

JDBI **TIMES 2020**

(July 2019 to June 2020)



ANNUAL MAGAZINE 2019 - 20



AWARDS & ACHIEVEMENTS | PUBLICATION & RESEARCH ACTIVITIES | COLLOQUIA
REVIEW-ARTICLES | POETRY | CULTURAL ACTIVITIES & SPORTS | SOCIAL ACTIVITIES
EXCURSION & OUTINGS | FIELD VISITS | PHOTOGRAPHS | SKETCHES

EDITORIAL

COMMITTEE 2019-2020

CONCEPTUALIZATION BY

Prof. Deepali Singhee
Principal, JDBI



Dr. Shweta Tuteja Rakshit
Assistant Professor,
Deptt. of TCFS &
IQAC Co-ordinator

FROM THE EDITOR'S DESK

While the world is at a 'Pause' in these trying times, the Editorial Board of the JD Birla Institute remain effective and proudly presents its exclusive publication, JDBI TIMES, 2019-20 that serves as a platform for students to highlight their literary and artistic skills and talents.



Ms. Pratibha Sharma
Assistant Professor,
Deptt. of Commerce

Creativity is an exploration of the self. The magazine gives an opportunity to the students and staff to express their beliefs, ideas and creative aspirations. It documents our journey that will enlighten you to the important milestones that we have achieved this year.

We heartily thank our Management for instilling faith in this creative pursuit and our Principal, Prof. Deepali Singhee whose guidance has been vital throughout.

Hope you appreciate the creative efforts of our students and encourage them in their future aspirations.



Dr. Madhumita Saha
Assistant Professor,
Deptts. of Science & Commerce

STUDENTS' REPRESENTATIVES

Deptt. of Science



Prachi Baid
3rd year (HD)

Deptt. of Commerce



Khushi Joshi
3rd year B.Com (Marketing)

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J.D. BIRLA INSTITUTE

J.D. Birla Institute (JDBI) was established in 1962 and is a private unaided College affiliated to Jadavpur University, Kolkata since 1963. It is located in the heart of the city at 11, Lower Rawdon Street.

In acknowledgement of its continuous quest for excellence and the exemplary standards the Institute has maintained over five decades, it was awarded the highest possible grading of "A" by National Assessment and Accreditation Council (NAAC). The Institute has also been ranked high amongst Institutes of higher learning in the country by several rating agencies including India Today, The Week, Career 360, Outlook and Times Magazines.



President
Governing Body, JDBI

I am glad that the college has taken the initiative to bring out its Annual Magazine as per schedule. I convey my good wishes to the Principal, students, faculty and staff of the college for the endeavour to take remain unshaken at this hour of crisis and to keep their spirits high. I hope this crisis will bring renewed fortitude and take the Institute to newer heights of excellence in the years to come.

I wish good health and well being to all.

Sumangala Birla

Mrs. Sumangala Birla
President, Governing Body, JDBI

যাদবপুর বিশ্ববিদ্যালয়

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OFFICE OF THE VICE-CHANCELLOR : AUROBINDO BHAVAN ANNEXE

I congratulate J D Birla College for publishing the College Magazine for the year 2020. I am particularly happy that the College could maintain its tradition despite the current pandemic which has thrown the academic life of the world out of gear. I am sure, as on earlier occasions, the Magazine will provide a platform to students and teachers alike to express their view-points on a wide range of issues. I particularly congratulate the Principal and the members of the Governing Body of the College for providing a dynamic leadership to the College. However, the continuous march of the College to new heights of excellence would not have been possible without the teamwork for which J D Birla has gained wide recognition.

I wish J D Birla College all the best.



Hon'ble
Vice Chancellor,
Jadavpur University

Suranjan Das.

Prof. (Dr.) Suranjan Das

Vice-Chancellor, Jadavpur University



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Vidya Mandir Society
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As the world is going through a humongous humanitarian tragedy, our lifestyles have changed significantly and we are forced to adopt new norms of lockdown and social distancing to maintain optimum levels of human health security. However, even as we adapt to the Covid-19 crisis gripping the world at large, we aspire to emerge more creative and imaginative with new thoughts and ideas. The efforts to harness the creative energies of our students and distilling their essence in these uncertain times, continues unabated. I compliment this never say die spirit. After all the Phoenix rises from the ashes only.

I am delighted to know that the Annual College Magazine JDBI Times 2019-20 is ready for publication and appreciate the contributions of the Principal and her team for their successful completion of this special edition of the magazine brought out in this time of crisis. It is indeed a creative visual delight. I wish the students and staff all the luck in their future endeavors. May you all emerge stronger and soar to achieve the highest potential in your life.

Brig. V.N. Chaturvedi
Secretary General, Vidya Mandir Society



Secretary General
Vidya Mandir
Society

From the Desk of
Principal



‘When we least expect it, life sets us a challenge to test our courage and willingness to change...’

-Paul Coelho

The Covid-19 pandemic has significantly transformed the centuries old chalk-talk teaching model to one driven by technology. Our college too accepted this technological challenge posed by the pandemic and made sustained initiatives to disseminate through virtual platforms hereby carrying forward all academic activities at this hour of crisis. Regular online classes were held on virtual platforms on the basis of designated time tables created for every department, which ensured a smooth functioning of academic activities. Several webinar sessions were conducted by the college featuring renowned personalities and eminent speakers from the industry to encourage and motivate students with new thoughts and ideas to combat the global crisis, through topics ranging from economic and commercial perspectives to topics on mental health and emotional well being. Besides academic activities, the college initiated several interactive sessions such as Quiz, Debates and Group Discussions to enervate and enliven the intellectual spirit among the students. Competitions were organized to encourage students to participate in creative DIY videos.

Indeed, I believe this is indeed a very special edition of the college magazine. It gives me immense happiness to see that we have been able to compile the magazine against all odds. I thank the faculty, staff and my dear students for their contributions. Hope we emerge stronger and more resilient from this crisis.

Professor Deepali Singhee, Ph.D

Principal, J.D. Birla Institute (Departments of Science, Commerce & Management)
Ph.D - Jadavpur University; M.Sc - Bombay University; B.Sc - Jadavpur University

AWARDS & Recognition (2019-2020)

EMERGING COLLEGE OF THIS CENTURY (COMMERCE)

INDIA TODAY

BEST EDUCATION BRANDS 2020

THE ECONOMIC TIMES

INDIA'S OUTSTANDING &
INNOVATIVE EDUCATIONAL INSTITUTE

RULA (WORLD RESEARCH COUNCIL)

MOST PROMISING COLLEGE

GURUKUL AWARDS (LIONS CLUB OF KOLKATA)

BEST MANAGEMENT INSTITUTE

GURUKUL AWARDS (LIONS CLUB OF KOLKATA)

PRINCIPAL OF THE YEAR (COLLEGE)

GURUKUL AWARDS (LIONS CLUB OF KOLKATA)

PRINCIPAL OF THE YEAR (COLLEGE)

SANKALP EDUCATION AWARDS (LIONS CLUBS INTERNATIONAL)

WOMAN SUPER ACHIEVER (PRINCIPAL)

CMO ASIA

MOST FRIENDLY COLLEGE

BENGAL ROWING CLUB

MAXIMUM EVENT PARTICIPATION

CONFEDERATION OF INDIAN INDUSTRY (CII) & YOUNG INDIANS (YI)



RANKING (CITY BASED)

1st
Management
India Today (2020)

2nd
Science
India Today (2020)

2nd
Commerce
India Today (2020)

RANKING (ALL INDIA)

10th
Management
India Today (2020)

31st
Commerce
India Today (2020)

64th
Science
India Today (2020)

BEST COLLEGES IN COMMERCE

TOP 10 EMERGING COLLEGES OF THIS CENTURY

- KRISTU JYANTI COLLEGE, Bengaluru
- WOMEN'S CHRISTIAN COLLEGE, Chennai
- PRESBYTERY COLLEGE, Bengaluru
- J.B. BIRLA INSTITUTE, Bikaner
- ISABELLA THIRUBA COLLEGE, Coimbatore
- THE OXFORD COLLEGE OF BUSINESS MANAGEMENT, Bengaluru
- PRESTIGE INSTITUTE OF MANAGEMENT, Greater
- ST JOSEPH'S DEGREE & PG COLLEGE, Hyderabad
- SHRI KRISHNA ARTS AND SCIENCE COLLEGE (AUTONOMOUS), Coimbatore
- INDIRA COLLEGE OF COMMERCE & SCIENCE, Pune

What sets SRCC apart?
We try to understand the gaps in our curriculum. We have added relevant programmes. We are also moving towards emerging courses, artificial intelligence and blockchain technology. We might introduce a language course as well.

SRCC needs national and international conferences.
Some of the recent events held were on global call, sustainability and intellectual. For industry, we have discussed digital marketing technologies.

We adopt a very good methodology towards ensuring the holistic development of students.
We have over 30 student societies—largely run by student bodies—developing the aptitude skills of students.

We also have a recreation park.
Today, my students know how much recreation is so important.

We offer students 24/7 counselling.
Look for their career and psychological well-being. We maintain full confidentiality.

When defines a student from SRCC?
Today, SRCC students have very high IQ. They are very high on accountability—most of students are from south India, so they do a culture shock. Our students are very organized, so the homework levels are high. If their operations are not fulfilled.

1,200 persons can be seated in the centrally air-conditioned sports complex built in 2010. It has a multipurpose hall, sports field, changing rooms, a physiotherapy unit and a gymnasium.

Government and IIT have invested 2,000 crores. With great emphasis on the holistic development of students, apart from academics, the college has immense cultural activities. Second is various areas of interest, such as dance, debating, music, sports and literature. Students are also encouraged to work on entrepreneurial activities under our scheme. We consider students as a lot of the learning happens outside the classroom—doing projects in the real world. Recently, a group of students worked with Tata's foundation of Andhra to help student their products. Thereafter is a strong art of making traditional sarees and handloom. Designers were brought on board with the products.

www.srcc.edu.in



Emerging College of the Century by India Today

RULA Awards for India's Outstanding & Innovative Educational Institute



Gurukul Awards 2019 for the Most Promising College from Lions Club of Kolkata, Mother Teresa Sarani on 8th September, 2019



Gurukul Awards 2019 for the Best Management Institute from Lions Club of Kolkata on 8th September, 2019





Sankalp Education Awards 2019 for the Principal of the Year (College) from Lions Clubs International, in association with David & Goliath and Faces on 1st September, 2019

Woman Super Achiever Award by CMO Asia



Gurukul Awards 2019 for the Principal of the Year (College) from Lions Club of Kolkata, Mother Teresa Sarani on 8th September, 2019



Felicitation by Confederation of Indian Industry (CII) & Young Indians (YI) for Maximum Event Participation on 1st February, 2020



Most Friendly College Trophy at BRC Inter College Rowing Championship 2020 by the Bengal Rowing Club on 22nd February, 2020

MEMORANDUM OF UNDERSTANDING

The college has academic MOUs with several organizations and have conducted several activities under it.



MOU with National Stock Exchange Academy



Under a MOU with National Stock Exchange Academy, 19 Commerce students completed a **30 hours Add-on Certificate Course on Stock Market Analysis** on 20th August, 2019.



MOU with ICFAI Business School (IBS), Kolkata

Under a MOU with ICFAI Business School (IBS), Kolkata 28 commerce students completed a **30 hours Short-Term Course on Data Analytics & Game Theory** on 20th September, 2019.

A joint-certificate was given to the participating students after completion of course in January 2020.

The college has subscribed through an agreement with **IIT-Mumbai** for short term online course, '**Spoken Tutorial Project**' as prescribed by the National Mission on Education through ICT (NMEICT) under the MHRD, Government of India.

993 students enrolled for the course of which 723 completed the course and have been **awarded a certificate by IIT-Mumbai.**



MOU with Academy of Pastry Arts, India

A formal MOU was signed with Academy of Pastry Arts, India (APAI), Bangalore on 15th October, 2019 for conducting a **30 hrs Certificate Course in Baking** at JDBI.

28 FSNM students completed a **30 hours Certificate Course in Baking** on 29th December, 2019.

A **complimentary workshop on 'Cookies-Baking Delight'** was also conducted on 27th December, 2019 by APAI for 40 students from different departments.



ICA Edu Skills Pvt. Ltd. conducted **10 hrs Course on 'Tally'** for all 1st year B.Com students from 14th October, 2019 to 22nd October, 2019.

EXPLORING POSSIBILITIES OVERSEAS

International student exchange programs are effective ways of opening the doors to new education opportunities and can help build bridges of understanding among students from a diversity of countries. It seeks to bring together institutions and organizations from around the world to explore obstacles and opportunities in expanding academic interests through such programs. Prof. Deepali Singhee, Principal accompanied by Brig. V. N. Chaturvedi, Secretary General, Vidya Mandir Society went for an international trip to Paris and London to facilitate student's exchange programs, discuss possibilities of project collaborations and higher studies for our institute/ students with renowned Universities like University of Creative Arts (UCA) and the School of Oriental and African Studies (SOAS), under the University of London.



Visit by
University of
Creative Arts
(UCA)

An Interactive Session by Ms. Lisa Li, Head International Recruitments, University of Creative Arts (UCA), London was also held for final year TCFS & ID students on 14th November, 2019 at the JDBI Main Campus (India).



MEDIA COVERAGE

The Statesman
BHUBANESWAR, TUESDAY, 14 JULY 2020

Edifying experience



JD Birla Institute devised an innovative strategy to impart social services virtual-ly and compensate for the internship training that was to be undertaken by the undergraduate students of the department of human development. Students combined learning and outreach work by planning and conducting a range of activities for the underprivileged children. Collaboration with NGO like Towards Future, Dandam and the Institute of Motivating Self Employment (IMSE) provided students an opportunity to teach english, maths and life skills to young children through powerpoint presentations, colourful props and story-telling. They also interacted with people of 17-20 years from Jangle Cross (Kolkata and Siliguri) and Parichay Ek Perchuan based in Sunderbans to create an awareness on Covid related issues and mental health and shared academic content using visual aids through online platforms.

প্রভাত খবর

KOLKATA, WEDNESDAY, 8 JULY 2020

অনলাইন মंच के लिए जरिये बच्चों को पढ़ाया

সংবাদদাতা > কলকাতা



পুরী বিশ্ববিদ্যালয় (JDBI) এর মানবিক বিকাশ বিভাগের ছাত্রদেরকে অনলাইন প্ল্যাটফর্মের মাধ্যমে অসুখগ্রস্ত শিশুদেরকে শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে। এই কার্যক্রমের অধীনে ছাত্ররা বিভিন্ন বিষয়ে শিশুদেরকে শিক্ষা দেওয়ার পাশাপাশি তাদের জীবন-মূল্যবোধ এবং জীবন-কৌশল সম্পর্কেও শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে।

বিদ্যালয় বা কলেজ থেকে যাওয়া সীমিত রয়েছে। 'সফটওয়্যার ইন্টারফেস' ব্যবহার করে 'অনলাইন মंच' বা 'সফটওয়্যার ইন্টারফেস' ব্যবহার করে ছাত্ররা অনলাইন প্ল্যাটফর্মের মাধ্যমে অসুখগ্রস্ত শিশুদেরকে শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে। এই কার্যক্রমের অধীনে ছাত্ররা বিভিন্ন বিষয়ে শিশুদেরকে শিক্ষা দেওয়ার পাশাপাশি তাদের জীবন-মূল্যবোধ এবং জীবন-কৌশল সম্পর্কেও শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে।

The Indian EXPRESS
FRIDAY, 10 JULY 2020

Regular and diligent use of masks can go a long way in preventing the spread of COVID



The Covid-19 global pandemic has put an immense pressure on the already overburdened educational systems across the country. Students of J D Birla Institute, Department of Textile Science, Clothing & Fashion Studies recently designed innovative masks with additional features as a part of their assignment. In view of today's scenario the students were given assignment which helps them to promote and develop their skills through making of face mask during the current pandemic.

The Telegraph
KOLKATA, MONDAY, 20 JULY 2020

MASK MATTERS

Regular and diligent use of masks can go a long way in preventing the spread of COVID

The Covid-19 global pandemic has put immense pressure on the already overburdened educational systems across the country. Students of J D Birla Institute, Department of Textile Science, Clothing & Fashion Studies recently designed innovative masks with additional features as a part of their assignment. In view of today's scenario the students were given the project to help promote and develop their skills and creativity by making their own face masks during the current pandemic.



mask is to use suitable fabric like Cotton and Rayon as they are soft to touch, absorbent and breathable have little or no allergic reactions, do not retain odour, are easy to wash and dry at high temperatures, non-wrinkle, do not shrink on washing and cannot be damaged by detergent or bleach, etc. Use of masks is the new normal and most people believe that this will become a fashion statement too, beside being an essential protection from the virus.

দৈনিক স্টেটসম্যান
KOLKATA, FRIDAY, 29 MAY 2020

জেডবিআই-এর শিক্ষার্থীদের জন্য খাদ্য বিশারদের টিপস

বিশ্ব প্রতিষ্ঠিত— 'করোনা'র ভয়, সুর মাপে— এই প্রথম জাতীয় স্তরের কনফারেন্সে অংশ নিচ্ছেন জেডবিআই। জেডবিআই-এর শিক্ষার্থীদের জন্য খাদ্য বিশারদের টিপস দেওয়া হয়েছে। খাদ্য বিশারদের টিপস দেওয়া হয়েছে। খাদ্য বিশারদের টিপস দেওয়া হয়েছে।



দৈনিক স্টেটসম্যান
KOLKATA, FRIDAY, 10 JANUARY 2020

ছাত্রীদের আত্মরক্ষার প্রশিক্ষণ শিবির

নিজস্ব প্রতিনিধি— কিশোরী ও যুবতীদের এখন আত্মরক্ষার কৌশল জেনে রাখাটা জরুরি হয়ে পড়েছে। সমাজের নানান হিংস্রতার শিকার হচ্ছেন কন্যা সন্তানরা। একদা জেডি বিদ্যালয় প্রতিষ্ঠানের পক্ষে তিনশো ছাত্রীকে আত্মরক্ষা কৌশলের বাবদ ছাত্রীরা প্রশিক্ষণ শিবিরে অংশগ্রহণ করেছিলেন।

লিঙ্গি
KOLKATA, FRIDAY, 29 MAY 2020

জে. ডি. বি. আই এর শিক্ষার্থীদের জন্য খাদ্য বিশারদের টিপস



লিঙ্গি
KOLKATA, SUNDAY, 14 JUNE 2020

সব শিশুদেরাংগ নিয়ে জে ডি বি আই এর বহালদিল



সংবাদ প্রবাহ
31 MAY 6 JUNE, 2020

জেডবিআই-এর শিক্ষার্থীদের জন্য পুষ্টিবিদের টিপস



আজকাল
KOLKATA, SATURDAY, 30 MAY 2020

ভার্চুয়াল ক্লাস জে ডি বিডুলায়

করোনা-পরিধিভুক্ত পরিস্থিতি বয়েসের সঙ্গে বয়স নির্ধারিত জে ডি বিডুলায় ই-কন্টেন্টের মাধ্যমে ছাত্রদেরকে শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে।

দূরসূত্র বার্তা
SATURDAY, 30 MAY 2020

জে. ডি. বি. আই এর শিক্ষার্থীদের জন্য খাদ্য বিশারদের টিপস

করোনা-পরিধিভুক্ত পরিস্থিতি বয়েসের সঙ্গে বয়স নির্ধারিত জে ডি বিডুলায় ই-কন্টেন্টের মাধ্যমে ছাত্রদেরকে শিক্ষা দেওয়ার উদ্দেশ্যে একটি কার্যক্রম শুরু করেছে।



जेडी बिड़ला इंस्टीच्यूट द्वारा आयोजित अंतर कॉलेज खेलकूद प्रतियोगिता जेस्ट 2020 में मंच पर उपस्थित मेजर जनरल अरुण राय, पूर्व जीओसी (बंगाल) डॉ. अपरूप कोनार, जे डी बिड़ला की प्रिंसिपल डॉ. दिपाली सिंधी, सुश्री मीनाक्षी बिड़ला और श्री अभिनव पारेख एवं अन्य।

1

गीताञ्जलि स्टेडियामे क्रीड़ा दिवस

आजकाले प्रतिवेदन
गीताञ्जलि स्टेडियामे तादेर वार्षिक क्रीड़ा दिवस 'जेस्ट 2020 आन ईस्टार-कलेज स्पोर्ट्स मिट'-एर आयोजन करल जेडि बिड़ला इन्स्टिट्यूट (डिपार्टमेंट्स अफ सायेंस, कर्मास आन्त मानेजमेन्ट)। शिवनाथ शास्त्री कलेज, डवान्नीपुर कलेज, हेरिटेज बिजनेस स्कूल, आईलिट एवं जेडि बिड़ला इन्स्टिट्यूट (जेडिबिआइ) पड्युरा छाड़ा एकरा, डिउचार हूप, होप कलकता फाउन्डेसन विशेय छाहिदासम्पन्न, पिछिये-पड़ा शिबुरा एथाने योण देय। छिलेन अवसरआन्त पूर्वाह्नकेल सेनाप्रधान मेजर जेनारेल अरुण राय, यादवपुर विश्वविद्यालकेर शारीर शिक्षार अधिकर्ता ड. अपरूप कोनार, जेडि बिड़ला इन्स्टिट्यूटकेर अध्यक्ष ड. दीपाली सिंधी, मीनाक्षी बिड़ला ए अतिथिव पारेख।

2

छात्राओं को सामाजिक कार्यों से जोड़ने में सक्रिय है जेडीबीआइ : डॉ सिंधी



कोलकाता. जेडी बिरला इन्स्टीच्यूट के साईंस, कॉमर्स व मैनेजमेंट विभाग द्वारा बुधवार को वार्षिक स्पोर्ट्स दिवस 'जेस्ट 2020' गीताञ्जलि स्टेडियम में आयोजित किया गया. इंटर-कॉलेज स्पोर्ट्स कार्यक्रम में कई कॉलेजों के विद्यार्थियों व एनजीओ के बच्चों ने यहां खेल प्रतियोगिता में भाग लिया. कार्यक्रम में जेडीबीआइ की प्रिंसिपल डॉ. दीपाली सिंधी ने कहा कि हमारा संस्थान एकेडमिक के अलावा विद्यार्थियों को विभिन्न सामाजिक कार्यों में भी सक्रिय रखता है, जिससे उनके अंदर मानवीय मूल्यों का विकास हो. यहां आये अलग-अलग एनजीओ के बच्चों ने खेलकूद प्रतियोगिताओं में काफी आनंद उठाया. कार्यक्रम में उपस्थित पूर्व ऑफिसर कमांडिंग, बंगाल मेजर जनरल, जादवपुर यूनिवर्सिटी के फिजिकल इन्स्ट्रक्शन के निदेशक डॉ. अपरूप कोनार, शिक्षाविद् मीनाक्षी बिरला व अतिथियों में अभिनव पारेख ने विद्यार्थियों को प्रोत्साहित किया. यहां गरीब व विशेष जरूरत के बच्चों के साथ छात्राओं ने सहभागिता कर उनके चेहरे पर मुस्कान बिखरेने की कोशिश की.

3



जे डी बिड़ला इंस्टीच्यूट द्वारा आयोजित इंटर कॉलेज स्पोर्ट्स मीट जेस्ट-2020 के मौके पर मेजर जनरल अरुण राय (रिटायर्ड), डॉ. अपरूप कोनार, जेडीबीआइ की प्रिंसिपल डॉ. दीपाली सिंधी, मीनाक्षी बिड़ला, अभिनव पारेख तथा अन्य अतिथिगण। प्रतियोगिता में विभिन्न कॉलेजों के विद्यार्थियों तथा वंचित व विशेष जरूरतमंद बच्चों ने भाग लिया।

4

The Telegraph



The Statesman

The Indian EXPRESS

FINANCIAL Chronicle

millenniumpost

दैनिक विश्वामित्र

छपते छपते

प्रभात खबर

दैनिक स्टेट्सम्यान.

आजकाल

लिपि

संवाद प्रवाह

दूरदूध बाठा



5

1. Dainik Viswamitra, Kolkata, Thursday 16 January 2020
2. Aajkal, Kolkata, Thursday 16 January 2020
3. Prabhat Khabar, Kolkata, Thursday 16 January 2020
4. Chapte Chapte, Kolkata, Thursday 16 January 2020
5. Millenium Post, Kolkata, Thursday 3 September 2019

Youth should keep alive the craft of fine muslin: Ashmore

SP Bureau

India's young generation should understand the legacy of the country's rich heritage in textiles and endeavour to keep alive the fabled craft of fine muslin which is gradually getting lost, top design-historian and author Sonia Ashmore said in Kolkata.

Ashmore, who specialises in the traditional craft of weaving, said that lack of high-quality yarn, the danger of losing traditional skills and the role of intermediaries are killing muslin making.

"The young generation of Indians should understand the legacy of the country's rich heritage in textiles and rise to protect the dying traditions and once again try to keep alive and revive the fabled craft of fine muslin which is gradually getting lost and is mostly done through instinct, eye and experience," said Ashmore while addressing the students of textile science, clothing and fashion studies at the J.D. Birla Institute (JDBI).

Ashmore said that much has changed in muslin-making tradition in Bengal and Bangladesh. "One must appreciate the amount of human effort and skill required to manufacture a Jamdani saree. It takes two men 30 weeks to complete a saree," said the author of the seminal book 'Muslin'.

Ashmore's tryst with muslin began with opening drawers at the Victoria and Albert Museum, London, considered to be the world's largest museum of applied and decorative arts and design, housing a permanent collection of over 2.27 million objects.

She got valuable material for research on muslin from the "dusty old documents" at the Indian section of the British Library.

She has also extensively toured across Asia and Europe, meeting artisans, weavers and personal collectors of muslin. "Indians have stopped wearing traditional dress. Also, lack of high-quality yarn and the danger of losing traditional skills and the role of intermediaries are killing this traditional craft of muslin.



"If an average muslin worker has to work 10 hours a day for producing fabric materials, how can one expect the next generation to take up this profession at an early age," she said. Ashmore was participating in an interactive session, "In Search of Woven Air: Following the Threads of Muslin", jointly organised by JDBI and Weaver's Studio.

6

6. Samay Paribartan, Kolkata, Friday 13 September 2019
7. Samagya, Kolkata, Friday 13 September 2019
8. Janasatyta, Kolkata, Friday 13 September 2019
9. Times of India, Kolkata, Tuesday 24 September 2019
10. Arthik Lipi, Kolkata, Thursday 12 September 2019
11. The Asian Age, London, Saturday 10 September 2019
12. Prabhat Khabar, Kolkata, Thursday 12 September 2019
13. The Asian Age, Kolkata, Friday 13 September 2019

युवाओं की भारत की समृद्ध वस्त्र विरासत को जिंदा रखना चाहिए: एशमोरे

एशमोरे ने शहर के एक संग्रहालय में कराइंग सिजन एवं फैशन स्टडीज की पढ़ाई करने वाले छात्र-छात्रों से मुलाक़ात की।



एशमोरे ने शहर के एक संग्रहालय में कराइंग सिजन एवं फैशन स्टडीज की पढ़ाई करने वाले छात्र-छात्रों से मुलाक़ात की। मसलम को तैयार करने के लिए पर बात करते हुए 'एशमोरे' किताब की लेखिका ने युवाओं को कहा कि जामदानी साड़ी तैयार करने के पीछे की मेहनत और कोशिश की प्रशंसा होनी चाहिए। इस साड़ी को बनाने में दो लोगों को 30 सप्ताह का समय लग जाता है। उन्होंने कहा कि अब लोगों ने पारंपरिक कपड़े पहनना बंद कर दिया है और उच्च गुणवत्ता वाले धागे की कमी और पारंपरिक कौशल के खत्म होने और विधोक्तियों की वजह से इस पारंपरिक किराये को खतरा है।

7

वस्त्र विरासत को जिंदा रखें युवा

कोलकाता, 12 सितंबर (जनसत्ता)।

विश्वप्रसिद्ध डिजाइन इतिहासकार सोनिया एशमोरे ने कहा है कि युवाओं को वस्त्र क्षेत्र में भारत की समृद्ध विरासत को समझने और उसे संरक्षित करने के प्रयास की जरूरत है। बुनाई के पारंपरिक किराये में विशेषज्ञता रखने वाली एशमोरे ने शहर के एक संग्रहालय में कराइंग सिजन व फैशन स्टडीज की पढ़ाई करने वाले छात्र-छात्रों से मुलाक़ात की। मसलम को तैयार करने के लिए पर बात करते हुए मसलम किताब की लेखिका ने कहा कि जामदानी साड़ी तैयार करने के पीछे की मेहनत और कोशिश की प्रशंसा होनी चाहिए। इस साड़ी को बनाने में दो लोगों को 30 सप्ताह का समय लग जाता है। उन्होंने कहा कि अब लोगों ने पारंपरिक कपड़े पहनना बंद कर दिया है और उच्च गुणवत्ता वाले धागे की कमी और पारंपरिक कौशल के खत्म होने व विधोक्तियों की वजह से इस पारंपरिक किराये को खतरा है।

8

Muslin expert interacts with textile and fashion students

Well-known design-historian and author Sonia Ashmore said, "The young generation of Indians should understand the legacy of India's rich heritage in textiles and rise up to protect the dying traditions and once again try to keep alive and revive the fabled craft of fine muslin which is gradually getting lost and is mostly done through instinct, eye and experience."



Ashmore's deep insights on muslins in particular shall help our students understand the glorious history associated with the fabric that has also been described to be 'as thin as air'. Students will greatly benefit from this interaction and will be motivated to pursue careers in the field of traditional textiles," said Professor Deepali Singha, JDBI principal, who has been teaching students for over two decades.

9



बेचिनिवाहे-ते भवनिन भाडि'स एक्स्पार्टिसर सके ड. सोनिया एशमोरे। प्रयात नेबिका एकर सेरा डिजाइनर डिसेमेर जान कारे ट्रेडिशनल माकेम-मिसे पाठे मेम कृष व क्मान विभागेर कड्याडा। (बेचि विडिया इन्फोमिडिउटे एंडे अनठान हस।)

10

Call to keep alive dying tradition of weaving muslin

NEWSPAPER: KOLKATA, SEPT. 28

Prof. being the title of the article. Temp to be the author. The author is Sonia Ashmore, who specialises in the traditional craft of weaving in Kolkata and manufacturing in the UK, the US and Japan.

Ashmore, who specialises in the traditional craft of weaving in Kolkata and manufacturing in the UK, the US and Japan, has expressed her concern over the loss of the craft of fine muslin.

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11

Keep alive rich textile heritage: Sonia Ashmore

Kolkata: The youth should understand the legacy of India's rich heritage in textiles and make efforts to preserve it, renowned design-historian Sonia Ashmore, who specialises in the traditional craft of weaving, called upon students of textile science and fashion studies of a city institute, to keep alive the fabled craft of fine muslin, "which is gradually getting lost".

Reflecting on the craft of muslin making, the author of the seminal book 'Muslin' said on Wednesday, "one must appreciate the amount of human effort required to manufacture a Jamdani saree. It takes two men, 30 weeks, to complete weaving a saree." The session 'In Search of Woven Air: Following the Threads of Muslin' was jointly organised by the institute and an art studio.

13

जेडीबीआइ में मसलिन विशेषज्ञ ने विद्यार्थियों से जानकारी साझा की

कोलकाता, पारंपरिक टेम्पलटन में भारत का एक समृद्ध इतिहास है। इस इतिहास को आगे की ओर बढ़ाते हुए हमें अपने देश के युवाओं को इस विरासत को समझने की जरूरत है। बुनाई के पारंपरिक किराये में विशेषज्ञता रखने वाली एशमोरे ने शहर के एक संग्रहालय में कराइंग सिजन व फैशन स्टडीज की पढ़ाई करने वाले छात्र-छात्रों से मुलाक़ात की।



एशमोरे ने शहर के एक संग्रहालय में कराइंग सिजन एवं फैशन स्टडीज की पढ़ाई करने वाले छात्र-छात्रों से मुलाक़ात की। मसलम को तैयार करने के लिए पर बात करते हुए 'एशमोरे' किताब की लेखिका ने युवाओं को कहा कि जामदानी साड़ी तैयार करने के पीछे की मेहनत और कोशिश की प्रशंसा होनी चाहिए। इस साड़ी को बनाने में दो लोगों को 30 सप्ताह का समय लग जाता है। उन्होंने कहा कि अब लोगों ने पारंपरिक कपड़े पहनना बंद कर दिया है और उच्च गुणवत्ता वाले धागे की कमी और पारंपरिक कौशल के खत्म होने और विधोक्तियों की वजह से इस पारंपरिक किराये को खतरा है।

12

जेडी बिरला में छात्राओं को सिखाया गया आत्मरक्षा का गुर

कोलकाता. जेडी बिरला इंस्टीट्यूट में आत्मरक्षा का गुर सिखाने के लिए विशेष कार्यक्रम आयोजित की गयी. इसमें संस्थान की लगभग 300 छात्राओं ने भाग लिया. यहां ऑस्ट्रेलिया के कैथरिन डेविड फ्लड ने छात्राओं को आत्मरक्षा के गुर सिखाये, उन्होंने कहा कि भारत में लड़कियों पर हो रहे हमले से उनको खुद अपनी रक्षा करनी होगी. इसके लिए विरोध तकनीक सीखने की जरूरत है. लड़कियों को गंभीर स्थिति से भी बाहर आ सकती हैं, अगर वे आत्मविश्वास के साथ आत्मरक्षा प्रशिक्षण में पारंगत बन जायें. सही तकनीक के साथ वे हर परिस्थिति का मुकाबला करती हुए अपनी रक्षा कर सकती हैं. कार्यक्रम में जेडी बिरला की प्रिंसिपल शैलीमि सिंघी ने कहा कि समाज में महिलाओं के प्रति जो धारणा बनी हुई है, उसको बदलने की जरूरत है. इसमें शिक्षण संस्थान अहम भूमिका निभा सकते हैं. लड़कियों को अपने अधिकारों के प्रति भी जागरूक रहने की जरूरत है.



14

On gender equity



JD Birla Institute (JDBI) in association with Vidya Veda Foundation and Eesson Foundation, Australia hosted a workshop titled "Limitless Potential- A step towards gender equity" recently. It began with the introduction of the guests, keynote speaker and the purpose of the workshop. In the opening speech, Deepali Singhee, principal, JDBI asserted the importance of educating and empowering young girls to achieve the wider end of attaining gender equality. The students of the institute attended various sessions that took place at the workshop. The sessions were "self defence" conducted by self defence expert David Flood, "nutrition and well-being" by nutritionist Kate McCambley and "psychology" by Deborah Ann McAnn.

15



कार्यालय बनारस 2018-2020। राष्ट्रीय शोध संस्थान में प्रमुख वृत्ति शिक्षा विभाग ईमरिटस/इंटर सिफिलियल प्रोग्राम में।

16

COMMERCIO CONCLAVE

Chief Guest Sanjay Bodhia, MD – PATTOI lighting the inaugural lamp at Comercio Conclave 2019-2020: Inter College Business Convention hosted by J.D. Birla Institute, along with the Principal of the Institute Professor Deepali Singhee. 10 leading educational institutes – St. Xavier's College, St. Xavier's University, Scottish Church College, Sri Shikshayatan College, Techno India College, EICASA (Eastern India Chartered Accountants Students Association), Amity University, Army Institute of Management, FISWBM and ILEAD, participated in this convention




17

महिलाओं को पूर्ण रूप से आत्मनिर्भर होने की आवश्यकता : प्रो डॉ सैकत मैत्र

कोलकाता. आज के अर्थव्यवस्था में महिलाओं को आर्थिक रूप से निर्भर रहने की आवश्यकता है. इससे वे अपने जीवन में आत्मनिर्भर हो सकती हैं. प्रो. डॉ. सैकत मैत्र ने कहा कि महिलाओं को आत्मनिर्भर होने की आवश्यकता है. इससे वे अपने जीवन में आत्मनिर्भर हो सकती हैं. प्रो. डॉ. सैकत मैत्र ने कहा कि महिलाओं को आत्मनिर्भर होने की आवश्यकता है. इससे वे अपने जीवन में आत्मनिर्भर हो सकती हैं.



18

MEDIA COVERAGE

Week-long event

JD Birla Institute (Department of Food Science and Nutrition Management) in association with Academy of Pastry Arts, India (A unit of Sugar Arts Private Limited) jointly organised a week's (30 hours) certification programme on baking at the institute recently. A formal MOU was signed with Academy of Pastry Arts, India (APAI), Bangalore for conducting the course. Under the MOU, APAI will deliver the content of the programme in two blocks during the year and conduct a two-hour workshop for all other non-participating students of JD Birla Institute. In addition they would train a JD Birla student for one day in a year at the Academy of Pastry Arts, Bangalore campus.

21

14. Prabhat Khabar, Kolkata, Friday 10 January 2020
15. The Statesman, Kolkata, Tuesday 14 January 2020
16. Sambad Pratidin, Kolkata, Sunday 12 January 2020
17. Millenium Post, Kolkata, Monday 13 January 2018
18. Prabhat Khabar, Kolkata, Wednesday 24 April 2019
19. The Indian Express, Thursday 9 January 2020
20. The Telegraph, Sunday 29 December 2019
21. The Statesman, Tuesday 31 December 2019

CERTIFICATION PROGRAMME- JD BIRLA INSTITUTE

JD Birla Institute (JDBI) in association with Academy of Pastry Arts, India (APAI) organized a One-Week certification programme on Baking recently. A MOU was signed with APAI, Bangalore for conducting a 30-hr Certificate Course in Baking at JDBI.



19

Baking Programme

The Department of Food Science and Nutrition Management of JD Birla Institute conducted a week-long certification programme on baking. This marked the beginning of the association of JD Birla Institute with the Academy of Pastry Arts, India in Bangalore where the institute will conduct two 30-hour baking courses in a year. Besides, a two-hour workshop will be conducted for non-participating students of JD Birla Institute. One student will also get to train from APAI, Bangalore for one day in a year.



20

OTHER ACHIEVEMENTS



1

Students from the ID department secured the **3rd Position in 'Residential Project'** category at the Design Competition on Residential & Commercial Project organized by ABID (Association of Builders, & Interior Designers) on 18th January, 2020.

2

Students from the Commerce department secured the **Overall Winner's trophy at second Business Fest of St. Xavier's University, X-Inovae, 2019** organized by Xavier's Commerce and Management Society, Kolkata on 20th & 21st September, 2019.



3

Four 2nd year students of Commerce department has won the 1st position for Business Plan during Elevator 2018-The Idea Expo organized by the Entrepreneurship Development Cell of St. Xavier's College on 3rd October, 2018 and was handed over a cheque of Rs. 2,500/- each.



4

Two 3rd year students of FSNM department have been selected for the **Social Entrepreneurship, a Global Links program** on 14th August, 2019 at the **American Centre**. The students will undertake mentoring of a local entrepreneur for about one semester under guidance by members of the programmes and after selection will be entitled for a partial scholarship for two year full time MBA at Crummers-Graduate School of Business, Rollins College, Florida.

6



Two groups of five B.Com students cleared the **Level-I of CRC (Credit Research Challenge)** organized by AIWMI (Association of International Wealth Management of India).

5

Students from Science & Commerce departments secured the Overall **1st Runner's Up position** at the Annual **Inter-college Management Fest, Nexus '19** on the theme Experience the Perfect organized by Bhawanipur Education Society College on the 29th & 30th August, 2019.





7

JDBI Cricket team (Girls) from the Commerce department won the **Gold (1st position)** in the **inter-college events at Umang 2020**, an annual Fest organized by Bhawanipur Education Society College on 10th December, 2019.

8



Ms. Guritika Saini, 1st year B.Com student represented Jadavpur University and won **2nd position** in the **doubles match in the East Zone Inter University Tennis (Women) Tournament, 2019-20** organized by The Assam Royal Global University under the aegis of Association of Indian Universities from 5th to 7th November, 2019 at Guwahati, Assam.



9

Students from the Departments of Science & Commerce participated in various sports and cultural events at Srijan, fest organized by Shri Shikshayatan College on 13th February, 2019 and won **1st position** in **Tug of War**.



10

Award, Khelo India

11

Students from Science & Commerce departments secured the **2nd position in basketball** in the **inter-college events at Umang 2020**, an annual Fest organized by Bhawanipur Education Society College on 10th December, 2019.



LIST OF TOPPERS

Department of FOOD SCIENCE NUTRITION MANAGEMENT

Name of the Students	Toppers
Ms. Purna Shahani	1 st Year (Sem. I & II) B.Sc
Ms. Neha Pandey	2 nd Year (Sem. III & IV) B.Sc
Ms. Khyati Mody	3 rd Year (Sem. V & VI) B.Sc
Ms. Agnijaeta Mitra	1 st Year (Sem. I & II) M.Sc in Food & Nutrition
Ms. Nandini Rohatgi	2 nd Year (Sem. III & IV) M.Sc in Food & Nutrition
Overall Performance	
Ms. Manya Kaushal	3 rd Year (Sem. I to VI) B.Sc
Ms. Nandini Rohatgi	2 nd Year (Sem. I to IV) M.Sc in Food & Nutrition

Department of TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Name of the Students	Toppers
Ms. Anmol Chanani	1 st Year (Sem. I & II) B.Sc
Ms. Harshita Mandhana	2 nd Year (Sem. III & IV) B.Sc
Ms. Amatullah Lucky	3 rd Year (Sem. V & VI) B.Sc
Ms. Shivani Sarawagi	1 st Year (Sem. I & II) M.Sc in Textiles & Clothing
Ms. Shramana Mullick	2 nd Year (Sem. III & IV) M.Sc in Textiles & Clothing
Overall Performance	
Ms. Amatullah Lucky	3 rd Year (Sem. I to VI) B.Sc
Ms. Shramana Mullick	2 nd Year (Sem. I to IV) M.Sc in Textiles & Clothing

Department of INTERIOR DESIGNING

Name of the Students	Toppers
Ms. Vidhika Sonthalia	1 st Year (Sem. I & II) B.Sc
Ms. Ayesha Alam	2 nd Year (Sem. III & IV) B.Sc
Ms. Maliha Haider	3 rd Year (Sem. V & VI) B.Sc
Overall Performance	
Ms. Maliha Haider	3 rd Year (Sem. I to VI) B.Sc

Post-Graduate Diploma in Dietetics & Applied Nutrition

Name of the Students	Toppers
Ms. Surbhi Bhartia	1 st Year (Sem. I & II)

Department of HUMAN DEVELOPMENT

Name of the Students	Toppers
Ms. Anwita Paul	1 st Year (Sem. I & II) B.Sc
Ms. Prachi Baid	2 nd Year (Sem. III & IV) B.Sc
Ms. Attiya Ali	3 rd Year (Sem. V & VI) B.Sc
Ms. Abiha Islam	1 st Year (Sem. I & II) M.Sc in Human Development
Ms. Vidisha Sheth	2 nd Year (Sem. III & IV) M.Sc in Human Development
Overall Performance	
Ms. Saanchi Baid	3 rd Year (Sem. I to VI) B.Sc
Ms. Vidisha Sheth	2 nd Year (Sem. I to IV) M.Sc in Human Development

Department of COMMERCE

Name of the Students	Toppers
Ms. Srishti Modi	1 st Year (Sem. I & II) B.Com
Ms. Nidhi Bohra	2 nd Year (Sem. III & IV) B.Com
Ms. Aishwari Ghosh	3 rd Year (Sem. V & VI) B.Com with Spl. in Accounting and Finance
Ms. Tanuka Agarwal	3 rd Year (Sem. V & VI) B.Com with Spl. in Marketing
Ms. Zohra Nafis Ansari	3 rd Year (Sem. V & VI) B.Com with Spl. in Human Resource Management
Ms. Prakriti Rudra	1 st Year (Sem. I & II) M.Com
Ms. Tanushree Shah	2 nd Year (Sem. III & IV) M.Com with Spl. in Accounting & Finance
Ms. Shubhika Agarwal	2 nd Year (Sem. III & IV) M.Com with Spl. in Marketing
Overall Performance	
Ms. Muskan Agarwal	3 rd Year (Sem. I to VI) B.Com with Spl. in Accounting & Finance
Ms. Tanuka Agarwal	3 rd Year (Sem. I to VI) B.Com with Spl. in Marketing
Ms. Vamika Bhansali	3 rd Year (Sem. I to VI) B.Com with Spl. in Human Resource Management
Ms. Tanushree Shah	2 nd Year (Sem. I to IV) M.Com with Spl. in Accounting & Finance
Ms. Shubhika Agarwal	2 nd Year (Sem. I to IV) M.Com with Spl. in Marketing

Montessori Training

Name of the Students	Toppers
Ms. Shreeya Sangai	1 st Year (Sem. I & II)

Gold Medals are conferred by the University to the student for standing first in the final year of the degree programme and College Management awards a gold medal with a 24 carat gold ginni upon completion of degree based on academic merit in all the years.



