008-2009. **International Journal of Exclusive Management Research**. Special Edition, January 2018, p 94-99 (o-ISSN: 2249-2585, p-ISSN: 2249-8672, Impact Factor 5.76) by Mr. Monojit Dutta (Assistant Professor, Commerce Department).
4. Potential of Strategic Human Resource Interventions: A Study in Public Sector. **Post Liberalization Development in Business Management**. Society of Technical and Management Professional through Bharti Publications, New Delhi. January 2018 (ISBN: 978-93-86608-27-7) by Dr. Manodip Ray Chaudhuri (Dean of Academics).
5. Intensifying Organizations for Business Process Augmentation: The Strategic Planning Perspective. **Exploring New Horizons in Management & Business Practices**. Aliah University, Kolkata. January 2018 (ISBN: 978-93-84099-29-9) by Dr. Manodip Ray Chaudhuri (Dean of Academics).
6. Managing Employee Motivation. Emerging Discourse in Social Sciences and Management. **The Society for Policy Research & Empowerment [SPRE]**, New Delhi through New Delhi Publishers. January 2018 (ISBN: 978-93-85503-83-2) by Dr. Manodip Ray Chaudhuri (Dean of Academics).
7. Determining the Factors Affecting Customer Satisfaction OYO Rooms. **Journal of Emerging Technologies & Innovative Research**. Vol-5 (Issue-2), February 2018, p 656-661 (ISSN: 2349-5162, Impact Factor 5.87) by Dr. Namrata Maheswari (Assistant Professor, Commerce Department).
8. Winning a Billion Consumers-A Disruption Approach for Success in India. **South Asian Journal of Management**. Vol-24 (Issue 4), October-December 2017, p 162-164 (ISSN: 0971-5428) by Dr. Namrata Maheshwari (Assistant Professor, Commerce Department).
9. Financial Performance of Hospitality Industry: A Study on Indian Hotels Company Ltd. **PMR Journal**, Presidency University, Bangalore, Vol-1 (Issue 1), April 2018 by Dr. Manodip Ray Chaudhuri (Dean of Academics) & Ms. Shreya Agarwal (Assistant Professor, Commerce Department).

## Department of Management

1. Global Financial Crisis, Foreign Portfolio Investment and Volatility: Impact Analysis on Select Southeast Asian Markets. **Finance India**. Vol-31 (Issue 4), December 2017, p 1191-1210 (ISSN: 0970-3772) by Sumanta Bhattacharyya. (Assistant Professor, Management Department).



## EDIBLE CUTLERY



**Arwa Nanderbadwala**

2<sup>nd</sup> Year B.Sc (Food Science and Nutrient Management)

Cutlery includes any hand equipment used in preparing, serving and especially eating food. The word 'edible' means something that can be eaten or consumed. Edible tableware such as cups, bowls, plates and platters prepared using sugar paste have been in use since the 18th century and edible tableware was considered as a sign of wealth. They can serve as alternative for disposable plastic and wood cutlery which have harmful effects on the environment.

In recent years, new companies like Bakey's Food Private Limited, Biotrem, Loliware have emerged to offer viable alternatives to non-eco friendly plastic and paper. Their business models have proved to be profitable and have the capacity to be scaled up globally. Also, KFC had unveiled its first edible coffee cup made with biscuits a while ago.

The world's first edible cutlery was invented by a Hyderabad based Indian scientist Narayana Peesapathy, the founder of Bakey's Food Private Limited in 2010. Peesapathy started manufacturing edible cutlery made from cereal flours. The innovative cutlery is available in three flavours - sweet, savoury and plain and is priced rupees 3/- per spoon. While being almost as cheap as plastic, these products negate all disadvantages of plastic cutlery. The cutlery contains no toxins and carcinogens, is biodegradable, and rich in nutrition value. Further additional flavours can be incorporated such as ginger-garlic, cinnamon-ginger, salt-pepper, sweet with vanilla flavour and so on, thereby making the cutlery more versatile and an element to enhance the dining experience.



BIOTREM

Another company that produces edible spoons is the Triangle Tree in New York. The company has designed the edible spoon maker that can bake spoons. The crispy and evenly browned spoons can be made from any homemade dough and only takes three to four minutes to produce a set of four.

Loliware cofounded by Americans, Chelsea Briganti and Leigh Ann Tucker produces 100% biodegradable and edible cups designed to complement a variety of beverages, cocktails, and desserts. Made from seaweed, organic sweeteners and flavors derived from fruits and vegetables, the cups come in four different flavours - Tart Cherry, Yuzu Citrus, Matcha Green Tea and Vanilla Bean.



Narayan Peesapathy of Bakey's Food Pvt. Ltd.

Biotrem is a Polish company invented by Jerzy Wysocki that develops biodegradable and edible tableware - plates & bowls from wheat bran. The plates do not bend, like paper or plastic, and are resistant to microwave and oven cooking up to 200°C and can be frozen. They will withstand hot liquid thick soups for up to 30 minutes and hot thin soups for about 20 minutes. They have low carbon footprint.



Chelsea Briganti and Leigh Ann Tucker of Loliware

The greatest threat to our planet is the belief that someone will save it for us. Innovators like Narayana Peesapathy and many others with the common aim of saving our environment from plastic have innovated edible cutlery, which when properly publicized and marketed can change the future of the world.



LOLIWARE





## IN-FLIGHT DINING

Maria Johar Tasira,

2<sup>nd</sup> Year B.Sc (Food Science and Nutrient Management)

In-flight meals or meals served to passengers on board a commercial airliner are meals which are prepared by specialist airline catering services. These meals vary widely in quality across different airline companies and classes of travel. They range from a simple beverage in short-haul economy class to a seven-course gourmet long haul first class. A large-scale flight catering production unit may employ over 800 staff to produce as many as 25,000 meals per day during peak periods.

Airplane food has continuously fluctuated with the times, ranging from luxury cuisine and service options to pre-packaged foods and even fast-food meals in flight. With technology and food sensitivities on the rise, airlines are heading in the direction of becoming more tech savvy to ensure that traveler's needs are met.

Airline meals are very important as they assuage the hungry and tired passengers, as well as distract them from fear of flying or to help them keep engaged. However it is also a competitive strategy of the commercial airline, as the onboard service and meal is the most remembered aspect of people's travel experience, and are important for the overall good of the passengers.

The unique feature about sky dining is that the preparation site or the centralized kitchen is far from where the food is served. All airplane meals are cooked and assembled in the centralized catering kitchens and loaded into an aircraft meal cart. After the food is cooked, it is then blast-chilled to the required 4 degree celsius in special refrigerators while it waits to board the aircraft. Once on board, the re-heating process takes place in the airplane's convection oven for about 20 minutes. Open flames and microwave oven are not allowed on board for safety reasons.

External food safety agencies like Food Safety & Standard Authority of India (FSSAI) and International



Organization for Standardization (ISO 22000:2005) ensure the safety of airline food. Generally, meals are prepared about 12 to 72 hours in advance before they are served to the passengers. However, it can be kept in a chilled stage for five days under the internationally recognized food hygiene standards.

Because of the reduced odor and taste perception at high altitudes / low pressures, meals served on-board aircraft are intensively aromatized and spiced (more salt, more sugar). The salt perception is 20 to 30 percent less intense and the sugar perception is 15 to 20 percent less intense, on the other hand, the perception of fruity aromas and acids remain more stable. From practical experience, aircraft caterers are aware of taste and odor perceptions of passengers during flights. Chefs from SATS Ltd., an in-flight catering service in Singapore test the food in simulated aircraft cabins. The chefs stay in the pressurized cabins long enough for their palates to change, and alter the meals accordingly.

Low cabin pressure, low humidity and loud background noise are the main reasons that affect the taste perception. Reduced pressure in the aircraft affects the human body: oxygen saturation in the blood is reduced, thus also reducing the effectiveness of the olfactory and taste receptors. Differences in gravity cause a movement of body fluids from lower extremities to upper body parts. As a consequence plasma volume and thirst decreases. Besides, reduced barometric pressure causes a lower air flow through the nasal mucosa diminishing the transport of odorants to the smell receptors. The result is a decline in odor perception similar to colds and allergies with swollen mucosa reducing the airflow. Sweet and salty dishes seem to be favored because their perceptions are reduced while bitter and sour perceptions seem not to be affected.



The cabin air tends to get very dry; its humidity dropping down to about 10 percent against the usual average of 25 percent. This is because the humidity outside the jet airliner is practically zero as it flies above the cloud level. 3-4 hours of continuous exposure to this dry air causes a certain degree of dehydration in the nasal passages, saliva and significantly reduces the power of the taste buds thereby affecting the flavor experience.

Background noise and loud music can impair our ability to taste food and drink. It would appear that noise selectively impairs the ability to detect tastes such as sweet and sour while leaving certain other taste and flavor experiences relatively unaffected.

To combat the effects sound and air pressure can have on food, airline chefs are using lots of tricks. This includes increasing salt and spices in food preparation, and using sound-cancelling headphones.

In-flight is probably one of the most complex operational systems in the world being an amalgamation of food management, catering and distribution system that serves more than one billion passengers each year across the globe.





## BIO-PLASTICS: A BETTER ALTERNATIVE FOR SUSTAINABLE FUTURE

Ashna Singhal

2<sup>nd</sup> Year M.Sc (Food & Nutrition)

Plastics are a vital asset for mankind, often providing functionality that cannot be easily or economically replaced by other materials. In recent years, bio-plastics have become increasingly prominent owing mainly to



scarcity of oil, increase in the cost of petroleum-based commodities and growing environmental concerns regarding dumping of non-biodegradable plastics into water bodies. Bio-plastics can help alleviate the

energy crisis as well as reduce the dependence on fossil fuels of our society. They have some remarkable properties which make it suitable for different applications.

Bio-plastics are a form of plastics derived from renewable biomass sources, such as vegetable fats and oils, corn starch or micro biota. They can be made from agricultural by products and also from used plastic

bottles and other containers using microorganisms. Bio-plastics are usually derived from sugar derivatives, including starch, cellulose, lactic acid. Bio-plastics are based on the principle of the natural cycle i.e. organic material generated by photo-synthesis is eventually broken down by microbial degradation into the products like biomass, CO<sub>2</sub> and water.



The use of bio-origin materials obtained through microbial fermentations, starch and cellulose has led to their tremendous innovative uses in food packaging in the last few years. Bio-plastics are used for disposable items, such as packaging, crockery, cutlery, pots, bowls, and straws.

Although a few commercial applications exist for

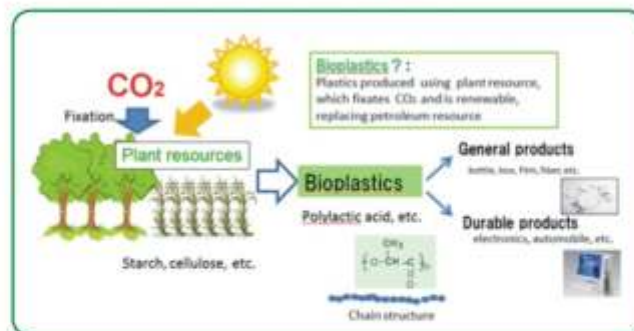


bio-plastics and in principle they could

replace many applications for petroleum-derived plastics, however cost and performance remain problematic. As a matter of fact, their usage is favourable only if supported by specific regulations

limiting the usage conventional plastics. Beyond structural materials, electro-active bio-plastics are being developed that can carry electric current. Bio-polymers are available as substitute for the more common petrochemical coatings for paper.

Bio-plastics are an important part of the transition to a more sustainable world. As of 2014, bio-plastics represented approximately 0.2% of the global polymer market (300 million tons).







## PULSED LIGHT TREATMENT OF FOOD AND PACKAGING

Snigdha Deora

2<sup>nd</sup> Year M.Sc (Food & Nutrition)

Consumers demand high-quality processed foods with minimal changes in nutritive and sensory properties. In response to consumer preferences for high quality foods that are close to fresh products, non-thermal technologies are being developed to obtain products with high levels of organoleptic and nutritional quality and are at the same time free from health risks. Some of the limitation of thermal processing techniques can be overcome by employing non-thermal process. High hydrostatic pressure, pulsed electric field, ultrasound, cold plasma, dense phase carbon dioxide, ozone and pulsed light processing are gaining popularity.

Pulsed Light (PL) is an emerging non-thermal technology where sterilization and decontamination are achieved by impinging high-intensity light pulses of short duration on surfaces of food and high transmission liquids. Pulsed light is effective for sterilization of surfaces and highly transparent liquids, such as water, and has been successfully used to inactivate bacteria, mold, spores and



viruses in various food materials. This technology had been successfully used to inactivate myriad microorganisms in various foods. PL is a technique to decontaminate surfaces by killing microorganisms using short time pulses of an intense broad spectrum, rich in UV-C light. UV-C is considered to be the most efficient germicide against microbes, such as viruses, bacteria, protozoa, yeast, algae and moulds.

FDA approved the use of pulsed light for treatment of food in 2002.

Pulsed light produces minimal or no changes in the quality of treated food compared with conventional processes. However, these quality changes depend upon the type of food product and energy absorbed. It also does not produce chemical residues and hence is also an effective alternative to the chemical sterilizers that are frequently used for treating food packaging materials.

PL being one among the novel food-processing techniques that has the ability to reduce the deleterious effects that thermal processing and traditional processing methods have on the colour, texture, flavour, and nutritive value of foods.

As the food safety war rages, world populations surge and the global demand for safe food and water disproportionately increases, there is a corresponding incremental demand for innovative technologies to guard against the proliferation of food borne pathogens. Pulsed Light has the potential to effectively inactivate microorganisms in a cost-effective manner and effectively inactivate both vegetative cells and spores thereby improving nutritional and organoleptic properties and also extending shelf life of food. This novel emerging PL technology is finding application in the food industry.





## PERSIMMON

Jyoti Pachisia

Post Graduate Diploma in Dietetics & Applied Nutrition

Persimmon in Latin means 'food of gods'. It is a fruit that is most often grown in warm, dry climates. It originated in Japan and hence it is their national fruit. Persimmons are red-brown or orange fruits that grow on trees like plums and look like a small, rather flat tomato, capped by a calyx.

There are about two thousand varieties of persimmon, but only two are available for commercial consumption. The two varieties are stringent and non-astringent, the latter being pleasingly sweet. To avoid bitterness, the paler varieties should be eaten only when very ripe and peeled.

The fruit belongs to the berry family and are typically available from September to December. The trees grow up to seven feet tall and it takes around 7 years for it to produce a fruit. They may also survive up to seventy five years in the wild.

Persimmon is one of the most nutritious fruits bestowed with strong antioxidant activity. The bio-active components present in the fruit includes flavonoids, tannins, phenolic

acid and catechins (found in calyx, leaves, fruit peel and fruit) which are helpful in quenching free radicals decreasing risk factors (blood pressure and cholesterol) and are effective in reducing the risk of diabetes mellitus along with being effective against cancer insurgence. The fruit is associated with the killing of breast cancer cells without harming the normal breast cells due to the presence of the flavanoid, fisetin. These fruits also reduce arterial stiffness and prevent oxidation of low-density-lipoproteins (LDL) thereby resulting in the prevention of atherosclerotic plaque formation. Carotenoids present in persimmon peel can help protect eye-vision.



### HEALTH BENEFIT OF PERSIMMON



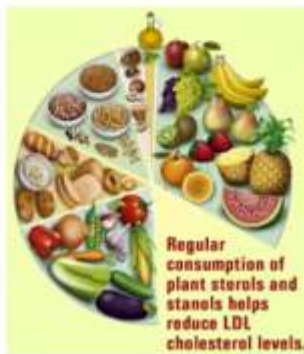
Persimmon is mainly eaten fresh and can be frozen, but cannot be canned or dried. Dried persimmon snacks are found to be effective in reducing the concentration of alcohol in the blood. The dried leaves are used in oriental cooking and for making tea also. Besides these, the fruit is also used in the production of cosmetics, repels bugs, liquor and wine called Sake. The wood of the tree is used in furniture making. Roasted persimmon seeds are used as a coffee substitute. It can be used to bake bread cookies, pies, muffins and are also used as breakfast cereals or salad components. Fermented persimmon is used in the making persimmon vinegar better known as 'gamsikcho'. However individuals also need to understand that excessive consumption of persimmon may lead to severe complications such as bezoars, allergy or even hypotension.

Persimmon has optimal significance with respect to the nutrition aspect and other potential industrial and domestic applications.

### Persimmons OR







## PLANT STEROLS

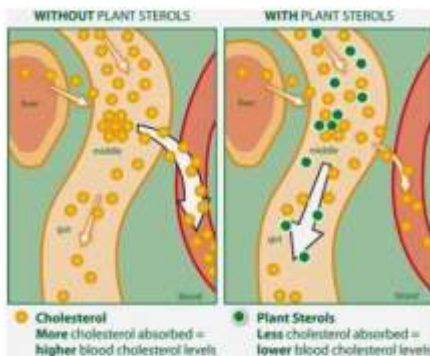
Shalini Baid

Post Graduate Diploma in Dietetics & Applied Nutrition

Sterols and stanols refer to the entire group of naturally occurring steroid compounds found in plants that are proven to have a cholesterol-lowering effect. In fact, there are over 200 types of phytosterol compounds found in various types of plants. Phytosterol and phytostanol are other terms for plant sterol and plant stanols.

The challenge of incorporating larger amounts of sterols into the diet has been overcome in recent years by manufacturers who have been able to add these to foods like margarine spreads, low fat milks, low fat yogurts, low fat cheese and breakfast cereals. Some vegetables, grains, nuts, seeds, legumes and fruit also contain them.

Obesity is a growing global problem that millions of people struggle with. One of the risks of the disease includes the pathogenesis of liver diseases and liver inflammation that may ultimately lead to liver cirrhosis and even premature death. In particular, a high cholesterol diet plays an important role in the development of the disease. Since there are hardly any symptoms at an early stage, it is often difficult to make the diagnosis. Prevention is therefore better than cure. Incorporating plant sterols in the diet can help prevent this risk.



Further patients on statin drug therapy may achieve further reductions in their blood cholesterol levels after consuming a plant sterol or a stanol-rich diet. A 10 to 15 percent reduction in LDL cholesterol levels has been seen in some studies for patients who combined statin with a higher intake of plant sterols. Studies have also

shown that there is a 9 to 10 percent reduction in LDL cholesterol levels among patients who were given stanol tablets and stanol ester margarine, respectively.

On the positive side people at risk of heart disease, especially those with high blood cholesterol levels may

benefit from sources of plant sterols and stanols in their diet. These can help to lower blood cholesterol levels and reduce the risk of heart disease and stroke.

### HEALTH BENEFITS OF STEROLS

1. **Low Blood Cholesterol:** High cholesterol levels eventually lead to cardiovascular disease (CVD). Usually, statins ('HMG-CoA reductase inhibitors') are used to treat CVD in the early stages of the disease. But statins come with several side effects like muscle pain, increased risk for diabetes, and even muscle damage. Studies show that along with statins, sterols can be used to gain maximal effect. Phytosterols interfere with the cholesterol in the



intestine and prevent it from being absorbed into your bloodstream. They help lower LDL (bad) cholesterol and do not affect the levels of HDL (good) cholesterol. This improves the cholesterol ratio.

2. **Reduced Chances of Heart Attack and Stroke:** Since phytosterols have powerful cholesterol-lowering properties, including them in your diet can help reduce the chances of coronary heart disease (CHD) and stroke.
3. **Low Triglyceride Levels:** Phytosterols bring about a reduction in triglyceride-rich VLDL particles produced by the liver, which eventually helps lower triglyceride levels.
4. **Reduced Risk for Certain Types of Cancers:** Researchers believe that regular consumption of phytosterols can inhibit lung, breast, ovarian, colorectal, and stomach cancers.
5. **Treating Prostate Cancer:** Beta-sitosterol when provided to human prostate cancer cell line helped slow down the cell growth rate by 24%. It increased cell death 'apoptosis' by 400 %.
6. **Strong Immune System:** Research shows that phytosterols help control your immune response. While enhancing the activity of beneficial immune cells, they curb the activity of those cells that cause inflammation and chronic diseases.
7. **Symptomatic Treatment of BPH:** Studies show that the fruit extract helps alleviate the symptoms of benign prostatic hyperplasia (BPH).





## DHOTI

Meghna Agarwal

2<sup>nd</sup> Year B.Sc (Textile Science, Clothing & Fashion Studies)

The dhoti also known as panche, vesti, dhuti, mardani, chaadra, dhotar and panche is a traditional men's garment worn in the Indian subcontinent. It is a rectangular piece of unstitched cloth, usually around 4.5 metres (15 ft) long, wrapped around the waist and the legs and knotted at the waist. The dhoti evolved from the ancient 'antariya' which was a bifurcated lower garment that passed through the legs and tucked at the back. It

covered the legs loosely and then flowed into long pleats at front of the legs. This dhoti formed an integral part of the costumes of the royalty and rulers of ancient India. Apart from India, it is considered as traditional attire in several countries like Nepal, Srilanka, Bangladesh and Maldives.

Dhoti is the traditional attire for men across India. It is often misinterpreted with lungi or loongi. Dhoti can be worn in different styles, which vary from one state to the other and have many regional names; it is known as mundu in Kerala, dhotar in

Maharashtra, laacha in Punjabi and mardaani in Uttar Pradesh and Bihar. The dhoti is commonly worn by men in the states of Tamil Nadu, Kerala, Andhra Pradesh, Maharashtra, Bihar, Madhya Pradesh, Assam, West Bengal and Goa.

The word 'dhoti' has been derived from a Sanskrit word, 'dhauti' or 'dhauta', meaning 'dhuvati' or 'five', thereby referring either to the five yard-long strip of cloth that is used or to the five knots used in an elaborate process of draping the garment. The word 'dhoti' is also means 'to cleanse' or 'wash'; in the context, it simply refers to a cleansed garment which is worn during 'shrauta' sacrifices or religious sessions in general. Dhoti is usually worn over a 'kaupinam' or 'klingot', type of loin cloth undergarment.

There are several different ways of draping the dhoti or the panchas. The two most popular ones in south India are the plain wrap and the pancha katcham (pancha with five knots or five folds). The first style is mostly seen mainly in Tamil Nadu, Kerala and some southern parts of Andhra Pradesh and Karnataka. In this style, the wearer usually folds the dhoti into half up to the knees while working. The pancha is worn by men of Jain community when they visit the temple for puja; unstitched clothing is believed by some Jains to be 'less permeable to pollution' and therefore more appropriate for religious rituals than other garments. The second style consists of draping an eight yard-long cotton fabric around the waist, tying the top ends in front like a belt and then tucking in the loose left and right ends behind. This style is popular across south Indian men while working in the fields.

Although the exact origin of dhoti is not known, its presence can be traced back to the 5th century BC. There are evidences that significantly indicate that men during the Indus valley civilization usually wore dhoti. Although the garment that they used for covering the upper part of body was different in north and south of the Harappan civilization, the dhoti for the lower part of the body remained common.

Dhoti has been a comfortable and easy to wear clothing for daily use and being made from cotton it is well adapted to the dry, hot summers of Indian subcontinent. The garment is usually white or cream in color, although colorful hues are used for specific religious occasions or sometimes to create more vivid ensembles. Turmeric-yellow is worn by men at their weddings and upanayanams; red dhotis called sowlay, are often used by priests at temples, especially in Maharashtra.

Over a period of time, Indian traditional attire has been influenced by the western wear and traditions. This has made dhoti as a garment quite unpopular. Indian men are no longer willing to wear this cumbersome attire to



Coloured dhoti during wedding ceremonies







*Dhoti-style popular in South India*

the office or parties and hence the use of dhoti has been restricted to traditional and religious ceremonies.

With the young designers believing in sustaining this clothing tradition, the dhoti is being revamped and re-draped as pants and saris and is enjoying its journey from traditional to innovation. It had blurred the gender divide and entered the female wardrobe as well. Embraced and adapted by the designers, the dhoti's new avatar are comfortable, funky and definitely stylish and are carrying forward the Indian legacy to the younger generations.



## CAD IN TEXTILES

**Oendrila Das**

2<sup>nd</sup> Year B.Sc (Textile Science, Clothing & Fashion Studies)

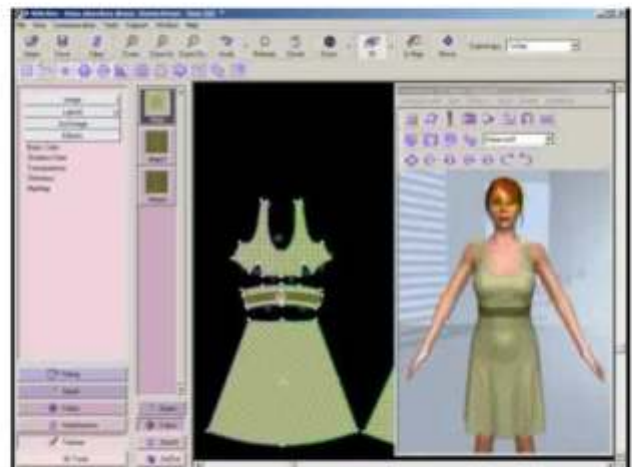
Computer-aided design (CAD) finds its practical utility in textile, apparel and fashion industry right from design initiation and production to lay planning, spreading, patternmaking, cutting and finally sewing.

The two-dimensional pattern design software based on flat patternmaking techniques have been successfully explored for pattern making, grading, and creating pattern libraries for future retrieval. A further progress made in this field is the introduction of the three-dimensional (3D) software. 3D-scanning, mapping customized avatars in accordance with specific anthropometric and facial features, and customizing garments are some of the innovative and exciting avenues available with these new CAD software packages. Fashion products like top and bottoms, sarees, suits and accessories are visualized without making a physical trial using Virtual Reality.

Enhanced productivity, competitiveness, and shortened delivery schedules can be guaranteed by linking designing with other pre-production steps of patternmaking, grading and marking and manufacturing operations.

Fashion CAD is a computer based graphic-software for pattern design, automatic pattern grading, pattern detailing and marker layout. The approach that garments are constructed with reference to a three-dimensional body form is uniquely defined in the computer. The computer input of the patterns form a two-dimensional CAD system and constructs the garment by assembling them round the digital human model. The assembled garment can be shown in its constructed or draped form with a choice of fabric properties and texture.

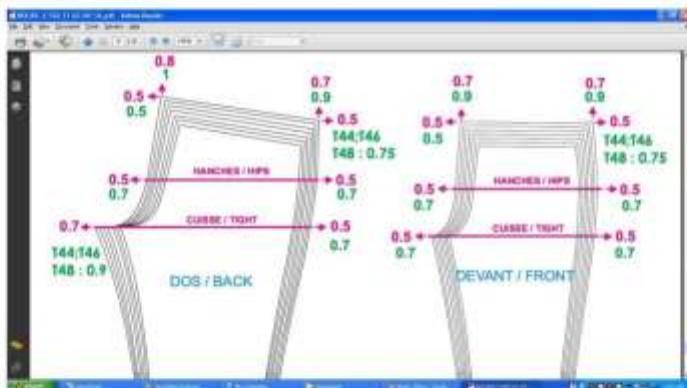
**CAD in Pattern Design System (PDS):** CAD helps in rapid and accurate drafting with instant alterations. The unique feature of CAD, the layering of patterns with transparency, enables drafting patterns while visually



referring to another pattern. Another special feature is curve modification, which is done by shifting of an intermediate curve point as well as changing the angle of curve using targets.



