

2011-12 ANNUAL MAGAZINE



JDBI TIMES

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



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Radiant Advertising & Marketing (I) Pvt. Ltd.

28/1, Shakespeare Sarani, Kolkata-700 017

Printed by

CDC Printers Pvt. Ltd.

45, Radhanath Chowdhury Road, Kolkata-700 069

E-mail: cdc@cdcpublishers.co.in

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Chairperson's Message

I feel a deep sense of appreciation and pleasure as I greet you through the columns of this annual Magazine. This year J.D. Birla Institute steps into the 50th year of its existence and service to the cause of women's education. As I reminiscence over the 50 glorious years of the Institute's growth, I feel immense pride for the productive ground that it has provided to the many students that have passed out from its portals. True to its motto "Asato Ma Sadgamaya", J D Birla Institute has always inspired students to follow the truth while imparting human, intellectual and moral formation.

Having successfully crossed the various hurdles encountered on the way of its growth, J.D. Birla Institute has grown in stature and strength today with more than 1500 students studying graduate, post graduate and PG diploma courses in Science, Commerce and Business Management. In a world where everything is measured by the yardstick of success, we train our students to think logically, systematically and analytically, so that having faced the emerging economic, social and cultural changes arising from globalization, they may move towards their goals with a focused vision.

Today J D Birla Institute is not just a college but is a family in which the educational community, the management, staff, students, parents and alumni work unitedly to advance a team spirit. In most walks of life, there are numerous JDBians who are known for their competence and accomplishments, making a difference in today's world, at the state, national and international levels.

I congratulate the Principal, staff and students of J D Birla Institute for bringing out this magazine and wish them all success.

Sumangala Birla

Mrs. Sumangala Birla
Chairperson, Governing Body – JDBI



Principal's Message

J D Birla Institute, Kolkata is a private college affiliated to Jadavpur University, Kolkata. The institute has built its reputation assiduously over the last five decades. To encourage creativity and writing skills, the college publishes an annual magazine - JDBI Times where articles on different subjects are penned by students and staff. The events and activities of the college are also reported. As a person associated with this great institution for almost two decades, I feel a sense of satisfaction and pride that the Institute is bringing out this edition of the college magazine while we celebrate the 50th year of its formation. The process is indicative and reiterates the confidence of educating many students.

Dr. Deepali Singhee

Principal – JDBI



Director's Message

We are very pleased to bring out the JDBI magazine for the year 2010-12. In this edition, we cater a bouquet of literary contribution with different flavors, which would give you a glimpse of the multifaceted talent of our students and faculty of various disciplines. I am proud to be associated with such a project. The teachers, staff and students worked enormously hard to put together this edition of our magazine. I am sure you all will like it.

Dr. Asit Datta

Director - Dept. of Management, JDBI

MY COLLEGE EXPERIENCE

SIDDHARTH MANGHAT

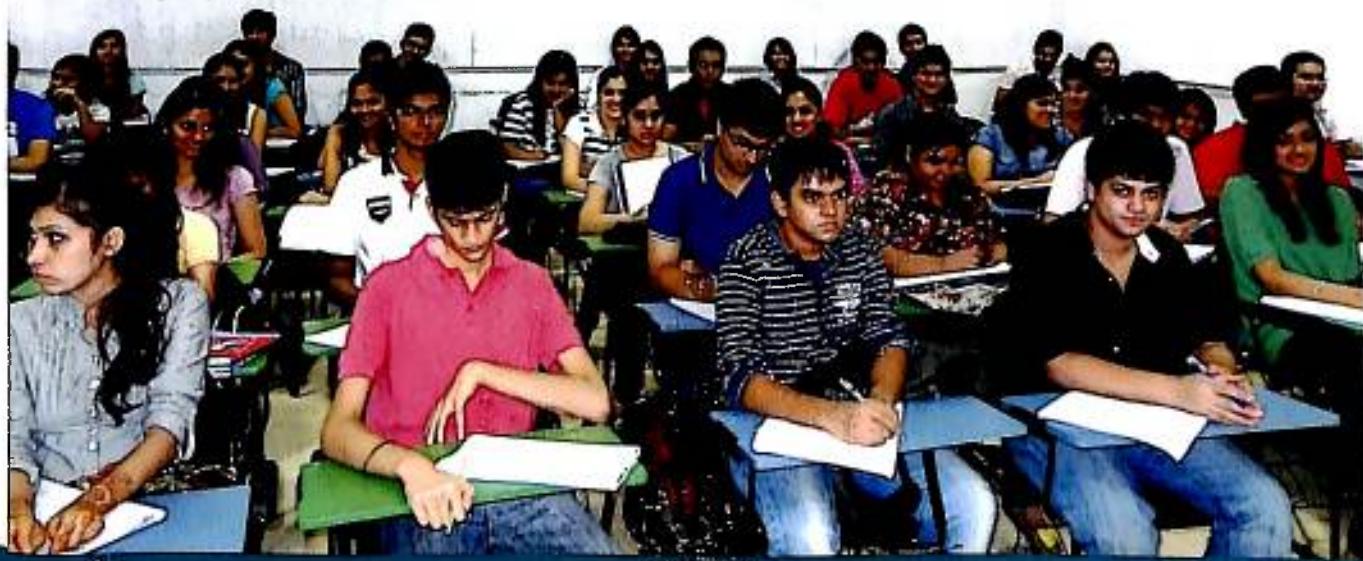
J D Birla Institute, Dept. of Management
Semester VI, Roll No: 156

August 1, 2009, was the date that marked the beginning of my college life after the so called "disciplined" school life. I was very excited to attend the class to see what my college was all about. I hardly knew anyone excepting a few who were from the same school from where I was. The teachers who came into the seminar hall to address everyone looked very serious but after interacting with us, I understood that they were quite friendly. After being made aware of the rules and regulations, all my hopes of bunking classes went down the drain as the Director announced that students having an attendance below 70% will not be allowed to appear for their university exams.

After all the announcements, the class was called off for the day and from the next day the regular classes started. Within a week, I had made good friends with a few people but two guys of that group really became close to me within a short span. It was Kaustav Banerjee and Saugat Upadhyaya with whom I used to sit and chat with most of the time. Our first college excursion was to Puri and Bhubaneswar. Everyone was excited and that was the time when I came to know all the faculty and administration staff from very close quarters. Since I was pursuing Indian classical music, Saugat was the one who made me sing in front of all teachers during that trip. That was the time, when I became a known face in college. Thus, I was really enjoying my college life and started believing the fact that staying back in college was much more

fun than bunking classes. But this turned out to be a problem for the faculty. As I attended nearly every class and paid attention to what teacher's taught in class, I gradually started to mimic them. It was that point of time that I realized that I paid attention to "how" the teacher's taught rather than "what" they taught. So, this was the next big news that spread throughout the college and on the day of our first college picnic, I was told to mimic each and every teacher. Under this circumstance, I was quite tensed but the teacher's took it very sportingly and it was they who enjoyed it the most.

In this way nearly three semesters were over and by this time we had also finished our international trip to Pattaya and Bangkok which was a very memorable experience. After all these fun, our classes used to take place in full swing with our hectic mid-term, internals and university examinations taking place one after another. But the best part about the college was that in each and every semester, we had some cultural event and it was during our time that our college got an "A" grade from the NAAC And during their visit I was made to sing a "Rabindrasangeet" wearing a traditional Bengali dhoti and this experience was quite different from other cultural programs that took place in college. So, thus I was always busy in college activities and really enjoyed being a part of it. I really could not believe that I was in my last and final semester. It seemed as if I had joined recently but the truth could never be denied. But, the " J.D.Birla Institute(Department of Management) "as we rightly pronounce has been a great place for me to study and to really get a feeling of what an educational institute could be, encompassing all the fun elements that students seek and strive for.



THE BURIAL OF THE COMMONWEALTH GHOST

ANUPRIYA MOHTA

J D Birla Institute Department of Management,
Semester II, Roll No. 146.

The Buddh International Circuit(BIC) is far beyond amazing, and hence for a Formula One novice like me a perfect place to enjoy my first ever live Formula One experience. Full of sharp turns and numerous bends, with a pit which is a kilometre long and varying elevations of the tarmac, the BIC was expected to deliver an exciting race, complete with drama and it did.

Driving down the Yamuna expressway to the paddock in Greater Noida, it is a little hard to believe that such a facility exists in India. With the fiasco of the Commonwealth games fresh in our memories, the Indian F1 experience has managed to re establish India as a global sporting destination, capable of organizing and skillfully managing large scale events. As I entered the circuit on the 29th of October, equipped to watch the qualifiers, the first thing I heard was Sebastian Vettel's mean machine zip right past and I was instantly hooked. The sound of a Formula one car is unbelievable. I have watched a lot of Formula one races on TV but this was nothing like anything-with every passing car my sense of excitement heightened. The instant braking and acceleration, the raw speed and muscle involved gave me an adrenaline rush, and I was lost in the glory of Formula one. Race day brought with it palpable excitement, the chance to watch some of the superstars of the sport at close quarters and the

opportunity to openly squeal with excitement as the race became more intense with every passing second. The race concluded in an hour and a half and delivered all the promised drama as Massa's and Hamilton's rivalry culminated in a crash.

What fascinated me the most however was the fact that India managed to pull off such an incredible event with virtually no glitches. Call me a skeptic, but F1 is a sport which requires you to meet a lot of exacting standards and since the inception of the Indian Grand Prix I severely doubted its success. In a country of over a billion people where over 60 per cent are below any definition of the poverty line, it is natural that Formula One is associated with the rich, new Indian elite. However the Jaypee group managed to make it a vehicle for new India to shine and market its various brands to a global audience, rather than the "criminal waste of money" that some had heralded it to be. This might have been our first foray into the world of F1, but India is no stranger to the world's most technologically driven sport, which seemed to have surprised most in the paddock. The young cohorts of the 'social networking' generation have made India more than just a nation of cricket lovers. F1 is a rich man's sport but it is also wonderful for the common man's pocket. Formula One after all is not just a sport; it's a business, which has a total global television audience of 527 million and is thereby an unmatched platform.

With a successful first edition of the Indian grand prix, the commonwealth ghost has been interred and the F1 juggernaut has been introduced to its new environment. Formula One in India, is here to stay.



STRATEGIC MANAGEMENT

DIVYA JHAJARIA

1st Year M.Sc (Department of Resource Management)

Peter Drucker said "Strategic management is not a box of tricks or a bundle of techniques. It is analytical thinking and commitment of resources to action."

Strategy may be one of the most overused and misused terms in society today. Everyone has a "strategy" for virtually every activity in their lives. These range from those that might truly contain legitimate elements of a strategic decision to those that are completely inaccurate uses of the term. Here are a few common examples:

- A strategy for getting to work in the morning. Hadley faces a tough commute each day because of the traffic snarls and construction around her house. Each morning she listens to the traffic reports before leaving and uses one of the half-dozen routes that she has mapped out to get to her to the office.
- A strategy for waking up on time. Primarily because William has missed his 8:00 class four times this semester, he has decided to set two alarm clocks. One on his bed side table is a normal buzzer alarm. The second is his favorite song on his cell phone. Strategy is much more than any simple set of activities designed to obtain some desired end.

WHAT IS STRATEGY?

Strategy refers to the determination of the purpose and the basic long term objectives of an enterprise, and the adoption of courses and allocation of resources necessary to achieve these aims. Its mere use gives an aura of power. It gives respectability. It gives the context a certain discipline.

A typical dictionary will define the word strategy as something that has to do with war and deception of an enemy.

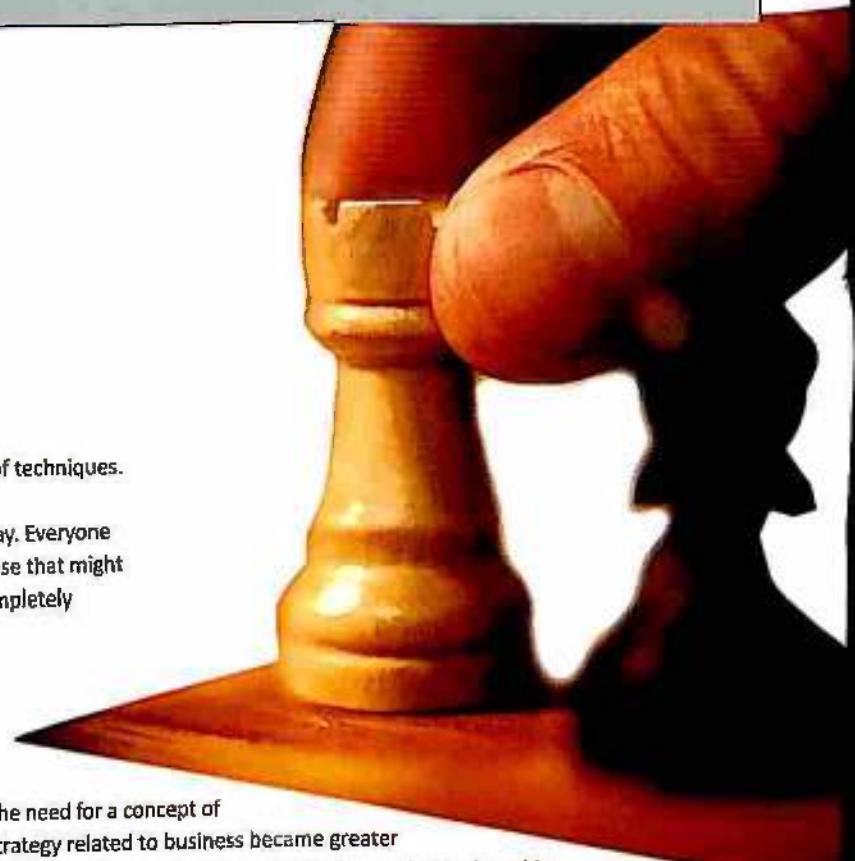
The Economist defines strategy simply as about "deciding where you want to go and how to get there."

According to William F. Glueck it is "a unified, comprehensive and integrated plan designed to assure that the basic objectives of the enterprise are achieved."

WHAT IS STRATEGIC MANAGEMENT?

Strategic management is the process through which strategy is developed, executed and evaluated. Strategic management provides overall direction to the enterprise.

Since its first mention in The Old Testament, the concept of strategy has been largely a semantic issue. The word strategy derives from the Greek word strategia, meaning generalship, in turn from strategos, meaning general. The concept of strategy in a military or political context has remained prominent throughout history.



The need for a concept of strategy related to business became greater after World War II, as business moved from a relatively stable environment into a more rapidly changing and competitive environment. Immediately after the Second World War, when a new class of professional manager began to search for ideas, about how to run big firms, the strategic approach was, perhaps inevitably, borrowed from the military. Managers would talk about "attacking" markets & "defeating" rivals.

The term strategic management, thus, refers to the managerial process of forming a strategic vision, setting objectives, crafting a strategy, implementing and executing the strategy, and then evaluating it. The concept of strategic management became well accepted and that proves its utility. For maximum utilization of resources stress is given on strategic management. In modern time stability in organization, control and also for the development, strategic management is considered necessary. To face the future uncertainty, the concept of strategic management became more useful. Managers from all functional areas listen and discuss their views in strategic management meetings. This interaction yields learning, appreciation, and understanding among managers who otherwise do not communicate with each other. The alertness among the employees increases the success of objectives and targets due to strategic management.

No matter how well the strategic processes have been designed and implemented, success depends upon on how well each department of the organization performs its activities and how well the departments work together. Ultimately the aim of strategic management is to save the company's business products, services and communications so that they achieve targeted growth.

CHANGING TRENDS OF ADVERTISING OVER THE YEARS

ANCHAL JALAN, LATIKA THALANI, KHUSHBU PODDAR, TWINKLE TIWARI,

“HI DIDWANIA, SHREYAM SUREKA, TANIA MIRCHANDANI,

• ^GARWAL, 3rd yr - B.Com (Sec- A)



The American Marketing Association has adopted the following as a definition of advertising. "Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor."

Some specific objectives of advertising include:

1. To build Primary demand.
2. To inform about a product's availability.
3. To build brand recognition or brand preference or brand insistence.
4. To inform about a new product's availability or features or price.

HOW HAS ADVERTISING CHANGED?

Advertising has changed drastically over the years. Many a small thing has been made large by the right kind of advertising. People have started identifying their target markets better. Forms and medium of advertising has changed considerably.

FORMS OF ADVERTISING:

- **Newspaper Advertising:** It is a very potential medium of promotion for the very fact that it is one of the most popular ways of reaching out to the masses.
- **Radio Advertising:** It is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves from a transmitter to an antenna and then to a receiver.
- **Free Sample:** This sample is a small sized version of a product that is given away at no cost. A company will give away a free sample so people can try it and hopefully like it enough to purchase the full sized product.
- **Billboards:** They are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic.
- **Television Advertisement:** A television advertisement or television commercial, often just commercial, advert, ad, or ad-film (India) - is a span of television programming produced and paid for by an organization that conveys a message, typically one intended to market a product.
- **Internet Advertising:** Online/internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering and marketing messages to attract customers.

FUTURE OF ADVERTISING

- **Digital Newspapers:** Survival of newspapers depends on their

ability to evolve. They are becoming more involved in integrated brand promotions relating to the new media as in this newer version of newspapers, the advertisements are more creative and can use both audio and visual aids due to the use of electronic media.

- **Interactive Advertising:** It uses online or offline interactive media to communicate with consumers and to promote products, brands, services. The goals of interactive advertising are usually akin to the traditional objectives of advertising, i.e. to sell a product.
- **Digital Billboards/Digital Signage:** It is a form of electronic display that shows Television programming, menus, information, advertising and other messages. Digital signs (such as LCD, LED, plasma displays, or projected images) can be found in public and private environments. Digital signage has emerged as a way to deliver highly customized and targeted messaging in a fast changing world, digital signs ability to be updated according to real time is a real benefit.

Advertising per say is the most effective and powerful means of promoting a particular product or service. It poses a new challenge for the creative people as a new visual and verbal language has to evolve to suit the new media. Adaptation of technology is the key to handling the new media effectively. Thus there is immense potential in the advertising field as the new media is working parallel to the print and electronic media.

The cover of Advertising Age magazine features a large photo of Robin Williams. The main headline reads "THE DIGITAL ISSUE". Other visible text includes "MICROSOFT TO OPEN SAN FRANCISCO'S NEWEST HOTSHOP", "WHO'S ACTUALLY MAKING MONEY OFF SOCIAL TV?", and "WHY YOUR BRAND NEEDS A NEWSROOM".

RECENT PRICE TRENDS AND AAM AADMI

S.KAVITHA, POOJA TIBREWAL, VIDHI CHURIWALA,
PRIYANKA BANG, MAYURI SARAF, NISHIKA SHRAFF,
3rd year B.Com(Hons) Sec-A

The topic "Recent price trends and Aam Aadmi" was elected in view of the current economic situation of India. The topic was divided into seven parts on the basis of the group members and tries to cover different facets of the topic, these include:

- 1) Introduction,
- 2) Rise in food prices,
- 3) Factors affecting Petroleum prices,
- 4) Factors affecting Gold and Silver prices,
- 5) Who's responsible?
- 6) Measures to be taken and
- 7) Where do we stand?

It begins with an introduction to the meaning of the topic and discusses the following questions:

Who is aam Aadmi? What is price? And what is price trend? And tries to draw a common thread between the three in order to show the significance of the topic chosen.

It brings in to light the current inflationary situation in the country and how the common man is bearing the brunt of such inflationary pressure.

Aam Aadmi term is most popular in India to refer to the average Indian. Aam Aadmi set of aspirations include three essential things, those are Roti, Kapada and Makaan (Food, Clothing and Shelter). In any country, the different segments of Aam Aadmi are the daily wage workers, taxpayers, traders and retailers, salaried people and retired people.

While in ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services, the change in price over a period is price-trend, measured through the inflation rates over the years. The Inflation rate is the best measure to determine changes in the prices of groups of related commodities over a period of time. This is basically measured by the Wholesale Price Index (WPI). However inflation can also be measured using the Consumer Price Index (CPI).

This is followed by the causes behind current inflationary tendencies- rising food prices, hike in petroleum products, sky-rocketing gold and silver prices. It shows the trends in the prices of essential

food-products over a period of time

to give an idea as to how the rising inflation is affecting common man badly.

The latest rise in food inflation has been caused by rising prices of vegetables, especially onions, eggs, meat and fish, fruits and milk -- basically everything a household requires every day.

Reasons behind rising food prices are:

1. Hoarding, 2. Penetration of big corporate in food economy, 3. Agricultural crisis, 4. Cuts in subsidies and rise in prices of diesel and fertilizers.

Focus is next shifted to non-food items which are basic for fulfilment of an average man's daily need, namely, LPG, petrol, diesel, fuels and the like. Petroleum products like petrol, diesel and cooking gas were hiked by the petroleum ministry as decided by the cabinet, by Rs 5, Rs 3.50 and Rs 50 respectively.

The hike in the price of petroleum at the insistence of OPEC has triggered a series of incidents and created its own impact on the oil importing countries in the world. The heavily populated countries like China and India have been facing the wrath. The ultimate casualty was the peaceful life of the common man. On the one hand the price rise of petrol and its allied products,



RAISE OF PETROL PRICE



made them dearer to the common man, making a heavy toll on his monthly budget. On the other hand it triggered a series of indirect impact on his day to day life. A few days ago the All India Lorry Owners Associations had launched a country wide agitation protesting against the price hike of diesel, totally paralyzing the movement of essential commodities. It is alleged that the country wide lorry strike caused an estimated loss of Rs 5,000 crores to the exchequer.

Gold and silver prices have been surging and factors affecting its prices make up the next topic. It is estimated that in 1950, the reserves of gold was 1 billion ounces, but by 2010 it increased by 700% to 7 billion ounces. From millenniums Gold stands the most favourite metal for jewellery, in fact there is some kind of unseen connection which humans have with gold, which cannot be explained. Silver on the other hand is also used in various industries and holds a very important position. In fact you can see it as "gold" for industrial use.

Precious metals are always considered as the alternate currency and wealth in pure form in any emergency situation. Gold is a universal currency and not dependent on country or any community. Thus high rise in prices of such precious metals have been caused by downfall in the value of dollar, rising demand for gold jewellery and silver in industries and because no new reserves for gold are being searched.

This is followed by causes which have led to price rise and disturbing the common man's ever-so-small budget. It mainly stresses on the people responsible or in other words who's responsible and how.

GOVERNMENT

The present inflation which is driven by the prices of

food grains, pulses, vegetables and fruits is not just a demand driven inflation but is the result of failure government policy on the agricultural front to raise output. It is the supply constraint that has fuelled

inflation. The government has also lacked in providing adequate support to the farmers. Opening up Indian agriculture to the world market, a policy which is aggressively advocated by the government is a major cause of the price rise.

INTERMEDIARIES

On account of the shortage of vegetables supply, the retailers are cashing in on the situation. They seem to be playing foul and charging extra on grounds of shortage of supply which has been artificially created by them. In case of commodities like sugar, the retailers claimed that they had run out of sugar and had no inclination to procure it from wholesalers since they were charging a price higher than retail one. It has been surveyed that sugar has been sold for Rs.70 per kg.

COMMON MAN

Heavy expenditure on luxury items like colour TV sets and big cars have become "essentials" even in developing countries like India where there is a marked trend toward greater expenditure on non-essentials like tourism, festivals, marriages, watches, polyester clothes, stainless steel vessels, cinema, etc. In a similar fashion the changing food habits all over the world are resulting in higher prices. The increased demand for these items is due to changing social habits and cannot be adequately explained on the basis of population growth or short yielding.