Gold Medals Awarded by the University

Name of Student	Department
Ms. Nandini Rohatgi	M.Sc. in Food & Nutrition
Ms. Shramana Mullick	M.Sc. in Textiles & Clothing
Ms. Vidisha Sheth	M.Sc. in Human Development
Ms. Tanushree Shah	M.Com
Ms. Manya Kaushal	B.Sc. (Hons.) in Food Science & Nutrition Management
Ms. Amatullah Lucky	B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies
Ms. Maliha Haider	B.Sc. (Hons.) in Interior Designing
Ms. Saanchi Baid	B.Sc. (Hons.) in Human Development
Ms. Muskan Agarwal	B.Com. (Hons.) with specialization in Accounting & Finance
Ms. Aayushi Bhartia	BBA with specialization in Finance



Gold Medals Awarded by the J.D. Birla Institute (Sushila Devi Birla Memorial)

Name of Student	Department
Ms. Manya Kaushal	B.Sc. (Hons.) in Food Science & Nutrition Management
Ms. Amatullah Lucky	B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies
Ms. Maliha Haider	B.Sc. (Hons.) in Interior Designing
Ms. Saanchi Baid	B.Sc. (Hons.) in Human Development
Ms. Muskan Agarwal	B.Com. (Hons.) with specialization in Accounting & Finance
Ms. Aayushi Bhartia	BBA with specialization in Finance

**FINANCIAL
SCHOLARSHIPS
AWARDED BY
THE COLLEGE**

**For Outstanding
Academic Performance**

Semester-V (Session 2019-2020)

Department of FSNM: **Ms. Vashni Kandru**
 Department of TCFS: **Ms. Harshita Mandhana**
 Department of ID: **Ms. Rukmini Rudra**
 Department of HD: **Ms. Prachi Baid**
 Department of Commerce: **Ms. Nidhi Bohra**

Semester-VI (Session 2019-2020)

Department of FSNM: **Ms. Neha Pandey**
 Department of TCFS: **Ms. Avani Rathi**
 Department of ID: **Ms. Rukmini Rudra**
 Department of HD: **Ms. Prachi Baid**
 Department of Commerce: **Ms. Vanshika Jhunjunwala**



ANNUAL CONVOCATION

The 5th Annual Convocation was held on 25th January, 2020 at the Vidya Mandir Auditorium. Prof. Suranjan Das, Vice Chancellor, Jadavpur University graced the ceremony as the Chief Guest and Mr. Dhruba Mukherjee, Executive VP (Dailies), ABP Group was the Keynote Speaker.

This year a total of 460 students from the Science, Commerce and Management departments (Batch 2016-2019 for UG / 2017-2019 for PG) received their degrees.

A scintillating medals and awards ceremony was also part of the Convocation with ten students receiving the University Gold Medal for their outstanding performance and six 50 gms silver medals with 5 gm 24-carat gold medallion were also given as Sushila Devi Birla Memorial prize to the UG toppers (overall) by the College.



PLACEMENTS (2019-20)



Sweta Agarwal, M.Com
Associate
CTC: Rs. 5.21Lacs



Devangi Gandhi, M.Com
Associate
CTC: Rs. 5.21Lacs



Hiral Kamani, M.Com
Associate
CTC: Rs. 5.21Lacs



Aanchal Dalania, M.Com
Young Debutant
CTC: Rs. 5.03 Lacs



Aysha Akhtar, M.Com
Senior Executive
CTC: Rs. 4 Lacs



Preet Nathvani, B.Com
Associate
CTC: Rs. 3.91 Lacs



Ritika Kithania, B.Com
Associate
CTC: Rs. 3.91 Lacs



Rashi Singhee, B.Com
Associate
CTC: Rs. 3.91 Lacs



Shagun Bhansali, B.Com
Associate
CTC: Rs. 3.91 Lacs



Vedika Khaitan, B.Com
Associate
CTC: Rs. 3.91 Lacs



Vedika Kajaria, B.Com
Associate
CTC: Rs. 3.91 Lacs



Namrata Gupta, B.Com
Associate
CTC: Rs. 3.91 Lacs



COMMERCE



Rashi, B.Com
Associate
CTC: Rs. 3.91 Lacs



Ritika Goel, B.Com
Associate
CTC: Rs. 3.91 Lacs



Ritika Saraf, B.Com
Associate
CTC: Rs. 3.91 Lacs



Pooja Yadav, B.Com
Associate
CTC: Rs. 3.91 Lacs



Sanjana Saraf, B.Com
Associate
CTC: Rs. 3.91 Lacs



Rishika Losalka, B.Com
Associate
CTC: Rs. 3.91 Lacs



Muskan Agarwal, B.Com
Associate
CTC: Rs. 3.91 Lacs



Anuradha Dipali, B.Com
Associate
CTC: Rs. 3.91 Lacs



Somya Saxena, B.Com
Associate
CTC: Rs. 3.91 Lacs



Megha Khattry, B.Com
Associate
CTC: Rs. 3.91 Lacs



Nikita Parekh, B.Com
Associate
CTC: Rs. 3.91 Lacs



Sakshi Sanghvi, B.Com
Associate
CTC: Rs. 3.91 Lacs



COMMERCE

PLACEMENTS (2019-20)



Isha Sethia, B.Com
Associate
CTC: Rs. 3.91 Lacs



Vanshika Jhunjhunwala, B.Com
Associate
CTC: Rs. 3.91 Lacs



Diksha Agarwal, B.Com
Associate
CTC: Rs. 3.91 Lacs



Komal Kumari, B.Com
Associate
CTC: Rs. 3.91 Lacs



Saubhagyashree Ruia, B.Com
Associate
CTC: Rs. 3.91 Lacs



Rajnandini Ganai, B.Com
Associate
CTC: Rs. 3.91 Lacs



Nandita Daga, B.Com
Analyst
CTC: Rs. 3.62 Lacs



Halima Ahmed, B.Com
Analyst
CTC: Rs. 3.62 Lacs



Rajni Shaw, M.Com
Officer
CTC: Rs. 3.62 Lacs



Shrestha Patikar, M.Com
Officer
CTC: Rs. 3.62 Lacs



Shrishty Agarwal, B.Com
Executive Trainee-
Strategic Partnership-Retail
CTC: Rs. 3.5 Lacs



Shreya Mehrotra, B.Com
Executive Trainee-
Strategic Partnership-Retail
CTC: Rs. 3.5 Lacs



COMMERCE



Nidhi Bohra, B.Com
Analyst
CTC: Rs. 3.33 Lacs



Nayanika Brahma, B.Com
Analyst
CTC: Rs. 3.33 Lacs



Nehal Bansal, B.Com
Analyst
CTC: Rs. 3.33 Lacs



Shivani Lakhotia, B.Com
Analyst
CTC: Rs. 3.33 Lacs



Pragya Lahoti, B.Com
Dealer Bank Channel Manager
CTC: Rs. 3.33 Lacs



Muskan Kumari, B.Com
Dealer Bank Channel Manager
CTC: Rs. 3.33 Lacs



Pari Poddar, B.Com
Dealer Bank Channel Manager
CTC: Rs. 3.33 Lacs



Simran Mehra, B.Com
Dealer Bank Channel Manager
CTC: Rs. 3.33 Lacs



Rijuta Sethia, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



Rupal Baid, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



Simran Saraf, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



Harsha Agarwal, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



COMMERCE

PLACEMENTS (2019-20)



Aisha Samreen, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



Parama Ghosh, B.Com
Key Accounts Manager
CTC: Rs. 3.33 Lacs



Kriti Das, B.Com
Associate
CTC: Rs. 2.64 Lacs



Ayushi Goenka, B.Com
Consultant
CTC: Rs. 2.58 Lacs



Paridhi Agarwal, B.Com
Financial Analyst
CTC: Rs. 2.50 Lacs
plus EPGDBM (Executive Post Graduate Diploma in Business Management course)



Vani Agarwal, B.Com
Fellow
CTC: Rs. 2.45 Lacs



Sadaf Sultana, M.Com
Consultant
CTC: Rs. 2.30 Lacs



Shivangi Goel, B.Com
Graduate Trainee
CTC: Rs. 2.16 Lacs



Sweeti Kumari, B.Com
Graduate Trainee
CTC: Rs. 2.16 Lacs



Ananta Kumari, B.Com
Sales Executive
CTC: Rs. 2 Lacs
(plus incentives)



Humaira Parveen, B.Com
Account Manager and Co-ordinator
CTC: Rs. 1.44 Lacs



Dipty Agarwal, B.Com
Intern
Stipend: Rs. 13 Thousand p.m.
for 3 months



COMMERCE



Jahanvi Dassani, B.Com
Management Trainee
Stipend: Rs. 15 Thousand
for 1 month

KESOWA



Jyoti Pandey, B.Com
Management Trainee
Stipend: Rs. 15 Thousand
for 1 month

KESOWA



Khushboo Bajaj, M.Com
Social Media Intern
Stipend: Rs. 5 Thousand
per month for 2 months



COMMERCE

PLACEMENTS (2019-20)



Protity Suvra Dey, M.Sc.(FN)
Junior Officer-Nutrition Therapy
 CTC: Rs. 3.46 Lacs



Ankana Das, B.Sc.(FSNM)
Nutrition Specialist
 CTC: Rs. 3.46 Lacs



Kanishka Baid, B.Sc.(TCFS)
Assistant Merchandiser
 CTC: Rs. 1.2 Lacs



Vidhi Agarwal, B.Sc.(TCFS)
Assistant Merchandiser
 CTC: Rs. 1.2 Lacs



Riddhi Bhayani, B.Sc.(ID)
Design Executive
 CTC: Rs. 2.04 Lacs



Saakshi Kochar, B.Sc.(ID)
Junior Designer
 CTC: Rs. 96 Thousand
 (plus travel allowance)

Rupande Shah



Khushboo Chhawchharia, B.Sc.(ID)
Junior Designer
 CTC: Rs. 84 Thousand
 (plus travel allowance)



Rishita Roy, B.Sc.(ID)
Intern
 CTC: Rs. 84 Thousand
 (plus travel allowance)



Barkha Kharakia, B.Sc.(ID)
Intern
 CTC: Rs. 84 Thousand
 (plus travel allowance)



Meera S Pillai, B.Sc.(ID)
Assistant Fashion Designer
 Stipend: Rs. 5 Thousand
 per month for 1.5 months



Ankita Agarwal, B.Sc.(ID)
Intern
 Stipend: Rs. 3 Thousand
 per month for 1.5 months



EDUCATION SCIENCES



HEADS OF DEPARTMENT (2019-2020)



Mrs. Samita Gupta

Head (Deptt. of Textile Science,
Clothing & Fashion Studies)

Wishing all my students who are brimming with a zeal for life to empower themselves with skills and creativity at JDDBI. Do more than belong - participate, do more than believe - practice, do more than dream - work!!



Mrs. Smita Parekh

Head (Deptt. of
Interior Designing)

If you have a passion for beautifying spaces, if creativity appeals to you, then your destination lies in JDDBI. The Interior Designing department merges the latest innovations in technology, aesthetic details and splendid designs along with firsthand knowledge on different aspects and latest trends in the field of Interior Designing.



Ms. Geetika Sachdev

Head (Deptt. of
Human Development)

JDDBI has always stood for quality and excellence in education. Empowerment through Excellent Education in the making of vibrant individuals in the society is what we strive for. Let us all together aspire for a high-quality education backed up with ethical values which will eventually lead our country India into the progress path.



Dr. Adrija Saha

Head (Deptt. of Food Science
& Nutrition Management)

Nurturing creativity and inspiring innovation are two of the key elements of a successful education and a college magazine is the perfect amalgamation of both. It harnesses the creative energies of the academic community, and distils the essence of their imagination in the most brilliant way possible.



Mrs. Basudha Mukhopadhyaya

Head (Deptt. of Commerce)

I have great pleasure in conveying my best wishes for this issue of JDDBI TIMES. It is a commendable effort put forth by the team of students and faculty members. The release of this issue of JDDBI TIMES has added value to their constant efforts and I wish the students "All the very Best" for their future endeavours.

**EDUCATION IS THE
KINDLING OF A FLAME,
NOT THE FILLING OF A
VESSEL.**



Socrates
Greek Athenian philosopher
(470 BC - 399 BC)

TEACHER'S DAY CELEBRATION

Teacher's Day was celebrated by the College Management at Vidya Mandir Auditorium on 14th September, 2019. Faculty members were awarded for the best academic performance, publishing research papers in recognized journals and contribution towards the betterment of the college.

The College Management have decided to club the four Departments of Sciences into two categories- Arts (FSNM & HD) & Design (TCFS & ID) thus two faculty members from the Departments of Sciences were awarded for the Best Academic Performance (Session 2018-2019).

| Best Academic Performance (Academic Session 2018-2019)



Dr. Shweta Tuteja Rakshit
Deptt. of Textile Science,
Clothing & Fashion Studies



Dr. Anindita Deb Pal
Deptt. of Food Science &
Nutrition Management



Ms. Mahua Pal
Deptt. of Commerce

| Publishing Research Papers in Recognized Journals (Academic Session 2018-2019)



Dr. Shweta Tuteja Rakshit
Deptt. of Textile Science,
Clothing & Fashion Studies



Dr. Rishiparna Guha
Deptts. of Science



Ms. Sweeta Rani Rai
Deptt. of Food Science &
Nutrition Management



Ms. Sudeshna Pramanik
Deptt. of Food Science &
Nutrition Management



Dr. Anindita Deb Pal
Deptt. of Food Science &
Nutrition Management



Dr. Manika Das
Deptt. of Food Science &
Nutrition Management

| Significant Contribution Towards the Development of the Institute (Academic Session 2018-2019)



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



FACULTY ACHIEVEMENTS

Felicitation of Prof. Deepali Singhee by the College Management for completing 25 years at J.D. Birla Institute



Felicitation of Prof. Deepali Singhee by Indo British Scholars' Association (IBSA) on 3rd August, 2019



- Invited to join the CII Education Sub-Committee as a member.
- Inducted as a member of the reconstituted Governing Body of Shri Shikshayatan College, Kolkata for a tenure of three years.

- Felicitated by Indo British Scholars' Association (IBSA) for organizing the Fashion Show, Kaleidoscope, 2019 during the celebration for 70th year of BCL in India.
- Conducted two lectures on 'Eco-friendly & Sustainable Textiles' and 'Silk: The Queen of Fibres' as invited Resource Person at the UGC-sponsored Summer on Home Science organized by UGC-HRDC, Manipur University at Imphal.
- Invited to deliver a talk on Education and its Relevance in India Today by Rotary Club of Calcutta.
- Invited as a Chief Guest at Annual Junior Sports organized by Akshar School.
- Invited as a Panelist for a Discussion on Higher Education Policy 2019 by Taaza TV.
- Invited as a resource person for the webinar on Design Education: The New Future organized by ABP Education.com on 27th June, 2020.



2. **Dr. Manika Das** (Assistant Professor, Department of FSNM) has been appointed a Reviewer by Current Research in Nutrition & Food Science, a journal enlisted in UGC-CARE and reviewed a paper, Possible Prophylactic and Therapeutic Foods for Prevention and Management of Covid-19.

3. **Dr. Anindita Deb Pal** (Assistant Professor, FSNM Department) has been appointed as Editorial Board Member by American Journal of Bio-Science published by Science Publishing Group, New York, USA [ISSN(p): 2330-0159 and ISSN(o) 2330-0167] and by International Journal of Food Science & Nutrition published by Gupta Publications, India [ISSN: 2455-4898].

4. **Mrs. Mayuri Das Biswas** (Head Librarian) has been elected as a Governing Body Member of the Indian Association of Special Libraries & Information Centers (IASLIC) and has been given additional charge of Editorial Assistant, IASLIC publication division.

5. **Ms. Jincy Abraham**, Assistant Professor, FSNM Department was appointed as reviewer in Journal of Food Science & Technology and reviewed the following papers:

- Characteristics of blue mussels dried by traditional methods and comparison with the innovative methods.
- Effect of gamma radiation on microbial load, physico-chemical and sensory characteristics of common spices for storage.
- Effect of different processing methods on nutrient and anti-nutrient composition of mung bean (*Vigna radiata*).



PAPER PUBLICATIONS

BY FACULTY MEMBERS

1. *An Empirical Analysis to Study the Relationship between Profitability and Capital Structure Decisions in Indian Scenario* in **International Journal on Recent Trends in Business and Tourism**, Volume 3 (Issue 3), July 2019, p 49-55 (ISSN: 25501526) by Dr. Arindam Banerjee (Assistant Professor, Management Department) and Prof. J. N Mukhopadhyay (Director, Management Department).
2. *To Study the Quality of Life and Anxiety Level among Pre- Renal and Post-Renal Transplant Patients in Kolkata-25-40 Years* in **International Journal of Multidisciplinary Educational Research**, Volume 8 (Issue 7), July 2019, p 38-46 (ISSN NO: 2277- 7881, Impact Factor of 6.014) by Ms. Geetika Sachdeva (Assistant Professor & HOD, HD Department).
3. *Effects of Natural Preservatives on Proximate Composition of Preserved Sea Fish, Processed under Traditional Cooking Methods* in **International Journal of Food & Nutrition Sciences**, Volume 10 (Issue 4), October 2019, p 25-33 (ISSN No 2320-7876, Impact Factor: 1.021) by Ms. Uttiya Jana (Assistant Professor, FSNM Department).
4. *Aal Dyeing - Past and Present* in **Journal of the Textile Association**, Volume 80 (Issue 4), November-December 2019, p 253-260 (ISSN No 0368- 4636, Impact Factor: 0.44) by Mrs. Amita Dutta (Assistant Professor, ID Department) and Prof. Deepali Singhee (Principal).
5. *Clostridium Difficile: A Growing Health Concern* in **Journal of Advanced Scientific Research**, Volume 10 (Issue 4), November 2019, p 16-23 (ISSN No 0976-9595, Impact Factor: 0.567) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
6. *A Study on Factor Affecting Customer Buying Decision of Detergent in India with Emphasis on Major Brands used in Kolkata* in **OJAS Expanding Knowledge Horizon - An International Journal of Research in Management**, Issue - December 2019, p 12-18 (ISSN No (P) 2279-0373, (O) 2321-726X) by Mr. Ranjan Bhardwaj (Assistant Professor, Management Department).
7. *General Well Being and Life Satisfaction of Elderly in Kolkata, India* in **Indian Journal of Gerontology**, Volume 34 (Issue 1), January 2020, p 96-112 (ISSN No 0971-4189) by Dr. Debolina Chatterjee (Assistant Professor, HD Department).
8. *Exploring self-care abilities among women in prison of West Bengal, India* in **International Journal of Prisoner Health**, Volume 16 (Issue 2), p 185-198 Dr. Debolina Chatterjee (Assistant Professor, HD Department).
9. *Sustaining the future of traditionally woven Textiles of Koraput* in **Journal of the Textile Association**, Volume 80 (Issue 5), January- February 2020, p 353-362 (ISSN No 0368- 4636, Impact Factor: 0.44) by Mrs. Amita Dutta (Assistant Professor, ID Department) and Prof. Deepali Singhee (Principal).
10. *Pathogenic profile of green coloured vegetables using different washing procedures* in **Annals. Food Science and Technology**, Volume 20 (Issue 4), March 2020, p 793-799 (e-ISSN: 2344-4916, p-ISSN: 2065-2828) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
11. *Development and evaluation of heart healthy food product from green coffee extract* in **Annals. Food Science and Technology**, Volume 20 (Issue 4), March 2020, p 832-840 (ISSN No 2065-2828) by Dr. Manika Das (Assistant Professor, FSNM Department).
12. *Exploring factors influencing customer's decision making towards online grocery retail services in Kolkata* in **International Journal for Research in Engineering Application & Management (IJREAM)**, Volume 6 (Issue 2), May 2020, p 280-283 (ISSN: 2454-9150, Impact Factor- 6.466) by Dr. Namrata Maheshwari (Assistant Professor, Commerce Department).
13. *Assessment of the Sensory Acceptability of Soy Milk based Sandesh (Traditional Indian Sweet Dairy Dessert) for Elderly People (Aged>60 Years) Living in Kolkata and its Efficacy on the Health Status of Geriatric Population* in **Global Journal of Medical Research: Nutrition & Food Science**, Volume 20 (Issue 1), June 2020, p 31-38 (ISSN (O) 2249-4618; ISSN (P) 0975-5888) by Ms. Sweata Rani Rai, (Assistant Professor, FSNM Department).

14. *Online social media use and behaviour among today's young adults* in **Global Journal for Research Analysis**, Volume 9 (Issue 6), June 2020 (ISSN No 2277-8160, Impact Factor: 5.956) by Ms. Swati Tulshan (Assistant Professor, HD Department).
15. *Impact of various dimensions of consumer attitude in online cab services: An exploratory study* in **Journal of Emerging Technologies & Innovative Research (JETIR)**, Volume 7 (Issue 6), June 2020, p 1008-1014 (ISSN: 2349-5162, Impact Factor- 5.87) by Dr. Namrata Maheshwari (Assistant Professor, Commerce Department).
16. *Socio-economic aspects of women empowerment using microfinance - A Case study in West Bengal* in **Alochana Chakra Journal**, Volume 9 (Issue 6), June 2020, p 4395-4414 (ISSN No. 2231-3990) by Ms Swapnapriya Sethy (Assistant Professor, Commerce Department).
17. *Role of Microfinance towards Personal Empowerment of Women: An empirical Study* in **Indian Journal of Economics and Development**, Volume 16 (Issue 2), June 2020, p301-306 (ISSN No. 2277-5412) by Ms. SwapnapriyaSethy, (Assistant Professor, Commerce Department).
18. *Analysis of heat stress and its impact on thermal comfort* in **Research Journal of Physical Sciences**, Volume 7 (Issue 3), September 2019, p 12-14, (ISSN No. 2323-4796) by Dr. Rishiparna Guha (Assistant Professor)



Ms. Mahua Pal

Assistant Professor (Common) published an e-book, **Computer Fundamentals: An Overview with Kindle** on 4th June 2020.

CHAPTER PUBLICATIONS



1. *Protein in a new way: single cell protein*. Research Trends in Multidisciplinary Research. Akinik Publication, New Delhi, (2020), Chapter 5, Vol 15, 81-98 (ISBN: 978-93-89680-73-7) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
2. *Sustainable food: Algaculture*. Research Trends in Food Technology and Nutrition. Akinik Publication, New Delhi, (2019), 1st Edition, Chapter 9, Vol 11, 127-148 (ISBN: 978-93-5335-859-4) by Dr. Manika Das (Assistant Professor, Department of FSNM).
3. *Medical interactions in prisons: Some reflections. Understanding Social Issues: Some Reflections*. PAIOLCK, (2019), 1st Edition, Chapter 8, Vol 2, 91-101 by Dr. Debolina Chatterjee (Assistant Professor, HD Department).
4. *Influencing customers through unique branding and positioning strategy: A case study of UBER*. Breaking Down Language and Cultural Barriers through Contemporary Global Marketing Strategies. IGI-Global disseminator of Knowledge, (2019), Chapter 8, 128-144, (e-ISBN: 13:9781522569817; p-ISBN: 13:9781522569800) by Dr. Namrata Maheshwari (Assistant Professor, Commerce Department).
5. *Government budgets, debts, deficit financing and its impact on economy- A study on different school of thought* in Journal of Contemporary Issues in Accounting, Finance & Management published by Acharya Jagadish Chandra Bose College, May 2020, p 333-336 (ISBN No. 978-93-888-66-36-1) by Mr. Debjyoti Dey, (Assistant Professor, Commerce Department).
6. *Role of IT innovations in Financial Services*. Changing Paradigm in Financial Services Marketing. Manakin Press Pvt. Ltd., 2019, pp165-174, ISBN: 978-93-86221-01-8 by Dr. Rishiparna Guha (Assistant Professor, Science & Commerce Department)



PAPER PRESENTATIONS

1. Understanding health of imprisoned women at an international conference on Women and Society organized by Department of Sociology Nur Mohammad Smriti Mahavidyalaya, Murshidabad and Radha Govind University Ramgrah, Jharkhand held at Prof. Syed Nurul Hasan College, Farakka, Murshidabad on 8th July 2019 by Dr. Debolina Chatterjee (Assistant Professor, HD Department).
2. Tagorean concept of library and open learning: Relevance in the present era at the IASLIC 28th National Seminar on LIS Education in India: Current Scenario & Future Strategies organized by Visva Bharati University, Shantiniketan on November 27th to 29th July 2019 by Mrs. Mayuri Das Biswas (Librarian-LRC, Main Campus).
3. Role of micro-finance towards personal empowerment of women at one day eastern regional Conference on New Paradigms in Management organized by Association of Indian Management Schools (AIMS) in association with Bharatiya Vidya Bhavan Institute of Management Science (BIMS) on 24th August 2019 by Ms. Swapnapriya Sethy (Assistant Professor, Commerce Department).
4. Medical interaction in prisons: Some reflections at SAMAGAM 2019, 5th International Social Science & Humanities Congress held at Jadavpur University on 7th September 2019 by Dr. Debolina Chatterjee (Assistant Professor, HD Department).
5. Homomorphic encryption for business data security in Cloud at the International Conference on Emerging Perspectives in Commerce, Economics and Management - Transformation on the Global Economy (ICCEEM 19) organized by St. Xavier's College on 13th September 2019 by the college Ms. Mahua Pal (Assistant Professor, Science & Commerce Department).
6. Dissemination of open government data through Indian statistical system: A roadmap towards sustainable development at the IASLIC (Indian Association of Special Libraries & Information Centers) 32nd All India Conference 2019 on the theme, 'Future of Library and Information (LI) Profession in India' organized by University Library and held at Cochin University of Science & Technology, Kochi from 3rd to 5th December 2019 by Mrs. Mayuri Das Biswas (Librarian-LRC, Main Campus).
7. Employee volunteerism in CSR - Study of Infosys and Tech Mahindra at the IMPRESS-ICSSR sponsored 2-Day 2nd International Conference on Innovative Business Practices in a VUCA World organized by St. Xavier's College in collaboration with Department of Commerce, University of Calcutta and Lincoln University College, Malaysia, on 3rd and 4th January 2020 by Mrs. Sucharita Basak (Assistant Professor, Commerce Department).
8. Measuring stakeholder satisfaction of educational institutions using technology in LMS at the IMPRESS-ICSSR sponsored 2-Day 2nd International Conference on Innovative Business Practices in a VUCA World organized by St. Xavier's College in collaboration with Department of Commerce, University of Calcutta and Lincoln University College, Malaysia, on 3rd and 4th January 2020 by Mr. Parantap Chatterjee (Assistant Professor, Commerce Department) and Mr. Swapnateet Saha (Assistant Professor, Commerce Department).
9. A study on the role of FDI & FII from the national growth perspective in a VUCA world at the IMPRESS-ICSSR sponsored 2-Day 2nd International Conference on Innovative Business Practices in a VUCA World organized by St. Xavier's College in collaboration with Department of Commerce, University of Calcutta and Lincoln University College, Malaysia, on 3rd and 4th January 2020 by Ms. Suchitra Kumari (Assistant Professor, Commerce Department).
10. Surplus production in agriculture: Entrepreneurial pathways at the IMPRESS-ICSSR sponsored 2-Day 2nd International Conference on Innovative Business Practices in a VUCA World organized by St. Xavier's College in collaboration with Department of Commerce, University of Calcutta and Lincoln University College, Malaysia on 3rd and 4th January 2020 by Ms. Sayani Biswas (Assistant Professor, Commerce Department).
11. Ageing in prisons: Need for social work intervention at the 2-Day National Seminar on Social Work Intervention with Elderly: Community Engagement, Social Responsibility and Social Work Profession organized by Department of Social Work, Visva Bharati University in collaboration with National Institute of Social Defence (NISD) Ministry of Social Justice & Empowerment GoI, New Delhi & Anthropological Survey of India, New Delhi on 18th & 19th January 2020 by Dr. Debolina Chatterjee (Assistant Professor, HD Department).
12. Mirgan panikas of Kotpad at 2-Day National Seminar on Social Work Intervention with Elderly: Community Engagement, Social Responsibility and Social Work Profession organized by Department of Social Work, Visva Bharati University in collaboration with National Institute of Social Defence (NISD) Ministry of Social Justice & Empowerment GoI, New Delhi & Anthropological Survey of India, New Delhi on 18th & 19th January 2020 by Mrs. Amita Dutta (Assistant Professor, ID).

CONFERENCES/ SEMINARS/WEBINARS/WORKSHOPS ATTENDED BY FACULTY MEMBERS



Faculty : Prof. Deepali Singhee, Principal
Mrs. Samita Gupta, HOD & Asstt. Prof., Deptt. of TCFS
Ms. Yamini Dhanania, Asstt. Prof., Deptt. of TCFS
Mrs. V Sujitha, Asstt. Prof., Deptt. of TCFS
Dr. Richa Chauhan, Asstt. Prof., Deptt. of TCFS

Seminar : **Conference on Textiles & Apparel**

Organizer : Indian Chamber of Commerce
(12th July, 2019)



Faculty : Dr. Debolina Chatterjee, Asstt. Prof., Deptt. of HD

Workshop : **Innovative Teaching Skills for Indian Classroom: Need of the Hour**

Organizer : Bijoy Krishna Girl's College, Howrah
(29th & 30th July, 2019)



Faculty : Ms. Mayuri Das Biswas (Head Librarian)

Conference : **Data Representation and Organization Techniques**

Organizer : Indian Statistical Institute, Bangalore in collaboration with Drexel University, USA
(2nd to 4th July, 2019)



Faculty : Ms. Mayuri Das Biswas (Head Librarian)

Workshop : **Specialized scanners for Archives entitled Digitization: a different perspective**

Organizer : Vikmans Multimedia India Pvt. Ltd
(15th July, 2019)



Faculty : Prof. Deepali Singhee, Principal

Orientation : **Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2020**

Organizer : Guru Nanak Institute of Technology, Kolkata
(13th August, 2019)



Faculty : Prof. Deepali Singhee, Principal
Dr. Shweta Tuteja Rakshit, Asstt. Prof.,
Deptt. of TCFS & IQAC Coordinator

Seminar : **Disruptive Innovation in Higher Education**
(2nd Edition of CII Higher Education of Indian Industry)

Organizer : Confederation of Indian Industry, Eastern Region
(17th August, 2019)



Faculty : Prof. Deepali Singhee, Principal
Ms. Damanjeet Kaur,
HOD & Asstt. Prof., Deptt. of FSNM

Seminar : **Global Links India Alumni Connect Launch**

Organizer : USA State Department of Global Women's Issues,
Tupperware Brands Corporation and Crummers -
Graduate School of Business, Rollins College,
Florida, USA
(22nd August, 2019)



Faculty : Prof. Deepali Singhee, Principal

Seminar : **Academics Meet**

Organizer : Chinmaya Transformation Circle
(1st August, 2019)



Faculty : Ms. Swapanapriya Shetty, Asstt. Prof., Deptt. of Com.
Ms. Shreya Agarwal, Asstt. Prof., Deptt. of Com.

Seminar : **New Paradigms in Management**

Organizer : Association of Indian Management Schools (AIMS)
in association with Bharatiya Vidya Bhavan Institute
of Management Science (BIMS)
(24th August, 2019)



Faculty : Dr. Shweta Tuteja Rakshit, Asstt. Prof.,
Deptt. of TCFS & IQAC Coordinator
Mrs. Punam Mehra, Asstt. Prof., Deptt. of HD
Ms. Yamini Dhanania, Asstt. Prof., Deptt. of TCFS
Dr. Anindita Deb Pal, Asstt. Prof., Deptt. of FSNM
Mr. Debjyoti Dey, Asstt. Prof., Deptt. of Com.
Ms. Riddhi Jain, Asstt. Prof., Deptt. of Com.

Seminar : **Faculty Knowledge Sharing Program
on Pedagogy in Digital Era**

Organizer : ICFAI Business School
(24th August, 2019)

faculty development initiatives



Faculty : Ms. Geetika Sachdeva, HOD & Asstt. Prof., Deptt. of HD
Mrs. Punam Mehra, Asstt. Prof., Deptt. of HD
Ms. Swati Tulshan, Asstt. Prof., Deptt. of HD

Concert : **Musical Concert (Swedish Pop band ABBA)**

Organizer : Breaking through Dyslexia
(16th August, 2019)



Faculty : Ms. Divya Mehta, Asstt. Prof., Deptt. of FSNM

Conference : **4th Diabetes Educator's International Conference (DAYDEIC), 2019 -Diabetes Educator-Time to Pair up**

Organizer : Diabetes Awareness & You (DAY)
(8th September, 2019)



Faculty : Prof. Deepali Singhee, Principal
Mrs. Smita Parekh, HOD & Asstt. Prof., Deptt. of ID
Mrs. Basudha Mukhopadhyay, HOD & Asstt. Prof., Deptt. of Com.
Dr. Shweta Tuteja Rakshit, Asstt. Prof., Deptt. of TCFS & IQAC Coordinator
Mrs. Geetika Sachdeva, HOD & Asstt. Prof., Deptt. of HD
Ms. Damanjeet Kaur, HOD & Asstt. Prof., Deptt. of FSNM
Dr. Adrija Sarkar, Asstt. Prof., Deptt. of FSNM

Seminar : **Innovating Education & Educating Innovation**
(5th edition of School Excellence Conclave)

Organizer : Confederation of Indian Industry (CII), Eastern Region
(23rd November, 2019)



Faculty : Ms. Geetika Sachdeva, HOD & Asstt. Prof., Deptt. of HD
Dr. Adrija Sarkar, Asstt. Prof., Deptt. of FSNM

Seminar : **2nd Globalized Education Forum 2019 on Transpiring Intent to Reality**

Organizer : Indian Chamber of Commerce
(8th November, 2019)



Faculty : Ms. Suchitra Kumari, Asstt. Prof., Deptt. of Com.

Workshop : **Crafting & Conducting Research and How to Publish**

Organizer : St. Xavier's College, Kolkata
(9th November, 2019)



Faculty : Ms. Sudeshna Pramanik, Asstt. Prof., Deptt. of FSNM
Ms. Divya Mehta, Asstt. Prof., Deptt. of FSNM

Webinar : **8th International Webinar on Nutrivigilance**

Organizer : Signutra Inc. (Signature Nutrition), USA
(1st June, 2020)



Faculty : Mrs. A.S. Manjulakshmi, Asstt. Prof., Deptt. of Com.

Webinar : **New Structural Reforms**

Organizer : R.K.R Arts College for Women
(13th June, 2020)



Faculty : Dr. Promita Mukherjee, Asstt. Prof., Deptt. of Com.
Ms. Nilanjana Roy, Asstt. Prof., Deptt. of Com.

Webinar : **National Webinar on Emergence of New Economic Order in the Post Covid Era**

Organizer : Department of Commerce & Economics,
Vijaygarh Jyotish Ray College, Kolkata
(17th & 18th June, 2020)



Faculty : Ms. Mahua Pal, Asstt. Prof., Deptt. of Com.

Webinar : **Diving Deep to Learn**

Organizer : Calcutta University
(13th June, 2020)



Faculty : Mrs. Pritha Sen, Asstt. Prof., Deptt. of Com.
Ms. Sucharita Basak, Asstt. Prof., Deptt. of Com.

Webinar : **AI-Driven Marketing in Post COVID Era**

Organizer : Department of Commerce,
Shri Shikshayatan College, Kolkata
(18th June, 2020)



Faculty : Ms. Nilanjana Roy, Asstt. Prof., Deptt. of Com.

Webinar : **'The Socio-Economic Impact of Covid-19 Pandemic: The Indian Perspective'**

Organizer : Xavier's School of Economics, Xavier University, Bhubaneswar
(8th June, 2020)



Faculty : Mr. Debjyoti Dey, Asstt. Prof., Deptt. of Com.

Webinar : **Living with Lockdown: Lessons from India's COVID-19 Response and the Way Forward to Economic Survival'**

Organizer : Department of Commerce, Malda College, Malda and Department of Commerce and Economics, Sivnath Sastri College, Kolkata, (5th June, 2020)

Webinar : **Managing your Finances and Investments in Covid Times**

Organizer : Department of Commerce, M.E.S. College of Arts, Commerce and Science, Malleswaram, Bangalore in Association with Finmark Trainers India Pvt. Ltd. (6th June, 2020)



Faculty : Ms. Heena Sachdeva, Asstt. Prof., Deptt. of TCFS
Ms. Arpita Singh, Asstt. Prof., Deptt. of TCFS

Webinar : **Swadeshi Bloom-Indian Crafts and Technology: Impetus in the Pandemic era"**

Organizer : Nirmala Niketan College of Home Science, Mumbai (26th May, 2020.)



Faculty : Ms. Sayoni Biswas, Asstt. Prof., Deptt. of Com.

Webinar : **Social Capital in the Time of Corona**

Organizer : Seth Anandaram Jaipuria College Morning, Department of Commerce supported by IQAC (19th June, 2020)



Faculty : Ms. Sudeshna Pramanik, Asstt. Prof., Deptt. of FSNM
Ms. Divya Mehta, Asstt. Prof., Deptt. of FSNM

Webinar : **Nutritional deficiency of common Indian people and how it makes way for diseases in the present scenario**

Organizer : The Indian Dietetic Association, Bengal Chapter in association with Smart Management Consultancy (12th May, 2020)



Faculty : Mr. Swapnateet Saha, Asstt. Prof., Deptt. of Com.

Webinar : **Mathematical Perspective of Covid-19 Outbreak: Predictions, Precautions & Preventive Measures**

Organizer : Sidhu-Kanho-Birsha University, West Bengal, Purulia (11th & 12th June, 2020)



Faculty : Ms. Sucharita Basak, Asstt. Prof., Deptt. of Com.

Webinar : **Learning Statistics and Data Analysis Using Ms Excel**

Organizer : Simple Statistics Solution and Training Provider (SSSTP), Tirunelveli, Tamilnadu (19th to 21st June, 2020)

FACULTY & STAFF TEAM BUILDING EXCURSION



A Team Building Excursion was undertaken by faculty & administrative staff on 25th & 26th November, 2019 to Raichak on Ganges. Forty four faculty members & twenty three administrative staff members including the Principal participated. Several team building games were organized and were conducted by Mr. Divyak Doshi & Mr. O'Neil Pramanik from M/s. Champaklal & Bros.





FACULTY DEVELOPMENT

Dr. Anindita Deb Pal
(Assistant Professor, FSNM Department) completed a **Refresher Course** on '**Emerging Areas of Life Science (IDC)**' organized by UGC-HRDC, Jadavpur University from 27th January, 2020 to 8th February, 2020.



Ms. Swati Tulshan
(Assistant Professor, HD Department) attended a short-term course on '**Soft-skills and Entrepreneurship Development**' organized by Viharilal College of Home Science from 3rd January to 9th January, 2020 as a part of her Ph.D coursework.



Ms. Radhika Daga
(Assistant Professor, HD Department) cleared the **UGC-NET exams** held in December 2019.



Dr. Promita Mukherjee
Assistant Professor, Commerce Department completed a MOOC titled '**Learning to Teach Online**' under The University of New South Wales, Sydney through Coursera.



“Who dares to
TEACH
must never cease to
LEARN”

STUDENT'S GENERAL ELECTION, 2019

General Elections for the Student's Administrative Body (SAB) for academic year 2019-20 were held on 14th August 2019, where all students and faculties voted for their favorite candidate. Student's Council (SC) was formed through internal voting between the members of the SAB on 20th August, 2019. On October 25th 2019, the Badge Ceremony was organized and the badges were given to the elected Student Council Members of the session 2019-2020.



Elected Student's Administrative Body (2019-2020) - Deptts. of Science

Head Girl	Shivangi Daga (Dept. of FSNM)
Class Representative PG (2 nd Year)	Sayanti Banerjee (FN), Yashvi Makdani (TC) Abiha Islam (HD)
Class Representative PG (1 st Year)	Sakshi Dugar (FN), Meghna Agarwal (TC) Priyanka Arora (HD)
Class Representative PGDDAN	Tafseer Zahra
Class Representative UG (3 rd Year)	Muskaan Gupta (Dept. of FSNM), Preksha Shah (Dept. of TCFS) Payal Raj Singh (Dept. of ID), Stuti Gupta (Dept. of HD)
Class Representative UG (2 nd Year)	Falah Ismail (Dept. of FSNM), Preksha Shah (Dept. of TCFS) Prishita Agarwal (Dept. of ID), Shiwangi Nagar (Dept. of HD)
Class Representative UG (1 st Year)	Santanika Tiwari (Dept. of FSNM), Disha Mundhra (Dept. of TCFS) Erum Feroz (Dept. of ID), Rohini Ghosh (Dept. of HD)

Elected Student's Administrative Body (2019-2020) - Deptt. of Commerce

Head Girl	Nidhi Bohra (3 rd Year, Section - A2)
Class Representative PG (2 nd Year)	Khushboo Bajaj
Class Representative PG (1 st Year)	Ashna Jaiswal
Class Representative UG (3 rd Year)	Shagun Bhansali (Accounting & Finance-1) Nikita Bahrus (Accounting & Finance-2) Shrishty Agarwal (Accounting & Finance-3) Megha Churiwala (Section B) Akansha Agarwal (Section C)
Class Representative UG (2 nd Year)	Saakshi Purohit (Sec-A), Bhavika Sharma (Sec-B), Divya Jhunjunwala (Sec-C), Shabari Vidyanand Sah (Sec-D), Meghna Agarwal (Sec-E)
Class Representative UG (1 st Year)	Payal Surana (Sec-A), Neha Choraria (Sec-B), Sushmita Kshatri (Sec-C), Simran Sadhwani (Sec-D), Khushi Jain (Sec-E)



Elected Student's Council Body (2019-2020)

Shivangi Daga	Head Girl (Science) B.Sc. (FSNM)
Nidhi Bohra	Head Girl (Commerce) B.Com. (A2)
Erum Feroz	Class Event Coordinator 1 st Year B.Sc. (ID)
Falah Ismail	Class Event Coordinator 2 nd Year B.Sc. (FSNM)
Preksha Shah	Class Event Coordinator 3 rd Year B.Sc. (TCFS)
Meghna Agarwal	Class Event Coordinator 1 st Year M.Sc. (TC)
Tafseer Zahra	Class Event Coordinator PGDDAN
Payal Surana	Class Event Coordinator 1 st Year B.Com. (A)
Divya Jhunjunwala	Class Event Coordinator 2 nd Year B.Com. (C)
Shrishty Agarwal	Class Event Coordinator 3 rd Year B.Com (Acct. & Fin.-III)
Khushboo Bajaj	Class Event Coordinator 2 nd Year M.Com.