**CAD in Pattern Grading System:** grading is a highly manpower intensive process. CAD generates graded patterns for number of sizes instantly. The technician can input grade rules to one size and it automatically repeats for the other



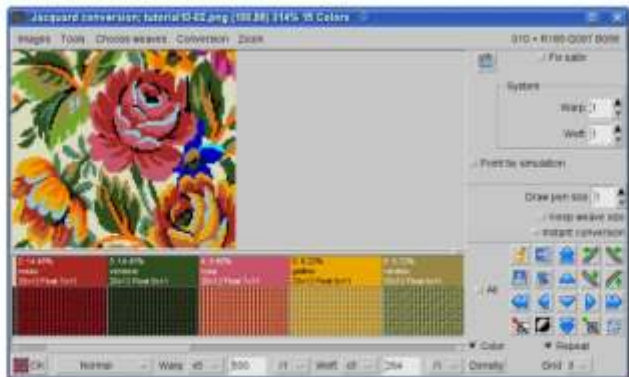
sizes. Copy-paste of grade rules between gradable points makes the process even more simple and fast.

**CAD in Marker Making:** CAD enables the user to simulate fabric details on screen (fabric width, warp and weft repeats). The user can then place patterns on fabric interactively to get the best consumption of the fabric. CAD module keeps an account of the available regions of the fabric during the



course of marker making through algorithm. The software computers offer a walkthrough of all the feasible placements of the piece within the chosen available region with no overlaps or gaps.

**CAD in Digital Weaving:** At present CAD/CAM technology has been successfully introduced into the textile industry for the generation of patterns with the latest loom technology and integrates the computerized pre-production and production process with the logistic control systems of a plant for woven material.



**CAD in Digital Embroidery:** The 3D embroidery process starts with the 'Digitizing' of the design, essentially making a digital file that the machine can read and recreate as embroidery. Artwork is interpreted in stitches by plotting a route that the embroidery machine needles will take when stitching the design and applying machine functions



like color changes. When complete the design is transferred to the embroidery machine in a specific 'stitch file' format or language. Once the design is in the memory of the embroidery machine, the operator teaches the embroidery machine how to sew the design i.e. which needles to use for which color and then starts the machine embroidering.

**CAD in Digital Printing:** Use of CAD in printing helps to minimize inventory waste as there is no discharge of unused dyes and chemicals thereby providing eco-friendly solutions. It reduces downtimes and costs apart from providing the option for short run production with mass customization.



There has been no looking back after CAD was introduced for textile designing. It has revolutionized the textile industry. A whole new world has opened its doors to designers, who are ready to take the plunge into this creative field of textile design.



CHARLES REGRETTED HIS RADICAL SUGGESTION OF INCLUDING A PRINTED MANUAL WITH THE NEW RELEASE





## TISSUE ENGINEERING SCAFFOLDS

Dibya Jhavar

2<sup>nd</sup> Year M.Sc (Textiles & Clothing)

Tissue engineering aims to restore, maintain or improve tissue functions that are defective or have been damaged by different pathological conditions, either by developing biological substitutes or by reconstructing the damaged tissues.

- The general strategies adopted in tissue engineering can be classified into three groups: Implantation of isolated cells or cell substitutes into the organism.
- Delivering tissue-inducing substances (such as growth factors).
- Placing cells in or within different matrices.

The last of these strategies is more frequently associated with the concept of tissue engineering, i.e with the use of living cells seeded on a natural or synthetic extra-cellular substrate called scaffold to create implantable pieces of the organism.

The scaffold is a three dimensional substrate which serves as a template for tissue regeneration. They form a very important part in developing a replacement of the tissues or organs which are damaged or irreplaceable by regenerating or re-growing them. Hence this tissue engineering field is also known as regenerative medicine and scaffolds are also known as a carrier for cells, growth factors or other bio-molecular signals.

### An ideal scaffold should have the following characteristics:

- Appropriate surface chemistry and microstructure that facilitates and provides a frame-work and initial support to cells for attachment, proliferation and differentiation.
- Mimic the structure and properties of human tissue and direct the macroscopic process of tissue formation.
- Have an extensive network of interconnecting pores so that the cells can migrate, multiply and attach deep within the scaffolds.
- Have channels through which oxygen and nutrients can be provided to cells deep inside the scaffold, and through which the waste products can be easily carried away.

- Biocompatibility with a high affinity for cells to which they attach and proliferate.
- Right shape, as desired by the surgeon.
- Appropriate and adequate mechanical strength.
- Porosity.
- Adequate biodegradation rate without any formation of undesirable by-product.
- Controlled degradation rate.

The requirements of scaffolds and the properties of textile fibres have many similarities. Most of the fibres used in textiles are biodegradable (viz. cotton, silk, wool) or can be made bio-degradable by altering the manufacturing process (viz. polycaprolactum). Similarly the strength, rate of degradation and porosity can also be controlled.

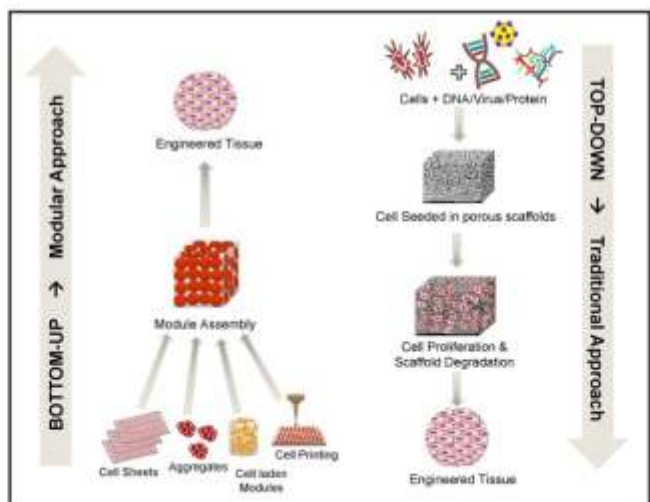
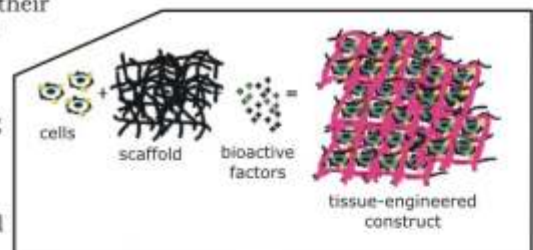
Fibres of natural origin or synthetic polymers are used for applications in tissue engineering.

Textile fibres used in the field of tissue engineering are generally in the form of electro-spun fibre mesh made or a form made through direct prototyping or 3D printing using CAD. Other than these two, fibres used in scaffold can be made by wet spinning, melt spinning, bio-spinning, micro-fluid spinning.

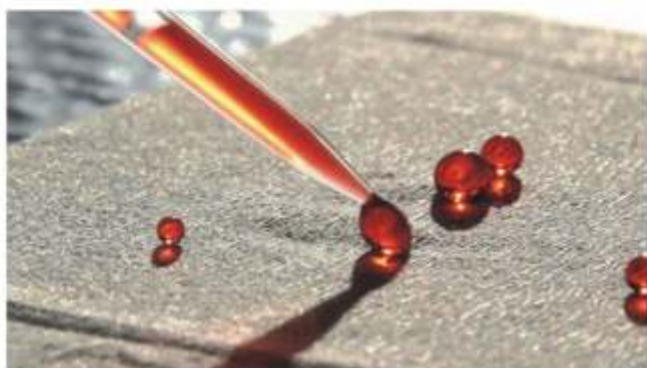
Various bio-polymers are processed and used in the form of fabrics to manufacture tissue engineering scaffolds. Some of the forms that are used in scaffold manufacturing are woven, knitted and braided. These fabrics can serve either as tissue scaffolds or as reinforcements inside the matrix of hydrogels or sponge to improve their mechanical stability.

Tissue engineering is one of the most exciting multidisciplinary research

areas and is growing exponentially over time. Scaffold materials and fabrication technologies play a crucial role in tissue engineering. However, scaffolds should meet certain design parameters regardless of whether they originate from natural resources or are synthetically created.







# SURFACE MODIFICATION OF TEXTILES

Shreya Binani

2<sup>nd</sup> Year M.Sc (Textiles & Clothing)

Textiles find their use in a variety of applications including those used for industrial purposes, automotive applications, medical textiles, geo-textiles etc. In all these applications, stringent performance requirements must be met.

Surface modification is used to bring improvement in functionality without changing the bulk characteristics of fibres. It improves properties such as softness, adhesion, dye ability, hydrophilicity, roughness and wet ability.

## Need for Surface Modification

The surface of textiles offers an important platform for functional modifications in order to meet special requirements for a variety of applications and improved functional behaviour of textiles. Textile materials are used in a variety of applications where surface modification is of profound importance as it improves various properties such as softness, dyeability, absorbance and wettability.

The use of natural fiber reinforcement with polymer matrix has grown rapidly. However, natural fibres have some limitations like poor interfacial interactions with matrices, high moisture absorption, subsequent swelling and degradation. Therefore, they are generally surface modified in order to overcome these limitations.

Keratinous fibres such as wool and cashmere have an outer lipid layer which makes it hydrophobic. Removal of this lipid layer is therefore important for dyeing and printing. This can be achieved through surface modification. Synthetic fibers have relatively high levels of orientation and crystallinity that imparts certain undesirable properties. They contribute to the structural

resistance of the fibres to coloration by dye compounds and finishing with various materials. Different methods are employed to enhance modification of these fabrics.

The surface modification of textiles may be achieved by various techniques ranging from traditional solution treatment to biological approaches. Of the different kinds of surface modification techniques applied, plasma treatment appears to be the commonly used with good results and environmental benefits. Other techniques include physical vapour deposition and use of nano particles.

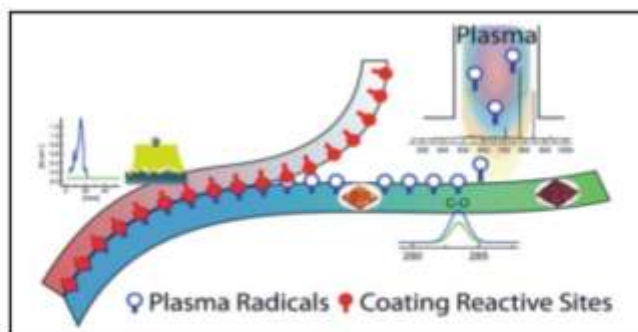
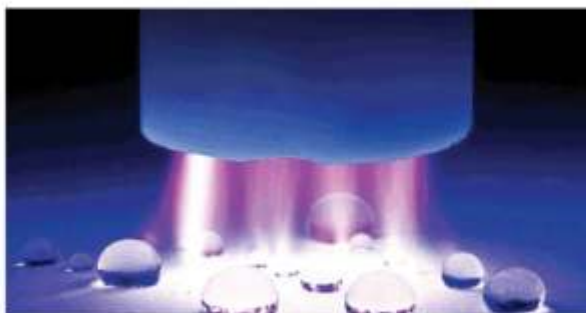
On textile surfaces, three main effects can be obtained through plasma technique depending on the treatment conditions: the cleaning effect, the increase of micro-roughness (anti-pilling finishing of wool) and the production of radicals to obtain hydrophilic surfaces. Plasma polymerization, that is the deposition of solid polymeric materials with desired properties on textile substrates, is under development. The advantage of such plasma treatments is that the modification turns out to be restricted in the uppermost layers of the substrate, thus not affecting the overall desirable bulk properties. The physio-chemical nature of the modified fibre surface has a tremendous influence on the following important phenomenon:

1. Static electricity build up and dissipation.
2. Moisture transport and comfort.
3. Oily stain adsorption and release in detergent solution.
4. Soil deposition, release and redeposition in detergent solutions.
5. Wettability and adhesion.
6. Scourability and bleachability of textiles.
7. Wettability and dyeability

## Factors that influence surface modification of the textile fibers:

- Thickness of the surface.
- Sufficient atomic or molecular mobility.
- Stability of the altered surface.
- Uniformity, reproducibility, stability of the process.
- Reasonable cost of application.
- Precise control over functional groups in the fibre.

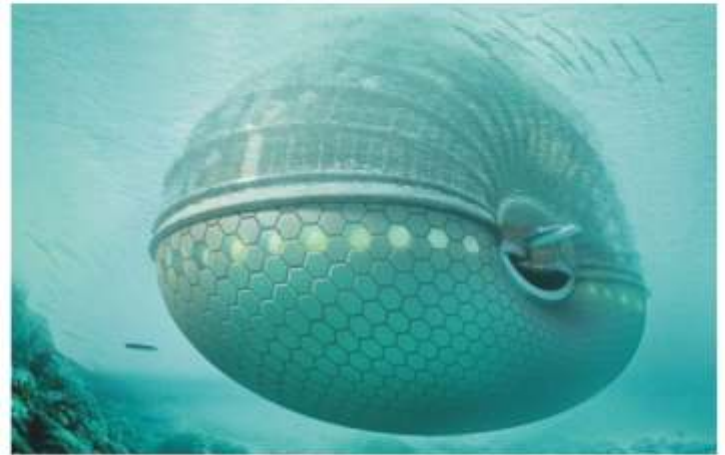
A considerable amount of research is taking place in the field of surface modification of textiles with a view to improving properties and processes. Surface modification of both natural protein fibres and their biomaterial derivatives to provide functional and durable properties will continue to be a growing and exciting area in the global fibre, textile and biomaterial industries.







The Ark, China



## FLOATING LUXURY HOTELS

Riddhi Bhayani

2<sup>nd</sup> Year B.Sc (Interior Designing)

Flotel, a portmanteau of the terms floating hotel, refers to the installation of living quarters on top of rafts or semi-submersible platforms. Fotelis are used as hotels on rivers or in harbor areas, or as accommodation of working place, especially in the offshore oil industry.

Floating hotels are hotels that are not located on solid ground, typically sitting over water. While a floating hotel could be designed to float on water, most hotels of this type are actually securely positioned on stilts so that the building does not sway. There are many different floating hotel designs, but one popular strategy is to build small individual cabins over the water, creating privacy and a festive atmosphere.

Floating hotels maintain the floor height above the water surface when exposed to high tide or flood. Their advantages are that they do not damage the marine ecosystem or cause silt deposition in deep harbors. They do not disrupt the ocean currents; and are easy to construct, since much of the construction is completed onshore. Moreover the Installation is rapid. Also they are immune to seismic shock.

The world's first floating hotel was the Four Seasons Great Barrier Reef Hotel, in Queensland in 1988. This hotel was



Four Seasons Great Barrier Reef Hotel

designed and developed by Swedish naval architect, Sten Sjostrand and was constructed by Consafe Engineering in Singapore. The hotel is a self-supporting floating building

and so has a desalination plant for fresh water, on-board sewage and waste treatment, an underwater observatory and a semi-submersible vehicle for coral-reef cruises, as well as the usual luxury hotel amenities. The hotel's power plant, according to the developer operates at almost noiseless levels so as not to disrupt the Great Barrier Reef's delicate ecosystem.

The other notable flotel includes The Ark in China designed by the Russian architecture firm Remistudio with the assistance of the International Union of Architects' program, Architecture For Disaster Relief.. Architects have designed a modern day Ark to withstand floods caused by rising sea levels and the waterproof hotel can actually float in the ocean if water the levels rise too much. The shell-shaped hotel is designed to withstand tidal waves and other natural disaster. It is like a 'biosphere' conceived as a safe, self-contained haven. The Ark's shell-like construction of arches and cables evenly distribute weight and so it is also resistant to earthquakes. The design used solar panels and a rainwater collection system to provide inhabitants with power and water. To ensure quality of light, the frame of the hotel is protected with a self-cleaning layer.

Another unique floating hotel is the Aqua Mekong in Cambodia, which was designed by Saigon-based architects at Noor Design to embody the aesthetics of a sophisticated five star hotel. Local sustainable materials and artisanal touches have been used. Modern navigation technologies and the highest cruise



Aqua Mekong, Cambodia

ship standards as well as our experienced river pilot and crew ensure smooth travel and safety on the water. Its special features include designer suites with balconies all having river facing panoramic windows and a 13 ft long interior sofa that converts to a single bed. Besides all suites are air conditioned with en-suite bathrooms.

According to climate change and improvement of income level, floating hotels on water has been emerging.





## CORN HUSK AS A BUILDING MATERIAL

Akansha Kumari Agarwal

2<sup>nd</sup> Year B.Sc (Interior Designing)

As a way of ensuring a sustainable environment and efficient use of resources there has been an increase in the promotion of building materials from locally available natural and renewable materials. As a way of ensuring a sustainable environment, researchers are focusing of ways of using industrial and agricultural wastes like corn husk.

Corn husk is the outer covering of the corn that protects the corn kernel. It comprises of 14% of the total corn plant.

It is the third leading grain crop in the world and is estimated to double between 2016 and 2050 making it the leading crop grown on land. Burning its waste product creates lot of CO<sub>2</sub> which has negative impact on the environment.

Usually, the corn cob is considered an agriculture waste. This natural and organic waste material may be used in the industry, in general, and in the building industry, in particular. Its advantages include eco friendliness, low cost, light weight and resistance to ultra violet light. Also panels made out of corn husk absorb carbon dioxide to some extent.



Golden Husk Theatre, Nebraska

### Applications of Corn Husk as a building material include:

- Corn Husk Fiber Panel:** These panels are made from extracted corn husk fibers and have acoustical properties. It is a green product and has no harmful effects on nature or environment. It has good sound absorbing properties and hence is used in wall paneling and paneling in ceilings.
- Corn Board:** Corn stover biomass (corn stalks, leaves, and corn cobs left in the field after harvest) can be converted into durable, environmentally friendly product called Cornboard. CornBoard can be used to replace wood in thousands of products.



and applications, including pallets, furniture, action sports equipment (long boards, surf boards, skate boards, snow boards, paddle boards, etc.) and door cores. A green product, it is an alternative of particle board and plywood and can be used in all places where pressed wood can be used. Corn Board reduces the carbon dioxide release in atmosphere by absorbing carbon dioxide emissions.

- Corn Husk Brick:** This brick comprises of chopped corn husk and specially formulated mycelium. The ash of the corn husk is believed to possess substantial amount of siliceous material that can be used in conjunction with soil as it acts as a



cementitious material that improves the binding forcers between the soil particles. It is relatively a new building material that attains its full form in five days, with no waste, no input of energy and no carbon emissions. It is cost effective and environment friendly.



- **Corn Husk Fabric:** Corn husk has the structure similar to that of cotton. The fabric produced from corn husk fiber has the distinctive advantage of moderate strength, toughness and high elongation with high durability and softness. It is easy to care for, cheap and very comfortable. Moreover, it is stain-resistant and UV resistant. The fabric made from fibers of corn husk is a desired material for home interiors. It is used in soft furnishings and similar applications.



- **Corn Husk as Accessory:** Dried corn husk is used for the decoration as wall hanging, dolls, flowers etc.

*Some well known structures made from corn husk*

## **The Golden Husk Theatre in Ord, Nebraska**

This historic theater located in downtown Nebraska is named after the beautiful acoustical walls constructed with corn husks.

## **Hi Fi, New York**

The Living, a design studio in New York has built a tower, Hi Fi made from cornstalks and mushrooms in the courtyard of the New York gallery. The organically twisting towers are topped with reflective bricks, made with 3M day lighting mirror film that was initially used as brick molds. They reflect natural sunlight down into the tower's interior, creating lovely light patterns.

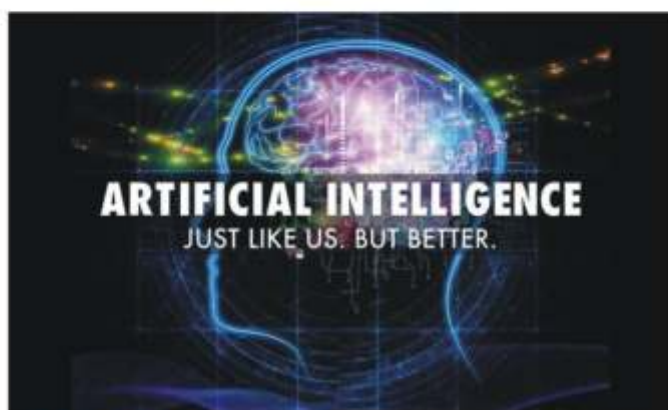


Hi Fi, New York

The key to a greener planet is in your hands







# ARTIFICIAL INTELLIGENCE SURPASSING HUMAN INTELLIGENCE

Saanchi Baid

2<sup>nd</sup> Year B.Sc (Human Development)

Artificial intelligence (AI) also machine intelligence (MI) is intelligence demonstrated by machines, in contrast to the natural intelligence (NI) displayed by humans and other animals. In computer science, AI research is defined as the study of "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is applied when a machine mimics "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving"

The Human Intelligence is an individual's abilities to understand complex ideas, to adapt effectively to the environment, to learn from experience, to engage in various forms of reasoning and to overcome obstacles by careful thought.



Artificial Intelligence (AI) mainly arises from the need for intelligent machines to think and make decisions. AI is simply the mimicking of a human brain and human intelligence by

a machine. This is a new concept that was not known earlier. But today its applications are innumerable. Infact we live in a world where a humanoid robot has the citizenship of a country and shares some equivalent rights with us. The advancements in this field of technology have been immense and with time, it is

growing further. Self driven cars, language transmitters, self flying helicopters, vigilants, dream reading machines are some of the many recent advancement brought about through Artificial Intelligence.

The field was founded on the claim that human intelligence "can be so precisely described that a machine can be made to simulate it". This raises philosophical arguments about the nature of the mind and the ethics of creating artificial beings endowed with human-like intelligence which are issues that have been explored by myth, fiction and philosophy since antiquity. Some people also consider AI to be a danger to humanity if it progresses unabatedly. Others believe that AI, unlike previous technological revolutions, will create a risk of mass unemployment.

In the twenty-first century, AI techniques have experienced a resurgence following concurrent advances in computer power, large amounts of data, and theoretical understanding; and AI techniques have become an essential part of the technology industry, helping to solve many challenging problems in computer science.

Thus, with considerations on progress till date, Artificial Intelligence requires human intervention and guidance to grow further. Although looking at the way research has expanded over the last decades, we cannot contemplate how and where it will take us in the coming future. We might sustain beyond, at par, or remain far inferior to their existence.







## STEM CELLS: A PATHWAY THROUGH THE MAZE

Fauzia Faiyaz

2<sup>nd</sup> Year B.Sc (Human Development)

Cells are the basic building blocks of all living things. Stem cells are unspecialized cells that have the ability to divide for indefinite periods and give rise to specialized cells. In the context of human development, a zygote (fertilized ovum) is a stem cell because it has the potential to form an entire organism. A zygote is also known as totipotent stem cells.

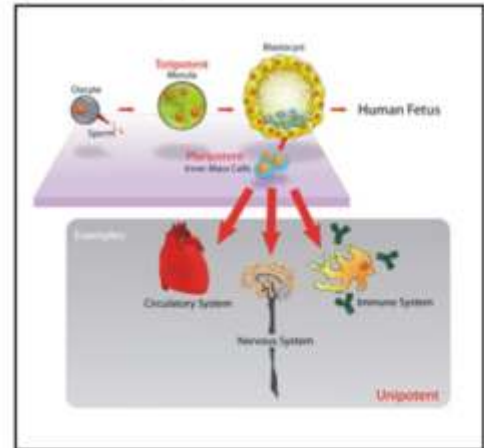
Inner cell mass cells, called pluripotent stem cells can give rise to many different types of cells. Later pluripotent stem cells can undergo further specialization into multipotent stem cells which perform a specific function.

Pluripotent stem cells currently used in research are derived from:

1. The embryoblast of embryos in the blastocyst stage that were destined to be used for infertility treatments

2. Non-living fetuses terminated during the first 3 months of pregnancy.

On October 13, 2001, researchers reported cloning of the first human embryo to grow cells to treat human diseases. Therapeutic cloning is envisioned as a procedure in which the genetic material of a patient with a particular disease is used to create pluripotent stem cells to treat the disease. Using the principles of therapeutic cloning, scientists hope to make an embryo clone of a patient, remove the pluripotent cell from the embryo, and then use them to grow tissues to treat particular diseases like birth defects, Alzheimer disease, spinal cord injury, diabetes, heart disease, stroke, burns, osteoarthritis and rheumatoid arthritis.



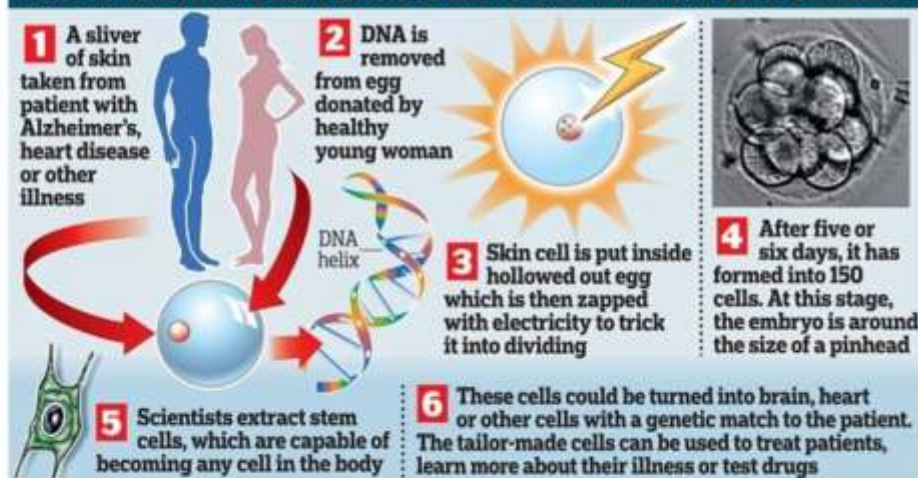
The potential clinical application of adult stem cells has also been investigated. Ability of the human adult red bone marrow to differentiate into cells of the liver, kidney, heart, lung, and skeletal muscle, skin and organs of the gastrointestinal tract has been witnessed.

Limitations in the use of stem cells include exploitation of animals, ethical issues leading to the destruction of an embryo in order to further the research. Also the use of embryonic stem cells involves the destruction of blastocysts formed from laboratory-fertilized human eggs.

The Indian Council of Medical Research and the department of biotechnology had laid down guidelines stating Ethical and Scientific Considerations Determining Specific Requirements Related to Stem Cell Research and Therapy in the year 2017.