Inflation is on the rise undoubtedly but to combat is extremely vital. Measures that need to be taken to curb this debacle come up next. It shows what has been done along with the action need to be undertaken. Government of India needs to take some of the important decision in controlling price rise on essential



commodities and food items. The only lasting solution to food price inflation lies in increasing agricultural productivity. Government should take stringent action against hoarders and black marketers manipulating market prices, under the relevant legal provisions, so as to ensure that there is no reckless hoarding of food grains by traders and middlemen at the cost of the farmers and the common people. Cartelisation by large traders should be strictly dealt with. The next thing government can do is to strengthening the PDS system. To guarantee proper distribution of essential commodities among the common people, the government has to improve the public distribution system drastically. The incentives given to exporters for exporting food items need to be completely withdrawn and some tax need to be levied. India and other food exporting countries can play a vital role in controlling even global price rise by removing all export subsidies/ incentives and imposing new tax on food export into Middle East and OPEC nations. The government can also import commodities from neighbouring countries and supply through PDS and other distribution system.

The topic is brought to an end by coverage on where India stands in this juncture and the position of common man in the situation. It talks about the action undertaken. It also tries to highlight that economic growth at the expense of common man is not justified. The inflation rate of the economy as a whole has been consistently high over the last two years. A look at the figures as published by the global-rates.com and ministry of commerce & industry, gives us the entire picture. Looking at the WPI figures (base 2004-05/100) on monthly basis there has been a moderation in headline inflation during July 2011 at 9.22% - the previous low point was 8.20 per cent in November, 2010.

It rose in December 2010 when the inflation rate (WPI) was 9.45%, which increased to 9.68% in March 2011 and subsequently rose to 9.56% in May 2011.



The Indian CPI shows the change in prices of a standard package of goods and services which Indian households purchase for consumption. The CPI inflation rate (on a yearly basis) in India was last reported at 8.62 percent in June of 2011. It is a much stable figure compared to 9.3% in June 2009 and the double-digit debacle 13.73% in June 2010.

Current inflation rates are high, but what is more worrisome is the increased volatility. India has experienced an unusual combination of factors in a short span of time after 2004-05 which have affected inflation volatility - rise in prices of food and fuel (partly fuelled by increase in global demand), uncertain monsoon, the financial crisis and then rise in domestic demand. In his Independence Day address to the nation on Monday, Prime Minister Manmohan Singh said that sometimes the reasons for price rise lay outside the country. The fact of the matter is that the government is only saying a half truth. Price gains in India are the highest among the BRICS nations that include Brazil, Russia, China and South Africa.

Food inflation is at its worst and soaring inflation rates will continue to burn holes in our pocket in coming few months. Rising prices is bearable for the middle and higher income classes. But India's large low-income and poor population that constitutes the "aam aadmi" that spends the bulk of its income on food continues to take a huge hit. India's Inflation Rate Is 'Far Above the Threshold Level,' as put by RBI governor, D.Subbarao.

Hence what is required is adoption of a people centric development model. This entails a revitalization of the agricultural sector, undertaking a development strategy aimed at employment generation rather than just growth and helps to strike equilibrium between the two. This is because no growth can be justified at the expense of India's "aam aadmi".



MAXIMISING SMALL SPACES

USING REDUNDANT SPACE

Even in the smallest homes, it is possible to identify space that is under used. In older properties, for example, circulation areas may be disproportionately generous, which provides an opportunity to adapt them for other functions.

Stairs, halls and landings

- Spacious landings can make convenient storage areas. One can build in cupboards or shelves, or use freestanding pieces of furniture such as chests and armoires.
- An alternative is to set up a working area or compact home office on a landing, a location that provides sufficient separation from the rest of the household. Installing a roof light or skylight over the landing will improve natural light and generate a feeling of expansiveness.
- The area below the stairs is another useful between-space. One can make a simple cupboard by shelving the recess and fitting doors to the front. Built-in stepped cupboards or pull-out racks exploit every bit of space. Alternatively, you can fit out the area with shelving and a work surface to create a compact home office.

COMPACT STAIRS

One can gain extra floor area if you replace a conventional staircases, which takes up a lot of room with turns and landings, with a space-saving stair. These designs are ideal for providing access to converted attics or mezzanine levels.

STORAGE

Small-space living presents particular challenges when it comes to storage. It is best to consider what one's storage needs are overall and think about ways of accommodating them throughout the entire home. The first step is to determine levels of accessibility. The things seen on a daily basis need to be kept in a close proximity to the place where one will be using them: bath

Although building in fitted storage does entail the loss of some floor area, the result will be much less visually intrusive, particularly if cupboard are concealed behind flush panels.



Shelving

" Shelving should suit the height and depth of the items one is storing. One needs to look out for storage units that feature adjustable shelves so that one can customize the interiors of cupboards according to requirements.

LIGHTING

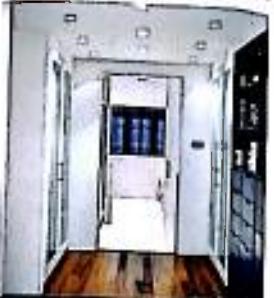
Good lighting is always important and in small spaces it is crucial. A well-thought-out lighting scheme can make cramped surroundings appear much more spacious and hospitable.

"Gentle background or ambient light

can be supplied by up-lights, down-lights, wall-washers, side lights and track lights, as well as by floor and table lamps. The light source should be diffused in some way or concealed to avoid glare.

LIGHTING SMALL SPACES

- One needs to avoid central or overhead lights wherever possible. A single overhead light causes glare, which is tiring and depressing, and casts shadows into corners, which makes rooms feel smaller.
- It is suggested to increase the number of light sources. Even in a smallish living room, the user will need four to five different light sources. Varying their positions and heights to create overlapping pools of light and shade will lead the eye from place to place.
- The use of downlights must be restricted in areas where the layout is fixed, such as kitchens and bathrooms. In living areas, they can limit ones options for furniture arrangements.
- Lighting concealed underneath fitted units minimizes their bulk. Similarly, floor-level lights accentuate a sense of progression from area to area.
- Dimmer switches may be fitted to vary the mood in multipurpose areas.



DECORATIVE STRATEGIES:***Using colour***

- For background colours, it is usually best to opt for shades that reflect light or come from the cooler end of the spectrum, which means white, colours that contain a lot of white, and various shades of blue. Cool colours are 'distancing', which means that surfaces and finishes painted or decorated in these shades will tend to look farther away, creating a naturally expansive effect.
- Also the orientation needs to be considered: if a room faces north and east, cool colours can be a little too chilly. Warm off-whites and creams are better.
- Pale and neutral maybe a fail-safe strategy. Also white paint, for example, costs more, but has an unmistakeable sophistication and ages well.

Textural contrast

In confined spaces where strong colour and busy patterns can be overwhelming, texture supplies an extra dimension that adds depth and character. One can achieve interesting textural contrast by juxtaposing reflective materials with patterning, such as wood grain or tile work, or tactile soft furnishings.

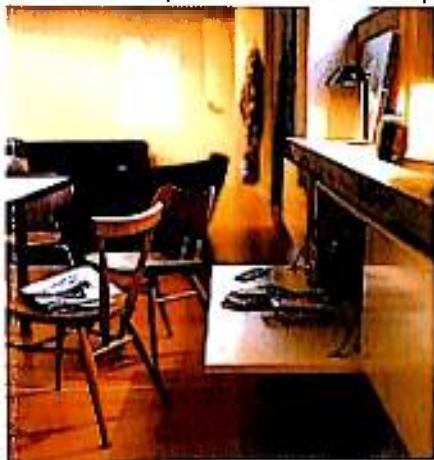
Multipurpose and transformable furniture

Pieces of furniture that serve more than one purpose or ones that can be easily stowed away are ideal solutions where space is tight.

TABLES

Space saving tables includes simple surface or panels that fold-down from the wall. These require secure anchorage. Some kitchen manufacturers include such features within their ranges

- Gate-leg, drop-leaf and extending tables with leaves allow you to accommodate more people



improving the connection

between a living area and a garden, terrace or balcony can make a vast difference. Extending the same colour or type of flooring from indoors to out encourages both spaces to be read as a whole.

- Large expanses of mirror, either placed over a fireplace, in an

alcove, or positioned to reflect the view from a window, enhance available light and create a sense of openness.

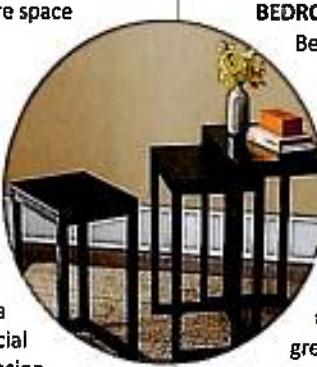
- One must never light a living room with a single overhead fitting. Shaded floor and table lamps lead the eye from place to place



and create overlapping pools of light and shade that are very atmospheric.

BEDROOMS

Bedrooms principally serve as tranquil retreats from the rest of the household. If the home is on the small side, the chances are that the greater proportion of the space at ones disposal will be multipurpose. In that case, the bedroom will inevitably assume an even greater importance as a place of private refuge. As long as the bed is big enough and there is enough room around it for access and changing



for a special occasion. Occasional tables that stack, nest or fold away are easy to store when not in use

Enhancing space

- One can enlarge existing openings or create new ones. When it comes to generate a feeling of spaciousness,

there is no great disadvantage to a small bedroom or sleeping area.

Sleeping pods are another form of minimal enclosure for a sleeping area located within an open-plan space. By surrounding a bed with some form of screening, such as slatted blinds or translucent panels, you can create a contemporary update on the traditional four poster arrangement.

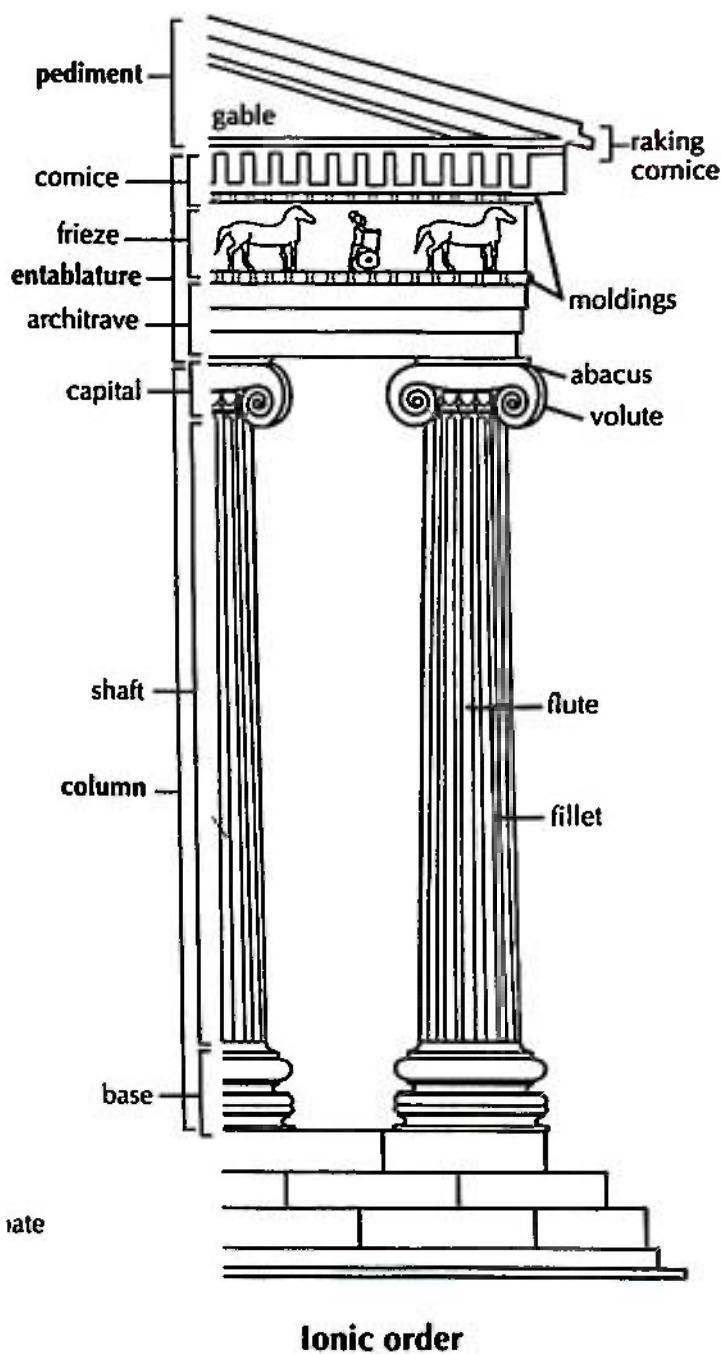
**CONCLUSION**

When space is at a premium our design choices can help maximise the value we gain from our property. Decorating small spaces has its challenges but they are not insurmountable. It is particularly satisfying, when we achieve more than we thought possible, in design and indeed in life.

GREEK ARCHITECTURE

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Greece continues to be a source of inspiration to construction industry right from its moment of inception. The Greeks used stone to build their temples. They relied on gravity to hold up their temples, instead of using mortar to stick them together. After the 5th century BC they made their buildings out of white marble. The buildings were thought to have been left white, but traces of coloring have been found. Greek houses, in the 6th and 5th century B.C., were made up of two or three rooms, built around an open air courtyard, built of stone, wood, or clay bricks. Larger homes might also have a kitchen, a room for bathing, a men's dining room, and perhaps a woman's sitting area.

Although the Greek women were allowed to leave their homes for only short periods of time, they could enjoy the open air, in the privacy of their courtyard. Much of ancient Greek family life centered around the courtyard. In general the following building materials were used to construct five simple types of buildings: religious, civic, domestic, funerary, or recreational. Unbaked bricks were used for walls, especially for private homes; limestone and marble, used for columns, walls, and upper portions of temples and public buildings.

THE GREEK ORDERS

The Greeks initiated the three exclusive orders that pioneered the Art and Architecture of the world. They are the Doric Order, the Ionic Order and the Corinthian Order.

The Doric Order

Doric columns are the heaviest in appearance. The capital is plain. The shaft is thick - though it loses some of its mass over time. There is no base. Cornice molding is generally any horizontal decorative molding that crowns any building or furniture element: the cornice over a door or window, for instance, or the cornice around the edge of a pedestal. Of the 3 types of orders found in Greece, Doric column were the simplest. They have a capital made of a circle or a square. The shaft is plane and has 20 sides. The Doric order is very plain but very powerful looking in its design.

Worthy of mention is the superstructure of moldings and bands which lie horizontally above columns resting on capitals. This is known as the entablature. The area above the column is called the frieze and has simple patterns. Above the columns are the metopes and the triglyphs. The metopes are a plain smooth stone section between the triglyphs. Sometimes the metopes have statues of heroes or gods on them. The triglyphs are a pattern of 3 vertical lines between the metopes.

- **The Ionic Order:** The Ionic shafts were taller than the Doric ones. They also had flutes which are lines carved into them from top 2 bottom. The shafts also had a special characteristic-entasis, which is a little bulge in the columns to make the columns look straight even at a distance. The frieze is plain; the bases were large and looked like a set of stacked rings. Capitals consist of scrolls.



above the shaft. The Ionic style is a little more decorative than the Doric style.

- **The Corinthian Order:** It is the most decorative order and is the one most modern people like. Corinthian also uses the entasis to make the shaft look straight. The Corinthian Capitals have flowers and leaves below a small scroll. The shaft has flutes and the base is like the Ionic. Unlike Doric and Ionic cornices which are at slant, the Corinthian roofs are flat.

GREEK TEMPLE

Greek temples, like Egyptian temples, used basic post-and-beam construction.

This is sometimes referred to as trabeated. Having horizontal beams or lintels rather than arches. Early temples had massive pillars as architects worried about their ability to support the weight above. Later temples appear more elegant.

THE TECHNIQUE OF ENTASIS

Some experts feel that the entasis, the outward bulging in the middle of Greek columns, may originally have been an imitation of the effect of great compression in wooden posts. It also serves as a kind of correction to an optical illusion.

Entasis counteracts the tendency of the eye to reach upward, forcing it to travel up and down the shaft. Columns that are straight appear thinner in the middle when seen against light, making the supports appear flimsy.

The middle bulge counteracts this. The upper 2/3 of the shafts to the right is tapered.

PARTHENON

Dedicated to Athena, it housed an enormous cult image. It is a temple on the Athenian Acropolis, Greece, dedicated to the Greek Goddess Athena, whom the people of Athens considered their patron. Its construction began in 447 BC and was completed in 432 BC, although decorations of the Parthenon continued until 432 BC. It is the most important surviving building of classical Greece, generally considered to be the culmination of the development of the Doric order. Its decorative sculptures are considered some of the high points of Greek art.



It is characterized by the presence of metopes which are marble panels depicting art and Greek mythology. They present surviving traces of the Severe style in the anatomy of the figures' heads, in the limitation of the corporal movements to the contours and not to the muscles, and in the presence of pronounced veins in the figures of the centaurs.

Joan Breton Connelly has recently argued for another interpretation of the frieze, in which she attempts to prove that the iconography of the frieze is based on Greek mythology. This interpretation postulates that the scenes depict the sacrifice of Pandora, youngest daughter of Erechtheus, to Athena. This human sacrifice was demanded by Athena to save the city from Eumolpus, king of Eleusis, who had gathered an army to attack Athens.

The 2nd-century traveller Pausanias, when he visited the Acropolis at the end of the 2nd century AD, only mentioned briefly the sculptures of the pediments (gable ends) of the temple, reserving the majority of his description for the gold and ivory statue of the goddess inside. Notable among the features of pediments are :

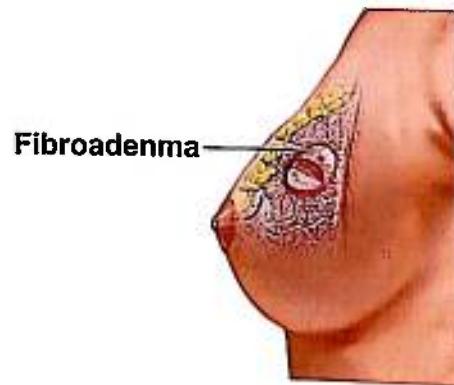
- **East pediment -** Part of the east pediment is still found on the Parthenon. The east pediment narrates the birth of Athena from the head of her father, Zeus.
- **West pediment -** The west pediment faced the Propylaia and depicted the contest between Athena and Poseidon during their competition for the honor of becoming the city's patron. Athena and Poseidon appear at the center of the composition, diverging from one another in strong diagonal forms, with the goddess holding the olive tree and the god of the sea raising his trident to strike the earth.
- **Colour -** The colour of this reconstruction is indicative of what much of the structure would have looked like before being bleached by centuries of Mediterranean sun.

Thus there lies the epic of a great era that epitomized history in days to come.

BREAST CANCER

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Breast cancer is a disease that affects the breast or mammary gland. It is the second most frequently occurring cancer after lung cancer and is the most common cause of cancer deaths world wide. The incidence of breast cancer is rising in every country of the world especially in developing countries such as India. In India breast cancer is increasing with such a pace that we may face a serious burden of this disease in coming years. Breast cancer is the commonest cancer in urban areas in India and accounts for about 25% to 33% of all cancers in women.

Breast cancer maybe of two types: Ductal carcinoma that starts in the ducts of the breast and Lobular carcinoma that starts in the milk producing lobules of the breast. The former is the most common type of breast cancer. The cancer can be

invasive or non invasive. Invasive breast cancers spread outside the membrane that lines a duct or lobule, invading the surrounding tissues. The cancer cells can then travel to other parts of the body, such as the lymph nodes. Breast cancer has four stages I, II, III and IV, it means it

is an invasive breast cancer. Whereas in case of non invasive breast cancer, the cells remain in their place of origin; they don't spread to breast tissue around the duct or lobule. A woman's risk for developing breast cancer increases if she has a family history of breast cancer. About 20-30 % of women with breast cancer have family history of the disease. The most common genetic defects are found in the BRCA1 and BRCA2 genes. Women with one of these defects, have up to an 80% chance of getting breast cancer sometime during their life. Increasing age is yet another factor which contributes to the development of breast cancer. Most advanced breast cancer cases are found in women over age 50. Also, women who start their menstrual periods early (before age 12) or go through menopause late (after age 55) are at higher risk. As women adopt Western lifestyles by marrying and bearing children later in life (after about age 30), they have a greater chance of developing breast cancer than women who have a child at a younger age. With women nursing fewer children and weaning them earlier, altering hormone flows puts them at higher risk of contracting breast cancer. The use of birth control pills may also slightly increase the risk for breast cancer, depending on age, length of use, and other factors.

Breast cancer symptoms vary widely. The early symptoms include a breast lump or lump in the armpit that is hard, change in texture of the breast skin such as redness, dimpling, crusting or puckering, change in size / shape of breast and unusual discharge from the nipple. In the advanced stages symptoms may include bone pain, breast pain or discomfort, skin ulcers, swelling of one arm (next to the breast with cancer), weight loss, redness of the breast and orange-peel texture of the skin on the breasts.

Breast Self-Examination



1. Lie down and put your left arm under your head. Use your right hand to examine your left breast. With your 3 middle fingers flat, move gently in small circular motions over the entire breast, checking for any lump, hard knot, or thickening. Use different levels of pressure - light, medium, and firm - over each area of your breast. Check the whole breast, from your collarbone above your breast down to the ribs below your breast. Switch arms and repeat on the other breast.



2. Look at your breasts while standing in front of a mirror with your hands on your hips. Look for lumps, new differences in size and shape, and swelling or dimpling of the skin.



3. Raise one arm, then the other, so you can check under your arms for lumps.



4. Squeeze the nipple of each breast gently between your thumb and index finger. Report to your healthcare provider right away any discharge or fluid from the nipples or any lumps or changes in your breast.

Symptoms that are similar to those of breast cancer may be the result of non-cancerous conditions like

fibroadenoma. Fibroadenomas are solid, non-cancerous breast tumors that most often occur in adolescent girls and women under the age of 30. They are the most common breast tumours in adolescents. Sometimes they occur in post-menopausal women as well. Fibroadenomas occur in greater frequency during the reproductive years, can increase in size during pregnancy or oestrogen therapy, and tend to shrink after menopause, when estrogen stimulation decreases. As the symptoms of both breast cancer and fibroadenoma are similar it is important to consult a specialist to diagnose the condition.

With regular checks of the breast, most cancers can be found at an early stage, before they spread to other parts of the body. This is very important because when breast cancer is found early, before it spreads, it can often be cured. The 3 methods for early detection of breast cancer include mammography i.e. X-ray of the breast done at regular intervals, clinical examination by a female breast specialist and self breast examination which is a regular and systematic palpation of the breast by a woman herself to assess for any abnormality once a month after the menstruation. The aim of a breast self examination is to familiarize a woman with her breasts which will help in early detection of any abnormality.