BEE POLLEN

-A RISING SUPERFOOD

by Mrinmoyee Sinha*

In search for health, one's attention is constantly drawn to the evolutionary aspects of man's nutritional needs, the so-called cave-man diet. Everyone knows that man did not have sugarcane during the stone age and probably the only direct source for fructose, sucrose and glucose was fruit and vegetables with the exception of nectar from flowers and its concentrate, honey from wild bees.

Pollen that is collected by honey bees is referred to as Bee Pollen. Bee pollen is a ball or pellet of field-gathered flower pollen packed by worker honeybees, and used as the primary food source for the hive. It consists of simple sugars, proteins, minerals, vitamins, fatty acids, and a small percentage of other components. Natural health practitioners promote it as a superfood due to its nutrient-rich

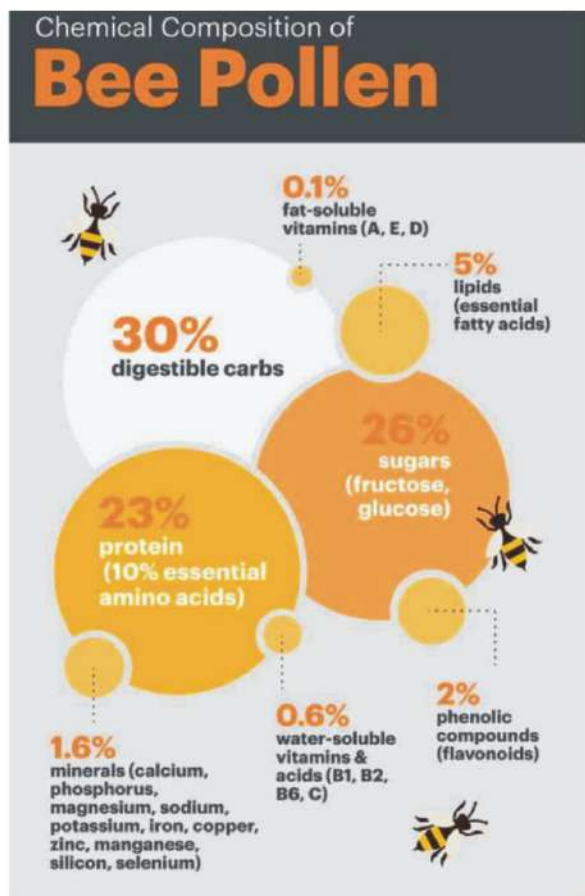
profile that includes tocopherol, niacin, thiamine, biotin, folic acid, polyphenols, carotenoid pigments, phytosterols, enzymes, and co-enzymes.

Bee pollen is a raw material from which bees produce bee bread, or ambrosia. They collect pollen from plant anthers, mix it with a small dose of the secretion from salivary glands or nectar, and place it in specific baskets (corbiculae) which are situated on the tibia of their hind legs. These are called pollen loads. The field bees collect and transport the bee pollen to the hive.

The collected pollen is stored in brood cells, mixed with saliva, and sealed with a drop of honey by flightless bees packed in honeycomb cells. Next, the surface of the collected pollen is covered with a thin layer of honey and wax.

The substance which has been created is bee bread which undergoes anaerobic fermentation and is thus preserved due to the arising of lactic acid. Bee bread constitutes the basic protein source for the bee colony. Moreover, it is also the source of nutritional and mineral substances for royal jelly produced by worker bees.

Bee pollen occurs in the anthers of seed plants in the form of 2,5-250µm grains. The grain dust is encompassed inside a double-layered cell wall. The internal cell wall is called intine, while the external one is called exine. The exine defines itself by a strong resistance to physicochemical factors. Furthermore, on its surface, there are numerous pores and furrows as well as a layer of balsam which facilitates sticking of the pollen to bees' abdomen.



Depending on the plant species, pollen grains differ in shape, color, size, and weight. Further shape of the grains are also diverse, they can be round, cylindrical, bell-shaped, triangular, or thorny. Their weight is equal to a dozen or several dozens of micrograms. Majority of the pollens consist of single grains which are sometimes joined with two or more grains.

The color of the pollen is varied and ranges from bright yellow to black. The pollen basket, which is brought to the hive, usually consists of the pollen from one plant. The group of plants from which only pollen is collected includes poppy, corn, and lupine, while from other melliferous plants bees collect both nectar and pollen. Bees do not collect pollen from grass. However, they may occasionally collect fungal spores from moldy plants.

'It takes one bee working eight hours a day, one month to gather just one teaspoon of bee pollen granules. That small teaspoon of bee pollen granules contains a whopping 2.5 billion grains of flower pollen. Bee pollen benefits are more apparent when we consider the magnitude of the nutrient density in each little granule'.

Therapeutic Property

Bee pollen is used around the world for medicinal and therapeutic purposes. It has numerous health benefits, which are due to the range of antioxidants, amino acids and micronutrients found in the pollen. A variety of primary and secondary metabolites contained in bee pollen exhibit a wide range of properties and bioactivities, i.e. anti-oxidant, anti-inflammatory, anti-carcinogenic, anti-bacterial, anti-fungal, hepatoprotective, and anti-atherosclerotic activities capable of modifying or regulating immune functions.

Anti-oxidative Effects

Bee pollen is perhaps attributable to the activity of antioxidant enzymes as well as to the content of secondary plant metabolites such as phenolic substances, carotenoids, vitamin C, vitamin E, and glutathione. Bee pollen contains, quercetin, caffeic acid, caffeic acid phenethyl ester (CAPE), rutin, pinocembrin, apigenin, chrysin, galangin, kaempferol and isorhamnetin.

Anti-inflammatory Effects

Pollen compounds (e.g. polyphenols or flavonoids) may exert beneficial effects on numerous cells which play a crucial role in host defence against invading pathogens and in inflammatory processes. The anti-inflammatory action of flavonoids may result from the activity of quercetin, which inhibits the arachidonic acid metabolism. A decrease in the arachidonic acid level reduces the level of pro-inflammatory

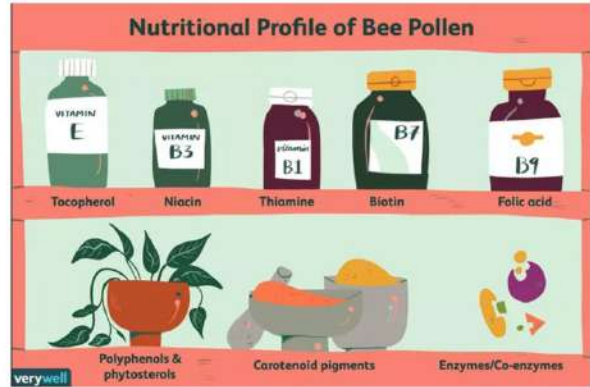
It takes one bee working eight hours a day, one month to gather just one teaspoon of bee pollen granules. That small teaspoon of bee pollen granules contains a whopping 2.5 billions grains of flower pollen



prostaglandins and provides anti-inflammatory effect. The anti-inflammatory and analgesic action of flavonoids in bee pollen helps relieve pain and prevent platelet aggregation.

Anti-carcinogenic Activity

The anticarcinogenic activities may be derived from its antioxidant properties, i.e. suppression of oxygen reactive species (ROS) formation and removal or inactivation of oxygen reactive species. There are also reports about the ability of bee pollen to induce apoptosis and stimulate secretion of tumour necrosis factor-alpha.



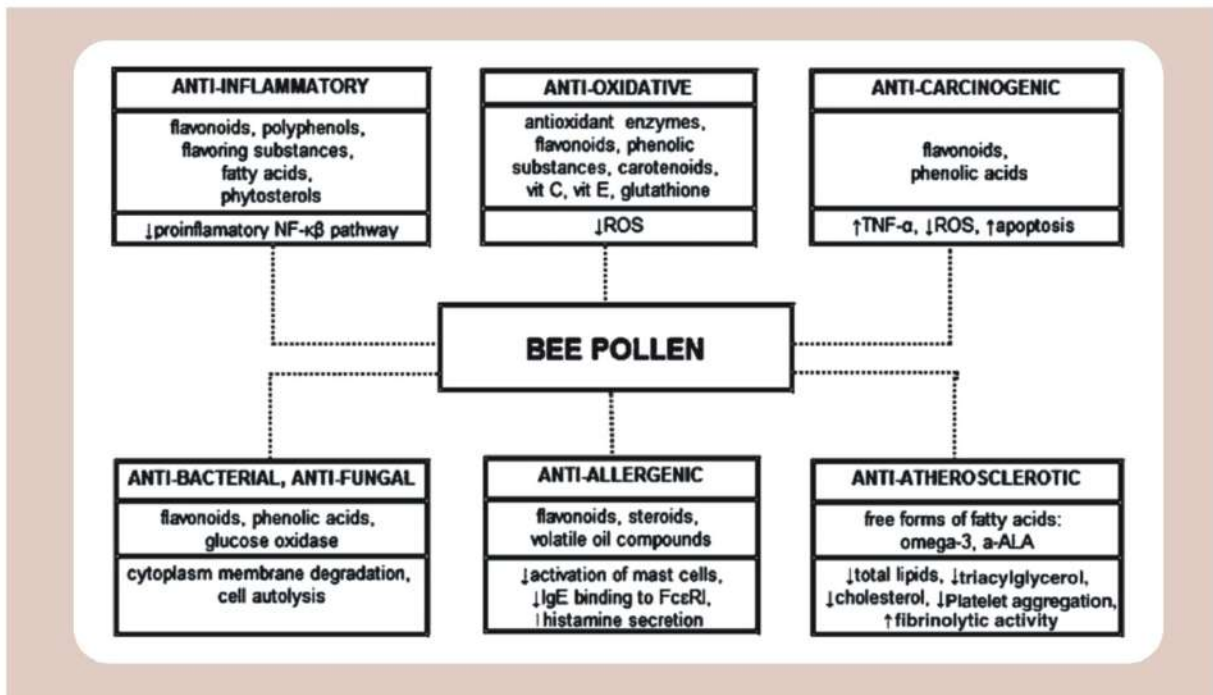
Hepatoprotective and Detoxifying Activity

In several studies on animals, pollen bioactive substances have been reported to improve liver function. Pollen extracts have been found to lower pathological levels of enzymes and bilirubin present in the blood of individuals poisoned with organic compounds or drugs. This detoxifying pollen activity is associated with the presence of polyphenols, mainly flavonoids and phenolic acids.



Anti-microbial Activity

Pollen also helps prevent infection because of its antimicrobial activity, allowing a wound or burn to heal quickly.



HOW TO TAKE BEE POLLEN FOR THE FIRST TIME

- 1 Place one bee pollen granule under your tongue.
- 2 Let it dissolve completely. It is absorbing rapidly through your mucous membrane directly into your bloodstream.
- 3 If you experience no reaction, this is a good sign. You can increase your dose the following day by one granule.
- 4 If on Day 2 you experience no adverse reaction after consuming two granules, increase the number of granules that you consume the next day by one.
- 5 Continue to add one granule daily if you experience no allergy symptoms for one month or until you feel confident that you will not experience an allergic reaction.

IMPORTANT NOTE:

Keep in mind that allergic reactions to bee pollen, while rare, can be dose dependent. This means that you may not experience symptoms at a particular dose but if increasing your dose by too large a margin, you may experience symptoms. Increase your daily amount slowly.

Bee Pollen Buzz

Health Benefits of Bee Pollen

Promotes Healing of burns

Bee pollen can be used as a topical ointment to speed up the healing of burns and is especially useful as a home remedy for burn relief. The pollen includes kaempferol, which inhibits the activity of enzymes after a burn and decreases inflammatory reactions and swelling.

Prevents Ageing

Because pollen is a great source of many vitamins and minerals; it can also help keep the skin looking younger and glowing. It stimulates blood supply to the skin cells, helps detoxify the body, reduces the appearance of wrinkles and speeds up the healing process.

Helps Relieve Stress

Because of the nutrition facts and tonic properties of bee pollen, it improves blood supply to nervous tissue, boosting mental capacity and strengthening the nervous system that may be weakened due to stress. That makes it one of the most effective natural stress relievers. It may be particularly useful for people with a lack of energy, especially the elderly. Even small doses of bee pollen over an extended period of time improves mood and physical endurance.

Serves as a Dietary Supplement

Diet supplementation with bee pollen results in strengthening muscle function and increasing body mass. Moreover, bee pollen supplements have shown a positive effect on probiotic viability on increased apparent viscosity of fermented milk beverages.

Safety of Bee Pollen

Bee pollen appears to be safe for most people, at least when taken for a short term i.e. 30 to 60 day period, depending on the dosage. A lower dose can be consumed with a bee pollen mixture.

The biggest safety concerns about bee pollen are the allergic reactions, which may be an issue for people who are allergic to pollen. Serious allergic reactions to bee pollen have been reported, including potentially life-threatening anaphylaxis. Symptoms can include itching, swelling, shortness of breath, light-headedness and severe whole-body reactions.

There is also some concern about bee pollen stimulating the uterus and threatening pregnancy, which is why pregnant women should avoid using pollen or use it under guidance of a health care provider. Woman should also avoid using bee pollen during breastfeeding. It can also cause increased bleeding if taken with certain blood thinners like warfarin.

POLLEN
Nature's perfect nutritional supplement
All essential amino acids
Rich in B vitamins
& other vitamins
Trace minerals
Antioxidants
Fights odd or flu

HONEY
Fights infection
Boosts immune system
Anti-bacterial
Antiviral

ROYAL JELLY
Elixir of Life
Complete source of amino acids
Anticancer
Anti-bacterial
Fights infection
Skin health

PROPOLIS
Infection-fighting powerhouse
Antioxidants
Healing properties
Fights cold, flu & sinusitis

BEE VENOM
Nature's Botox
Anti-wrinkle properties
Found in skin creams

Discover the
Secrets of the Bees
SecretsOfTheBees.com



CLICK-POST-LIKE-EAT

VISUAL HUNGER TO DIGITAL SATIATION

by Sadhika Nagar*

After some chatter, and patient waiting, the food arrives on the table. But what happens? Everyone takes out their phones to capture the food with "Camera's eat first age", a meal cannot start without first photograph of the meal and sharing it on social media. People do not mind standing on chairs or tables to get the best angle. Some would even let their dishes or drinks get cold during this process. It is all about the perfect picture that they can subsequently post on Instagram.

Much of the research on food available on social media has been focused on the behavioural aspects of social media user. Several researches focus on changes that happen to the communicator's brain system when they see photos of food.

One of the brain's key roles is to facilitate foraging and feeding. It is presumably no coincidence, then, that the mouth is situated close to the brain in most

'The Influence of media on cultural and social practices including eating habits over the recent decade is extensive. It is controlling how consumers THINK about, TALK about and above all EXPERIENCE food'

animal species. "We eat first with our eyes." Various studies have shown that humans rely heavily on their eyes while consuming food. When we eat, we perceive not only the taste and aroma of food, but we also get a sensory input from our surroundings - our eyes, ears, even our memories about surroundings. Studies on human neuroscience show, that viewing food photos can lead to changes in neural activity, physiological responses, behavioural responses, and visual attention. It may increase the viewer's visual hunger.

There is also a growing number of studies highlighting ways in which food communication is perpetuated through different types of social media applications. Social media constitutes a platform in which food maintains a substantial presence; this could become an effective tool in tackling the global overweight epidemic.

Every year, millions of food pictures are posted on social media. Instagram is the most popular medium for all those picture-perfect dishes, snacks and drinks. 'Instagrammable' food has become a lifestyle,


especially for millennials - the generation between roughly 18 to 36 years old. They are always in search of the perfect photograph, with immaculately composed food on a perfect plate in a perfect setting.

Thanks to Instagram influencers and a host of foodie bloggers, food has become a clickable #Status Symbol, and it has completely




TASTY
#NUTRITIOUSMEAL
INSTAGRAMMABLE FOOD


THE PSYCHOLOGY OF FOODSTAGRAMMING




#yummy #foodporn #instafood #food ARE TOP HASHTAGS.




23% of Instagram users keep a photoblog with DAILY MEAL PHOTOS.



The 10 most popular foods aren't that healthy. PIZZA IS NUMBER 1.



22% of food photos are of self-cooked meals TO SHOW OFF TALENT.



Taking a photo before meal can make us enjoy it more. FOODSTAGRAMMING IS A RITUAL.

The concept of visual hunger is divided into four concepts: neural (response), physiological changes, behavioural and visual attention. In neural response, the participant responds more quickly and also more accurately to high-calorie food photos than low-calorie food photos. The photographs tend to affect the psychological thoughts of the individual also. There is an increased production of saliva (salivation). Besides that, the heart rate of the individual increases and there are changes in the cephalic phase that releases insulin.

To better understand food and its complex relationship with social media, we need to consider how diets and food habits connect people culturally. While food and nutrients are necessary for human survival, they also function as important objects in culture and as rich sources for metaphor. Culture thus becomes a primary factor that dictates human eating behaviours, which suggests that the social meaning and metaphors of food can affect food choices and implicate which types of food confer social acceptance.

changed the way we eat. These days, many choose to wait in line for hours, just to try the latest rainbow cookie dough burger and post about it on social media. Whether it is actually tasty seems secondary. It is all about being "SOCIAL AND CONNECTED" through FOOD.

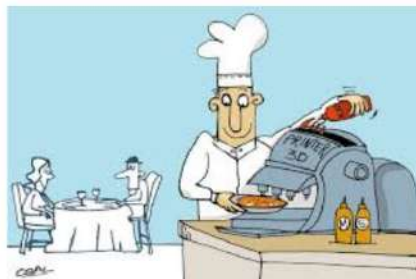




3D FOOD PRINTING

by Syed Afrien*

Additive manufacturing or what is now popularly known as 3D printing, has seen tremendous growth in the technological sector over the past few years. There has been a steep rise in the number of products being printed three dimensionally, from concept cars to guns, children's toys to prosthetics, houses, etc. With its new found popularity and the potential to disrupt a variety of industries, 3D printing is now also finding vast acceptance in the food industry. The concept is based on a tabletop 3D printer that can print affordable and tasty meals without the extensive need for the knowledge of cookery. Although in its nascent phase, 3D printing is poised to change the future of the food industry, and its impact is already being felt on a global scale.



The origins of this technology dates back to 1984 when Charles Deckard Hull developed Stereolithography (SLA). Although the history of 3D Food Printing is less than 15 years old, the desire of a rapidly fabricating custom-made food was expressed early in the 1960s through the movie, Star Trek. Thereafter, various 3D systems were created and though they had certain disadvantages; their potential was undeniable. The first known open source printers capable of printing food was developed at Cornell University, USA around 2005 by Hod Lipson, an engineer along with other collaborators. The idea of creating 3D decorations on the cake surfaces using hand cream extruders may be considered as the precursor of 3D Food Printing process. The latter is an automated version with computerized design pattern for fabrication compared to the previous manual process.

The concept of 3D printing is very straightforward, wherein a 3D printer acts in the capacity of an industrial robot, and helps to create models which are either designed using CAD or via a 3D scanner. 3D printed

objects if used with a well-calibrated printer can incredibly be close to its design source. Three-dimensional (3D) Food Printing, also known as Food

Layered Manufacture is a digitally controlled, robotic construction process which can build complex 3D food products layer-by-layer. The revolutionary food manufacturing technique precisely mixes, deposits, and cooks layers of ingredients, so that users can easily and rapidly experiment with different material combinations. With this technology, food can be designed and fabricated to meet individual needs, depending on specific health conditions and physical activities, by adjusting and controlling the amount of printing material to suit individual nutrition requirements. It integrates additive manufacturing and digital gastronomy techniques to produce 3D custom-designed food objects without object-specific tooling, molding or human intervention.

Food printer platform basically consists of a XYZ three axis stage (Cartesian coordinate system), dispensing/sintering units, and a user interface. With computer controlled three axes motorized stage and material feeding system, such platforms can manoeuvre food in a real-time way. Food composition can be deposited/sintered essentially point by point and layer by layer according to a computerized design modeling and path planning configuration. In order to invent and personalize new dishes rather than simply automate traditional food fabrication process, at least four functions are proposed: metering, mixing, dispensing and cooking (heating or cooling). Currently, only the dispensing and cooking functions are available in the commercial or self-developed food printing platforms.

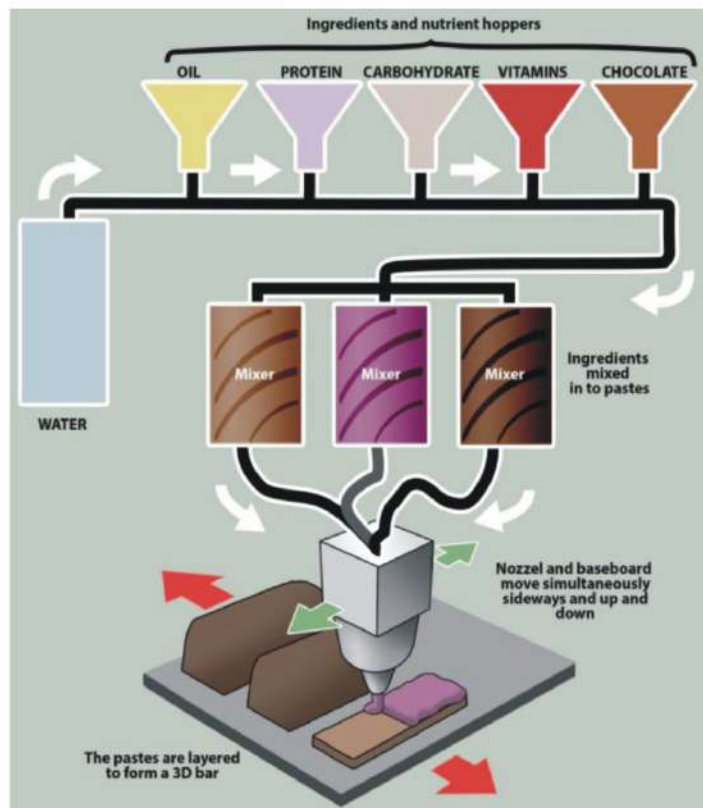
Techniques Used

Extrusion based Printing / Fused Deposition Modelling (FDM)

It is most commonly employed for 3D printing of food. Also known as the Hot-melt extrusion method, it combines the principle of extrusion and deposition. Materials used in this method are either solid based or in paste form. Fused deposition manufacturing involves applying material extruded from the nozzle



layer-by-layer, and the nozzle may be heated. The extruded material is heated slightly above its melting temperature, so as to solidify almost immediately after extrusion and weld to the previous layer. This type of n of the present



printer can be equipped with one or more extruders, which enables simultaneous printing of several components. The example of food, fabricated through this technique, is dough, meat paste and cheese. This method finds its application in making candies, chocolates, decorations made of sugar and in confectionery. The food printer designs based on FDM has a compact size, and has a relatively low maintenance cost. The disadvantages associated with this printing included appearance of seam line between layers, long fabrication time, and delamination. This hurdle has been solved by improvisation of the present technique and formulation of novel methods including Binder Jetting Technology and Inkjet Food Printing.



Binder Jetting Technology

It combines the principle of power binding and binder drop-on demand deposition. Materials suitable for this technology are generally liquid, powder based. In this technology, food materials or binders are successively deposited on to the powder bed surface through nozzle. The droplets of binders are usually of diameter less than 100µm. After deposition of the liquid binder, the entire surface of the powder bed is exposed to a fixed amount of heat, commonly done using a heat lamp. The purpose of this step is to establish an appropriate mechanical strength by means of partially cured binder within the generated layer to withstand the shear and gravitational



compressive forces involved in the spreading and printing of subsequent layers. These steps are repeated for each layer until the whole feature is completed. The advantages of this technology includes support structures required in layer fabrication, very high production speed, conduction of complex 3D food fabrication with ease and low cost materials but suffers from rough surface finish and high machine cost. This type of method finds application in making chocolate, pizza (powder form) and counterfeit foods.

Inkjet Printing

It works using principle of drop-on demand deposition and continuous jet printing. This technology uses liquid based, low viscosity materials. There are two variations in this method: continuous jet printing and drop-on demand printing. In the first type, an ink is ejected continuously through a piezoelectric crystal by vibrating it with a constant frequency; while for drop-on-demand printer, a valve is used to control the amount of ink to be ejected out from heads under designed pressure. The printing rates of drop-on-demand systems are generally slower than the continuous jet systems. However, the resolution and precision of produced images are higher. The



inkjet printing method finds application in creating surface filling or decorating food surfaces, such as cookie, cake, and pizza; but does not find application in constructing complex food structure. Examples of typical deposited materials are chocolate, liquid dough, sugar icing, meat paste, cheese, jams and gels. Sugars and sugar-rich powders can be selectively sintered to form complex shapes. After a layer of fresh powder is spread, a sintering source will move along X and Y axes to fuse powder particles so that they can bind together and form a solid layer. This process is repeated by continuously covering the fused surface with a new layer of material particles until completing a 3D object.

Selective Sintering Technology

It can be used to make food-grade art objects and toffee shapes. The powder bed is heated to just below melting point of the material to minimize thermal distortion and facilitate fusion to the previous layer. This process is repeated by continuously covering the fused surface with a new layer of material particle until a 3D object is formed.



Selective sintering offers more freedom to build complex food items in a short time without post-processing. This technology is suitable for materials with relatively low melting point such as sugar or sugar based products.

Printing Components

The components for food printing are divided into three categories:

1. Natively printable materials
2. Non-printable traditional food materials
3. Alternative ingredients

Natively printable materials are those that can be extruded smoothly from a syringe, such as chocolate, cake frosting, hydrogel, cheese, hummus, pasta dough, butter and jelly. However, it also includes materials in the form of powder, such as sugar and starch. Some traditional foods that have been successfully tested are like pasta, a material for the production of which has been judged by the viscosity, consistency and solidifying properties. Food products made by natively printable materials can be modified completely based on taste, nutritional value, and texture.

The non-printable traditional food materials include meat, rice, vegetables and fruits. In order to make them suitable for extrusion used in 3D printing, hydrocolloids like xanthan gum and gelatine are added.

Alternative additives like insect powder are still in the stage research and development. It is being studied as a protein source to replace traditional meat. Ideally ingredients of the subject should be pureed, gel-like, molten, powdered, liquefied or in the form of a dough. These textures are used to ensure smooth functioning of 3D printers. Ingredients extracted from algae, fungi and seaweeds can also be printed three dimensionally.

Food printers may become part of an ecology system, where networked machines would order new ingredients, prepare favourite food on demand and also collaborate with doctors to develop healthier diets

CHOC EDGE

In 2012, the first commercially available 3D chocolate printer was launched officially to the market by a company named the Choc Edge Ltd., UK. The device was called Choc Creator and it works on FDM technology and creates 3D edible chocolate models. The chocolate is melted and heated in syringe and is applied layer by layer to obtain the final product. Since then, new models were introduced by this and other companies.

BOCUSINI

Another example is a Bocusini 3D food printing system, which is a simple, economical printer which can be used for products made of sugar, chocolate, sweet jellies, pastries and marzipan, cheese, mashed potatoes and vegetables, as well as ground meat. The printer can also create patterns and inscriptions on user's request apart from making products in the form of flowers and figures.

CHEFJET

Another series of 3D printers called ChefJet series printers are also available. This printer is able to create three-dimensional edible creations with sugar with high level of complexity. The printed products formulated may have different flavours, such as chocolate, vanilla, mint, apple, watermelon or cherries.

CHOCOBOT

The first commercial chocolate 3D printer made in India is named the ChocoBot. This printer not only prints directly with chocolate but can also print using poly-carbonates which can then be used as a mould with liquid chocolate. The liquid chocolate is frozen in the mould and the mould can thereafter be removed.

FOODINI

Foodini, another invention now available in India is the first 3D food printer kitchen appliance that combines technology, food, art and design and uses real, fresh ingredients to contribute to healthy eating.



Choc Edge



ChefJet



Bocusini



ChocoBot

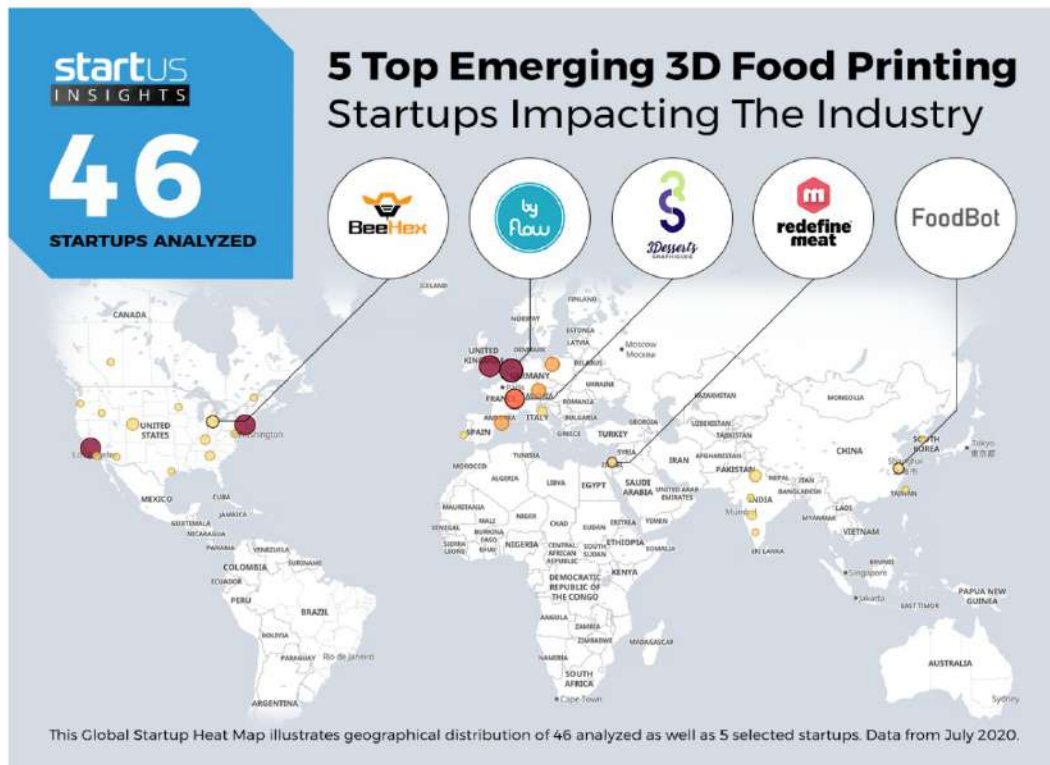


Foodini

3D printed foods add artistic capabilities to fine dining and extends mass customization capabilities to the culinary sector. This technology finds widespread application in providing personalized nutrition, sustainable food, simplifying customized foods supply chain, reformulating food processing technologies, facilitating space explorations as well as reducing food wastage. 3D food printing enables a precise control of an individual's diet, and ensure fresh and healthy dishes that exactly meet their needs and preferences.

Unlike manually customized food fabrication, 3D printing of food does not require a huge set-up cost. Thus, it is extremely economical for the company. Since food can be customized in shape, colour, texture, flavour as well as nutrition; it proves to be very useful in various fields such as space exploration and healthcare.

Various organizations and restaurants including National Aeronautical and Space Administration (NASA), The Hersey Company and Mélisse use 3D printing due to its increasingly important role in food processing. This technology can help in reducing food wastage and enhancing environmental sustainability. It can also help in alleviating world hunger by efficient use of available foods and use of alternative food sources.





SUGAR

UNCONVENTIONAL

by Priya Shukla*

Sugar, which refers usually to sucrose, a disaccharide, is a natural, sweet-tasting, water soluble crystalline carbohydrate; every gram of which added to the diet provides four calories.

Sugar obtained from sugarcane and sugar beet is one of the most widely consumed sweetening agents. Other natural sources include fruits, honey, grain and milk. Owing to their ill health effects on surplus consumption of sugar in the form of obesity, diabetes and tooth decay, a search for alternative sources of sweeteners devoid of health hazards has been explored by many.

A sugar substitute is a food additive, which mimics the effect of sugar on taste while containing significantly less food energy than sugar-based sweeteners, making it a zero-calorie or low-calorie sweetener.

Substitutes can be either natural or artificial. Artificial sweeteners may be derived through manufacturing of plant extracts or processed through chemical synthesis. Natural sugar

“ Sugar has no nutritive value and is an addiction that is hard to break. It is a prime enemy to human health. Hence, replacing normal sugar with the unconventional one may be beneficial ”

substitutes are those that occur naturally in certain fruits, vegetables and leaves.

The production and use of unconventional sugar dates back to 1992, when coconut sap was used by Indonesians to prepare coconut sugar. These unconventional sugars are yet again gaining importance due to their low-calorie content.

Properties that an acceptable sweetener of commercial utility must possess

- Sufficient sweetening power
- No unpleasant aftertaste
- Non-carcinogenic & non-mutagenic
- Reasonably inexpensive
- Thermo-stable (i.e. resists cooking temperatures)
- Little or no calories

Classification of Sweeteners

Sweeteners, which give food a sweet taste, are classified as Carbohydrate Sweeteners (caloric) and Non-Carbohydrate Sweeteners (non-caloric). Caloric sweeteners are also called nutritive/bulk sweeteners and include sugar and natural modified sugars.

The non-caloric sweetening agents are also called non-nutritive sweetening agents, as they have no caloric value and cannot be fermented by microorganisms of the oral cavity. The non-caloric sweeteners are generally much sweeter than sucrose and can, therefore, be used in smaller amounts.

Sweeteners can also be classified based on the time of origin. Saccharin, cyclamate and aspartame which were the earliest known sweeteners are referred as 'first generation sweeteners'. The newer sweeteners such as acesulfame-K, sucralose, alitame and neotame are categorized as second generation sweeteners.

The sweeteners approved by the Food and Drug Administration (FDA) of the United States are aspartame, acesulfame-K, saccharin, sucralose and neotame only. Also, Stevia, a natural sweetener made from extracts of a plant, has been approved for limited use.

Stevioside

Stevia is a calorie-free, non-cariogenic, natural sweetener. Stevioside is an intensely sweet, naturally occurring compound found in the leaves of a small shrub, Stevia rebaudiana Bertoni, also called yerba dulce. It is native to Paraguay and Brazil, but is now primarily grown in China and Japan.



It is 250-300x sweeter than sugar. The sweetness comes from compounds called glycosides. Stevioside is heat and pH stable, resistant to acid hydrolysis and non-fermentable that makes them advantageous over the non-caloric sweeteners and good for baking. In 1995, the FDA approved the import and use of stevia as a dietary supplement, but not as a sweetener. Stevia is found under these brand names- Only Sweet, PureVia, SweetLeaf, and Truvia.



Caloric Sweetener

Sugar	Sucrose, glucose, dextrose, fructose, lactose, maltose, galactose, isomaltulose, trehalose, tagatose, sucromalat
Natural Modified Sugars	Honey, cream syrup, palm or coconut sugar, sorghum syrup, high fructose corn syrup, caramel, inverted sugar

Non-Caloric Sweetener

Sugar Alcohols	Sorbitol, xylitol, mannitol, erythritol, malititol, lacticol, glycerol
Artificial	Saccharin, aspartame, sucralose, neotame, acesulfame K, cyclamate, neohesperidin dihydrochalcone, alitame, advantame sucralose
Natural	Stevioside, monk fruit, miraculin, licorice, monellin

Siraitia grosvenorii (Monk Fruit)

Monk fruit, or luo han guo, is a small herbaceous perennial vine of the gourd family, Cucurbitaceae, native to Southern China and northern Thailand and named after the monks who first cultivated it centuries ago. Though known since long, it has recently become popular for its potential health benefits and was approved in 2010 by the FDA as a sweetener. It has been used in China as a low-calorie sweetener for cooling drinks and in traditional Chinese medicines. It is 100-250x sweeter than sugar and



is believed to have antioxidant properties. The antioxidants, mogrosides in monk fruit provide the sweetness. These antioxidants have anti-inflammatory properties.

They are found in granular form and can be used as a direct replacement to sugar in baking and beverages.

Miraculin

Miraculin is a natural sweetener obtained from a shrub that produces berries having the property of causing sour substances to taste sweet. It is grown in West Africa and its active ingredient, miraculin is a glycoprotein with a molecular weight of about 44,000. It is



effective in sweetening citrus fruits, berries, yogurt etc. and found under the brand name Miralin miracle fruit drops.

Licorice

Licorice is a natural sweetener derived from licorice root (glycyrrhiza glabra). It is 50x as sweet as sucrose. It is used as an expectorant & in pharmaceutical vehicles. 'It reduces the solubility of enamel & prevents fall in pH during incubation of saliva-glucose mixtures'



solubility of enamel & prevents fall in pH during incubation of saliva-glucose mixtures'

Monellin

Monellin is a fruit of the West African shrub known as serendipity berry (Dioscoreophyllum cumminsii) was discovered in 1969. The relative sweetness of



this sweet protein varies from 800 to 2000x compared to sucrose. Monellin has a slow onset of sweetness and has a lingering aftertaste. Its sweetness is pH-dependent and

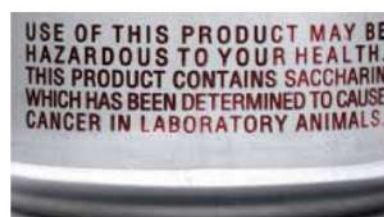
heat over 50°C at low pH denatures the monellin proteins, causing a loss of the sweetness and making it unsuitable for processed food. Monellin can be useful for sweetening some foods and drinks, as it is a protein readily soluble in water due to its hydrophilic properties.

Saccharin



Saccharin was the first sweetener to be accidentally discovered and is the original non-nutritive sweetener. Saccharin is a man-made chemical that is 300x sweeter than sugar. This provides a potent sweetening flavor to anything it encounters, however many are not fond of the bitter flavor that accompanies it. Saccharin is not metabolized in the body and is excreted via urine. It is

known to cause reactions in people who have sulfa drug allergies. Sweet N' Low (the pink pack) and Necta Sweet are the common brands available in the market.



'It was originally classified as an "anticipated human carcinogen" by the FDA, however it was delisted due to lack of evidence'

Aspartame

Aspartame is the most widely used non-cariogenic sugar substitute commonly added to diet sodas, gums, yoghurt, puddings, gelatin, snack foods and diet or "sugar free" foods.

Aspartame is 180x sweeter than sugar. Aspartame is made up of three main components: phenylalanine, methanol, and aspartic acid. Once it gets in the body, methanol can be either excreted through the urine or broken down to formaldehyde, a highly toxic substance. Aspartame is a possible neurotoxin and has been found to increase oxidative stress in the brain. It can disrupt certain neurotransmitters in the brain leading to behavioral disorders, anxiety, headaches, seizures, and insomnia in sensitivity people. Aspartame was the first sweetener to be approved by the FDA in 1981 and despite its known potential toxicity, it remains on FDA's "Generally Recognized as Safe" list, while some people maybe highly sensitive to it. The most common brand names are Equal (the blue pack) and Nutrasweet.



'Aspartame is detrimental to body's physiology and really should be avoided'

Acesulfame K

Acesulfame K (Ace-K) is a new artificial sweetener, approved in 1998 for use in soft drinks, candies, toothpaste, mouthwashes and pharmaceutical preparations. It is 200x sweeter than sugar. Although not found individually marketed, it is most commonly found in "diet" drinks like Pepsi One or Coke Zero Sugar. Ace-K is excreted unchanged in the urine. It may stimulate insulin secretion and increase hypoglycemia which can be problematic for those with blood sugar imbalances.



Sucralose

Sucralose or Splenda (yellow pack) is a non-nutritive, non-caloric derivative of sucrose and made by replacing hydrogen in sugar with chlorine atoms. The molecular change to the sugar molecule means that only about 20-30% gets metabolized by the body. Sucralose is 600x sweeter than sugar. Splenda is marketed as being safe for people who have



DID YOU KNOW?



SUGAR
IS 8 TIMES AS
ADDICTIVE AS COCAINE.

WHAT'S INTERESTING IS WHILE

COCAINE

AND

HEROIN

ACTIVATE ONLY ONE SPOT FOR PLEASURE IN THE BRAIN,

SUGAR

LIGHTS UP THE BRAIN LIKE A PINBALL MACHINE.

tea, coffee, carbonated & non- carbonated beverages, chewing gums etc.

Sugar Alcohols

Sugar alcohols, also known as polyols, are ingredients used as sweeteners and bulking agents. They are made by adding hydrogen to sugar and can be easily identified because they end in -ol, such as sorbitol, xylitol, lactitol and erythritol. They occur naturally in foods and come from plant products such as fruits and berries. Sugar alcohols are not commonly used in home food preparation, but are found in many processed foods. They are about half as sweet as sugar. Sugar alcohols are not calorie-free, but are lower in calories (about a half to one-third less calories) than pure sugar and have minimal impact on blood sugar. Like many other artificial sweeteners, they are not broken down in the body. This is because they are converted to glucose more slowly, require little or no insulin to be metabolized and do not cause



Sorbitol (D-glucitol)

It is moderately sweet (about half that of sucrose) and relatively inexpensive. Candies and chewing gums sweetened with sorbitol are available commercially. 'Sorbitol-sweetened gums reportedly have low cariogenicity when they were chewed three times a day'



Maltitol

Maltitol also termed reducing maltose, is disaccharide alcohol of glucose and sorbitol obtained by the hydrogenation of maltose. The sweetness of maltitol is 75-80% that of sucrose and its quality of taste resembles that of sucrose.



Xylitol

The sugar corresponding to xylitol is xylose. It is a non-fermentable, pleasant tasting, non-cariogenic polyol. It has sweetness similar to that of sucrose and has a cooling effect on the mouth. It is primarily used in chewing gum. 'Regular use of xylitol-containing chewing gum reduces the amount of dental plaque as well as increases the salivary flow'



Lactitol

Lactitol is disaccharide alcohol of galactose and sorbitol obtained by the dehydrogenation of lactose. It has a sweetness that is 30-40% of sucrose, and its quality and taste resemble that of sucrose. It is not easily metabolized by acidogenic and polysaccharide forming oral microorganisms.



Though use of sugar substitutes is beneficial for various kinds of health-related issues, it should be taken only in moderation. Excessive intake may lead to health hazards like tooth problem, obesity, diabetes, hypertension, bloating, intestinal gas, diarrhoea and other cardiovascular diseases. Some of the artificial sweeteners in humans have shown to result in headache, dry mouth, dizziness, nausea, vomiting, diarrhoea and hepatotoxicity.