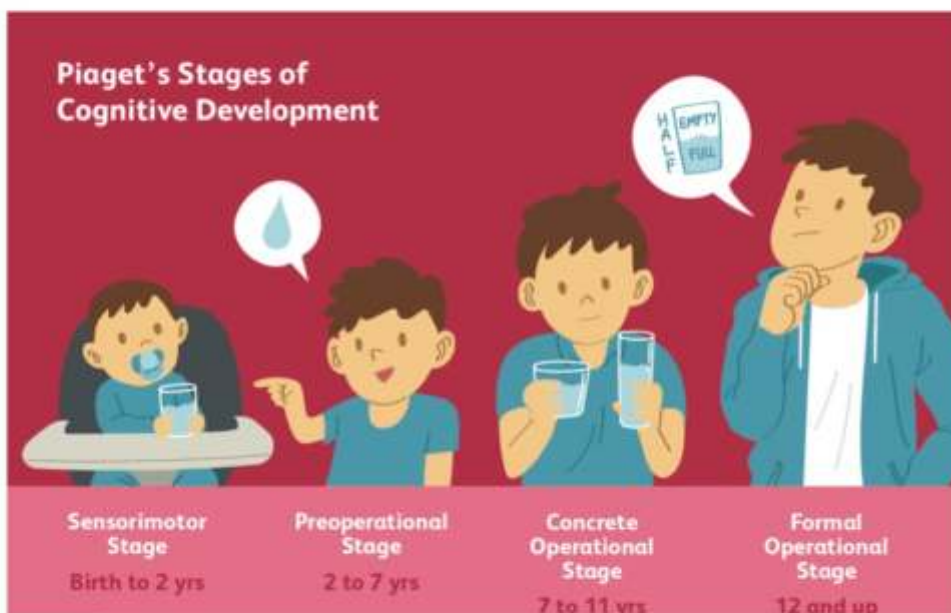
Stem cell research is one of the most fascinating areas of contemporary biology, but, as with many expanding fields of scientific inquiry, research on stem cells raises scientific questions as rapidly as it generates new discoveries. Researchers are currently conducting clinical trials with stem cells, adding to the growing list of 80 diseases which they can treat.

## HOW SCIENTISTS COULD USE THE STEM CELLS





## Piaget's Stages of Cognitive Development



# PIAGET'S THEORY OF COGNITIVE DEVELOPMENT

Mallika Murarka

2<sup>nd</sup> Year M.Sc (Human Development )



Jean Piaget

cognition in children, and a series of simple but ingenious tests to reveal different cognitive abilities.

What Piaget wanted to do was not to measure how well children could count, spell or solve problems as a way of grading their I.Q. He was more interested in the way in which fundamental concepts like the very idea of number, time, quantity, causality and justice emerged.

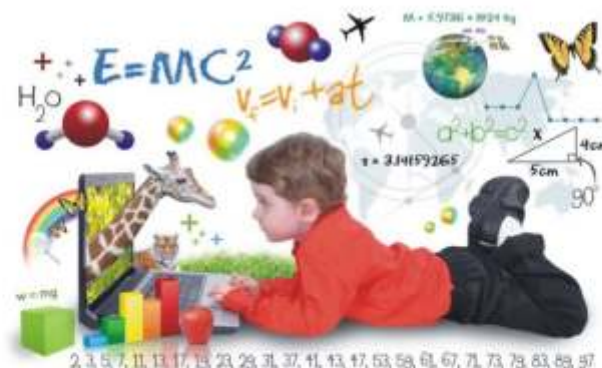
Before Piaget's work, the common assumption in psychology was that children are merely less competent thinkers than adults. Piaget showed that young children think in strikingly different ways compared to adults. According to Piaget, children are born with a very basic

Jean Piaget disagreed with the idea that intelligence was a fixed trait, and regarded cognitive development as a process which occurs due to biological maturation and interaction with the environment (i.e., the origins of thinking). His theory of cognitive development explains how a child constructs a mental model of the world.

Piaget was the first psychologist to make a systematic study of cognitive development. His contributions include a stage theory of a child's cognitive development, detailed observational studies of

mental structure (genetically inherited and evolved) on which all subsequent learning and knowledge are based. The goal of the theory is to explain the mechanisms and processes by which the infant, and then the child, develops into an individual who can reason and think using hypotheses.

To Piaget, cognitive development was a progressive reorganization of mental processes as a result of biological maturation and environmental experience. Despite these contributions there is skepticism about whether children develop cognitive skills at the time and way Piaget envisioned. The theory also provides inadequate attention to the individual variations and culture specific influences on cognitive development.







Entertainment media today is objectifying women highly. More than products ads, glorifying women wear, strong focus attributing women as a sexual object.

PUBLICDEBATE.in  
Healthy Debates Online

## PROJECTION OF WOMEN IN MEDIA AND PERCEPTION OF THE MASSES

Shamim Fatma

2<sup>nd</sup> Year M.Sc (Human Development)

In the relationship between mass media and society, the question of media as a mirror or creator of culture undoubtedly remains one of the most debatable issues. Advertising has been viewed as a prime target of attack and scrutiny. The basic explanation for the critical focus on gender specific role portrayal lies indeed in advertising. Over the ages, the status of women in society has been secondary to that of men. There is no denying to the fact that women in India have made a considerable progress, yet they have to struggle against the social evils and stereotypes. Media can act as both a perpetrator and as a protagonist. It can either be an accomplice to gender based discrimination or provide balanced coverage that empowers women.

A paradox of empowerment and marginalization is widely viewed among the news and entertainment media. The fact cannot be denied that film has brought a change in perception of society to some extent but still there is a dearth of awareness in society regarding the real status of women. Women's issues often do not get a chance to come up on the front page in print media unless pertaining to them. aggression in men reflect

Representation of mothers in television programs is viewed decorative function the nation's growth Plural nature of diverse roles women acknowledged nor result in stereotyped images

Mass media in India need to make pertaining to women and prepare women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously as the perception of the people is often widely dependent on the way women are projected.



they comprise of atrocities or abuses Portrayal of passivity in women and traces of a "gendered media".

also society  
equal rights belief  
gender men  
people treated  
women  
equality  
think



women as wives and and other media where women hold a and remain marginal to and development. Indian culture and the play is neither communicated. These

and role specifications of women.

adequate efforts to discuss serious issues pertaining to women and prepare women to play their rightful and equal role in society. To change this condition, it is





# Instagram INFLUENCERS

## INSTAGRAM AND THE RISE OF INFLUENCER MARKETING

Srijita Pal

2<sup>nd</sup> Year B.Com (Section-B)

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allow users to share pictures and videos either publicly or privately. With over seven hundred million users as on April 2017, it has given rise to a new marketing tool in the form of Social Media Influencers.

Social Media Influencers, in simple words, are users that have a large reach on the app in the form of followers. These users are then contracted by brands and corporations who use their follower base to promote their products and services. When the influencer, for example, uploads a picture of the product or uses product in their live stream on the Instagram, their followers' curiosity is directed towards the product and the brand. These

followers then find the brand's official Instagram profile where they can go through the products of the brand, in a format which is very similar to that of a catalogue.

This helps the brand create curiosity in a potential customer's mind about the brand and the products and services offered by it and helps initiate the creation of a market. When users on Instagram follow the brand's profile, the brand too gets an idea about the demographics of its customer base. This helps the brand to design its products and service accordingly.

In this day and age, when information is readily available to users at all times, it becomes difficult for brands to advertise their products unilaterally. The key to effective communication and creating a market is having user

engagement. Instagram increases the proximity between the consumers and the brands where the target market can give feedback to the brand directly. However, a brand or company promoting itself on their Instagram account lacks the human touch.

This is where social media influencers come into the picture. It can also be said that this marketing tool is an advanced form of word-of-mouth marketing. It is seen that users tend to follow those accounts or those internet personalities to whom they can relate the most.

Hence, when someone they "relate" to talks favourably about a certain product or continuously advocates the product, the followers tend to have a favourable disposition towards the product. Thus begins the process of a creation of a market. Even though this technique seems very celebrity endorsement, it is different in the essence that here the influencers are more approachable to their audience and hence they feel one with the influencer.

However, this form of marketing can be a double edged sword too. If the influencer shows a tendency to collaborate more with brands than put up original content, their followers might start showing an aversion to the account and term the user as a "sell out". This then ends up hurting the brand image of both the company as well as the influencer. It is up to the influencer to find a balance between paid posts and original content as this ensures optimum retention of followers. Followers after all translate into a market.







## NEED TO BRING ABOUT A UNIFORM CIVIL CODE IN INDIA

Jahanvi Dassani,  
2<sup>nd</sup> Year B.Com (Section-A)

It is no surprise that India is one of the most popular countries with reference to mistreatment of women; be it rape, domestic abuse, mental abuse, polygamy, and so on. The women living in a "patriarchal country" like ours are in dire need of upliftment. They should be given more rights, equality and justice.

Uniform Civil Code is a constitutional mandate to replace the personal law based on the scriptures and customs of the different major religious communities in India and has a common set of laws governing every citizen. Article 44 of the Directive Principles sets its implementation as duty of the State.

The word Uniform Civil Code consists three terms, uniform, civil and code. So, it denotes that, uniform laws that are applicable to all citizens of India irrespective of their caste, religion, birth, sex, tribe. It became one of the most controversial topics in contemporary politics during the Shah Bano case in 1985. The debate then focused on the Muslim Personal Law, which remains unreformed since 1937, permitting unilateral, polygamy in the country and putting India among the nations legally applying the Sharia Law. The focus of the Uniform Civil Code is currently on the Muslim Personal Law.

There are loopholes in the other laws also especially with regards to marriage, divorce and inheritance, which mete out mistreatment and injustice to women.

The reasons why India needs a Uniform Civil Code are endless. But for starters, it will help in the integration of India more than it has ever seen since independence. It would reduce the preferential treatment and mutual animosity among religions. It would help in reducing vote bank policies; if all the religions are governed by the same set of rules, the politicians will have less to offer on religious us grounds. It will give more rights to women and promote real secularism in the country.

Well, there seems to be only one way to see through this predicament. Every aspect of the personal laws must be examined in the light of constitutional guarantees to every Indian: Equality, Justice and Right to Life. Laws that fail to uphold these basics should be discarded. We cannot allow laws on inheritance, marriage and divorce that make a distinction between agnate and cognate, men and women, or mothers and fathers.

This alteration must happen whether the laws are based on

traditions or not. If we have traditions that lead to injustice and discrimination, and too many of ours do just that, the faster they are thrown on the dung heap they belong on, the better. Often, the best way to reform is to actually change the age old laws.







## ANIMATED ADVERTISEMENTS

Susmita Saha

1<sup>st</sup> Year M.Com

Advertising is meant to promote the sales of a product or service and to reach masses to inform them about the product attributes. It is an effective way of communicating the value of a product or service with large exposure to target consumers. As the world is striding the rapid technological wave, digital advertisements are coming into the picture and opening new horizons for marketers.



Animated Ad by PNB



'Soch kar samajh kar invest kar' campaign by National Stock Exchange (NSE)

Brands are increasingly warming up animated ads today. Recently, PNB Housing Finance came out with its latest animated advertising campaign on rental properties. Besides this, in the digital medium, there are several financial services brands and organizations which come out with animated ads to explain their services. For instance, the



Animated Ad by Dairy Milk

National Stock Exchange (NSE) ran several animated ads on its 'soch kar samajh kar invest kar' campaign. There are

several other mutual funds companies that have taken to creating 2D animation ads and films to explain their products.

While Financial Service Brands are ahead in the use of animation in the their advertisement campaigns, there have been also FMCG brands such as Frooti which had come out with their ad campaign 'The Frooti Life' nearly 3 years back. Other brands such as Kellogg's Chocos, Cadbury Dairy Milk Chocolates, Red Bull etc too have been accustomed to using animation in their ads. Different other product categories like communication service providers (Vodafone) have also left significant mark in the usage of animation in ad campaigns.



Animated Ad by Frooti

According to some experts the costs of animation depends on the quality of the production and the detailing. For example, a 30 second 2D animated ad could cost anywhere between Rs. 50,000 to nearly Rs. 3.5 lakh. However, for a 3D animated ad the cost would start from Rs. 6.5 lakh onwards for the same time. This could however escalate depending on the detailing of the work on the animation ad film. When it comes to live action ads, it too depends on the level of production, sets, costumes and payment made to the celebrity. However, a basic live action could cost between Rs. 4 lakh to Rs. 8 lakh for an indoor location video ad with models.

One of the biggest issues that animation industry faces when working with brands and the ad industry is the time constraint. An animated ad could take around 6 to 8 weeks

to create, in comparison to a live action ad film which could be done within 1 month's time. For instance, the PNB Housing Finance campaign took around 6 weeks to create.

Despite these issues, with the younger generation expressing themselves in emoticons, and animation getting more embedded into the daily lives, there are definitely greater scopes of collaboration between the ad industries and animation industry.



Animated Ad by Vodafone





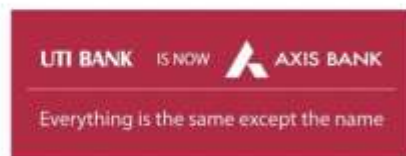
VS



Tanushree Shah

1<sup>st</sup> Year M.Com

HDFC Bank and Axis Bank are two leading Private Sector Banks in India.



Unit Trust of India (UTI) Bank began its operations in 1993, after the Government of India allowed entry of private banks. The first branch of

UTI was inaugurated on 2nd April 1994 at Ahmedabad by Dr. Manmohan Singh, the then Finance Minister of India. From July 2007, UTI Bank changed to Axis Bank.

The Housing Development Finance Corporation Limited (HDFC) was amongst the first to receive an approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of RBI's liberalisation of the Indian Banking Industry and was incorporated in August 1994 in the name of 'HDFC Bank Limited'. It commenced operations as a Scheduled Commercial Bank in January 1995.

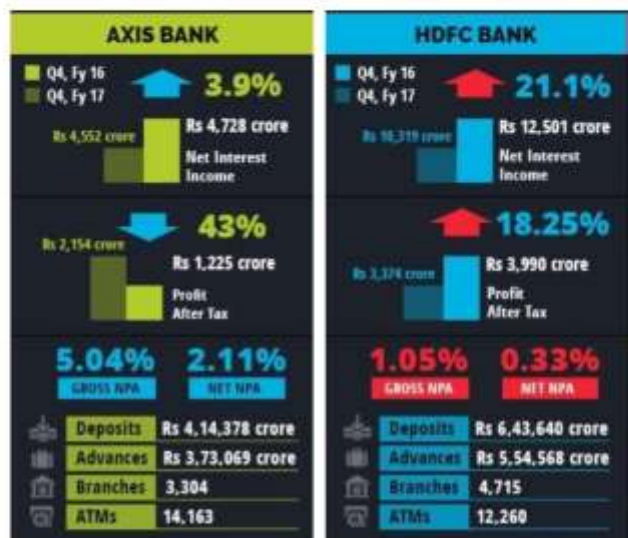
The total interest earned by the banks, individually, although has been increasing; but on comparison HDFC Bank has been ahead of Axis over the years.

- FY 2012-13, HDFC Bank was ahead by Rs. 8,659.04 crores.
- For the March 2014, the gap widened and increased to Rs. 11,819.06 crores.
- With the next year HDFC was ahead by Rs. 14,939.03 crores.
- In March 2016, the gap between Axis Bank and

HDFC Bank was of Rs. 21,752.31 crores. For FY 2016-17 HDFC Bank made a leap of Rs. 28,096.26 crores.

HDFC Bank is improving massively each year while Axis Bank has a slow progress.

The Total Expenditure of both the banks is dominated by interest expended which is the amount of interest which includes interest on deposits, inter-bank



borrowings, borrowings with RBI or any other financial institutions that the bank pays. Although the expenditure for both the banks has been rising due to diversification, growth or attraction of new customers, HDFC has had a higher expenditure each year. Expenditure of Axis rose at an alarming rate in 2017 due to the sudden rise in the Total Provisions and Contingencies.

Total Profit of Axis Bank has an upward slope indicating that it has been rising every year. However, after March 2016, the slope changed and has been slightly flatter indicating decrease in the total profit for March 2017. The main reason for this major drop is due to the slow growth in the revenue compared to the rise in expenditure which has led to only a 6.95% increment in profit for March 2017, much less compared to the previous years.

The Total Profit of the HDFC Bank show an upward slope and has been rising, but the total profits each year has been increasing at a decreasing rate. It means that the amount of profit is rising every year, but the percentage increase each year is less compared to the previous year. In this regard, HDFC Bank has done much better than the Axis





Bank although the percentage increase for both the bank from 2012-13 to 2016-17 has been almost same. HDFC Bank made a massive jump of Rs. 12,150.34 crores March 2017. Even with the rise and having the higher expenditure, HDFC Bank still claims to be in a better financial position by having more profits than Axis Bank.

With respect to the Equity Share Capital, both the banks have increased their equity share capital. Axis Bank had a quite flat slope with little growth every year, whereas HDFC Bank had a steep rise in March 2015 and the comparatively slow growth in the following years. HDFC Bank has been in a much better position than Axis Bank and has managed to get more public interest in acquiring its total shares.

Deposits have been seen rising for both the banks over five financial years. However, HDFC Bank had a higher number in this respect than Axis Bank. The difference in deposits for the banks kept rising as HDFC stooped ahead and gained more customer faith.

Axis Bank has been quite ahead of HDFC Bank with respect to Borrowings including loans which the bank had taken. Axis Bank is quite dependent on borrowings and had increased it over the period at a growing rate. Although HDFC Bank also increased its borrowings, it was still fairly less than Axis Bank.

HDFC Bank is definitely in a very good and favourable position. It should continue making good investments, which has been a major source of revenue along with the rise in loans and advances have been adding on to the good position, the Bank has generated lot of trust and faith in the customers which is reflected with the rise in advances and the interest earned by the HDFC Bank. Recently, Provisions have been increased at a higher percentage than generally done by HDFC Bank which has affected the total profit majorly. Moreover, the total profit of the HDFC Bank is moving at a declining rate, which means the amount s are increasing each year.

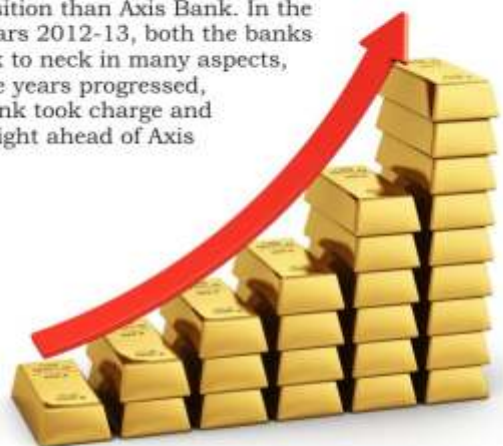


Inflation in the Economy

However, the % difference of the increase in the amount each year decreases. This shows that the total profit may be rising but not higher than the percentage increase than the previous years.

Axis Bank is quite behind HDFC Bank, in order to compete or to gain market share it has to step up its game by gaining more faith and trust of the customers. First and foremost it has to increase the Loans and Advances which has been fluctuating and has been dipping low or growing slowly. The Axis Bank needs to advertise the types of loans available and at a low rate to get a better market share and customers will lean more toward the Axis Bank. Then the investments which the Axis Bank has are either not getting high returns or the Bank is selling off the investments. This fluctuation in Investments does hinder their revenue. Due to the high increase in the provisions, the Total Profit of Axis Bank has suffered highly. In the Financial Year 2016-17, the Total Profit fell at a very high rate. The allocation of Provisions should be done properly, by following the trend and forecasting the possible loss. The growth of Income over the years for Axis Bank has been very slow. They are not able to increase quickly or at a higher rate. They have to make the customers feel that Axis bank is providing the right choices, schemes which will be the most beneficial so that the market share also improves. Axis Bank is increasing its borrowing every year at a higher rate, this leads to a burden of fixed interest to be paid which also hinders the total profit, the allocation of resources and planning of expansions should be done a little better and to plan that taking on so much debt is most ideal or to procure some other funds. Therefore, Axis Bank should gain more faith and trust of customers; also re-plan its finance options for more future profits.

Thus it is evident that HDFC Bank is in a better position than Axis Bank. In the earlier years 2012-13, both the banks were neck to neck in many aspects, but as the years progressed, HDFC Bank took charge and went straight ahead of Axis bank.



Increase in Demand in the Commodity Market





# WRESTLERS OF DESERTS

Shreejita Roy

2<sup>nd</sup> Year B.Com (Section-A)



Before the laying out of the first rail lines in the 19th century, Camels caravans were a significant mode of transportation in Anatolia, Turkey.

The winter months in the western parts of Turkey are often warm with colors, fervent sportsman spirit, and

festive mood with the old entertaining event that is hosted annually. Based on hundreds years old nomadic Turkmen culture of Anatolia, known as Yörük culture, Camel wrestling is one of the important means of entertainment in Turkey.



On the way to the tournament area, the crowd merrily parades the city

Initially designed to entertain the businessmen, who brought goods to the market, the camel wrestling matches attracted the attention of many and over the years gained several spectators. These tournaments are organized in open fields or stadiums by the different organizations located in the Aegean region, especially in Aydın city.

To heighten the excitement, camels are decorated and draped with bells and zills. Before the game begins, people dance and rejoice on folk music played on zurna and drums. On the way to the tournament area, the crowd merrily parades the city and the square is turned into a festive ground filled with stalls selling all kind of foods, beverages and gifts.

At the onset of the tournament, the Cazgir or the host introduces the camels to their spectators, who in turn salute the crowd. As the fight starts the camels wrestle using different techniques to defeat the opponent. These fights are restricted to about 10 minutes to avoid any major accident or injury to the animals. These 10 minutes are eloquently narrated by the Cazgir in his peculiar style with praises for the camels in a poetic rendition.

At the end of the game, the winner places a foot on his opponent and salutes the spectators. The tournament comes to an end with the prize being presented to the camel and his owner.



Camels are decorated and draped with bells and zills.



The Cazgir introduces the camels to the spectators





**CONSERVATION INDIA**

# WILDLIFE CONSERVATION IN INDIA

Debrupa Banerjee

2<sup>nd</sup> Year B.Com (Section-E)

Conservation is the practice of protecting wild plants, animal species and their habitats. The goal of wild life conservation is to ensure that nature will be around for future generations to enjoy and also to recognize the importance of wild life and wilderness for humans and other species alike. Many nations have government agencies and NGOs dedicated for wildlife conservation and they help to implement policies designed to protect the wildlife. Numerous independent non-profit organizations also promote causes for wildlife conservation.

Wildlife conservation has become an increasingly important practice due to the negative effects of human activities on wildlife. India is home to rich and diverse wildlife because of its wide range of climate, soil, weather and other similar factors. As per a survey, India is home to about 60-70% of the total biodiversity found across the world and about 33% of the plant species are endemic. Owing to such diversity, a large number of rare as well as threatened flora and fauna require

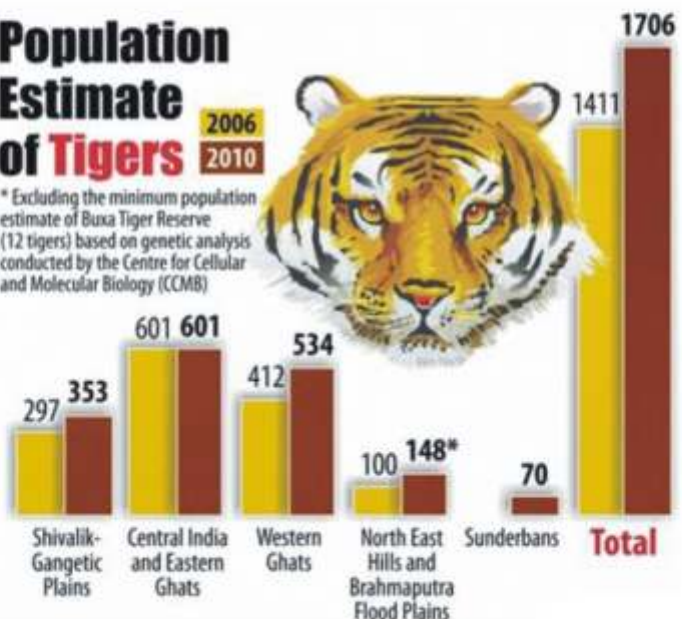
protection. There are 172, or 2.9% of IUCN-designated threatened species in India including the Asiatic lion, the Indian white rumped vulture and the Bengal tiger.

In India, the government and NGOs are taking keen interest in protecting the wildlife. The Wildlife Protection Act, 1972, has implemented several activities for the conservation of wildlife. Around 165 sanctuaries and 21 national parks have been developed to protect the wild animals and their habitats. Apart from this, a Wildlife Conservation Week is also celebrated from 1st to 7th October every year.

To promote wildlife awareness among the people, the Indian Government has started various

## Population Estimate of Tigers

\* Excluding the minimum population estimate of Buxa Tiger Reserve (12 tigers) based on genetic analysis conducted by the Centre for Cellular and Molecular Biology (CCMB)



projects and programmes such as Project Tiger, Nature Camps and Jungle Lodges. These projects not only help to preserve our natural heritage, but encourage eco-tourism as well.

Project Tiger was formed in 1972 and launched on 1st April 1973 at Corbett National Park. Till date, the project has been the most successful one in preserving the tiger population at tiger reserves in Bandhavgarh, Corbett, Ranthambore, Bandipur and Sunderbans. All these reserves act as conservation centres for tigers in India. Besides, there is Gir National Park, the only habitat for Asiatic Lions in India. The Kaziranga wildlife sanctuary in Assam is known for protecting the endangered one-horned Rhinoceros. There is also





Dachigam National Park which conserves the Kashmiri stag.

Project Elephant, a centrally sponsored scheme, was launched in February 1992 to provide financial and technical support to major elephant bearing states in India for protection of elephants and their habitats. The project involving 25 elephant reserves across the country was implemented in 13 states and union territories in India, namely, Andhra Pradesh,

Arunachal Pradesh, Assam, Jharkhand, Karnataka, Kerala, Meghalaya, Nagaland, Orissa, Tamil Nadu, Uttaranchal, Uttar Pradesh and West Bengal.

Preservation of Wildlife does not mean a blanket protection to all faunal and floral species; rather it implies a proper judicious control over the multiplication of plants and animals to provide a better environment to mankind whose very existence is in peril today.







# **Memories that Never Fades TRIP TO LEH LADAKH**

**Vidhi Saraf**

3<sup>rd</sup> Year B.Com (Accounts & Finance)



Travelling is an outcome of man's insatiable curiosity to know and explore the environment. It can be educative and may broaden the outlook of a person.

There are lots of sublime places to visit in India. Leh in

Ladakh is one of them. Leh is a town in the Leh district of Jammu and Kashmir and was the capital of the Himalayan kingdom of Ladakh. The breathtaking landscapes at Leh exert a pull on many adventure junkies and nature lovers.

The best time to visit this delightful place is June to September. The deteriorating valleys of Ladakh makes the place a 'Heaven on Earth'. Fantastic sights on barren mountains, endless semiarid plains, sweeping valleys and dazzling panoramas are incredulous! The best way to reach there is via the road.

Ladakh is one of the most favorite trekking destinations having some of the most picturesque and challenging treks. The mountain ranges of Leh-Ladakh offer breathtaking and enthralling trekking routes. Another amazing activity is the paragliding. Soaring in the skies of the remotest part of North India is definitely an experience to be lived. Even the local food available is mouthwatering and one shouldn't miss it at any cost. Nothing can beat these experiences.





# AMAZING INDIAN WOMEN..... WHO HAVE MADE INDIA PROUD

Vidisha Agarwal

3<sup>rd</sup> Year B.Com (Accounts & Finance)

Indian women are everywhere! Be it literature, sports, entertainment, science or military. They are making India proud. Some of the most brilliant female achievers we absolutely need to know about are:



**Bhakti Sharma**

Bhakti Sharma is India's and Asia's first woman to swim 1.4 miles in the Antarctic Ocean in 52 minutes. She broke world records and since then, has conquered all the 5 oceans of the world!