Once breast cancer develops, surgery is the usual treatment. If detected

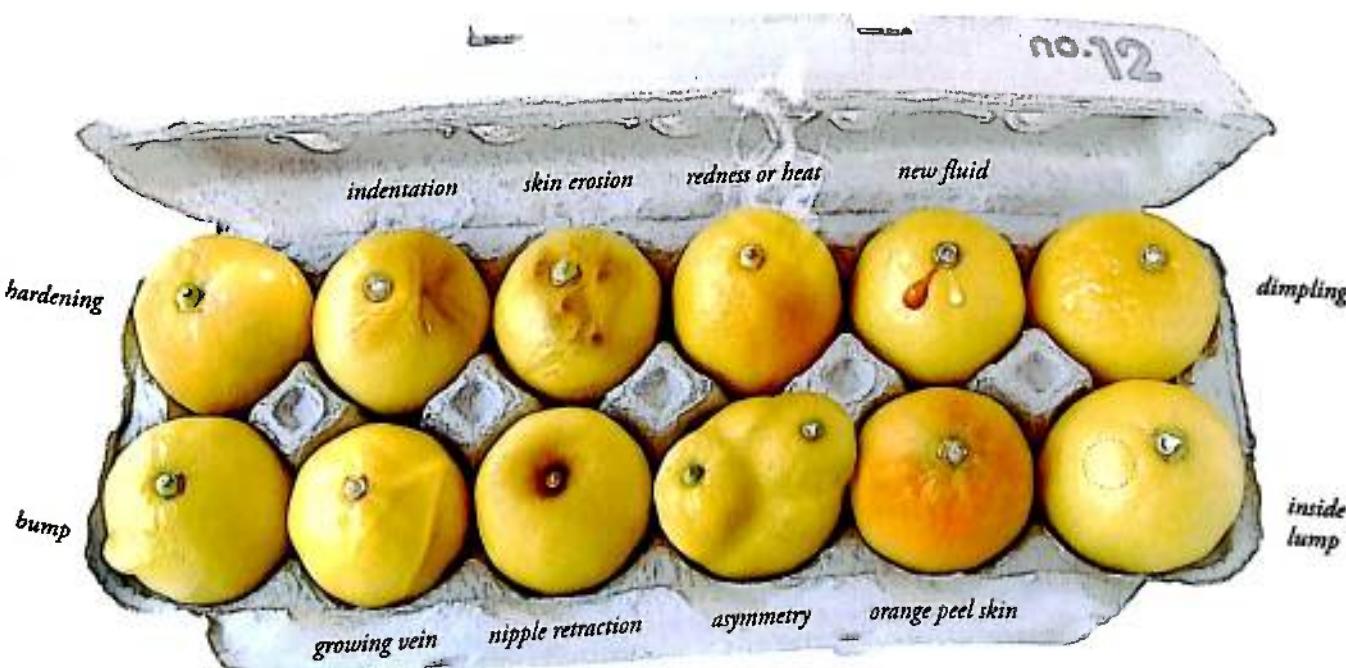
early enough, the breast can be conserved by removal of the lump alone without a mastectomy (removal of the whole breast). In this case, the glands in the armpit are also removed. This treatment is followed by radiotherapy to the breast. Chemotherapy is usually given as an adjunct to surgery to kill any stray cells that might have escaped and lodged elsewhere. Anti-oestrogen drugs are also used very effectively in women whose tumours are responsive to hormones.

play a very important role for a breast cancer patient who has undergone surgery. After surgery tissue breakdown is increased hence calories and protein play a vital role for tissue healing and regeneration. A diet rich in calories and good quality proteins will help the body to recover and heal faster. Phytoestrogens are plant oestrogens that are found in foods such as soya products. These phytoestrogens help to relieve symptoms such as hot flushes that occur as a result of breast cancer

treatment. Antioxidants, found in fruits, vegetables and tea, help your body fight free radicals and can protect you from cancer and the effects of cancer therapy.

Hence, simply put, it is essential for the lay man to be aware of this cancer, understand it properly which will help them to make correct decisions.

We CANNOT PREVENT a cancer, but we CAN definitely DETECT it EARLY!



WHAT BREAST CANCER LOOKS LIKE

PROBIOTICS

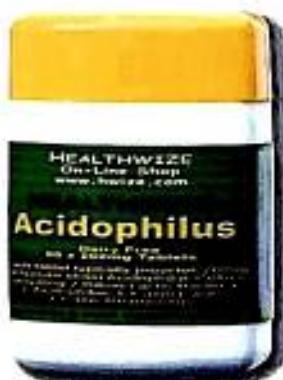
SNEHA MISHRA

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In recent years probiotics have been getting a lot of hype. They sure sound good for you. But what do they do exactly. So what is a probiotic?

Probiotics are organisms that occur naturally in our bodies that are often added to foods or taken as supplements for a wide range of health benefits. But these health benefits are only possible when the microorganism reach the intestines alive & continue to grow.

Our intestines are made up of both good & bad bacteria. When the number of bad bacteria increases, the chances of infection shoot up. But once probiotics are taken, they restore the skewed balance & form a protective cover in the intestine. This shields the gut from infections & other diseases. These good bacteria produce many vital enzymes & vitamins which help to increase the availability of important nutrients & minerals in our body.



with the consumption of antibiotics. The purpose of antibiotics is to kill harmful bacteria.

Unfortunately they can kill normal bacteria as well, and consequently disturb normal intestinal function. Supplementing the intestine with probiotics helps to prevent antibiotics associated diarrhoea, indigestion & acidity. Probiotics products helps to reduce the symptoms of inflammatory bowel diseases such as Ulcerative colitis and Crohn's disease.

Consuming probiotics in food or as tonic not only assists in the regeneration of damaged intestinal mucous membrane but also helps to deal with repeated infections like cold, cough and flu by increasing our immunity.

Similar to the intestinal tract the urogenital tract in women has a fine balance of bacterial ecosystem. Disruption of this ecosystem can lead to a bacterial imbalance and it is susceptible to infection. One of the infections caused by this bacterial imbalance is vaginosis. Vaginosis is an inflammation of the vagina that leads to odour, discharge & itching. The main cause for vaginosis is lack of lactobacilli (a probiotic microorganism). Lactobacilli predominate in the healthy vagina to maintain a favourable vaginal pH in the acidic range & inhibit pathogenic microorganisms.

The idea of eating friendly or live bacteria may still be very confusing to many of us but as Indian we have been consuming active bacteria

for generations. Friendly bacteria in yogurt or dahi has reference that date back to the vedas and probiotics are the same good bacteria.

Probiotics bacteria have a long history of association with dairy products. This is because some of the same bacteria that are associated with fermented dairy products (cheese, yogurt, curd, kefir) also make their homes in different sites on the human body, including the mouth the gastrointestinal tract and the vagina. Some of these microbes, therefore, can play a dual role in transforming milk into a diverse array of fermented dairy products and contributing to the important role of intestinal bacteria.

Traveling through the human digestive tract can be a challenge for these bacteria. High acid levels in the stomach and exposure to pancreatic secretions such as digestive enzymes and bile in the small intestine can lead to the injury and death of a percentage of orally administered probiotics. Although some bacteria are more resistant than others to this stress, consumption of probiotics with food, including milk, yogurt and other dairy products, buffers stomach acid and can increase the chance that the bacteria will survive in the intestine.

One of the biggest drawbacks of probiotics products are that they must be refrigerated at all times, so that the good bacteria remain active and living creatures. Other sources of probiotics are fermented products like tofu, temph, miso etc. Now days probiotics are available as dietary supplements such as powders, capsules or tablets.

As more research comes to light, the benefits of probiotics will become clearer. Till then, there's no harm in making probiotics a part of a healthy diet. Let the bacteria take care of your well being.



RICE BRAN OIL: THE NEUTRACEUTICAL OIL

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Management

Monami Chakraborty, student final B Sc. Department of Food Science & Nutrition Management, RICE BRAN OIL is also known as "Double friendly heart oil" and "Health oil". The oil contains mono unsaturated fats, saturated fats and polyunsaturated fats in equal proportion, so it is balanced oil. It is a perfect blend of anti-oxidants & fatty acids. Rice bran oil is vastly superior to traditional cooking oils and can be considered as nutraceutical (food as medicine) oil that is perfect for all your healthy cooking needs. It is truly "The World's Healthiest" edible oil, containing vitamins, antioxidants, nutrients and trans free fat. It's not just delicate and flavorful, it can help lower cholesterol, fight diseases, enhance the immune system, and fight free radicals and more.

Rice bran oil is basically obtained from the outer most golden layer of the grain which is called the rice bran which is a rich source of Vitamins (tocopherol and tocotrienols) and oryzanol-the antioxidant. Oryzanol has been reported to possess the hypocholesterolemic and antioxidant activity. Rice bran oil is extremely light, has a pleasant nutty aroma & has a taste that complements the flavour of many foods. Since it has a low smoking point it can be used for deep frying and it does not give any off flavour while frying. Being viscous in nature it absorbs about 20% less oil compared to other oils and the food cooked in it will not be dripping in oil or soggy. It is not expensive as olive oil and has 0% trans fat. This oil does not require any hydrogenation for stability and thus has a good shelf life. Rice bran oil retains all of its fat soluble vitamins, antioxidants & phytonutrients at high concentration.

Rice bran oil is rich in monounsaturated fatty acid and contains desirable omega-3 linolenic acid, oleic acid, linoleic acid, and palmitic acid. However rice bran oil contains omega-3 polyunsaturated fatty acid (PUFA) which has a role in health, it has eicosapentaenoic acid (EPA) and decosahexanoic acid (DHA). EPA can affect the circulatory system and help to prevent arteriosclerosis and thrombosis, while DHA is particularly important for brain development. Omega-3 fatty acid have many health benefits related to cardiovascular disease, inflammation, allergies, cancer, immune response, diabetes, hypertension, and renal disease. Rice bran oil also has a higher unsaponifiable fraction. This unsaponifiable fraction is rich in fat soluble phytonutrients such as tocopherol, tocotrienols, oryzanol, phytosterols, ferulic acid and squalene. The tocopherol, tocotrienol and oryzanol

in rice bran oil lowers down cholesterol making a healthy heart and also helps in fighting cancer. The antioxidant oryzanol has bad cholesterol (LDL) lowering properties thereby increasing good cholesterol (HDL) due to this the deposition of cholesterol on the inner lumen of the artery is reduced this prevents hardening of the artery thus helping in preventing cardio vascular problems. Oryzanol also prevents muscle cell breakdown, kidney failure, liver failure and acts to prevent ultraviolet sun ray damage, causing skin to look smooth and beautiful. Antioxidant tocotrienol has an extremely powerful cancer fighting property. Both tocotrienol and tocopherol combats all types of cancerous tumor. Other vitamin E antioxidant reacts with the hepatic cells and reduces the growth of liver tumors in cancer patients. The Vitamin E, micronutrients & antioxidants helps to fight free radical formation preventing oxidation and combat aging.

The best balance of saturated monounsaturated, polyunsaturated fat in the oil helps improve the serum cholesterol level. Rice bran oil is hypoallergenic. It prevents hot flashes during menstruation as vitamin E acts as an oestrogen substitute. It also facilitates strengthening of immunity and colon health.

Polysaccharides like hemicelluloses in rice bran oil increases peripheral blood lymphocytes and enhance immunity.

Vitamin B complex promote healthy cholesterol levels by not only reducing LDL-cholesterol but by also improving HDL-cholesterol. It is the safest nutritional approach to normalize cholesterol level. Rice bran oil is rich in B complex vitamins. Thiamin and niacin helps in carbohydrate metabolism. Pyridoxine helps to regulate blood glucose level, prevent peripheral neuropathy in diabetes and improve immunity. Ferulic acid present in the oil is a strong membrane antioxidant, makes a barrier to the free radicals produced by anaerobic exercise and has anti inflammatory properties. Rice bran oil has significant benefits as nutritional therapies in diabetes, hyperlipidemia, cancer, fatty liver, hypercalcuria and heart disease.

Consumers are not aware of the benefits of the rice bran oil as a standalone product. Rice Bran Oil is becoming a favorite in commercial frying to replace hydrogenated oils that contain trans fat. Since rice bran oil is extremely light, versatile, and delicious and contains lot of health benefits. This oil is also finding its way into our cosmetics too. Hence Switch over to this oil for its healthy benefits.



WINE: THE MIRACLE DRINK

NIKITA CHITLANGIA

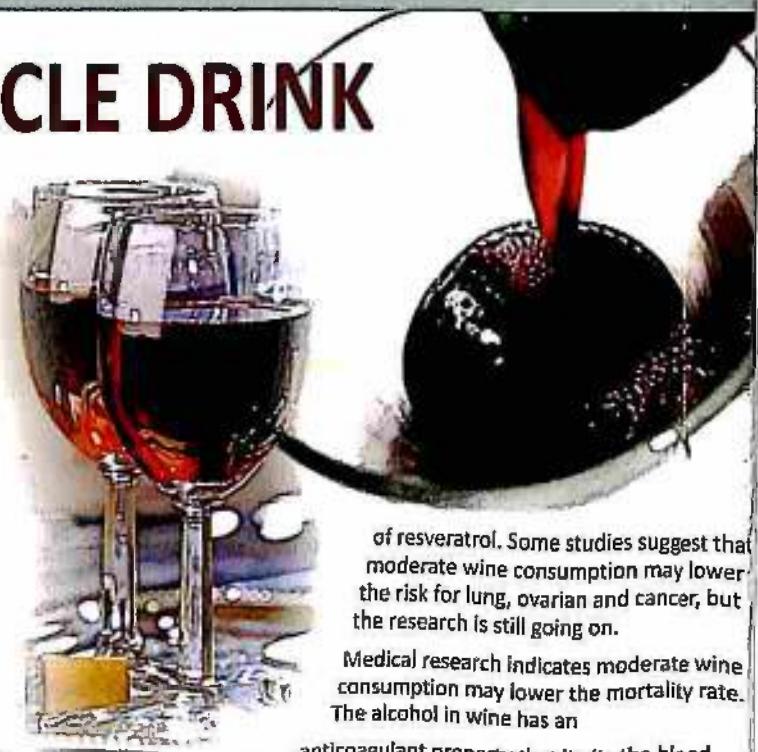
Final B.Sc. Department of Food Science and
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Wine is an alcoholic beverage obtained from the fermentation of the juice of freshly gathered grapes. The natural chemical balance of grapes lets them ferment without the addition of sugars, acids and enzymes or others nutrients. Wines made from other fruits, such as apples and berries, are normally named after the fruit from which they are produced example, apple wine and are generically called fruit wine or country wine. Others, such as barley wine and rice wine are made from starch-based materials. Wines can be classified primarily by the grape variety used to make the wine and the region where the grapes are grown. Wines classified on the basis of grape variety are called varietals and those classified on the basis of region are named by the region itself. There are different types of wines and wine styles. Basically wines can be classified into two general categories. They are white wines which are colorless and red wines which have the color intensity based on the soaking time.

A Study of the long and short term effects of wine has made the medical community to reconsider the role of wine in medicine and diet. Throughout the mid to early 20th century, health advocates pointed to the risk of alcohol consumption and the role it played in a variety of ailments such as blood disorders, high blood pressure, cancer, infertility, liver damage, muscle atrophy, psoriasis, skin infections, strokes, and long term brain damage.

Red wine contains many antioxidants which may have health benefits. Resveratrol is a non-found in wine, present in skin. Polyphenols benefits

Moderate wine consumption may offer positive benefits to women, particularly elderly women, in retaining bone density and reducing the risk of developing osteoporosis. Focus on wine's positive benefits regarding cancer has centered on the antioxidant properties



of resveratrol. Some studies suggest that moderate wine consumption may lower the risk for lung, ovarian and cancer, but the research is still going on.

Medical research indicates moderate wine consumption may lower the mortality rate. The alcohol in wine has an

anticoagulant property that limits the blood clotting by making the platelets in the blood less prone to stick together and reducing the levels of fibrin protein that binds them together. However these anticoagulant properties of wine only stay in the system for a maximum of 24 hours after consumption.

Wine can stimulate the appetite so it is better to drink it with food. When it is taken with food, it can slow the stomach's emptying time and potentially decrease the amount of food consumed at the meal. Wine is a mild natural tranquilizer, serving to reduce anxiety and tension. As part of a normal diet, wine provides the body with energy, with substances that aid digestion, and with small amounts of minerals and vitamins. It can also stimulate the appetite.

Moderate consumption of red wine, may be a preventative against coronary disease and some forms of cancer. The chemical components thought to be responsible are catechins, also known as flavonoids and related to tannins. Catechins are believed to function as anti-oxidants, preventing molecules known as "free-radicals" from doing cellular damage. One particular form of flavonoid, called oligomeric procyandin, recently proved to prevent hardening of the arteries. Clinical and statistical studies show these may boost the immune system, block cancer formation, and possibly protect against heart disease and even prolong life. Wine might even preserve cognitive function in the elderly.

The nutritional content of wine is minimal; there is no fat, cholesterol, or dietary fiber in any wine. The view of consuming wine in moderation has a history almost as long as that of wine's role in medicine. In addition to antioxidant/antiradical activity, red wine polyphenols were shown to possess many biological properties including the inhibition of platelet aggregation, vasorelaxing activity, modulation of lipid metabolism, and inhibition of low-density lipoprotein oxidation. The moderate consumption of red wine has been putatively associated with lowering the risk of developing coronary heart disease. Thus, the health benefits of moderate consumption of red wine are founded on a multiplicity of actions.

BODY IMAGE LEADING TO EATING DISORDERS

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Healthy mind come in all sizes, healthy emotions come in all sizes and healthy body comes in all sizes. To lose confidence in one's body is to loose confidence in oneself.

BODY IMAGE

Is person's inner perception of their body including physical appearance like height weight, facial features etc. Every individual has atypical body image although adolescents are overly concerned about it.

ADOLESCENCE

Is a transitional period between childhood and adulthood entailing major physical, cognitive and psychosocial changes. As adolescents are undergoing a lot of physiological changes they develop either positive or negative body image. People with negative body image have distorted perception of one's body shape and feel ashamed and anxious about one's body. Whereas people with positive body image have clear perception about ones body shape, accept their unique body and feel confident about their body. There are some body shapes very popular among adolescents like Size-Zero(according to U.S fashion industry it is women's clothing size) and Hour Glass Figure(in this figure the bust and hip have basically same circumference).

EATING DISORDERS

A disturbance in eating behavior that involves maladaptive and unhealthy efforts to control body weight. Eating disorder can be classified into Groups mainly:

Anorexia nervosa-it is also known as self-starvation and it involves intense and excessive fear of gaining weight. It is characterized by an obsession to be thin.

Bulimia nervosa-in this the individual engages in recurrent episodes of binge eating followed by some compensatory behavior to prevent weight gain.

Causes of eating disorders can be various. Few major ones are societal pressure to look slim, peer pressure and popular body images promoted by the mass media.



RELATIONSHIP BETWEEN BODY IMAGE AND EATING DISORDER

A distorted body image is one of the leading causes of eating disorder among young adolescents specifically girls. Some people unfortunately have grossly inaccurate perceptions about how they look and how others think they look. Young women feel the pressure to adhere to the concept of the 'ideal' body image that is portrayed in the media. Individuals with distorted body image have low self-esteem, low confidence and believe that identity is based on how they look.

All these factors may lead to eating disorder. Individuals with positive body image have high self esteem and high self-confidence. They are comfortable with their own body and are not overly bothered about their flaws.

The problem of negative body image leading to eating disorder is specifically prevalent among adolescents. This is because this age group is characterized by their concern about physical changes and their unrealism and idealistic views.

Therefore it can be concluded that with popularization of 'size zero' adolescents are afraid of gaining weight. Most of the youngsters are unhappy and dissatisfied with their body image and as a result suffer from eating disorders. These disorders have a very negative impact on the health of the adolescents.

IMPACT OF SOCIAL NETWORKING SITES ON COURTSHIP PATTERNS

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Social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The social networking sites are impacting traditional courtship patterns.

Courtship is the period in a couple's relationship which precedes their engagement and marriage, or establishment of an agreed relationship of a more enduring kind. A courtship may be an informal and private matter between two people or may be a public affair, or a formal arrangement with family approval.



COURTSHIP PATTERNS OF THE PAST

Parents or community proposed potential partners, and then allowed limited dating to determine whether the parties were suited to each other. Courting was restricted to the home environment and physical intimacy before marriage was considered sin.

MODERN COURTSHIP

Individuals are now given the freedom to choose their own mates. Dating or courtship has moved out of the home environment and into the public. Virtual relationships are being maintained through social networking sites. Physical intimacy before marriage is common and even virtual intimacy is made possible through the social networking sites.

SOCIAL NETWORKING SITES ALLOW CREATION OF VIRTUAL IDENTITY

Social networking sites do not involve face to face interaction; hence individuals can hide facets of their true identity and create a virtual identity that would help them attract others. This also encourages introverts to make friends as they need not engage in face to face interactions.

MAINTAINING LONG-DISTANCE RELATIONSHIPS THROUGH SOCIAL NETWORKING SITES

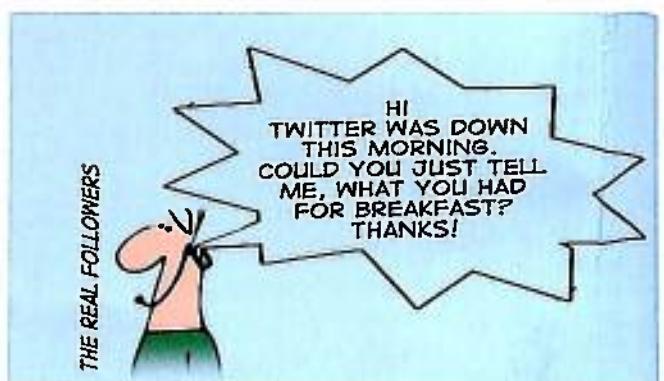
Social networking sites help people keep in touch and maintain emotional closeness despite geographic distance. These sites are easily accessible and save both time and money and hence are useful in maintaining long-distance relationships.

VIRTUAL INTIMACY MADE POSSIBLE THROUGH SOCIAL NETWORKING SITES

Social networking sites like Skype and the proliferation of web-cams have made virtual intimacy and cyber-sex possible. Individuals write descriptive, sexually explicit texts to their partners and sometimes to even strangers. Sexual needs are satisfied without actual physical contact.



Social networking sites have been a gateway to more personal interaction. It allows people from all over the world and from all walks of life to 'meet' in a way that would have been inconceivable only a few years ago. Hence, it can be indeed said that social networking sites has penetrated the sphere of courtship to a great extent.



KIDS WHO KILL: EXPLORING VIOLENCE IN CHILDREN

ARITRI GHOSH

Final M.Sc in Home Science (with specialization in Human Development)

The World Health Organization defines violence as "the intentional use of physical force or power, threatened or actual, against another person or against a group or community that either results in or has a high likelihood of resulting in injury, death, physiological harm or deprivation." Violence can be self-directed, interpersonal or collective. Children of today's era are exposed to violence and hence they often tend to internalize violence.

India is being shaken by school violence. Many cases of student-on-student attacks have left psychologists and sociologists questioning the socialization process. Socialization is the process by which individuals learn to become members of society, both by internalizing the norms and values and also by learning to perform social roles. The key agents of socialization are -family; educational institutions; peer group and mass media. It is being believed that the socialization process itself can sometimes be flawed leading to the internalization of violence in children.

FAMILY ENCOURAGING VIOLENT BEHAVIOUR IN CHILDREN

It is the duty of the family to transmit cultural values and norms to the children making them compliant individuals.

It is the family itself that can sometimes encourage violent behaviour in children. The following factors in the family lead to violent behaviour in children: certain parenting styles especially neglectful or unininvolved parenting; corporal punishment by parents; child abuse or child maltreatment; sibling conflict and parent-adolescent conflict. Chronic antisocial behaviour may result from poor parental discipline and monitoring in early childhood.

EDUCATIONAL INSTITUTIONS AS BEDROCK OF VIOLENCE

Episodes of violence in Indian schools have been reported by leading newspapers in the recent times.

Though corporal punishments by teachers in schools have been made illegal yet many teachers still hit with hands or sticks, make children stand in various positions for long periods and tie them to chairs. These severe punishments cause many children to feel agitated and often they



tend to internalize the violence being meted out to them. Also, ragging in schools and colleges is commonplace, and ragging is simply a disguised form of harassment or violence.

PEER GROUP AND VIOLENCE

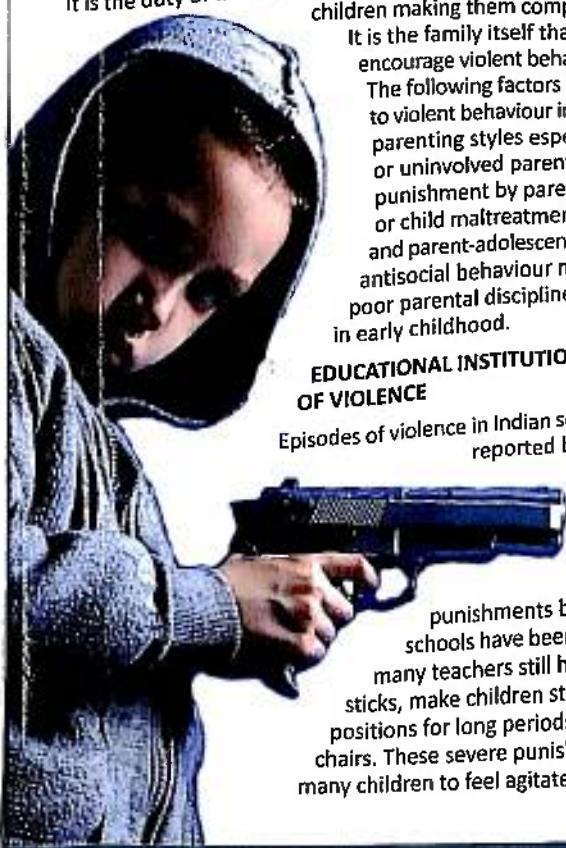
Violence in children may have been precipitated by rejection by schoolmates or others. Among adolescents, rejection tends to occurs in one of three forms-teasing, ostracism, and romantic rejection. Children who have displayed violence often state that they feel lonely and isolated and are always ruminating over injustices meted to them by their peers. Violent children are also often victims of bullying or are bullies themselves. Children are just as likely to commit violent behavior because of coercion from friends.