RELATIVE SWEETNESS OF ARTIFICIAL SWEETENERS TO SUGAR/SUCROSE

Stevioside	:	250-300 x sweetener
Siraitia Grosvenorii	:	100-250 x sweetener
Miraculin	:	100 million x sweetener
Licorice	:	50 x sweetener
Monellin	:	800-2000 x sweetener
Saccharin	:	300 x sweetener
Aspartame	:	180-200 sweetener
Acesulfame K	:	200 x sweetener
Sucralose	:	600 x sweetener



DETOX DIET ACTIVATED CHARCOAL

by Simran Agarwal*



Activated charcoal has become an instant health trend after being presented as a miracle supplement and being featured in products like teeth whiteners, face masks, and detox drinks. Moreover, it has quickly caught on as a food trend, although the powder does not add much to the flavour. Current researches in food and health sciences have identified several health benefits associated with its consumption.

Activated charcoal, also known as activated carbon, is carbon material (like wood or coconut shells) that has been

processed with steam, hot air or chemicals at extremely high temperatures to erode the internal surfaces of carbon material, thereby creating a microporous

structure and very large internal surface area of 900-2000 m²/g for binding to several substances on their surfaces. This process termed as 'adsorption' is responsible for the detoxification and healing properties of this product. The porous texture carries negative charge which binds to positively charged toxins and gasses.



Activated charcoal is not absorbed into the blood stream, so it can only bind to molecules directly in the gastrointestinal tract. It is significantly effective at adsorbing toxins within one hour after they are ingested. Several by-products of food digestion such as gasses often induce gastrointestinal discomfort. Consumption of activated charcoal counteracts the above by binding to these end-products and assists in the reduction of bloating and abdominal cramps.

Activated charcoal has proved to be helpful in treating a variety of ailments including diarrhoea, kidney problems, hangovers and many more. It is even helpful in cases of drug overdoses and poisonings when administered

effectively to treat overdoses of prescription drugs such as sedatives as well as over-the-counter medicines such as analgesics. It is also effective for drugs like aspirin, opium, cocaine, morphine and acetaminophen overdose. However, activated carbon has limited efficacy as an antidote in cases of heavy metal poisoning. Research published in the British Journal of Clinical Pharmacology indicates that single-dose activated charcoal can elicit substantial reductions in drug absorption in acutely poisoned patients. It is important that the proper amount is administered within an hour of ingestion.

In addition, activated charcoal can be used in cases of food poisoning when nausea and diarrhoea are present. Patients with trimethylaminuria (a genetic condition characterized by the fishy smell of urine, sweat, and breath) can benefit from the use of activated carbon. Researches conducted in the



Application of a combination of ½ teaspoon of activated charcoal with 1 tablespoon of coconut oil on the bee sting or mosquito/snake bite is advantageous

past have shown that accumulation of odorous trimethylamine can be reduced by adsorption with activated charcoal after systematic multiple dosing regimens.

Activated charcoal also finds its use in removing toxins present in low quality processed food as well as those obtained from environmental pollution that usurp ones energy and contribute to brain fog and digestive issues. Chronic exposure to toxins can cause cellular damage, allergic reactions, compromised immunity and rapid aging. Regular use of charcoal can remove unwanted toxins from our bodies thereby improving energy levels, cognitive functioning as well as immunity. Use of activated charcoal helps promote a healthy gastrointestinal tract by removing toxins that cause allergies, oxidative damage and poor system function. Removal of the allergens restore the natural homeostasis of metabolic, hormonal, and cardiovascular functions thereby aiding in alleviation of respiratory, cognitive, and digestive disorders.

Scientists have also found the use of activated charcoal to be helpful in reducing cholesterol levels across several clinical studies. It was

immediately. Applying activated charcoal to insect bites, rashes, poison ivy, bee stings, mosquito bites and snake bites can alleviate the pain as well as the stinging sensation.

It adsorbs many substances such as alkaloids, vitamin K antagonist, and acetaminophen. 50-100 grams of activated charcoal mixed with water or sweetened liquid can be used

observed that bile acids and high-fat content from food were adsorbed on the surface of activated charcoal in the gut. This, in turn, reduced the absorption of fat from the gut. Moreover, low-density lipoprotein (LDL, "bad cholesterol") level was reduced, and high-density lipoprotein (HDL, "good cholesterol") level was increased.

Furthermore, through studies, activated charcoal has confirmed to help whiten teeth while promoting good oral health. It functions by changing the pH balance in the mouth, thereby helping to prevent cavities, bad breath and gum disease. It also works to whiten teeth by absorbing plaque and microscopic pieces of food that affect the colour of teeth. According to research conducted by a professor of dentistry at King's College London it was concluded that

DOSAGES

**Adults : 50-100 gm initially followed
12.5 gm every hour**

**Children : 25-50 gm
(1-12 yrs)**

**Children : 25-50 gm
(Upto 1 yr)**

1 tsp of charcoal powder dissolved in 1 cup of water along with rich fibrous diet and adequate intake of water will help in detoxification without any harmful side effects

charcoal toothpastes may be helpful in removing external (extrinsic) staining on teeth without negative abrasive effects.

Activated charcoal has proved to be beneficial in preventing cellular damage to major organs like kidney and liver, as well as supporting healthy adrenal gland by helping the body flush out the toxins and chemicals that cause internal damage. Studies have shown that it is able to remove organic and inorganic compounds from the body, and it tightly binds with metallic compounds. Toxic moulds that causes depression, kidney and liver failure, decreased

brain function, heart disease, eye irritation, headaches, vomiting, impaired immune system function and severe respiratory distress can also be removed using activated carbon. Charcoal has also proven to be an effective agent for removing 90 percent of mould in a tested solution.



The use of the product has proved to provide relief to an itchy or sore scalp. Blend of a tablespoon of activated charcoal with shampoo during wash is beneficial. This is due to the anti-fungal properties of charcoal that helps to control and remove any irritating bacteria on the scalp, providing soothing relief from any itchiness or discomfort.

Another important use is in preventing premature aging and in acne reduction. Activated charcoal has been implicated in acne reduction owing to its ability to trap and adsorb dust and microorganisms that can contribute to the problem stated. This property has been explored and utilized by the cosmetic industries.

Although activated charcoal fosters several health benefits owing to its property of adsorption, consumption of the same requires medical and dietary supervision. Excessive intake may lead to minor side effects including dehydration, constipation and black stools, or in serious, but rare cases, slowing or blockage of the intestinal tract, regurgitation into the lungs and dehydration. Excessive intake may also cause the charcoal to combine with vitamins, minerals, anti-oxidants as well as certain therapeutic drugs owing to the non-specific nature of adsorption portrayed by it. It can also interfere with prescription medicine by decreasing the amount that the body absorbs, which can reduce the effectiveness of the medication. Potential adverse interactions with certain painkillers, antidepressants, arthritis drugs, diabetes medications, beta-blockers, antiarrhythmics, antihistamines and so forth have been reported.



FASHION FROM FOOD WASTE

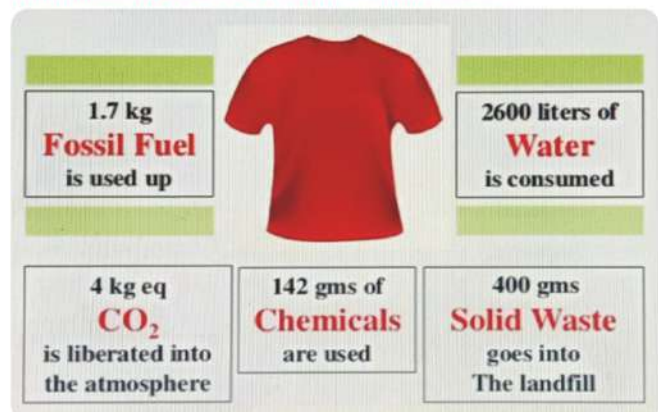
by Yashvi Makdani*

Saving our planet has been a major talking point not only in politics, but in our everyday lives as well. Our focus should be on reducing our carbon footprints and making the planet a cleaner place for future generations. For centuries, clothing industry has relied on the use of natural fibers like cotton, silk, wool and linen, and other materials such as leather and synthetics. With time, the overwhelming surge in garment manufacturing has placed an enormous strain on our planet's natural resources.

Natural fibers exert an adverse impact on the environment. Cotton in particular has been linked to soil erosion and water contamination due to pesticides. It is a water intensive form of cultivation and requires around 10,000 liters of water to

produce just one kilogram of cotton that is just enough to make a single t-shirt. On the other hand, synthetic fibers also have had a negative impact on the environment. Polyester is known to produce carcinogens, such as terephthalic acid and ethylene glycol in the process of its production and with every wash of the finished product hundreds of thousands of plastic microfibers enter the water supply.

Manufacturing a 250g Cotton T-Shirt means



* 2nd Year M.Sc. in TC Student

Food farming and further processing also generates huge amount of waste in the form unconsumed parts of plants like leaves, stalks, fruit peels etc. Food waste is simply food that was intended for consumption but is discarded along the food supply chain. Wastage may be generated during storage, processing, transportation and marketing. About 95% of the food we throw away ends up in landfills. Most of the material is a waste; it is either burnt or left to rot, and has a detrimental effect on the environment. Even as our food resources grow scarce, food wastage continues to be a rising global problem.

The earth's natural resources are under immense pressure, and the fashion industry is an enormous contributor to that cause. With resources becoming even scarcer, the industry will face rising costs vis-à-vis labor to materials and energy costs. Nowadays, a number of companies are opting for a circular economy, recycling agricultural waste, the discarded byproducts from the cultivation of orange, banana, sugarcane, and other crops. Many companies are striving to optimize these business practices which on one hand solve wastage caused by food consumption and on the other hand turn it into natural, resourceful fibers for the fashion industry. A number of natural fiber products are manufactured from the food-crop waste.

AGROLOOP

The Agraloop™ Bio-Refinery, a new technology developed by materials science company Circular Systems S.P.C. (Social Purpose Corporation), Los Angeles, transforms food crop waste into high-value natural fiber products in a cost competitive and scalable way, providing sustainable and regenerative benefits. The Agraloop™ is capable of turning food waste such as banana peels, pineapple leaves and hemp stalks and a range of feed stocks including oil-seed hemp, oil-seed flax, and rice straw as well as pineapple leaves, banana tree trunks and sugar cane bark into natural fiber that can be woven into clothing. Along with clothing, Agraloop Biofibre can turn waste into packaging, organic fertilizer, and bio-energy.



The waste materials mentioned, plus sugarcane and flax stalk, alone could generate up to 250 million tons of fiber each year if processed through the Agraloop, meeting the global demand for fiber two and a half times over. In 2018, the cutting-edge corporation Circular Systems won the H&M Foundation's Global Change Award for their Agraloop Biofibre technology. The farmers are also encouraged to acquire their own Agraloop systems, so that they can earn extra income from creating natural, sustainable fiber from materials which would otherwise be left to rot, producing alarming amounts of methane when set on fire creating further air pollution.

VEGEA

Vegea textile project was born in 2016 for the production of bio-based technical textiles by an Italian company as an alternative to leather. The vegetal raw materials and by-product of the wine industry (grape marc) consisting of grape skins, pips and stalks that are left over after crushing the grapes during wine production. The name VEGEA comes from the combination of VEG (Vegan) and GEA (Mother Earth). It was chosen to identify next generation of alternative materials to totally oil-based and animal-derived ones.

Vegea's 'wine leather' does not only just feel like conventional leather and have similar properties; it has a whole load of other advantages too. Firstly, it does not need any water to produce it - unlike conventional leather which has a huge water footprint and also does not require a complex and toxic tanning process. The

tanning and other treatment processes associated with animal leather involves huge amounts of poisonous chemicals and heavy metals. And because leather is often imported from low-resource countries with unsafe working conditions, many leather workers are constantly exposed to toxic chemicals, seriously damaging their health.

The negative impact is absent in case of Vegea. Vegea is produced in several versions which differ by technical and aesthetic properties such as thickness, elasticity, weight, finishing, texture, backing textile and bio-based content. Its main fields of application are in fashion & design, automotive & transportation and packaging.



PARBLEX

Chip[s] Board makes a range of materials from potato waste suitable for interiors and fashion markets. The company's second material, a bioplastic called Parblex, is steadily gaining momentum in the fashion industry for fastenings and is being prototyped as buttons and eyeglass frames. Parblex has a beautiful textured finish and is available in three colors: smoke, tortoiseshell and snow.

Chip[s] Board has a zero-waste production system where even the off-cuts from material production are reincorporated back into the process. Looking to become a material innovation company rather than the producer of a single material, Chip[s] Board is looking for several other options such as bamboo, spent grain, coffee grounds and hemp to create materials with unique and beneficial properties.



ORANGE FIBER

Orange Fiber, the first patented material obtained as a citrus juice by-product transforms industrial waste into a sustainable and biodegradable textile. The silk-like cellulose yarns can be blended with other materials. When used in its purest form, the citrus textile is characterized by a soft and silky texture, is lightweight, and can be opaque or shiny.

Orange Fiber not only contributes by reducing the cost and the environmental impact of citrus pulp disposal, but creates a high quality and sustainable textile. An Orange Fiber product when worn close to the skin nourishes it and the effects are guaranteed for twenty washes, for now. Three prototypes are obtained from the fray with citrus fruits yarn: a lace silk black and white, a duchesse; colour neutral between white and cream, to be used for the summer jackets or cocktail dresses, and a fabric like viscose, to be assembled with shirts and summer clothes for daily use.



PIÑATEX

Piñatex, is a natural, non-biodegradable leather alternative made from cellulose fibres extracted from pineapple leaves, PLA (polylactic acid) and petroleum-based resin. It is created by felting the long fibres from pineapple leaves together to create a non-woven substrate.

The pineapple industry globally produces 40,000 tonnes of waste pineapple leaves each year, which are usually left to rot or are burned. Approximately 480 leaves (the waste from 16 pineapple plants) are needed to create 1 square meter of material. Pinatex is thus produced without the use of toxic chemicals and heavy metals as is done in the processing of animal leather. It is produced in a range of colours and finishes, including a textured surface and a

metallic finish. Piñatex is breathable and flexible. It has been described as having a softer, more pliable, 'leather-like' texture compared to other synthetic leathers. It can also be cut, stitched, embossed and embroidered and been used in the manufacture of bags, shoes, wallets, watch bands, and seat covers. Bourgeois Boheme, a vegan footwear label, uses Piñatex in their sandals.



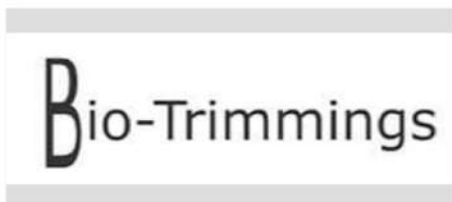
AIRMEM™

Sportswear is often made using synthetic fabrics because of their ability to wick moisture, but these fabrics often present a severe odour problem. AIRMEM™, the latest S.Café® innovation, is based on a membrane containing 25% of coffee oil extracted from spent coffee grounds, the membrane is aimed to replace petroleum-based materials with a more sustainable alternative.



HOYAN-IP-BIO-TRIMMINGS

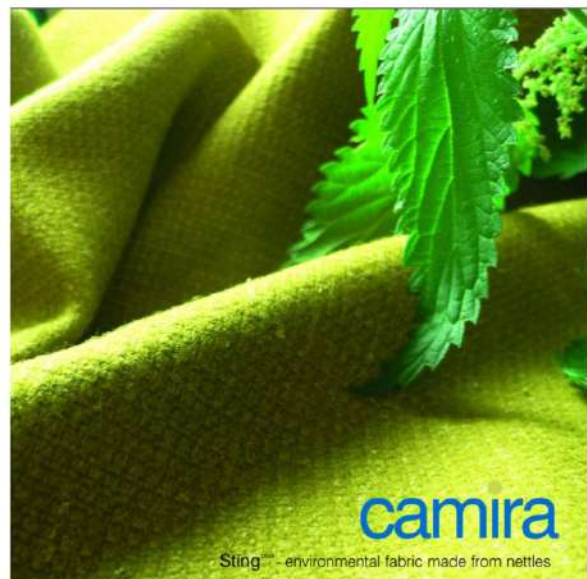
Bio-trimmings, a British jewellery brand with a sustainable vision to transform food waste into unique, desirable and eco-friendly trimmings. The dried food from the trash waste (orange peels, lemon pits, apple pips etc) is cooked, blended and re-formed into sustainable fashion products like bags, earrings, rings and even buttons and trimmings. The brand uses different techniques to bond the components together forming a durable structure.



STING

Sting is not just the name of a fabric, it's the name of a LINK project through the Sustainable Technologies Initiative with funding from UK government department Defra (Department for Environment, Food and Rural Affairs). Sting plus is the result of several years' research and development in order to make a sustainable fabric from nettles. Camira have led a successful use of the common stinging nettle as the raw material fiber input for a new environmental textile for contract upholstery applications.

What's often thought of as a persistent weed with a painful sting is in fact an incredibly beautiful plant with a myriad of uses. Nettles have all kinds of medicinal and healing properties; they can be used in soaps and shampoo; they are used as flavorings in wine, tea, soup and beer; and their stems contain long, strong and soft fibers with high performance technical characteristics making them ideal for use in contract furnishing fabrics.



The fashion industry is one of the most globalized industries in terms of the flow of goods, services and people, but it is only over the past couple of years that the social and environmental impacts have been taken up seriously by decision-makers. Several companies are transforming food wastes, which would otherwise contribute to pollution or environmental degradation, into breakthrough sustainable fashion.



POLYESTER RECYCLED

by Dhvani Rathod*

Nearly half of the world's clothing is made of polyester and Greenpeace forecasts this amount to nearly double by 2030. The athleisure trend is one of the main reasons behind it with an increasing number of consumers looking for stretchier and more resistant garments. The problem is, polyester is not a sustainable textile option, as it is made from polyethylene terephthalate (PET), the most common type of plastic in the world.

Polyester is a synthetic fibre that was patented in 1941 and the use of the material has grown ever since. It is made from petroleum, a non-renewable resource, such as ethylene glycol and dimethyl terephthalate. By 1968, synthetic fibres, such as polyester, surpassed the use of natural fibres including cotton and wool. With 49% of the global fiber production more than 63,000 million tonnes of polyester fiber are produced annually, polyester is the most widely used fiber in the apparel.

The production process is energy-intensive, and the dyeing in particular requires high temperatures. The processing of petrochemicals results in generation of large quantities of hazardous waste with emissions that can be irreversibly damaging to air, soil and water. In addition, the production involves huge quantities of water, chemicals and use of fossil fuels. The raw materials and by-products are toxic, pollute water and air and cause several health issues. Apart from the environmental factor, the non-biodegradable fabric has an artificial shine and feel. It does not breathe like cotton or other natural fibers, which makes the experience of wearing polyester hot and sweaty.



Step 1:
Plastic PET containers are picked up at community recycling centers, then sorted by type and color.

Step 2:
They are stripped of their labels and caps, washed and crushed, then chopped into flake.

Step 3:
The flakes undergo a second melting and are made into consistently shaped pellets.

Step 4:
The pellets are melted and extruded to make fibre. The fibre is crimped, cut, drawn and stretched, then baled.

Step 5:
The baled fibre can be processed into fabric for a variety of textile product end uses.

As more people participate in the never ending cycle of fast-fashion, it causes real damage. For example, polyester shirts have "more than double the carbon footprint of a cotton shirt". It also decomposes at a much slower rate than organic fabrics. The green version of the polyester textile is the "Recycled Polyester".

Unlike polyester, recycled polyester uses PET in the form of plastic water bottles as the raw material. This kind of recycling prevents generation of landfills.

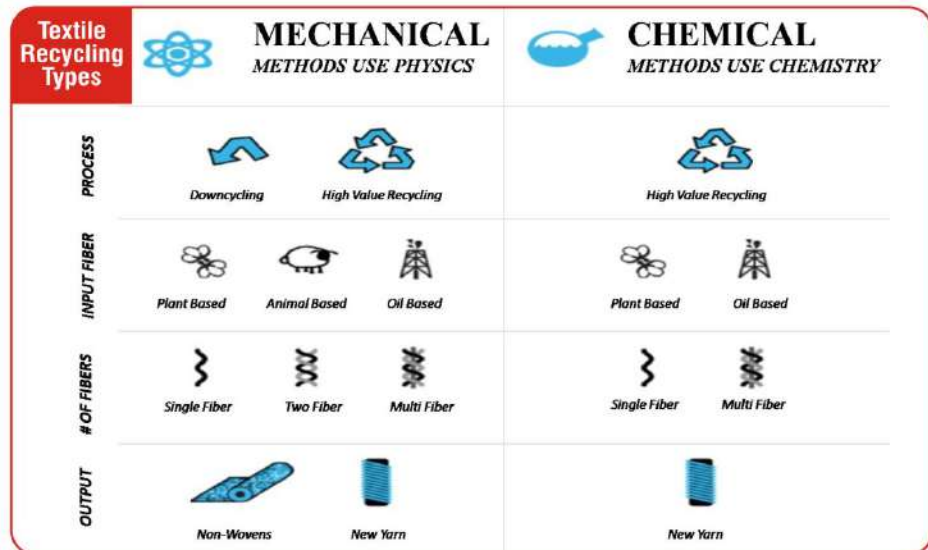
Recycled polyester is a relatively new trend in the eco fashion industry and is promoted by Textile Exchange (TE) as a preferred fiber. It can be either mechanically or chemically recycled, with feedstock consisting of either pre or post-consumer waste that can no longer be used for its intended purpose. This includes returns of materials from the distribution chain.

The recycling is actually achieved either by a mechanical or chemical processes. The mechanical process uses wastes from plastic bottles turned into polyester chips to form the fiber again by the traditional dry spinning process. Chemical recycling is taking a waste plastic product and returning it to its original monomers, which are indistinguishable from virgin polyester. Those can then go back into the regular polyester manufacturing system. Most rPET is obtained through mechanical recycling, as it is the cheapest of the two processes and requires no chemicals other than the detergents needed to clean the input materials. However, through this process, the fibre can lose its strength and thus needs to be mixed with virgin fibre.

Manufacturing of recycled polyester yarn from bottle

Recycled polyester yarn manufacturing is very easy and economical. It begins with sorting and grading of plastic bottles, followed by chopping/grinding them into small pieces, which is finally melt spun. The molten polymer passes through a number of tiny holes of the spinneret, as it emerges out, it forms thin filaments. These filaments are used nowadays by both woven and knit industry.

Fabrics made from recycled PET is 10times more stronger than normal polyester fabric



Collection of plastic bottles

Most plastic bottles are thrown away after single use. This generates a lot of plastic waste. According to the report by World Economic Forum over 165 million tons of plastics content in the ocean comprises of 8.8 million tons of bottles alone every year. By following Bring Schemes and/ or Deposit refunds schemes plastics bottle could be collected.



Sorting (grading) of plastic bottles

Most of the plastic bottles are marked with number "1 to 8" inside of the three arrow triangle symbol of recycling symbol that is present on each bottle. Sometimes below the numbers you also find the abbreviations for the plastic type (PETE, HDPE, etc.). The most widely accepted plastics for recycling are number 1 and 2, also most of plastic containers are type 1 and 2. Below is a list of the numbers, full names of the plastics they refer to, and some examples of common containers made of that product.



Number 1 - PETE - Poly(ethylene terephthalate)
Soda bottles, water bottles, cooking oil bottles, and medicine containers.

Number 2 - HDPE - High-density Polyethylene
Containers for: laundry/dish detergent, milk, shampoo, conditioner, also various toys, and grocery bags.

Number 3 - V - Poly(vinyl chloride)
Pipes, shower curtains, clear medical tubing, vinyl dashboards and seat covers.

Number 4 - LDPE - Low-density Polyethylene
Wrapping films, grocery bags, and sandwich bags.

Number 5 - PP - Polypropylene
Tupperware, yogurt tubs, (orange) medicine containers, and plastic caps of soda bottles.

Number 6 - PS - Polystyrene
Plastic cups, disposable cutlery and cups (clear and colored), coffee cups, packing peanuts, Styrofoam insulation.

Number 7 - OTHER
They are made of any combination of 1-6 or another, less commonly used plastic.

Sorting is done both automatically and manually: in the former, automatic machines separate plastics from glass, metals, and paper. Here, clear PET and unpigmented HDPE milk bottles are also identified and separated. By using the Fourier-Transform Near-Infrared (FT-NIR) spectroscopy and optical color recognition camera systems, materials can be categorized and sorted out. Sorting performance can be maximized by using techniques including X-ray detection.

Crushing: After crushing post-consumer PET waste, it is converted into bales.

Flake Production & Washing

The sorted plastics are crushed, the material shredded into small fragments, separated and washed. It still contains dry by that contain residues of the original content, shredded paper labels, and plastic caps. In washing plants, flakes are washed and only 2-3m3 water per ton of material is required to clean the flakes.

A fabric made from recycled polyester requires 80% less energy and 90% less water than virgin polyester that made directly from oil.

Drying: PET flakes are very sensitive to moisture and if not dried can result in adverse mechanical properties after melt extrusion. The molten flakes must have very low moisture level prior to extrusion. Different drying processes are available after removal of contaminations such as dehumidifying and infrared drying. After drying flakes are passed through electrostatic separator to separate metals from flakes.



Melt filtration and contaminant removal

After removal of contaminants, polymer is melted. A "screen changer" machine is used to separate contaminants mechanically from the melt. A large hole in the steel drill allows the flow of polymer melt smoothly. The melt can be further heated, reheated and re-melted if necessary.

Re-melting of flakes to convert yarn

PET bottle flakes are re-melted and passed through spinnerets, to be extruded as filaments. A cooling system automatically cools the filament. The length of the yarn depends on the requirements and is used to manufacturing fabric both in woven section and knit section. CVC, PC etc. yarn can also be mixed with cotton fiber for blended results. By adding color during melting, colored yarn is also produced.



Pros of Recycled Polyester

Managing landfill and oceans

Recycled polyester gives a second life to a material that is not biodegradable and that would otherwise end up in landfills or in the oceans. According to the NGOs Ocean Conservancy, 8 million metric tons of plastic enter the ocean every year, on top of the estimated 150 million metric tons that currently circulate in marine environments. Keeping this pace, by 2050 there will be more plastic in the ocean than fishes.

rPET is as good as virgin polyester, but takes less resources to make

Recycled polyester is almost as the same as virgin polyester in terms of quality, but its production requires 59 percent less energy compared to virgin polyester. rPET's production reduce CO2 emissions by 32 percent in comparison to regular polyester. In addition, recycled polyester can contribute to reduce the extraction of non renewable crude oil and natural gas to make more plastic.





Cons of Recycled Polyester

Recycling has its own limitations

Many garments are not made from polyester alone, but rather from a blend of polyester and other fibers. In that case, it is more difficult, if not impossible, to recycle them. Even clothes that are 100 percent polyester cannot be recycled forever.

Limited Life

Plastics cannot be infinitely recycled; each time plastic is heated it degenerates, so the subsequent iteration of the polymer is degraded and is used to make lower quality products.

The process of recycling PET impacts the environment too

Another issue concerning the recycling process of polyester is that the chips generated by mechanical recycling can vary in colour: some turn out crispy white, while others are creamy yellow, making it difficult to achieve. Keeping consistency in colour some dyers use chlorine-based bleaches to whiten the base. Inconsistency in dye uptake makes it difficult to get good batch-to-batch colour consistency and this can lead to requirement of re-dyeing involving high use of which requires high water, energy and chemical.

Moreover, some studies suggest that PET bottles leach antimony, a substance known to be causing cancer. Antimony oxide is typically used as a catalyst in the process of making PET bottles and polyester. Health agencies around the world say there is no reason for concern, as quantities are too small to be considered toxic (500 mg/kg PET). Even so, Textile Exchange names "finding substitutions for antimony" as one of "challenges" for rPET's



Recycled polyester releases microplastics

Last but not least, some counter argue the affirmation that rPET keeps plastic from reaching the ocean. It still does, as man-made fabrics can release microscopic plastic fibers. According to a recent study from Plymouth University, in the UK, each cycle of a washing machine can release more than 700,000 plastic fibers into the environment. It does not matter if garments are from virgin or recycled polyester; they both contribute to microplastics pollution.

Brands associated with recycling of polyester

Parley for the Oceans

It is an organization dedicated to addressing the threats against our oceans. In a well-known collaboration with Adidas, the thought leader and footwear giant created a line of Adidas Ultra Boost Parley shoes that fuse performance-oriented footwear and sustainable progressive materials and has since made inroads into apparel sector also. Each shoe repurposes approximately 11 plastic bottles intercepted before entering the ocean.

Patagonia

It has been making recycled polyester from plastic soda bottles since 1993, making it the first outdoor clothing manufacturer to turn trash into fleece, according to the company. Now, the company makes its recycled polyester fibers from a blend of used soda bottles, unusable manufacturing waste, and worn-out apparel. The recycled polyester can be found in a wide range of Patagonia's collection, ranging from t-shirts and winter weather gear.

Flyknit by Nike

It was developed in response to feedback from runners who wanted a shoe with snug fit like socks. After four years of collaboration amongst programmers, engineers, and designers, the company created the technology to make a knit with static properties for structure and durability. The result is a featherweight upper that does not lose its shape, but feels formfitting and seamless. The company says Flyknit shoes reduce the material waste of traditional cut and sew method by an average of 60%, and each pair is made from the equivalent of six recycled plastic bottles.

Vivo barefoot

It is an industry leader for barefoot shoes, and their recently released PET collection turns approximately 17 throw-away plastic bottles into a new pair of shoes. The PET offerings provides minimalist sports shoes, trail shoes, 'ultimate' land and sea boots, and street wear like suede chukka boots. All styles prioritize wearability, durability, and a design meant to mimic the foot's natural anatomy and enable more sensory feedback, and each folds up to the size of a rolled pair of socks.

Undoubtedly, the benefits of recycled polyester, helps to move the needle in the design of sustainable clothing. Recycled polyester not only contributes to the reduction

of petroleum extraction, but it also consumes lesser energy than the regular method, and allows for a much longer life-cycle of the garment. Since the recycling process can be repeated instead of disposing of unwanted garments, it diminishes the environmental impact that comes with garment waste.





SHAHTOOSH

A SHAWL TO DIE FOR

by Anmol Chanani*

Shahtoosh meaning 'king of wool' in Persian, is a type of soft, fine wool collected from the underfur of Tibetan antelope, chiru (*Pantholops hodgsonii*). The possession of a shahtoosh shawl is a sign of social and economic status because of its rarity and beauty. The shawls are very expensive and have been in great demand as a luxury product in high-end fashion markets world-wide. Before the ban, a plain shahtoosh would range from Rs.15,000 to Rs.40,000 depending on the quality of wool used. The intricately embroidered shahtoosh shawl could even go up to eight to ten lakhs of rupees.

Shahtoosh is the world's finest wool (7 - 10 microns) having the lowest micron count, followed by vicuña. These shawls were originally very few and could only be woven by highly skilled master Kashmiri artisans. The origin of shahtoosh long was shrouded in rumour. One common myth was that it came from the down of a "Siberian goose." Another was that the Tibetan antelope naturally shed its wool, and those hair clumps were then collected. The gravest threat posed to Tibetan antelopes is large-scale illegal hunting for meat and fleece.



Shawls sold for \$ 500 in India can fetch 30 times more in US & Europe

Shahtoosh shawls are so fine that a large shawl can pass through a wedding ring, and hence the name "ring shawls". The quality of Shahtoosh is determined by the quantum of Toosh or Tibetan Antelope down in the fabric. The measurement system used is Dani (in Kashmiri), where 1 Dani equal to 1/16 of the fibre composition. The typical types of Toosh are:

- Shurah Dani or 16 Dani: 100% Toosh Shawl,
- Bah Dani or 12 Dani: Mixture of 75% Toosh and 25% Pashmina
- Aeth Dani or 8 Dani: Mixture of 50% Toosh and 50% Pashmina with the warp of Toosh and the weft of Pashmina.

A major source of raw material for shahtoosh, the Tibetan antelope is a rare species that exclusively inhabits the Qinghai- Tibet Plateau. Three to five individual skins are required to make a single shahtoosh shawl, as each animal produces only 100-120 g of down hair. The demand has hence led to a dramatic decline in the population of Tibetan antelopes and processing or weaving of shahtoosh is a punishable offence in many countries. Chiru has been classified as Grade-I animal and listed as an endangered species under CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) and the import of any part or product of Pantholops is prohibited by U.S. law. Trade for shahtoosh and other Tibetan antelope products have been fully prohibited since 1979.

However, the weaving of Shahtoosh shawls continues in secrecy in Kashmir due to high demand by western buyers and antelope killing and smuggling remain rampant at the Indo-China borders.

Shahtoosh is smuggled into Kashmir from Tibet and woven into shawls and scarves. While the source of Shahtoosh is Tibet, but manufacturing (spinning and weaving) exclusively takes place in Kashmir valley. Many shahtoosh weavers live in the Edgar district of Srinagar, Kashmir. They make the shahtoosh shawls



Characteristic features of Shahtoosh and Pashmina

Identification of Shahtoosh requires a high level of skill. It is easy to get confused between Shahtoosh and Pashmina since they look very similar. The distinctive characteristics of the hair of Tibetan antelope are the continuous lattice medulla that completely fills the diameter of the shaft and the rounded shape of the medullar cell allows its easy identification. Fiber length ranges from 30 to 34 mm. The fiber has widely spaced scales and a simple coronal type pattern. The distance between the scales of Shahtoosh fibers is greater than distance between the scales of Pashmina goat underfur.

Unlike the wide array of dyes for coloured Pashmina shawls, Shahtoosh is left a natural beige-grey-brown. The absence of colour is compensated by incomparable lightness and softness finer than hair, and so it can only be delicately hand-loomed.

A distinct but a very fine diamond weave pattern is visible in Shahtoosh only under a magnifying glass whereas the diamond weave pattern in Pashmina is much larger in scale. Shahtoosh has a short self-fringe, on the other hand Pashmina has a longer fringe, either tassel fringe, twisted fringe or single knot fringe. Shahtoosh is

at home or in small workshops using handlooms. It takes a weaver about one month to a year to weave a single shawl. It takes an artisan a year to make a shawl which fetches a price of around \$27,000 in the market, while the artisan earns only about \$540.



softer, thinner and less dense as compared to other shawls made of pashmina, mohair, angora and lamb's wool.

Shahtoosh



Pashmina



Poaching of Chiru and Smuggling of Shahtoosh

According to some estimates 20,000 Chirus are shot and skinned by poachers every year for their soft hair. Biologists believe that it was during this latter period of the twentieth century that the trouble began, and the slaughtering acquired a commercial dimension. Meat was an item for barter and Chiru wool became a prized item for export to India. Conservationist estimates that if Chiru's continue to be poached they will be extinct in five to ten years.

Poachers use machine guns and semi-automatic weapons to hunt Chirus year round, not just when their coats are the thickest. The poachers like to attack the females during the breeding season when they are pregnant and gather in large numbers. Poacher sells the pelts for between \$60 and \$85 a piece to middlemen who in turn sell them for

considerably higher prices to other middlemen who finally smuggle the airy fibers from China to India.

The Shahtoosh trade still remains unidentified and according to the WTI (Wildlife Trust of India) survey, Lhasa and Shigatse in Tibet are believed to be the main hub of bulk transactions. The wool is collected from points on the 1,000 km stretch between Gar and Amdo and brought to Shigatse. Shahtoosh also comes from Qinghai and Xinjiang via the highway connecting Tibet to Qinghai. Though Shahtoosh is still carried over remote passes by Tibetan nomads using yaks as a means of transport, modern-minded traders using more ingenious methods have increasingly moved in.

Among the anti-poaching forces, Wild Yak Patrol is the most famous who arrested 66 poachers, confiscated 1,658 Tibetan antelope pelts, 545 skulls, 18 vehicles and over 12,000 rounds of ammunition in 1999 in Qinghai region in Tibet. Although there have been successes in anti-poaching efforts, enforcement officials feel that they have only been able to stop a fraction of the actual slaughter.



Laws and Treaties relating to Tibetan Antelope

International Treaty

The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) came into force on 1 July, 1975. The Tibetan antelope (*Pantholops hodgsonii*) was included in Appendix I in 1979, whereby international trade in derivatives of this species is prohibited. International Union for Conservation of Nature (IUCN) classifies Tibetan antelope as Endangered (EN2d) in its Red Data Book, which implies that the species is Endangered and though not critically endangered, it is facing a very high risk of extinction in the wild in the near future.

Domestic Laws in different Countries

China: Listed as Class I protected Animal in the Wild Animal Protection Law of 1989.

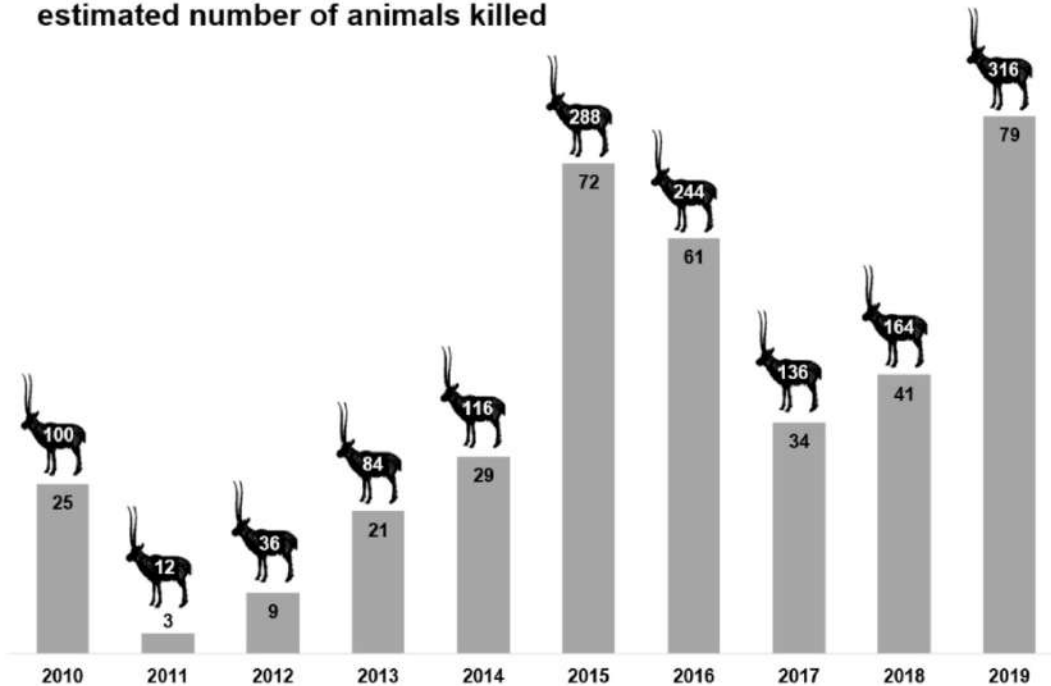
India: Listed in Schedule I of the Wildlife (Protection) Act of 1972, which extends to all of India except Jammu & Kashmir. Hunting and trade in derivatives is a punishable offense. Originally listed in Part I of Schedule II (special game) in Jammu & Kashmir Wildlife (Protection) Act of 1978. A "regulated" trade was permissible, and since no "regulation" had taken place, the High Court of Jammu & Kashmir held on 1 May, 2000 that the Shahtoosh trade was in violation of the State law, CITES and India's Export-Import Policy. Upgraded to Schedule I of the State Act in May 2002 banning hunting and trade. The import and export of all species of wild fauna and derivatives is prohibited (except for specimens which carry CITES certification) under the Export-Import Policy of India for the period 2002-2007. India fulfills its obligations under CITES by this notification under the Foreign Trade (Development and Regulation) Act of 1992. Penalties for violation are dealt under the Customs Act of 1962.

Nepal: Listed in Schedule I as an endangered species in the Nepal National Parks and Wildlife Conservation Act.

European Union: Placed under Annexure A of the Commission Regulation (EC) No. 338/97, which forms the legal basis for the implementation of CITES in the European Union. Annexure A provides the highest level of protection for endangered species equivalent to CITES Appendix I.

United Kingdom: Control of Trade in Endangered Species (Enforcement) Regulations (COTES) 1997 which provide for a large fine and a maximum two-year prison sentence for anyone found illegally trading shahtoosh. This regulation is currently being revised to strengthen enforcement powers and allow a prison sentence of up to five years.

Number of shahtoosh shawls seized in Switzerland and estimated number of animals killed



Fashion conscience by Madeeha Syed



Is their blood on your shawl?

Imagine wearing four dead animals around your shoulders. That's the average number of Chiru antelopes it takes to make just one shabtoosh shawl. And the Chiru, today, is on the brink of extinction.

The shah of shawls
Shabtoosh literally means the 'king of fine wool' in Persian. It is made from the down fur of the Chiru antelope found in India, China and Nepal. It lives at an altitude of 5,000 metres and above and has extremely light fur that is incredibly warm as well. Chirus are shy and solitary by nature that makes creating an accurate assessment of their population difficult. Because of its fine quality, it was also hard to weave into a cloth but the artisans of Kashmir, who were already making fine pashmina shawls (made from the wool of the pashmina goat), had the skills to weave this fine fur

into a fabric. It is said that Mirza Muhammad Haidar Dughlat, who ruled Kashmir from 1540 to 1551, was the first one to introduce shabtoosh weaving to the region. To this day, this craft of weaving fine pashmina and shabtoosh shawls is almost solely restricted to this region. With their arrival into the subcontinent, the British were the first ones to recognise the importance of, and introduce, fine pashmina and shabtoosh shawls to the world. And with the decline of the popularity of milk and fur coats in the United States in the early 1980s, the shabtoosh took their place as a highly coveted and prized wardrobe accessory. Today, a shabtoosh shawl can sell for anywhere between Rs 300,000 to Rs 1,500,000 depending on its quality and embroidery. A shabtoosh shawl is so fine that a standard one-by-two metre shawl can be pulled through a finger ring.

Unfortunately, unlike the pashmina shawl, which can be made by shearing off wool from live pashmina goats, the down fur of the Chiru can only be obtained by poaching and murdering them. Due to this trade, the animal has almost become extinct in Nepal.

Chiru: here today, (almost) gone tomorrow
According to a World Wildlife Foundation (WWF) estimate, there are around 75,000 to 100,000 Chirus living in the wild today. "That is not a huge population for an antelope, especially a slow-breeding one like the Chiru," said Uzma Khan, the Director Biodiversity at the

WWF in Pakistan, "they give birth to one offspring per year and half of those die within two months of their birth." In the past 20 years alone, there has been an alarming 50 per cent decline in the antelopes' population.

Drop that shawl: the ban on shabtoosh
"Usually provincial wildlife laws prevent exploitation of local species and for special exotic species there are bills," related Uzma Khan. Shabtoosh was banned internationally when the Convention on International Trade in Endangered Species of Wild Fauna and Flora (Cites) came into force in 1975. It is banned in over 150 countries around the world. Possessing a shabtoosh shawl (without a per-

mit) in these countries can result in the imposition of a heavy fine and imprisonment. A high-profile campaign from the mid to late 1990s in the United States where several celebrities and socialites were targeted and asked to surrender their prized shawls popularised the ban. It was banned in India in 1991 and formally in Jammu and Kashmir in 2000.

Demise of a centuries old fashion tradition
When the trade was banned in Jammu and Kashmir in 2000, thousands of workers not only lost their livelihoods but also a very important tradition — the craft of weaving shabtoosh shawls had been passed down through generations for centuries.