**Arunima Sinha**

Arunima Sinha is the world's first female amputee and India's first amputee mountain climber, who scaled Mt. Everest. She has also climbed

five of the world's eight highest summits!



**Rupa Devi**

Rupa Devi, from Tamil Nadu, became India's first International Football Referee for FIFA.



**Puja Thakur**

Wing Commander Puja Thakur was the first woman to lead the Guard of Honour for President Obama, USA President.



**Deepika Pallikal**

Squash player, Deepika Pallikal is India's first player to enter the top 10 WSA rankings.



**Tania Sachdev**

This young chess player holds World Chess Federation or FIDE titles of International Master and Woman Grandmaster!





# CINNAMON CAN MAKE YOU SCORE WELL!

Ankita Dutta

3<sup>rd</sup> Year B.Com (Human Resource Management)

A recent study has found out that Cinnamon, an Indian spice that is commonly used to make any food or beverage taste better, can facilitate and expedite one's learning ability. It can help in retaining mindfulness and boost memory during exams.

Cinnamon comprises of powerful polyphenols and anti-oxidants that help the brain to restrain its persistent capacity and for this it is often called a 'Superfood'. It also supports in reducing the body's bad cholesterol as well as triglycerides, which may lead to acidosis due to anxieties during exams. It also lowers the dangerous effect of high-fat meals.

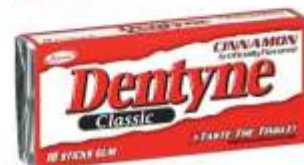
Dr P. Zoladz, scientists at the Wheeling Jesuit University in the US, states that Cinnamon always administers retro-nasally or ortho-nasally, improving the participants' scores on the tasks which are related to the attention processes, sometimes focuses on the virtual recognition memory, working memory, and along with that targeting the visual-motor response speed of the brain.



The findings from the US Association for Chemoreception Sciences suggests that Cinnamon can reduce insulin contention in the body by helping it in responding to the blood sugar levels more effectively, regulating and keeping the mind and body calm during exams.

According to the study, a cinnamon dose of just 120 mg may suffice during the examinations to deal with anxiety related problems. Cinnamon can be sprinkled over desserts and morning oatmeal, or added to tea. Cinnamon oil can also be used. Cinnamon flavored chewing gum could help the students to cling onto their recollective mind as well as conscious memory. Sniffing cinnamon can help to score more points in examinations by boosting focal attention and increasing the recalling speed and capacity to respond.

Thus one can reduce anxiety using cinnamon and be ready to face exams!



## Health Benefits of CINNAMON

1. Cinnamon has antifungal, antibacterial and antiparasitic properties.
2. Cinnamon has anti-inflammatory properties.
3. Cinnamon is an excellent source of manganese, dietary fiber, iron and calcium.
4. Cinnamon boosts the activity of the brain and hence acts as a good brain tonic. It helps in removing tension and memory loss.
5. Cinnamon has also been found useful for women's health as it helps in providing relief from menstrual cramping and other feminine discomforts.
6. When added to food, it prevents bacterial growth and food spoilage, making it a natural food preservative.
7. Cinnamon helps in removing blood impurities. Therefore it is often recommended for pimples.







# GET THE BANGKOK'S BEST STREET FOOD AT PING'S CAFE ORIENT, NEW DELHI

Ankita Dutta

3<sup>rd</sup> Year B.Com (Human Resource Management)

Delhi is known well for its assortment of various international cuisines; Korean, Japanese, Spanish, Mexican, Italian, Thai and what not? But the only Thai food that has reached India is the curries that are thickened and sweetened to enhance and suit the Indian taste buds.

Ping's Cafe Orient is a closed-group venture that is co-owned by Rakshay Dhariwal and his sister, Radhika Dhariwal. The siblings grew up in Thailand and took the opportunity to propagate an unexplored cuisine in Delhi. Owned and run by siblings Rakshay and Radhika Dhariwal, Ping's Cafe Orient in New Delhi - the first - has won several awards for hospitality and its food. The menu is wide-ranging, featuring delicacies Malaysia, Indonesia, Vietnam, Thailand, Burma, Hong Kong, Singapore, Korea, Japan and the Philippines. Think Spicy Korean Chicken Wings, Wok-Tossed Dynamite Shrimp, Gangnam Style Bibimbap and Temple Street Market's Mapo Tofu.

In Delhi, Ping's Cafe Orient restaurant is located in the Lodhi Colony Market. The cuisines offered include street foods like the prawn crackers served with a black bean dip and sambal; yummy peach & honey sangria, refreshing Ma-collins, the bourbon-based cocktail consisting of star anise, ginger and lemon, which apparently tastes the best in their finite cocktail menu. The cuisines offered also includes salad section, where one can get best flavours of Quinoa in the Quinoa salad with mango; red chilli and soya; spicy beef salad which can be complimented with a well-balanced lime drizzle. The restaurant also serves the best dishes made of pork. It provides delicious pork belly skewers and spinach based Gomai salad which are hard to miss.

Each dish in Ping's Cafe Orient is totally true to the streets of the orient which it represents. The place is promising and contains potentiality to welcome a new addiction in Delhi.



Akshay Dhariwal





**OVERCOME THE  
FEAR OF FAILURE!**

**AND ACHIEVE YOUR  
GOALS!!**

**GEMINI . TV**

# ATYCHIPHOBIA

Kriti Niharika

2<sup>nd</sup> Year BBA (Section-C)

"There is Freedom Waiting for You,  
On the Breezes of the Sky,  
And You Ask "What if I Fall?"  
Oh! But My Darling,  
What if You Fly?"

Have you ever been so afraid of failing at something that you decided not to try it at all? Or has your fear of failure meant that, sciously, you undermined your own to avoid the possibility of a larger



subcon  
efforts  
failure. It is

not failure itself that holds you back; it is the fear of failure that paralyzes you.

Many of us have probably experienced this at one time or another. The fear of failure can be immobilizing; it can cause us to do nothing, and therefore resist moving forward. But, little do we realize that when we allow fear to stop our forward progress in life, we're likely to miss some great opportunities along the way.

The wonderful thing about failure is that it's entirely up to us to decide how to look at it. It's almost impossible to go through life without experiencing some kind of failure. People who do so probably live so cautiously that they go nowhere. Put simply, they're not really living at all. We can choose to see failure as "the end of the world" or we can look at failure as the incredible learning experience.

Failures stop us only if we let them. All successful people experience failure at some stage of life. Michael Jordan is widely considered to be one of the greatest basketball players of all time. Yet, he was cut from his high school basketball team because his coach did not think he had enough skill. Richard Branson, owner of the Virgin Empire, is a high school dropout. Most of us will stumble and fall in life; doors will get slammed on our faces and we might make some bad decisions, but imagine if Michael Jordan had given up on his dream when he has cut from that high school team or if Richard Branson had listened to the people who told him he'll never do anything worthwhile without a high school diploma.



Every challenge has many steps, look up at your destination and start, if it seems too far, concentrate on the next step and the next time you look up, you'll be closer. Taking one step at a time will help build your confidence, and keep you moving forward.

As Paulo Coelho said, "There is only one thing that makes a dream impossible to achieve: The Fear of Failure." Most great people have achieved their greatest success just one step beyond their greatest failure, so don't fear failure, fear being in the exact same place next year as you are today!







## BITCOIN: THE FUTURE OR JUST @ GAMBLE

Nisha Agarwal  
2<sup>nd</sup> Year BBA (Section-B)

Bitcoin has been around since late 2008, but it only started making the news in early 2013. It is a crypto currency and a payment system, its main advantage being that transactions are anonymous and peer-to-peer. It was developed by Santoshi Nakamoto. Bitcoins are represented by the symbols BTC or XBT. The currency is exchanged without going to an external bank, financial institution or government. Value of the bitcoins is determined by the number of



If someone buys a bitcoin in huge amount then there will be a Bitcoin crisis in the market and the demand will be increase which will lead to rise in price in the market. Bitcoins are risky investment. There is a chance of huge loss if the prediction of changes in price is not understood before investing in bitcoins.

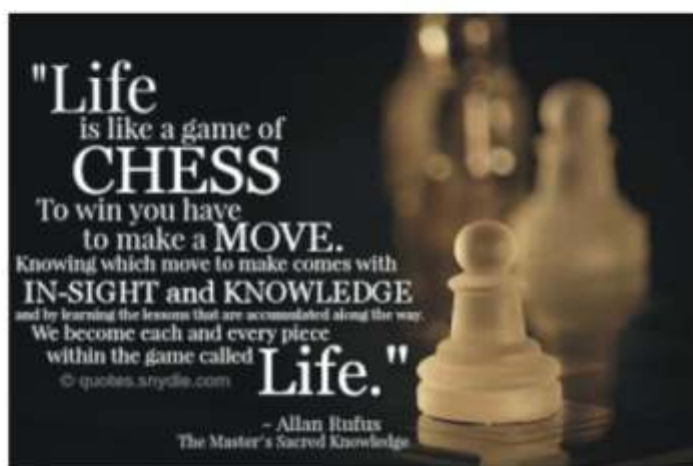
Thus, in my view bitcoin is a clear gamble with an uncertain future highly dependent

Bitcoins in circulation with 25 bitcoins generated every 10 minutes.

Bitcoin is making the world a better economic place in the Digital Age. Bitcoin security can have as many levels as you want. Bitcoin build new industries, businesses and jobs worldwide. It's the cheapest way for money to fly. 10% fees are charged to transfer money from one country to another. Bitcoins make identity theft obsolete as personal information is not shared when there is bitcoin transaction.







# LIFE LESSONS LEARNED FROM CHESS

Disha Sureka

2<sup>nd</sup> Year BBA (Section-B)

Chess is not only a game, but also a way of life. Playing chess can teach you valuable life lessons and you may not even know it!

## ***Sometimes it's okay to bluff***

There may be a few times in life where you'll have to tell a white lie- and that's okay! Just like in chess you may need to act like you have it all together when you're really shaking on the inside.

## ***It is okay to lose***

Losing is not the worst thing that can happen to you in life. Sometimes you need to lose in order to learn something. You can learn from your mistakes and come out of the gate with guns blazing next time.

## ***Sometimes sacrifice is necessary***

Sacrifice is a necessary part of life. Without sacrifice we can never get what we truly want. In chess you may sacrifice a pawn to make a better attack later.

## ***Think out of the box***

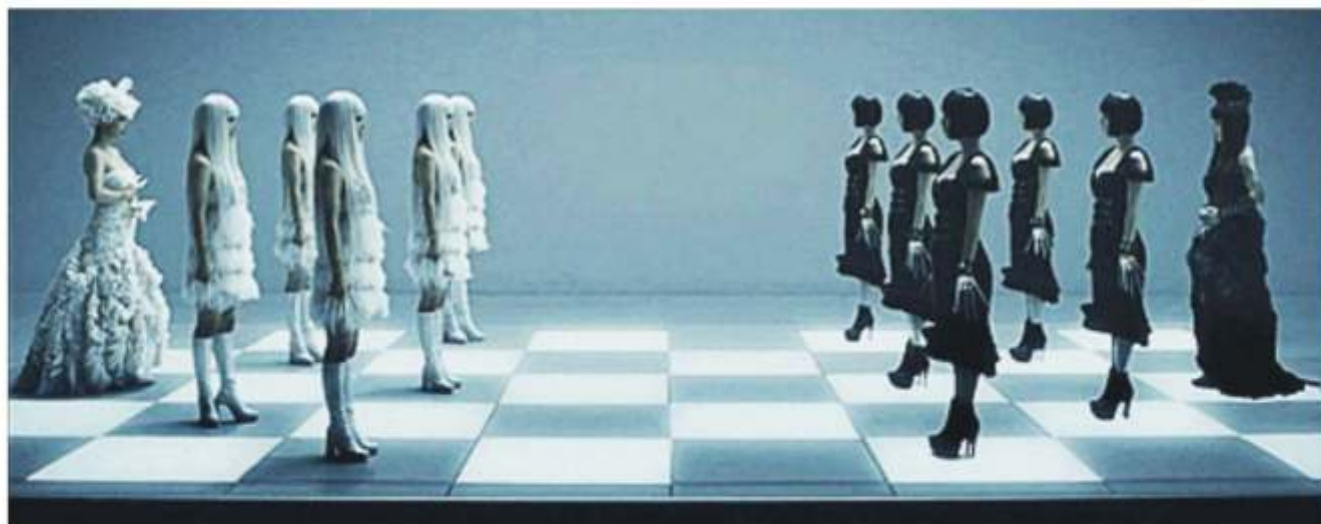
Chess trains you to think out of the box. There may be times where your plans are foiled and you need a creative solution to stay on in the game. Thinking outside the box helps you find solutions to the problems, in ways, not known to others.

## ***If an opportunity arises, take it***

Opportunities arrive when you want them to, so when one is presented to you, don't wait on it. If there is an opportunity to take a crucial piece into your opponent's army you must not miss it. If you're given the opportunity of a life time, don't let it pass by.

## ***Stand your ground***

Chess is about making strong moves and sticking by them. You want to be confident in the moves you make, both in chess and life. In life, if you do something, make sure to stand your ground and fight for what you believe in.







# E-BUSINESS STRATEGIES: MANAGERS ARE ADAPTING

Muskan Nayyar

BBA

Business managers nowadays are going back to the business schools to unlearn some of the lessons they had learnt during their school and college and build their ability to make a paradigm shift in thinking. In today's environment where technology and global business scenarios are changing, business rules are being re-written. There is no business that has not been affected due to the change in technology. We can now see a major shift in the businesses from being product oriented to high-tech, information and service oriented business.

The expectations of the organization from its managers and management are changing, keeping in line with the need to adapt to the external environment. Organizations have got to build the capability to assimilate from the new trends, adapt itself, its products, and business to be able to survive the new wave. Doing business on e-platform provides a different dimension to the business. Has there been a



single when you have stayed away from social media? The answer surely has to be No!

Marketing through social media has proven to be the most efficient way of building customer base and is a convenient platform for all buyers of the product. The

managers hereto could have participated in planning strategies and not driving the implementation which could be left to the middle management and outsourced partners. There is a dynamic business environment and the business must adapt to it.

There is a growing consensus that the key to the superior corporate performance lies within the milieu of the human elements of an organization. Changing characteristics of the workforce and the increased globalization of the economy must be kept in mind while developing e-business strategies.







# QUALITY OVER QUANTITY

Dipyaman Ghosh

2<sup>nd</sup> Year BBA (Section-C)

It struck like thunder, the impulse of the thought shook the very institute of my reasoning, and goose bumps went galloping down my entire body, making my mind numb to the voices surrounding me. This phenomenon can't be described in words; the reason being consciousness only plays a small part during these moments making sub-conscious the emperor, ruling over the kingdom of logic and emotions. To put it simply I'm hinting towards those moments where we get lost amidst the ruckus of chores, routines and orders.

The bomb that rampaged my mind was "the sense of loneliness" even after being surrounded by a band of friends, family, foes and trespassers, this feeling had successfully crawled up. Much like an amateur in this emotional warfare I was succumbed to disvalues, but on the brighter side somehow I knew that these were the steps through which wisdom could be acquired on the long stairway of illumination.

Mankind has always followed a simple conjecture which is establishing an association. It has been one of our primary objectives to find affinity among others and value the already existing relationships. In hindsight, the modern bureaucracy has interpreted the meaning of friendship and established an analogy which states that the degree of fame is directly proportional to the number of friends irrespective of actual exchange of reciprocity. Yes, I am one of those victims that believed in this philosophy.

The next step after realizing the fact about being

lonely was unraveling the mystery. The observation during the process was an eye opener, because for the first time it made me realize that the culprit to all my problems was me. In the long run of making friends out of strangers and reaching the peak of fame, no one made me realize that all fame is short lived, people who care about other's well-being, lay down their faith in others, friends who demand only our respect must not be neglected and savored utmost. I had successively failed to do so, letting loneliness devour me.

Nevertheless, there's always time to right the wrongs and after all experience is the title we give to our mistakes. Thus, the cure to loneliness is two-fold; first, limits our circles to a minimum where there are no walls of refrain in-between. Second, valuing what we already possess and believe in the thesis of 'Quality over Quantity'.

I don't have a lot of friends but I have the best friends, because I choose quality over quantity.







## Eternal Strength

Saloni Raghav  
2<sup>nd</sup> Year B.Com (Hons.) Section-C

Enveloping my body, this cold light  
It's origin unknown, a mystery  
Paving into the shards of my screaming mind  
Silenced and broken, unheard and void  
Burning out the little spark that once felt divine  
But I rise up, chasing the path of this lethal light  
Finding my way to the other side  
A glorious light, a familiar radiance  
Of lost and ignored tenderness  
Destroying the numbing pain  
And feeling the warmth  
The warmth of my own light

## You and I

Abiha Islam

2<sup>nd</sup> Year B.Sc (Human Development)

I am the fleeting wave of wind that you open your windows to, to take in the breath of fresh morning air.  
I am that ray of sunlight that streams inside a dark room through a creak in the closed windows, and you find yourself staring at the dancing dust motes.  
I am the leaves that rustle in the evening breeze as you smile with relief after a day of scorching heat.  
I am that smell of moist earth that fill your senses as you close your eyes and inhale your favourite scent.  
I am that shower of first rain that you see the thirsty trees dance in joy to.  
I am that trickling drop of water that falls incessantly from the surface of a leaf after a shower of heavy downpour.  
I am the dew drops on the leaves of shrubs you touch as you pass on a misty winter morning.

I am the wave that catches you and your sibling unaware as you both burst into fits of giggle and laughter.

I am the blade of grass that you tear and roll up around your finger like a thread, while pondering over a decision with your best friend sitting on the school grounds.

I am the carpet of leaves during fall that you walk upon, with your partner's fingers intertwined in yours.

I am the bleeding sky at dusk that you try to capture in your camera.

I am nature.

You live in the moment.

I, create the moment.





# A Cry to Travel A Million Mile...

Shamim Fatma

2<sup>nd</sup> Year M.Sc (Human Development)



Though it is bright; but it isn't a summer afternoon sight.  
It seems luminous day but amid the darkness I lay.  
Paleness cries the sea shore, sickness in my heart's core.

The cause appears deep

I am solid but hollowness sleeps.

No one would ever know because I won't show.

Like all individuals, even I have my own notion.

But unfortunately, I cannot express it

Because you never provided me with a chalk to write  
"What will be the use of your creation?" You  
questioned

I am entirely contained here

I carry a heavy burden of this misery.

I still smile when I feel like screaming

I still sing when I feel like crying

I weep when I am happy

And laugh when I am afraid

Afraid to lose my identity

Afraid to lose myself

Afraid to lose me from myself

What is my sin?



It isn't my fault that I am a girl.  
Why wasn't I provided with the cave of education?  
The sorrow hidden behind my smile  
Won't I will travel a million mile?

Hope resides in me because you are the key.

Rise or fall, What should I call?

Save me from dying out completely

Help me preserve my worth

Because I will enlighten the eternal rock  
beneath you all.

Let me hold that chalk

Allow me to write my own name.

How long should I wait? How much more of  
struggle?

Why me? Why it is only me?

Is it my fault? Why can't I enrich myself?

Why am I being trapped in this cage?

I have the desire to rise myself,

Give me the opportunity to fly high.

Free me from the darkness of these societal prejudices.

I can only be the words; you are my voice.







# Now Let Me Lie... Because I Won't Die!

Shamim Fatma

2<sup>nd</sup> Year M.Sc (Human Development)

I wasn't aware.  
I lied peacefully in my grave hitherto.  
I felt a sudden commotion.  
Cool wind moved the leaves.  
They all said something to me,  
They took me somewhere...  
Coiled in apprehension,  
I followed.

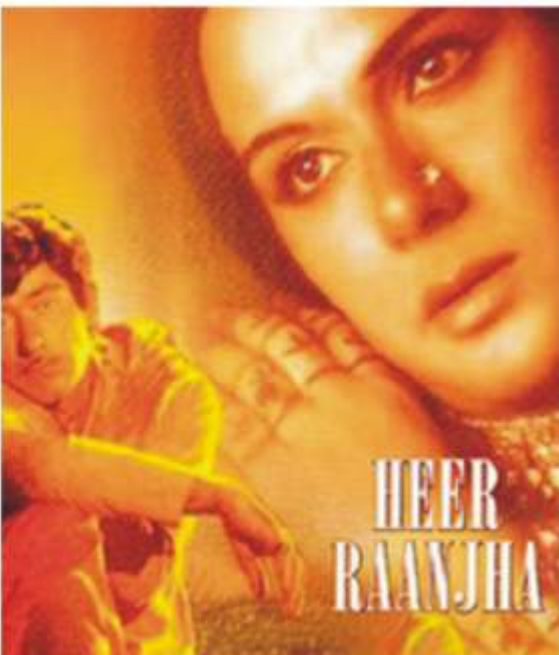
I saw two figures holding hands.  
In the shafts of moonlight  
Their fiery tanned skin gleamed.  
Darkness all around,  
Their eyes brimming with true love.  
They had a thick skin.  
Their face shinned under the twilight of the full moon.  
It was 'US'!

A sudden inhuman cry,  
I heard.  
I saw people running after us  
With weapons grasp in their hands.  
The sight froze me.  
My breath blocked my throat.  
Not a moment we got to fight  
To fight for our love.

Within minutes,  
Tiny waves of blood skimmed our languorous caress.  
They killed him.  
They murdered me.  
My grave next to his  
His soul next to mine  
I wanted my body to lie next to his  
But today our soul too lies next to each other.

They didn't approved  
But God made us for each other.  
Our fate was written  
To be entwined with each other.  
It doesn't matter to me  
Whether they are with me or not.  
Because we are together  
And too busy loving each other!

Now let me lie...  
I am Heer,  
I won't cry,  
Because I will never die!  
I will never die!  
And certainly I will never die!!





# The Forbidden Soul

Shamim Fatma

2<sup>nd</sup> Year M.Sc (Human Development)

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It was pleasant, my soul was alive.  
But the destiny was sob; dissatisfied.  
The terrible storm cloud came  
And disturbed the beauty of the fate.  
It took the curve of my face away.  
It took me from myself.  
It stabbed me.  
It burnt my soul.

My heart mumbles here like a frozen  
desert,  
So many souls breathe around my body  
But I am still; soulless.  
Drops of salty water rolls down my cheeks;  
"Why?", I questioned my fate.  
"Was it my deed?" I asked myself.  
Although I didn't approach the devil,  
But I was covered in white cloth.  
Is it all over for me?

Am I supposed to be dead now?  
Or should I stash my soul?

I have gathered the courage,  
All I need is an opportunity.  
I want your support as a pedestal  
To teach them what I have learnt.  
I won't pay for all, you will.  
Yes, you will.  
You will because I will make you pay for  
your sin.





# Let Us be Humans

Payal Khandhadia

3<sup>rd</sup> Year B.Sc (Human Development)

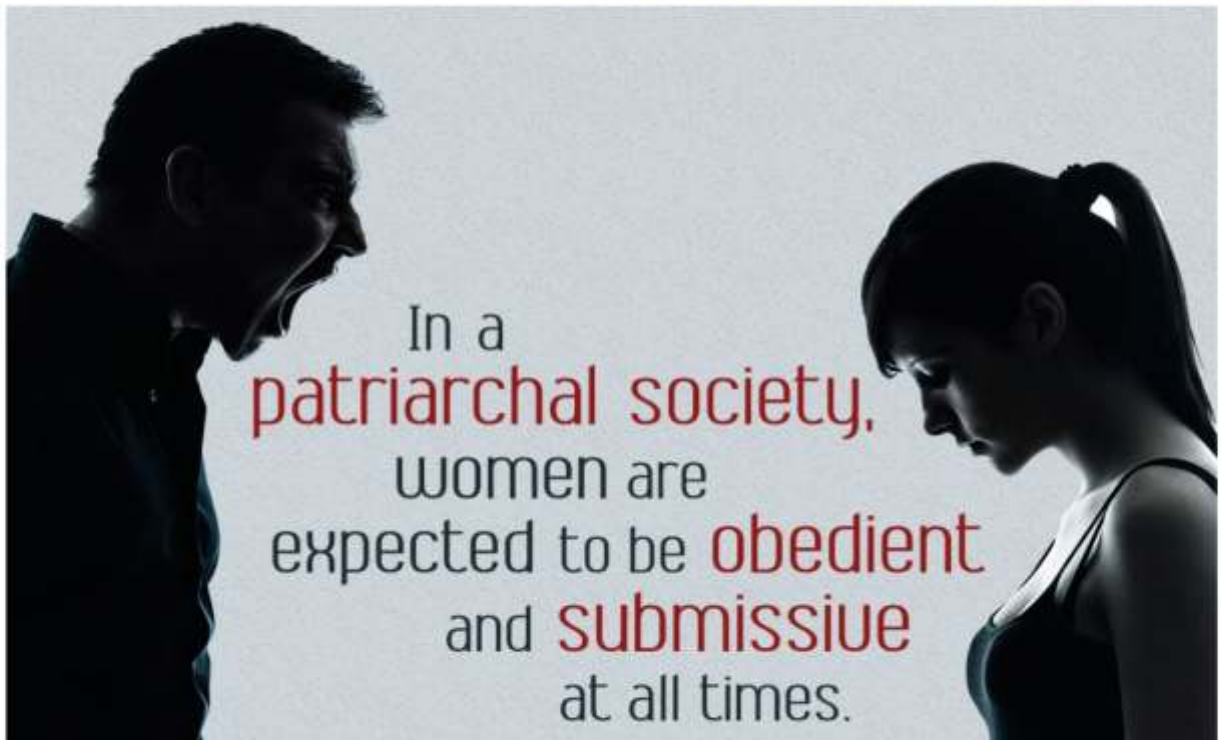
We're born in a patriarchal society,  
We're born to be all masculine, unjustifiably.  
Who set the norms that we cannot cry,  
We have emotions too, don't let our eyes dry.

People say crying is not a man's thing,  
But no one has tried understanding what we have been  
feeling.

Let us be humans too, we are not machines,  
We cannot just work and fulfill everybody's dreams.

We have emotions, we have feelings too,  
Oh, but you will never know what we went through.  
We will chin up, be strong and smile again,  
Because that's what we have been taught; not to express  
but pretend instead.

Let us cry out our heart's content,  
When we are sour, down and bent.  
Accept us as we are, let us just be  
Give us back our dignity and set us free.







# Life at a Quarter

Payal Khandhadia

3<sup>rd</sup> Year B.Sc (Human Development)

The life at early twenties is never simple,  
The knowledge we have of the real world is very little.  
As we grow, we know what our interests are,  
But the success that we want is still so far.

College life, new job and the harsh realities of life hit us soon,

We still cannot understand if our life is a curse or a boon.