MASS MEDIA PRECIPITATING VIOLENCE IN CHILDREN

Young children will imitate aggressive acts on TV in their play with peers. Before age 4, children are unable to distinguish between fact and fantasy and may view violence as an ordinary occurrence. In general, violence on television and in movies often conveys a model of conflict resolution. It is efficient, frequent, and inconsequential. Heroes are violent, and, as such, are rewarded for their behavior. They become role models for youth. It is "cool" to carry an automatic weapon and use it to knock off the "bad guys." The typical scenario of using violence for a righteous cause may translate in daily life into a justification for using violence to retaliate against perceived victimizers. Hence, vulnerable youth who have been victimized may be tempted to use violent means to solve problems. Apart from television, videogames, internet, mobile phones and the like can act as agents spreading aggression and violence in children.

METHODS OF CONTROLLING VIOLENT BEHAVIOR IN CHILDREN

Children should be taught self-control. By learning self-control, children can make appropriate decisions and respond to stressful situations in ways that can yield positive outcomes. Violent behavior in children can be controlled through release of pent up aggression and energy through a process called catharsis. Non-aggressive environments must be created for children so that they do not internalize violence.



AN ERA OF CORSETS

SONAL MALHOTRA

Final year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies



The origin of the corset is unclear, since garments similar to the corset have been seen over many hundreds of years, but it is assumed that the first corset was introduced in the 15th century for the purpose of shaping the female figure. No other garment in Western history has attained such political, social, and sexual significance. What is it about the corset, a mere undergarment designed to enhance the female figure that it has become an icon of all time.

WHAT IS A CORSET?

The word 'corset' is derived from the Old French word corps which means body. A corset is a garment worn to hold and shape the torso into a desired shape for aesthetic or medical purposes.

PURPOSE OF A CORSET

The main purpose of a corset was to slim the body and emphasize a curvy figure, by reducing the waist, and exaggerating the bust and hips. It was also used for medical purposes such as spinal problems.

TIGHTLACING

Tightlacing is the practice of wearing a tightly-laced corset to achieve extreme modifications to the figure and posture. In corset training the corset has to be worn for 12-14 hours in a day for several months.

The smallest waist recorded is that of Ethel Granger, who tightlaced for most of her life and achieved a waist of 13 inches (33 cm): a reduction of over ten inches.

CORSETRY AND CORSET MAKER

Corsetry is the craft of making corsets. A special type of tailor who is an expert in corsetry is called a corset maker. They are frequently known by the French equivalent terms: corsetier for a male corset maker or corsetière for a female corset maker.

HISTORY AND EVOLUTION OF A CORSET

14th and 15th century

The first mention of a garment similar to the corset is at the end of the 14th century. In the 15th century the first proper corsets were seen which were made of iron. Iron corsets were like the Victorian Era corset covers made of metal. Initially the iron corsets were a type of armour worn only by men, but with time it was worn both by men and women.

16th century

Corset was constructed as one piece (usually opening at the back), a "body" or as two halves "pair of bodies". It was made of stiffened multiple layers of linen with wooden busks or shafts that were inserted in a pocket at the front.

17th century

In France, corsets in this period were called "stay", constructed in one piece which laced either in the front or back or "Pair of stays", which laced both front and back and was constructed as two pieces.

18th century

This period saw the inverted conical shaped corset creating a 'V' shaped upper torso.

19th century

The divorce corset appeared, so-called because it separated the breasts by a busk which was inserted in the centre front between the breasts.

Metal eyelets were invented. The Victorian corset emerged in 1830's. Shape had changed to the hourglass silhouette. The term corset was first used for this garment in English. Tightlacing became popular in this period.

The development of the sewing machine in the early 1850's was one of the most important innovations of the nineteenth century as



it led to the mass production of clothes. Corsetry became a major industry with a turnover of millions of pounds per year. Steam-moulding of corsets was introduced in 1860's. This manufacturing process helped create a curvaceous contour. In 1880's and 90's brightly coloured corsets and elegant materials such as silk, satin and brocade became more acceptable. Corsets were often decorated with lace frills and coloured rosettes.

20th century

Edwardian corset with an S-shape was introduced. It was named as the health corset but unfortunately the idea went wrong and it caused more problems than helping the people wearing it. It was the most beautiful decade for the corset but also the most painful. In 1910's rather than focusing on the waist, more attention was paid to the other parts of the body-smooth long hips and a swelling chest. Later, corsets were cut so long that they reached well over the thighs.

The rigid corset was abandoned for a softer one that flattened the female form. Gradually soft corsets and bodices on evening gowns became part of a Victorian revival, popularized by movies like *Gone with the Wind* and *Little Women*. Cup sizes in bras were seen, underwires were developed, zippers started to appear and nylon was introduced.



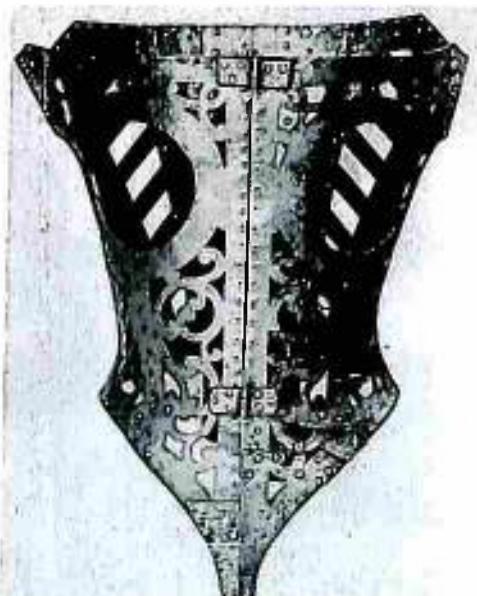
From the late 1940s, designers tried to achieve the same tight-fitting silhouette, previously obtained with the corset, and the corset came back, this time transformed into a 'bustier' and used in most of the evening gowns. In the 1950's bullet bras with circular stitching was seen. The 1960's brought about the use of the elastic strap. In 1990's corsets were considered sexy underwear and were worn more for sex appeal than for figure-forming purposes. Jean Paul Gaultier's corsets became iconic when Madonna wore one during her world-tour in 1990.

21st century

Today's corsets are sophisticated and extremely wearable. Designs have maturity and harmony. Designers have captured the essence of the corset, transcended its shape, and its extremely refined and inspiring features.

Conclusion

Corsets are not just a mere garment; it is a way of life. The presence in contemporary wardrobes of a garment from the 15th century, suggests that somehow the image of the corset still finds an echo in our societies-though perhaps its meaning has evolved and changed. The corset is a beautiful object, with harmonious lines and volumes and it celebrates the beauty of women's bodies. Till today, the corset remains a timeless element of seduction and will continue to inspire future generations of designers.



TEXTILE WASTE

DAKSHA JALAN

3rd Year B.Sc(Hons) in Home Science
(Composite Home Science)

Waste has been defined as any product or substance that has no further use or value for the person or organization that owns it, and which is, or will be, discarded. However, what may be discarded by one party may have value to another. Thus, the definition for 'waste' should be redefined to consider this waste as a potential reusable resource for others.

Waste is seen as a source of grave problem mainly because :

- Waste disposal not only harms the environment but also human health
- Space for landfills is claimed to becoming scarce
- Costs are increasing to use existing and replace landfills and waste is the end of a products lifecycle that causes costly environmental impacts and depletes valuable resources.

Like all wastes, textile waste originates from the community via a number of streams including the fiber, textile and clothing manufacturing industry, consumers, the commercial and service industries. Since the textile industry is a huge sector the waste generated is also huge and we as consumers do not know how can it be used, or how it can be minimized.

- It generates wastes as dioxins, acidic gases, dust particles etc.
- The fabric waste from carding, combing, drawing and spinning are called soft waste
- Waste produced after spinning and twisting and in the weaving process is called hard waste
- Finishing wastes are called locks
- Reclaimed wastes are mostly in the form of rags and old discarded clothing.

CLASSIFICATION OF TEXTILE WASTE

Textile waste can broadly be divided into two categories:

- Solid wastes
- Effluent wastes

Solid wastes can further be divided into two categories :

- Manufacturing wastes :

This is the waste from the various manufacturing processes. It is also known as pre consumer wastes. It is

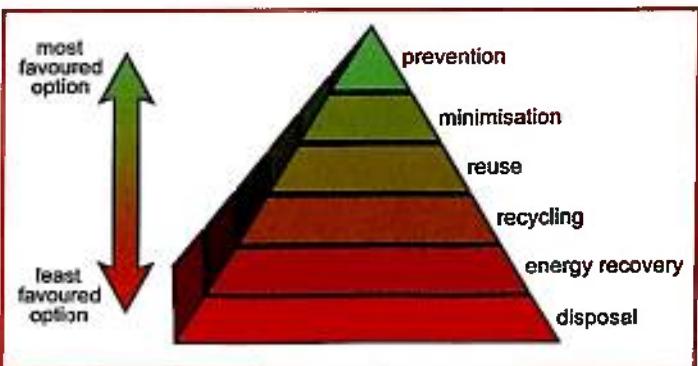
usually "clean waste" According to the Council for Textile Recycling, each year 750,000 tons of this waste is recycled into new raw materials for the automotive, furniture, mattress, coarse yarn, home furnishings, paper and other industries. Through the efforts of this industry approximately 75% of the pre consumer textile waste that is generated is diverted from landfills and instead recycled.

● **Recovered and reclaimed wastes :** This is waste collected after use and then reprocessed. It can further be divided into post consumer waste and industrial waste. Post consumer wastes consists of any type of garment or household textile (such as sheets or towels) that the consumer no longer needs and decides to discard. This can be recovered and subsequently recycled by another user as second-hand clothing, much of which is sold to third-world nations. Clothing that is unlikely to be worn again is potentially functional as it may be shredded into fiber to be used in products similar in nature to those manufactured from pre-consumer textile waste. Industrial textile waste is generated from commercial and industrial textile applications including commercial waste from properties such as carpets and curtains, hospital refuse in addition to industrial applications such as filtration, conveyor belting etc. It is usually called the 'dirty waste'.

Effluent wastes are wastes that are produced after the finishing processes have taken place like:

- Water waste
- Chemical waste
- Pigment waste.





IMPORTANCE OF RECOVERY & RECYCLING OF TEXTILE WASTE

Textile recovery and recycling is good for both environmental and economic benefits as textile industry is a multibillion dollar global major industry. It avoids many polluting and energy intensive processes that are used to make textiles from fresh materials. It was estimated that 1.3 million tons of textiles in clothing were recovered for recycling in 2009. Of the textile waste recovered by the charities, 60% of the items of clothing can be re worn or reused and 15% can be torn into industrial wiper cloths. Disturbingly, 25% is unusable and sent to landfill. The UK based Recycling Association estimates that up to 95% of the textiles that are land filled each year could be recycled.

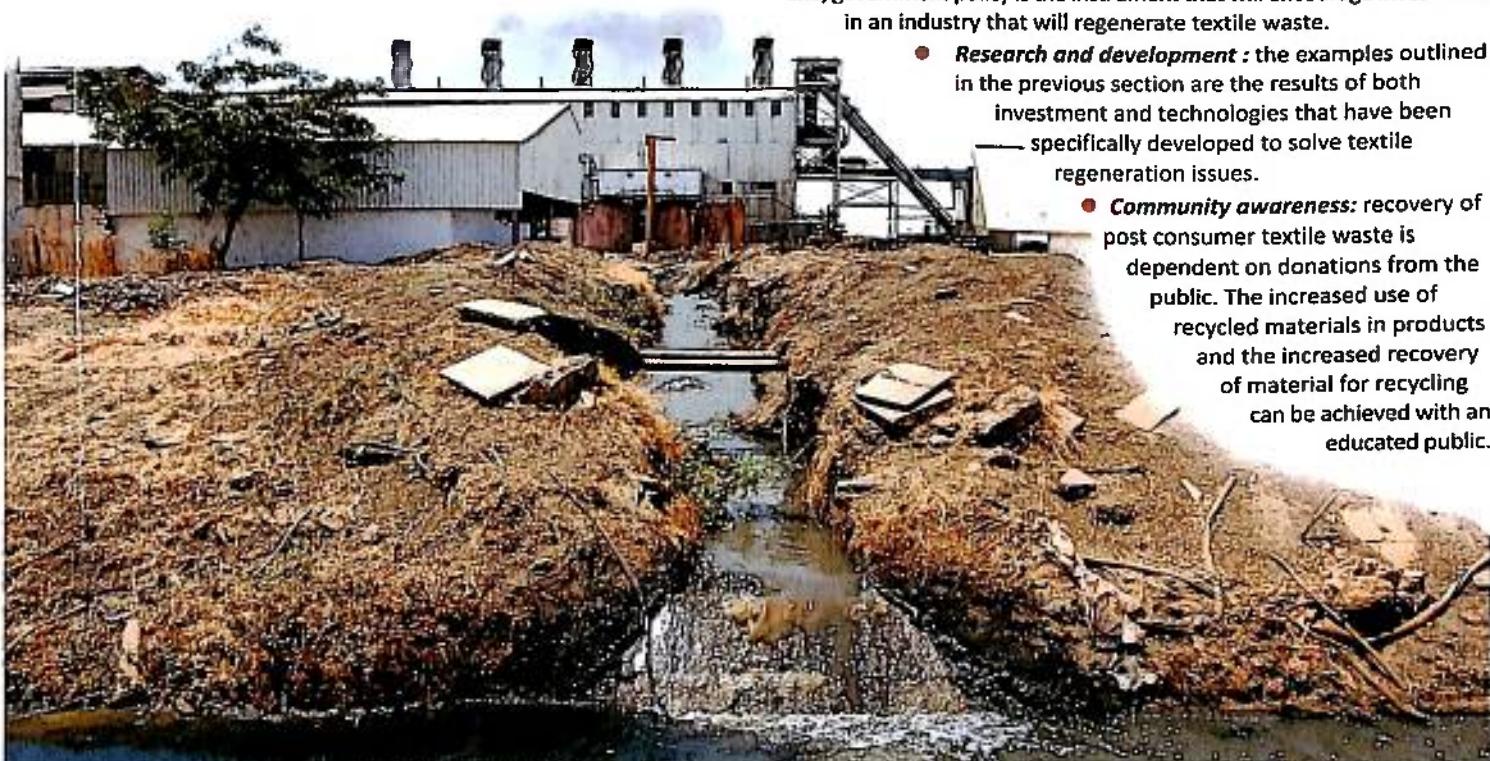
- Provides employment to millions of people
- To recover these wastes and turn them into useful product for society and environment
- By recovery of textiles the demand and pollutants generated are reduced

- Recovery can be done by recycling, reuse and regeneration of textile waste.
- Demand is reduced for textile chemicals like dyes, pigments and fixing agents
- The requirement for landfill space is reduced. Textiles lead to many problems in landfill. Synthetic fibers don't decompose. Woolen garments do decompose but produce methane, which contributes to global warming.
- Leads to a balance in payment as we buy less materials than required
- As the fibers get locally available transportation is reduced saving on energy and pollution.
- Lesser energy, is consumed while processing, as items don't need to be re-dyed or scoured.
- Waste water reduces as it does not have to be thoroughly washed with large volumes of water as it is done for, say, raw wool.
- Pressure on fresh resources too is reduced.

PROBLEMS FACED IN RECOVERING OF TEXTILE WASTE:

There are numerous political, economic, social, technological, environmental, legal and institutional barriers to the improvement of resource recovery. Following are some evident barriers :

- **Knowledge** : in order to manage an environmental issue, it must first be measured and quantified.
- **Financial** : the recycling industry's contribution to protecting environment would not be possible without its significant expenditure on often highly sophisticated plant, machinery and equipment. Indeed, it has been calculated that the industry which comprises a large proportion of privately owned enterprises invests around US\$ 20 billion each year on new equipment and research and development. To that end, government policy is the instrument that will encourage investment in an industry that will regenerate textile waste.
- **Research and development** : the examples outlined in the previous section are the results of both investment and technologies that have been specifically developed to solve textile regeneration issues.
- **Community awareness** : recovery of post consumer textile waste is dependent on donations from the public. The increased use of recycled materials in products and the increased recovery of material for recycling can be achieved with an educated public.



SPIDER SILK- A WONDER FIBER

OINDRILLA GAYEN

student- Final Year B.Sc. (Hons.) in Textile Science
Clothing & Fashion Studies

WHAT IS SPIDER SILK?

The term silk normally refers to a wide range of continuous filaments spun by the several species of Lepidoptera and Anthropoda, used for building structures for various purposes including prey capture. Silk filaments spun by spiders and silkworms are found to possess superior properties than other silk producing insects and more than 2500 orb weaving species exist worldwide. Spiders have 6 sets of glands, each producing different fiber.

The spider webs can take a variety of forms but most common type is the orb web. Different families of spiders like Araneus, Nephila build orb-web and other families of spiders construct tangle and sheet webs. Orb-web spiders invest little energy in searching the prey and majority in silk construction by the orb-weaving spiders - Araneus and Nephila. The design of orb webs varies among the species, individuals, and day-to-day for an individual and also within the web. The orb-weaving spiders are able to synthesize as many as 7 different types of silk including dragline by drawing liquid crystalline proteins from separate gland spinneret complex. The various types of silk produced by a spider along with their functions are listed in the Table 1. Dragline, minor ampulla and viscid silks form of mooring threads, framework and pre-tensioned radial threads, dominate the web structure.

on demand from liquid silk precursor sometimes referred to as unspun silk dope, out of specialized glands. The spinning process occurs when a fiber is pulled away from the body of a spider, be that by the spider's legs, by the spider's falling using its own weight, or by any other method including being pulled by humans.

NATURAL EXTRUSION OF SILK

Many laboratories have focused on studying the extrusion process of dragline silk from the major ampullate gland, primarily because this tissue is the easiest to identify and remove. This structure is also the largest relative to the other silk-producing glands.

ARTIFICIAL SYNTHESIS

The molecular structure of unspun silk is both complex and extremely

long, it makes replication of the fiber somewhat of a challenge. Various organisms have been used as a basis for attempts to replicate some components or all of some or all of the proteins involved. These proteins must then be extracted, purified and then spun before their properties can be tested. Scientists can't simply farm spiders and acquire their silk, such as people do silkworms, because spiders are cannibalistic. So scientists must find another way of getting the silk. Their two main challenges are creating the same protein as spiders have in their silk, and linking the proteins together in the same way that spiders do when they spin their silk. There are four ways that scientists have attempted to do this.

- The first of these ways is inserting the spider silk gene into bacteria such as E.Coli, and having the bacteria create the required protein.
- The second method is inserting spider silk genes into plants, such as potatoes and alfalfa.
- The third method was to insert the silk gene of the orb weaver spider into goats, who would then produce the silk protein in their milk.

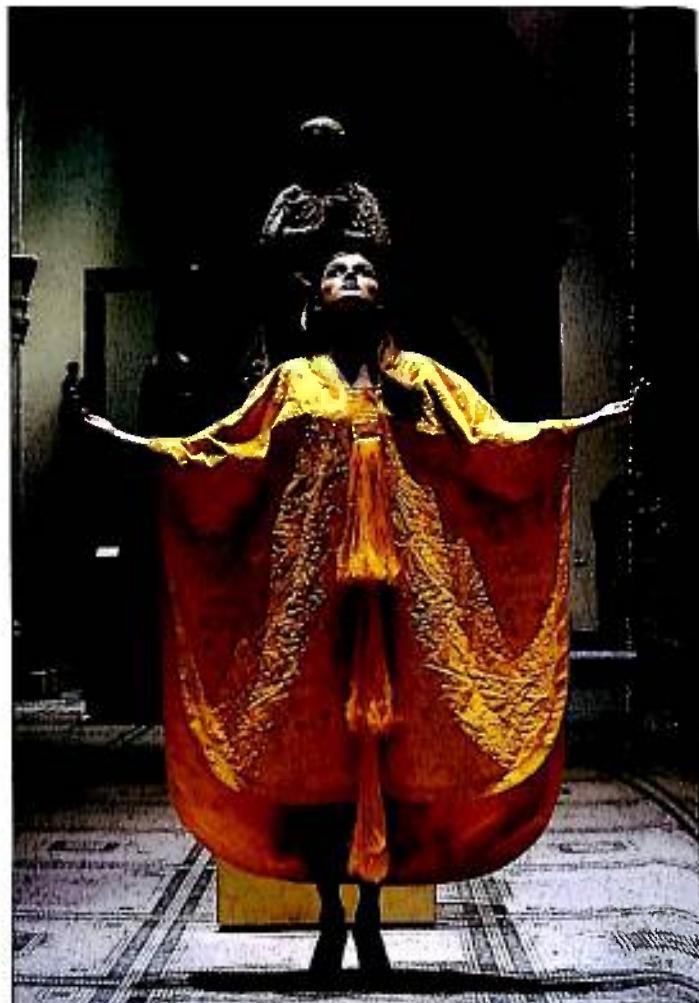


Table 1: Type of Glands, Silks & Their Use

Type	Gland	Description
Dragline	Ampullate (Major)	Used for the web's outer rim and spokes and the lifeline.
Minor	Ampullate (Minor)	Used for temporary scaffolding during web construction.
Viscid	Flagelliform	Capture-spiral silk - used for the capturing lines of the web.
Cocoon	Tubuliform	Egg cocoon silk - used for protective egg sacs.
Wrapping	Adhesive	Used to wrap and secure freshly captured prey; used in male sperm webs; used in stabilimenta
Glue-like	Aggregate	A silk glue of sticky globules
Attachment	Piniform	Used to form bonds between separate threads for attachment points

Fig 1: Schematic Diagram of Spider Web



Fig 2: To produce this unique golden cloth, 70 people spent four years collecting golden orb spiders from telephone poles in Madagascar, while another dozen workers carefully extracted about 80 feet of silk filament from each of the arachnids. The resulting 11-foot by 4-foot textile is the only large piece of cloth made from natural spider silk existing in the world today

- The latest and most successful method was inserting spider silk genes into silk worms so that they would spin a silk that was consists 10% of spider silk protein. Scientists are attempting to raise that percentage to 50%.

MECHANICAL PROPERTIES OF SPIDER SILK

Tensile strength of spider silk is comparable to that of high grade steel; its density is about a fifth of the density of steel. As a result, strands long enough to circle the Earth would weigh less than 500 grams. The combination of strength and ductility gives spider silk a very high toughness. Spider silks can hold their strength below 240 °C and up to 220 °C. When exposed to water, spider silk undergo supercontraction,

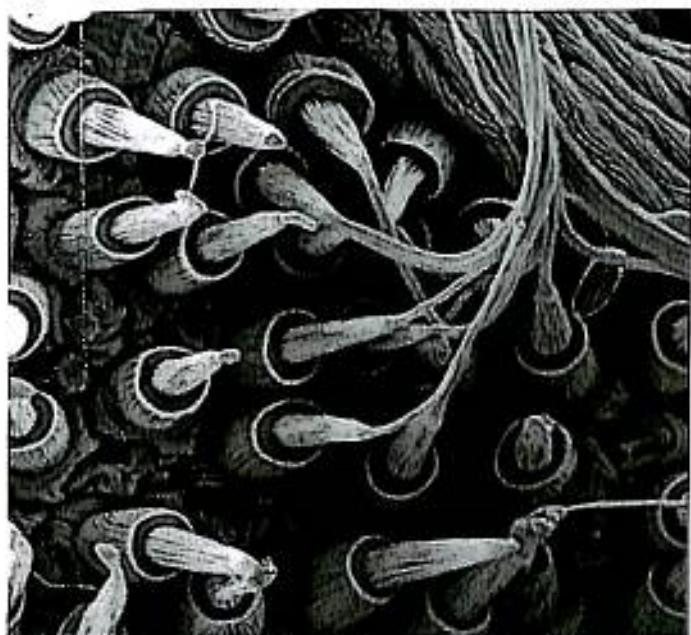


Fig 3: Orb Weaving Spider

shrinking up to 50% in length and behaving like a weak rubber under tension. It was found that large Golden Orb Web Spiders add a defensive alkaloid known as a pyrrolidine alkaloid chemical onto the silk, which stops the ants from walking onto the web when they come into contact with it. The material is elastic and only breaks at between 2 - 4 times its length.