"When a species has declined to an extent that its trade has been banned, that essentially means that it was badly exploited," said Uzma Khan. "Conservation is never against taking animals as long as it is done sustainably. WWF supports trophy-hunting programmes because they sustain communities and protect wildlife. There are other options (perhaps other animals such as sheep) that these families can adapt their skills and trade to."



Can these antelopes be bred in captivity?
Advocates of the shabtoosh industry claim that a possible solution would be to breed the antelope in specialised farms to increase their population.

"Chirus are solitary animals that are found on mountains and steep slopes," responded Uzma Khan to the suggestion, "It would be very difficult to breed them because they live in a very special environment that is hard to replicate."

"Animals that are solitary, as the Chiru, are usually very shy. Experience tells us such species are hard to breed," she emphasised adding that efforts to breed the Grey Goral, another species of small mountain antelope, found in Pakistan and on the brink of extinction, haven't been successful.

Alive and underground
A lot of alleged shabtoosh (or 'toosh' as they are also called in the local lingua) shawls that are sold in the market are heavily mixed with cashmere or are cashmere shawls being sold to unsuspecting customers. But that doesn't mean the trade in shabtoosh has ceased completely.

Despite the ban, the underground trade in shabtoosh shawls continues to this day. These precious shawls are often smuggled through Tibet, Bhutan and China, and are still highly coveted by the members of the world's rich and powerful. In some places, especially in Kashmir, it is a tradition and considered a matter of great pride and prestige for a newly wed bride to have at least one shabtoosh shawl in her dowry.

Before you get tempted to spend money on a shawl so exquisite that it can pass through a ring cavity, with embroidery so fine that it makes you wonder whether a divine hand was involved in making it, ask yourself: is there blood on your shawl? ■



Top and Above: The endangered Chiru Top left: Shabtoosh shawl passed through a ring





FLOATING VILLAS

by Alfi Fida*

Drifting away from the world in a secret lair unhooked from reality, lounging in a glass bedroom on the waves with jellyfish for sleeping companions and seahorses playing peekaboo in the coral reef in your backyard... It is no secret that most people consider waterfront properties a prime location to live, work, and relax. But, there is even a greater luxury that few people have yet to experience by actually living on water itself.

Floating villas are the flavour of the day, designed to be tethered and untethered at will, promoting ecologically sound living while indulging in the most incredible of all fantasies. They are talking about homes that take one into the ethereal zone of aquatic living. Due to the rising sea level, increasing frequency of destroying floods and increasing population, the floating villas are an innovative idea for coastlines and river districts in times of global change.

Traditional floating houses, normally houseboats, were built in various countries in the places prone to floods, near coast lines and on the lakes and rivers. Floating houses/houseboats are available in Canada, Sydney, Netherlands, Germany, Hong Kong, Laos, New Zealand, Serbia, UK, USA, Thailand and India.



There are two types of floating houses, one which permanently floats and other that floats on flood waters and gets placed on ground, after the wet spell.

Providing services like water supply, electricity and toilets in a floating house is a challenge. Green building concepts have to be followed with use of non-conventional resources for energy, use of waste products, and recycling of water. Net zero energy buildings are more useful as they do not require additional energy from external source and their



total energy demand is met from an onsite generation power. Normally solar panels are provided for the energy requirements. Due to aesthetic requirements as well, energy efficiency, roof garden is also becoming popular. Other measures like incinolet toilets (incinerates all human waste immediately), geothermal pond loops into the floor, and filtration units for drinking water collected from rainstorms are other features.

THE FLOATING SEAHORSE

Located off the coast of Dubai, The Floating Seahorse comes straight from the stables of the Kleindienst Group. Spanning over 4,000 square feet across three levels, the structure is designed like

unpowered boats and has three levels: two underwater rooms including a submerged master bedroom and bathroom designed to offer views of the surrounding marine life - a main sea level with an open-plan living area, a kitchen, dining area and deck with a mini bar and an upper level that has an informal bed.





The \$2.8 million Dubai's Floating Seahorse is the product of more than 5,000 hours of research and 13,000 hours of design and engineering. With an outdoor pool, a coral garden and a glass-bottomed Jacuzzi on the roof, the villa can accommodate up to 20 people.

ADMARES

This bunch certainly looks freshly minted from the latest sci-fi flick. X Line and M Line floating villas from ADMARES- a 'marine construction expert' dedicated solely to the construction of an alternative floating accommodation, ranging from villas and hotels to entire islands are now becoming popular.

ADMARES's Luxury Floating Villas are supposedly equipped with the latest green intelligence for power generation, sewage treatment and water production, and able to operate independently in areas where city infrastructure is not available. Therefore, as an added bonus, one can languorously travel in these villas to remote destinations.



The X-LINE and M-LINE Villas range in size from 4,300 sq ft (small) to 65,000 sq ft (mega abodes). Both selections are equipped with latest green concepts and look like something straight out of a modern art installation with clean lines and futuristic silhouettes.

SEASCAPE

The next floating abodes are the SeaScape villas from BMT Asia Pacific. This Hong Kong-based consultancy has created floating home concepts, which likens it to a 'stationary yacht'. Designed to create novel experiences for holidaymakers and targeted primarily at the hospitality sector, separate guest units are available for swanky, eco-conscious resorts. These are triangular modules with expansive 40-foot decks which open to the sea and sky on all fronts. The chief attraction of the Seascape is the 13-foot diameter acrylic column, which is part of the main bedroom. Sinking three meters into the deep, it provides unrestricted 360-degree sea views-pretty much like 'The Floating Seahorse'. It has an interior that can be reconfigured to attach multiple villas together as one structure spanning upto 3,000 sq ft, taking advantage of the modularity of its three-sided shape.



The villa itself is perched on a marine-grade aluminum pontoon with a curved fiberglass roof. In addition, these homes are "classed" and follow standards set by organizations ensuring safety of marine structures and impervious to stormy weather.

The SeaScape is actually the successor of the Sea-Suite designed earlier by BMT, which consists of egg-shaped floating villas and beach cabins. The Sea-Suite debuted in 2014 with three models - Floating Lodge, Houseboat, and Beach Cabin. Each uses the egg-shaped mould as the basis for their transportable, adaptable and nautically minded lodging designs.



THE OCEAN FLOWER

A pioneering development that takes its name from a typical Maldivian flower is the Ocean Flower. The Ocean Flower forms part of "The 5 Lagoons" and is being developed by Dutch Docklands International in a joint venture with the government of the Maldives. The master-planned resort is located in North Male Atoll, a 20-minute boat ride from the capital of Male.

The Ocean Flower offers an array of amenities such as a pristine beaches, restaurants, shops, a diving centre, a spa, swimming pools and small private islands where one can relax or enjoy. The spacious oceanfront villas are fully furnished, have spacious terraces, a private plunge pool and are just a short boat ride away from the international airport.

ARKUP YACHT

The Arkup Yacht is the idea of French engineers Derouin and Arnaud Luguët, both of whom live in Miami, which is considered as one of the areas considered most vulnerable to flooding due to the rising sea levels. The Arkup livable yachts is a "house yacht" or a "floating villa that combines the best attributes of yachts, floating houses and waterfront villas, with the added benefits of being self-sufficient, sustainable and environmentally friendly.

The floating villa costing \$5.5 million has 4,300-square-foot of living space, divided between 4 bedrooms, 1 living room, an open-area kitchen, 4.5



bathrooms, a swimming platform and a retractable deck. Furnished in a minimalist, sleek and elegant style, it blends ultimate luxury with practicality, for what is poised to be an efficient means of relocating at sea.

The roof is covered with 2,400 square feet of solar panels, which make it entirely independent in terms of electricity. The Arkup comes with a rainwater collection and purification system, as well as a 4,000 gallon tank for storing fresh water. With a maximum speed of 7 knots and a range of 20 nautical miles, the Arkup was never meant as a viable alternative to a yacht, but a compromise between that and an actual home, mixing the best of both worlds. Arkup has a zero emission set-up and generates its own electricity, through two 100 kW / 272 hp electrical engines, and has a water purification system.

In recent years, floating structures have again grown in popularity, particularly in the face of extreme weather conditions. The obvious advantage is that they can be relocated easily and moved vertically with fluctuations in



water levels caused by tides, heavy rainfall or other flooding. The floating houses are found to be stable from an engineering point of view and are economically viable, if constructed from locally available materials. But beyond the pragmatic reasons, floating homes are also appealing to prospective residents, because they afford an intimate proximity to water, and have a feeling of openness, with light and views that are more akin to a boat than a house. This upcoming technology will be in practice in many parts of the world, when the existing land surface is taken away by the rising water level.

FLOATING CITIES



A Futuristic Concept...



SHELTER HOMES DISASTER RELIEF

by Prishita Agarwal*

Relief shelters play a vital role to combat natural disaster, and are an important part of disaster response and recovery. Such shelters are commonly roofed, secure, hygienic, and liveable locations for people to utilize during periods of disaster, until they are able to move back to their permanent dwellings.

Disaster relief (DR) shelters are used to provide private and secure places to live for people who have lost their usual accommodations as a result of some disaster. It not only provides immediate and short-term shelter to the disaster victims but also helps them to recover from the trauma providing a base for rehabilitation.

Many DR shelters are designed and planned so that

they can be erected, dismantled, and stored for future use. These kinds of shelters are lightweight structures and are made of plastic sheets. They include tents, prefabricated housing, and public community buildings such as leisure centres, university halls of residence, places of worship, sports venues, and private rentals.

Shelters can be divided into four categories: emergency shelters, temporary shelters, temporary housing, and permanent housing. However, the International Federation of the Red Cross and Red Crescent Societies (2013) has added additional categories to these, such as transitional shelters, progressive shelters, and core shelters/one-room shelters.

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Emergency Shelters

Shelters used for brief periods to deliver life-saving support during an emergency. This kind of shelter commonly does not allow for extensive preparation of food or prolonged medical services.

Temporary Shelters

Shelters meant for short-term use as a public mass shelter following a disaster. The duration of stay in such shelters may be limited, and therefore, prioritizing speed and limiting costs is taken into account when constructing this kind of shelter. They are generally in the form of tents.

Temporary Housing

Shelters often distributed for long-term periods ranging between six months to three years. Temporary housing such as rental houses and prefabricated units allow people affected by a disaster to return to their normal daily activities.

Transitional Shelters

Shelters usually developed by displaced individuals themselves following a disaster. Transitional shelters are commonly relocated from a temporary site to a permanent location, upgraded into part of a permanent house, resold to generate income to aid with recovery, recycled for reconstruction, and reused for other purposes. Such transitional shelters are expected to serve for many months or years.



Emergency Shelter



Temporary Shelter



Temporary Housing



Transitional Shelter

Permanent Housing

Permanent housing may be upgraded from a transitional shelter, a progressive shelter, a core shelter, or even a new house. Such houses should be resistant and resilient to future hazards and disasters.



Progressive Shelters

This type of shelter is designed and built to be more permanent and upgradeable in the future through alterable structural components.

Core Shelters/One-Room Shelters

This type of shelter is designed and built with the intent of being permanent in the future, including a foundation and all or some of the key services, such as plumbing and various utilities. The goal with this type of shelter is to build at least one or two rooms to meet permanent housing standards and facilitate improvement. However, these shelters are not intended to be a full permanent house.

Disaster Relief Architecture

Disaster relief architecture can come in many shapes and sizes. Construction of such homes mainly deals with prefabrication. These structures either built on the desired spot or are made beforehand into a complete structure and then installed on the place of temporary residence.

The interiors of these structures are made keeping in mind the various needs of specially-abled people, young kids and old people. Since many are in a state of shock and trauma due to the disaster, light and nude colours are used for the large walls to bring psychological healing and give a sense of inviting energy into the space. Low voltage recessed lighting and multipurpose furniture pieces that occupy less space are used.

Over the years, relief architecture has seen many changes due to technological advancements and innovations. Some of the examples listed here are the most impressive disaster relief solutions around, being used in the real world.

TENTATIVE

Tentative, by DesignNobis, is a compact solution of disaster relief housing. The concept is meant to be very light and ultra portable. As many as 24 units can be transported to disaster sites on a single truck. The outer shell is made of fiber glass and is meant to be weather resistant. The roof is also designed to collect water.



RE:BUILD

Designed by Pilosio Building Peace, RE:BUILD is a clever solution to disaster relief housing. The modular system uses construction scaffolding. The scaffold is meant to combine easily with local materials such as dirt, rocks or sand. It can be used to build housing, schools and other types of buildings that are needed in the aftermath of a disaster.

ABLENOOK

AbleNook was designed by Jason Ross and Sean Verdecia, graduate students at the University of South Florida. It is another modular example of disaster relief architecture. The structure is multi-purpose and can be used as housing, school classrooms, storage or anything else a community may need. The lightweight framework also allows for mass production and easy transportation.



IKEA SOLAR POWERED FLAT PACK

IKEA Flat Pack was originally built in collaboration with UNCHR, is another lightweight solution for emergency shelter. As its name suggests, the Flat Pack folds down completely flat and is solar powered. It has been used for disaster relief and in refugee camps around the world.



WEAVED HOME

Jordanian/Canadian designer by the name of Abeer Seikaly designed this concept for relief shelter inspired by temporary huts from various tribes around the world. The weave pattern ties directly to the structure of the shelter, allowing it to open and close depending on the climate and area of use. The openings created by the weave pattern also allows for ventilation and easy construction.

The collapsible structural fabric shelter can adapt to various climates, while also providing the comforts of contemporary life such as heat, running water, and electricity.



PORTABLE EMERGENCY SHELTER

This portable shelter allows for a basic framework that can withstand basic climate factors. The walls, roof and floor are also adjustable and easy to customize. Perhaps the most impressive part of this shelter is that it can be constructed in less than two hours and eventually made into permanent housing.

These shelters are manufactured using lightweight materials for quick assembly and separation processes. that are durable, cost-effective, easy to build and weather resistant.



CONCRETE CANVAS

Concrete Canvas may not be the best looking structure, but is an important product due to its durability, innovative construction technique, speed of construction and safety features. After being delivered as a shell, one only needs air and water to get the shelter up and running - and in only one hour. The shelter also comes with steel doors and is fire resistant.

EXO

After Hurricane Katrina, Michael McDaniel was inspired to create EXO - a low cost, portable disaster relief solution for those displaced from their homes. This bulletproof housing, EXO comes almost completely assembled and can be transported easily in bulk due to its stackable design.



RAPID DEPLOYMENT MODULE(RDM)

Another quick setup, this Rapid Deployment module can be built without a single tool. A Massachusetts based company Visible Good designed this shelter to be deployed in about 25 minutes by only two people. Transport is also quick, and almost no waste is produced because the shipping crate is actually used as the base for the RDM.

Hush2

The Hush 2, designed by Extremis Technology, is impressive for a number of reasons. Most notably, it is designed to withstand hurricane force winds due to its unique set of hinges on its outer walls. When a hurricane warning is issued, residents of the shelter can unhinge the walls and reconstruct the building into a prism - a shape that is much stronger than a box and will deflect hurricane force winds.



JUST A MINUTE

After several earthquakes in Nepal in recent years, Italian firm Barberio Colella ARC has designed a concept for Nepalese refugees. This larger structure can house up to 10 people and is easily constructed on site. With roof-based solar panels and a rainwater collection system, this shelter is a great solution.

GRID

The Grid, by Carter Williamson Architects, is a prototype for larger, lightweight sustainable housing that can be easily transported to remote areas. The initial structure acts as a base or template that can be built on the debris. It is said to house 8-10 people.





RECIPROBOO

ReciproBoo was designed in response to disaster relief efforts in Nepal after a 2008 flood. Originally, simple tents were used as relief structures but they got badly damaged and were degraded after only a few months. Now, ReciproBoo using bamboo are used by locals.

ONAGAWA CONTAINER TEMPORARY HOUSING

After a horrible earthquake hit Onagawa, Japan in 2011, Shigeru Ban designed and built these temporary structures out of paper and shipping containers. The airy design and fast relief helped to revitalize the community and lift the spirits of those affected by the disaster.



POST-TSUNAMI KIRINDA PROJECT

Another inspiring disaster relief project from the mind of Shigeru Ban, these houses were built from bricked earth and locally-sourced rubber tree wood. 100 of these small houses were built after a tsunami hit Sri Lanka in 2004.

HEXAGONAL SHELTERS

Designed by Architects for Society, these unique hexagonal shelters can fit together to form community areas and larger structures. The structures are meant to be used for short-term relief, but can also transition into long-term housing or up to 20 years.

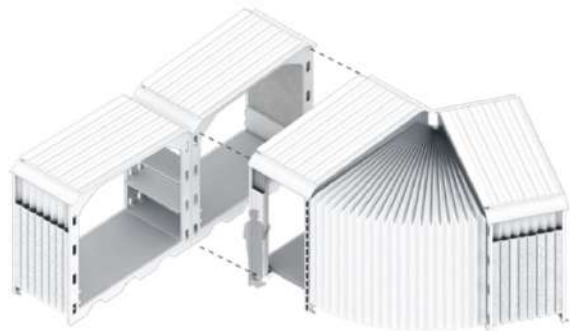


RD-SHELTER PROTOTYPE

Sussie, the Scottish design firm behind this prototype, is currently raising funds in order to deploy their idea to the real world. The concept can house up to four people (two adults and two children), is waterproof, windproof and comes with storage in its base with a locking system from inside.

SURI MODULAR HOUSING

Although this shelter was originally designed for post-earthquake situations, it is now being used to house refugees from the Middle-East and Africa fleeing political and economic hardship. The modular design can grow to create private and communal spaces by attaching multiple units.





GARRISON POST-DISASTER HOUSING

Garrison architects have built a full-size prototype of this vertical relief architecture solution. It is meant to be a blueprint for post-relief buildings and offers flexible design.

MAT-TER TYPHOON RESISTANT HOUSING

After a devastating earthquake hit the Philippines, a competition was held to redesign and rebuild schools in the area. MAT-TER designed this bamboo structure to be typhoon resistant. They also plan to plant a small bamboo forest around the school to be used as a wind screen and a resource to make repairs if needed.



FLOATING SCHOOL

Architect Mohammed Rezwan designed these floating schools to combat floods during the monsoon season in Bangladesh. Roughly one third of the country goes under water during the monsoon season.

ENERGY BOX

This earthquake-proof house in Northern Italy is built of cross-laminated timber and uses special construction methods to create a strong structural framework.



EARTHQUAKE RESISTANT STRUCTURE

These Pakistani homes are built with local wood. They utilize a special wood framing pattern to fight the vibrations from earthquakes and lightweight roofing to keep damage to a minimum.

EARTHQUAKE PROOF GEODESIC DOMES

Earthquakes can devastate communities in Israel, so builders there are taking a new, sustainable approach to home building. These domes are made of hay and mud and may be the best relief architecture solution yet.



There are several government aided as well as non-governmental organisations trying to work on new ways to combat the repercussions of natural calamities all together and provide with basic needs to the people in need. A range of shelter types are available and it is best for disaster management authorities to understand which type of shelter is most appropriate for a group of survivors' needs and conditions. DR shelters must be able to deal with environmental, economic, technical, and socio-cultural issues in order to improve the living quality and needs of displaced people.



CHILDREN IN ARMED CONFLICT

by Abiha Islam*

At an age when each experience will have a long lasting influence either for the best or for the worst, many children are dragged into chaos, destruction and death. When many sleep nestled safely in a cocoon of peace and love, war is the reality, for many others. With the increase in number and intensity of armed conflicts international wars, civil wars, and conflicts between other kinds of groups, such as ethnic conflicts and violence associated with narcotics, trafficking and gang violence around the world, the modern international society is suddenly being forced to address a new development where children no more than ten years are being forced to the frontline of battlefields.

War is arguably the most catastrophic event known to humankind, entailing particularly grave consequences for children in terms of survival, development and well-being. Children are no longer passive victims of conflicts between armed groups; in fact, they are being increasingly recruited by such groups for ancillary and more active combat roles. Child soldiers are used or forced into sexual services, as combatants, messenger, porters and cooks.

Types of Child Victims

Displaced Children

Refugee children: Due to conflict, violence, and natural disasters, children and their families flee their country and seek refuge in neighbouring countries. They therefore possess specific rights.

Children displaced internally: As a result of some conflicts, children move around in their own country to escape fighting.

Unaccompanied children: Children who have been separated from their families due to conflict. They are alone but not necessarily orphans.

“ A child soldier is a boy or girl under the age of eighteen, who is compulsorily, forcibly or voluntarily recruited or used in hostilities by armed forces, paramilitaries, civil defence units or other armed groups ”



Child Victims of Armed Forces

During and after conflict, and through no fault of their own, children are exposed to bombings, fighting, deprivation, etc. They are part of the civilian casualties.

Children in Armed Conflict

This includes children under the age of 18 years, who are recruited by force or by abduction or have enlisted to escape poverty, abuse or discrimination. They are used as fighters, messengers, porters, cooks and for sexual services.

The United Nations has pointed out six grave violations against children during armed conflict- Recruitment and use of children; killing or maiming of children; sexual violence against children; attacks against schools or hospitals; abduction of children; denial of humanitarian access

With the increase in the use of children as soldiers in armed conflict around the world, it becomes important to study the underlying causes, and find solutions to effective methods to prevent further destruction of human life and rehabilitate the affected children.

CAUSES

Many times, families are scattered and the social support system fails that children are left with no other option but to join the different armed groups. In such an environment, they sometimes consider it legitimate to use weapons and violence. Neglected adolescence, breakdown of the social and familial structures within a community, and the displacement of children from their homes are some of the major reasons why children voluntarily enlist into the armed services. Poverty is another important factor contributing to the involvement of children in armed conflicts. An armed conflict further accentuates an already declining economic system, thereby worsening the condition of many sections of society. Lack of opportunities and future prospects coupled with the need to voice their opinions and gain some sort of protection and attain dignity in life, are the major incentives for these children to join the conflict. Displacement of families during armed conflicts also contributes to the enlistment of children as soldiers. In the last decade an estimated twenty million children have fled their homes due to armed conflicts.

EFFECTS

The use of children in armed conflicts, for any reason is violative of international norms and laws. When children are engaged as soldiers, spending their

formative years immersed in systems of violence and constructing their values and identities under the guidance of these armed groups, they can become vehicles of violence rather than citizens who can build stable peace. The effects of armed conflict on children are both direct and indirect.

Direct Effects take the form of physical injury, developmental delay, disability, mental and behavioural health sequelae, and death. Military actions, violence associated with drug trafficking, indiscriminate airstrikes, and other forms of armed conflict have the intended and unintended consequence of killing and maiming children.

Indirect effects relate to the destruction of infrastructure required by children for their optimal survival and development and other downstream effects on health, due to worsened living conditions.

- In several instances they are beaten and tortured in case they try to escape, quashing any hope of freedom.
- In other cases to propel them into war and break their psychological barriers. Girl child soldiers are either subjected to trafficking or prostitution.
- These children lose out on schooling years thereby bringing to a standstill all economic and societal development. Also, as a result of years of psychological abuse, many children remain aggressive for years, thereby disturbing the stability of society.
- They may become vulnerable to acute and chronic malnutrition, with subsequent effects on their growth, immune and metabolic systems functioning, and cognitive development.

The effects of war on child soldiers are immense and need to be specifically addressed to facilitate their effective integration into society. From the moment they are recruited, they are made to witness or commit heinous crimes, sometimes of their own family and friends so that they will not hesitate during combat. Though there were no specific laws



Save the Children®



relating to children in armed conflicts until the mid-1990-s, many international conventions dealt with the issue of child soldiers. However, now a blanket ban has been imposed. Over the years, child rights have been given great importance in international humanitarian law. However, child soldiers only came into the focus of international society only two decades ago, before which the existence of such a phenomenon was conveniently ignored or remained out of the focus of international society. Groups like Amnesty International and the UN are working to end the use of child soldiers in wars. The UN is campaigning to tighten up laws on allowing guns from reaching battlefields where child soldiers are now involved.

REMEDIES

There are number of projects now being set up across the world to help former child soldiers. They reach out to the children through education and counselling thereby encouraging them to return to civilian life. Their aim is to ensure that each child gets a childhood that is safe and carefree. It is important that the communities and governments jointly work towards the integration of these children into society and give them the necessary care and protection that will facilitate their return to the normal pace of life.

In order to rehabilitate these children their lost childhood, International Institutions should lobby for effective mechanisms including severe international

‘ Children do not start wars; however they suffer from its deadly aftermath. They are exposed to violence and brutality either by force or without any coercion. Whatever the reason, wars leave a long trail of destruction in their lives ’

pressure and sanctions on those countries that do not effectively establish and enforce national legislations for the rehabilitation of child soldiers and persecute their recruiters. Consistent support of national Governments and their cooperation with international organizations will go a long way in effectively rooting out this process. Until such cooperation and commitment can be achieved, every day more children will die in the battlefields of Congo and another will take up arms in the mountains of Afghanistan.



DELUSIONAL DISORDER

by Sreyasi Dutta*



Mr. Raman (name changed) is at home for days being unable to go to office, market place or anywhere outside his home as he believes that he is being followed by someone whenever he is out on the streets. When taken to a doctor he is diagnosed with a delusional disorder.

Delusion, in psychology means a rigid system of beliefs with which a person is preoccupied and to which the person firmly holds onto despite the logical absurdity of the belief and a lack of supporting evidence.

Although the exact causes of the disorder are still being examined, however many researchers have attributed the causes to genetic, biological, environmental and psychological factors.

Delusions are also a part of other psychological disorders like Schizophrenia, with which it is often confused. However, in Schizophrenia, there is the presence of Hallucinations (false perceptions in the absence of external stimuli, such as things seen or heard that are not real or present), and other factors which are absent in Delusional Disorders.

There are various forms in which delusions may manifest themselves:

Delusional Disorders were earlier known as Paranoid Disorder and as the name suggests, is characterized by unshakable beliefs in something untrue by the affected individual.

Grandiose type

In this, a person has an over-inflated sense of power, worth, knowledge, or identity and may believe he or she has a great talent or has made an important discovery.

Erotomaniac type

Someone with this disorder believes that another person, often someone important or famous, is in love with him or her. The person might attempt to contact the object of the delusion, and stalking behaviour is not uncommon.

Jealous type

In this type of Delusional disorder, a person believes that the spouse/sexual partner is unfaithful.

Somatic type

The person feels he/she has some physical defect, disorder, or disease (such as AIDS).

Persecutory type

The individual may be highly suspicious of his relatives/associates and complain of being watched, followed, poisoned, or influenced by electronic devices rigged up by his/her enemies. It is common for these people to make repeated complaints to legal authorities

Mixed

An individual exhibits delusion that are characterized by more than one of the above types, but no one theme dominates.

Unspecified

An individual's delusions do not fall into the described categories or cannot be clearly determined.

A research by Rudden (1983) found that women have more frequent erotic and heterosexual delusions, more affective symptoms, and more interpersonal precipitants than men who have more delusions with a homosexual theme. Perhaps because of these differences in delusional content and affective symptoms, delusional women are more difficult to diagnose than are delusional men.

People with delusional disorder typically function well apart from their delusion(s) and do not exhibit obviously odd or bizarre behaviour. Anger and violent behaviour may be present if someone is experiencing persecutory, jealous, or erotomaniac delusions. In general, people with delusional disorder are not able to accept that their delusions are irrational or inaccurate.

Any disorder, especially when it reaches its extremities requires intervention and treatment. Individuals suffering from Delusional Disorders face a lot of social issues and stereotypes like those of



'witchcraft' and being labelled as 'mad.' It becomes imperative for the individuals to seek treatment.

Given the chronic nature of this condition, treatment strategies should be tailored to the individual needs of the patient and focus on maintaining social function and improving quality of life. Establishing a therapeutic alliance as well as establishing treatment goals that are acceptable to the patient should be prioritized. Avoiding direct confrontation of the delusional symptoms enhances the possibility of treatment compliance and response. Hospitalization should be considered if the potential for self-harm or violence exists. Antipsychotic

medications may be used in the treatment of delusional disorder, although research on the efficacy of this form of treatment has been inconclusive. For most patients with delusional disorder, some form of supportive therapy is helpful. The goals of supportive therapy include facilitating treatment adherence and providing education about the illness and its treatment. Educational and social interventions can include social-skills training (such as not discussing delusional beliefs in social settings) and minimizing risk factors, including sensory impairment, isolation, stress, and precipitants of violence. Providing realistic guidance and assistance in dealing with problems stemming from the delusional disorder may be very helpful.

Cognitive therapeutic approaches may be useful for some patients. In this form of therapy, the therapist uses interactive questioning and behavioural experiments to help the patient to identify problematic beliefs and then to replace them with alternative, more adaptive thinking. Discussion of the unrealistic nature of delusional beliefs should be done gently and only after rapport with the patient has been established.

In addition to encouraging an individual with delusional disorder to seek help, family, friends, and peer groups can provide support and encouragement. It is important that goals be attainable, since a patient who feels pressured or repeatedly criticized by others will likely experience stress, which can lead to a worsening of symptoms. A positive approach may be helpful and perhaps more effective in the long run than criticism.

Moderate physical exercise can also be encouraged. Where appropriate, patients can be referred to community mental health teams. This is important as caring for patients with dementia requires modification of communication, diagnostic and, at times, management approaches.



SOME WELL KNOWN PERSONALITIES, WHO SUFFERED DUE TO DELUSIONAL DISORDERS



Dr. John Nash, the famous Nobel Prize winning mathematician once suffered from a form of schizophrenia in which he experienced delusions of persecution. He at one time believed that aliens were trying to contact him through newspaper (delusions of reference). The movie, A

Beautiful Mind portrays his life story and remarkable recovery from schizophrenia.



Parveen Babi, a yesteryear actress, suffered from acute depression and paranoid schizophrenia. This type of schizophrenia is characterized by delusions, hallucinations and suicidal thoughts. Narratives by people close to her described her as dressing up in film cos-tumes, with

a knife in hand constantly screaming, "They are coming to get us!". She passed away in 2005.



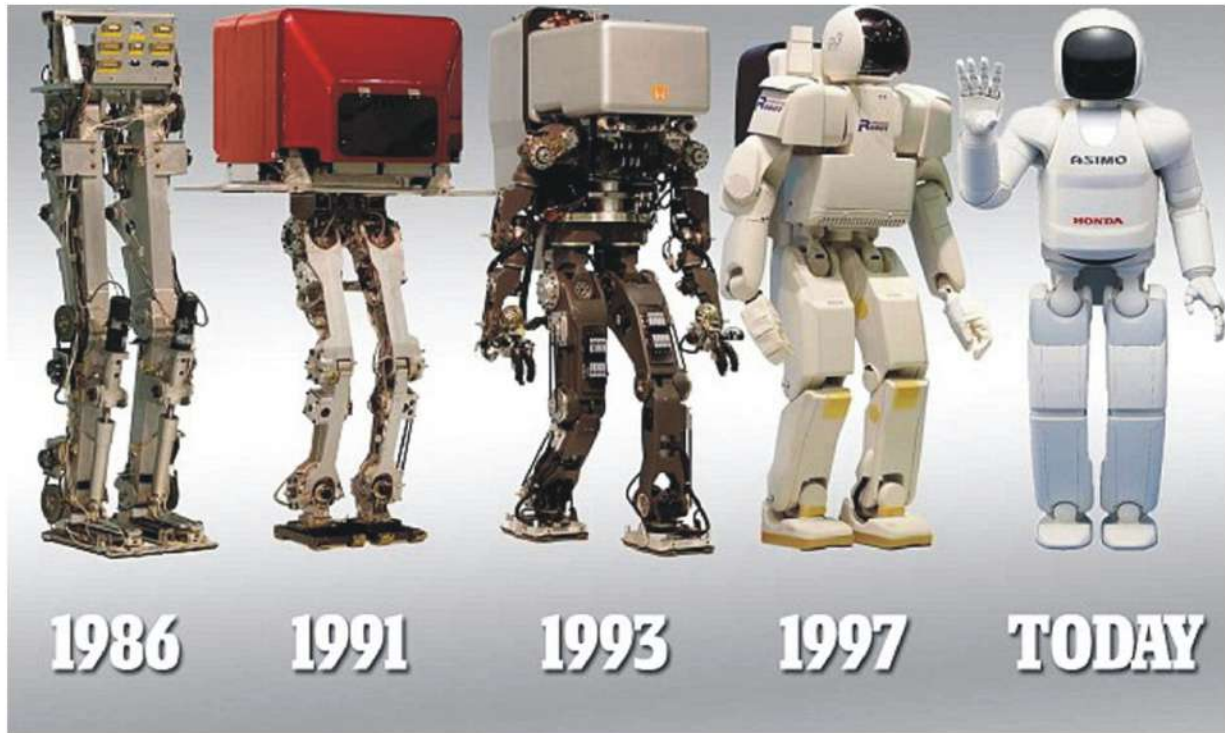
Vincent Van Gogh, the famous painter is believed to have been suffering from schizophrenia. He lived in a time when schizophrenia had not yet been identified as a disorder, but medical professionals today believe he was a victim of it. He suffered from unstable

moods and a very eccentric personality that led 150 doctors to hypothesize a posthumous diagnosis. Van Gogh had recurring psychotic episodes in the last two years of his life, and at age 37, he committed suicide.



Tom Harrell, composer and musician was diagnosed with schizophrenia in his 20's. He suffers from paranoid schizophrenia and some symptoms which he exhibits, during his shows are standing away from the microphone, head bowed

low, upon being called, he moves very slowly and only raises his head to play the trumpet. He has recorded on over 260 albums and continues to compose, record and tour around the world, all while battling Schizophrenia.



DEVELOPMENTAL ROBOTICS

by Puja Choudhury*

Instead of trying to produce a programme to simulate the adult mind, why not rather try to produce one which simulates the child's? If this were then subjected to an appropriate course of education one would obtain the adult brain.

- Alan Turing

Human Development is one of the most fascinating phenomena in nature. Babies are born as helpless individuals, with simple motor and cognitive skills not even sufficient to allow them to survive and fend for themselves without the support of their parents and caregivers. However, within a few years, they reach a sophisticated level of mental development.

Developmental Psychology is the discipline that aims at understanding the child's autonomous mental

development, through field and laboratory experiments and comparative psychological studies. These empirical investigations lead to the definition of theories and hypotheses and to the identification of general developmental principles underlying the acquisition of mental capabilities. Such a growing set of empirical data and theoretical knowledge on human development, in addition to benefiting human sciences such as psychology, philosophy, and cognitive science, can have tremendous technological implications including implementing the principles in cognitive architecture of robots.

Developmental Robotics, also known as epigenetic robotics or ontogenetic robotics is a highly interdisciplinary subfield of robotics in which ideas from artificial intelligence, developmental psychology, neuroscience, and dynamical systems theory play a pivotal role in motivating the research. The main goal of developmental robotics is to model the development of increasingly complex cognitive processes in natural and artificial systems and to understand how such processes emerge through physical and social interaction. Robots are typically employed as testing platforms for theoretical models of the emergence and development of action and cognition - the rationale being that if a model is instantiated in a system embedded in the real world, a great deal can be learned about its strengths and potential flaws. Unlike evolutionary robotics which operates on phylogenetic time scales and populations of many individuals, developmental robotics

capitalizes on "short" (ontogenetic) time scales and single individuals (or small groups of individuals).

There are at least two distinct driving forces behind the growth of the alliance between developmental psychology and robotics:

- Engineers are seeking novel methodologies oriented towards the advancement of robotics, better than is and more autonomous, adaptable and sociable robotic systems. In that sense, studies on cognitive development is used as a valuable source of inspiration.
- Robots can be employed as research tools for the investigation of embodied models of development. Neuroscientists, developmental psychologists, and also engineers, may gain considerable insight from trying to embed a particular model into robots. This approach is also known as synthetic neural modeling, or synthetic methodology.

Developmental robotics differs from cognitive robotics because it focuses on the processes that allow the formation of cognitive capabilities rather than these capabilities themselves. More generally, developmental robotics is uniquely characterized by the following three features:

1. It targets task-independent architectures and learning mechanisms.

2. It emphasizes open-ended development and lifelong learning.
3. The complexity of acquired knowledge and skills shall increase progressively.

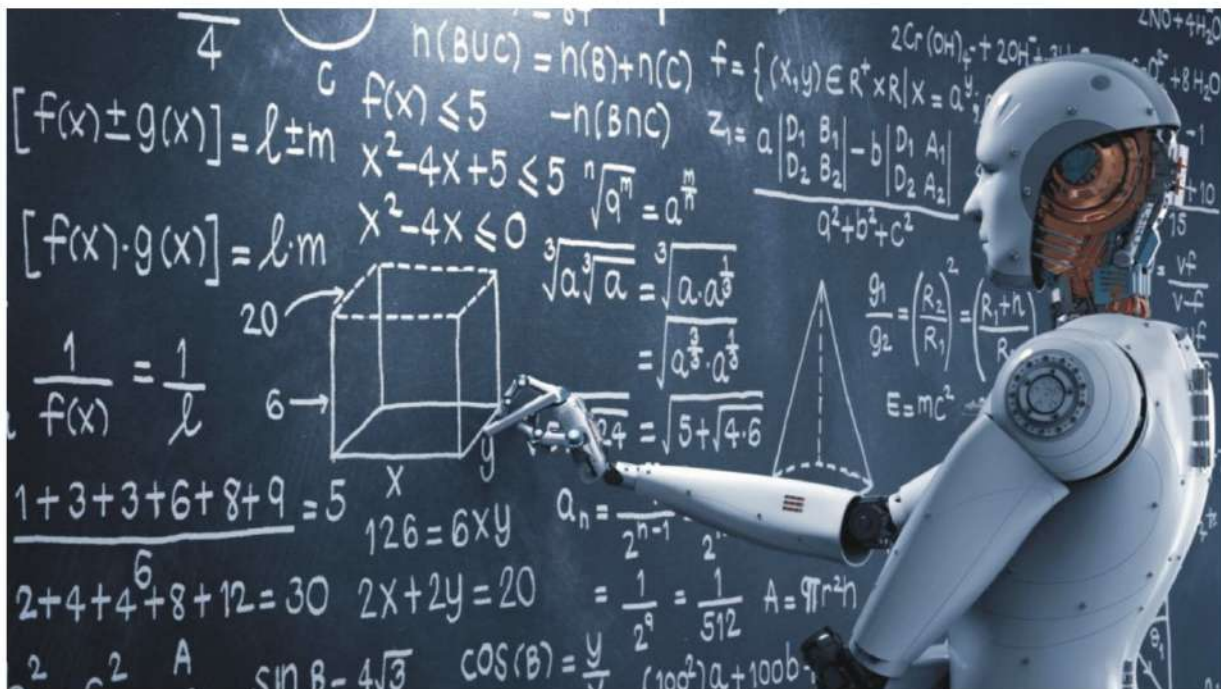
ASPECTS & AREAS OF INTEREST

Developmental robotics differs from traditional robotics and artificial intelligence in at least two crucial aspects.

First, there is a strong emphasis on body structure and environment as causal elements in the emergence of organized behavior and cognition requiring their explicit inclusion in models of emergence and development of cognition.

Second, the idea is to realize artificial cognitive systems not by simply programming them (e.g. to solve a specific task), but rather by initiating and maintaining a developmental process during which the systems interact with their physical environments (i.e. through their bodies, tools, or other artifacts), as well as with their social environments (i.e. with people, other robots, or simulated agents).

The spectrum of developmental robotics research can be roughly segmented into four primary areas of interest.



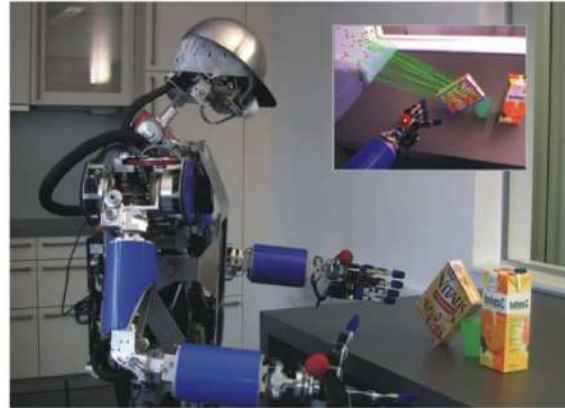
Socially Oriented Interactions

This category comprises research on robots that communicate or learn particular skills via social interaction with humans or with other robots. Examples include research on imitation learning, communication and language acquisition, attention sharing, turn-taking behavior, and social regulation



Non-Social Interactions

It is characterized by a direct and strong coupling between sensor and motor processes and the local environment (e.g. inanimate objects), but do not involve any interaction with other robots or humans. Examples are visually-guided grasping and manipulation, tool-use, perceptual categorization, and navigation.



Agent-Centered Sensori-motor Control

This involves investigation of bodily capabilities, changes in morphology & their effects on motor skill acquisition and self-supervised learning schemes not specifically linked to a functional goal. Examples include self-exploration, categorization of motor patterns, motor babbling, learning to swing or bounce and learning to walk or crawl. Action and perception are tightly intertwined, and that the refinement of this coupling is the outcome of a gradual developmental process.

Mechanisms and Principles

This category embraces research on mechanisms or processes thought to increase the adaptivity of a behaving system. Many examples exist: developmental and neural plasticity, mirror neurons, motivation, freezing and freeing of degrees of freedom, and synergies; research into the characterization of complexity and emergence, as well as the effects of adaptation and growth; practical work on body construction or development.

Of late there has been a lot of discussion on the possible futuristic wars between humans and robots and on robots taking over the world and enslaving humans. Various movies have efficiently propagated the idea. But the truth is different; robots are not our competitors on this planet. They are our successors.

SOME REMARKABLE EXITING ROBOTS



MANAV

India's first humanoid robot which was developed in the laboratory of A-SET Training and Research Institute by Diwakar Vaish.

It is equipped with onboard sound processing and visual processing ability. It also has the capability of binocular vision processing which gives it the ability to perceive depth and perspective.



ASIMO

A humanoid robot created by Honda in 2000. Since then it has been continually developed and has become one of the world's most advanced social robots with an ability to recognize moving objects, postures, gestures, understand its environment, and interact with humans. ASIMO is currently the most physically capable social robot with the ability to walk, run and even use the stairs.



PARO

Paro is a therapeutic baby seal robot, intended to be cute in order to have a calming effect on patients in hospitals and nursing homes. It works in a similar

way to animal-assisted therapy and has been found to calm people, especially with diseases such as dementia. It can even actively seek out eye contact, respond to touch and cuddle with people.



SOPHIA

Developed by Hong Kong based company Hanson Robotics, became a Saudi Arabian citizen, the first robot to receive citizenship of any country. Sophia's eyes combined with computer algorithms allow her to see; she can follow

faces, sustain eye contact, and recognize individuals, is able to process speech and have conversations using a natural language subsystem.

Its software has been programmed to give pre-written responses to specific questions or phrases which create the illusion that the robot is able to understand conversation.



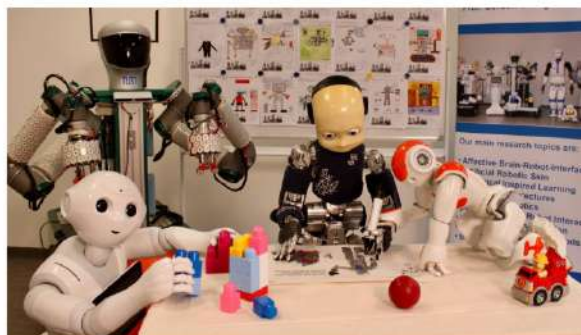
BUDDY

Developed by Blue Frog Robotics, is designed as an emotional companion robot to be used at home. Buddy connects, interacts and even protects

people at home. Buddy is designed to be a human's personal assistant to look after the watch over home while someone is away and even entertain children with games and other interactivities.