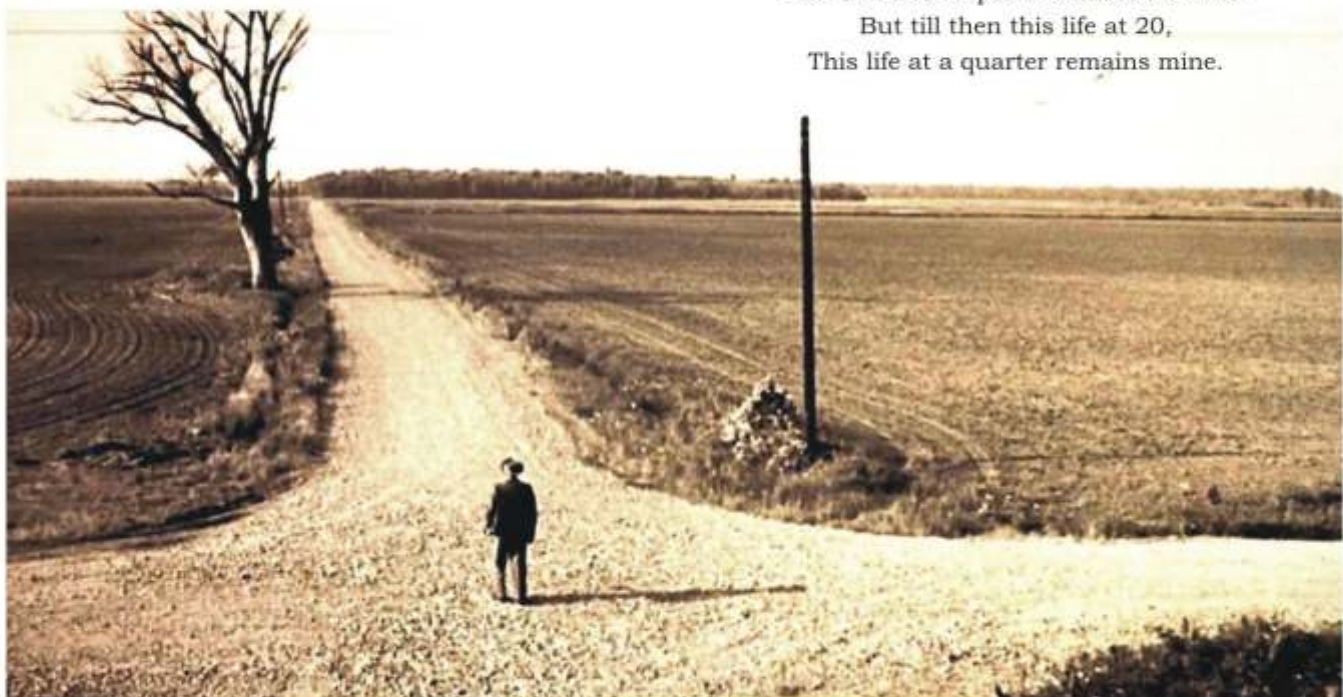
Soon as we get into our mid twenties,  
We slowly get accustomed to our life, and grab all sorts of opportunities.

Life at a quarter remains a puzzle for all,  
For some it is a roller coaster ride, while for some life is still a crawl.

Let's all celebrate the beautiful life that we've got,  
And try and achieve all the things we think we cannot.

For time is in our favour,  
And our parents are our saviour.

Struggles would come our way,  
There will be responsibilities once time.  
But till then this life at 20,  
This life at a quarter remains mine.





# Polyjuice Potion

Payal Khandhadia

3<sup>rd</sup> Year B.Sc (Human Development)

Just like Hermione Granger was known for her mesmerizing spells,  
Her friendship with Harry and Ron in our heart still dwells.  
One of the well known potions made was the polyjuice potion by  
her,  
Who knew this would make her own identity disappear.

Isn't it ironic, how we too tend to lose our identity so quick,  
In the pursuit of becoming someone else, with a coating so  
thick.  
How difficult it seems for people to accept themselves at times,  
Crossing all lines and following everything that shines.

But did you know the effect of polyjuice potion is temporary,  
And that people's self worth too is necessary.  
Shouldn't we show a mirror to those who are lost inside someone  
they are not,





# Fly

Radhika Bagaria

2<sup>nd</sup> Year BBA (Section-C)

Fly over your fear, depression, negativity  
Fly over anything that is holding you back  
from moving on in life

Fly even when it calls for flying alone  
Do it when you have the chance  
for if you keep waiting  
You won't realise that you are  
being drawn into a fathomless ocean of fabrications  
which ain't taking you anywhere further  
So get out of it and fly as  
high as possible and never look back

Miracles don't happen overnight  
or by themselves.  
This ain't Harry Potter or a fantasy  
In a real world,  
we have to create the magic  
and cast the spell of happiness  
by flickering the wood ourselves.



## From School to College

Nidhi Samsukha

2<sup>nd</sup> Year BBA (Section-B)

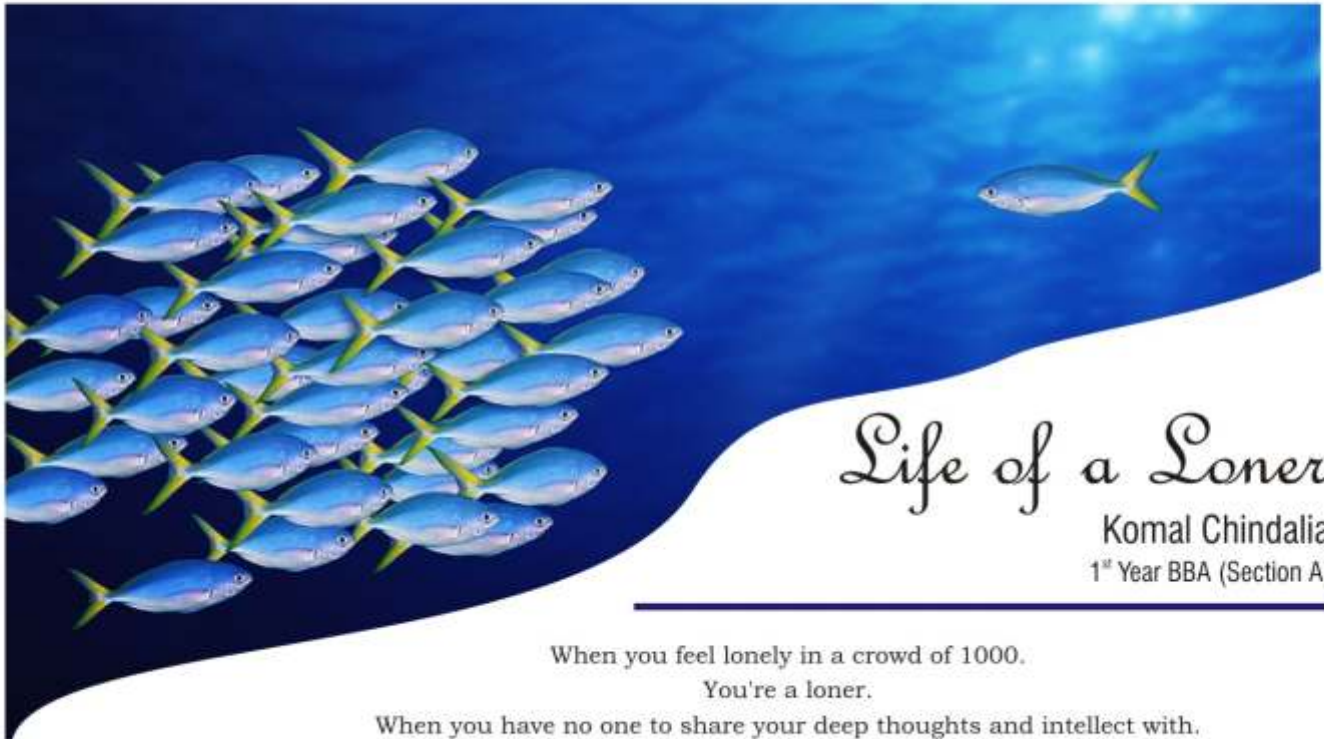
Moving

From High School  
to College

After school we try to find a route,  
It's the first time we are uplifted from our root  
School to college is a major change,  
Now the environment maybe strange

It's now time to have fun, they say  
In order to pass now, you have to pray  
It is time to make memories  
No scope of penalties!





## Life of a Loner

Komal Chindalia  
1<sup>st</sup> Year BBA (Section A)

When you feel lonely in a crowd of 1000.

You're a loner.

When you have no one to share your deep thoughts and intellect with.

You're a loner.

When you have 'n' number of people to raise toast with but no one to have tapri chai with.

You're e a loner.

When someone is physically present and mentally absent in your company. Then,

You're a loner.

When you just have words of people that they'll be there for life,  
and on time there's no one to watch a movie with. Then,

You're a loner.

When you have stock of humans following you on your instagram profile,  
and no real person who's your well wisher. Yes definitely,

You're a loner.

When you can laugh less, a smile more just for the freaky show. Damn,

You're e a loner.







## The Smaller Meaning of Life

Varnika Dugar

1<sup>st</sup> Year BBA (Section-B)



One fine night, you think you've wasted all your time till now,  
You are in this rush of making your future bright,  
But the truth is you aren't living your present right.

It's not normal, to reclaim our lives,  
Because right now we can all barely survive.

You think of a perfect workplace,  
However there are innumerable chances of you being replaced.

You dream of splendors and other materialistic pleasures,  
It's time to remind yourself that these dreams are illusions,

Happiness comes from within  
And achievement of a state of satisfaction is a real possession!

Look at the smaller meaning of life,  
Find happiness and enjoy every day.

There's always a reason for you to be cheerful in every possible way!

Love, care and share every now and then?

I conclude by saying- "If not now then when?"



# The Battle of Death.. the Battle to be Alive!!

Shamim Fatma

2<sup>nd</sup> Year M.Sc. (Human Development)



Wrapped in a white dainty cloth,  
You laid me under the darkness of my grave.  
It was yesterday, I had opened my eyes  
Today, I lay in a coffin.  
U thought I am a cadaver  
Yes, I am but I've been murdered.

Throughout my journey,  
I prayed holding a candle to let me live for once;  
But all went in vain...

I heard, "daughters are daddy's princess",  
But holding me you tetchily exclaimed, "a burden!!"  
Yes, a girl I was;  
The reason for my demise.  
Was being born a girl my fault?  
Am I to be punished for this misfortune?

Throughout my journey,  
I prayed holding a candle to let me live for once;  
But all went in vain...

You took me home,  
I was gleeful to feel the fallacious gleam of life.  
I hoped that I will be clothed in a pink frock  
But disillusion was in my fate; pinkness faded  
I was rewarded with white's paleness  
And this grave became my cot,  
Which the brimmed vacuum had bought.

Throughout my journey,  
I prayed holding a candle to let me live for once;  
But all went in vain...

"Mumma's angel", I thought you would call,  
True, just a thought it remained.  
How could you be a part of my assassination?  
A concussion for me-a child.  
Yes, the one who bought me into this world contributed in  
my murder.

Throughout my journey,  
I prayed holding a candle to let me live for once;  
But all went in vain...

I wanted to smile  
I wanted to walk a million mile.  
I wanted to cry  
I wanted fly.  
I wished to live in a crowd-  
The crowd of cold blooded being.  
Beings.. are they?

Throughout my journey,  
I prayed holding a candle to let me live for once;  
But all went in vain...

The question is mine,  
The answer is you.  
I am a cadaver  
Take my torch, use its light  
And search through the maze,  
With the hope that pinkness won't fade.





## कलम

Dikcha Jajodia

3<sup>rd</sup> Year (Human Resource Management)

लबजों का जुबान हूँ मैं,  
नैऋत का परख हूँ मैं,  
दह का एहसास हूँ मैं,  
नमी का साथी हूँ मैं,  
कलम। कलम। कलम।

डुबते का सहारा हूँ मैं,  
चढ़ते का सहास हूँ मैं,  
हारते का मनोबल हूँ मैं,  
जीत का शहनाई हूँ मैं,  
कलम। कलम। कलम।

बोलते को बुलवाता हूँ मैं,  
रोते का तसली हूँ मैं,  
हँसते का पेमी हूँ मैं,  
नाचते का दृष्टक हूँ मैं,  
कलम। कलम। कलम।



I believe the gun has no power  
because a gun can only kill, but a  
pen can give life.

— Malala Yousafzai —

AZ QUOTES



# ईकीष मै.

Dikcha Jajodia

3<sup>rd</sup> Year (Human Resource Management)

लहरो के कटने से नहीं मैं भागती,  
सितारो के फटने से नाचती मैं नहीं,  
गुब्बारे के पिचकने पे रोती नहीं मैं,  
ईकीष सदी की ह नारी मै!

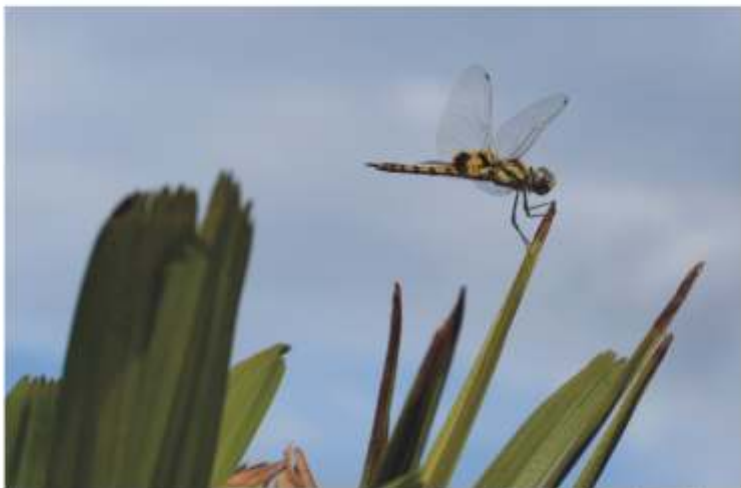
हल-चल होने पर मैं घबराती नहीं,  
चमकती नहीं मैं आग बरसने पर,  
छुए रोसनी सर, तन के मैं नहीं उठती,

अंधेरी रात हो, ताराए गिनती मैं नहीं,  
ईकीष सदी की ह नारी मै!

कहे अंजान, परखती मैं नहीं,  
जान छुप रहे, मैं होती उदास,  
झंडा के जय होये, मैं नाचे नहीं मानती,  
ईकीष सदी की ह नारी मै!







*She Flies with Her Own Wings*



*Life is a Train Gets on Board*



*Every Sunset is an Opportunity to Reset*



*The Growing City*

**Bhavana Atal**

2<sup>nd</sup> Year, B.Com  
(Section-C)

**Through My Lens...**



*Difficult Roads Often Lead to Beautiful Destinations*

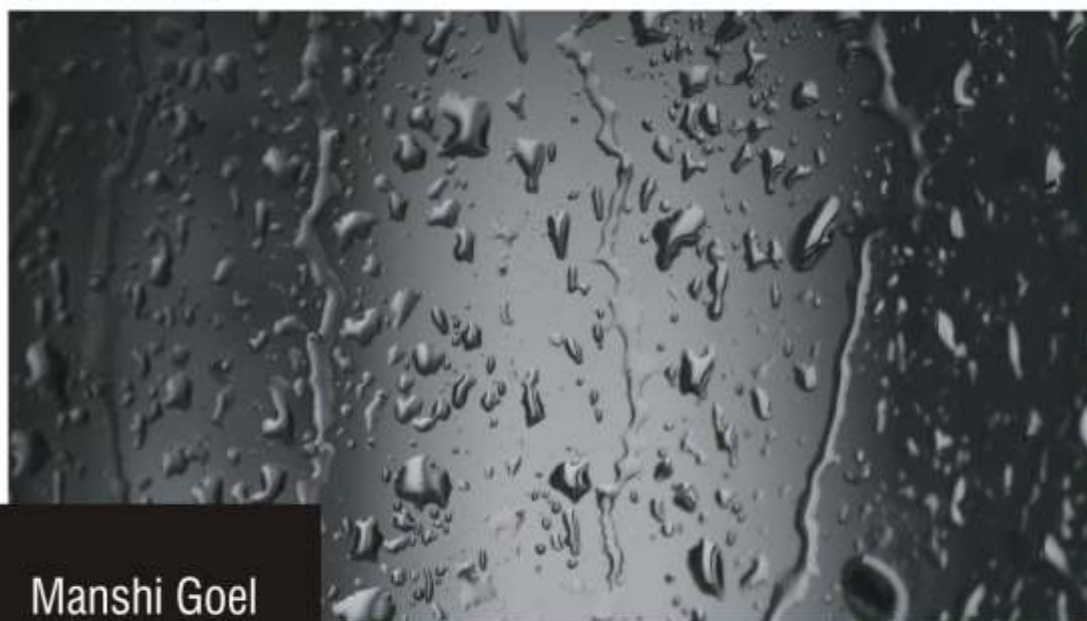




*The Angel of Victory*



*The Dark Concrete Jungle*



*Smell the Rain*



**Manshi Goel**

1<sup>st</sup> Year, B.Com  
(Section-D)



*The Self Propelled Flowers*



*Sinking is Not an Option*



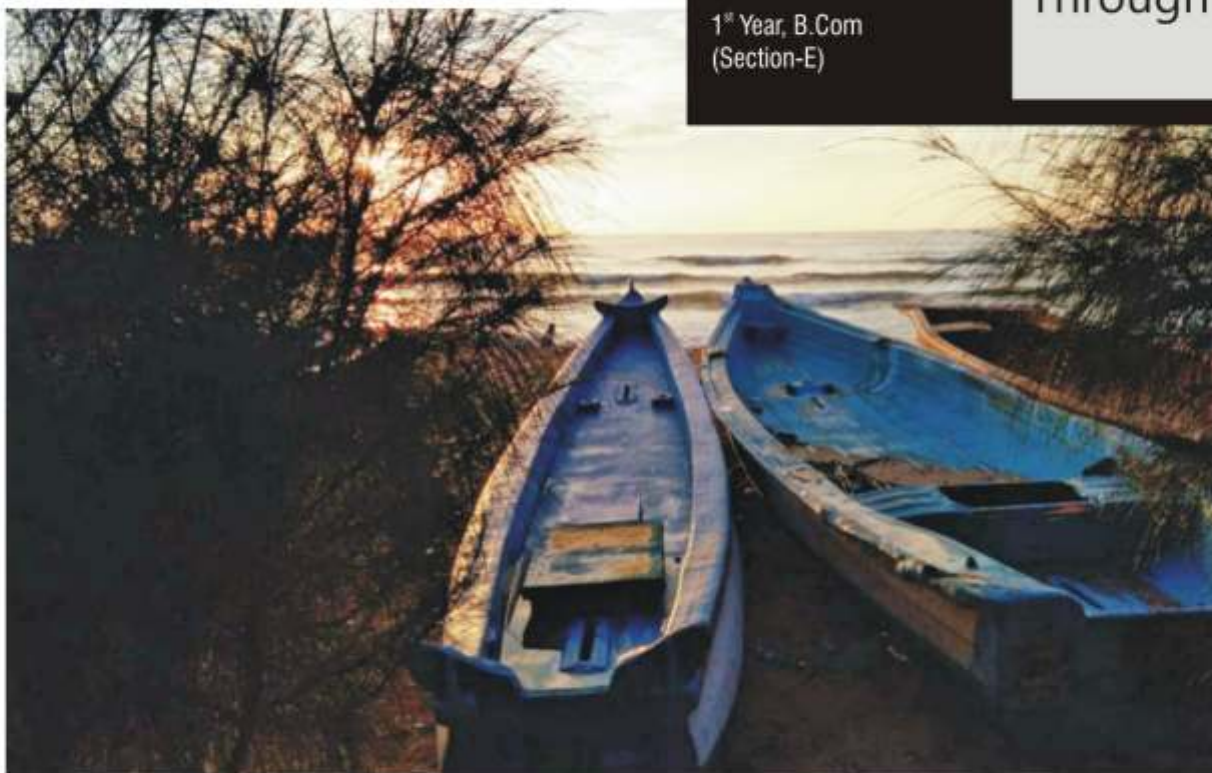


*Pray Daily*

**Rishika Losalka**

1<sup>st</sup> Year, B.Com  
(Section-E)

Through My Lens...



*Escape Route*





*The City of Joy*



*The Princep Ghat*



*Lost Childhood*



*Not edible Any More*



Preeti Nathvani

1<sup>st</sup> Year B.Com  
(Section-C)



*Remould Old World Charm*

Simran Saraf

1<sup>st</sup> Year B.Com  
(Section-A)



*Phantom of the World*

Preeti Nathvani

1<sup>st</sup> Year B.Com  
(Section-C)



*Everything You Imagine is Real*

Vrinda Didwania

1<sup>st</sup> Year B.Com  
(Section-B)



*Harmony*



Ekta Chaudhury

3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*Far-off Beam*

Divyadarshani Bihani

3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*Silence Works when Words Can't*

Muskan Jain

3<sup>rd</sup> Year B.Com  
(Human Resource Management)



*Go Where You Feel Most Alive*



**Roopsa Pandit**  
2<sup>nd</sup> Year M.Com

*Elegance of Wilderness of Nature*

**Roopsa Pandit**  
2<sup>nd</sup> Year M.Com



*The Heritage of City of Joy*

**Vidhi Saraf**  
3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*Panoramic View*

**Simran Kaur**  
3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*Luxuriant Rumination*



# sketches

**Preet Nathvani**

1<sup>st</sup> Year B.Com  
(Section-C)



*Changing Dreams into Plans*

**Shristi Deora**

3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*To Reach the Highs, Spread Your Wings Wide*

**Preet Nathvani**

1<sup>st</sup> Year B.Com  
(Section-C)



*Creatures of Beauty*

**Muskan Jain**

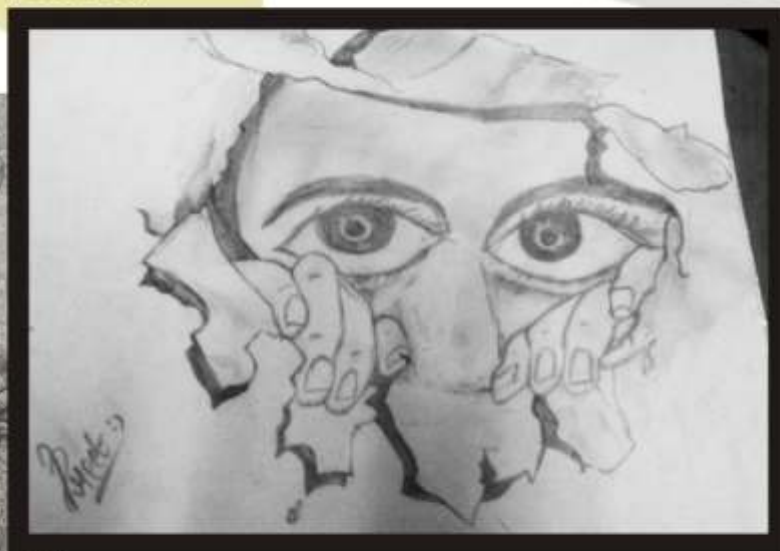
3<sup>rd</sup> Year B.Com  
(Human Resource Management)



*Escape Route*

**Preet Nathvani**

1<sup>st</sup> Year B.Com  
(Section-C)



*Beyond Your sight*

**Vidhi Saraf**

3<sup>rd</sup> Year B.Com  
(Accounting & Finance)



*A Girl Who Existed in my Imagination*



## A NATIONAL CONFERENCE ON DYNAMICS OF GLOBAL BUSINESS ENVIRONMENT: ISSUES AND CHALLENGES



A National Conference on Dynamics of Global Business Environment: Issues and Challenges was organized by the Department of Commerce on 31<sup>st</sup> August & 1<sup>st</sup> September 2017. **Shri. Harshvardhan Neotia**, Chairman, Ambuja Neotia Group, Kolkata was the Chief Guest for the event. **Mr. Naishadha Upadhyay**, Associate Director & Plant Manager, Pepsico Holding India Pvt. Ltd. delivered the Keynote Address

Eminent Resource Persons at the Seminar:

- *Corporate Governance: Scope and Opportunities* by **Mr. Kaushik Mukherjee** (Company Secretary and Chief Legal Officer, Philips Carbon Black Ltd.)
- *Financial Literacy and Inclusion* by **Mr. Tapas Saha** (Founder and Managing Partner, International Institute of Research and Wealth Management)
- *Risk Management in Financial Institutions* by **Prof. Arup Chaudhuri** (Ex- Director of Amity University)
- *GST in India - Its Impact on Changing Dynamics of Human Resource Planning for Software Projects* by **Dr. R.K. Jana** (Professor, IIM-Raipur)
- *Global Business Environment* by **CA Chiranjib Das** (Partner, Roy Chowdhury & Moitra, Chartered Accountants)



Prof. Arup Chaudhuri



Mr. Kaushik Mukherjee



CA Chiranjib Das



Dr. R.K. Jana



# academic activities, seminars & conferences

The Book of Papers with ISBN was released by the Chief Guest. 23 papers and 8 posters were presented by faculty and research scholars from various colleges and they were judged by an eminent panel of jury members:

## Session on Finance

1. Prof. Sunil Kumar Gandhi (Professor, Deptt. of Commerce, Kalyani University)
2. Mr. Ravi Venkatesan (Partner in S. Ramanand Aiyer and Co.)
3. Dr. Pankaj Roy (Principal, Jogesh Chandra Chaudhuri College)
4. Dr. Sraboni Dutta (Professor, Deptt. of Commerce, BIT-Mesra)
5. Mr. Nandan Mall (Founder and Director, E-Waste Co.)
6. Dr. Ram Prahlad Choudhury (Associate Professor, Deptt. of Commerce, University of Calcutta)

## Session on Marketing

1. Dr. Dipa Mitra (Associate Professor and HOD, IISWBM)
2. Mr. Surojit Banerjee (Marketing Head, Bhagirathi Neotia Hospital)
3. Dr. Tanmay Chattopadhyay (Senior Consultant, Littler Associates)

## Session on Human Resource

1. Prof. Dipti Kumar Chakravorty (Professor, Deptt. of Commerce, University of Calcutta)
2. Prof. Jayanta Lahiri (Professor, Hazra Law College)
3. Ms. Barnini Chakraborty (Assistant Professor, Institute of Business Management, Jadavpur University)

## Poster Presentations:

1. Mr. P.K. Chakravarty (Practicing CS & Corporate Counsel)
2. Ms. Jayshree Daga (Deputy Manager (Secretarial & Legal, Simplex Infrastructures Ltd.)







## ENTREPRENEURSHIP AWARENESS DRIVE

An Entrepreneurship Awareness Drive was organized by the Commerce Department in association with the Entrepreneurship Cell, IIT-Kharagpur on 28<sup>th</sup> October 2017 at Vidya Mandir Auditorium.

The keynote speakers for the session were:

- Mr. Vivek Prakash** (Co-Founder, HackerEarth)
- Mr. Alok Patnia** (Founder and CEO, Taxmantra)
- Mr. Kaushal Modi** (Co-Founder and CEO, Outbox)
- Mr. Miftaur Rahman** (Co-Founder and CFOO) Wow Momos

There were two interactive session by Neotec Hub & Jamboree, product display by Pay Abhhi and a presentation by the Entrepreneurship Cell of IIT-Kharagpur. A press conference as held prior to the event. The event was media partnered by Business Standard and covered by Prabhat Khabar, Sanmarg & Channel 10.