It is possible to stop a plane with a pencil thick thread. When the plane is flying at landing speed (80 m/s) and the thread is 30 km long. One needs 102,000 million Araneus diadematus spiders and the temperature rise is the same because the temperature rise is linear related with the breaking force.

Conclusion

Spider silk offers excellent physical and chemical properties that can withstand the adverse and extreme conditions than many other existing natural and synthetic fibers.



SILK MARK

TIGERS ON THE LINE OF EXTINCTION

SNEHA PATEL, 2nd year students - B.Sc. in Home Science

Tigers are considered as the national animal of our country. But today, due to various activities of man, tiger has come to the line of extinction, I repeat to the line of extinction - meaning they have not yet disappeared from the earth but will disappear if proper steps and measures are not undertaken.

Tigers are categorized under the carnivorous animals on earth in the food chain and food web. They too like us mate and reproduce. Belonging to the family of Felicis tigris, these animals are second in rank after the lions. The royal Bengal tiger is found in India, chiefly in the Sunderban delta area of India. They live in the jungles in their defined territory, and each territory is separated by their body marks such as the pugmarks, urinary excreta. They remember these marks and enter their territory. In each territory there is a ratio of one tiger among two-three tigresses. In the mating season they mate and reproduce, each tigress giving birth to maximum four cubs. They are looked after and fed on their mother's milk. At the age of two - three months the mother goes for hunting and soon at five-six months age the cubs are taught to hunt for food. By one year of age these cubs can run and efficiently, hunt their food along with their mother and accompany her in hunting of food.



Since time immemorial, man has carried out many activities such as hunting and poaching for various reasons. He has hunted animals for his entertainment, for earning money, to collect the skin, teeth and nails of animals, to decorate his house and even to show off his bravery and valor to name a few. While hunting and poaching of animals he has not even spared the tigers of our country. At the early stages, he killed the tigers indirectly, by hunting and killing deer and other weaker animals, thus killing the prey and food of the tigers. This pulled the tigers to the villages, which created a 'menace' as according to man by killing the domestic flock and domestic animals including man himself. He thus ended up killing the tigers indirectly. But now days, he is killing the tigers only for entertainment and money.

Due to these activities of man the tiger along with the other animals came into the category of endangered species. But man is till now still not following the rules of the government for hunting. And now our national animal - the tiger is only 1,411 in number.

approximately. It has come under the category of Animals in the line of extinction. Let us save our national animals, let us save the tigers. Today we ask our parents how did the dinosaur's look like, but if we do not take care, our future generations will ask us not how the dinosaurs looked like but what do the tigers look like. So before even this question arises, let us join hands and save the tigers and save ourselves.



QUICK CROSSWORD

NIKITA TODI, 3rd year B.Com, Section-C

Questions

1. suspension (8)
2. superfluous (6)
3. old form of chemistry (7)
4. detestable (9)
5. abandoning (8)
6. peruse (4)
7. not belong (10)
8. insurgent (5)
9. erroneous (9)
10. interest (4)
11. not genuine (4)
12. smuggled goods (9)

Answers

1. abeyance
2. otiose
3. alchemy
4. abhorrent
5. ditching
6. read
7. extraneous
8. rebel
9. incorrect
10. avid
11. sham
12. contraband

A Father Means..



SHAIQUA SHAMIM

3rd year B.Sc(Hons) in Human Development

A father means so many things..

An understanding heart,

A source of strength and support

Right from the very start;

A constant readiness to help

In a kind and thoughtful way,

With encouragement and forgiveness,

No matter what comes your way.

A special generosity and affection too.

A father means so many things

When he is a man like you.

The greatest gift I ever had,

Came from God and I call him 'DAD'..



A Smiling



SWATI MAHESHWARI

2nd Year, B.Sc (Hons.) in Human Development

The fake laugh, the twinkle in my eyes....

I may be all smiles but I am dying inside..

Tears flood my heart, even they are scared to flow..

Its tough being with you, even more than letting you go....

Choosing to live without you, I would rather silently go..

But before dying would whisper an 'I love you' in your ears..
Just to make sure you know..

A life without you I don't want. And a life with you I won't get..
So just promise me that when I go, you won't let your eyes wet...

N kiss the dead me on my forehead..
A smiling goodbye..

With a memory etched in your heart..
Of us.. You and I...



Being an open book

KRITIKA AGARWAL

2nd Year B.Sc (Hons.) in Human Development

Never listen to other's problems,
never enjoy in their gains.
Because ultimately no one will ever ask
about you, your sorrows, and your pain.
Others cry and weep
when they are hurt deep,
You instead are left alone,
to yourself you have to keep.
You lend your ear to
listen to everybody.
But when you have something to say,
you'll have nobody.
This is my experience,
my story..
One towards sadness,
from utter glory.
I had looked for someone
who would listen to me.
To whom I could read out
the scribbled pages in me.
I finally did find someone
but something went wrong...
My all new support
was hated by all.
My life was now dull and dead
like torn pages of an open book.
You either jot down your feelings in them
or make rockets from the pages you took.

People came and wrote
about everything they want.
But never spared a glance
at what I need or what I want.
It's not a mistake of anyone
but mine.
I let people do this to me...
make a sun that may never shine.
Never listen to other's problems,
never enjoy in their gains.
Because ultimately no one will ever ask
about you, your sorrows, and your pain.
Others cry and weep
I now write poems
hoping for angels and fairies
to come, read them
and make a difference.
I started writing poems
for myself...for 'ME',
to lighten the sorrow in my heart
because I had no one to listen to me.
With a hope still strong in my spirit
that God will find someday someone
a shoulder for me to rest my head on, a support, a loved one
I remain positive and decide to wait yet move on.
For the one who will not only speak about himself
but will give me a chance to speak.
A person who would gather and read the pages in me
and be a friend of all times.....

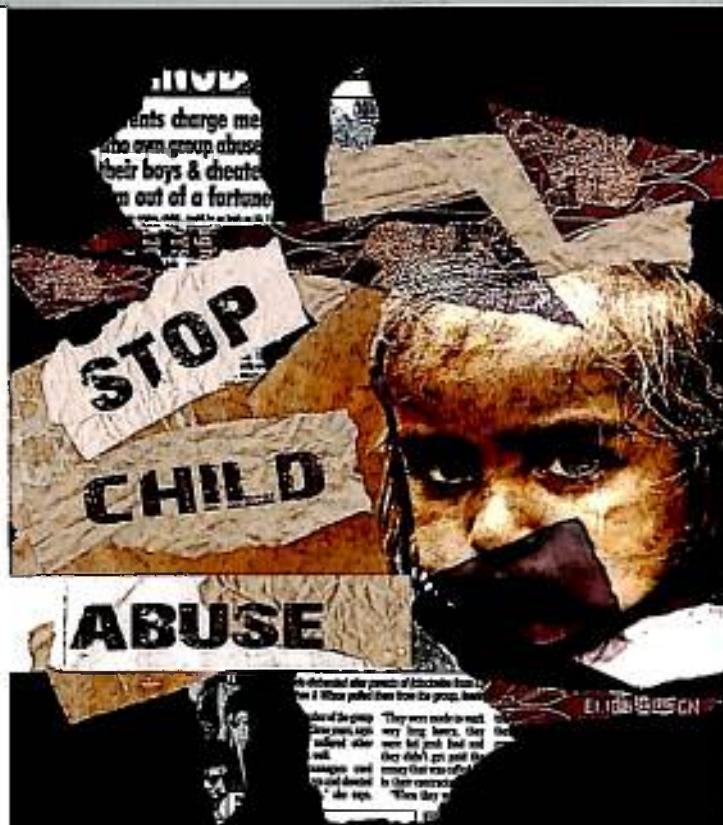


Beware Terrorist!

KOMAL RATHI

1st year B.Sc (Hons) in Home Science

Don't underestimate me,
I'm powerful..
Powerful enough to tell you,
That you are walking on the wrong path,
Doing wrong things,
Robbing people of their smiles,
Stealing their joys by making them live
under constant fear,
So stop it!
You know my power,
My words are stronger than your swords,
Once I seek to take revenge..
You all would become extinct!!



Child Abuse

RABIYA YASMIN

2nd year B.Sc (Hons) in Human Development

The soul of my life is frozen
The consciousness of my mind dozes;

The wind drifts away the say
And my life has lost its way

I'm withered and wasted;
My feelings are manifested

The storm has blown away myself;
My justice is in dire need of help.

Faith

ANUJA BHOJNAGARWALA

2nd year B.Sc (Hons.) in Human Development

In life never take things to heart,
People are not on this planet to please you..
Their words will stab your heart and sometimes hurt,
Most are like this, but let us be among the few..
Few who want to make this world seem beautiful to somebody,
Few who wouldn't hesitate to be the world to somebody..
These few can inspire people to make this world a beautiful place,
For the people who are lonely, these few will be their ideal face..
Life should never be taken for granted,
Happiness doesn't stay forever..
But what we forget very easily,
Is that sadness is also momentary..
One should rather overlook the wrongs of others,
Even when they see it happening before their eyes..
With love and care all wrong can be made right,
Coz it's the actions that are wrong, not the people right?
Do little things to make someone's day,
It is not important if they don't know you have done it..
Do not expect a reward from that someone,
Their smile will be their best gift, one you'll never forget..
Be the change you want to see in people,
Do not expect them to change for you..
Coz, people are not on this planet to please you,
Most are like this but lets be among the few..
Life is not always fair to everybody,
And sometimes you cannot do anything about it..
But just sit and wait for happier times to come,
When every moment you won't want to leave everything and run..

Run to a place you have never seen before,
Run to a place you have never heard of..
Just dreamt about in moments like this,
With eyes wide open and your heart's sincere wish..
A place where the sun will shine a shade brighter,
Where roads will be straight and destinations known..
Where people around you will do anything to make you smile,
Where you will give up your worries for more than just a while..
Lets keep our Hope and Faith intact,
And our belief that there exists such a place..
Where the gloom will be lifted by the brighter sunshine,
Where few will exist to always bring a smile..
Lets hold hands together and pray,
That no one feels so lonely that this hope in her dies..
Lets pray together to bring back that smile for her,
Lets hold hands and walk that extra mile for her..



If her faith gets lost, let us make her believe,
If she's alone crying, let us wipe her tears..
You can do it, You can make her smile,
If you sit with her just for a little while..
Lets hope these good, just few turn into many,
And wish everyone gets someone to listen to them..
Coz the worst part is not that you have a problem,
Its when you have a problem, but nobody to talk to...





Friendship

Sanghita Chatterjee

1st year B.Sc (Hons) in Human Development

'They are the ones who influence a lot,
They are the ones who help to cool the temper hot,
They in our danger their helping hand to render,
They are all the time with love so tender.'
'Friendship is the art of making friends.'

Friendship is something very pure as Ramkrishna said, 'true and really pure friendship is more holy than the Ganges, thus friendship is a required emotion for all young and old.'

We can say that friends are persons who can understand the condition of our mind. They are individuals with whom we can exchange our ideas, plan, emotion and feeling.

'They are the ones who laugh when we laugh,
They are the ones who plan our life graph,
They keep us always jolly and gay,
They are the ones who show our life's way.'



Friends

PUJA AGARWAL

1st year B.Sc (Hons) in Home Science

Real friends are like diamonds,
Precious and rare..
False friends are like winter leaves
Lying scattered here and there.
A true friend who is so dear
Will help and keep you in good cheer.
Friendship is like a whiff of heavenly voice
It makes the heart rejoice.
Make new friends, but keep the old.
New is platinum, but old is gold!!





Harmony

DISHA DASSANI

1st year B.Sc (Hons) in Human Development

Where on earth do we find peace?
Where has the essence of kindness gone?
The burgeoning evil awaits to be unleashed,
But the beleaguered battle continues to storm it's wrath on.
Shepherds have God to guide their way,
The angels illuminate their path with hope,
Still the snake leads them astray,
Binding themselves with thorns and ropes.
A brackish curse profanes sweet soul,
All that is left is within devil's care.
Blinded by greed, they are lured into the hole,
Will is then caught in the lethal snare.
"He who has a thousand friends, has not a friend to spare,
And he who has one enemy, will meet him every where."
The potent evil may bruise the people,
They might face crumbling defeat in the long run,
But no problem of human relation is ever insoluble,
And the only way to have a friend is to be one.
Harmony is soothing, harmony is cry,
A shawl that prevents cold winds of enmity,
Is veneered to be difficult, but it's worth a try,
Because a day of sorrow is longer than a month of joy.
A soothing balm to lighten our pain,
A pearl of dew to soften our hearts.
Alluring scent of earth bathed in rain,
So don't hesitate to give it a start.
A kind word which can warm winter months,
A miracle of God passed through strainers of love,
Blessed assurance, improbable to be shunned,
Delighted flight of a dove.
A sweet fragrance not to be found on earth,
But nurturing it self in our bosoms.
Blooming everyday with a smile to sprinkle the star-dust.
Encouraging our will as the precious flower inside us blossoms.
It is not appropriate for loyalty to jingle,
A beam of purity relishing every soul.
No sooner it is acidified by the demons,
Than it is driven away by the rage of angels.



Life

SHREYASHI DEBNATH

1st year B.Sc(Hons) in Food Science and
Nutrition Management

Life is all about ups and downs,
Sometimes happy, sometimes sad.
Sometimes we have many sorrows,
And sometimes we are just glad.

Sometimes failure breaks our way,
Still we try and reach our goal,
Life is a fun-filled role.
Life is a bed of roses with thorns as well
Sometimes it's like heaven and sometimes it's hell.

Life is a roller-coaster ride,
Sometimes we run, sometimes we hide.
Life does not always meet our expectations,
But gives us light of inspirations.

Life does not wait for none
So enjoy every bit of life and have all the fun!!

Two Elements : Wrong and Right

KIRTI JHAWAR

1st year B.Sc(Hons) in Interior Design



Two elements-wrong and right
Right gets stuck in the web
Wrong flies off, escapes the net.
History said wrong always lost,
But now being right always costs.

Two elements-wrong and right
Wrong always wins, whenever they fight.
To prove oneself right, justification is
needed,
Meanwhile, the wrong has already
succeeded.

Two elements-wrong and right..
The right always gains the plight.
No more gains in being the same,
The right always gets stained..

Stained due to depth of the blame.
Two elements-right and wrong..
Both went into a brawl..
Eventually, there remains only one of the
two, Standing tall.

The Rat Race

AMREEN AHMED

Final Year B.Sc (Hons) in Home Science(Composite)

I'm tired of running in this rat race,
Kicking myself to increase my pace,
To get ahead of everyone,
Leaving behind my loved ones.

Nights and days are blown away in struggle,
Making life a complete juggle!
Reaching the top is the only call,
Ready to buck up after every fall.

Focussed to give away whatever it takes
Putting a moment's happiness at stake.
Winning becomes the only necessity,
Losing out on life's simplicity.

But why in this run do I lack that tranquillity?
Have I stopped living to the best of my ability?
I want to be free and dance on my own tunes,
Laughing and giggling, making life truly a boon!

I want to relive all those days that I have lost,
Sweating it out in the rat race at my smile's cost.
But now I will move on with a different perspective,
Making zeal and happiness my new objective!

I decide to give up the running and the grim
And live life and soak in happiness to the brim!

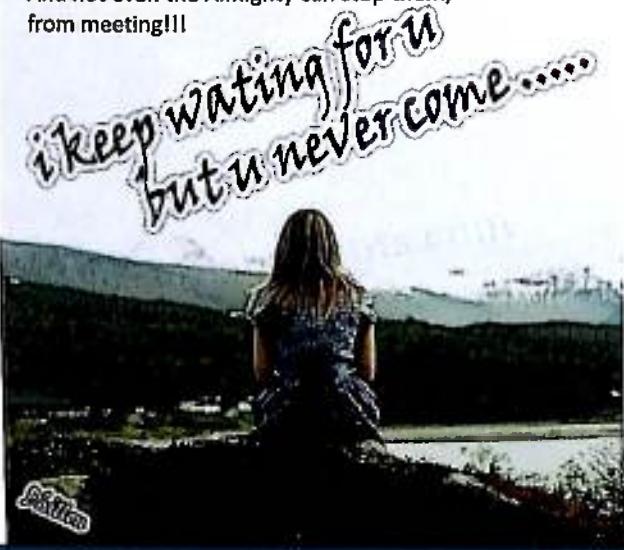


Waiting

PALAK RUIA

1st year, B.Sc (Hons) in Human Development

Arising from my bed,
like the Sun
rising from the horizon
Moving further,
to reach its destination
I approach you,
who is,
my dream, which I know
will never break,
my life, which I know
will not leave me,
my lover, who will be there
Only for me...
My love for you
which will last even
after the
End of the universe
and
will never change
even if,
Life gets intense
My love for you
will keep getting
stronger,
Because,
I know
That the Sun after its journey
again rejoins the Horizon
and comes out another day
again Waiting
to meet at the horizon
And not even the Almighty can stop them,
from meeting!!!



Being a J.D.Bian

ASHLESHA MAHAPATRA

student-3rd year B.Com(Hons)

Days of uniforms, assembly and homework ends,
Times of punishments, board exams and bunking school with friends.
All become memories of the past..
It's time to enter college at last!

Never ending days of form-filling and admission tests,
Cut-off marks and merit-lists seem the only conquest.
School friends are now miles apart,
I guess it is time now for childhood to depart.

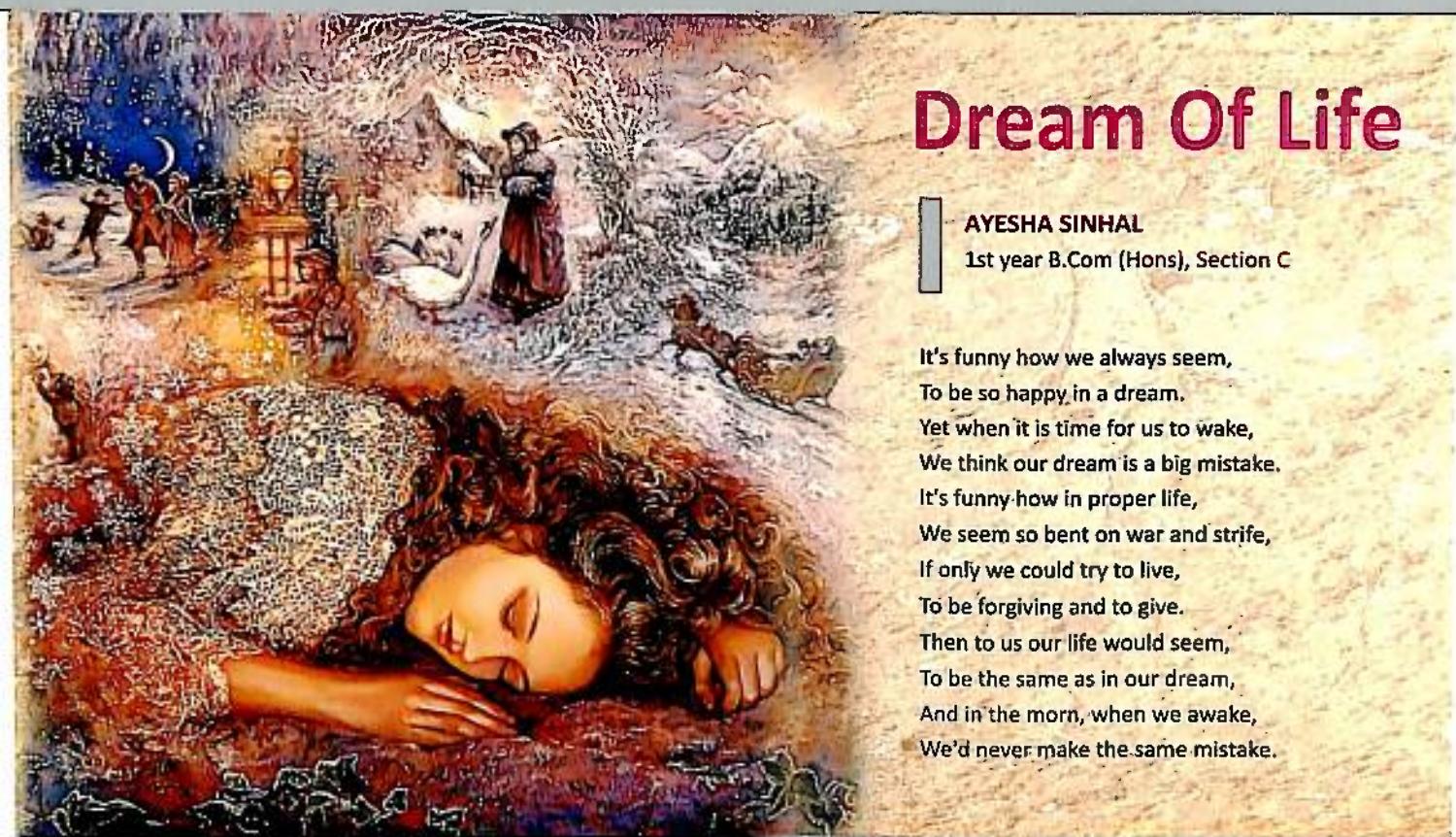
Curious eyes scan with a pounding heart,
Who is going to be my friend now? From where do I start?
Before we can talk and get a hang
The seniors arrive with a bang!

Some talks, jokes cracked and a lot of leg-pulling
It's their time now at the art of bullying!
At fresher's party the puzzle solves
From every scared fresher, a senior evolves.

With lectures, exams and seminars, time flies by.
Attendance sheets always make us cry.
Two years of college passed away in a blink
Carving memories so beautiful, impossible to pen with ink.

Beware freshers, because now is our turn
For us the last and final year has begun.
Another blink, and this too will end.
Finishing college, we'll stand on life's new bend

We will miss the 7 a.m. classes, the first look at the sun..
We will miss being late, even after the 1k.m. run.
A journey so memorable, beautiful and fun,
Truly, we lived our college life like a true J.D.Bian!!



Dream Of Life

AYESHA SINHAL

1st year B.Com (Hons), Section C

It's funny how we always seem,
To be so happy in a dream.
Yet when it is time for us to wake,
We think our dream is a big mistake.
It's funny how in proper life,
We seem so bent on war and strife,
If only we could try to live,
To be forgiving and to give.
Then to us our life would seem,
To be the same as in our dream,
And in the morn, when we awake,
We'd never make the same mistake.

Dreams

DEBISMITA CHOWDHURY

3rd year B.Com(Hons)

Dream is the closet I stuff my desires...
Dreams lead to fantasy,
Fantasy lies parallel to reality,
Reality is truth,
Truth is being yourself, Being actual and focused,
Being focused is being strong minded,
Being strong minded is being determined,
Determination is strength,
Strength is one's courage to face ,
Obstacles pave the path for experience,
Experience leads to maturity,
Maturity leads to setting goals,
Goals produce in us passion,
Passion gifts us success,
Success brings respect,
Respect allows us to understand true love.
So, Dream!