The further success of developmental robotics will depend on the extent to which theorists and experimentalists are able to identify universal principles spanning the multiple levels at which developmental systems operate. The scope of developmental robotics is not limited to humanoid robots, but robot that enhances the development of organisms be it in the field of medicine, technology, simple leisure etc. Developmental robotics has reached the end of its infancy. Therefore, in the next

ten to fifteen years the world will see child robots that can go completely from crawling to walking, speak in two- and three-word sentences, engage in pretend play and deceive others through their own theory of mind, which is the beginning of a sense of gender development and a sense of morality.



images), and ones that can easily influence their emotional expressions. Teenagers rely on more 'gut feeling' and do not fully think through consequences, which are mainly consumers of products based on excitement and impulse. Due to this behavioural quality, marketers need to advertise content with an emotional, quick response approach.

Influence of Neuromarketing on Marketing

Neuromarketing is taking the world by storm and has been utilized by almost every MNC to influence their customers. Big brands like Google, HP, Microsoft, Frito-Lay, Hyundai, CBS and ESPN are investing heavily in it and are getting much better results in terms of positive consumer behaviour, consumer loyalty and brand image building.

The top most four brands that got benefits from Neuromarketing include Pepsico, E Bay, Daimler and The Weather Channel etc. These companies relied upon this concept and used it for extensive market research, running focus groups and decision making campaigns for building marketing strategies. Brands such as Campbell's and Frito-Lay have used neuroimaging to reimagine their packaging. These companies have used this concept for brand building process and have got competitive advantage through differentiation strategy in packaging.

Influence on Consumer Buying Behaviour

Consumers are mostly unable to phrase their desires and needs when asked explicitly. The brain encloses internal information, which could elucidate true desires and needs. If this knowledge was to be available, the buying behaviour of people could be influenced.

Chips Ahoy conducted a study on its packaging and realized that it had a problem related to the colours



used and the image was neutral and boring. To solve this, they organized a study that included eye tracking techniques to identify how consumers reacted to different designs. Based on the results, they implemented several key changes to their packaging: Cookies are now sold in a tube that can be resealed, text and colours have improved, and the cookie's image is more fun and engaging.

Influence on Advertising

If advertisers had the power to determine which images could cause which response in the medial prefrontal cortex of the consumer, it could increase its sales through modification of their ads to derive maximum benefits from the consumer.

Brands such as Campbell's and Frito-Lay have used neuroimaging techniques to reimagine their packaging. Customers were shown packaging and their responses recorded as positive, negative or neutral. In addition, they were interviewed extensively in relation to colour, text and imagery. This research revealed that customers had a negative response to shiny packaging, but didn't show a negative response to packaging in a matte form. Frito-Lay then went on to scrap the shiny packaging, and moved on with the new, matte look.



Influence on Pricing

In order to set prices of products appropriately, it is helpful to know the willingness of the target consumers to pay the price.

Marketers can analyse the presented prices that would represent the maximum willingness of consumers to pay vis- a- vis the brain activities (activation of the part of the brain connected to pain or happiness).

Pay Pal focused upon different payment methods to generate different emotions. They conducted a study to see how the payment methods available on a website influence the trust of potential buyers, a fundamental issue for brands with ecommerce. They compared two main payment methods: PayPal and Credit Cards. All 30 participants made simple online purchases and their responses were measured by MRI. Analysis of the results showed that electronic payments perceived as unsafe, activated brain areas connected with negative emotions, while payments perceived as safe, activated the areas related to the prediction of rewards. The study found that consumers perceived PayPal as a safer, more rewarding and more effective payment method and in contrast found credit payment dangerous as identified by the activation of the brain area associated with negative emotions.



Influence on Branding

Customers are more likely to act loyal to their preferred brand. Loyalty of consumers to their preferred brands is connected with intense emotions. A study showed that only the most favourite brand could generate emotions that can influence the decision-making process. There is a compelling difference in brain activity between common brands and preferred brands. By making use of MRI, EEG or MEG techniques, it is possible for marketers to figure out which brain areas are being activated when products from certain brands are being presented, and how far these brands can influence the decision-making process of the consumers.

Coca-Cola is one of the best examples of positive sensory marketing that has shown tremendous branding results.



Influence on Decision-Making

This decision-making is a marketing tool that can be analysed by the neuromarketing technique, MRI.

Pepsi Co used Neuromarketing technique to understand women's behaviour and their decision making towards Baked Lays Product. Their biometric responses helped the company to create the idea for single-serve packaging corresponding to the ad campaign.

Website design, content, and their visuals also create difference in consumer's decision making. For example, Facebook has a simple website with less data and so consumer friendly. It is this reason that it is accepted by all the age group of consumers.



By making use of neuromarketing techniques, marketers can analyse the effects of consumer buying behaviour, advertising, pricing, distribution of products and decision making on a much more scientific basis.



PHISHING DIGITAL WEAPON FOR FRAUD

by Parijat Gautam*



Phishing is a cybercrime in which an individual is targeted via email, telephone or text message by someone who poses as a representative of a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords. It takes place when an attacker, masquerading as a trusted entity, dupes a victim into opening an email, instant message, or text message. The recipient is then tricked into clicking a malicious link, which can lead to the installation of malware that freezes the system as part of a ransomware attack and reveals sensitive information of the target. The information is then used to access important accounts and can also result in identity theft and financial loss. Phishing is one of the oldest cyber mosquitos, dating back to the 1990s. With advancement in technology it has just become more sophisticated.

Phishing is often used to gain a foothold in corporate or governmental networks as part of a larger attack, such as an advanced persistent threat (APT) event. In this latter scenario, employees are compromised in order to bypass security perimeters, distribute

malware inside a closed environment, or gain privileged access to secured data. Phishing emails can be sent to millions of potential victims to try to trick them into logging in to fake versions of very popular websites.

The phisher tries to get the victim do one of the two things:

Hand over sensitive information: These messages aim to trick the user into revealing important data - often a username and password that the attacker can use to breach a system or account. The classic version of this scam involves sending out an email tailored to look like a message from a major bank.

Download malware: These types of phishing emails aim to get the victim to infect their own computer with the forced malware. Often the messages are "soft targeted" - they might be sent to an HR staffer with an attachment that purports to be a job seeker's resume. The other technique focuses on attacking the login information, or infects the computer for which the phishers are awarded a huge amount. The basic three techniques used in this roof is Spear Phishing, Whaling and Deceptive phishing.

* 2nd Year B.Com (Sec-E) student

Spear phishing

When attackers try to craft a message to appeal to a specific individual, it is called spear phishing. In this, Phishers identify their targets (sometimes using information on sites like LinkedIn) and use spoofed addresses to send emails. Spear phishing targets a specific person or organization, often with content that is custom made for the victim or victims. It requires pre-attack reconnaissance to uncover names, job titles, email addresses. The hackers surf the Internet to match up this information with other researched knowledge about the target's colleagues, along with the names and professional relationships with key employees in their organizations. With this, the phisher crafts a credible email. Spear phishing is a censorious threat to businesses. According to a 2016 report of a survey on the subject, spear phishing was responsible for 38% of cyberattacks on participating enterprises during 2015.



Whale phishing

Whale phishing, as the name suggests, is a type of phishing aimed at the very big fish - CEOs or other high-value targets. These phishers have an authority within a company, but since they are not full-time employees, they often use personal email addresses for business-related correspondence, which doesn't have the protections offered by corporate email.

Gathering enough information to trick a really high-value target might take time, but it can have a surprisingly high payoff. The attacker sends emails on issues of critical business importance, masquerading as an individual or organization with legitimate authority. For example, an attacker may send an email to a CEO requesting payment, pretending to be a client of the company.

Deceptive phishing

Deceptive phishing is the most common type of phishing scam. In this stratagem, fraudsters impersonate a legitimate company in an attempt to steal people's personal data or login credentials. Those emails frequently use threats and generate a sense of urgency to scare users and force them into doing what the attackers want. As an example, PayPal scammers could send out an attack email that instructs recipients to click on a link in order to rectify a discrepancy related to accounts. The link redirects to a fake PayPal login page that collects a victim's login credentials and sends them to the attacker. The success of a deceptive phish hinges on how closely the attack email resembles a piece of official correspondence from the abused company.



Therefore users must always examine their URLs carefully to see if they can redirect to an unknown or suspicious website. They should also look out for generic salutations, grammatical mistakes and spelling errors present throughout the email.



A very worthy example of Phishing is the 419/Nigerian scam. A voluble phishing email from someone claiming to be a Nigerian prince is one of the Internet's most famous running scams. According to Wendy Zamora, Head of Content at Malwarebytes Labs, "The Nigerian prince phish comes from a person claiming to be a government official or member of a royal family who needs help transferring millions of dollars out of Nigeria. The email is marked as 'urgent' or 'private,' and its sender asks the recipient to provide a bank account number for safekeeping the funds." Incidentally, the number "419" is associated with this scam. It refers to the section of the Nigerian Criminal Code dealing with fraud, the charges, and penalties for offenders.

In 2008, cyber criminals targeted corporate CEOs with emails that claimed to have FBI subpoenas attached. In fact, they downloaded key loggers onto the executives' computers, snagging almost 2,000 victims.

Phishing cannot be solved overnight. It is a critical situation in which phishers always try to come up with newer strategies to manipulate the consumers. Online consumers should embrace regular risk scrutiny for detecting the recent techniques that may head to the attack. User must be aware about the dangers of advanced malware safekeeping teams. They need to adopt advanced methodologies that can put the threats to an end.

There are some measures that can be taken in order to prevent phishing.

- One can easily fall prey to the new phishing techniques due to lack of knowledge and information. It is about the new techniques of phishing so updating oneself is recommended.
- Clicking 'OK' on certain links that pop up on ones notification panel is not cool always. One must read the terms and conditions first and then click 'OK'. In case of any doubt opting for some other website is recommended.
- The browsers must also be updated from time to time.
- Personal information like name, address, phone no, pan card no, etc, should not be shared without any checking. One must go to the site asking for the details and check if they are genuine or not. If there is any doubt, one must try calling up their customer care in order to get any doubts cleared.

These are just precautions which can be taken by one in order to prevent phishing. One needs to remember that there is no single fool proof way that can prevent phishing attacks.

SecurityHQ Top Tips to Detect Phishing Scams

- 1 Name of Sender can trick you.
- 2 Check for typos.
- 3 Don't share sensitive information hastily.
- 4 Don't fall for Urgency!
- 5 Hover but don't click.
- 6 Attachments can be dangerous.
- 7 Is it too good to be true?
- 8 Keep your devices up to date.
- 9 Regularly check your accounts.
- 10 When in Doubt, Call out.

Instagram Phishing Scam

Victim may lose control of their email account

Scammer may try to crack the password of the victim's other online accounts. Victim may get blackmailed

Other online services connected to that email account could be compromised

Exposure of sensitive documents, financial and personal information



WORLD OF INSTAGRAM...

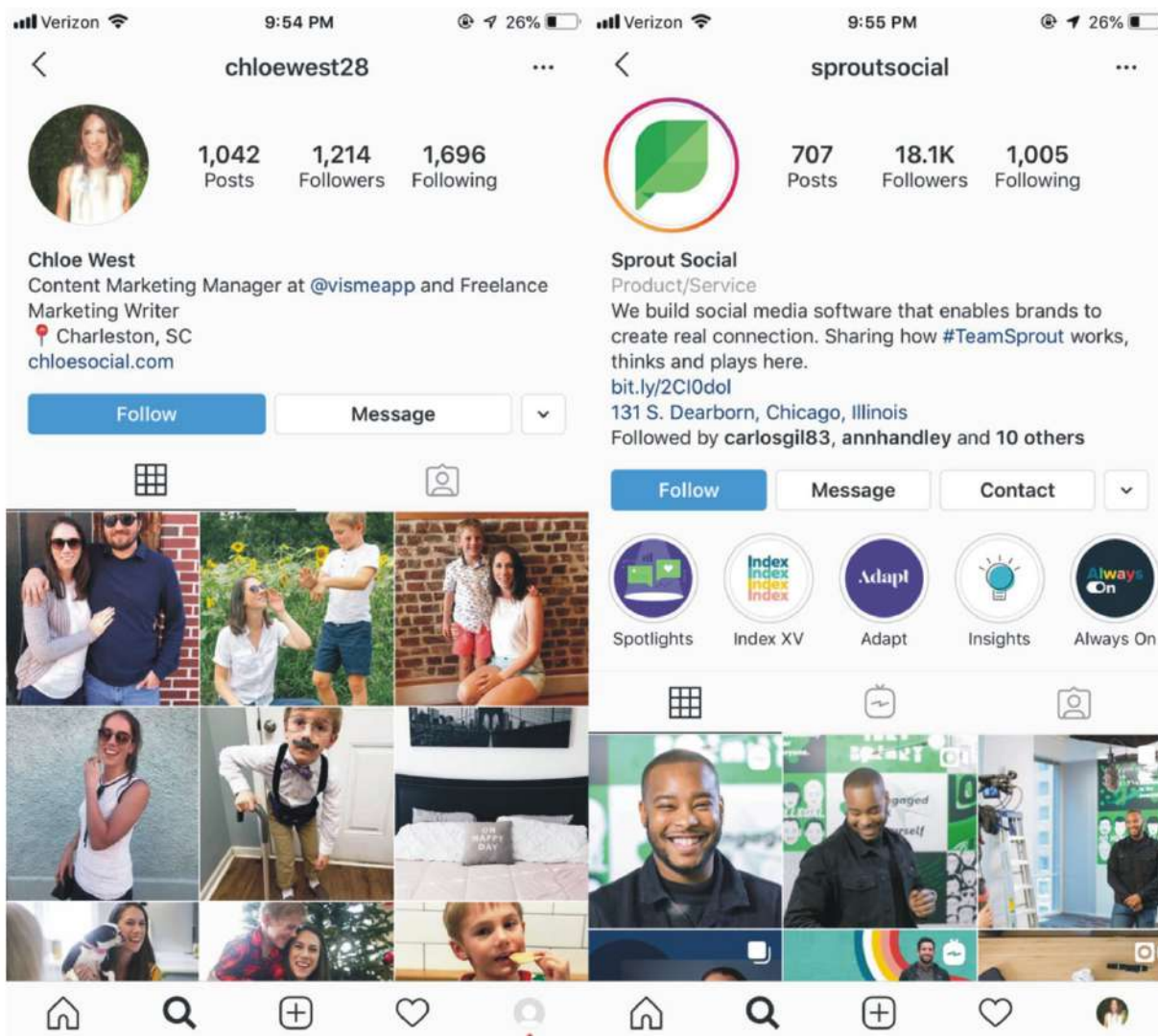
Shreya Agarwal

3rd Year, B.Com., Sec-A2

Is the world we inhabit gradually becoming more of an 'Instagramic'? Seemingly more real than reality itself! Starting from early morning updates to the ones received late night, we are inundated with millions of Instagram feeds! Schools, Colleges, Art-rooms to Museums all come alive in the Square Photo space of this social networking site. The only place one needs to visit, is their "pages". People would 'follow' not only those pages but also you as a person. There would be influencers who would be people having million/ trillions followers', who would be most "s-talked". Greetings done right! Every time on any occasions there would not only be chirps of people, but only "reacts".

What about you? Your Identity will be what is shown in your "profile". People will be 'viewing' your daily 'posts' and decipher your personality from your feeds. The 'highlights' would define your achievements and the 'Stories' will be your diary. People would be watching you through stories that will be shared with everyone while some exclusively with 'close friends'. If you are someone with a Private Account, you will be showcased as an introvert and someone with a Public one as an extrovert or an open book. One may also have "multiple accounts" just like a person with 'different personalities'. You could have an IGTV which will surely keep you entertained. You can surely interact with anyone through the arrow on the top right corner of your

instagram page It doesn't end here. What about the job? There are exclusive pages with different job opportunities. Instagram also provides options to one like a business profile. Even there are many pages showing shopping alternatives which support door to door services. Anything with a good content, will surely become viral. Though Instagram is an entertainment platform, if one has talent then there are endless opportunities. Indeed, the 'Insta filters' are very supportive. Anything has to be on Instagram to make it a 'trend'. Soon the world with Instagram will seem like a boomerang, everything revolving around you will eventually come back to you. It is a totally creative and adventurous social networking platform.





RISK IS THE DOWN PAYMENT ON SUCCESS

Bishaka Mukherjee

1st Year, B.Sc (TCFS)

Success in life comes when you simply refuse to give up. Setting up goals and strong conviction to face all obstacles, failures and loss can only act as motivation. The first e-commerce adventurers in India tried their luck during the infamous dotcom era of 1999-2000. The e-commerce industries faced stiff competition in the market. The inclination of people towards these e-commerce industries was not as expected.

In the year 2007, Sachin Bansal and Binny Bansal decided to create an online bookstore tailored to the unique needs of Indian consumers. Sachin and Binny former students of IIT Delhi came up with this idea while they were working in an e-commerce giant Amazon.com. By the time Sachin and Binny were about to enter the Indian e-commerce industry, most of the early entrants had already shut. There had

been several changes in the Indian market from 2000-2007. Broadband networks were rapidly penetrating into smaller towns of India. Years of booming economy had created a new class of consumers with significantly higher disposable



incomes. The numbers of internet users were increasing day by day. The Bansal's thought it was the appropriate time to step up in the market and plug in the gap. In September 2007, the two Chandigarh natives quit their jobs, pooled Rs. 4 lakh together from their savings and launched Flipkart.

Since then, there has been no looking back. The Bansal's took a huge risk by entering into the e-commerce industry, but deep down they had faith in themselves and in their idea. From its humble beginnings in a two-bedroom apartment in Bengaluru's Kormangala area as an online bookstore, today Flipkart is arguably the country's largest and most exciting e-commerce company. A two man company with a starting capital of Rs. 4 lakh, now employs almost

4500 people with an annual turnover of \$6 billion (2019). Flipkart has redefined e-commerce business in India. The success of Flipkart lies in its ability to understand e-commerce in the context of the Indian market. At present, Flipkart has eight warehouses

across the country. It also runs its own delivery network in 27 cities. Since the start of 2018, Flipkart has already seen several milestones- a new campus at Embassy Tech Village, the successful on boarding of over 1,30,000 third-party sellers, and expanding its product catalogue to house over 80 million products. As "Faith can move mountains" (Matthew

17:20) and in the case of Sachin and Binny- unshakeable faith and confidence along with hard work, did give them a positive result, a success story that continues to motivate a generation of aspirants to take the plunge.



‘Believe in yourself, work hard, work smart and passionately present your best self to the world.’

-Hill Harper





LESSONS *Of* LIFE

Sakshi Agarwal
1st Year, B.Sc (ID)

In our lifetimes, we sometimes come across people and feel an instant connection that they were meant to be there, to serve some sort of purpose, teach a lesson, or to help figure out who we are or who we want



to become. We never know who these people may be, but when we lock eyes with them, we know at that very moment that they will affect our lives in some profound way.

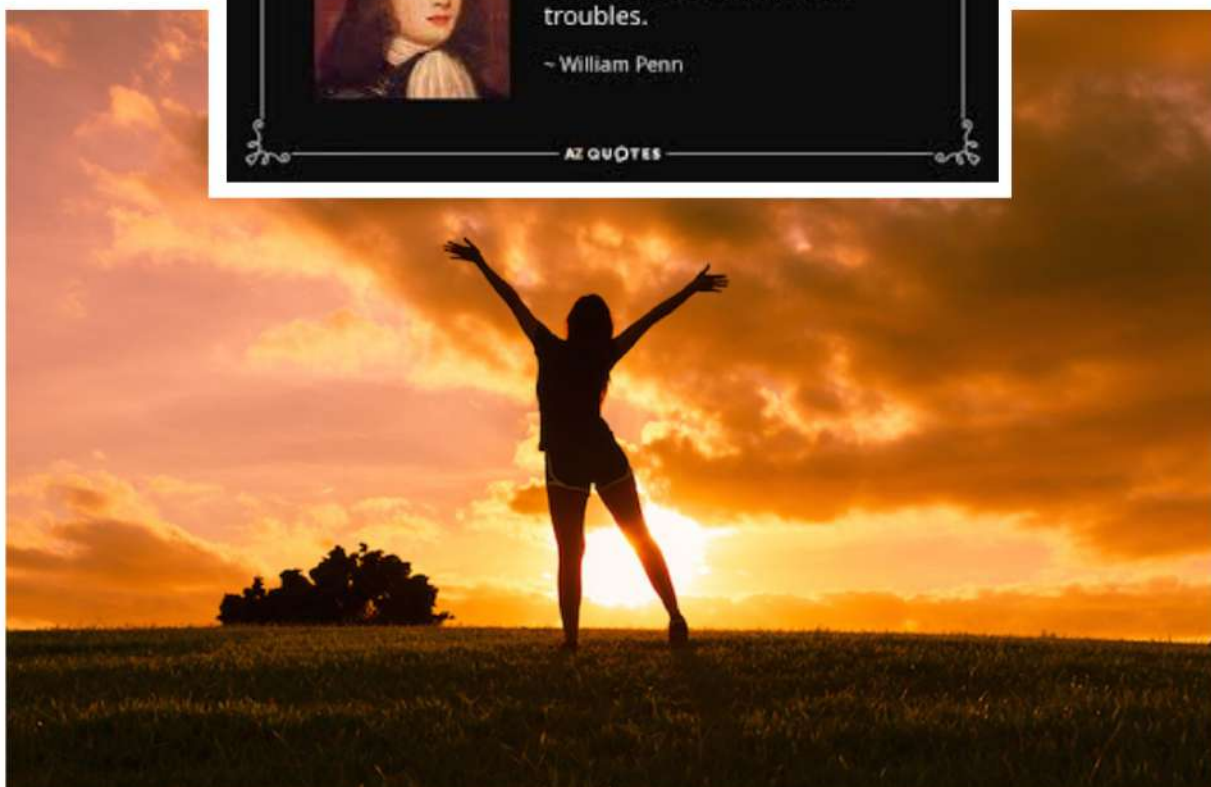
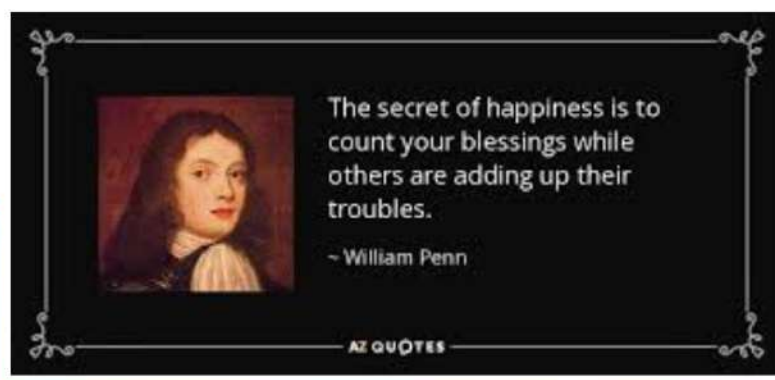
At times, things happen to us that may seem utterly horrible, painful, and unfair at first, but as we reflect, you will find that without overcoming those obstacles you would have never realized your potential, strength and willpower. Everything happens for a reason. Since, nothing happens by chance or by means of luck; whether it is illness, injury, love, lost moments of true greatness, and sheer stupidity- all occur to test the limits of your soul. Without these small tests, however profound or insignificant they may appear to be, life would be like a smoothly paved, straight, flat road leading to nowhere. Though it would be safe and comfortable, but with dull and utterly menialness.

The people who affect our lives through the trials and tribulations of experience, help to create who we eventually become. A lot can be learnt even from bad experiences. In fact, they are probably the most poignant and important ones. If someone hurts us, betrays us, or breaks our heart, it is always better to forgive them- for they have helped us learn about trust and the importance of being cautious when we open our hearts. If someone loves us, love them back unconditionally, not only because they love us, but because in a way, they are teaching us to love and how to open our heart and eyes to things.

Make every day count!!! Appreciate every moment and take from those moments everything that we possibly can do for we may never be able to experience it again. Talk to people that we have never talked to before, and actually listen. Let oneself fall in love, break free, and set high sight. Hold the head up because we have every right to. Affirm that we are a great individual and believe in one's own self, for if we don't believe in ourselves, it will be hard



for others to believe in us. We can make anything we wish out of our life. Create our own life then go out and live it with absolutely no regrets.



INSPIRATION

Ishika Jalan

3rd Year B.Com. Sec-A3

The fire in me is enough to ignite my spirits to reach the sky.
The intoxication of my dreams makes me fly high.
Though I know that sky is the limit,
But I always try to reach those stars whose
Brightness makes me shine like a solar unit.
The passion of reaching the stars is not to
Be forgotten.

My dreams keep me alive-
Though Life is enough to give a hard blow to my
Aspirations,
Dreams become
Ladder of my inspirations.

The brave heart which was long lost in
Those dreamy lanes of failure,
Resurrects like a Phoenix.
The blood that runs in my veins,
Filled with anger and aspirations to
Rise beyond my pains.

Because the fire in me is enough to ignite
My spirits to reach the sky,
The intoxication of my dreams makes me fly high.



DIGNITY

Ritika Agarwal

2nd Year B.Com. Sec-D

She wasn't meant for the scars you gave her,
She wasn't meant for the tears you gave her.
She wasn't meant for the tantrums you showed her,
She wasn't meant for the heartbreak you gave her.
She wasn't meant for the smile she lost,
She wasn't meant for the self-respect she lost.
She wasn't meant for being taken for granted,
She wasn't meant for the traps you implanted.
Instead she was only meant for the dreams you showed her,
And the promises you made her crave for.



OF KINGS AND QUEENS

Khushboo Bagaria

1st Year B.Com. Sec-D

Show me your kings,
And I will show you the queens that willed them,
That motivated them
To do better.

Do you think they did it alone?
Built whole armies,
And conquered thrones?

Constructed promised lands,
That would outlive the sun
Resurrected prosperity from ash and bone?

A crest is not just a man made thing --
It is also created by generations of women
Who nurture through compassion and care.

Show me your kings,
And I will show you the queens that willed them,
That bred them, that taught them to do better.

MAHATMA GANDHI: THE APOSTLE OF PEACE

Ritika Agarwal

2nd Year B.Com. Sec-D



Mahatma Gandhi-The father of our nation;
The reason for our reputation;
He helped us gain justice;
From the tyrannical behaviour of the British.
A multifaceted personality;
Who brought in equality-
supporter of non-violence;
Who helped people gain self-confidence.
A man who looked as simple as the spinning wheel;
All his life, he gave and cared;
Without any desire or being scared.
He comforted the poor and needy;
By reassuring them of peace and harmony.
O! Redeemer of the World! The Father of our Nation;
We owe you our salutation.

FORGING BONDS

Sakshi Agarwal

2nd Year, B.Sc. FSNM

She made me smile for a picture in front of the school bus and since then the journey began.
From hearing the scratching of leather seats in my school bus to going alone in the cab -
Life was no longer the same...
Is everybody a Wanderer?
I tell mama, over and over, to just let things go...
And she keeps trying too-
But every time as the school bus passes by, she is not able to hold up.
She still longs to see that grease and mud on my school shirt....
Sadly she can't anymore.
Dad's unhappy too as I have to leave...go somewhere far away from him.
He still wants to cuddle and piggyback me onto his shoulders...
And put me back to sleep from the couch to bed-
But he can't.
I long to dozing off on my Dad's shoulders one day
As he secures me from all adversities.

Now, every time my sweetheart dad tells me that he loves me,
We keep gazing into each other's eyes with awe.
I can feel the warmth of his woollen mitts,
His affectionate caresses don't make me feel like going back, again.
As my mind longs for my loved ones... but that desire won't stop me to move on.
Yesterday is gone
Today will only happen once
And as I move on to explore the world of future possibilities
Wondering, if, at least once,
I had dared to choose the best option.

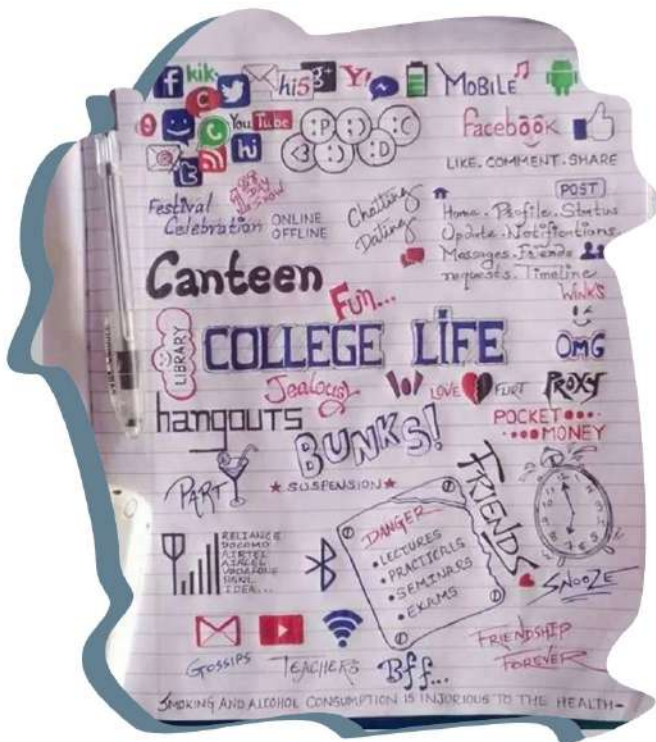


ADIEU!

Shreya Agarwal

3rd Year B.Com. Sec-A2

An untimely parting of ways dear friend -
Then you were my friend, now almost a stranger.
Is it ever possible to forget a bond so glorious?
Our friendship no longer remains so serious!
Still memories of best moments lurking everywhere,
Driven by a giant 'wedge' which lodged somewhere.
Sometimes my mind contrives,
Wasn't this was a true friendship for life?
Words rarely describe,
Feelings which remained unsaid.
I tried my level best, that it lasts,
But it's better we remove it from our past.
Memories fade and ultimately mortals rest in dust.
So now, don't care to make such things ever last....



COLLEGE DAYS ARE THE BEST

Kajol Agarwal

1st Year B.Sc. ID

We laugh to the fullest,
 We smile from the heart.
 We joke till we are tired of giggling,
 We dance till our heart is tired of smiling.
 In these beautiful college days...
 We are wilful,
 We make mistakes.
 These are the days we learn,
 what's right and wrong.
 These are the days which initiate us,
 To our responsibilities.
 The most precious moments of our life,
 The most important days of our youth.
 These cherished memories and lessons will never leave us.
 Etched in our memories they always remain...
 To make you smile when you are sad.
 These lessons will be there;
 Amidst all success or failure
 These treasured memories remain unforgettable ever.

OF SHARING IN LOVE

Jhankar Parakh

1st Year B.Sc. TCFS

I'll give you the sun, to ignite you in it's splendour. I promise!
 And together we'll shine, for each other.
 Is that what love is supposed to be?
 Is it merely sacrifice? Or is it sharing?
 To share darkness and light.
 To share sorrows as well as merriment in every plight.
 No matter what, never lose your gleam and glory.
 Because that's the thing that'll always keep love alive.
 I'll give you the sun, I'll give you the rain.
 I'll give you everything, that'll ever take to endure every strain.



JOURNEY OF A GIRL'S LIFE

Anisha Chaudhary

2nd Year B.Sc. ID

Was just six
When she was disallowed
Interaction with male mates,
And diverted from cricket bat
For the all new Barbie set -
Endless doll dressing
Was all she played.
Was just ten
When the short frock
Was replaced with a kurta.
"New attire!"
Was what she thought...
Was only twelve
When she was made to sleep alone
With curtains pulled.
Thinking this is cool to stretch on bed,
Like a Sleepless Panda
Who hadn't slept in years.
When she was fourteen
Seven days no bed
Closed in a room
With a flooring mat!
It was just sixteen
When summer became unbearable:
Sweating under her full-sleeved dress.

Was just eighteen
When hands were daily burnt
And none cared.
"It's a part of growing up"
Was what she heard.
She was just Twenty-one
When suddenly
She was asked to leave
Her readings
And go for a coffee date
With someone she didn't know.
Was Asked to fall in Love
Which she never felt anything similar.
Palms designed with henna
Bearing name of that coffee man.
Now her playlife at six
Became her real life at twenty-six..
When she felt the pain of labour
Bringing forth another generation of
Humans like us...
To nurture another life.
Who knows?
Perhaps only to be thrown
To the confines of an old age home.



दूर हूँ, बस कुछ दिनों के लिए...

Shreya Agarwal

3rd Year B.Com. Sec-A2

छोड़ कर अपना घर और शहर
परदेश में रहते फिरते,
इस भीड़, अजनबी चेहरे में
अपना कोई खोजते रहते ।

अलार्म की गूँज से आंखें खुली तो
मैंने बस मां को आवाज़ लगाया,
पर मैं तो घर से दूर हूँ
यह बात कुछ देर बाद याद आया ।

वहीं खुद से सब करना,
टिफिन का यूँ ठंडा बासी खाना,

पापा का प्यार, मम्मी का डाटना
आखिर यही सब,
घर की बहुत याद दिलाता है ।

कुछ बनने आए हैं, कुछ बनकर दिखना है,
मां पापा का नाम उच्चा करना है ।
समय है, बीत जाता है,
परिवार और घर से दूर रहना,
आखिर इंसान सीख जाता है ।

SYMPOSIUM ON INNOVATION IN TEXTILES & APPAREL MANUFACTURING

The Department of Textile Science, Clothing & Fashion Studies organized a one day Symposium on Innovation in Textiles & Apparel Manufacturing on 16th September, 2019. Mr. Ashish Dhir, Associate Vice President Technopak Advisors, New Delhi graced the occasion as the Chief Guest.

Eminent speakers from the industry who deliberated at the seminar:

- Application of Digitalization & Automation in Garment Manufacturing: Mr. Sajith Kumar, Vice-President (Digitization & Automation Solutions), IIGM Pvt. Ltd, Bangalore.
- Artificial Intelligence & its Application in the Apparel Industry: Ms. Mausmi Ambastha, Co-founder, ThreadSol, Nodia
- Automation in Sewing Technology: Key Industry Trends in the Changing Market: Mr. Anil Singh, Senior Advisor, Mehala Machines India Ltd., Kolkata.

Students, research scholars and faculty members of various other Institutes like ATDC, Government ITI for Physically Challenged Boys & Girls, NSHM Knowledge Campus, EcoAvid School of Ethical Design Studies, Kolkata also participated in the Symposium.



INTERNATIONAL WORKSHOP ON **LIMITLESS POTENTIAL- A STEP TOWARDS GENDER EQUITY**

A 3-day International Workshop on Limitless Potential - A Step towards Gender Equity was organized in association with Vidya Veda Foundation and Esesson Foundation, Australia at the Main Campus from 8th to 10th January, 2020 for the students of the Departments of Sciences, Commerce & Management.

Dr. Ajitha Naidu Sugnamam, Dentist with Royal Australia Forces and Managing Trustee, Esesson Foundation was the Keynote Speaker and she was accompanied by experienced and skilled trainers from USA and Australia:

- **Ms. Kate McCambley**, Nutritionist from USA
- **Ms. Deborah McCann**, Psychology Resilience Trainer from USA
- **Mr. Sully Luepke**, Physical Training Instructor from USA
- **Mr. Sith Saengon**, Lecturer on Leadership & Team Building Skills from USA
- **Mr. David Flood**, Self Defence Instructor from Australia

The workshop mainly comprised of six sessions - Goal Setting & Follow-up; Psychology; Nutrition & Wellbeing; Physical Training, Leadership & Team Building and Self Defence to promote and create awareness about self protection amongst young girls and women students through fundamental self-defense techniques, knowledge of proper nutrition to lead a healthy life, stress management and building of self confidence.





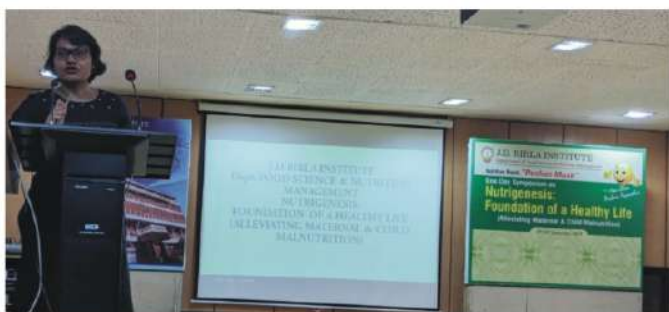
NATIONAL NUTRITION MONTH

The Department of Food Science & Nutrition Management conducted several activities on the theme, *Nutrigenesis: Foundation of a Healthy Life* (alleviating Maternal and Child Malnutrition) as a part of the National Nutrition Month from 1st to 7th September, 2019.



Various activities conducted on the theme were:

- Special Lecture on Problems associated with malnutrition and nutrition related government policies: Ms. Alivia Biswas, Manager, Social Sector, Government Reforms & Infrastructure Development at PwC Private Limited, Kolkata
- Nukkad natak to demonstrate the problem of obesity and anemia among young girls and uncontrolled consumption of junk food
- Interdepartmental Cooking Competition on the theme, 'Poushtik Aahar'
- Following outreach activities for mother and young children at seven NGOs.
 - Hemoglobin testing in association with Lion's Club of Kolkata (Mother Teresa Sarani) at Hope Foundation.
 - Anthropometric measurements to assess incidence of malnutrition among children and mothers.
 - Survey on Nutrition using Knowledge Attitude & Practice (KAP) Questionnaire.
 - Demonstration of low cost recipes like paushtik ladoo, sprout tikki, pinwheel sandwich with pumpkin and green chutney, pumpkin noodles, ragi premix etc.
 - Puppet show- importance of hygiene & safe drinking water to control diarrhea.
 - Awareness through flash cards on personal hygiene
 - Quiz on nutritive facts about food.



IN SEARCH OF WOVEN AIR FOLLOWING THE THREADS OF MUSLIN

From being the pride of the undivided Bengal to being most sought after by the Arabs and the Romans alike during the pre independence years and from there to the beginning of large scale export and manufacturing in the UK, the US and France, muslins the prized fabrics have come a long way. Thus, to make students understand the legacy of India's rich heritage and rise up to protect the dying traditions and revive the fable craft of muslin.

The Department of Textile Science, Clothing & Fashion Studies in association with Weaver's Studio organized a talk on "In Search of Woven Air: Following the Threads of Muslin" by Dr. Sonia Ashmore, Design-Historian and Author of the book, Muslin, published by V & A Publishing, London on 11th September, 2019.



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DEPARTMENT OF FOOD SCIENCE & NUTRITION MANAGEMENT

Coping with Covid-19 Outbreak

Guest Speakers

Mr. Amit Vaishnav
Managing Director, Mega foods Products Madras Ltd.

Mr. Anup Kumar Tiwari
Group Head Training, Peerless Group of Hotels, Kolkata.

Date: 7th May, 2020
Time: 4:15 pm to 5:45 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: 3rd year and all M.Sc. Students

Students are requested to register with their HoD within two days.
www.jdbikolkata.in

Coping with Crisis Post Covid-19 Outbreak on 7th May, 2020. "Food Industry by Mr. Amit Vaishnav, Managing Director, Mega foods Products Madras Ltd. "Catering Industry by Mr. Anup Kumar Tiwari, Group Head Training, Peerless Group of Hotels, Kolkata.

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Department of Food Science & Nutrition Management

Health & Wellness during Challenging Times

Guest Speakers

Mr. Ritesh Bawri
Health & Wellness Counsellor, Breathe Again, Kolkata

Ms. Eileen Canday
Chief Dietitian from Sir HN Reliance Foundation Hospital, Mumbai

Dr. Suparna Ghosh Jerath
Additional Professor, Public Health Foundation in India, Delhi

Date: 13th May, 2020
Time: 4:15 pm to 6:30 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: All Students

Students are requested to register with their HoD within two days.
www.jdbikolkata.in

Health & Wellness during Challenging Times on 13th May, 2020. Personal Health & Hygiene by Mr. Ritesh Bawri, Health & Wellness Counsellor, Breathe Again, Kolkata Importance of Nutrition In Building Immunity by Ms. Eileen Canday, Chief Dietitian from Sir HN Reliance Foundation Hospital, Mumbai "COVID-19 & Global Food Systems by Dr. Suparna Ghosh Jerath, Additional Professor, Public Health Foundation in India, Delhi.

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A WEBINAR SESSION WITH

Dr. Shikha Sharma
Founder & MD, Dr. Shikha's NutriHealth

Monday, 18th May, 2020
4:30 pm onwards
on **zoom**

TOPIC | **Health & Habits**

DEPARTMENT OF FOOD SCIENCE & NUTRITION MANAGEMENT

Health & Habits on 18th May, 2020 "Dr. Shikha Sharma, Founder & MD, Dr. Shikha's Nutrihealth

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A WEBINAR SESSION WITH

Dr. Rahul Jain
General Medicine & Diabetes Specialist, Belle Vue Clinic

Dr. Mradu Gupta
Professor & Head, Department of Dravyaguna, Institute of Post-graduate Ayurvedic Education & Research, Health & Family Welfare Department, Govt. of West Bengal, Kolkata

Dr. Saptarshi Choudhri
Associate Professor, Department of Practice of Medicine, DN De Homeopathic Medical College & Hospital, Kolkata

TOPIC
Is **Alternative Medicine** a Solution?

Wednesday, 20th May, 2020
4:30 pm onwards
on **zoom**

DEPARTMENT OF FOOD SCIENCE & NUTRITION MANAGEMENT

Is Alternative Medicine A Solution? on 20th May, 2020. Dr. Rahul Jain, General Medicine & Diabetes Specialist, Belle Vue Clinic, Kolkata Dr. Saptarshi Choudhuri, Associate Professor, Dept. of Practice of Medicine, DN De Homeopathic Medical College & Hospital, Kolkata.

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A WEBINAR SESSION WITH

Dr. R. Ramachandran
Associate Professor,
Department of Fashion Technology
PSG College of Technology
Coimbatore

Friday, 19th June, 2020
4:30 pm onwards
on **zoom**

TOPIC | **Clothing 3D Fit**

DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Clothing 3D Fit by Dr. R. Ramachandran (Associate Professor, Department of Fashion Technology, PSG College of Technology Coimbatore) on 19th June, 2020.