### National Seminar on

## SUSTAINABLE INNOVATION IN BUSINESS & COMMERCE

A National seminar on Sustainable Innovation on Business & Commerce was organized by the Commerce Department on 19th & 20th April 2018. **Shri Shirish Chandramohan Murmu**, Regional Director of RBI for West Bengal & Sikkim was the Chief Guest. **Ms. Indrani Bagchi**, Senior Diplomatic Editor of Times of India, New Delhi was the Keynote Speaker.

Other eminent speakers at the seminar were:

- *Sustainable Innovation Strategies for International Business Environment* by **Prof. (Dr.) Pramod Pathak** (Professor, Department of Management Studies, ISM Dhanbad)
- *Learning & Knowledge Management as Innovative Business Practices* by **Mr. Rahul Bose** (Global Manager, IBM)
- *Sustainable Innovation through Creation & Protection of Intellectual Property Right* by **Prof. Manas Kumar Sanyal** (Professor & Head, Department of HRM and Chief Coordinator Incubation Centre, IEST Shibpur)
- *A Critical Appraisal of Funding Mechanism for Generating Sustainability in Business* by **Mr. Somabrata Dutta** (Senior Professional, Price Water House Coopers)



- *Business Innovation: Strategy for International Business and Use of ICT* by **Prof. Biswajit Nag** (Professor, Indian Institute of Foreign Trade, New Delhi)

Different scholars presented papers at the seminar and a book of paper was published.



## PANEL DISCUSSION ON POST BUDGET: CONNECTING THE DOTS

J.D Birla Institute, Kolkata conducted a discussion on the Union budget 2018-19, at its campus on 7<sup>th</sup> February 2018. The programme facilitated an informed discussion on the Union Budget 2018-19. The discussion was focused on the policy priorities in the Budget and its implications for different sections of the population.

The members in the panel:

- Moderator: **Dr. Ajay Pathak**, Director - ICFAI Business School, Kolkata.
- *Impact on Economy and Quality of Life* by **Dr. Siddhartha Mitra** (Professor, Economics Department, Jadavpur University)
- *Impact on Small and Medium Scale Industries* by **Shri. Om Prakash Agarwal** (Sr. Vice President, Calcutta Chamber of Commerce).
- *Impact on Direct Taxation and GST* by **CA Chiranjib Das** (Practicing Chartered Accountant and GST Consultant)

## WATCHING UNION BUDGET LIVE

Union Budget, 2018 was broadcast live on 1<sup>st</sup> February 2018 for 3rd year B.Com students.







## National Seminar on **NUTRICON 2018: FOOD ADULTERATION: TERROR ON MY PLATE**

Department of Food Science & Nutrition Management organized a two-day National Seminar on 'Nutricon 2018: Food Adulteration: Terror on My Plate' on 23<sup>rd</sup> & 24<sup>th</sup> March 2018.

Eminent speakers at the session were

- *Food Risk, Reality & Perception* by **Dr. V. Sudarshan Rao** (Deputy Director, Retd., National Institute of Nutrition, Hyderabad and Chairman, FSSAI Scientific Panel on Food Additives)
- *Consumer Awareness on Food Adulteration* by **Sri. D.P. Guha** (Joint Director, Food Safety and Standard Authority of India, Kolkata)

- *Detection of Adulterants* by **Dr. Alok Srivastava** (Chief Scientist & Head, Food Safety & Analytical Quality Control Laboratory and Head, Food Protectants & Infestation Control Department, CSIR-CFTRI, Mysore and Director, Referral Food Lab)
- *Detection of Dairy Adulterants* by **Dr. Rajan Sharma** (Principal Scientist, Department of Dairy Chemistry, National Dairy Research Institute, Karnal, Haryana)
- *Food Laws* by **Mr. Prasanta Baidaik & Mr. Prasenjit Batabyal** (Technical Officers, Food Safety and Standard Authority of India, Kolkata)
- *Adulteration in Tea* by **Dr. T.C. Chaudhuri** (Technical Expert, Quality Council of India; Quality Assurance Advisor and Ex-Director - Research & Hon. Advisor, Tea Board of India).

6 oral and 7 poster presentations were read on the 2nd day of the Seminar and were judged by three eminent jury members

- Dr. Debnath Chaudhuri** (Ex- Professor & HOD, All India Institute of Hygiene & Public Health)
- Dr. Sutapa Bhowmik** (CEO, Qualisure Laboratory)
- Dr Prasanta Kumar Biswas** (Associate Professor, Department of Food Technology and Biochemical Engineering, Jadavpur University)

A book of papers and seminar processing was also released along with a brochure on detection of common food adulterants.



Dr. V. Sudarshan Rao



Dr. Rajan Sharma



?



Shri D. P. Guha



Mr. Prasanta Baidaik



Dr. T.C. Chaudhuri



Demonstration of common Food Adulterants by Students





## National Seminar on

# RECENT ADVANCES IN NUTRITION THERAPY

One day National Seminar on Recent Advances in Nutrition Therapy was held on 21<sup>st</sup> February 2018. The eminent speakers for this seminar were:

- *Nutritional Medicine for Maintenance of Good Health* by **Prof. Debprasad Chattopadhyay** (Scientist & Director, National Institute of Traditional Medicine, Belagavi)
- *Nutrigenomics* by **Dr. Amol D. Raut** (CEO and Chef R & D consultant, Gene Support; Pune)
- *Nutraceuticals & Health* by **Ms. Bhakti Samant** (Chief Dietitian, Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute, Mumbai)
- *Secreatosomes from Combinatorial Probiotics Protect and Regenerate in Inflammatory Bowel Syndrome: Connotations as Nutraceuticals and Functional Food* by **Prof. Ena Ray Banerjee** (Professor, Department of Zoology, University of Calcutta, Kolkata)







## National Seminar on

# RECENT TRENDS IN ECO-FRIENDLY TEXTILES & SUSTAINABLE FASHION

Department of Textile Science, Clothing & Fashion Studies organized two-day National Seminar on Recent Trends in Eco-friendly Textiles & Sustainable Fashion in joint association with Deptt. of Micro Small and Medium Enterprise & Textiles (MSME), Govt. of West Bengal on 27<sup>th</sup> & 28<sup>th</sup> March 2018.

MSME sponsored one lakh rupees for the seminar.

**Mr. Sanjay Jain**, Managing Director, TT Ltd.; Chairman, NITRA; Vice Chairman, CITI; Vice President - FOHMA /WBHA graced the occasion as the Chief Guest. **Prof. (Dr.) A.K. Samanta**, Professor, Textile Chemistry, Deptt. of Jute and Fibre Technology (Institute of Jute Technology), University of Calcutta was the Keynote Speaker.

Other eminent speakers were:

- *Eco-Considerations in the Textile Industry* by **Dr. Pinaki Sengupta** (HOD, Business Excellence at Aditya Birla Nuvo, Jay Shree Textiles, Rishra)
- *Eco Standards and Legislation in Textiles* by **Dr. Anil Kumar** (Scientist E, Bureau of Indian Standards, Kolkata)
- *Eco-friendly Textiles* by **Mr. Prasad Pant** (Director - South Asia, ZDHC Foundation, Amsterdam - Netherland, Mumbai)
- *Organic Cotton* by **Dr. Sujata Saxena** (Principal Scientist & Head, Chemical & Biochemical Processing Division, ICAR - Central Institute for Research on Cotton Technology, Mumbai)
- *Sustainable Fashion* by **Prof. Sudha Dhingra** (Professor, Deptt. of Textile Design, National Institute of Fashion Technology, New Delhi)

80 Students and faculty from other neighboring institutes also attended the seminar.



Prof. (Dr.) A.K. Samanta



Mr. Prasad Pant



Dr. Sujata Saxena



Prof. (Dr.) Sudha Dhingra



Dr. Anil Kumar



Dr. Pinaki Sengupta





## Seminar on **BUILDING MATERIALS IN CONTEMPORARY INTERIORS**

Department of Interior Designing organized a seminar on Building Materials in Contemporary Interiors in association with Association of Architects Builders, Interior Designers & Allied Business on 5<sup>th</sup> April, 2018. **Mr. Nandu Belani**, President, Credai Bengal & Managing Director, Belani Group was the Chief Guest; and **Mr. Sundeep Chadha**, President ABID & Director, Chadha Designs Pvt. Ltd delivered the Keynote address.

Other eminent speakers from the Industry included:

- *Floor & Tiles* by **Mr. Manish Kasat** (Managing Director, Marudhara Marbles & Granite)
- *Tiles* by **Mr. Sandip Bose** (Asst. Regional Manager, Nitco Tile Ltd.)
- *Ply and Laminates* by **Mr. Joyjayanta Bhattacharya** (Regional Head, East) and **Mr. Somak Bala** (Sr. Manager, Product Management Group) from Century Ply Boards Ltd.
- *Automation in Lighting* by **Ms. Sudeshna Mukherjee** (Chief Designer, Svarochi)
- *Bathroom Fittings* by **Mr. Suvadeep Dutta** (Zonal Product Trainer, Jaquar Group)
- *Modular Furniture* by **Mrs. Shinjini Guha Biswas** (Architect, Godrej Interio)

A garden made from recycled waste products like drums, scooters, hospital stands, nuts & bolts, metal chips, etc was also set-up by the students of the ID Department and inaugurated by Mr. Nandu Belani, President, Credai Bengal & Managing Director, Belani Group.



Mr. Nandu Belani



Mr. Sundeep Chadha



Mr. Manish Kasat



Mr. Suvadeep Dutta



Mr. Sandip Bose



Ms. Sudeshna Mukherjee



Mr. Joyjayanta Bhattacharya



Mr. Dibyajit Dutta



A Garden Made from Recycled Waste Products





### 'DISABILITY, ACCESSIBILITY & EQUALITY'

The Department of Human Development organized a one-day National Seminar on Disability, Accessibility & Equality on 21<sup>st</sup> March, 2018. The Chief Guest and Keynote speaker was **Dr. Sudha Kaul**, Founder & Vice Chairperson, Indian Institute of Cerebral Palsy.

Other eminent speakers were:

- *Attention Deficit Hyperactivity Disorder* by **Prof. (Dr.) Pritha Mukhopadhyay** (Professor, University of Calcutta)
- *Autism* by **Ms. Indrani Basu** (Hon. Secretary, Autism Society of West Bengal)
- *Intellectually Challenged* by **Mrs. Anamika Sinha** (Director, Manovikas Kendra)
- *Learning Disability (Dyslexia)* by **Ms. Masarrat Khan** (CEO, Maharashtra Dyslexia Association, Mumbai)
- *Rights of the Disabled* by **Ms. Shampa Sengupta** (Founder, Sruti Disability Rights Center, Kolkata)
- *Interventional Skills* by **Mrs. Chaitali Mukherjee** (Special Educator, Speech Plus, Bengal Speech & Hearing Pvt. Ltd.)



Prof. (Dr.) Pritha Mukhopadhyay



Ms. Indrani Basu



Mrs. Chaitali Mukherjee



Ms. Masarrat Khan



Mrs. Anamika Sinha



Ms. Sampa Sengupta



## GRADUATING FASHION SHOW, 2018



The Department of Textile Science, Clothing & Fashion Studies organized "Kaleidoscope" their Graduating Fashion Show 2018 at Birla High School Grounds on 25<sup>th</sup> February, 2018.

**Mrs. Anshu Modi**, a renowned Fashion Designer graced the occasion as the Chief Guest.

The ensembles were evaluated by a panel of jury that included

- a) **Prof. Nien Siao** (Consultant - Design Education & Academics, and former Director of Pearl Academy, Noida)
- b) **Mr. Suvradip Roy**, Fashion Designer
- c) **Ms. Priyanka Shah Naik**, (Founder and Proprietor, Feeric & Guzel)

In total 6 collections comprising of 11 designs were put up by 37 final year students.



Mrs. Anshu Modi

### JURY MEMBERS



Prof. Nien Siao



Ms. Priyanka Shah Naik



Mr. Suvradip Roy



Theme: Vari Da Bagh



Theme: Back Benchers



Theme: Wrap the Scrap





## academic activities, seminars & conferences



Theme: Ultra Violet - The Invisible



Theme: Disco Gypsy



Theme: The Military Academy



The Best Designer Award was sponsored by the PS Group.





## STRATEGIC ENTREPRENEURSHIP SUMMIT

The Entrepreneurship Cell of the Department of Management, "Acumen" organized the Strategic Entrepreneurship Summit on 16<sup>th</sup> March 2018 on the theme, Strategies for Entrepreneurs in VUCA Times.

Mr. Hemant Kanoria, Chairman & Managing Director, SREI Infrastructure Finance Ltd was the Chief Guest.



A panel discussion was held where the following successful entrepreneurs shared their journey of entrepreneurship:

**Mr. Mittal** (Sasta Sundar)

**Mr. Mukherjee** (Unigrow Solutions)

**Mr. S. Chatterjee** (Bengali Restaurant Chain, Bhojohori Manna)

**Mr. S. JhunJhunwala** (Turtle Ltd.)

The moderator for the said panel discussion was Mr. Subhranshu Sanyal, CEO of IIM Calcutta Innovation Park.







## A CONFERENCE ON GST

A Conference on GST was organized by Calcutta Management Association in association with Telegraph and Karvy on 11<sup>th</sup> December, 2017 by the Management Department.



## CALCUTTA MANAGEMENT SUMMIT ON CORPORATE SOCIAL RESPONSIBILITY,

The Department of Management was the academic partner for the Calcutta Management Summit on Corporate Social Responsibility, the annual signature event of CMA on 30<sup>th</sup> August, 2017.





## AIMA-CMA REGIONAL MANAGEMENT CONCLAVE

The Department of Management became the academic partner with CMA in organizing the AIMA-CMA Regional Management Conclave on Leadership in the Age of Disruption organized at ITC Sonar on 8<sup>th</sup> March 2018.

## EXPLORICA'17

A 3-day session Explorica'17 was organized by Department of Management from 23<sup>rd</sup>-25<sup>th</sup> August, 2017 as an initiative of the Entrepreneurship Cell wherein new entrepreneur ideas were discussed.







### 43rd National Competition for **YOUNG MANAGERS (NCYM) 2017**

In order to enhance the brand equity of the Institute, the 43<sup>rd</sup> National Competition for Young Managers (NCYM) 2017 was organized by the All India Management Association's (AIMA) - Eastern Region in collaboration with the Calcutta Management Association (CMA) at the Seminar Hall of Department of Management on 14<sup>th</sup> July, 2017.

## INTERNATIONAL MANAGEMENT CONFERENCE

The Deptt of Management organized fourth International Management Conference 2018 from 20<sup>th</sup> April to 21<sup>st</sup> April on the theme Management in VUCA Times.

The first day event had a panel discussion, consisting of eminent speakers like **Mr. C. Mukherjee** (Group Chief People Officer of SREI), **Dr. J. Seal** (IIFT) and **Dr. Navin Das** (NSHM Knowledge campus). The theme of the discussion was 'Industry academia Interface'. The plenary session was followed by a faculty development programme by **Dr. G. Banerjee** (NIT Durgapur).

In the second day another plenary session was organized with National and International scholastic heads like **Prof A. Banerjee** (IIMC) and **Prof R. Jain** (NUS -Singapore).

It was followed by a very interesting Panel discussion on 'How to Make Research Effective' by **Dr. V. Mukherjee** (Jadavpur University), **Prof R. Singh** (IIMC), **Dr. S. Mallick** (IISWBM) and **Prof P.K. Das** (IIFT). The moderator for both the days was Dr. J.N. Mukhopadhyay. The panel discussion was followed by research article presentation by national and international authors. Research papers on various areas of management studies were presented by researchers from India and abroad.





## Department of Food Science & Nutrition Management



**Functional Foods** by Dr. Supratim Ghosh, Scientist Chittaranjan National Cancer Institute, Kolkata.



**Rheumatic Disorders & Nutritional Management Therapy** by Ms. J. Mira, Chief Dietician, Rabindranath Tagore International Institute of Cardiac Sciences.



**Anthropometric Assessment Through Out Life Cycle** by Dr. Aditi Roychoudhury, Consultant & Former Ex-Divisional Chief, CINI, Kolkata



**Medical Nutrition Therapy in Diseases of the Pulmonary System** by Ms. Sudeshna Maitra Nag, Chief Dietician, Peerless Hospitals.



**Sports Nutrition & Fitness** by Mr. Kaizzad Capadia, Celebrity Fitness Trainer and Co-Founder & Director, K11 Academy of Fitness Sciences.



**Nutrition Management in Bariatric Surgery** by Dr. Ramana Balasubramaniam, Director, Medica Super Specialty Hospital



Fireless Cooking Competition, Balanced Diet was organized by the FSNM Department on 25th April 2018 in collaboration with Nestle India Limited. Chef Indrajit Mukherjee, Sous Chef, Hotel Hindustan International judged the event.



## Department of Textile Science, Clothing & Fashion Studies



**Sustainability in Textile Industry** by Ms. Nien Siao, Former Director and Academic Head of Arch Academy of Design, Noida.



**Non-woven Textiles** by Mr. Montu Basak, Associate Professor, NIFT, Kolkata.



**Application of Statistics in Research** by Prof. Bimal Roy, Head - RC Bose Centre for Cryptology & Security, ISI, Kolkata



**Contemporary Patterns with the Warp and Weft** by Ms Sarita Ganeriwala, Director, Karomi



## Department of Interior Designing



**Advantages & Challenges of Entrepreneurship in Current Era** by Ms. Chitralekha Biswas, Director, Cee Bee Design Studio.



**Project Management** by Ms. Ritu Duggal, Director, Decorage and Associates



**Building Materials** by Mr. Bichitresh Saha, Director, Saha & Associates.



**Cost & Estimation** by Dr. Mainak Ghosh, Associate Professor, Jadavpur University.



**Space Allotment & Placement of Furniture** by Ms. Vrinda Khemka, Interior Designer and Proprietor of Swayam City New Age Nirman, Kolkata.



**Product Analysis** by Mr. Pulaha Dasgupta, Industrial Design & Technical Consultant.



## Department of Human Development



**Special Learning Disorder** by Mr. Prasanta Kumar Roy, Assistant Professor, Department of Clinical Psychology, Institute of Psychiatry, Kolkata.



**Neurological Disabilities** by Dr. Arundhati Sarkar, Head, Manochetna Academic and Research Centre, Manovikas Kendra, Kolkata.



**Conduct Disorder, Bullying and Ragging** by Dr. Somdev Mitra Assistant Professor, Department of Psychology, University of Calcutta.



**Inclusive Therapies** by Dr. Hiral Paul, Pediatric Physiotherapist.



**Inclusive Education** by Mrs. Lipica Bhattachaya, Special Educator, Mental Health Foundation.



**Issues Related to Development During the Childhood Years** by Dr. Pavitra Chakravarty, Consultant Pediatrician and Neonatologist.



## Department of Human Development



**Perception** by Dr. Sayantani Chatterjee, Head & Assistant Professor, Department of Psychology, Loreto College.



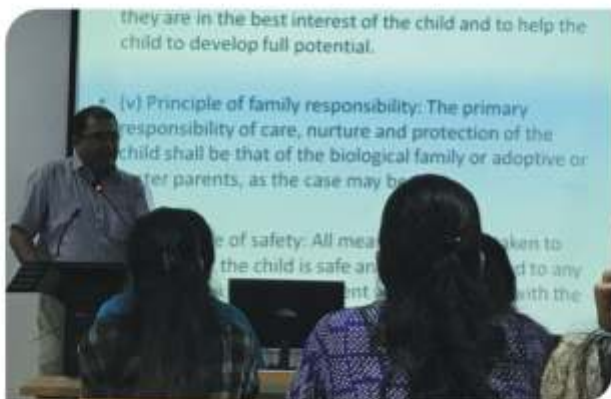
**Observation Method** by Dr. Sujata Chatterjee, Associate Professor, Bijoy Krishna Girls College.



**Aging and Death** by Dr. Debomita Sikdar, Assistant Professor, Viharilal College of Home Science, University of Calcutta.



**Active Ageing** by Mr. Sourav Sarkar, Film Director



**Policies and Legislations on Child Welfare** by Dr. Sarfaraz Ahmed Khan, Assistant Professor, School of Criminal Justice and Administration, The West Bengal National University of Juridical Sciences Kolkata.



**Laws of Rape & Domestic Violence: Legislative Developments and Contemporary Concerns** by Dr. Dipa Dube, Associate Professor, Rajiv Gandhi School of Intellectual Property Law, IIT-Kharagpur.



## Department of Commerce



**Industrial Relations** by Prof. P.K. Mishra,  
Principal, Institute of Engineering & Management



**Software Development and Its Evolution** by Dr. Soumya Sen,  
Assistant Professor, A.K. Choudhury School of Information  
Technology, University of Calcutta



**Future and Forward Contracts, Swap contract and  
Commodity Derivatives** by Dr. Ranapratap Pal, Assistant  
Professor, Department of Management, CIEM



**Non-Performing Assets (NPA) of Banks and Corporate  
Governance** by Mr. P.K Chakravarty, Practicing Company  
Secretary



**Managing the Marketing Mix and Organizing and  
Implementing Efforts** by Mr. Koushik Chatterjee,  
Assistant Professor, St. Xavier's College



**Digital Finance, Money Laundering, Accounting Scams &  
their Outcomes** by Mr. Baljit Singh, Zonal Training Manager,  
Star India Dai-ichi Life Insurance Company Ltd.



**Environmental Impact Assessment:  
A Practical Insight** by Dr. Indrani Ghosh,  
Senior Consultant, ERM India Private Ltd.



**Marketing Mix & International Marketing**  
by Prof. Ashok Kumar Banerjee,  
Adjunct Professor, IEM, Kolkata



## Department of Management



**Union Budget 2018** by Mr. Asrujit Mandal, CA, Partner Tax & Regulatory Services BDO (Kolkata) & Ex-Partner of KPMG & PwC.



**Oriental Leadership** by Prof. Buddhadiip Mukherjee, Sr. Faculty, IISWBM.



**Retail Branding and Retail Store Design** by Prof. D.P. Ghosh, an XLRI alumnus.



**Motivating Self & Others** by Prof. (Dr.) Madhumita Mohanty, Head, Department of MHRM (Masters of Human Resource Management), IISWBM.



**Corporate Ethics** by Dr. R.P. Banerjee, Director & Dean of EIILM.



**How IIM Calcutta's Innovation Park Can Help Budding Entrepreneurs** by Dr. Subhrangshu Sanyal, the CEO of IIM Calcutta Innovation Park.



## Department of Management



**Leadership in Organization** by Dr. Surajit Das, Chief Operations Manager, Metro Railway, Kolkata.



**Developing Entrepreneurship and How They Can Help Budding Entrepreneurs** by Mr. Archan Deb, Manager, Neoleap Ventures.



**Sexual Discrimination & Gender Differentiation** by Ms. Ruchira Goswami, Faculty at National University of Juridical Sciences, Kolkata.



**GST** by Ms. Snigdha Poddar, Chartered Accountant & MD, Nakamochi Securities.



**Journey as an Entrepreneur** by Ms. Swati Gautam of Necessity.



**Mutual Funds** by Mr. Ravi Khanna, Vice President Sales of India Infoline Ltd.



The Placement Cell of the college organized several Career Counseling Sessions with an objective to not only help student make important decisions regarding their aptitudes and further education, but also to give them knowledge and skills that they would need to make future career and life decisions.



Entrepreneurship as a Career and the NMAT (National Management Aptitude Test) as a Gateway to Management Programs in India by Ms. Akshita Kanthala, from GMAC (Graduate Management Admission Council).



Options in the Field of Community Engagement by Mr. Paul Walsh, Founder - Jungle Crows Foundation.



Career Options in the Field of Interior Design by Mr. Vivek Rathore, Principal Architect and Founder of Salient Design Studio, Kolkata.



Opportunities for Joining the MBA Programme at CBS by Members from Calcutta Business School.



Grooming Session on Facing Interviews conducted by Ms. Afshan Rahman, a corporate trainer from Quintessential Investiture 24.



Various Career Options in the Field of Securities Markets and the Professional Certifications by Mr. Anirban Kundu, Counselor, National Institute of Securities Markets on the on.



Working in the Textile Industry by Ms. Sarita Ganeriwala, Director, Karomi.



IDP conducted a Career Fair mainly where representatives from Nottingham Trent University, Dartmouth University, King's College, University of Wisconsin and University of Central Lancashire participated.





Career Counseling Session with the final year BBA students by Mr. Ashwini Bajaj, Academic Trainer & Consultant.



Career Options for a Chartered Accountant by Mr. Sanjib Sanghi, Chairman of Career Counseling Committee of EIRC (Eastern India Regional Council) of ICAI (Institute of Chartered Accountants of India), along with Ms Sushmita Sen, Assistant Secretary, Board of Studies, ICAI.



Career options for a Company Secretary by CS Gataum Dugar, Vice Chairman and Secretary and Mr. S. Sreejesh, Assistant Director, Institute of Company Secretaries of India, Eastern India Regional Council.



Career Options for a Cost Accountant by Debosmita Sengupta, Accounts Officer and Mr. Prabir Banerjee, PD and Education Officer of ICAI (Institute of Cost Accountants of India).



Mrs. Smita Dash Sahoo, Senior HR Professional and Certified Leadership / CEO Coach & Assessor.



Career Oriented Interactive Session in collaboration with Bombay Stock Exchange (BSE).



various job avenues in the field of interior Designing by Ms. Rupande Shah, Director, Rupande Shah & Associates.



Career Awareness on CS by Mr. S. Sreejesh, Assistant Director, Institute of Company Secretaries of India, Kolkata.





## INTERNATIONAL WORKSHOP ON INDIGO DYEING

An International workshop on "Indigo Dyeing" was conducted by eminent Indigo experts from world over to Celebrate, Promote and Revive Natural Indigo in association with SUTRA on 11<sup>th</sup> & 12<sup>th</sup> November 2017 at the college campus. The following fifteen workshops were conducted by eminent resource persons from across the world:

- Indigo Vat Making (Organic) by Ms. Charlotte Kwon, **Director, Maiwa Foundation** and Expert on Natural Dyes, Canada
- Indigo Vat Making (Using Fruits) and Indigo Craft (Shade Dyeing & Printing) by Prach Niyomkar, **Designer from Thailand.**

- Indigo Vat Making (Shakhon - Nakhon) by Mr. Kokhanest Rungsantia, **Indigo Entrepreneur from Thailand.**
- Resist Printing by Ms. Linda Labelle, **Owner, The Yarn Tree** (an online business selling fiber, yarn & natural dyes) from Greenville, South Carolina
- Indigo Vat Making (Indian - Traditional) by Ms. Jagadda Rajappa, **Freelance Natural Dye Consultant, Hyderabad**
- Indigo Vat Making (Indian - Contemporary) and Direct Dyeing by Ms. Victoria Vijay Kumar, **Founder & Programme Coordinator, Aranya Natural, Munnar (Kerala)**
- Heritage Ajrak Printing by Mr. Sufiyan Ismail Khatri, **Ajrak Printer, Bhuj (Gujarat)**
- Heritage Lehraia Dyeing by Ms. Kamaldeep Kaur, **Textile Dyeing Expert, Owner, Damask** (a brand producing fashion accessories) Ahmedabad
- Hand Painting with Natural Dyes by Mr. Ajit Kumar Das, **Natural Dye Artist, Kolkata**
- Soft Edge Resist Dyeing from Japan, Africa by Ms. Monoleena Banerjee, **Freelance Textile Designer & Consultant, Kolkata**

Indigo Dyeing was a milestone project, using expertise and guidance of top scholars, academics and practitioners of indigo from across the world. Students of the TCFS Department got an overwhelming exposure to see the work from experts across the globe.