Friend

RUPSHA ROY CHOUDHURY
student-3rd year B.Com (Hons)

I wished a wish,
I wished for you.
You came into my life,
And my wish came true.
I met you as a stranger,
I took you as a friend
My love for you
Will never end.

I believe in angels,
The kind that heaven sends,
I'm surrounded by them
But I call them friends.
Many people will walk in
And many will part
But only true friends
Will leave footprints in your heart.

You're one of a kind, different from others
Generous, charming but not one that smothers.
Optimistic, thoughtful, happy and game
But not just another-in the long chain.

Appreciative, warm and precious like gold,
Our friendship won't tarnish or ever grow old.
You will always be there, I know it is true,
I will always be here..always for you.

I've a warm and friendly feeling
As I think of you today,
And I wish that we could meet,
But you are 3000 miles away.
Separated by such distance,
Yet your voice brings you near,
Through the miles we share a friendship,
That becomes to me most dear.

Friends through correspondence only,
And your face I can't see.
Yet your soul shines through your voice,
Every time you talk to me.
You've got a special way of talking,
Warming as the sunshine rays,
Bringing joy and inspiration,
Your words brightening up my days.

Loneliness

AAKANKSHA SHAH
student-1st year B.Com, Section

Hate, anger, frustration,
How does one survive?
Confusion, distraught, depression,
Why even be alive?

Screaming, running, sobbing,
Everyone is swarming.
Yelling, crying, dying,
Does someone really care?

I sit alone now,
All by myself, with no one else.
They've all left again for good,
And I am once again alone.

I sit alone again and cry,
For the friends I wish I had.
But will never see,
All I get are words in threes.

Why stay here where it's sad,
When you can live happy,
No longer alone,
No longer afraid.



Memories

NIKITA LODHA

student-1st year B.Com (Hons), Section A

Life gives us in snippets,
Moments those are better and best.
Yet it is felt
Those special moments aren't under our belt.

Sometimes major events come and go,
And sometimes they change our life like never before.
Things done in mere honesty,
Sometimes gives results which are indeed beastly.

And nothing remains the same,
As it is life's old rule.
People change faster than a woman's clothes,
And an individual is just a mere tool.

Yes, it is memory that stays,
And memories that make us happy and gay.
When everything around us seems drab,
It is memories that say—"remember those times! They were fab!!"

It's not just me,
It's not just you,
It's the situation that brings us together,
And the situation that makes us aloof!

Yet the red four pocket bag, doesn't forget,
Moments of happiness or of regret.
Things that were once put into it,
Cannot be thrown out however great a hit.

Life's heavenly, life's great,
It's just choco-dynamite for free on your plate!
And it's not the time and place that write memories,
It's the situation and people that do.

So here's to the evergreen memories,
To the memories that don't fade,
That grows stronger and expensive as time passes,
And as precious as ruby, emerald or jade.



My Best Friend

PAYAL AGARWAL

student-1st year B.Com (Hons), Section D

You made me laugh when I cried so hard
You gave me bracelets to cover up my scars
You held me close when I was so cold
You offered me a warm hand to hold.

You picked me up whenever I did fall,
You showed me heaven when I was blinded by hell
You answered my calls on the loneliest nights
You gave me the reasons to hold on and fight.

You rescued me when I was drowning in pain,
You put me back on the right path again.
You loved me forever and stayed by my side
You stayed in my heart like an angel and guide.

You may not be with me so much anymore
But I know for me you'll always keep open your door
I miss you so much, but I will fight till the very end
I will always love u..u..my best friend!!



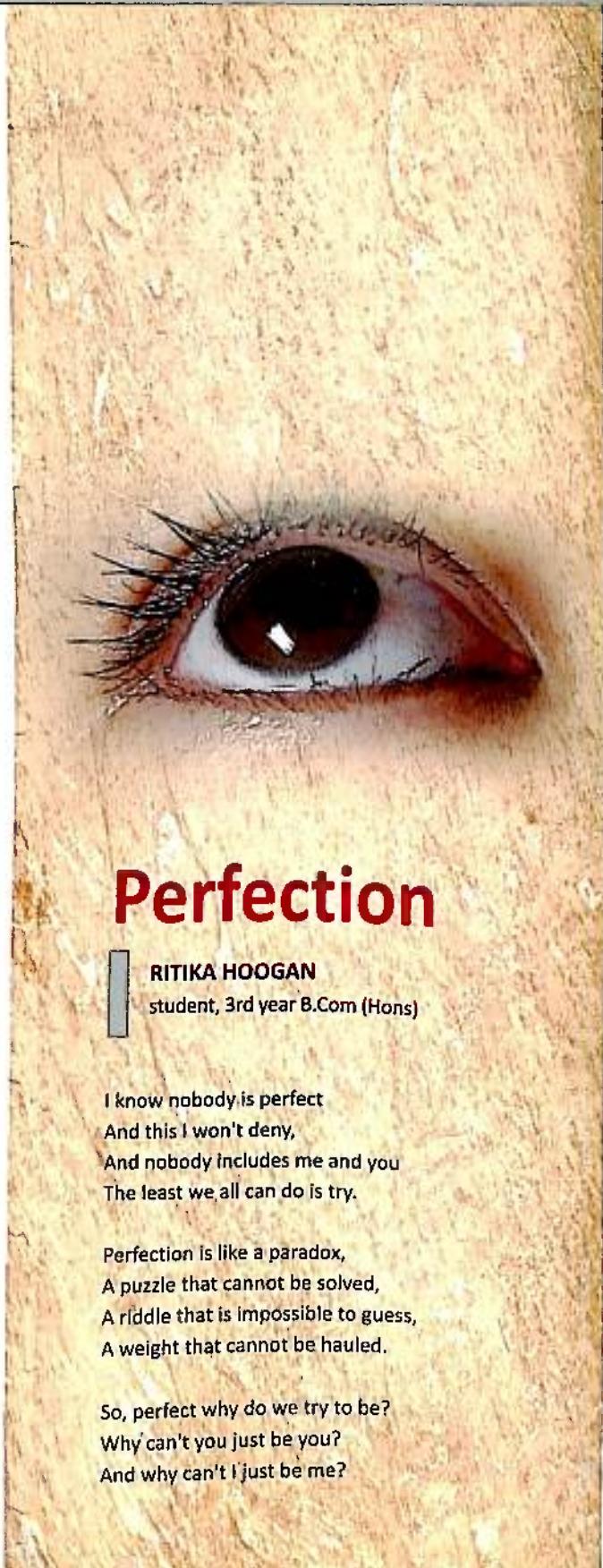


My Mother

RUCHIKA DAGA

student-3rd year B.Com (Hons)

My mother is a beauty,
Who should be admired.
And by me she is desired.
She takes marvellous care of me,
Making every difficulty easier for me.
She is a fountain of love,
Showering all her affection on me,
She is a home of faith,
Especially for me,
She enlightens me;
When I do something good,
She praises me.
When I do something wrong,
She reprimands me.
She teaches me the rules of life;
She is my friend, philosopher and guide.
I trouble her sometimes, I am rude too,
But she hides all her pain,
Behind her sweet and smiling face.
When I see her shining face,
My unsure heart gains confidence.
I am inspired to do something for her.
Today, when I sit back,
I thank God for gifting me with the finest thing..
A loving and caring mother...
For the whole world she's somebody,
But for me, she's the whole world.



Perfection

RITIKA HOOGAN

student, 3rd year B.Com (Hons)

I know nobody is perfect
And this I won't deny,
And nobody includes me and you
The least we all can do is try.

Perfection is like a paradox,
A puzzle that cannot be solved,
A riddle that is impossible to guess,
A weight that cannot be hauled.

So, perfect why do we try to be?
Why can't you just be you?
And why can't I just be me?

Somethings You'll Never Know

KASHISH MAHTANI

student, 3rd year B.Com (Hons)

Has there ever been something
You've always wanted to know?
Why those flashes and scenes
Of places you've never been;
Unexplained voices in your mind-
A trick of the senses?
Or a message divine?
Feeling this moment has happened before
Experiencing déjà vu;
Is it just me?
Or does it happen to you too?
Why does the heart connect
With a stranger you've just met?
Uncanny! How out of the blue
You recall a time, person, place you knew;
Forgotten yet existing
In the subconscious mind,
That sets you on the mode rewind..
Oft have I pondered,
In my past life what was I?
An animal? Insect?
A free bird in the clear blue sky?
Haven't u wanted to know God?
Who is he? Where is he?
Isn't it miraculous, yet odd?
We feel his presence, yet can never see?
Ever had something to ask or say
To someone who is no more today?
Longing to communicate one last time,
Anyhow?? Anyway??
Is there a question in your mind?
Answers to which you just can't find?
The world's a mysterious place,
Some secrets are never revealed,
Try as you might,
Search high and low,
There are some things you'll never know.



Reflections of My School-Life

ISRA BENAZIR

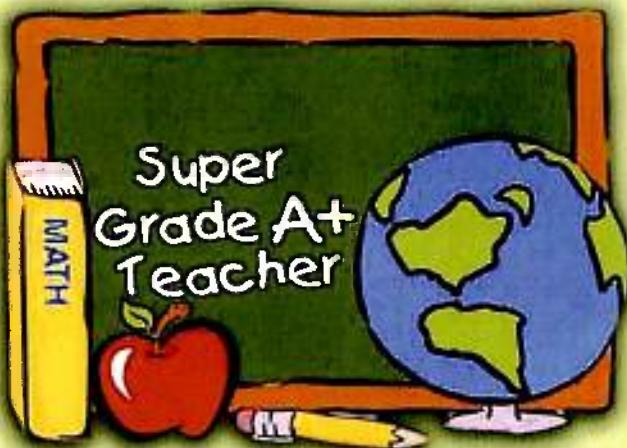
student-1st year B.Com (Hons), Section B



It pains as I turn back and see,
The gates closed for me,
The rooms empty,
While earlier the number was plenty.
Young voices sang the nursery rhymes,
And the teacher defined lying as a crime.
Play and study-what a lovely combination!
Music seemed like a beautiful creation.
The morals and knowledge, it gave me all.
I am here since the time I learnt to crawl.
I asked myself if I had an existence outside the gate,
As all I possess is what it gave.
I eventfully go back in time and live those days,
Where the togetherness always kept me happy and gay.
So, now I yearn to go back to that time,
That same life, which is now sublime.

Tribute To Wonderful Teachers

AANCHAL JAWANPURIA
student-1st year B.Com (Hons)



With the special gift of learning,
And with the heart that deeply cares,
You add a lot of love,
To everything you share.

You did put up with lots of noise,
When we were rowdy girls and boys.
Those smiles every now and then,
Writing 'good' with your red pen.

I know I wasn't well-behaved,
And didn't pay attention to what you taught,
I know I got distracted,
Much more than I ought.

Every day u stood by my side,
Encouraged me in every quest.
You never craved for appreciation,
You just helped your student to do best.

Thank you for the challenges
You made me face,
For they gave me courage
To win every race.

The most vital,
The most precious,
The angelic one..
I salute you..oh teacher!!

THINK..THINK.. THINK..

STUTI JAIN
student-3rd year B.Com (Hons), Section C

Today I met a friend on my way,
Seeing me she had lots to say,
So we started walking happy and gay,
We saw a child in front of us play.
Innocence of life is reflected on their faces gay
Whereas worries, tension and troubles fill our day.

Life is a swift and terrible race,
Where we don't have time to even see each other's face.
People of this world have lost their grace
In this fast, fast pace.

When did I last see a smile on my neighbour's face?
Is it only problems, disaster, defeat that we face?
Today everyone wants their own space,
And relationships have become an entangled lace!

Men don't have time for sympathy and help
They are so busy with their own selves.
Life is a dark tunnel with no end,
Where we don't even have time to make a new friend.
Envy, greed, treachery so fill our minds,
How can we think on innovative lines?



Think !

सृष्टि

उमा शंकर तिवारी
Senior Peon

दुनिया बनाना, बनाके फिर चलाना,
उसी का काम है।
बड़ा जोरदार उनका इन्तजाम है।
बड़ा जवरदस्त उनका इन्तजाम है।
सुर्य, चन्द्र, तारे, अपने क्रम से न चल सके।
इन्सान की मजाल क्या, कि उनका क्रम बदल सके ॥
एक फूल तक खिले नहीं।
एक पत्ता तक ढिले नहीं।
सारे जहान को लगाम उनके हाथ है।
बड़ा जोरदार उनका इन्तजाम है।
बड़ा जोरदास उनका इन्तजाम है।



A NATIONAL SEMINAR ON RURAL MARKETING - ANOTHER "FIRST" IN THE MANAGEMENT SECTION

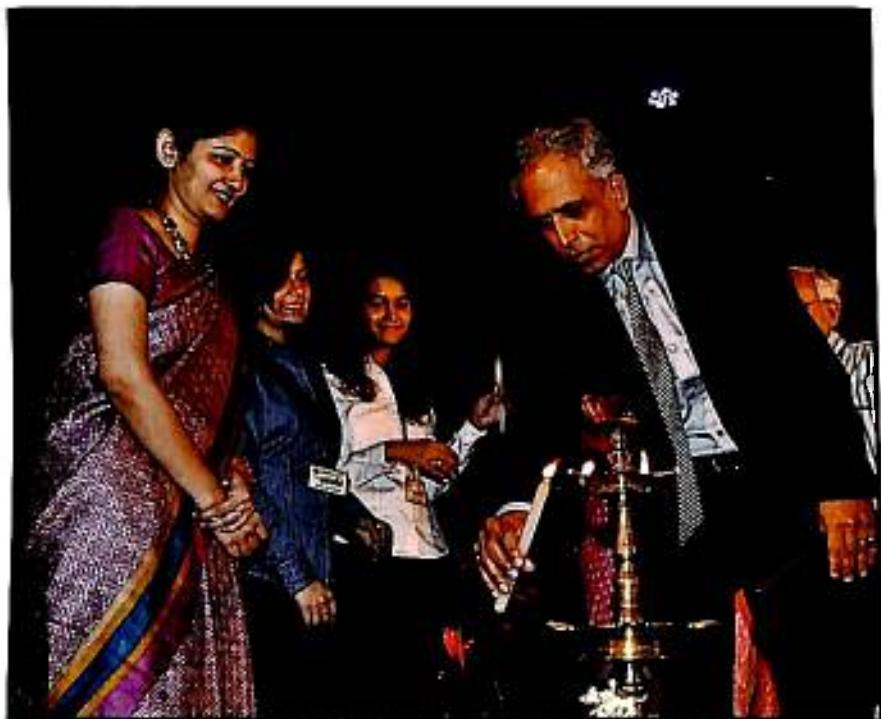
Mahatma Gandhi once said, "India is not Calcutta and Bombay. India lives in her seven hundred thousand villages." And he was right - even though the total number of villages in India has gone down since independence, 72% of the Indian population still lives in rural areas, which is why the rural market, extensive and largely untapped, is such an important domain for companies in India.

In a fiercely competitive global marketplace, where companies strive to achieve even 1% of the market share, ignoring a potential market of around 80 crore people would be a disastrous decision on the part of the corporate. In spite of this major opportunity, there is a lack of initiative in the roles of the corporate. J.D. Birla Institute of Management recognised the importance of this issue, and hosted its first ever national seminar to bring together people from different walks of life (students, academicians and professionals) to discuss issues and opportunities and contrive to include the rural Indian market into the vanguard of the global marketplace.

The seminar provided us, the students, with a platform to interact with and learn from dignitaries and established professionals, and also gave us a forum to express our opinions. Conducted on the 24th and 25th of February, 2012, the seminar was met with enthusiasm and saw active participation from educators, corporate executives, national leaders and students in the form of panel discussions and research papers.

The first day of the seminar saw heavyweights of the corporate world take the stage, in the likes of Madhumita Basu (VP Marketing, Lafarge), R.K. Singh (Head of Sales, Baxter Healthcare) and Vikram Khosla (ITC). Mr. Benjamin Mathew (Partner and head of Strategy of MART, a knowledge based consultancy firm specialising in emerging market) brought his expertise in dealing with rural markets, to the event. Various research papers based on a slew of topics from Coca Cola's rural marketing strategy to micro insurance and distribution strategies of products and services were presented in the course of the day. A plenteous presence of media went into a frenzy to capture a glance of the iconic Soumitra Chatterjee, when he took to the stage and was received by tumultuous applause, as he lauded our efforts with kind words of encouragement.

The second and the final day of the seminar commenced with a panel discussion during which Partha Bhattacharya (Chairman, Haldia petrochemicals) and Yogender Chaudhri (IRS) regaled the audiences with some delightful and enlightening insights. Shri Madan Mitra (Hon'ble Minister of State, Transport and Sports, Govt. of West Bengal) graced us with his presence earlier that morning. Two audio-visual presentations, made by students of J.D. Birla Institute, dealing with the issues of e-learning and its possible applications in rural India and that of health services in rural Bengal,

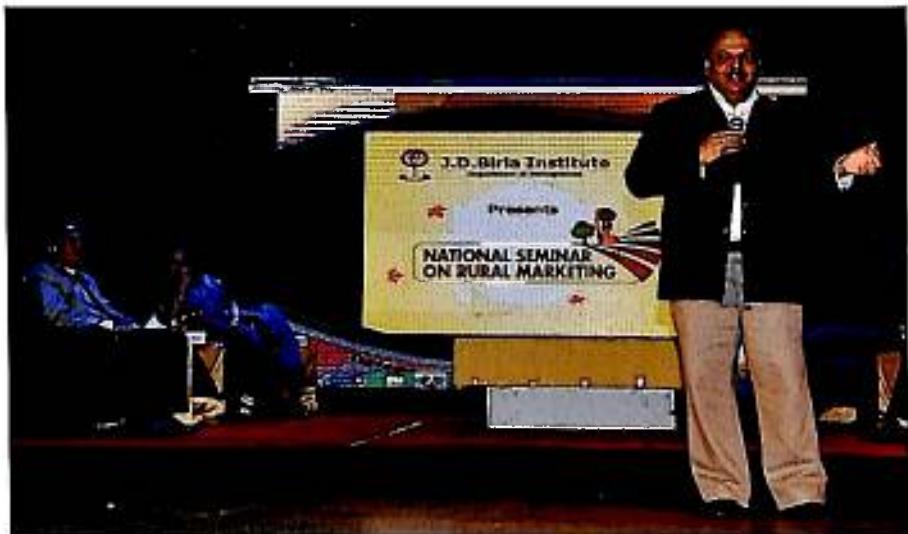


were beamed in the course of the day. Shri Harshavardhan Neotia (Chairman, Ambuja Realty Pvt. Ltd) was also in attendance, as was Mr. Aveek Sarkar of Anandabazar Group of Publications. If the presence of such luminaries wasn't already enough, we were further graced by the presence of Shri Dinesh Trivedi (erstwhile Union Cabinet minister, Railways) our Guest in Chief, who, in the words of our emcee, is a regular "rockstar", and had the audience

in splits with his well timed jokes and memories of his days as a student. While he talked about his campaigning techniques and drew parallels to rural marketing, the audience sat enthralled, in obvious awe. He stressed on the importance of "visibility" i.e. visual impact in the field of marketing, comparing himself to a product and his campaign to rural marketing. He explained his decision to walk through the constituency, making sure that the electorate could put a "face to the name".

The seminar drew to a close with Jadavpur University's Vice Chancellor's address, and with the concluding remarks by our Director, Dr. Asit Datta and a vote of thanks. Mrs. Sumangla Birla, President of the J.D. Birla Institute, was present throughout the day, encouraging us with her presence.

Two days may seem like a short period of time but it took a gargantuan effort by the faculty and students to organize the seminar. Even before it actually took place we had already learnt so much just by means of preparation. We learnt how to marshal one's resources, to work as a team, to juggle responsibilities and to slog it out during pressing times. Our teachers and seniors



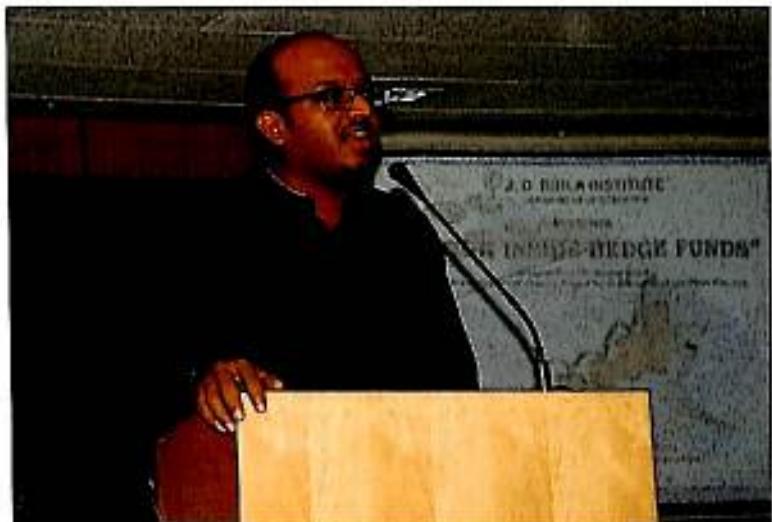
inspired us as they seamlessly carried out their duties, forming the backbone of the event, and teaching us lessons which went beyond the scope of the classroom. The seminar saw active participation from the students who formed various committees and assisted teachers with different aspects and stages of organisation. Our enthusiasm was reflected in the fact that as many as three papers were presented by various

groups of students, each group being spearheaded by a member of the faculty.

Rubbing shoulders with and listening to various dignitaries and experts of the field was an enriching experience, as each speaker brought forward a different aspect of the rural markets to the table. With the introduction of technology & advent in knowledge due to exposure to media and the world in general, the rural markets of India are fast growing and intriguing the corporates at the same time. While penetrating these markets is both inevitable and desirable, the seminar got us thinking as to how this will be viable in order to tap the true potential of the market, without exploitation. The two day seminar was not only intellectually stimulating and enlightening but it brought forward some very real and practical issues with the tone being that of sustainable development making it a grand success in its entirety.

ANUPRIYA MOHTA; PRATAPADITYA GHOSH & PRARTHANA LOHIA
students- Department of Management

LECTURE ON "A LOOK INSIDE HEDGE FUNDS"



On 27th April 2012, the Department of Commerce organized a lecture on "A Look inside Hedge Funds" to gain an insight into the world of Hedge Funds - an investment fund that uses advanced investment strategies in both domestic and international market to generate high returns. To shed light on this topic, Mr. Sanjay Saraf, a leading financial adviser and

arbitrage consultant in the city apart from being a respected educationist, consultant and author was invited to the college. With his articulation Mr. Saraf made the lecture appealing, interactive and meaningful to us by discussing all aspects of hedge funds in a succinct and informative manner and was successful simplifying such a multifaceted and difficult topic. He explained the difficult terms in a simple manner such that we could easily comprehend them. He explained the concept of hedge funds regarding what it entails, who invests, how these funds are invested. To consolidate the concept, he compared hedge with mutual funds. This comparison helped in clarifying our doubts allowing us to understand the concepts more clearly. By the end of the session we had a clear idea about Hedge Funds and their underlying characteristics and applicability. The lecture was followed by a question-answer session which enabled us to get a better grip on the topic.

The lecture was well attended by all 3rd year B.Com students apart from students from other institutes in Kolkata like Shri Shikshayatan College.

S. KAVITHA
3rd yr - B.com (Sec-A)

LECTURE ON WOMEN'S HEALTH

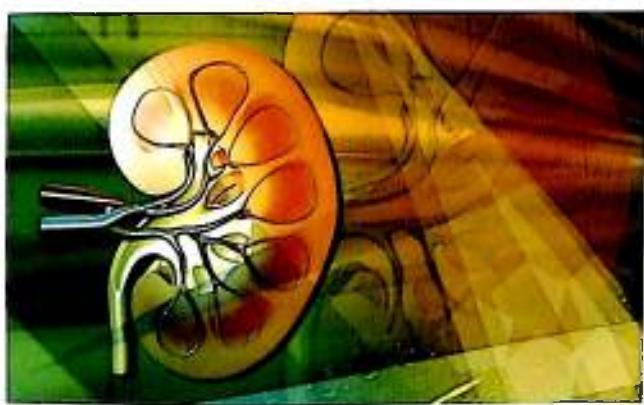


Dr Gauri Kumra, Gynaecologist was a guest speaker for the lecture on "Women's Health" organized by our department on March 30, 2012. Dr. Kumra spoke on various issues related to Women's Health. She mentioned about healthy eating habits, exercise, birth control methods and contraceptive pills. We were made aware of the problems relating to the menstrual cycle and polycystic ovary syndrome. She also gave us some effective suggestions to overcome these problems. Dr. Kumra made the lecture interactive by encouraging us to share our views and queries. The lecture was very well conducted and was knowledgeable and informative for us.