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Department of Textile Science, Clothing & Fashion Studies

Challenges for the Apparel & Fashion Industry Post Covid'19

Guest Speakers:
Mr. Anil Buchasia, Mr. Varun More, Mr. Arjun Agarwal

4:15 pm to 4:30 pm : **Assessing & Introduction**
Mr. Anil Buchasia
4:30 pm to 5:00 pm : **Global Apparel Market Ahead 2021**
Mr. Anil Buchasia
5:15 pm to 5:45 pm : **Indian Garment Exports: Changing Dynamics**
Mr. Varun More
8:00 pm to 8:30 pm : **Fashion Retailing: Challenges and the Road Ahead**
Mr. Arjun Agarwal

Date: 07th May, 2020
Time: 4:15 pm to 6:30 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: 1st year & 2nd year Students

Students are requested to register with their HoD within two days.
www.jdbi.kolkata.in

Challenges for the Apparel & Fashion Industry Post Covid'19 on 8th May, 2020. "Global Apparel Market: Beyond 2020 by Mr. Anil Buchasia, Director of Amrit Exports Pvt. Ltd., Kolkata "Indian Garment Exports: Changing Dynamics by Mr. Varun More, Director of Denimatic India Pvt. Ltd., Kolkata "Fashion Retailing: Challenges and the Road Ahead by Mr. Arjun Agarwal, Fashion designer, and Director, Arjun Trans-world-trends Pvt. Ltd. Kolkata

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DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Fashion Brands: Survival Post Covid'19

Guest Speakers:
Mrs. Vijaylakshmi Nachiar, Mr. Wajahat Rather

4:15 pm to 4:30 pm : **Assessing & Introduction**
4:30 pm to 5:00 pm : **Survival of Fashion Brands**
5:15 pm to 5:45 pm : **Luxury Brands: Strategies & Opportunities Post Covid'19**

Date: 14th May, 2020
Time: 4:15 pm to 5:45 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: 3rd year and all M.Sc. Students

Students are requested to register with their HoD within two days.
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Fashion Brands: Survival Post Covid '19 on 14th May, 2020. Survival of Fashion Brands by Mrs. Vijaylakshmi Nachiar, Director of Ethicus, Pollachi Tamil Nadu Luxury Brands: Strategies & Opportunities Post Covid'19 by Mr. Wajahat Rather, Founder of Raffughar, New Delhi.

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A WEBINAR SESSION WITH

Dr. S. Amsamani
Professor,
Department of Textiles & Clothing
Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore

Topic | **Scope for Technical Textiles After Covid 19**

Saturday, 20th June, 2020
5:00 pm onwards
on **zoom**

DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Scope for Technical Textiles after Covid 19 by Dr. S. Amsamani, Professor (Department of Textile and Clothing, Avinashlingam Institute for Home Science and Higher Education for Women University, Coimbatore) on 20th June, 2020.

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DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Sustaining Traditions through New Ideas

Dr. Hemlatha Jain
Founder,
Punarjeevana, Bangalore

Date: 12th May, 2020
Time: 4:15 pm to 5:15 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: 3rd year and all M.Sc. Students

Students are requested to register with their HoD within two days.
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Sustaining Traditions through New Ideas on 12th May, 2020. Dr. Hemlatha Jain, Founder of Punarjeevana, Bangalore

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A WEBINAR SESSION WITH

Dr. Ela Dedhia
IQAC Coordinator and Head,
Department of Textiles & Fashion Technology
College of Home Science,
Nirmala Niketan
Mumbai

Monday, 22nd June, 2020
4:30 pm onwards
on **zoom**


TOPIC | **Trend Forecast & Product Development**

DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

Trend Forecast & Product Development by Dr. Ela Dedhia (IQAC Coordinator and Head of Department of Textiles & Fashion Technology, College of Home Science, Nirmala Niketan, Mumbai) on 22nd June, 2020.

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A WEBINAR SESSION WITH



Dr. Swapan Kumar Ghosh
Director,
NOVA Surface-Care Centre Pvt. Ltd.
Mumbai

TOPIC
Anti-viral Surface Coatings to Prevent the Spread of COVID-19 through Touch

Tuesday,
16th June, 2020
4:30 pm onwards
on **zoom**

DEPARTMENT OF INTERIOR DESIGNING

Anti-Viral Surface Coatings to prevent the spread of COVID-19 through Touch by Dr. Swapan Kumar Ghosh (NOVA Surface-Care Centre Pvt. Ltd., Mumbai) on 16th June, 2020.

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A WEBINAR SESSION WITH



Mr. Debashish Nayak
Founder & Former Director,
Centre for Heritage Management
Ahmedabad

Monday,
15th June, 2020
4:30 pm onwards
on **zoom**


TOPIC
Heritage Buildings: Restoration & Renovation

DEPARTMENT OF INTERIOR DESIGNING

Heritage Buildings: Renovation & Restoration by Mr. Debashish Nayak (Director of Centre of Heritage Management, Ahmedabad) on 15th June, 2020.

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A WEBINAR SESSION WITH



Mr. Shashank Sambyal
Zonal Head,
Godrej Security Solution,
Kolkata

Saturday,
20th June, 2020
4:30 pm onwards
on **zoom**

TOPIC
Essential Guide to Securing Premises

DEPARTMENT OF INTERIOR DESIGNING

Essential Guide to Securing Premises by Mr. Shashank Sambyal (Zonal Head, Godrej Security Solutions, Godrej & Boyce Mfg. Co., Kolkata) on 20th June, 2020.

J.D. BIRLA INSTITUTE
Unit of Vidya Mandir Society
(Affiliated with Jadavpur University)
11 Lower Bowbazar Street, Kolkata-700028

Department of Human Development

Discover Your Wellness Potential

Guest Speakers:



Dr. Shishir Palsapure | Mr. Lokesh Nathany | Dr. Vivek Furtado

4:15 pm to 4:30 pm : **Assembling & Introduction**

4:30 pm to 5:00 pm : **Procrastination and Unlocking One's Potential**
Dr. Shishir Palsapure
Founder Director, Morphic Minds, Nagpur. Affiliated to Training Centre of Albert Ellis Institute, New York

5:15 pm to 5:45 pm : **Nurturing the Mindset of an Entrepreneur**
Mr. Lokesh Nathany
Life, Business & Financial Coach, Networker and TEDx Speaker

6:00 pm to 6:30 pm : **Wellbeing and Epidemiology**
Dr. Vivek Furtado
Head of Unit Mental Health & Wellbeing, Warwick Medical School, University of Warwick, U.K.

Date: 15th May, 2020
Time: 4:15 pm to 6:30 pm
Venue: From the Comfort of Your Home (Zoom)
Participants: 3rd year and all MSc Students

Students are requested to register with their HoD within two days.

www.jdbikolkata.in

Discover your Wellness Potential on 15th May, 2020. Procrastination and Unlocking One's Potential by Dr. Shishir Palsapure, Founder Director, Morphic Minds, Nagpur (Affiliated Training Center of Albert Ellis Institute, New York) & International Motivational Speaker ·Nurturing the Mindset of an Entrepreneur by Mr. Lokesh Nathany, Life, Business and Financial Coach, Networker and TEDx Speaker ·Wellbeing and Epidemiology by Dr. Vivek Furtado, Head of Unit Mental Health & Wellbeing, Warwick Medical School, University of Warwick, U.K.

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A WEBINAR SESSION WITH



Ms. Reshma Ashar
Clinical Psychologist, Founder Director, Magic Thought, Mumbai

Wednesday, 17th June, 2020
5:30 pm onwards
on **zoom**

TOPIC | Metaphor Therapy & Analyzing Metaphors

DEPARTMENT OF HUMAN DEVELOPMENT

Metaphor Therapy and Analyzing Metaphors by Ms. Reshma Ashar (Founder Director, Magic Thoughts, Mumbai) on 17th June, 2020.

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A WEBINAR SESSION WITH



Ms. Shivani Wadhwa
Counselling Psychologist and Special Educator,
Co-Founder, Samadhan Goyam, Hyderabad

Topic | Understanding and Supporting Children with ADHD

Thursday, 18th June, 2020
4:30 pm onwards
on **zoom**

DEPARTMENT OF HUMAN DEVELOPMENT

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A WEBINAR SESSION WITH



Ms. Chelana Jain
Clinical Psychologist & Special Educator,
Founder, Samadhan Goyam, Hyderabad

Topic | Understanding and Supporting Children with ADHD


Thursday, 18th June, 2020
5:30 pm onwards
on **zoom**

DEPARTMENT OF HUMAN DEVELOPMENT

Understanding and Supporting Children with ADHD by Ms. Chelana Jain (Founder Director and Ms. Shiwani Wadhwa, Co-founder, SamadhanGoyam, Hyderabad) on 18th June, 2020.

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11 Lower Bowden Street, Kolkata-700029

A WEBINAR SESSION WITH



Pradip Chopra
Chairman
PS Group

Friday,
15th May, 2020
4:30 pm onwards
on **zoom**

TOPIC | **SETBACK IS A SET-UP TO GO UP**

DEPARTMENT OF COMMERCE

Setback is a Set to Go Up on 15th May 2020
Mr. Pradip Chopra, Motivational Speaker & Chairman PS Group

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(Affiliated with Jadavpur University)
11 Lower Bowden Street, Kolkata-700029

A WEBINAR SESSION WITH



Prof. Pramod Pathak
Professor,
Department of Management Studies,
ISM, Dhanbad



Dr. Rajesh Kr. Bhattacharya
Associate Professor,
IIM Calcutta

TOPIC
Impact of Lockdown on Global Economy

Wednesday,
27th May, 2020
6:00 pm-6:30 pm
on **zoom**

DEPARTMENT OF COMMERCE

Impact of Lockdown on Global Economy on 27th May 2020

- Prof. Pramod Pathak, Professor, Department of Management Studies, ISM, Dhanbad
- Dr. Rajesh Bhattacharya Associate Professor, IIM Calcutta

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Ms. Avanti Bose
Director & Financial Services Leader,
PWC SDC



Mr. Siddharth Pansari
Director,
Primarc Projects & Story



Mr. Harish Agarwal
Managing Partner (Kolkata & East),
Ernst & Young Services Pvt. Ltd.

Job Opportunities in post Covid World
(CAREER COUNSELLING)

Saturday,
6th June, 2020
4:30 pm onwards
on **zoom**

DEPARTMENT OF COMMERCE

Job opportunities in Post Covid World on 6th June, 2020

- Ms. Avanti Bose, Director & Financial Services Leader, PWC SDC
- Mr. Siddharth Pansari, Director, Primarc Projects & Story
- Mr. Harish Agarwal, Managing Partner, (Kolkata & East), Ernst & Young Services Pvt. Ltd.

J.D. BIRLA INSTITUTE
Unit of Vidya Mandir Society
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11 Lower Bowden Street, Kolkata-700029

A WEBINAR SESSION WITH



Mr. Bala Subramaniam
Investor,
Advisor & Mentor



Prof. Arup Choudhuri
Chairman & CEO,
Acasia Global Consulting LLP



Dr. Ravinder Vinayek
Director,
DPSR, Rohini, New Delhi &
President,
Global Network of Business Researchers

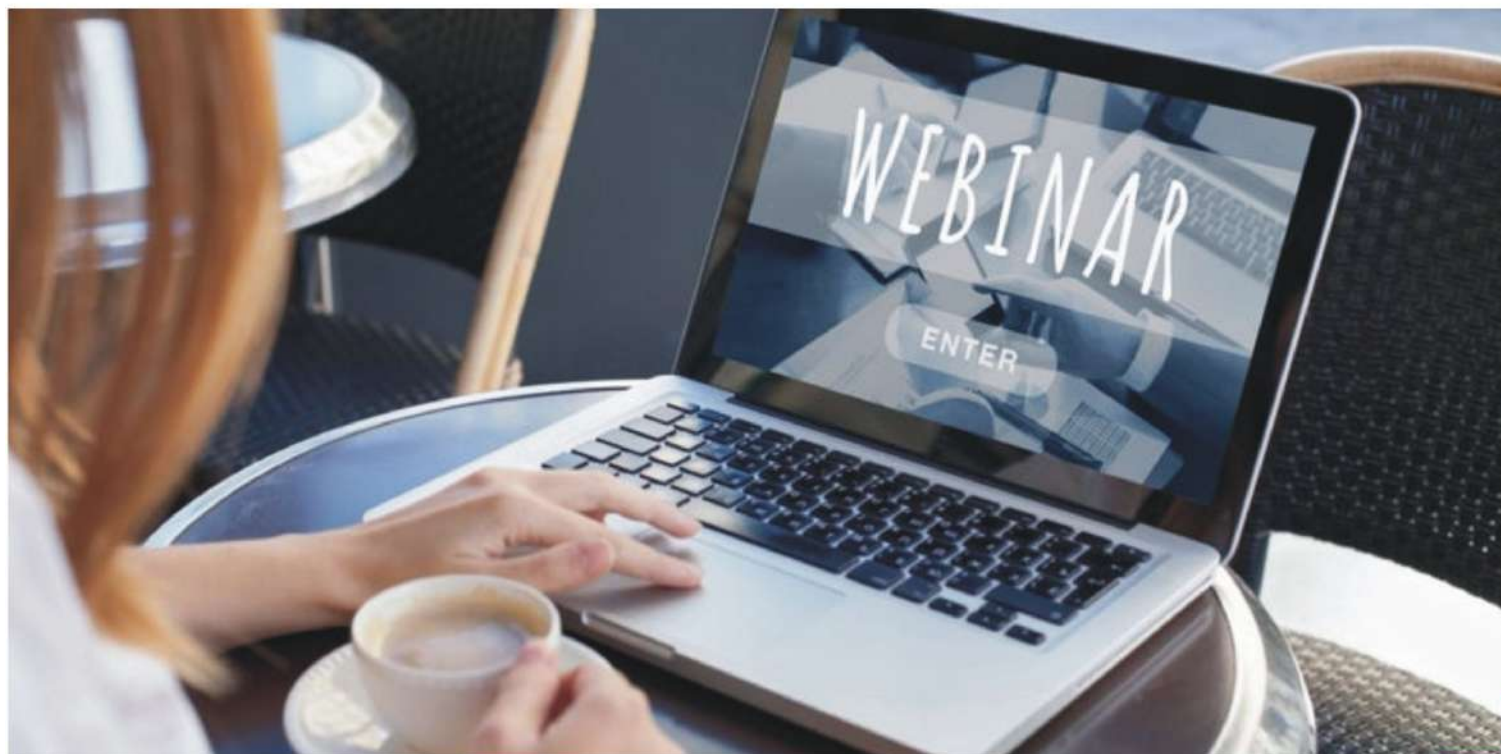
TOPIC
Strategies for Revival of Global Economy Post Lockdown

Friday,
29th May, 2020
4:30 pm onwards
on **zoom**

DEPARTMENT OF COMMERCE

Strategies for Revival of Global Economy Post Lockdown on 29th May 2020.

- Mr. Bala Subramaniam, Investor, Advisor & Mentor
- Prof. Arup Choudhuri, Chairman & CEO, Acasia Global Consulting LLP
- Dr. Ravinder Vinayek, Director, DPSR, Rohini, New Delhi & President, Global Network of Business Researchers



THE FOLLOWING SPECIAL LECTURES WERE ORGANIZED ONLINE for POST GRADUATE DIPLOMA IN DIETETICS & APPLIED NUTRITION STUDENTS

1. **Holistic Approach for Gut Health** by Ms. Ranjani Raman, Owner & Founder at Nutrition Tattva, Bangalore on 9th June 2020.
2. **Special Nutrition for Special Children** by Ms. Apeksha Thakkar, Health, Content Writer & Diabetes Educator at Just for Hearts, Mumbai on 12th June, 2020.
3. **Client Diaries for Diet Counselling** by Nidhi Shukla Pandey, Dietitian & Founder of Healthizen's Blog on 15th June, 2020.
4. **The Bond: Genes, Food & the Environment** by Mrs. Janani Tamilvanam, Founder & Course Instructor at Institute of Nutrigenetics, Coimbatore on 17th June, 2020.
5. **Managing an Emotional Appetite during Stress, Anxiety & Depression** by Mrs. Jennifer Dhuri, Owner & Founder at Jennifer's Health & Diet Solutions, Mumbai, on 19th June, 2020.
6. **Mrs. Jennifer Dhuri**, Owner & Founder at Jennifer's Health and Diet Solutions, Mumbai
7. **Mrs. Ranjani Raman**, Owner & Founder at Nutrition Tattva, Bangalore
8. **Dt. Edwina Raj**, Dietitian in Astor Hospital, Bangalore
9. **Mrs. Apeksha Thakkar**, Health Content Writer & Diabetes Educator at Just for Hearts, Mumbai
10. **Dt. Nidhi Shukla Pandey**, Dietitian & Founder of Healthizen's Blog, Raipur
11. **Mrs. Tulsi Rijhwani**, Nutritionist & Specialist in Italian Gelato at All About Gelato, Indore
12. **Mrs. Janani Tamilvanan**, Founder & Course Instructor at Institute of Nutrigenetics, Coimbatore
13. **Ms. Amritha Devnani**, Assistant R&D Manager - Nutrition & Health at HUL, Bangalore



Anthropometric Techniques for Nutritional Assessment by Dr. Aditi Roychowdhury Sen, Ex-Regional Head, CINI & Technical Consultant Nutritionist, United Nations Children's Fund Field Office for West Bengal



Food & Beverage Controls: The Key to Profitability in Culinary Business by Mr. Surajit Dasgupta, Assistant Professor, Guru Nanak Institute of Hotel Management



First Aid, Resuscitation and CPR by Dr. Indranil Mitra, Senior Consultant, Ruby General Hospital



Self Image-Key to Building Career in Hotel Industry by Mr. Anup Kumar Tewari, Corporate Training Manager, Peerless Group of Hotels



Nutrient Drug Interaction in Clinical Practice by Ms. Sanghamitra Chakravarti, Head of Department (Nutrition & Dietetics), Medica Superspecialty Hospital



The Current Challenges of Nutritionists by Ms. Nidhi Prakash, Nutritionist & Freelancer



Psychological & Diet Counselling by Dr. Debdulal Dutta Roy, Associate Professor, Psychology Research Unit, Indian Statistical Institute, Kolkata



Nutripreneurs by Ms. Nikita Bardia, Founder and Chief Nutritionist, Health Quo



Textile Design Development by Ms. Neha Jhunjhunwala, Director (Design & Development) at J. J. Exporters Ltd.



Fabric Construction Techniques by Mr. Montu Basak, Associate Professor, NIFT, Kolkata



Activated Carbon by Dr. Rakesh Kumar Ghosh, Scientist, NIRJAFT



Indian Textile Industry Scenario by Mr. Arindam Mukherjee

TEXTILE SCIENCE, CLOTHING & FASHION STUDIES



Managing Projects by Ms. Rupande Shah, Director, Rupande Shah and Associates



Unconventional Building Materials by Ms. Payel Pal, Architect

INTERIOR DESIGNING



Beautiful Home Techniques by Ms. Vrinda Khemka, Proprietor, Swayam City New Age Nirman



History of Furniture by Mr. Pulaha Dasgupta, Industrial Design & Technical Consultant

INTERIOR DESIGNING



Feng Shui by Ms. Pinky Kapoor, Renowned Vastu & Feng Shui Consultanta



Air Conditioning - An Overview by Prof. Tapas Bhattacharya, Dept. of Architecture, Jadavpur University



Women's Rights & Family Laws in India: An Overview of Current Developments and Debates by Mrs. Ruchira Goswami, Assistant Professor (Grade-III) and Head, Centre for Child Rights, The West Bengal National



Social Cognition by Dr. Deepshikha Ray, Assistant Professor (Grade-III), Dept. of Psychology, University of Calcutta

HUMAN DEVELOPMENT



Alcoholism & Depression by Mrs. Nandini Choudhury, Director, Crystal Minds



Recognizing Alzheimer's by Dr. Sidharth Shankar Anand, Consultant Neurologist, Institute of Neurosciences.



Schizotypal Personality Disorder by Dr. Sanjay Garg, Head, Department of Mental Health & Behavioral Sciences, Fortis Hospital



Autism & Mainstream Education by Ms. Indrani Basu, Founder Director, Autism Society, West Bengal



Mainstreaming of Women into Male Bastion: Challenges Ahead by Dr. Tumpa Mukherjee, Assistant Professor, and Women's Christian College



Handling Different Classroom Situations by Mrs. Lipica Bhattacharyya, Special Educator, Apollo Gleneagles Hospital Kolkata



Data Analytics & Game Theory by Dr. Shirish C. Jeble, Faculty of Analytics, IT and Operations at ICFAI Business School, Pune



Corporate Governance by Dr. Saurav Roychoudhury, Professor of Finance & Economics, Department of Business School of Management and Leadership, Capital University, Columbus, Ohio, USA



CSR & Corporate Governance by Dr. Sumana Ghosh, Assistant Professor, St. Xavier's College, Kolkata



Entrepreneurship & Start ups by Mr. Pradeep Chopra, Chairman – ILEAD



Soft Skills by Mr. Pradeep Chopra, Chairman – ILEAD



Participation of Women in Family Managed Business by Dr. Parimal Merchant, Director – Global Family Managed Business Program, SP Jain School of Global Management



Ethical Hacking by Mr. Vishal Dave, Business Head at Revolution, Kolkata through YUVA (Young Indians wing of CII)



Intellectual Property Rights by Mr. Krishana Singh, Owner Goldfinn Technologies through YUVA (Young Indians wing of CII)

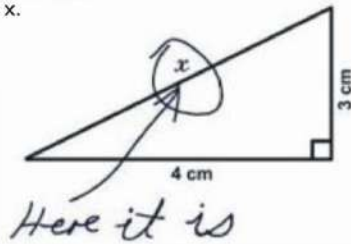
College Funnies!

What did the zero say to the eight?



Nice belt.

Find x.



Etc.

The abbreviation used when I can't think of any other examples.

Q. Why did the math book look so sad?

A. Because it had so many problems.

When I say I miss school, I mean my friends and the fun. Not the school.



Q: What did the scientist say when he found 2 isotopes of helium?
A: HeHe

WORKSHOP
**BAKING
DELIGHT**

Conducted by
Evlin Florence Rozario
Home Baker & Pastry Chef

Food Science &
Nutrition Management
Department



WORKSHOP
**FOOD DESIGN
& PRODUCT
DEVELOPMENT**

Conducted by
Mrs. Anvi Gandhi
Alumni and Proprietor,
The Nutri Lab, Kolkata.

Food Science &
Nutrition Management
Department

WORKSHOP
**NAPKIN
FOLDING**

Conducted by
Mr. Debanjan Bhoumik
Proprietor, Radiance Academy
of Management Studies

Food Science &
Nutrition Management
Department





WORKSHOP
**PATTACHITRA
PAINTING**

Conducted by
Ms. Mayna Chitrakari
Pattachitra Expert from Mednipur

| Textile Science, Clothing &
Fashion Studies
Department

WORKSHOP
**LEATHER
BATIK**

Conducted by
Mr. Pradip Chatterjee
Freelance leather batik designer
from Shantiniketan

| Textile Science, Clothing &
Fashion Studies
Department



WORKSHOP
**DEVELOPING
A MOODBOARD**

Conducted by
Ms. Sheeba Sodhi
Design Head, JFC Pvt. Ltd.

| Textile Science, Clothing &
Fashion Studies
Department

WORKSHOP
**FABRIC
PAINTING**

Conducted by
Ms. Mousumi Paul
Fevicryl Certified Specialist
from Pidilite

| Textile Science, Clothing &
Fashion Studies
Department



WORKSHOP
**COLOUR &
TEXTURES**

Conducted by
Ms. Neha Jhunjhunwala
Director-Design & Development,
J. J. Exporters Ltd.

| Textile Science, Clothing &
Fashion Studies
Department

WORKSHOP
KANTHA

Conducted by
Mr. Nurul Kedia
Kantha Craftsman
from Purulia

| Textile Science, Clothing &
Fashion Studies
Department



WORKSHOP
**FURNISHING
DESIGN
DEVELOPMENT**

Conducted by
Ms. Neha Bharpilania
Senior Designer,
J.J. Exporters

| Textile Science, Clothing &
Fashion Studies
Department



WORKSHOP
**FURNITURE
LAYOUT**

Conducted by
Ms. Chandni Karnawat
Proprietor, Interocraft

| Interior Designing
Department

WORKSHOP
**SELF
DEFENSE**

Conducted by
Ms. Ryena Gupta
Karate champion in
association with CII, Yuva

| Interior Designing
Department





WORKSHOP
**PROJECTIVE
TECHNIQUES**

Conducted by
Ms. Prachi Rathi
Founder & Director, Letsmile
Counseling Centre, Kolkata

Human Development
Department

WORKSHOP
**ART OF BODY
LANGUAGE**

Conducted by
Mr. Partha Pratim Roy
Founder & Director,
Psychogenesis Institute, Kolkata

Human Development
Department



WORKSHOP
**PUPPET
MAKING**

Conducted by
Mr. Dilip Mondal
Secretary, Dhumketu

Human Development
Department



ASPECTS OF NUTRITION

Ms. Prerna Solanki, (Registered Dietician) and Ms. Sonal Dhanuka, Proprietors of Nutridiction for 1st year students.

FOOD DESIGN & CULINARY ARTS IN ITALY

Ms. Pallabi Gupta, Manager, (Education Desk), Indo Italian Chamber of Commerce & Industry, Mumbai was organized for 3rd year students.



START-UPS IN THE HOSPITALITY INDUSTRY

Mr. Rahul Arora, Chef & Proprietor, Bon Appetit and Parathe Wali Galli for 3rd year students.



CAREER OPTIONS IN THE TEXTILE INDUSTRY

Mr. Santanu Das,
Director, Maku
Textiles Pvt. Ltd. for
1st year students.



DESIGNING A CAREER IN THE GARMENTS EXPORT INDUSTRY

Mr. Ayush Murarka,
Director, Ventures
for 3rd year students.



FASHION & DESIGN IN ITALY

Ms. Pallabi Gupta,
Manager, (Education
Desk), Indo Italian
Chamber of Commerce
& Industry, Mumbai for
3rd year students.



ENTREPRENEURSHIP IN TEXTILES & APPAREL

Ms. Radhika Joshi,
Partner Ensoi for
1st year students.



DIFFERENT CAREERS IN THE FIELD OF INTERIOR DESIGNING

Ms. Ritu Duggal,
Director, Decorage
and Associates for
1st year students.

CAREER COUNSELING IN INTERIOR DESIGNING

Mr. Sanjay Agarwal,
proprietor of Shristi
Interiors for 3rd year
students.



CAREER COUNSELING ON ENTREPRENEURSHIP IN INTERIOR DESIGNING

Ms. Apurva Choraria,
Director of ACE Space
Designs for 1st year
students.



PERSPECTIVES OF PRE-SCHOOL EDUCATION

Mrs. Gargi Sen,
Principal Star Kids
School for 1st year
HD students.



CAREERS IN HUMAN DEVELOPMENT

Ms. Megha Rathi,
Counselor and
Clinical Psychologist
for 1st year students.

EMERGING JOB SKILLS IN THE FIELD OF HUMAN DEVELOPMENT

Mrs. Vasundhara Kaul,
Chief Impact Officer and
HOD- Training, Drishti for
3rd year students.





CAREER OPTIONS FOR A CHARTERED ACCOUNTANT

Mr. Sanjib Sanghi, Chartered Accountant, EIRC (Eastern India Regional Council) of ICAI (Institute of Chartered Accountants of India) for 1st year students.



CAREER OPTIONS FOR A COMPANY SECRETARY

Mr. S. Sreejesh, Assistant Director, Institute of Company Secretaries of India, Eastern India Regional Council for 1st year students.



NMAT EXAM, CAREER DESIGN & ENTREPRENEURSHIP

Mr. Suhas Kaul, Representative, Graduate Management Admission Council for 3rd year students.

IMPORTANCE OF DATA ANALYTICS IN BUSINESS MANAGEMENT AND ADMISSION PROCEDURE FOR JOINING CBS

Mr. Sanjib Biswas, Assistant Professor along with Ms. Soma Bhattacharya, Senior Executive, Calcutta Business School for 3rd year students





INDUSTRIAL VISITS

With an aim to go beyond academics, industrial visits provides students a practical perspective to the real world scenario of the industry. Besides giving an exposure from the academic point of view, the main aim of these industrial visits are to provide the students with a practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. It gives them exposure to current work practices and augments theoretical knowledge disseminated within college premises. Industrial visits provides an excellent opportunity to interact with industry experts and know more about industrial environment. The Industrial visits are arranged by the college with an objective of providing students with a functional opportunity, whereby they can get a glimpse of the Industrial realities and challenges of work environment as well as an awareness about new technologies. Visiting different companies actually helps students to build a good relationship with those companies which in turn facilitates better employment and internship opportunities.

Industry Visits



1. Bhagwati Foods Pvt. Ltd. 2. Raja Udyog Pvt. Ltd. 3. Ankur Kala 4. Belle Vue Clinic 5. Columbia Asia Hospital
6. Annamrita Foundation (Midday Meal Centre) 7. Kalyan Ashram- HelpAge India 8. Parle Products Private Limited



1. A Cube Apparel Ltd. 2. UM Exports 3. Ensoi 4. Jaya Shree Textiles Pvt. Ltd.
5. Rajlakshmi Cotton Spinning Mills Pvt. Ltd. 6. Rupa Company Pvt. Ltd. 7. Kothari Processors Pvt. Ltd.
8. Shiv Shankar Industries Pvt. Ltd.

Industry Visits



1



2



3



4



5



6

INTERIOR DESIGNING

1. Residential site at Bangur 2. Greenply Industries Ltd 3. Duroplast Furniture Systems Pvt. Ltd.
4. 'Vijay Manzil' - A Rajbari of Burdwan 5. Jaquar Orientation Centre 6. Godrej Interio

HUMAN DEVELOPMENT



1



2

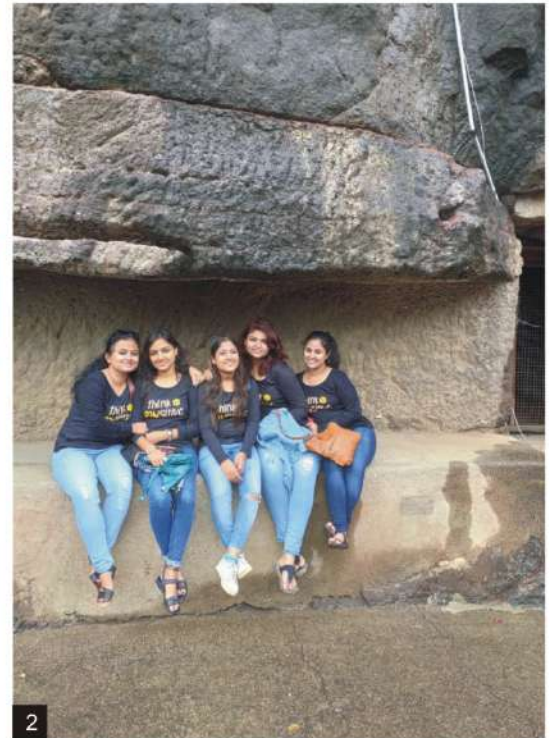


1. Indian Institute of Cerebral Palsy (IICP) 2. Lumbini Park Mental Hospital
 3. Society for Indian Children's Welfare 4. Alzheimer's & Related Disorder Society of India (ARDSI)
 5. Development Action Society 6. Integrated Child Development Scheme (ICDS), an Anganwadi, Bagbazaar
 7. Ramakrishna Mission Blind Boys Academy 8. Narendrapur Ektara
 9. Parichay Foundation 10. Turning Point Rehabilitation Centre

Educational Excursion



1. Annamrita Foundation, Pune
2. Ellora Caves, Aurangabad
3. Pure Gold Cheese factory, Mahabaleshwar
4. Sula Vineyards, Nasik



EDUCATIONAL EXCURSION

Department of Food Science & Nutrition Management

Educational excursions provide students with an opportunity to collaborate with teachers, and integrate new perspectives with informal environments to enhance learning initiatives. It also helps to stimulate student's reasoning skills and helps in developing various life-skills, such as team building, time management etc.

Pune, Mumbai, Mahabaleshwar, Shirdi, Aurangabad, Ellora/Ajanta from 12th to 22nd October, 2019



5. Columbia Asia Hospital, Pune 6. Marathwada Cold Storage
7. Mapro Foods Pvt. Ltd, Mahabaleshwar 8. Katraj Dairy, Pune
9. FSNM students and teachers

Educational Excursion



1. Ajanta Caves, Aurangabad 2. Mala's Fruit Products, Mahabaleshwar 3. Brintons Carpet Asis Pvt. Ltd., Pune 4. NEBCO Textile Industry, Mumbai

EDUCATIONAL EXCURSION

Department of Textile Science,
Clothing & Fashion Studies

Educational excursion is undertaken to broaden the student's horizon of knowledge through interaction with the industrial experts and this supplements classroom academic. It also helps instill team building spirit among their peers when they stay together away from home.

**Pune, Mumbai,
Mahabaleshwar, Shirdi,
Aurangabad, Ellora/Ajanta
from 12th to 22nd October,
2019**

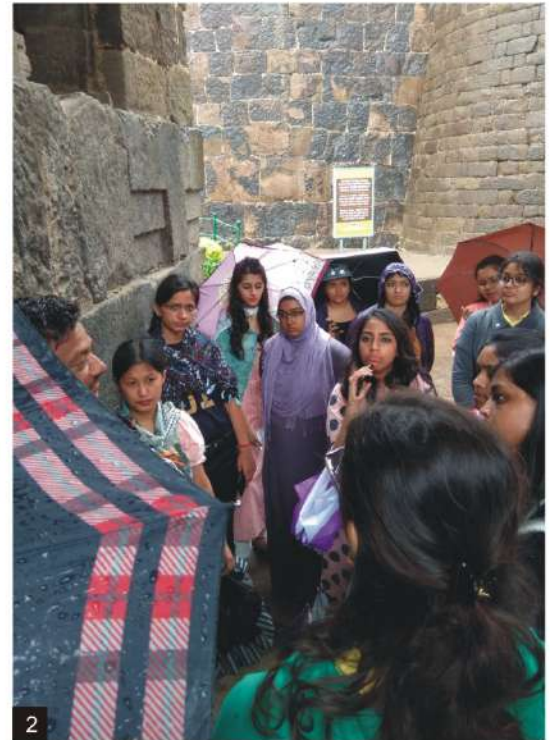


5. Himroo Fabrics, Aurangabad 6. Kalyani Clothing Company, Pune
 7. Kangaroo Leather Pvt. Ltd, Mumbai 8. Kay Kam Art Pvt. Ltd, Mumbai
 9. Vidhate Paithani Sarees, Yeola, Aurangabad 10. Wet Blue Footwear, Mumbai
 11. Mapro Foods Pvt. Ltd, Mahabaleshwar 12. Madhu Bidri Art Works, Aurangabad

Educational Excursion



1. Fort Jadhav Gadh (Heritage Hotel), Pune
2. Daulatabad Fort, Aurangabad
3. Bibi ka Maqbara, Aurangabad
4. Godrej and Boyce Manufacturing Co. Ltd, Mumbai

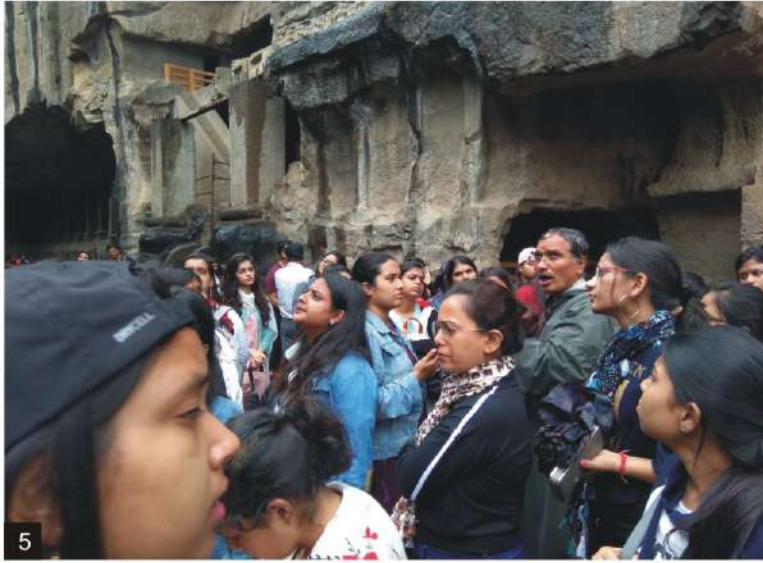


EDUCATIONAL EXCURSION

Department of
Interior Designing

Final year students are taken for an educational excursion every year to various parts of the country in order to expose them to different industries related to their profession. During such trip, students observe and understand the synergy between traditional and modern aspects of interior designing.

**Pune, Mumbai,
Mahabaleshwar, Shirdi,
Aurangabad, Ellora/Ajanta
from 12th to 22nd October,
2019**



5. Ellora Caves, Aurangabad 6. Paint Factory 7. Kailashnath Temple, Ellora
8. Chandra Mats Pvt. Ltd, Aurangabad 9. Tribal Museum

Educational Excursion



EDUCATIONAL EXCURSION

Department of
Human Development

Educational trips organized benefit students by providing them with a diversified learning experience. It provides them opportunities to explore areas that can be beneficial to them while selecting their profession in future.

**Pune, Mumbai,
Mahabaleshwar from
12th to 20th October, 2019**

1. Maher Aashram, Pune
2. Aakanksha Foundation, Mumbai
3. Schizophrenia Awareness Association, Pune
4. Paraplegic Rehabilitation Centre, Pune
5. Sula Vineyards



6. Mumbai Mobile Creche, Mumbai 7. Muktangan Rehabilitation Centre, Pune
8. Pune Railway Station 9. Katraj Dairy, Pune 10. HD students and teachers

Educational Excursion



Educational tours encourage holistic learning, taking studies beyond classrooms into an enjoyable experience combining travel and studies. The need for students to excel in critical thinking, problem-solving, leadership, decision making, collaboration, and communication taking learning out of classroom walls, plays a significant part in students learning experience, because they learn as well as have loads of fun during these trips.





COMPETITIONS

During the period of COVID 19 Lockdown, online competitions were organized by the Departments of Food Science and Nutrition Management; Textile Science, Clothing and Fashion Studies and Interior Designing on a weekly basis for the creative engagement of students. These online competitions were organized to strengthen creative interests and ensure better mental health and psychological wellbeing of the students. The students enthusiastically participated in these activities by sending video recordings/ images of their innovative creations. The winners were selected by a panel of teachers from the respective departments. Some selected good videos were shared on the college instagram, twitter and facebook page.



DESIGNING OF **FACE MASKS** WITH SPECIAL FUNCTIONAL FEATURES

Online mask-making competition tried to explore what it means to be healthy in the midst of a pandemic! Mask making offered a unique opportunity to combine creativity and practicality.



BEST **OUT OF WASTE**

“REGARD BEFORE YOU DISCARD”- Best out of Waste Online Competition gave students the understanding that innovative strategies can help reuse everyday materials that will not only reduce the waste but may be converted into useful household products. The idea is to familiarize students and building up a sense of environmental consciousness among them.



Organizer



Night Lamp

RECYCLING TEXTILE WASTE

Recycling and reusing the materials can result in development of fantastic and usable products. Rather than putting these waste materials into the landfills, students devised various innovative and creative ideas to put together something new and useful.



Photo Wheel



Cushion Cover



Tote Bag



Swirl Pendant



Paper Bag & Top



Candle Stand

RECYCLING NEWSPAPER WASTE

Paper recycling is reprocessing waste paper for reuse. Waste papers are either obtained from paper scraps, discarded paper materials, and waste paper material discarded after consumer use. Commonly used recycled papers are old newspapers and magazines.

RECYCLING PLASTIC WASTE

Recycling is a dynamic opportunity which reduces oil usage, carbon dioxide emissions and the quantities of waste requiring disposal. Recycling is an environmental conservation strategy for the reduction of material use through product reuse, use of alternative biodegradable materials and energy recovery as fuel.



Night Lamp



Flower Pot

DRAPING

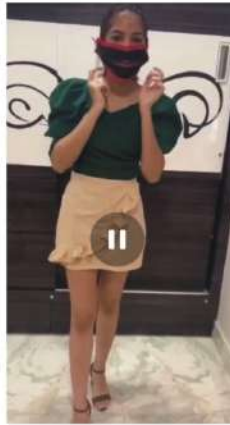
INDO-WESTERN STYLE

The main objective of the competition was to provide opportunities for the students to apply their creative thinking and innovation skills in developing and showcasing draping styles and techniques. They adapted traditional garments to create a more modern Western outlook.



FASHION STYLING

Students used garments available at their disposal in their own wardrobes and came out with innovative styling ideas. It was an experience of working on the presentation of creative styling ideas and created different styles from mundane garments.



BLACK IS LIFESTYLE

Black outfits never go out of style, across age groups and fashion preferences- black garments always looks striking. Not only is it versatile, but it can create a powerful aura on the wearer. Wearing all black makes a declaration to the world that one is edgy, classy, and confident.



RE-DESIGN

OLD FURNITURE



The students had to identify any one piece of existing furniture in their homes and transform by remodeling it into another piece of furniture with a different functionality.

SHADOWS



A unique concept of Shadow making competition was arranged for the students of Interior Designing. The students combined a number of objects to create different kind of shadows.

ORIGAMI

Origami Competition was conducted to develop the imagination and creative skills amongst students. They were judged on different measures like neatness, presentation and creativity. By transforming a flat sheet of paper into a finished sculpture through folding and sculpting, students created unique and exclusive shapes and structures to showcase their finesse in paper craft.



Sandels



Pinwheel



Pen Stand



Salt Pepper Stand

PAPIER-MÂCHÉ

Papier-mâché is a composite material consisting of paper pieces or pulp, sometimes reinforced with textiles, bound with an adhesive, such as glue, starch, or wallpaper paste. Students created various products with old newspapers and other wastage paper materials.

MANDALA ART

Mandala is an ancient Indian art form with one identifiable center point containing both geometric and organic forms and an array of symbols, shapes and forms. In essence, mandalas represent the connection between our inner worlds and outer reality. It is both inspirational and therapeutic for students and provides an inner well-being to them.



STENCIL PRINTING

Students made stencils from thin sheets of material, such as paper, plastic, or metal, with letters or designs cut from it, used it to produce the letters or design on an underlying surface by applying pigment through the cut-out holes in the material.



INDIAN SUPERFOODS

Superfoods are nutritionally dense and generally powerhouses of high doses of antioxidants, vitamins, minerals, etc. They are beneficial for one's health, gradually gaining popularity. Students explored nutritional benefits of various superfoods.



'Fenugreek Seeds: The bittersweet symphony of health'
-Priya Shukla



'Desi Ghee: A touch of richness to your life'
-Mehak Kaushal

FOR & AGAINST

Edible flowers are flowers that can be consumed safely possessing anti-inflammatory and anti-angiogenic properties. They may be eaten as vegetables or as a main part of a meal, or as herbs and feature as part of many regional Asian, European, and Middle Eastern cuisines.



'Edible Flowers: Can flowers be beneficial to health?'
-Tafseer Zahra

BCAA & ANTIOXIDANT RICH DRINK FOR RAPID RECOVERY IN SPORTS

Students displayed various food items which are good antioxidants - substances that can prevent or slow damage to cells caused by free radicals, unstable molecules that the body produces as a reaction to environmental and other pressures.



'Nutri Punch'- A blend of super seeds for a tasty post-workout refreshment
-Amrita Sarkar



'Pink Rush'- A sports refreshment power-packed with protein, omega-3 and all the goodness of beetroot
-Mehak Kaushal

IMMUNITY BOOSTING RECIPES

Plant extracts can do a lot to strengthen the body. Students devised various kinds of concoctions to create immunity boosters, much need of the hour during the Pandemic, enhancing their practical and academic skills.



Maa ka Raaj
-Ashna Surana



Semolina Pancake
-Upasana Chowdhury



Veggie Kebab Platter
-Nandini Gupta



Pumpkin Carrot Soup
-Nitika Malani

STUDENTS' PARTICIPATION IN **INTER-COLLEGE FESTS**

(ORGANIZED BY OTHER COLLEGES)

The students of J D Birla Institute participated in different activities organized by various inter-college fests in Kolkata. Amidst much enthusiasm, several students won prizes in various events in the fests.