**Napkin Folding** workshop by Mr. Debanjan Bhounik,  
Proprietor, Radiant Academy of Management Studies.



**Nutrition Labeling & Marketing** workshop by Ms. Nikita Bardia,  
Nutritionist and Proprietor of FitNest Diet Studio.



**Art of Storytelling** workshop by Mrs. Kavita Gupta,  
Director of Mirror Workshops.



**Art of Storytelling** workshop by Mrs. Alka Agarwal,  
Specialist in Child Pedagogy.



**Puppet Making** workshop by Mr. Dilip Mondal,  
Secretary, Dhumketu Puppet Theatre



**Charcoal Sketching** workshop by Gunjan Daga,  
an alumnus of the college.



**Model Making** workshop by Ms. Ritu Duggal  
a practicing Interior Designer.





**Indigo Dyeing** workshop conducted by Mr. Gasali Adeyemo



**Leather Batik** workshop by Mr. Pradip Chatterjee,  
Freelance Leather Batik Designer, Shantiniketan



**Make-up and Hairstyling** workshop  
by Ms. Vibha Chawla, Director - VNC Unisex Salon



**Paper Craft** workshop in Fashion Designing by Mr. Shovik Basu Ray





**Trading and Stock Exchange** workshop by Mr. Sachin Kumar Jha, DGM Area Manager, Karvy Limited



**E-filing: Tax Return** workshop by CA Abhishek Agarwal, Partner ASRK & Associates.



**Business Plan** workshop by Mr. B. Hari, Member of Indian Angel Network & founder of Ontrack Systems Ltd.



**Self Defence** workshop by Mrs. Prajna Dutta, Director, Kolkata Facilities Management



# BOOK EXHIBITION-CUM-SALE

The Learning Resource Centre of J.D. Birla Institute organized a Book Exhibition-cum-Sale on 23<sup>rd</sup> & 24<sup>th</sup> November 2017 at the Institute premises. A large number of books on a wide variety of subjects were exhibited by 17 leading publishers, distributors and sellers not only from the city but also from the national capital.





## EXHIBITION ON PRODUCTS DEVELOPED

An Exhibition was set-up by 3<sup>rd</sup> year B.Sc (Hons.) in Textile Science, Clothing & Fashion Studies and 1<sup>st</sup> year M.Sc in Textiles & Clothing students on 5<sup>th</sup> February 2018 on products developed by them under their Sessional-papers, Product Design & Product Development and Craft Documentation & Product Development.



Exhibition on Couture with Paper at ICCR during The Show Window organized by Pushpa Bitan at ICCR



## EXHIBITIONS ON MODELS (ID)

An Exhibition of Models made by 3rd year B.Sc (Hons.) in Interior Designing students was put-up.



Dhwani Ashok Vasani, 3<sup>rd</sup> Year (2015-18)



Jaya Tamkoria  
3<sup>rd</sup> Year (2015-18)



Arwa M. Bharmal  
3<sup>rd</sup> Year (2015-18)



Prerna Gupta  
3<sup>rd</sup> Year (2015-18)



Simran Jain  
3<sup>rd</sup> Year (2015-18)



## EXHIBITION ON EDUCATIONAL EXCURSION

An Exhibition on the Educational Excursion undertaken by the final year students of the Departments of Science was put-up. Information gathered during the trip was displayed on bulletin boards.



Department of Food Science & Nutrition Management



Department of Textile Science, Clothing & Fashion Studies



Department of Interior Designing



Department of Human Development



# CANTEEN SALES



Theme: Spring Fling



Theme: Carnival-Disney World



Theme: Harry Potter Feista



Theme: Glasses of Glee



Theme: Retro Remix



Theme: Taste of the World



Theme: Twist in the Street



Theme: Garden Fiesta



During Graduating Fashion Show, 2018



## PHOTOGRAPHY (BBA)



The Department of Management put-up an exhibition of self-clicked photographs by Students.



Exhibition-cum-sale of Artificial Jewelry made during Special NSS Camp.



## Department of Food Science & Nutrition Management

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



Peerless Inn



Mio Amore



Ektara Foundation



DISHA



ICDS (Integrated Child Development Scheme) Centre No. 141



ICDS (Integrated Child Development Scheme) Centre No. 96



Fortis Hospital



Charnok Hospital





Dr. Vohra's Clinic



Bodega Cantina Y Bar

## Department of Textile Science, Clothing & Fashion Studies

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



Empire Jute Mills Pvt. Ltd.



Rajlakshmi Cotton Spinning Mills.



Central Research Institute for Jute & Allied Fibres (CRIJAF)



Acnit Industries Pvt. Ltd.



Turtle Limited



Amrit Exports Pvt. Ltd.





Textile Printing Unit in Serampore



Shivam Processing Pvt. Ltd.



Guruji Dyers & Printers



F-Studio

## Department of Interior Designing

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



Century Ply Boards



Ceramic City Pvt. Ltd.



iLead



Sen & Associates





Agri Horticultural Society of India



Ramakrishna Mission Blind Boys' Academy



Swami Vivekananda's Ancestral Home



Kolkata Town Hall



Swami Vivekananda's Ancestral Home



Agarwal & Agarwal

## Department of Human Development

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



ISRC



Aanganwadi



## Department of Human Development



Indian Institute of Cerebral Palsy



Ramakrishna Mission Blind Boys Academy



Lighthouse for the Blind



Mahavir Seva Sadan



Hope Foundation



Mridul Foundation



Parichay: Ek Pehchan



Syawam



## Department of Human Development



Ankur Kala Kendra



Ankur Kala



Seba Old Age Home.



Narain Gupta Prabinaloy



Bubble Blue, Day Care Centre



Disha Foundation



Seva Kendra



Society for Indian Children's Welfare



# field visits

## Department of Commerce

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



Pepsico India Holdings Pvt. Ltd.



Keventer Agro Ltd.

## Department of Management

Industrial visits are organized by each department on a regular basis to supplement classroom teaching and provide practical exposure to students.



Anmol Biscuits



Indian Botanical Garden



Paharpur Cooling Towers



Texmaco Ltd.



Coca Cola



Keventer Agro



## Department of Food Science & Nutrition Management

Educational Excursions are organized by each Department of Sciences every year to supplement classroom teaching and provide practical exposure to students.



Guru Nanak Dev University, Amritsar



GlaxoSmith Kline Consumer Health Care Ltd.,  
A Division of Jagatjit Industries Ltd., Amritsar



Wagah Border, Amritsar



Verka Milk Plant, Chandigarh



Sight Seeing, Amritsar



Kissan Cold Storage, Amritsar



Coca Cola, Amritsar



## Department of Textile Science, Clothing & Fashion Studies

Educational Excursions are organized by each Department of Sciences every year to supplement classroom teaching and provide practical exposure to students.



Nahar Spinning Mills, Ludhiana



Making of Panja Durries, Nakodar



Phulkari Embroidery at Patiala Handicraft Workshop  
Co-operative Industry Society Ltd., Patiala



Vardhman Textiles Ltd., Ludhiana



Wagah Border, Punjab



## Department of Interior Designing

Educational Excursions are organized by each Department of Sciences every year to supplement classroom teaching and provide practical exposure to students.



Inside of Fort Ramgarh, Panchkula, Haryana



Dhaniram Puran Chand, Hoshiarpur, Punjab



Gurdial & Sons, Kartarpur, Punjab



Punjab Energy Development Agency, Chandigarh



Paryavaran Bhawan, Chandigarh



Jallianwala Bagh, Amritsar



Rock Garden, Chandigarh



## Department of Human Development

Educational Excursions are organized by each Department of Sciences every year to supplement classroom teaching and provide practical exposure to students.



Andh Vidyalaya, Amritsar



Central Kalsha Orphanage, Amritsar



All India Women's Conference, Amritsar



Prayas Rehabilitation Centre for Handicapped Children, Chandigarh



Wagah Border, Amritsar



## Department of Management

The first year students were taken for a trip to Mysore. Various team-building activities and management games were conducted there for value-addition and learning. The students went for sight-seeing and enjoyed to the core with their friends. Thus it was a memorable tour and a great learning for all.





## ANNUAL PICNIC

Commerce and Science students along with faculty members undertook Annual Picnic on 2<sup>nd</sup> February 2018 and 3<sup>rd</sup> February 2018 respectively at Diamond Resort at Joka, Kolkata.





## ANNUAL SPORTS, 2017 (Deptts. of Science & Commerce)

Annual Sports, 2017 by the Departments of Science & Commerce was held on 30<sup>th</sup> November 2017 (Prelims) and 4<sup>th</sup> December 2017 (Finals) at Gitanjali Stadium. Mr. Saurasish Lahiri, Former National Cricketer & Head Coach of Bengal U23 Team was the Chief Guest and 1070 students participated. Children from Parichay, Ektara, Jungle Crow, Sahay and Save the Children also participated in the sports.



Mr. Saurasish Lahiri, Former National Cricketer & Head Coach of Bengal U23 Team was the Chief Guest.



Tracks for Teaching Staff



Tracks for Administrative Staff



Tracks for Group-D Staff





# INDOOR GAMES COMPETITIONS

The preliminary and finals for Indoor Games Competitions (Badminton & Carom) were held respectively on 28<sup>th</sup> & 29<sup>th</sup> November 2017 at the Main Campus.



## OUR SPORTS TEAMS



JD BI basket Ball Team



JD BI Rowing Team



JD BI Football Team





## ANNUAL SPORTS, 2018 (Deptt. of Management)

The Department of Management organized the Annual Sports Meet 2018 on 3<sup>rd</sup> February 2018 at the Gitanjali Stadium. The Chief Guest for this programme was Mr. Arun Lal, former Indian Cricketer and Cricket Commentator. 26 children from two NGOS "Save the Child" & "Hope Home Kolkata" also participated.





## **Birla Premier League**

The BBA students organized the 6th edition of Birla Premier League 2018 at Silver Spring Club on 28<sup>th</sup> March 2018. The Chief Guest for the event is Mr. Jamshid Nassiri, who represented Iran at the 1977 FIFA World Youth Championship and presently coach of 2nd division club Calcutta Football Club. The event was conceived and funded entirely by the students.



## **Birla Champions League**

Birla Champions League (intra-college cricket tournament) was organized by the Management Department at Silver Spring Kolkata on 6th September 2017.



## **Volleyball Tournament**

The Inter-Semester Volleyball Tournament was organized by the Management Department from 2nd-4th August 2017 at the BHS playground premises.



## **Basket Ball Training**

Intra-Department Basketball Tournament was organized by the Department of Management from 4th December 2017 at BHS Basketball ground.



## **Throw Ball Tournament**

The Inter-semester Throw Ball Tournament for girls was organized by the Management Department from 10th-17th August 2017.





## Awards Won at different Inter-College Fests

### VIVIDHA 2018

Organized by St. Xavier's College, Kolkata  
Overall Runners-up

### XAVOTSAV 2018

Organized by  
St. Xavier's College, Kolkata

- 1<sup>st</sup> Position in Hair Styling
- 1<sup>st</sup> Position in Dry Rangoli
- 3<sup>rd</sup> Position in Digital Poster Making
- 3<sup>rd</sup> Position Junkyard Architecture

### GOONJ

Organized by St. Xavier's College, Kolkata

- 3<sup>rd</sup> Position in Bollywood Dance
- 2<sup>nd</sup> Position in Western Dance

### BRIO 2017

Organized by ICFAI Business School

Won prizes in different  
management events.

### COMMUNIQUE

Organized by  
The Bhawanipur Gujarati  
Education Society College

- 1<sup>st</sup> Position in Flipside (Block & Tackle).
- 2<sup>nd</sup> runner-up in Amplify (Open Mike)
- 2<sup>nd</sup> runner-up Position in Corporate Interview.

### LOGIN ASTITVA

Organized by NSHM  
Knowledge Campus, Kolkata

- 1<sup>st</sup> Position in Graffiti
- 2<sup>nd</sup> Position in Start-up Business Plan
- 2<sup>nd</sup> Position in Debate
- 2<sup>nd</sup> Position in Junkyard Architecture
- 3<sup>rd</sup> Position in Street Play

### MANAGEDIA 2018

organized by iLEAD, Kolkata

- 1<sup>st</sup> Position in Best Manager event
- 1<sup>st</sup> position in Skit event
- 2<sup>nd</sup> position in Wall Graphiti event
- 2<sup>nd</sup> position in 2 Minutes to Frame event
- 2<sup>nd</sup> position in Face Painting event
- 1<sup>st</sup> Position in Marketing
- Runners-up in Journalism.

### SRIJAN

Organized by Shri. Shikshayatan College, Kolkata

1<sup>st</sup> Position in Basketball

### Kolkata Police Table Tennis Friendship Cup 2018

Organized by South-West Behala Division  
Best Male Player of the Tournament

### BRC Inter College Rowing Championship 2018

Organized by The Bengal Rowing Club  
Best Dressed Girls College award.

### DRESS THE CAKE

Organized by the Culinary Club of Amity  
University, Kolkata  
3<sup>rd</sup> Position



## 4<sup>th</sup> INVICTUS, 2018

The Department of Management took immense pride in bringing The Invictus -2018, the fourth chapter in J.D Birla tale of ascendancy and excellence. The extravaganza management convention was organized during February 9<sup>th</sup>-11<sup>th</sup> 2018, comprising of several managerial, cultural and sporting events. The event was inaugurated by lighting of auspicious lamp by Mrs. Sumangala Birla (Chairperson Governing Body, JDBI, Ms. Rita Bibra (Secretary General, JDBI), Mr. N. Banerjee (Deputy Secretary General, Vidya Mandir Society), Dr. Deepali Singhee (Principal, J.D. Birla, Main campus), Mr. H. Mohan (IAS, Principal Secretary- Government of West Bengal & Director General of Administrative Training Institute), and Dr. J.N. Mukhopadhyay (Director, JDBI, Dept. of Management). In the 4th edition of the management convention, participation from 40 national and local colleges was observed collectively and addition of events such as indoor cricket, pool, triathlon to name a few had made it a grand success. The college stood runners up in girls throw ball and the boys made it to the semi-finals of basketball. Celebrities like Abhishek Upmanyu and Amaal Malik were also invited. 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.





## COMMERCIO CONCLAVE, 2018

The Department of Commerce organized the 4<sup>th</sup> Annual Inter-college Business Convention, Commercio Conclave, 2018 on 24<sup>th</sup> February 2018 on the theme Eco-Optimization is the Way Forward for Business.

Shri. Arnab Roy (IAS), Principal Secretary - Department of Environment, Govt. of West Bengal graced the occasion as the Chief Guest and Prof. (Dr.) S.P. Gon Chaudhuri, Member in the Energy Expert Committee of Govt. of India; Chairman of the State Solar Power Committee, Govt. of Tripura and Chairman - International Solar Innovation Council, Helsinki (Finland) as our Guest of Honour and Keynote Speaker.

Seventeen colleges participated in seven events that were evaluated by a panel of eminent jury, some of whom are mentioned below:

- a) Mr. Amit Kr. Kedia - Managing Partner, Kairos Consulting
- b) Mr. Subrato Ghosh - Former Executive Director, Indian Oil Corporation
- c) Mr. D.D. Chatterjee - General Manager (Finance & Administration), Priya Entertainments Ltd
- a) Mr. Binod Kumar Homagai - Co Founder and COO, Wow Momo
- b) Mr. B.L. Mittal - Executive Chairman, Sasta Sundar
- c) Mr. Rohit Mall - Founder, Pedagoge
- d) Ms. Deepa (Basu) Roy - Director (HR, Operations & CSR), Dolphin Life Care Ltd
- e) Mr. Ravi Venkatesan - Partner, S. Ramanand Aiyer & Co.
- f) Mr. Ranjeet Kumar Kanodia - Proprietor, R. Kanodia & Associates
- g) Mr. Subrata Kumar Roy - General Manager & Company Secretary, MSTC Ltd
- h) Mr. Ravi Jaiswal - Senior Consultant, Ernst & Young
- i) Dr. Pankaj Roy - Principal, Jogesh Chandra Chaudhuri Law College
- j) Mr. Sudeep Gupta - Marketing Head, Keventer Agro Ltd
- k) Mr. Sudeep Ganguly - CEO, Accord Advertising
- l) Mr. Surojit Banerjee - Marketing Head, Bhagirathi Neotia Women & Child Care Centre
- m) Mr. P.K. Chakravarty-Practicing CS and Corporate Counsel
- n) Mrs. Rita Dutta - Art Critic & Columnist, The Telegraph
- o) Mr. Anirban Bhaduri -Senior Manager (HRD), Priya Entertainments Pvt. Ltd.
- p) Mr. Gautam Bajoria - Head, Black Tiger Event

J.D. Birla Institute (Dept. of Commerce) won the trophy for Best College but being the Host Team, the trophy was given away to the runner-up team, St. Xavier's University, Kolkata



Representative of different colleges



Madvertising



Arjuna (Best CEO)



Corporate Attitude to Contribute



Block & Tackle



Reality Check



Eminent Jury



The Winning Team



Eminent Jury



# VERVE, 2018



The Departments of Science and Commerce organized the 2nd Annual Inter-college Cultural Fest, Verve 2018 on 17<sup>th</sup> & 18<sup>th</sup> March 2018 on the theme, The League of Legends.

Mrs. Rituparna Sengupta, Indian Film Actress graced the occasion as the Chief Guest.

J.D. Birla Institute (Departments of Science & Commerce) won the trophy for Best College but being the Host Team, the trophy was given away to the runner-up team, The Bhawanipore Gujarati Education Society College, Kolkata.



Fashion Show



Quiz



Western Dance



Street Play



Debate



Antakshari



Elocution



Band



Photography



# inter-college fest & cultural events



Culinary Skills



Fashion from Waste



Architecture from Scrap



EMINENT JURY



Make-up



Cartooning



Jewellery Designing



Carrom



Chess



Badminton



Pro-VC, JU Shri Pradip Kumar Ghosh at the Prize Distribution Ceremony



Kunal Rao, Comedian at the Event



The Bombay Gramophone Company performing at the Event



## ANNUAL DAY, 2017 (Deptt. of Science & Commerce)

The Annual Day, 2017 was hosted on 18<sup>th</sup> November 2017 at Vidya Mandir Auditorium. Dr. Rajendra S. Shukla (IAS), Additional Chief Secretary, Department of Higher Education- Science, Technology and Biotechnology, Government of West Bengal graced the occasion as the chief guest and Ms. Kalavati Devi, Associate Professor, Department of Manipuri Dance, Rabindra Bharati University and Director of Manipuri Nartanalaya was the Guest of Honour.

639 students attended the event. 68 meritorious students from the departments of Science & Commerce were awarded and students put-up a cultural medley of dances and songs. Best Peon award was also given for the year 2015-2016 & 2016-2017.



Teachers performing





## ANNUAL DAY, 2017 (Deptt. of Management)



The Department of Management organized Annual Day 2017-18 for the first time on 8<sup>th</sup> December, 2017. The Chief Guest was Mr. R. Kumar, IAS - Excise Commissioner, Govt. of West Bengal. The Guest of Honor was Dr. D. N. Sarkar, Associate Director- PepsiCo India. The programme was formally inaugurated by our respected Chairperson Governing Body, Mrs. Sumangala Birla. Prizes were distributed to the students with remarkable achievements. The members of various clubs like Debate, Go Green and Photography were appreciated for their efforts and were given batches. A cultural program was staged by the students.



A special meeting of the Alumni Association was held on 8<sup>th</sup> September 2017. Forty-three members attended in the meeting. The Alumni Committee was formed through voting process.





## inter-college fest & cultural events

### BASANT PANCHAMI

Basant Panchami celebration was organized by the Main Campus on 22<sup>nd</sup> January 2018 and was attended by 518 including 26 BBA students.



### INDEPENDENCE DAY

71st Independence Day was celebrated at the main campus on 15<sup>th</sup> August 2017. Seven hundred and ninety seven students from all the Departments attended the event.





# spiritual & value education based activities

## Departments of Science & Commerce

New 'Ethics & Value Education Cell' was set up and the following Value Education Programmes were conducted:



**Self Empowered** by the Sisters of Brahma Kumaris Rajyoga Meditation Centre, Bhowanipur, Kolkata for students of Science Departments on 23<sup>rd</sup> April 2018.



**Stress Management & Mind Matters** by Ms. Ritika Periwal, Faculty, Art of Living for students of Commerce Department on 30<sup>th</sup> April 2018.



**The Power of Concentration** by Swami Biswatmananda, General Secretary, Bharat Sevashram Sangha for students of Science Departments on 30<sup>th</sup> April 2018.



**Emotional Transformation** by representatives from the Chinmaya Mission, Kolkata for students of Commerce Department on 26<sup>th</sup> April 2018.

## Department of Management

Spiritual leaders from esteemed organizations like Bharat Sevashram Sangha, Ramakrishna Mission, and ISKON frequently visit the campus and interact with students and faculty members to inculcate the feeling of teamwork and selflessness.



**Environment Fostering Ethical Values** by Swami Shuddhidananda of Advaita Ashram, Ramakrishna Mission for the students of the Management Department on 11<sup>th</sup> August 2017.



Mr. Radhaballav Das from Iskon conducted an **interactive session** for the students of the Management Department on 25<sup>th</sup> July 2017.



**Importance of Concentration of Mind** by Swami Biswatmanandaji Maharaj, Secretary General, Bharat Sevashram Sangha addressed the students of the Management Department on 14<sup>th</sup> November 2017.



**Essence of Bhagvad Gita** in Daily Lives by Mrs. Jaya Row of Vedanta Vision, Mumbai on 5<sup>th</sup> March 2018.



**Life Management** by Swami Suparnanandaji Maharaj, Secretary from Ramakrishna Mission Institute of Culture, Golpark for the students of the Management Department on 6<sup>th</sup> December 2017.



# activities of nature club

## Activities of Nature Club



A special lecture-cum-workshop on **Vermi-Composting** was organized by the Nature Club of the college for 3<sup>rd</sup> year FSNM students on 25<sup>th</sup> July 2017.



Nature Club members of the HD Department conducted a session on **Save Water Save Life** for ID, HD, FSNM and TCFS students respectively on the 5<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> & 14<sup>th</sup> September 2017.



**Brick Fencing** of the bushes in the central courtyard was done by the Nature Club.



The BBA students put-up **Potted Plants** in the campus and stickers on **Save Electricity** on all switch boards of the college to spread awareness on the matter as a part of the green initiatives.



The Nature Club planted seasonal vegetables like bitter melon, curry leaves, basil leaves and green chilies in the **Kitchen Garden**.



A **Garden made from recycled waste** products like drums, scooters, hospital stands, nuts & bolts, metal chips, etc was also set-up by the students of the ID Department and inaugurated by Mr. Nandu Belani, President, Credai Bengal & Managing Director, Belani Group.



## NSS Special Camp-I

A 7-day NSS Special Camp-I was conducted by the volunteers from the Commerce Department on the theme, **Reshaping Young Minds** aimed at the overall development of teenage girls at Sanlaap Home, Narendrapur from 13<sup>th</sup>-20<sup>th</sup> November 2017. Forty teenage girls from the NGO participated in the camp.



Day-1, Know Me: An ice-breaking session.



Day-2, Healthy Me: Awareness on good food habits through a skit, 'swachh raho, swasth raho'



Day-3, Stronger Me: Training in basic exercises, yoga postures, meditation and self-defense.



Day-4, Creative Me: Training in making bags from old t-shirts and paper origami.



Day-5, Intelligent Me: Discussion on current affairs



Day-6, Good Me: Session on meditation and values in life.

## NSS Special Camp-II

Another 7-Day Special Camp-II was conducted by the volunteers from the Science Departments to train 30 women from the slum of Tangra in **making jewellery with an aim to financially empower them**. This event was done in association with Seva Kendra, an NGO from 26<sup>th</sup> - 29<sup>th</sup> March, 2018. The products made during the camp were put for sale at the college premise and the profit earned was shared with the participants.



Volunteers with the participants at Seva Kendra



Training in jewellery making at Seva Kendra



Day-7, Confident Me:- Training in hair styling and fabric draping.



Sale of the products at the college campus



Distribution of the participation certificates



Participants who were trained



## Blood Donation Camp



NSS Volunteers (Commerce Department) organized the camp in association with Lions District 322B1 Blood Bank and donated 49 units of blood on 14<sup>th</sup> September 2017.



Management Department organized the camp in association with Leo Club and donated 80 units of blood on 31<sup>st</sup> October 2017.



NSS volunteers (Science Department) organized the camp in association with Blood Connect and Lions District 322B1 Blood Bank and donated 51 units of blood on 13<sup>th</sup> November 2017.

## Organ Donation Camp



An Organ Donation Awareness Campaign was organized by the NSS volunteers (Commerce Department) in association with YES Foundation and Centre for Youth (C4Y) on 24<sup>th</sup> July 2017. One hundred and three Commerce-students pledged to donate their organs.



A similar camp was also organized by the NSS volunteers (Science Departments) in collaboration with Anthyesti Foundation under the project AMRIT on 31<sup>st</sup> July 2017. Ninety nine Science-students pledged to donate their organs.

## Eye Check-up Camp



NSS Cell (Science & Commerce) organized Eye Check-Up Camp in association with GKB Lens Pvt. Ltd on 29<sup>th</sup> January 2018.



## Dental Check-up Camp



NSS Cell (Science & Commerce) organized a Dental Check-Up Camp in association with Kusum Devi Sundarlal Dugar Jain Dental College and Hospital on 5<sup>th</sup> February 2018. 133 students and 12 staff members participated in the event.





## Inclusive Activities

With an endeavor to make Annual Sports of the college an inclusive event, children from Parichay, Ektara, Jungle Crow, Sahay and Save the Children were invited to participate and special track events were organized for the underprivileged during the Annual Sports of the Main Campus held on 4<sup>th</sup> December 2017 at Gitanjali Stadium.



Hair-do Race



Balloon Race



Prize Distribution



Similarly children from Save the Child & Hope Home Kolkata also participated in the Annual Sports Meet organized by the Management Department on 3<sup>rd</sup> February 2018 at the Gitanjali Stadium.



NSS volunteers (Commerce Department) visited the Dakshin Kalikata Sevasram Orphanage on 27<sup>th</sup> October 2017 to conduct programmes with the objective of spreading joy and happiness among the children in the orphanage.



A Sit and Draw Competition on the theme, Green India, Clean India was organized by NSS volunteers (Commerce Department) for children from Institute of Psychological and Educational Research, Sahay International, Sanlaap and Tamas Society on 18<sup>th</sup> August 2017.



Screening of the film, 'Nil Battay Sannata' followed by a discussion on 'Never give up on your dreams' was organized by NSS volunteers (Commerce Department) on 11<sup>th</sup> August 2017 for children from Sahay International, an NGO.