MUKTA GUPTA

Post-graduate Diploma in Dietetics & Applied Nutrition

LECTURE ON KIDNEY DISEASES

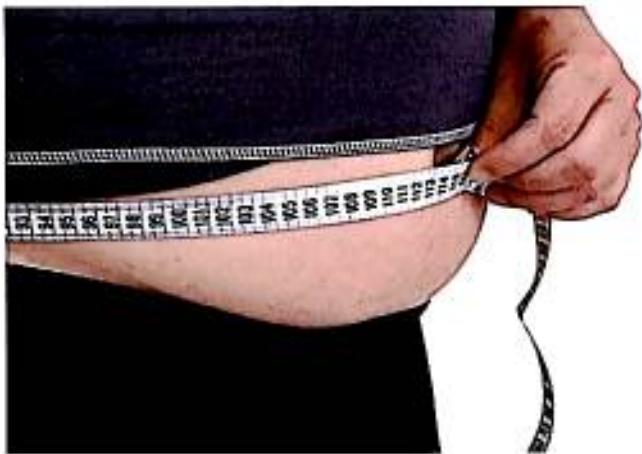


Ms. Babita Hazarika, Chief Dietician, Apollo Gleneagles Hospital was a guest speaker for the lecture on "Kidney Diseases" organized on February 16, 2012. Ms. Hazarika spoke on extremely relevant topics such as nephritis, nephrosis, renal failure and kidney transplant. She discussed in details the importance of dietary management and medical care for the critically ill patients. She gave us effective suggestions to overcome these problems. Ms. Hazarika made the lecture interactive by encouraging us to share our views and queries. The lecture was very well conducted and was knowledgeable and informative for us.

MONAMI CHAKRABORTY

3rd yr, Department of Food Science & Nutrition Management

LECTURE ON OBESITY



We were all very excited when we heard Ms. Hina Nafis, Nutritionist and well known telegraph columnist was going to address us on April 12, 2012 on the topic 'Obesity'. She explained to us the body's need for nutrients and the importance of a balanced diet. She stressed upon small and frequent meals and asked us not to skip breakfast, the most important meal of the day that starts our metabolism. Exercise and sensible eating was the message that she gave to us.

ANKITA MONDAL
3rd yr - Department of Food Science & Nutrition Management

WORKSHOP ON DIABETES

Our seniors from the M.Sc section had organized a workshop on 'Diabetes Education' for us on September 16, 2011. They explained the patho-physiology, complications and management of diabetes through presentations. They also organized various activities for us such as testing of foot sensations using tuning forks, food classification in diabetes, physical activity for diabetics and case studies that helped us to understand the topic better and made the workshop interesting for us. Prizes were also distributed to encourage participation. We are very grateful to our seniors for conducting the workshop for us.

PALAK DAGA

3rd yr - Department of Food Science & Nutrition Management

64TH INDEPENDENCE DAY CELEBRATION

Our college celebrated the 64th Independence Day at the main campus on August 15, 2011. The National Flag was hoisted by our Principal and the Director - Department of Management followed by the National Anthem. Keeping the patriotic fever, we sang three songs dedicated to the country. We had also organized a short cultural programme that included songs, dance and a skit based on national integration. This was followed by an interactive session where we shared our views and opinions on post Independence. Overall, the programme was successful as over 400 number of students participated. It made us feel more responsible and patriotic towards our country.

MUNIRA F. SADIKOT

3rd yr - Department of Food Science & Nutrition
Management



BASANT PANCHAMI CELEBRATION, 2012

Saraswati puja, the festival celebrated to honour Goddess Saraswati the goddess of learning is celebrated with immense joy and pleasure by the children and youth of Bengal. This day of Basant Panchmi - the onset of spring was celebrated this year on January 28, 2012 at the college campus. The college was tastefully decorated with fresh flowers and the idol of the goddess was spectacular radiating the power of learning. Students from all the departments and all the staff members were dressed in traditional yellow or orange attires. The ceremony began with an enchanting song, sung by students from the Departments of Science followed by a classical dance to honour the goddess. After the cultural programme, the puja was conducted by Pandit. Prasad was distributed to everyone present after the puja ceremony was over.

ISHITA BISWAS

Asst. Professor - Dept. of Interior Designing



ANNUAL FUNCTION 2012

Like every year, this year also our college hosted its annual function on February 23, 2012 at the Vidya Mandir auditorium. Every year this event combines enthusiasm for the fresher's and sadness for the seniors.

The show commenced with a musical journey with a group of students belting out our favourite hits like 'ab ke saawan' by Subha Mudgal. The duet performance on 'tumko dekha to yeh khyal aaya' by Jagjit Singh and the solo performance on 'aaj jaane ki zidh na karo', both mesmerized the entire audience. 'Summer of 69' and Euphoria's 'Maaeri' by Saugat Upadhyay took everyone's breath away. The classical dance followed by the western dance showcased the talents of the students as they performed various styles including hip-hop, popping-locking, contemporary, lyrical hip-hop, free style and belly dancing. The curtains were finally brought down after felicitating the academic toppers with prizes and certificates.

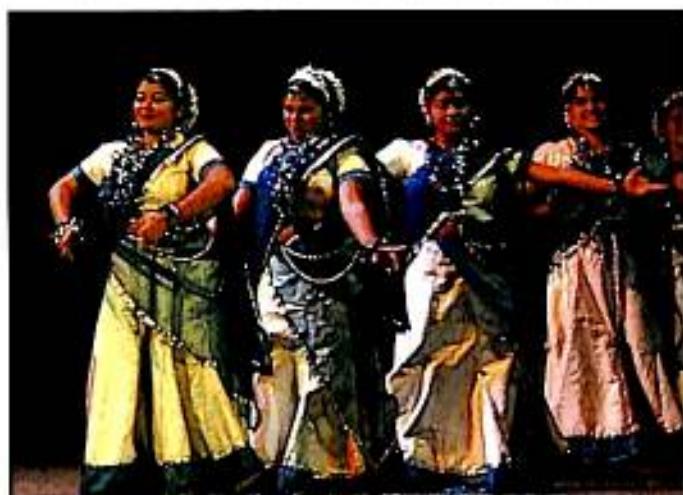
The hard work put by our Principal, teachers and students cannot be overlooked because without it, the show would have never been so successful. Behind every performance, we could see hours of rigorous practice. Behind every costume worn during the show, we could feel the sweat and hard work of our teachers and students of the Department of Textile Science, Clothing and Fashion Studies, who stitched quite a number of the costumes. The smoothness, with which the show was conducted, reflected the disciplined behaviour of the volunteers, the council members and the teachers.

The time invested by all those, who worked behind the curtains, made the evening one to remember and cherish.

As for us, being participants of the western dance troop, all the hard work paid off when the crowd cheered and clapped loudly, and later when our friends patted our backs and exclaimed 'Well Done, Friends'!

ANKITA JAIN & AACHAL BHAGERIA

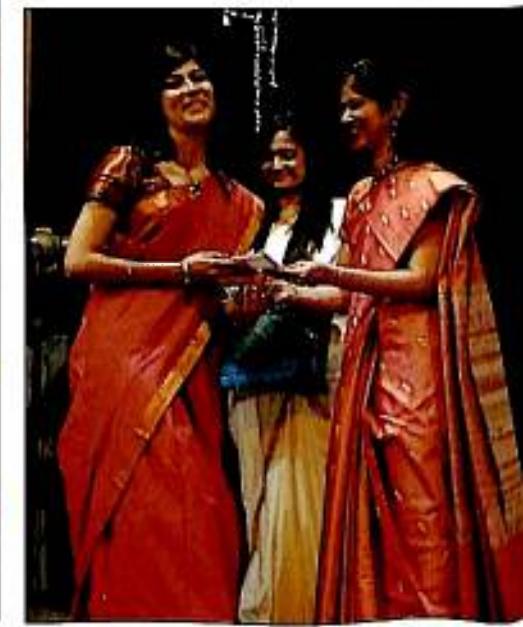
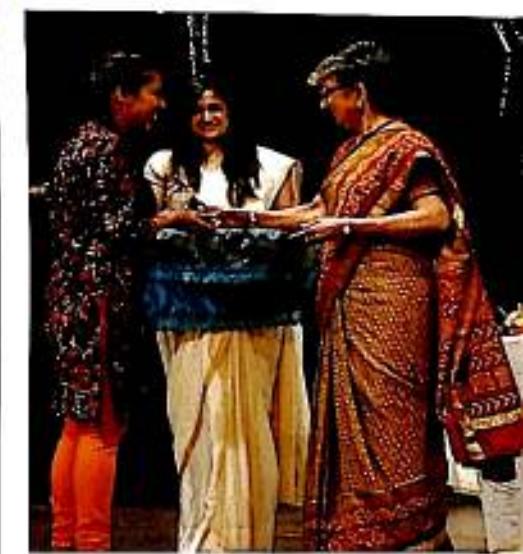
1st yr - Department of Textile Science, Clothing & Fashion Studies



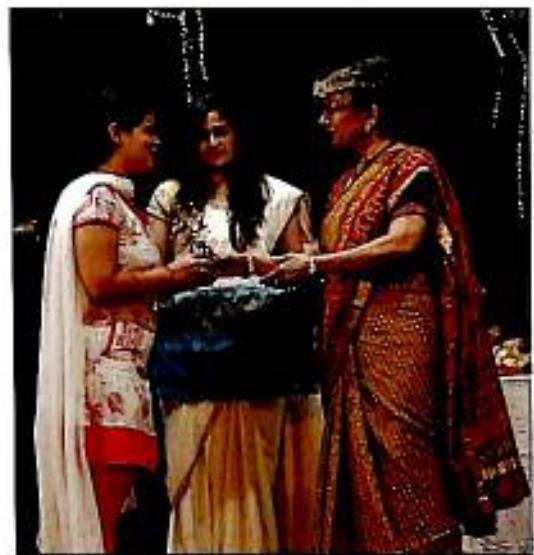
AWARD WINNER, SESSION 2011-2012

GOLD MEDALS AWARDED BY THE UNIVERSITY

1	Ms. Divya Jhajharia	UG Dept. of Home Science (specialization in Resource Management)
2	Ms. Tulika Agarwal	PG Dept. of Home Science (specialization in Human Development)
3	Ms. Pooja Lath	PG Dept. of Home Science (specialization in Resource Management)
4	Ms. Richa Mundra	PG Dept. of Home Science (specialization in Food & Nutrition)
5	Ms. Saadgi Chowdhury	PG Dept. of Home Science (specialization in Textiles & Clothing)
6	Ms. Niharika Nahar	PG Diploma in Dietetics & Applied Nutrition
7	Ms. Kritika Agarwal	Dept. of Commerce
SUSHILA DEVI BIRLA MEMORIAL ANNUAL PRIZE AWARDED BY JDBI		
Best Overall Performance in Jadavpur University Examinations (all three years)		
1	Ms. Riddhi Jain	UG Dept. of Home Science (specialization in Food & Nutrition) (semesters 1 to 6)
2	Ms. Niharika Nahar	PG Diploma in Dietetics & Applied Nutrition (semesters 1 to 2)
3	Ms. Saadgi Chowdhury	PG Dept. of Home Science (specialization in Textiles & Clothing) (semesters 1 to 4)
4	Ms. Kritika Agarwal	Dept. of Commerce (semesters 1 to 6)
Toppers in Jadavpur University Examinations (year wise)		
1	Ms. Varnika Gupta	1st year B.Sc.(Hons.) in Home Science (semesters 1 & 2)
2	Ms. Divya Garg	1st year B.Sc. (Hons.) in Human Development (semesters 1 & 2)
3	Ms. Rani Kanoi	1st year B.Sc.(Hons.) in Interior Design (semesters 1 & 2)
4	Ms. Riddhi H. Shah	1st year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 1 & 2)
5	Ms. Aanchal Barasia	1st year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 1 & 2)
6	Ms. Manisha Chhajer	Inter B.Sc. (Hons.) in Home Science (semesters 3 & 4)
7	Ms. Niketa Chokhani	2nd year B.Sc. (Hons.) in Human Development (semesters 1 & 2)
8	Ms. Akriti Jain	2nd year B.Sc.(Hons.) in Interior Design (semesters 1 & 2)
9	Ms. Angana Banerjee	2nd year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 1 & 2)
10	Ms. Pooja Goenka	2nd year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 1 & 2)
11	Ms. Gareema Goel	Final B.Sc (Hons.) in Home Science (specialization in Composite Home Science) (semesters 1 & 2)
12	Ms. Shruti Luthra	Final B.Sc. (Hons.) in Home Science (specialization in Human Development) (semesters 5 & 6)
13	Ms. Divya Jhajharia	Final B.Sc. (Hons.) in Home Science (specialization in Resource Management) (semesters 5 & 6)
14	Ms. Riddhi Jain	Final B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semesters 5 & 6)
15	Ms. Divya Shaw	Final B.Sc. (Hons.) in Home Science (specialization in Textiles & Clothing) (semesters 5 & 6)
16	Ms. Niharika Nahata	PG Diploma in Dietetics & Applied Nutrition (semesters 1 & 2)
17	Ms. Kankana Roy	1st year M.Sc. in Home Science (specialization in Human Development) (semesters 1 & 2)
18	Ms. Anuradha Sharma	1st year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 1 & 2)
19	Ms. Tulika Agarwal	2nd year M.Sc. in Home Science (specialization in Human Development) (semesters 3 & 4)
20	Ms. Pooja Lath	2nd year M.Sc. in Home Science (specialization in Resource Management) (semesters 3 & 4) Semester
21	Ms. Richa Mundra	2nd year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 3 & 4)
22	Ms. Saadgi Chowdhury	2nd year M.Sc. in Home Science (specialization in Textile & Clothing) (semesters 3 & 4)
23	Ms. Komal Agarwal	1st year B.Com. (Hons.) (semesters 1 & 2)
24	Ms. Priyanka Chowdhury	2nd year B.Com. (Hons.) (semesters 1 & 2)
25	Ms. Kritika Agarwal	3rd year B.Com. (Hons.) (semesters 1 & 2)
26	Kanchan Agarwal	Montessori Training
1	Ms. Devika Velayudh	2nd year B.Com (Hons.)
2	Ms. Medha Bhattacharjee	2nd year B.Sc. (Hons.) in Human Development
3	Ms. Nazneem Zaman	1st year M.Sc. in Home Science (specialization in Resource Management)
4	Ms. Shradha Newatia	3rd year B.Sc. (Hons.) in Textile Science, Clothing and Fashion Studies
5	Ms. Zeba Farooque	1st year B.Sc. (Hons.) in Food Science & Nutrition Management
100% CLASS ATTENDANCE, Session 2010-2011		
1	Ms. Alisa Wong	1st year B.Sc. (Hons.) in Food Science & Nutrition Management (semester 2)
2	Ms. Roshni C. Samtaney	2nd year B.Sc. (Hons.) in Food Science & Nutrition Management (semester 4)



SL No.	Name of Student	Class
3	Ms. Samraggi Saha Choudhury	Final year B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semester 5)
4	Ms. Aditi Khanna	Final year B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semester 5)
5	Ms. Gitika Bachhuka	Final year B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semester 5)
6	Ms. Samraggi Saha Choudhury	Final year B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semester 6)
7	Ms. Aditi Khanna	Final year B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semester 6)
8	Ms. Sukhpreet Kaur	PG Diploma in Dietetics & Applied Nutrition (semester 1)
9	Ms. Savita Bhalotia	PG Diploma in Dietetics & Applied Nutrition (semester 1)
10	Ms. Sukhpreet Kaur	PG Diploma in Dietetics & Applied Nutrition (semester 2)
100% CLASS ATTENDANCE		
1	Ms. Reeshta Har	1st year B.Com (Hons.) (semester 1)
2	Ms. Krishnakali Sengupta	1st year B.Com (Hons.) (semester 1)
3	Ms. Reeshta Har	1st year B.Com (Hons.) (semester 2)
4	Ms. Komal Agarwal	1st year B.Com (Hons.) (semester 1)
5	Ms. Krishnakali Sengupta	1st year B.Com (Hons.) (semester 1)
PROJECTS PRESENTED		
1	Ms. Samraggi Saha Choudhury	Cheese and its Processing
2	Ms. Fatema Shabbir Lakdawala	Fabric Defects and its Detection
3	Ms. Nazneen Zaman	Earthquake Resistant Buildings
4	Ms. Tanushree Bhattacharjee	Children in Urban and Rural Bengal
5	Ms. Ritika Goenka	Studio Apartments
6	Ms. Smriti Poddar	Science Section) Fish Oil and its Healing Properties
7	Ms. Vreeti Sethi	Cystic Fibrosis and Asthams (specialization in Food & Nutrition)
8	Ms. Saadgi Chowdhury	Silicones
9	Ms. Pooja Lath	Conservation of old buildings (specialization in Resource Management)
10	Ms. Shruti Agarwal	Homosexuality (specialization in Human Development)
PROJECTS PRESENTED		
1	Ms. Soni Khandelwal	Studies on nutritional and anti-nutritional properties of tannins present in fresh and packed fruit juices
2	Ms. Deepika Baid	A study on the application of mixture of natural dyes on silk fabric and its different characteristics
3	Ms. Nancy Jaiswal	A study on identifying the physical and behavioural symptoms of stress among nurses working in shifts, in private hospital
4	Ms. Neha Golcha	A relationship between anthropometric measurements and kitchen designs in simplification of kitchen activities
5	Ms. Shruti Agarwal	A study on yoga and/or meditation on life satisfaction and level of anxiety among women working as professionals



ANNUAL SPORTS, 2011-2012

The Annual Sports Day was organized at Sports Authority of India Complex, Salt Lake on December 21, 2011. Shri. Swapan Das, renowned athlete was our chief guest for the day. We enthusiastically participated in indoor games held at the college campus earlier as well as the outdoor track events held on the final day. We especially enjoyed the tug-of-war between the students and the teachers. Ms. Rita Bibra and the Principal gave away the prizes to the students, teachers, administrative and class-IV staff winners. This year the championship trophy was won by the Department of Commerce. Our friends from other departments had also put up food stalls, which we relished. Overall, the sport day event was a great success, encouraged us to participate in future as medals, certificates and gifts were given to the winners.

AYUSHI DALMIA, 3rd yr - Department of Food Science & Nutrition Management



AWARD WINNERS AT ANNUAL SPORTS

Events	1st POSITION	2nd POSITION	3rd POSITION
Students			
INDOOR EVENTS			
Carrom	Karishma Arora (B.Com)	-	-
Chess	Parul Iodha (B.Com)	-	-
Badminton (singles)	Yasha Ghorawat (B.Com)	-	-
Badminton (Doubles)	Yasha Ghorawat (B.Com)	-	-
TRACK EVENTS			
100 mts Flat race (B.Com)	Avipsha Nag	-	-
100 mts Flat race	Avipsha Nag (B.Com)	Swasti Jain (I.D)	Richa Tiwari (H.D)
100 mts Skipping race	Ishita Rai Dewan (FSNM)	Pooja Goel (B. Com)	Aanchal Barasia (TCFS)
50 mts Lemon & Spoon race	Puja Agarwal (B.Com)	Mayurakshi Kundu (FSNM)	Rabiya Yasmin (H.D)
100 mts Memory race	Kirti Jhawar (I.D)	Alisa Wong (FSNM)	Shuchi Agarwal (TCFS)
100 mts Brisk Walk race	Resham Bhura (B.Com)	Vishakha Baid (H.Sc)	Aratrika Bhagat (I.D)
100 mts Dress & Run race	Ishita Rai Dewan (FSNM)	Rabilya Tabassum (I.D)	Ruhina Reaz (TCFS)
100 mts Paint the face race	Oishee Rai, Jasleen Kar (TCFS)	Juhu Khettry, Eeshita Jhawar (B.Com)	Kirti Jhawar, Rabi; Tabassum (I.D)
100 mts Read & Lead race	Devanshi Rajgarhia (FD)	Khadija Chunawala (FSNM)	Medha Bhattacharjee (H.E)
100 mts Make the Plait race	Aanchal Barasia, Shuchi Duggar (B.Com)	Ruchika Daga, Nikita Khanna (FSNM)	Atreyee Nag, Aditi
Agarwal (TCFS)	Nivedita Agarwal, Raveena Jain, Chahana Doulatramani, Nikita Dutta (B.Com)	Swasti Jain, Pooja Agarwal, Kirti Jhawar, Priti Jaiswal (I.D)	Shaill Guha, Ayesi Rehman, Khadija Chunawala, Sweta Jaiswal (FSNM)
Tenniquoit	Ishita Rai Dewan (FSNM)	Avipsha Nag (B. Com)	Alisa Wong (FSNM)
Faculty Members			
Carrom	Ms. Komal Sharma	-	-
Chess	Ms. Anita Ray	-	-
Badminton (singles)	Ms. Manushi Tiwari	-	-
TRACK EVENTS			
100 mts Brisk walk race	Ms. Keya Ghosh	Ms. Vipasha Chakraborty	Ms. Amita Dutta
100 mts Drink race	Ms. Anita Ray	Ms. Monalisa Middya	Ms. Shweta Tuteja
50 mts Shopping race	Ms. Annalakshmi Chatterjee	Ms. Sreyasi Chatterjee	Ms. Shaona Barik
100 mts Mental Mathematics race	Ms. Soheli Banerjee	Ms. Pratayasha Agarwal	Ms. Jincy Abraham
Administrative Staff			
100 mts Garland	Ms. Sohini Modak	-	-
100 mts Flat race	Mr. Prasanta Karan	Mr. Sambhu Nath Haider	-
Class IV staff			
100 mts Flat race	Ananta Bahadur	Subhash Naik	Rajaram Das



FRESHER'S PARTY, 2011

The Freshers' party is one of the most awaited events and this session it took place on August 19, 2011. The new members of the J.D Birla family were welcomed by their seniors. The masquerade theme was absolutely enticing and the evening surpassed all our expectations! It was one of the most entertaining evenings in which the seniors from each department put-up entertaining performance of songs and dances which had the entire audience jiving and did not fail to leave us awe-struck. This was followed by the 'Miss Fresher' contest where the selected newcomers showed their talents and answered questions asked by the judges. On the basis of their performance, one candidate each from the Science and Commerce departments was declared 'Miss Fresher' and was crowned by the Principal. The event gave the new students an

opportunity to mingle with their seniors. The party was a great effort to make us feel at home. But unfortunately, since there were not enough seats available for all the students, many of them could not enjoy the programme. The evening will remain one of the best evanescent shades in our memory... forever. We thank our seniors for organizing such a program which welcomed us at J D Birla Institute.

**SWATI TULSHAN, 1st yr - Department of Human Development,
AYESHA RAHAMAN 1st yr - Department of Food Science &
Nutrition Management and AMTULLA JOHAR 1st yr - Department
of Home Science)**



FAREWELL PARTY

The Farewell Party, 2012 was hosted at the seminar hall of the main campus on May 4, 2012 from 5:00 pm onwards. The theme of the party was "Vintage" and all students were dressed accordingly. The programme started with two western dances - one by 2nd year B.Com students and the other by student of 2nd year Textile Science, Clothing & Fashion Studies department. This was followed by a solo semi-classical dance performed by a 1st year Home Science student and a song by a 2nd year B.Com student. Some games were organized for the outgoing students. The most awaited part of the programme was the Miss JDBI contest. The title went to Ms. Shilpa Arora from the Department of Commerce and

Ms. Manisha Chhajer from Department of Home Science. The programme also included a JAM session. In addition the final year outgoing batch of B.Com students showed a special presentation in the honour of their teachers. Our Principal wished good luck to all the outgoing students.