ANNUAL DAY 2019

The Annual Cultural Programme of the College was celebrated on 20th November, 2019 at Vidya Mandir Auditorium in a befitting manner. It was presided by the chief guest, Mr. Parambrata Chatterjee, Actor, Director, Producer & Television, distinguished guests, elite guardians, staff and students of the college.

Meritorious students from the Departments of Science & Commerce were awarded and a cultural medley of dances and songs was put up by the students lighting their creative and artistic talents.







ANNUAL SPORTS 'ZEST 2020'

On the 15th of January 2020, the college hosted its 1st Inter-College Annual Sports, 'Zest 2020', a day filled with fervour and excitement experienced amidst thrills, shrills and cheers. The chief guest for the day was Major General Arun Roye (Retired), Ati Vishisht Seva Medal, Vishisht Seva Medal, Former General Officer Commanding (GOC) Bengal and Dr. Aparup Konar, Director of Physical Instruction, Sports Board, Jadavpur University as the Special Guest of Honour.

80 students from the Departments of Sciences, Commerce & Management participated in the track events along with students from four guest colleges (Sivanath Sastri College, The Bhawanipore Education Society College, Heritage Business School and iLead).

Children from eight NGOs - EkTara, Future Hope, Hope Kolkata Foundation, Calcutta Rescue, Calcutta Social Project, Jungle Crows, Parichay Foundation and DRCS also participated. The track events organized for the staff and ex-students also saw an impressive participation.







COMMERCIO CONCLAVE 2019

6th Annual Inter-college Business Convention, Commercio Conclave, 2020 organized by the Department of Commerce on 11th January, 2020 on the theme Ethics in Business is a Good Strategy. Mr. Sanjay Budhia, Managing Director, Patton International Ltd. graced the occasion as the Chief Guest.

More than 11 companies sponsored the event. The event was powered by The Telegraph (T2).

Eleven colleges including the host participated in six events that were evaluated by a panel of eminent jury members.



cultural activities & college events

JURY

Mr. Indranil Dey
Managing Director and CEO, Irony Furniture

Mr. Sanjib Sanghi
DirectorCloud, Info Solutions Pvt. Ltd.

Mr. Sanjib Chatterjee
Senior General Manager, Graphite India

Mr. Ravi Verma
Compliance Officer & Secretary
Texmaco Rail & Engineering Ltd

Dr. Dilip Kumar Datta
Director & CEO, Sayantan Consultants Pvt. Ltd.

Mr. Tapas Piplai
Former Executive Director & CEO
Capability Enhancement Centre

Dr. Sumita Chakraborty
Additional Director (Studies)
The Institute of Co &
Management Accountants of India

Mr. B.L. Mittal
Executive Chairman, Sasta Sundar

Dr. Indranil Sarkar
Project Manager, Cognizant

Mr. Arup Choudhuri
Chairman & CEO

Acasia Global Consulting LLP

Dr. Pankaj Roy
Principal
Jogesh Chandra Chaudhuri Law College

Mr. Ravi Jaiswal
Senior Consultant, Ernst & Young

Mr. Surojit Banerjee
Marketing Head
Bhagirathi Neotia Women & Child Care Centre

Mr. Ranjeet Kumar Kanodia
Proprietor, R. Kanodia & Associates

Dr. Tapas Roy
Regional Director, ICSI

Mr. Nandan Mall
Founder and Director,
Hulladek Recycling Pvt. Ltd.

Dr. Suman Mukherjee
Director General,
The Bhawanipur Education Society College

Mr. Subrata Kumar Roy
General Manager & Company Secretary, MSTC Ltd.





INDEPENDENCE DAY CELEBRATION

The 73rd Independence Day was celebrated at the college campus on 15th August 2019 with great fervor and enthusiasm. The celebration started with the hoisting of the National Flag which was followed by National Anthem. Patriotic songs were recited both by the teachers and the students. A short cultural programme was presented comprising of patriotic songs and dance by the students.



BASANT PANCHAMI

Basant Panchami - the festival that marks the beginning of spring with the worship of Saraswati, the Hindu goddess of knowledge - was celebrated with great fervour at the college campus on 29th January, 2020

On the occasion, the entire institute turned a glorious shade of yellow with floral decoration, keeping in mind the significance of the blooming of mustard in the fields at this time of the year. Drenched in the festive spirit were the students, who came all dressed up in yellow. Together, they, along with the principal and the staff, worshipped the goddess and sought her blessings for knowledge and wisdom. This was followed with a special arrangement of 'Khichdi Bhog' for the goddess.



ANNUAL PICNIC 2019

Science and Commerce students along with faculty members undertook their Annual Picnic 2019 on 1st February 2019 and 2nd February 2019 respectively at Ekanto Apon, Bishnupur, Kolkata.



FRESHERS' PARTY 2019

Fresher's Party in any college is an event which every student eagerly awaits from their time of admission. 10th of August 2019 was a memorable day in the life of every fresher of B.Sc. & B.Com. at the college campus. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. A host of cultural programme on the theme, Masquerade was organized by the senior students and was attended by 457 students.



7-DAY TRAINING CAMP



7-Day Training Camp in association with LabourNet India Pvt. Ltd. on hand-crafted products from eco-friendly raw materials from 16th to 23rd September, 2019.

Activity: Training of rural women on hand-crafted products from eco-friendly raw materials and recyclable waste like old newspaper and jute. Participants were taught to make papier-mâché pen holders and decorative trays, coaster and bowls from jute yarns.

Beneficiaries: Rural women trainees at LabourNet India Pvt. Ltd., an NGO at their Rishra Centre.

Volunteers: NSS-volunteers from Departments of FSNM, TCFS & ID.

Woman trainees were trained on quilling, spray painting, thumb painting and making of Christmas cards.



LabourNet is a social enterprise, based in Bangalore that enables sustainable livelihoods for disadvantaged men, women and youth in urban and rural areas. With over 3600 partners, they have 598 schools, 143 livelihood centers and expertise in more than 28 sectors with over 60+ geographic clusters in 23 states and 5 union territories of India.

BLOOD DONATION CAMP



Main Campus

Activity: Blood donation camp in association with West Bengal Voluntary Blood Donor's Forum and NRS Blood Bank on 13th November, 2019 where students and staff donated 41 units of blood.

Donors: 41 (36 students & 5 staff members)

Volunteers: NSS-volunteers from Departments of Science.



Satellite Campus

Activity: In collaboration with Lions Club on 20th November, 2019 where Mr. Meeraj Khalid, IPS, Deputy Commissioner, South was the Chief Guest.

Donors: 70



EYE CHECK-UP CAMP

CAMP-1

Activity: Eye check-up camp in association with **Susrut Eye Foundation & Research Centre** on 14th January, 2020.

Beneficiaries: 151 students and 5 Group-D staff members.

Volunteers: NSS-volunteers from Departments of Science.



CAMP-2

Activity: Eye check-up camp in association with **Agarwal Eye Hospital, Peerless** on 27th January, 2020.

Beneficiaries: 70 students.

Volunteers: NSS-volunteers from Department of Commerce.



*"What we see
depends mainly on
what we look for"*

DENTAL CHECK-UP CAMP

CAMP-1

Activity: Dental check-up camp in association with **Aesthetica Dental Centre** on 14th January, 2020.

Beneficiaries: 95 students and 14 Group-D staff members.

Volunteers: NSS-volunteers from Departments of Science.

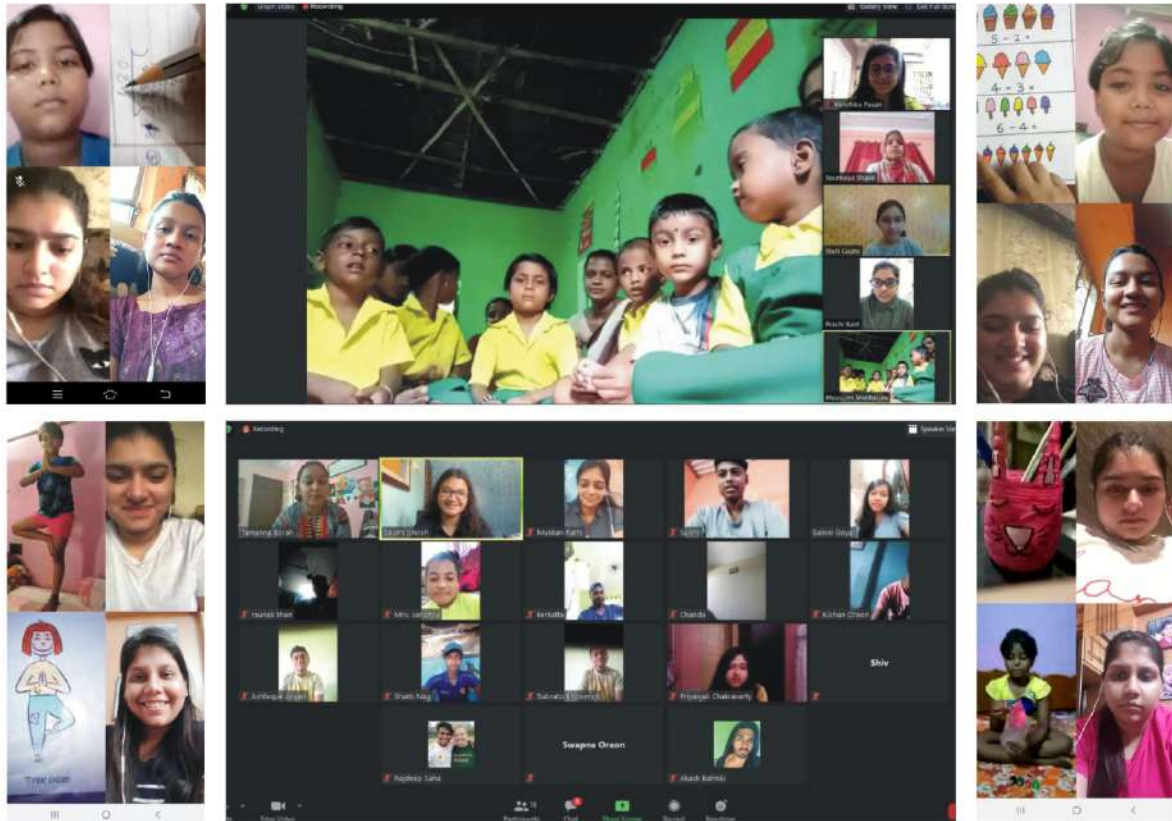
CAMP-2

Activity: Dental check-up camp in association with **Glitter Dental Clinic** on 27th January, 2020.

Beneficiaries: 63 students.

Volunteers: NSS-volunteers from Department of Commerce.





VIRTUAL VOLUNTEERING during the LOCKDOWN

- Activity:** Students devised an innovative strategy to impart social services and conducted a range of activities from 15th June to 4th July, 2020. The activities included innovative games, fun crafts as well as those based on the academic studies for children from several NGOs who otherwise did not have much access to learning during the current situation.
- Beneficiaries:** 64 numbers of underprivileged children from several NGOs (Parichay-Ek Pehchaan in Sunderbans; Jungle Crows Foundation in Kolkata & Siliguri; Towards Future in Dumdum & Institute of Motivating Self Employment).
- Volunteers:** NSS-volunteers from Department of Human Development.



Celebrating TEACHER'S DAY

Activity: Students conducted several activities on 5th September, 2019 at Joypul Nandanik Sikshayatan School for the underprivileged children at Duttapukur, Barasat and complimented the teachers for their hard work. Prof. Singhee delivered an address on anti-pollution stressing on elimination of single use plastics. A book, Shrestha Upahaar and a recyclable folding bag were gifted to the teachers.

Beneficiaries: Teachers of Joypul Nandanik Sikshayatan School for the underprivileged children at Duttapukur, Barasat.

Volunteers: NSS-volunteers from Departments of Science & Commerce.



FOOD DRIVE

- | **Activity:** Students prepared 80 kgs of khichadi and fed underprivileged people on 30th May, 2020
- | **Beneficiaries:** 260 underprivileged people in the following areas - Bhawanipur, Lake Market, New Alipore, Behala, Howrah, Phoolbagan, Bangur Avenue, Chinar Park, Dumdum, Jangra, Jessore Road and Kestopur.
- | **Volunteers:** NSS-volunteers from Departments of Commerce & Food Science & Nutrition Management.



- | **Beneficiaries:** Underprivileged and needy in the areas close to their residence (Bangur Avenue, Bhawanipur, Lake Town, Chinar Park, Howrah, New Alipore & Lake Market).
- | **Volunteers:** NSS-volunteers from Department of Commerce.

Students undertook the 'Food Drive' to feed the underprivileged during the Lockdown in Covid-19 pandemic. Students devised a unique 'food chain' model, whereby each took turns to provide meals to the needy.

- | **Activity:** Students took turns to prepare meals and distributed them among the underprivileged and needy in the areas close to their residence from 31st May to 14th June, 2020. They devised a unique 'food chain' model, whereby each took turns to provide meals to the needy.





AWARENESS ON **WATER CONSERVATION**



Activity 1: Under Swachta Pakhwada, 2019 of the EBSB Cell, MHRD, Government of India in collaboration with Development Research Communication & Service Centre (DRCS) Nukkad natak on water conservation was put-up by the students at EJC Duck Junction (Community Centres), one at Remound Road and another at Mathurbabu Lane on 9th September, 2019. Reusable bags were distributed with a purpose to reduce usage of single-use plastics.

Beneficiaries: 50 children

Volunteers: NSS-volunteers & Nature Club members from Departments of Science & Commerce.





Activity 2: An activity on Water Conservation was conducted on 12th September, 2019 at Calcutta Rescue NGO via a skit presentation. The kids present at the NGO were between 4 to 20 years old who were taught about the importance of water in life for survival of all living creatures. They were also informed about how we can conserve water and prevent its wasteful usage. An awareness message on avoiding plastics and its harmful impact on environment was also spread among the kids. The volunteers distributed forty eco-friendly reusable bags with a purpose to reduce usage of single-use plastics.

Beneficiaries: Children of Calcutta Rescue

Volunteers: NSS-volunteers from Department of Commerce.





AWARENESS ON **DENGUE**

Activity: Students conveyed the message about Dengue Awareness "Fight the Bite" on 11th November, 2019 among the children of Alakendu Bodh Niketan of age group 5-18 years of age with the help of a skit presentation which highlighted the causes, possible breeding sites of dengue mosquitoes, symptoms and some simple remedies to prevent it.

Beneficiaries: 20-25 children of Alakendu Bodh Niketan

Volunteers: NSS Volunteers from Department of Commerce.



AWARENESS ON **COVID-19**



Activity: The activity was conducted for 2 days from 22nd & 23rd June, 2020 in multiple locations around Kolkata, Gorakhpur (Uttar Pradesh) and Golaghat (Assam). The volunteers prepared posters and recorded short awareness videos on how to boost immunity, correct way to wash hands and general safety and hygiene measures. The volunteers adopted various mediums to spread awareness on this pandemic i.e., interacting with people, sharing videos & distributing posters. A WhatsApp group was also created to circulate the posters and videos.

Beneficiaries: Under privileged sections of the society

Volunteers: NSS Volunteers from Department of Commerce

REDUCE YOUR RISK OF **COVID-19** INFECTION



WASH HANDS

Wash your hands with soap or use a hand sanitiser



COVER A COUGH OR SNEEZE

Cover your cough or sneeze with your sleeves or tissues. Dispose the tissue and wash hands afterwards



SOCIAL DISTANCING

Keep a distance of around 1 meter away from others in public



STAY AT HOME

Always stay home unless you have an important reason to leave the house

PROMOTION OF **TRADITIONAL CRAFTS**

Workshops on Kantha, Pattachitra and Leather Batik were conducted to promote traditional crafts among students from the Department of TCFS. Craftsmen and experts from Purulia, Mednipur and Shantiniketan (WB) conducted these workshops.



AWARENESS ON **CYBER SECURITY**

Activity: Talk on Cyber Security by Mr. Rakshit Tandon (Cyber Security Evangelist, Director Executive, Council of Information Security & Cyber Security) was organized on 24th September, 2019 at Vidya Mandir Auditorium.

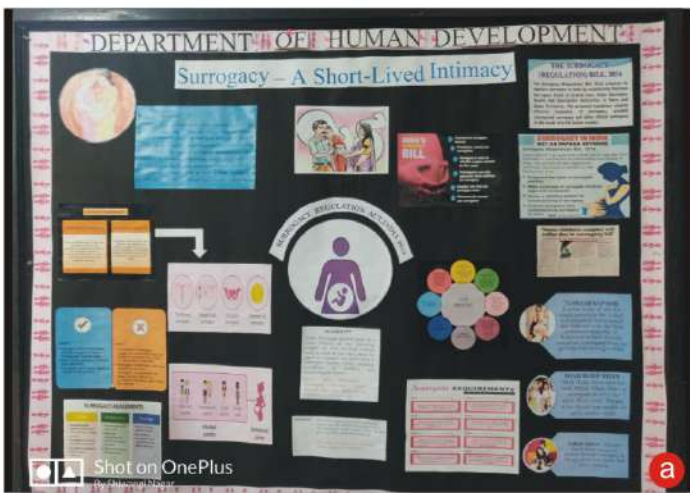
Beneficiaries: Students of all departments.

Volunteers: NSS-volunteers from Departments of Science, Commerce & Management.

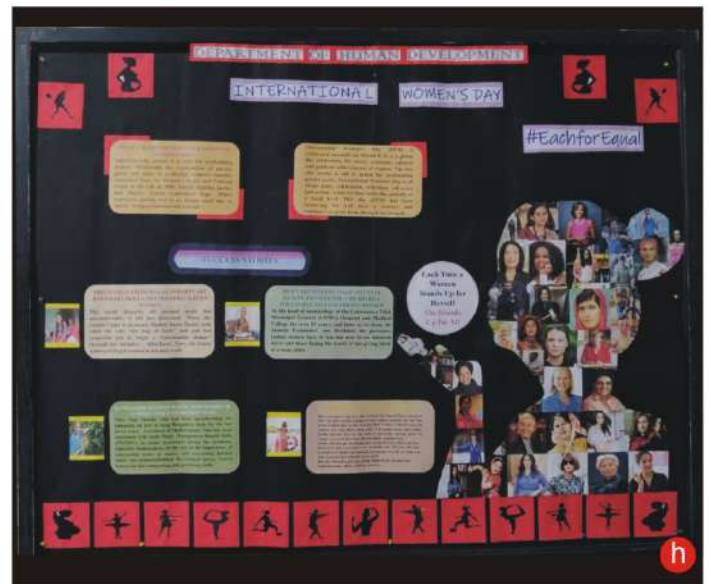
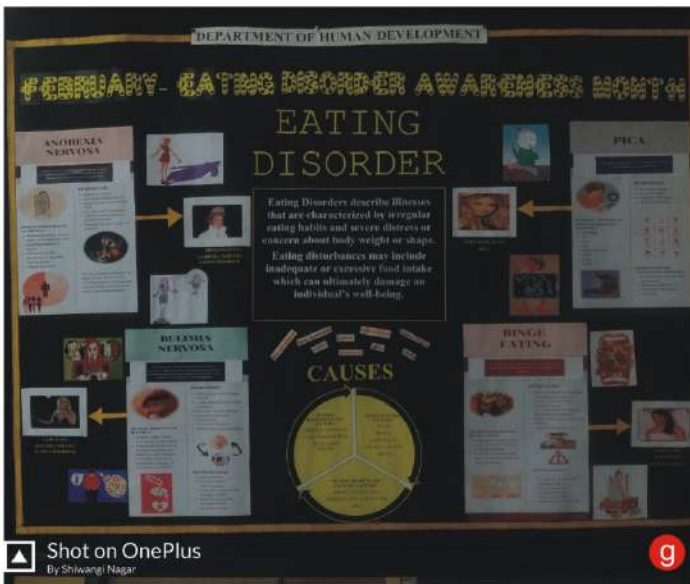
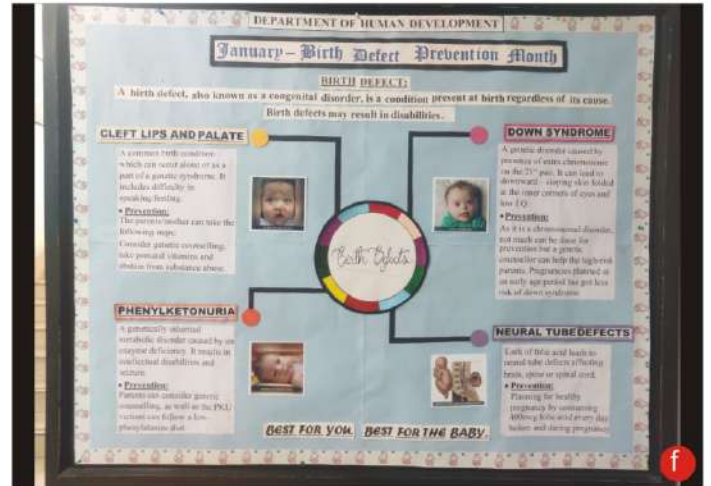


AWARENESS THROUGH THEME-BASED BULLETIN BOARDS

The Bulletin Board strategically placed near the entrance of the college, displays information of trending academic developments from around the world featuring new ideas articulated in the respective fields of study taught in our respective departments. The displays are highlighted in a monthly/weekly basis, in the form of graphical presentations, pictorial descriptions, media clippings and information briefings.



(a) Surrogacy: A Short Lived Intimacy (b) World Day Against Trafficking (c) Muslim: Lost Glory on Woven Air (d) Protection of Children from Sexual Offences (POCSO) (e) The Journey to Age Equality (f) Birth Defects Prevention Month (g) Eating Disorder prevention month (h) International Women's Day (i & j) Textiles Bulletin





PARTICIPATORY ANNUAL SPORTS 2020

- ! *Activity:* Participation of underprivileged children in the 1st Inter-College Annual Sports, Zest 2020 organized by the college on 15th January, 2020 at Gitanjali Stadium. Several inter-NGO tract events were specially organized for the children.
- ! *Beneficiaries:* Children from NGOs (EkTara, Future Hope, Hope Kolkata Foundation, Calcutta Rescue, Calcutta Social Project, Jungle Crows, Parichay Foundation and Development Research Communication and Services Centre).
- ! *Volunteers:* NSS-volunteers from Departments of Science, Commerce & Management.



INDEPENDENCE DAY CELEBRATION



73rd Independence Day of the nation was spent with children of 'Parichay' on 15th August, 2019. It was organized as a part of the NSS Cell under the Department of Science of the Institute. The activity was a small initiative to instill patriotism and also a sense of consciousness and responsibility towards creating a clean India from childhood for a brighter and healthier future for children.



Human evolution has two steps - from being somebody to being nobody; and from being nobody to being everybody. This knowledge can bring sharing and caring throughout the world.

— Sri Sri Ravi Shankar —

WE MAKE A
LIVING
BY WHAT WE GET;
WE MAKE A
LIFE
BY WHAT WE GIVE.
#MAKESTUFFHAPPEN

BANNING OF SINGLE-USE PLASTIC

- | **Activity:** Distribution of multi-use foldable fabric bag to all and directions to follow its use in place of plastic bags at the campus w.e.f from 1st November, 2019.
- | **Beneficiaries:** All students and staff of the college.
- | **Volunteers:** NSS-volunteers & Nature Club members from Departments of Science & Commerce.



The Green Club, Jal Shakti distributed 50 jute bags sponsored by Nihari Jute Mills at ILS Hospital Bidhannagar on 31st August, 2019. It also organized a presentation on Art of Sustainable Living on 12th September, 2019 by Shri Raj Gopinath Das of Iskcon. The Club sponsored 30 saplings at Shree Gandhi Education Welfare Society on 12th September, 2019.



MAKING OF **GULAL**

Students and staff of TCFS Department prepared eco-friendly herbal gulal using fresh flower for the colorful festival-Holi.



MAKING OF **MASKS**

Technical staff prepared disposal masks and three layered masks for use by staff of the college.

MAKING OF **SANITIZERS**

Students and staff of TCFS and FSNM Departments prepared hand sanitizers and raised Rs 6,275/- through a sale at the college campus on 19th March, 2020.





CANTEEN SALES

A completely innovative strategy which provides the students of FSNM department with an academic training opportunity. It allows them to showcase their culinary creations, and put it on sale, within college premises. The proceedings from these sales goes for fund raising of various social causes supported by the college.



Theme based Sales:

(a) Ghar Ka Zyaka (b) Fusion Kolkata (c) Preserved Food (d) Bollyfood (e) Frozen Fever



Theme based Sales:

- (f) Mickey Mouse Clubhouse (g) Say Cheezee (h) Illusion (i) Galactic Starveyors
(j) Flavors of India (k) Back to School

SALE OF **LOST & FOUND ITEMS**

A Sale of all Lost & Found Items was organized by the NSS Volunteers (Science) on 18th & 19th February, 2020. Unclaimed items left behind by students and staff over the years were sold for Rs. 10/- each. A total amount of Rs. 1,260/- was raised for social activities.



RELIEF FOR **AMPHAN CYCLONE**

1.48 lakhs by 97 faculty and staff members including the Principal who contributed one day's salary amounting. The amount was handed over to Bharat Sevashram Sangha.

32 faculty and staff members contributed one day's salary amounting to a total of 0.40 lakhs towards Amphan cyclone relief. The amount was handed over to Bharat Sevashram Sangha.



Collected Rs. 25,150/- from students and faculty for **Annamrita** (mid-day meals programme of ISKCON) and handed it over to the Monk Balaram Govind Das. on 20th August, 2019.



COMMUNAL HARMONY CAMPAIGN

Rs. 8,500/- was raised by students through sale of 850 Communal Harmony Campaign stickers for National Foundation, New Delhi on 10th February, 2020.

TUBERCULOSIS SEAL

STICKERS

Rs. 300/- was collected through sale of 60 Tuberculosis Seal stickers and handed over to Bengal Tuberculosis Association.





MEDICAL CHECK-UP

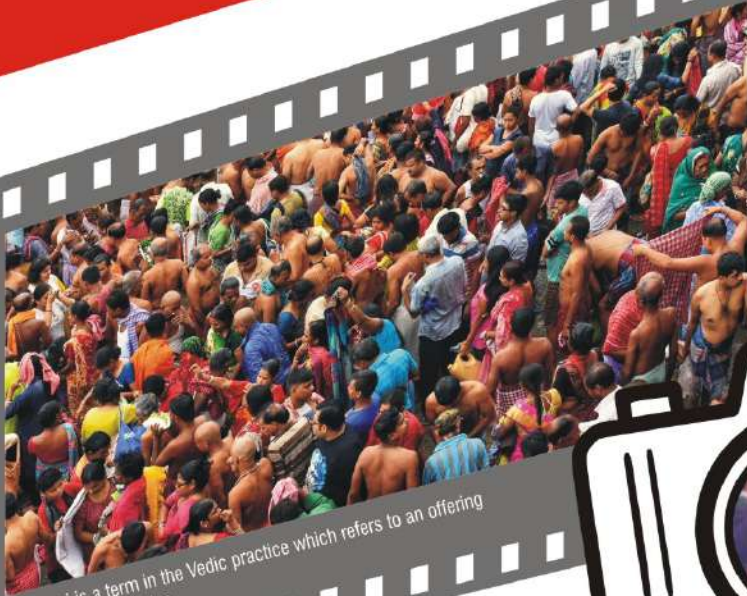
A medical event hosted exclusively for the Group D staff was held in the college. A physician was invited to the college and a general physical check up of all our supporting staff was done to ensure their health and wellbeing.

PARTICIPATION IN MARATHON

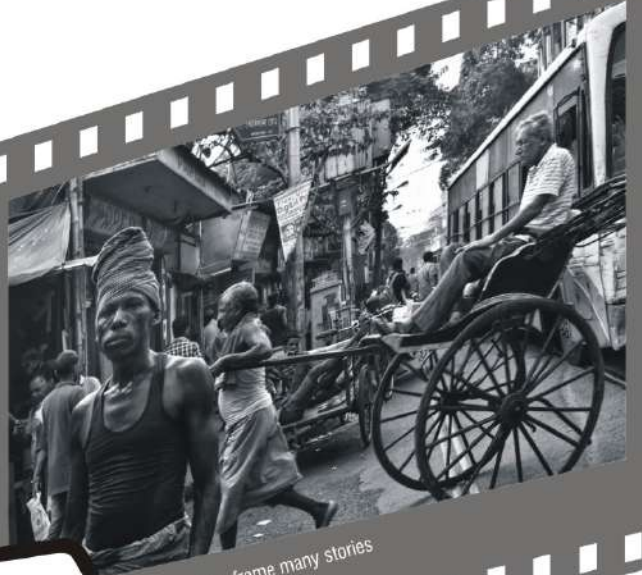
Students from the Science & Commerce Departments participated in 5 km & 10 km mini Marathon on the theme, Save the Heart organized by IBS (ICFAI Business School), Kolkata on 1st December, 2019.



Photographs



'Tarpana' is a term in the Vedic practice which refers to an offering made to divine entities



One frame many stories



Soumi Ghosh
3rd year, B.Sc.
(Human Development)



A winter morning



Don't blow away good old memories



Serenading with the music of the gurgling river and our beloved Howrah Bridge



Welcome back to the City of Joy, where we still love our date with Byomkesh Bakshi more than 'Netflix and Chill'



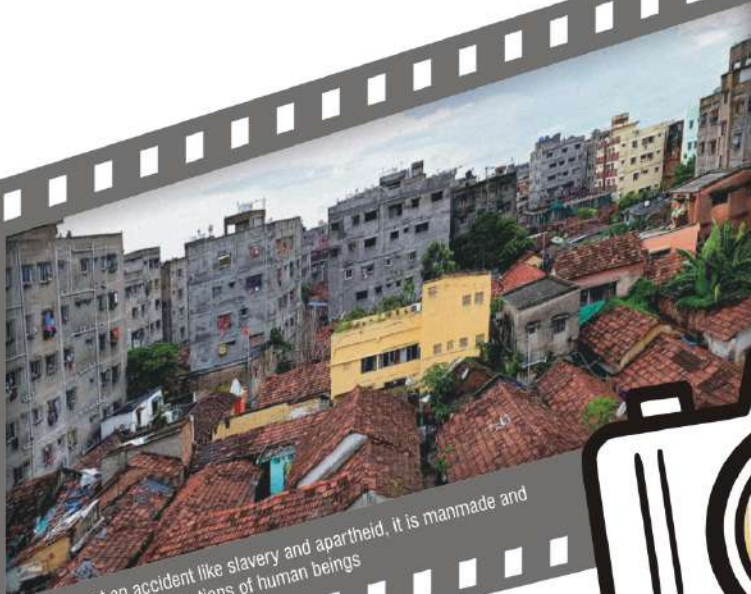
Anwesha Pal
3rd year, B.Sc.
(Human Development)



The sun bleeds, before going down, marking the death of a day, that will never come back



Strong and enduring, joining us, bridging our gaps, that's what love is for us



Poverty is not an accident like slavery and apartheid. It is manmade and can be removed by the actions of human beings



There is no humanity, in this world of humans, heart turned to stones and people just a frame of bones



Iqra Azim
3rd year, B.Sc.
(Human Development)



Architecture is frozen music



The best view comes after the hardest climb



Musharraf Asad
3rd year, B.Sc.
(Food Science & Nutrition Management)



There is nothing more musical than a sunset



There is a great deal of poetry and fine sentiment in a chest of tea



Divya Jhunjhunwala
2nd year, B.Com.
(Section-C)



Castles are beautiful to dream and wonderful to watch, but too enriched to live in



In love with Eiffel in the first sight!



Srishti Modi
2nd year, B.Com.
(Section-B)



Onyo rupe Jononi



Alokito maa er shongshaar



Sohini Chowdhury
2nd year, B.Com.
(Section-C)



God couldn't recreate avatars so me created magic



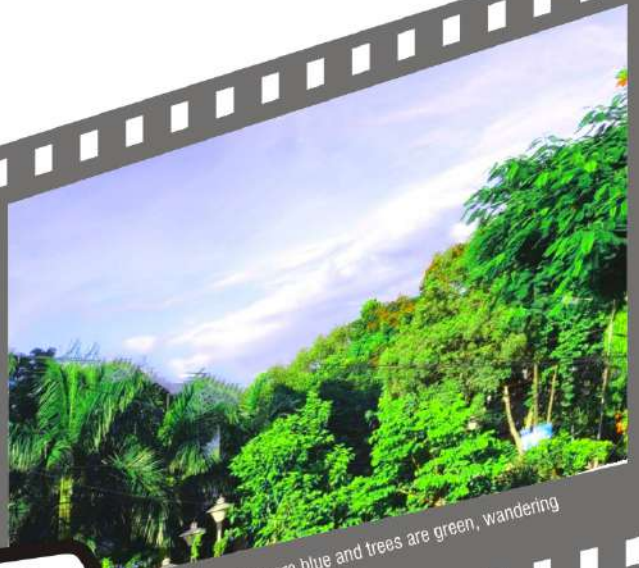
No matter how tall you grow your roots are still underground..



Aditi Ambasta
1st year, B.Com.
(Section-B)



There is no harm with a pinch of fun



The skies are blue and trees are green, wandering tales with tiny bees



Khushi Joshi
3rd year, B.Com.
(Marketing)



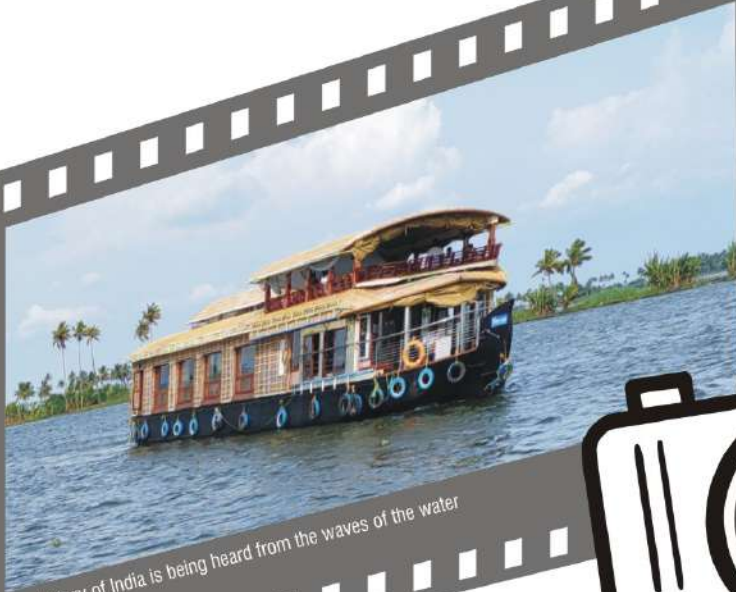
Paint the sky, make it yours



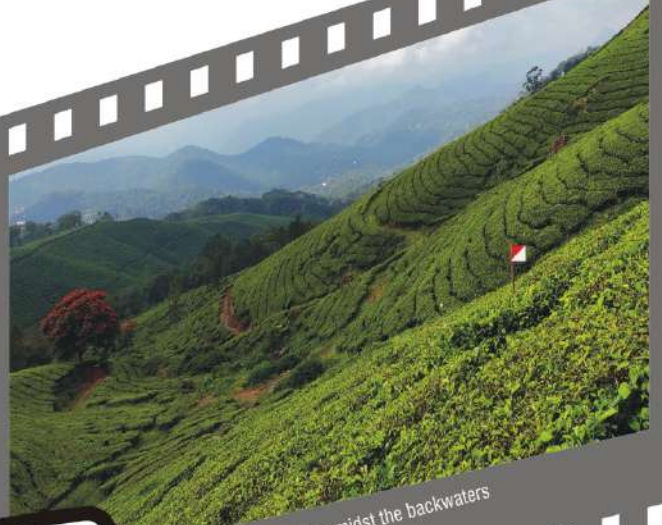
Learn to bloom in the chaos



Karishma Agarwal
3rd year, B.Sc.
(Human Development)



The history of India is being heard from the waves of the water



A place to live amidst the backwaters



Astha Agarwal
2nd year, M.Com.
(Finance)



When dew drops enhances the beauty of nature



From the sloping greenery to the brew that awakens the mind and the soul



Khushi Jain
2nd year, B.Com.
(Section-C)

Sketches



Samridhi
2nd year, B.Com
(Section-E)



Sanskriti Shaw
1st year, B.Com
(Section-E)



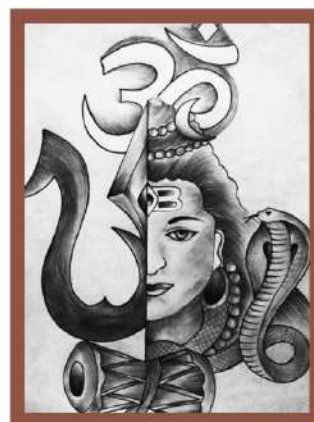
Samridhi
2nd year, B.Com
(Section-E)



Raksha Singhi
2nd year, B.Sc
(Textile Science, Clothing
& Fashion Studies)



Sanskriti Shaw
1st year, B.Com
(Section-E)



Khushi Jain
2nd year, B.Com
(Section-C)



Sanskriti Shaw
1st year, B.Com
(Section-E)



Nikita Rathi
1st year, B.Sc
(Interior Designing)



Shalini Bhattacharya
1st year, M.Com



Samridhi
2nd year, B.Com (Section-E)



Kueen Chakraborty
1st year, M.Com



Bhanupriya Verma
2nd year, B.Com
(Section-C)



Saumi Ghosh
3rd year, B.Sc
(Human Development)



Indrani Das
3rd year, B.Sc
(Human Development)



Srishti Modi
2nd year, B.Com
(Section-B)



Khushi Joshi
3rd year, B.Com
(Marketing)



Preet Nathvani
3rd year, B.Com
(Section-A1)



Pragya Bhattar
2nd year, B.Sc
(Textile Science, Clothing
& Fashion Studies)



Preet Nathvani
3rd year, B.Com
(Section-A1)



Preet Nathvani
3rd year, B.Com
(Section-A1)



Preet Nathvani
3rd year, B.Com
(Section-A1)



Preet Nathvani
3rd year, B.Com
(Section-A1)



Samridhi
2nd year, B.Com
(Section-2E)



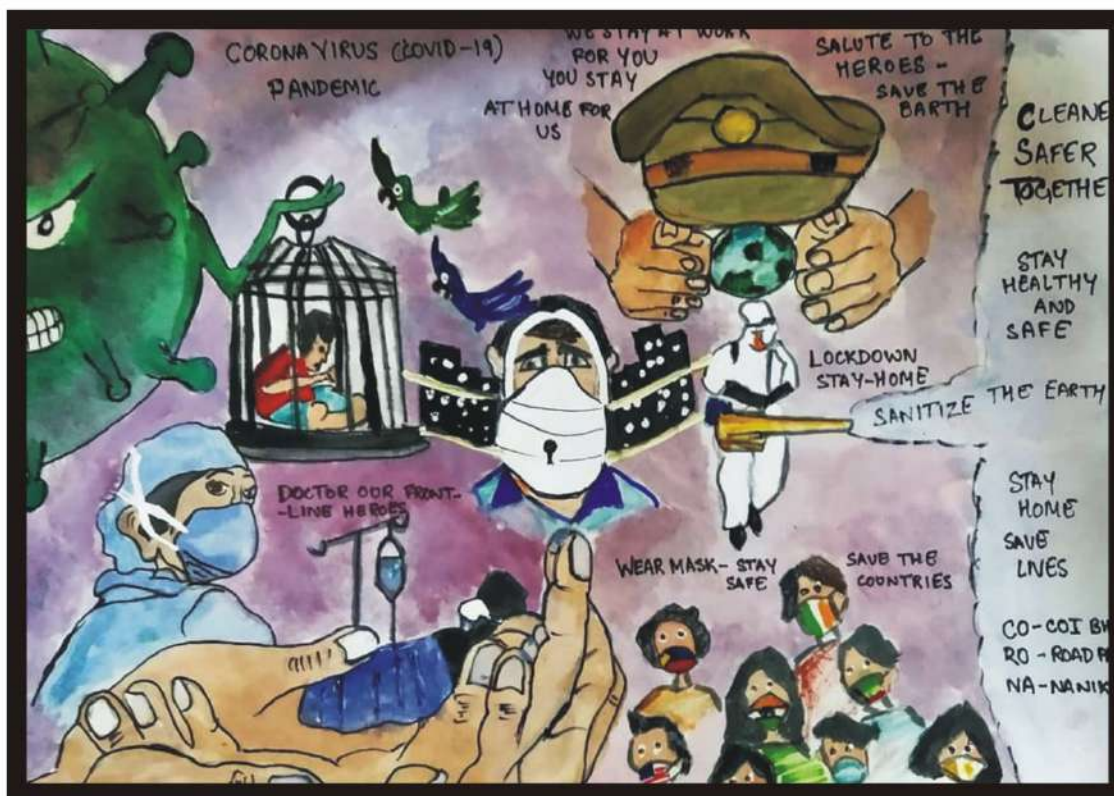
Radhika Agarwal
1st year, B.Com
(Section-1C)



Taniya Sarawat
2nd year, B.Com
(Section-2C)



Shalini Bhattacharya
1st year, M.Com



Ishika Bajaj
1st year, B.Com
(Section-A)



Parul Kulthia
2nd year, B.Com
(Section-E)

Department of Food Science & Nutrition Management



(Batch 2017-2020)

Department of Textile Science, Clothing & Fashion Studies



(Batch 2017-2020)

Department of Interior Designing



(Batch 2017-2020)

Human Development



(Batch 2017-2020)

M.Sc (Food Science & Nutrition)



(Batch 2018-2020)

M.Sc (Textile & Clothing)



(Batch 2018-2020)

M.Sc (Human Development)



(Batch 2018-2020)

Post Graduate Diploma in Dietetics & Applied Nutrition



(Batch 2019-2020)

Department of Commerce (Accounting & Finance Specialization, Section-A1)



(Batch 2017-2020)

Department of Commerce (Accounting & Finance Specialization, Section-A2)



(Batch 2017-2020)

Department of Commerce (Accounting & Finance Specialization, Section-A3)



(Batch 2017-2020)

Department of Commerce (Marketing Specialization, Section-B)



(Batch 2017-2020)



Department of Commerce (Human Resource Management Specialization, Section-C)



(Batch 2017-2020)



M.Com (Marketing)



(Batch 2018-2020)

M.Com (Finance)



(Batch 2018-2020)

Group-D Staff Members (Departments of Science & Commerce)





OBITUARY



Mr. Shivramlal Choudhury
Our staff member
left for his heavenly abode on 16th March, 2020



Ms. Shivangi Tolangi
Our beloved student of 2nd year, B.Com (Hons.)
left for heavenly abode on 19th February, 2020



Ms. Laveena Jaiswal
Our beloved student of 1st year, B.Com (Hons.)
left for heavenly abode on 5th May, 2020

With Heartfelt Sympathy

Words however kind can't mend your heartache
but those who care and share your loss,
wish you **comfort** and **peace** of mind.
May you find **strength** in the **love** of **family**
and in the **warm embrace** of **friends**.



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 convention centre, 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

Unit of Vidya Mandir Society
(Affiliated to Jadavpur University)

DEPARTMENTS OF SCIENCE & COMMERCE

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