## Inclusive Activities

NSS Cell (Commerce) organized a Talent Show, Unique Souls on 10<sup>th</sup> March 2018 for the children from several NGOs (Bhumi, Hope Foundation, Tamas Society and Children Sahay International) at the college. The children exhibited their talents through dance, drama, poems, drawing and skit.



The NSS Cell along with the Department of Human Development organized a Silent walk on the theme, 'Press for Progress' on the International Women's Day on 8<sup>th</sup> March 2018. 301 students along with faculty members and administrative staff participated in the walk.





## Awareness Programmes

NSS Cell (Science & Commerce) organized an **Awareness Campaign on Fire Safety & Prevention** in association with Fire & Safety Association of India, Kolkata Chapter on 9<sup>th</sup> August 2017 at the college.



Mr. Jag Mohan, IPS, Director General, West Bengal Fire & Emergency Services (Govt. of West Bengal), the Chief Guest spoke on the role of Human Behavior during Fire Emergencies.



Lecture on Risks & Hazards at Educational Institutions by Mr. Barendra Mohan Sen, President, FSAI



Lecture on Types of Fire Outbreak and Importance of Fire Safety Measures by FSAI representative.



Talk on Causes and Prevention of Fire by Mr. Abhijit Pandey, Divisional Officer, West Bengal Fire & Emergency Services.

## Fire Drill

It was conducted along with training on emergency methods of rescue by representatives from Fire and Security Association of India (Kolkata Chapter). Students and staff participated actively in the drill.





## Awareness Programmes



NSS volunteers (HD Department) visited New Light Foundation on 4<sup>th</sup> August 2017 for conducting an **Awareness Programme on HIV/AIDS amongst sex workers** through a skit. The volunteers also distributed pamphlet and booklets dealing with the symptoms of HIV/AIDS and precautionary measures to be taken. They also taught the participants how to make jewellery boxes from old newspapers.



NSS volunteers (FSNM Department) visited Ektara Foundation on 12<sup>th</sup> August, 2017 to conduct a session on **Curbing Malnutrition** through demonstration on preparation of low cost recipes. A skit was put-up by the volunteers highlighting the importance of proper nutrition for the growth and development of children followed by a quiz on the same subject. Pamphlets on low cost - nutrients dense food recipes were also distributed. The session ended with a discussion on maintenance of cleanliness and hygiene while working in a kitchen.



NSS volunteers (ID Department) visited the Kalyan Ashram of Help Age Foundations on 12<sup>th</sup> September 2017 and conducted an awareness programme on **Pleasant Home Solutions** for the inmates of old age home.



NSS volunteers (TCFS Department) in association with the NGO, Save the Children organized an educative activity on **Good Touch & Bad Touch** with the students of primary section of surrounding municipality schools on 27<sup>th</sup> October 2017.



NSS Cell (Science) conducted an awareness programme on **Basic Health & Hygiene** for 90 children at The Refuge, an orphanage and distributed hygiene kits on 20<sup>th</sup> February 2018.



NSS volunteers (Science) conducted an awareness drive campaign in association with Society for Socio Economic & Ecological Development (SEED) on **'Menstrual Health & Hygiene'** in Khanna High School for Girls on 18<sup>th</sup> April 2018. 350 students from class IX and X participated in the event.



## Awareness Programmes

### III Effects of Substance Abuse



An awareness lecture on **III Effects of Drugs & Substance Abuse** was conducted by the NSS Cell (Commerce) on 16<sup>th</sup> February 2018 where a lecture was delivered by addiction counselors from The Genesis Foundation.



NSS volunteers (Science) organized an awareness camp in collaboration with Kripa Foundation to sensitize students on **III Effects of Alcohol & Substance Abuse** on 5<sup>th</sup> March 2018.

### Pani Bachao

NSS volunteers (Science) organized an awareness campaign, Pani Bacho in collaboration with Save the Children and with assistance from Development Research Communication & Service Centre (DRCSC) on water conservation through a skit, Nukkad Natak at various community centres (Bastuhara - Ward 57, Mallickpara - Ward 58, Muslim Camp - Ward 58, Beckbagan - Ward 57, Shuormari - Ward 58 and Boishali - Ward 58) on 21<sup>st</sup> & 23<sup>rd</sup> March 2018.





## Awareness Programmes

NSS volunteers (Commerce) organized a campaign to express appreciation of the efforts put in by the **Traffic Police** to save millions of lives by distributing anti-pollution masks and refreshing lemonade to the traffic policemen at over 42 traffic crossing areas (Rabindra Sadan, Jadavpur, Barabazar, Salt Lake and Howrah) on 28<sup>th</sup> March 2018. The traffic police were overwhelmed by this gesture and highly appreciated the efforts made by the volunteers.



## Bulletin Boards put up by the Students



**World Hepatitis Day** by NSS volunteers (Commerce Department) on 5<sup>th</sup> July 2017



**World Diabetes Day** by NSS volunteers (Commerce Department) on 1<sup>st</sup> November 2017



**Women's Equality Day** by NSS volunteers (Commerce Department) on 2<sup>nd</sup> August 2017



**World Heart Day** by NSS volunteers (Commerce Department) on 4<sup>th</sup> September 2017



**Is Man Not Enough** highlighting the redefinition of traditional masculinity was put-up on 24<sup>th</sup> February 2018.



**Zero Discrimination Day** highlighting the annual day celebrated by the UN and other international organizations to promote equality on 1<sup>st</sup> March 2018.



**Press for Progress** highlighting extraordinary acts of women from various fields on 8<sup>th</sup> March 2018



**World Down Syndrome Day** highlighting the exceptional achievements of people with Down's syndrome on 21<sup>st</sup> March 2018.



**World Autism Day** showcasing achievements of renowned people with Autism on 28<sup>th</sup> March 2018.



## Educative Programmes



NSS Cell (Science) organized a camp on **Diet Counselling for Parents & Grandparents** on 7<sup>th</sup> February 2018. The session was a one to one interaction between the parents and the volunteers for effective and proper solutions to their diet problems and finding a practical and feasible way to improve their diet and lifestyle.



NSS volunteers (Science) counseled parents on **Low-Cost Recipes for Packed Lunch** for children on 4<sup>th</sup> May 2018. The activity was conducted in association with Ektara Foundation.



A 4-month outreach programme was undertaken by the NSS volunteers (Commerce Department) to **Teach Basic Mathematics, English and Soft Skills** to children at Tamas Society, an NGO.



NSS volunteers (Commerce) are assisting KG to class 6 children at Disha Foundation to complete their school work apart from providing them training to **improve their Reading and Writing Skills and art** on every Tuesday and Thursday from 1:00 am to 3:00 pm.



NSS volunteers (Science) organized a workshop on **Making Dolls** from unused scraps of cloth in association with Disha Foundations on 16<sup>th</sup> April 2018.



NSS volunteers (FSNM Department) visited Parichay Foundation to conduct a learning activity on **Quilling and Origami** on 9<sup>th</sup> November 2017.



NSS volunteers (Commerce Department) visited Nabanir (old age home) on 21<sup>st</sup> July 2017 and **taught basic exercises and distributed a bottle of therapeutic oil** to all the inmates.



## Fund Raising & Donation

- Commerce & Science students collected a fund of Rs. 8500/- by selling 850 Communal Harmony stickers on behalf of the **National Foundation for Communal Harmony**.
- Science students collected a fund of Rs. 300/- by selling TB seals on behalf of the **Bengal Tuberculosis Association**.
- All students, faculty members and administrative staff members (Main Campus) donated 1214 **stationery hampers** (each containing two notebooks, a pencil and an eraser) for the underprivileged children.



**Biscuit packets** were distributed to the children at Calcutta Rescue, an NGO on 17<sup>th</sup> July 2017 by the NSS volunteers (Science Departments).



NSS Cell (Commerce) **Distributed Fruits to the Needy & Poor** on the street on 6<sup>th</sup> February, 6<sup>th</sup> March and 3<sup>rd</sup> April 2018. Kolkata Police supported this activity.



**Water bottles** obtained as free gift and collected by the college were distributed to Children at the Tollygunge Women in Need, an NGO on 7<sup>th</sup> April, 2018



1<sup>st</sup> year BBA students donated clothes, stationeries and eatables for **Rahat Flood Relief** in association with Goonj, an NGO on 4<sup>th</sup> September 2017.



NSS volunteers of the Commerce Department collected 180 textbooks and donated My Pustak on 16<sup>th</sup> April 2018, as a part of celebration of World Book Day.



**Old clothes** were collected and distributed to the inmates of the Missionaries of Charity, Kolkata on 30<sup>th</sup> October 2017 by the NSS volunteers (TCFS Department).



NSS volunteers (ID Department) collected and distributed **old newspapers and magazines** to Calcutta Blind School on 29<sup>th</sup> July 2017 and taught the students to make useful articles from paper mache.



## Elected Student's Council Body (2017-2018)

### Teacher Members

1. Mrs. Samita Gupta HOD, Deptt. of TCFS
2. Mrs. A S Manjulakshmi HOD, Deptt. of Commerce

### Student Members

#### Student Members

1. Aditi Nevatia Head Girl (Science) B.Sc (FSNM)
2. Agnes Ann Anto Head Girl (Commerce) B.Com (A1)
3. Stuti Gupta Class Representative 1st year B.Sc (HD)
4. Vandana Rajiv Class Representative 2nd year B.Sc (FSNM)
5. Darshana Jain Class Representative 3rd year B.Sc (HD)
6. Dibya Jhavar Class Representative 2nd year M.Sc (TC)
7. Shalini Baid Class Representative PGDDAN
8. Rashi Singhee Class Representative 1st year B.Com (C)
9. Ashna Jaiswal Class Representative 2nd year B.Com (D)
10. Sakshi Oberoi Class Representative 3rd year B.Com (Accountancy & Finance-I)
11. Geetika Ahuja Class Representative 2nd year M.Com (2nd Year)



Voting in Progress

## Elected Student's Administrative Body (2017-2018)

### Departments of Science

Head Girl	Aditi Nevatia (Dept. of FSNM)
Class Representative PG (2nd Year)	Mihika Saraf (FN), Dibya Jhavar (TC) Siddhi Parasrampur (HD)
Class Representative PG (1st Year)	Protity Shuvra Dey (FN), Princy Jain (TC) Vidisha Sheth (HD)
Class Representative PGDDAN	Shalini Baid
Class Representative UG (3rd Year)	Mahima Lalwani (Dept. of FSNM), Zoya Reyaz (Dept. of TCFS) Jumana Rampurwala (Dept. of ID), Darshana Jain (Dept. of HD)
Class Representative UG (2nd Year)	Vandana Rajiv (Dept. of FSNM), Swati Sahay (Dept. of TCFS) Somiya Jaiswal (Dept. of ID), Simran Kaur (Dept. of HD)
Class Representative UG (1st Year)	Shivangi Daga (Dept. of FSNM), Preksha Shah (Dept. of TCFS) Vedika Agarwal (Dept. of ID), Stuti Gupta (Dept. of HD)



Teachers voting for the Council

### Department of Commerce

Head Girl	Agnes Ann Anto (3rd Year, Section-A1)
Class Representative PG (2nd Year)	Geetika Ahuja
Class Representative PG (1st Year)	Surbhi Jain
Class Representative UG (3rd Year)	Sakshi Oberoi (Accountancy & Finance-I), Megha Mehta (Accountancy & Finance-II) Krittika De (Marketing), Muskan Jain (Human Resource)
Class Representative UG (2nd Year)	Shreejita Roy (Sec.-A), Sneha Pareek (Sec.-B), Varsha Agarwal (Sec.-C) Ashna Jaiswal (Sec.-D), Shaina Sultan (Sec.-E)
Class Representative UG (1st Year)	Megha Churiwala (Sec.-A), Vanshika Jalan (Sec.-B), Rashi Singhee (Sec.-C) Manisha Goel (Sec.-D), Siddhi Agarwal (Sec.-E)



## Department of Food Science & Nutrition Management (BATCH 2015-2018)

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## Department of Textile Science, Clothing & Fashion Studies (BATCH 2015-2018)

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outgoing students (2015-18)

**Department of Interior Designing  
(BATCH 2015-2018)**

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**Department of Human Development  
(BATCH 2015-2018)**

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**Department of Commerce (Accounting & Finance-I)**  
**(BATCH 2015-2018)**

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**Department of Commerce (Accounting & Finance-II)**  
**(BATCH 2015-2018)**

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outgoing students (2015-18)

**Department of Commerce (Marketing)**  
**(BATCH 2015-2018)**

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**Department of Commerce ((Human Resource Management)**  
**(BATCH 2015-2018)**

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**M.Com (Accounting & Finance)**  
**(BATCH 2016-2018)**

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**M.Com (Marketing)**  
**(BATCH 2016-2018)**

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## Post Graduate Diploma in Dietetics & Applied Nutrition (2018)



## Alumni Meet, 2017

A special meeting of the Alumni Association was held on 8th September 2017. Forty-three members attended in the meeting. The Alumni Committee was formed through voting process.





# INTERNSHIP

Final year B.Sc Students undertook 6-Week Internship at reputed organizations from 9th April to 19th May, 2018



## Department of Food Science & Nutrition Management

- Narayana Superspeciality Hospital, Howrah
- ILS Hospitals, Salt Lake
- Taj Bengal
- The Park
- The HHI
- Bhagirathi Neotia Woman & Child Care Centre
- Rabindranath Tagore International Institute of Cardiac Sciences
- AMRI Hospitals, Mukundapur
- Peerless Hospital
- Desun Hospital
- Charnock Hospital
- Belle Vue Clinic
- GD Hospital and Diabetes Institute
- Switz Foods Pvt. Ltd.
- B. M. Birla Heart Research Centre
- Fortis Hospital
- Columbia Asia Hospital
- AMRI Hospitals, Salt Lake
- Genesis Hospital
- Qualissure Laboratories Ltd.

### OUTSTATION

- Columbia Asia Referral Hospital, Bangalore
- Columbia Asia Hospital, Bangalore
- Galaxy Entertainment Corp. Ltd., Bangalore
- Grand Hyatt, Mumbai
- Breach Candy Hospital, Mumbai
- Dr. L. H. Hiranandani Hospital, Mumbai
- Sir H. N. Reliance Foundation Hospital, Mumbai



## Department of Textile Science, Clothing and Fashion Studies

- Rajlakshmi Cotton Mills Pvt. Ltd.
- U. M. Exports
- Little Wardrobe
- Cachet Exports Pvt Ltd
- Unicraft Pvt Ltd
- Ventures Pvt Ltd
- Weavers Studio
- enSoie
- Nandita Thirani & Co.
- Bunosilo
- Ritika Pvt. Ltd.
- Minu Fashions
- P. Creations
- Mantra Mugdha
- Arjun Transworld Trends Pvt. Ltd.

### OUTSTATION

- Aquarelle India Pvt. Ltd., Bangalore
- Texport Industries Ltd., Bangalore
- Texport Overseas Ltd., Bangalore
- Future Group - Bellandur Central, Bangalore
- Future Group - JP Nagar Central, Bangalore
- Future Group - Orion Central, Bangalore
- Future Group - Vashi Central, Mumbai
- Future Group - Oberoi Central, Mumbai
- Fool's Paradise, Mumbai
- Nisha Designs Pvt. Ltd., Bangalore



## Department of Interior Designing

- Aarteg
- Admire Exterior Interior
- Agri Horticultural Society of India
- Cee Bee Design Studio
- Chadha Designs
- Decorage & Associates
- Design Studio
- Finesse
- Live in Design
- Rupande Shah & Associates
- Saha & Associates
- Studio Absorb
- Y. K. Interiors
- Olive
- Vivan Interiors
- Marvel
- Studio WB

### OUTSTATION

- Satish Naik & Associates, Bangalore
- Seema Joneja & Associates, Mumbai
- Allure Design Studio, New Delhi



## Department of Human Development

- Ektara
- Prayasam
- Ummeed Counselling & Consulting Services
- Manovikas Kendra
- Save The Children
- Jungle Crows
- Mind's Eye
- Action Aid
- Rakshak Foundation

### OUTSTATION

- Bachpan Bachao Andolan, New Delhi
- Karma Care Centre for Counselling & Well Being, New Delhi
- Mayurpankh Counselling & Training Centre, Mumbai
- V Care Foundation, Mumbai





## Department of Commerce (M.Com)

- McLeod Russel India Ltd.
- Omnifin Solutions Pvt. Ltd.
- Bhawani Enclaves Pvt. Ltd.
- Peerless Financial Services Ltd.
- Chandak Aditya & Associates
- Bajaj Capital Ltd.
- Karvy Stock Broking Ltd.
- Edelweiss Stock Broking Ltd.
- Cloud Infosolutions Pvt. Ltd.
- Bhagirathi Neotia Woman & Child Care Centre
- The Stadel
- Kairos Consulting



## PLACEMENTS

The following placements were facilitated by the Placement Cell of the College

### Departments of Science

- |                               |                                  |
|-------------------------------|----------------------------------|
| • Anamika Khanna              | : Rs. 3,00,000/- per annum (CTC) |
| • Jungle Crows Foundation     | : Rs. 2,40,000/- per annum (CTC) |
| • Jucos Expo LLP              | : Rs. 1,80,000/- per annum (CTC) |
| • Unicraft                    | : Rs. 1,56,000/- per annum (CTC) |
| • Calcutta Girls' High School | : Rs. 1,56,000/- per annum (CTC) |
| • Aarteg                      | : Rs. 1,40,000/- per annum (CTC) |
| • Bunosilo, Kolkata           | : Rs. 1,20,000/- per annum (CTC) |
| • Design Studio               | : Rs. 1,20,000/- per annum (CTC) |
| • Rupande Shah & Associates   | : Rs. 1,08,000/- per annum (CTC) |
| • Phoenix Machines (P) Ltd.   | : Rs. 84,000/- per annum (CTC)   |

### Department of Commerce

- |   |  |
|---|--|
| • Times Internet Ltd., Kolkata                      | : Rs 5,40,000 per annum (CTC)  |
| • L & T Construction Ltd., Chennai                  | : Rs. 3,90,000 per annum (CTC)                                       |
| • Capital First Limited, Kolkata                    | : Rs. 3,80,000/- per annum (CTC)                                     |
| • Deloitte Consulting India Private Limited, Mumbai | : Rs. 3,40,008/- per annum (CTC)                                     |
| • Price Waterhouse & Co., Hyderabad                 | : Rs. 3,00,000/- per annum (CTC)                                     |
| • Price Waterhouse Coopers, Kolkata                 | : Rs. 2,33,24/- per annum (CTC)                                      |
| • Wipro Ltd., Bangalore                             | : Rs. 2,50,000/- per annum (CTC)                                     |
| • Nescribes (India) Pvt. Ltd., Kolkata              | : Rs. 2,42,448/- per annum (CTC)                                     |
| • Unicom Seminars Limited, Kolkata                  | : Rs. 2,40,000/- per annum (CTC)                                     |
| • Karvy Stock Broking Limited, Hyderabad            | : Rs. 2,50,000 per annum (CTC)                                       |
| • Karvy Stock Broking Limited, Kolkata              | : Rs. 2,20,000 per annum (CTC)                                       |
| • Kairos Consulting Pvt. Ltd., Kolkata              | : Rs. 1,93,716 per annum (CTC)                                       |
| • eWards, Kolkata                                   | : Rs. 1,80,000 per annum (CTC) + 20% incentives on revenue generated |
| • Om Besco Group, Kolkata                           | : Rs. 1,20,000 per annum (CTC)                                       |
| • Peerless Financial Services Limited, Kolkata      | : Rs. 7000/- per month (for 6 months)                                |

### Department of Management

- |                                     |                                |
|-------------------------------------|--------------------------------|
| Swiggy                              | : Rs. 5,50,000 per annum (CTC) |
| J. Thomas and Company               | : Rs. 4,80,000 per annum (CTC) |
| PwC Actuarial Science, Mumbai       | : Rs. 4,50,000 per annum (CTC) |
| Deloitte Consulting India Pvt. Ltd. | : Rs. 3,30,000 per annum (CTC) |
| Tata Consultancy Ltd (TCS)          | : Rs. 1,60,000 per annum (CTC) |



# The Telegraph

THE TELEGRAPH CALCUTTA THURSDAY 1 FEBRUARY 2018

PRICE

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## JDBI Convocation 2018

The 3rd Annual Convocation of J. D. Birla Institute



was inaugurated by His Excellency, Shri Keshari Nath Tripathi, at Vidya Mandir. At the Convocation, 468 students received degrees. Also, 10 meritorious students, toppers in their respective fields, were given University Gold Medals by the Governor in the presence of Mrs Sumangala Birla, Chairperson Governing Body of JDBI, Dr Deepali Singhee, Principal, JDBI. Shri Tripathi, said, "Focus on your dreams and take calculated risks in life, don't let failures come in the way of realizing you fullest potential".

# The Statesman

14 The Statesman Understanding business and commerce

**SUMMIT BY A SUMMIT**  
Given the current state of the Indian economy and its position in the global market, what will it take for the country to be a hub for sustainable innovation?

Innovation and sustainability—the world's two hottest buzzwords—are in every field, from health to education to environment. The Indian business community is no exception. The 2018 National Summit on Innovation and Sustainability, organised by the JDBI, was held at Vidya Mandir, Kolkata, recently.

Over 100 delegates, including 50 business leaders, gathered at the summit to discuss the challenges and opportunities in the field of innovation and sustainability. The summit was a two-day event, which was held at the summit paper book room, said Tripathi.

The discussion was the highlight of the summit, as it provided a platform for business leaders to discuss their views on innovation and sustainability. The summit was a two-day event, which was held at the summit paper book room, said Tripathi.

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# স্টেটসম্যান



# The Telegraph

CAMPUS 12 THE TELEGRAPH MONDAY 20 APRIL 2018

## MOODS AND MOMENTS FROM VERVE 2018 AT J.D. BIRLA INSTITUTE

The Verve 2018 event was a two-day affair, which was held at the summit paper book room, said Tripathi.

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# The Telegraph

CAMPUS

STUDENTS UNITE TO CELEBRATE WOMEN'S DAY AT PRESS FOR PROGRESS SILENT WALK, WITH THE TELEGRAPH



More than 400 students from five colleges — Shri Shikshayatan College, ILEAD, Loreto College, J.D. Birla Institute (main campus) and J.D. Birla Institute (department of management) — took part in Press for Progress Silent Walk organised by the department of human development of J.D. Birla Institute, powered by The Telegraph, on March 8. Three NGOs — Sanasap, Karma Kutir and Ankur Kala — also joined the walk to celebrate Women's Day. The third edition of the walk, which had Press for Progress as the theme, started from Calcutta Rowing Club (Rabindra Sarobar) and ended at J.D. Birla Institute (main campus) on Lower Rawdon Street. Students walked with handmade placards and posters on womanhood. Sunanda Mukherjee, chairperson, West Bengal Commission for Women, was the chief guest of the day, while Jessica Gomes Surana, principal of Loreto Convent, Entally was the guest of honour. "I absolutely love the theme. I believe that women need to take every stride forward to work for our own betterment. I tell my students the same thing. If we women work hand in hand towards a positive and common goal, we can do really great things and that will grab a lot of attention and respect," said **Deepali Singh** (Inset), principal, J.D. Birla Institute (main campus).



"We celebrate International Women's Day once a year, but I believe it is a collective celebration of all the great things we do throughout the year. I absolutely love this year's theme — Press for Progress — as I believe it is relevant to the situation women face in the society. So we must actually 'press for progress'," said **Jessica Gomes Surana**, principal of Loreto Convent, Entally.



"It's a good thing that educational institutions are taking up such initiatives. We need to take the onus to change and improve the current situation of women in our society. From education to remuneration, we strive for equality in all spheres of life," said **Sunanda Mukherjee**, chairperson, West Bengal Commission for Women.



"It's a day that celebrates the achievements of women. We have been organising a silent walk for the last two years," said **Shifa Khan**, a second-year human development student of J.D. Birla Institute (main campus).



"I believe we should not celebrate Women's Day just once a year. The silent walk has given me immense peace and strength. It makes me feel more dignified and empowered. I absolutely cherish being a woman. More power to all the women out there," said **Muskan Rathi**, a first-year human development student of J.D. Birla Institute (main campus).



"We celebrated love, beauty, grace and strength of each and every woman. It's time society changes its mindset and gives equal rights and respect to women," said **Anwesha Pal**, a first-year human development student of J.D. Birla Institute (main campus).



Text: Subhojit Ghosh  
Pictures: Koushik Saha

## कोलकाता, शुक्रवार 9.03.2018 | प्रभात खबर | 05

### अंतरराष्ट्रीय महिला दिवस पर साइलेंट वॉक



कोलकाता. जेडी बिरला इंस्टीट्यूट (जेडीबीआई) की ओर से अंतरराष्ट्रीय महिला दिवस पर 'साइलेंट वॉक' का आयोजन किया गया। इसका आयोजन कोलकाता रॉइंग क्लब से लेकर जेडी बिरला इंस्टीट्यूट (मैन कैम्पस) तक किया गया। इसमें इंस्टीट्यूट के 500 छात्रों ने भाग लिया। साथ ही अन्य संस्थानों में तैरिटी कॉलेज और आइलीड इंस्टीट्यूट के छात्रों ने भी भाग लिया। इसके माध्यम से महिला समानता और लिंग भेदभाव समाप्त करने का संदेश समाज को दिया गया। पश्चिम बंगाल महिला आयोग की चेयरपर्सन सुनंदा मुखर्जी और मॉडल जैसिका गोम्स सुराना ने जेडी बिरला इंस्टीट्यूट की प्रिंसिपल डॉ. दीपाली सिंघी के साथ वॉक की शुरुआत की।

## THE ECHO OF INDIA

The Echo of India in Kolkata on Sunday 5 November 2017

PAGE 10

### PAN-India Entrepreneurship Awareness Drive 2017



## political and business daily

Bardhaman, Saturday, April 16, 2016

politicalbusinessdaily

### JD Birla Institute organizes 'Aabhooshan'

PBD BUREAU

KOLKATA, APRIL 27

JD Birla Institute and its NSS-wing (Department of Science) of the college under Jadavpur University and Helping Hands, in-house Social Activity Club organized a seven-day NSS Camp II on 'Teaching artificial jewellery making to underprivileged women of Tangra slum area' as a means to empower women through crafts from 26th March till 4th April at Seva Kendra Calcutta.

The activity was a small initiative towards economic empowerment of women in poor communities and to highlight the potential of rural women to improve financial status of the family. On the 1st day of the camp, the participants were taught about basics of the jewellery making. Then after, the remaining classes the raw materials were given to every participant and they were shown the design of the jewellery and how it has

to be made. They participants were also taught about tassel making and bead work. From 2nd-5th day of the workshop, the participants made necklaces of different designs. The 6th day was particularly devoted to earrings making of various designs. On the final day, the participants were taught about how costing of the items are done and packing of the products.

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# TEAMWORK

divides the **tasks** and multiplies the **success**

## Non-Teaching Staff Members



Our Team of Dedicated Administrative Staff

## Group-D Staff



Mr. Ajay Singh receiving award for best performance for session 2016-17



Mr. Padmalochan Das receiving award for best performance for session 2015-16

Outstanding Service of Our Non-teaching (Group-D) Staff



# 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

(Affiliated to Jadavpur University)

**Departments of Science, Commerce & Management**

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