Students from the Food Science & Nutrition Management department made arrangements for the refreshments.

**SNEHA SINGHAL
2nd yr-Department of Textile Science, Clothing and Fashion Studies**



COLLEGE PICNIC - A MEMORABLE SOJOURN...



J.D. Birla Institute had organized a picnic for the students and staff on February 3, 2012 at Saheb Gardens located in Barasat. Four hundred and twenty-two students made it for the picnic and seven comfortable buses were arranged for reaching the venue. The distance seemed long and the journey was tiresome, but on reaching the spot all weariness faded away. Our professors accompanied us and were always there supervising all the arrangements. The breakfast platter and the lunch spread were liked by everyone. Several games were played and prizes were also distributed. The

students engaged themselves in a lot of games and activities like throw-ball, cricket and badminton. Arrangement for music had also been made and we had a lot of fun. We also explored the place and clicked a lot of photographs. It was an enjoyable outing and the picnic memories will remain in our hearts for a long time to come. We thank our college for organizing the event for us.

TANIA MIRCHANDANI
3rd yr - B.Com (Sec-A)

CANTEEN SALE

The final year students from the Department of Food Science & Nutrition Management had organized a canteen sale in our college on April 4-5, 2012 at the canteen area of our Institute under the guidance of our motivating and supportive teachers. We were divided into groups and duties were assigned to us. From the purchase of the raw materials to the preparation of the final product, we all worked as a team. We made a variety of food like pasta,

black forest cake, iced tea, chola tikki, devils cake, corn bhel, and pineapple cake. It was a thrilling experience to exhibit our culinary skills, where we carried out quantity cookery and learned portion control. The canteen food items were much appreciated by the faculty members and our friends, which boosted our confidence. The canteen sale gave us first hand experience of managing and organizing all aspects involved in preparing scrumptious food keeping the profit in mind.

ANGANA BANERJEE
3rd yr - Department of Food Science & Nutrition Management



FACULTY TEAM BUILDING EXCURSION

On June 27, 2012, thirty four faculty members from the Departments of Science and Commerce accompanied by the Principal, including library staff and one administrative staff boarded the Duronto Express for Puri from Sealdah station at 8 pm. On reaching Puri at 5 am the following day, the team was received by staff from the hotel and transferred to the Mayfair Hotel, Puri. Subsequent to checking into the hotel and after being served tea/coffee, the team proceeded towards the beach to enjoy the sand, the breeze and the waves.

At Puri, all members had a very relaxing time interspersed by film sessions (Ferrari Ki Sawari), beachside leisure and everybody got to know each other.

After spending the night at Puri, the team proceeded to Bhubaneswar the following day by bus. Enroute, they stopped at the historic Konark temple, this visit being the first one for many of them. The team took an active interest while a guide explained the significance and style of the architecture and construction of the 700 year old edifice. The team reached Mayfair Bhubaneswar by afternoon and checked in. After a sumptuous lunch, the team building exercise started. The various team building exercises that were conducted were as follows (on the 30th of June 2012 the activities 1-4 were conducted, while on the 30th June 2012 activities 5-7 were conducted):

These activities were followed by the feedback session taken by the Principal Dr Singhee.

The team departed from Bhubaneswar at 1.30pm on June 30, 2012 for Kolkata. All members of the

team found the whole experience enjoyable, pleasant and stimulating. The stay at hotel Mayfair was comfortable and restful. This was one of the best events conducted at J.D Birla Institute with bonding taking place between the staff members and each member allowed an occasion to express her inner aptitude.

FACULTY MEMBERS



FIELD VISITS

DEPARTMENT OF HUMAN DEVELOPMENT

- **MENTAID (The Association for the Development of the Mentally Handicapped):** Students visited MENTAID, an organization that aims to improve and expand the services and facilities for the mentally handicapped offering services including parent-to-parent counseling and vocational training for the underprivileged on August 9, 2011. The organization ensures independence among the handicapped students and helps them to develop and maintain confidence and self esteem. The center at Behala also offers additional facilities like schooling (for 3 to 12 years)



and vocational training (for children aged 13 years and above). There were two buildings in the campus and both were spacious. They were structured in a special way to accommodate the special needs of these children in order to enable them to move freely. The organization has a self advocacy group that imparts life skills to the special children and helps to make them independent. The organization releases a monthly newsletter covering the activities that they performed. During the visit we saw their masala making unit, where children were grinding and packing the masalas. We saw them stitching and making postcards, paper bags and pencil bags. It was interesting to note that the children could use computers and had been taught how to enter data into the computer. All the activities taught to the children were especially designed to suit individual capabilities.

NIKETA CHOKHANI
3rd yr - Department of Human Development

- Another visit was made to the Vocational Training Centre of Mentaid at 10:25 am on August 21, 2012. Mentaid was established in 1985 and is the first parent run organization for the mentally handicapped in Kolkata. The vocational training center has 20 students where they are taught cooking, stitching (cross stitching, make bags, towels and mobile covers), computer training, printing and making envelopes. The handicrafts prepared by the children are sold and the money generated is given to them as their pocket money. The children at the centre also learn to cut and peel vegetables, make masalas and cook simple food items. We also visited the special school that was around 2 kms away from the vocational center. At the school



we saw classes being conducted at the pre-primary, primary and pre-vocational levels. We observed that the children at the pre-primary and primary levels learn basic motor skills, basic manners, activities of daily living, toilet training etc. However the pre-vocational class focuses on self help skills, training to wash clothes, shopping for goods and preparing some simple food items. We also visited three living learning units - unit for those children who require full help of the teacher or the parents, units for semi-independent children and unit for fully independent children. The pre-vocational level can also be seen as a transition to the vocational unit.

NEETI CHOPRA
3rd yr - Department of Human Development

- **DISHA FOUNDATION:** Students visited Disha Foundation; an organization working to safeguard the interests of the slum children. The organization helps to spread awareness about hygiene and nutrition to both children and their parents. The building had three classrooms, a balcony with three movable black boards. There were 15 students in each class. Each student at DISHA is provided with a school uniform, a medical kit consisting of a shampoo and soap etc and also books at no cost.

We first established a rapport with the students by narrating the story of lion and rat to them. Thereafter they were given some papers and crayons to color. This was followed by playing games and puzzles.

NIKETA CHOKHANI
3rd yr - Department of Human Development



- **RAMAKRISHNA MISSION - BLIND BOYS ACADEMY:** We took a visit to Ramakrishna Mission Blind Boys Academy on September 13, 2011. The organization provides general education to visually impaired students from standard 1 to standard 10. In addition students are also exposed to vocational training like training in light engineering, agriculture and animal husbandry and computers. They are given an opportunity to learn music and handicraft work as well. During our visit we visited their assembly where attendance was being taken and a prayer recited. We also visited their masala grinding unit where the students were grinding the masala and packing them for sale in the market. Some students were also making cane sticks. We also visited the carpentry and light engineering units. Visit to the 'Concept Formation' room was a real learning experience for all of us. Here objects were made from plasticine were made as it enabled the blind students to feel the clay and understand the shape of the object through touch and feel. We visited the audio book studio, where we witnessed talking books which provided an alternative to Braille books for these students. The visit was truly a enriching learning experience for all of us.

NIKETA CHOKHANI

3rd yr - Department of Human Development

- **THE REFUGE:** A visit was made by us to REFUGE on September 20, 2011. The organization provides shelter to homeless and helpless children and adolescents and gives them an opportunity to become useful members of society. It enables them to inculcate a spirit of self reliance. The home has both male and female inmates, ranging in the age from 5 years to 75 years.



It houses three buildings, a large playground, a dinning hall and a ward for aged women. The organization provides general as well as vocational education to the inmates. During the visit we visited the girls and boys section during their craft test. We also visited the computer, weaving and care sections apart from the grocery store. Visit to girls ward was very interesting as the inmates danced and sang for us. Visit to old age ward was a learning experience for us. We came across some cases like a mentally disturbed lady, staying at the home for last 17 years. It was disheartening to know that her family had married her off to a tree and then abandoned her. The old woman was so disturbed that she would often dress up as a bride. The visit on the whole was very interesting and enriching. It was good to see that the institution provides the inmates with basic needs irrespective of their caste and religion.

NIKETA CHOKHANI

3rd year - Department of Human Development



Another trip was made to this organization on August 28, 2012. Before taking a look at their campus, we gave a short lecture-cum-demonstration on the menace of Malaria and Dengue to the inmates. We visited the weaving, tailoring, cane-stick making and carpentry sections apart from the dispensary and the grocery store. We found that the students living at the REFUGE are sent to mainstream schools once they complete their education up to class 4. As a part of recreation, children here also get to watch television on Sundays for about 3 hours.

NEETI CHOPRA

3rd yr - Department of Human Development

- **PRADIP - CENTRE FOR AUTISM MANAGEMENT:** Pradip is a special centre where only the autistic children receive special care and education. During our visit on September 15, 2011 we were oriented about autism and autistic children. We were shown the therapy room in which equipments such as stepper, therapy ball, walker and cycle were kept. We were taken to different classes where the special children were mainstreamed. Apart from this we also visited the sensory integration room, where therapies were given to young children. We had prepared check-lists before the visit which proved beneficial for us.

KAYENAT KHAN

Final yr - M.Sc in Home Science (specialization in Human Development)

- **INDIAN INSTITUTE OF CEREBRAL PALSY (IICP):** We visited IICP on November 1, 2011. IICP is a special resource center for children suffering from cerebral palsy. The organization has a large campus with two stored building. It extends family services to the children and has a diagnostic clinic, a neurology clinic, home management services, assessment and counseling centre, a computer training center and provides hydrotherapy. Open, schooling, speech therapy, and other activities like music, dance, drama etc was also provided. A leisure unit is also present at the organization where the inmates relax. We visited the baby clinic where the parents were being taught how to feed their babies suffering with cerebral palsy. The family intervention unit had an appointed neurologist who was available for twice a month. We saw equipments like gym ball used to improve the physical ability of the patients suffering from cerebral palsy. When we visited the computer room, we came across an interesting innovation called 'switcha ticker'. This is a simplified key board that children with disability can use. The organization also provided vocational training to the students belonging to age of 14 to 18 years and taught them how to make paper bags, envelopes do screen printing. We also saw some students packing tea under Tata Tea Project.

NIKETA CHOKHANI

3rd yr - Department of Human Development

- MANOVIKAS KENDRA:** We visited Manovikas Kendra, which is a non-government organization working for the welfare of persons with disabilities. It is a rehabilitation and research institute for the handicapped that we visited on November 3, 2011. The structural layout of the school includes a sensory room which comprises of various equipments for children with sensory problems, hyperactive and autistic. These equipments help to improve eye hand co-ordination, concentration and span of attention. In the hearing impaired unit, the children are taught using sign language along with lip reading. In the pre-



vocation classes, needle work, craftwork etc. are taught. We visited the vocational sections comprising of bakery, tailoring, weaving, and minor vocation units where the children printed using blocks, made pencil stands, small diaries, photo frames, etc. There was a bio-medical section also which dealt with the causes and effects of mental retardation with an objective to detect and prevent it. At the basement of the building units for physiotherapy, hydrotherapy, multi-sensory therapy, electro therapy and hand therapy were located. These therapies were helped in improving fine and gross motor skills and movement and enabled strengthening of muscles and improving of sensations. Based on these units suitable equipments such as ball, standing frame, balanced board, walkers and other equipments are present.

MEGHA MUSADDI

3rd yr - Department of Human Development

- THE ORAL SCHOOL FOR DEAF CHILDREN:** We visited the Oral School for Deaf Children was established in 1964 and managed



by the Society for Oral Education of the Deaf (registered under West Bengal Societies Act XXVI of 1961) on November 8, 2011. The school is affiliated to the National Institute of Open Schooling Central Board of Secondary Education Course and the Council for the Indian School Certificate Examination and is run by a group of trustees. It has several sections for the children comprising of pre-primary school, nursery section, nursery-B, primary section, computer room, junior class and transition class. In the academics field, all subjects such as history, geography, science and English are taught. The medium of



teaching and learning in all classes is through play. All the children have a computer operating through fitted aids that helps them to hear. The children receive and convey information using 'total communication' where they are encouraged not only to use hand gestures, but also use lip reading and voice gestures. In order to learn a word, the teacher breaks the word and pronounces each alphabet properly so that the child registers it correctly. The teachers concentrated more on speech reading and comprehension. According to the teachers, family support is very important for these children and therefore it is compulsory for the parents to come and learn the ways to handle and adjust to the needs of their children and practice the exercises with them.

MEGHA MUSADDI

3rd yr - Department of Human Development

- REHABILITATION CENTRES FOR CHILDREN:** This centre mainly deals with the orthopaedically handicapped children and children





suffering with cerebral palsy. We visited the OT Block where children from different districts of Kolkata get operated. Children at the centre receive music therapy on December 6, 2011. Vocational training is given to older children in jute weaving, sewing, bandhi work and batik work. Children above 3 years of age stay alone at the residential block and are provided with meals. The children are also given physiotherapy such as working out with physio-ball, multi-gym, treadmill etc.

KAYENAT KHAN

Final yr - M.Sc in Home Sceince (specialization in Human Development)

- **AHEAD:** Ahead is a Rehabilitation and Research Institute for Autistic and Mentally Challenged Children. It is a special school-cum-vocational training centre with qualified and experienced special educators and therapists. The system of one-to-one



education is followed based on the needs of the special children. Apart from academics, stress is given on activities of daily living, co-curricular activities and socialization at the organization. The structural layout of the school includes a sensory unit which is designed especially for behavior management of the special children. The other units comprise of primary and vocational classes. In the primary class, children are taught concepts of color, animals, money, addition, and subjects like Bengali and English. In the vocational class, children are taught the skills to make bag, envelopes, cards, candles and other craft work. At the school we also visited the physiotherapy room. The institute also has a small library and a large spaced sound-controlled and air-conditioned auditorium with stage equipments for multi-media presentation, seminars, workshops, and counseling purposes. We visited this unit on December 13, 2011.

MEGHA MUSADDI

3rd yr - Department of Human Development

DEPARTMENT OF HOME SCIENCE

- **LIGHTHOUSE FOR THE BLIND:** During our visit on April 18, 2012, we got an opportunity to understand the educational needs and various training facilities extended to the visually impaired children. At the institute we saw how visually impaired children studied Braille and learnt oral means of communication.



JASMIT KAUR, 2nd yr - Department of Home Science and
MANISHA CHHAJER, 3rd yr - Department of Home Science

- **ORAL SCHOOL FOR DEAF CHILDREN:** We were amazed to see that these children use total communication skills to communicate. The various methods of teaching and learning for these children were observed too during our visit to the organization on March 28, 2012.



VARNIKA GUPTA, 2nd yr - Department of Home Science and
DAKSHA JALAN, 3rd yr - Department of Home Science

- **MANOVIKAS KENDRA:** The visit to Manovikas Kendra on April 11, 2012 allowed us a deep insight into the various categories of mental retardation along with the training given to children at each level of retardation. We even observed children who were autistic and had suffered hearing loss. We also got to see different units and helping professionals like the clinical psychologist, counselor, physiotherapist etc. who are doing their best to help these children become independent. The kind of training given to them in the baking and tailoring unit was remarkable.

Pallavi Manot, 2nd yr - Department of Home Science and

SRINANTI BOWAL, 3rd yr - Department of Home Science

- **DISHA FOUNDATION:** This organization focuses on educating the slum children and training women in vocational skills so that they can earn a living for themselves. We found the staff



to be dedicated in teaching and handling the children. The children were also provided with snacks during their lunch break. Interacting with these children gave us encouragement to do something for these children. We visited this organization on May 2, 2012.

VARSHA KHEMKA

3rd yr - Department of Home Science

- **THE REFUGE:** This organization works for the helpless and homeless children and old people. We got an opportunity to delve into the lives of the socially disadvantaged people at the



organization on June 18, 2012. It was an enriching experience to observe the various educational and vocational facilities extended to inmates that would help them be self-dependent and self-reliant.

SUKHMANI SINGH

3rd yr - Department of Home Science

- **MENTAID:** We visited Mentaid on the March 14, 2012, an organization working for the development of the mentally challenged children in the city of Kolkata. This is the only parent organization imparting self-help skills to the special children by providing them with educational training depending on their capabilities and IQ levels and by also giving vocational training to make them independent individuals in society. The training included cooking, spice grinding, stitching, screen printing, etc. Training in these areas help the special children earn a modest living for themselves thereby making them confident.

SWATI KOTHARI, 2nd yr - Department of Home Science and ISHA KAPOOR, 2nd yr - Department of Home Science

DEPARTMENT OF FOOD SCIENCE & NUTRITION MANAGEMENT

- **ELMAC FOOD PROCESSING PLANT:** An industrial visit to the renowned Elmac Foods situated at Nibra, Howrah was organized for us on April 7, 2012. The Director of Elmac Foods, Miss Riddima Thacker received us warmly & gave us a brief history of Elmac. We were provided with manuals and leaflets depicting the wide range of products manufactured by the company and the quality assurance. It was exciting to watch the processing of mango chutney right from cleaning of raw mangoes followed by peeling, bottling, labelling and finally packaging. We also



visited the quality assurance laboratory where various tests were carried out on the raw materials as well as the ready food and understood the use of various instruments used in maintenance of the quality standards. We had a delightful and enlightening experience during the visit and also gained a wider practical perspective with regard to food processing and the hard work involved to concoct a quality product.

ALISA WONG

2nd yr - Department of Food Science & Nutrition Management

- **HOPE FOUNDATION:** We visited this home for underprivileged girls at Kasba on June 18, 2012. The home had a well planned infrastructure that could provide education & safety to the young girls. It was surprising to know that recreation classes on music, dance, computer etc. were also conducted for the inmates. We

enlightened the children regarding the importance of Calcium, Vitamin-D & summer diets through a lecture demonstration & role play for which we prepared various visual & audiovisual aids like flashcards, poster, picture story etc. We also measured the weight & height of the

children for assessing their nutritional status. Later we visited various sections of



the home & interacted with the children living there. We also distributed chocolates to these children as a token of love. After the visit I thought to myself how lucky I am to be the privileged one and thanked god for it.

KHADIJA CHUNAWALA

1st yr - Department of Food Science & Nutrition Management

- **CHILD IN NEED INSTITUTE (CINI):** We got an opportunity to visit CINI on June 14, 2012 and visited various departments including the antenatal clinic, Thursday clinic, Nutritional Rehabilitation Centre (NRC) and the emergency ward. We also



interacted with the mothers who had come from the neighboring villages along with their children. We demonstrated the importance of 'Oral Rehydration Therapy' and gave information on 'Vitamin A Deficiency' through charts and flashcards to the mothers. It gave us great pleasure and satisfaction to be able to spread awareness among the vulnerable sections of the society. We also visited the Regional Resource Centre (RRC) at



the institute where we saw the various resource materials prepared and used by CINI health workers. The visit was a wonderful experience and it helped us understand the theoretical knowledge with the newly acquired practical experience.

AYESHA RAHMAN

1st yr - Department of Food Science & Nutrition Management

- **DISHA FOUNDATION:** We visited Disha Foundation located at Manoharpukur Road near Kalighat December 12, 2011. The



field visit was carried out to assess the nutritional status of children for which we took their anthropometric measurements and observed the clinical signs and symptoms for any nutritional deficiency. Majority of the children at Disha did not show any symptoms for malnutrition as were provided with mid-day meals. We also gave a lecture demonstration on nutrition and personal hygiene in both Hindi and Bengali to them. In addition we demonstrated the preparation of a highly nutritious low cost chat recipe made from sprouted pulses to the mothers present. We played games with the children making them aware of the importance of fish and milk. The children at Disha were very smart, interactive and had a knack for learning new things and responded well. The children already had a good knowledge on nutrition which made our work much easier. The mothers were also very enthusiastic regarding our visit.

ADITI KHANNA

1st yr M. Sc in Home Science (Food & Nutrition section)

- **KEVENTER AGRO LTD.:** We along with our seniors undertook a visit to Keventer Agro Ltd. on June 16, 2012 along with our teachers. At the unit we were shown the processing food units for fresh fruits, vegetables, beverages and processed foods like Hippo. We also saw the preparation and packaging of beverages like Frooti, Appy and Appy Fizz in tetra packs and pet bottles. We witnessed the processing of Hippo snacks in different



flavours. We were taken to their Keventer Fresh section, where processing of fruits and vegetables such as banana, litchi, papaya and potatoes was done under controlled conditions. We were very fortunate to visit the international laboratory EFRAC (Edward Food Research and Analysis Centre) where analysis of pesticide and microbial in food were carried out using highly specialized equipments. It was a gainful and knowledgeable experience for us. We look forward to more such visits in the future.

MEGASHREE BANTHIA

2nd yr - Department of Food Science & Nutrition Management

DEPARTMENT OF TEXTILE SCIENCE, CLOTHING & FASHION STUDIES

A national level seminar and a workshop was something that I had never been to. It was a great opportunity for students like us to attend the National Workshop and Seminar on "Vegetable



dye and its application on textiles" organized by Department of Silpa-Sadana, Visva-Bharati at Shantiniketan. A group of thirty two enthusiastic students and four teachers attended the seminar from December 2-4, 2011 at Shantiniketan. At the workshop we learnt some new techniques of tie and dye and dyeing using vegetable colours. Block printing using the vegetable dyes was also demonstrated to us at the workshop. Paper presentations during the seminar were a completely new experience for me. Apart from it, shopping was a part of the educational trip as 'all work and no play makes jack a dull boy'. Our best learning experience during the trip was our visit to 'Aamar Kutir' where we saw leather batik and batik on cotton fabric being done. We also purchased from the retail outlet. Our visit to the special 'Saturday haat' where all kinds of traditional handicrafts were sold by the villages directly, was interesting and unusual. We also got the opportunity to visit Rabindra Nath Tagore's residence. We also saw sections of the Visva-Bharati University campus. Amongst the silence and greenery of Shantiniketan, we met Mr. Pepe, a Spinnard who had a passion for batik and who showed us some of his exquisite work. Our three days journey came to an end with a lot of knowledge gaining and fun.

AANCHAL BARASIA

2nd yr - Department of Textile Science, Clothing & Fashion Studies

Workshop Organised as a Part of Extension or Outreach Programme

Mrs. Smita Parekh and Mrs. Amita Dutta, Asst. Profs.-Dept. of Home Science conducted an workshop on 'Artistic & Textile Craft' for 21 students from humble and rural backgrounds of Acharya Kalu Kanya Mahavidyalaya - a constituent college under Jain Visvabharti Institute (deemed to be university), Ladun (Rajasthan) from 7th May 2012 to 12th May 2012.



During the 6-day workshop, students were taught stenciling, raised painting on ply, paper mache products, marbling, paper-box, envelop & paper flower making and creative rangoli. Each student had to prepare atleast one product in each technique. The products were then displayed on the last day of the workshop for all students to see. This was followed by a valedictory session where the institute distributed certificates to all the participants.

All the members at JVB appreciated the efforts of JDBI and were happy to provide a new platform for their students. The expenses for travel and stay for both the faculty members form JDBI were provided by Jain Visvabharti Institute (deemed to be university), Ladnun (Rajasthan).



EDUCATIONAL EXCURSIONS

DEPARTMENT OF HOME SCIENCE

We went for a week long educational excursion to Bhubaneshwar and Puri from 12th to 18th of October 2011. We were very excited and enthusiastic. Our first destination was Bhubaneswar. We visited Sudarshan Art Gallery where we saw marble and stone carving. 'Chetna Institute for the Mentally Handicapped' was very



informative. Lingaraj Temple, Daulagiri, Udaygiri & Khandagiri were the historical places we visited. Each place had its own historical story to tell. We saw the tying, dyeing and weaving of double ikat at Nuapatna village. The 'lost wax process' of Dokra casting was very interesting and so was the silver filigree at Cuttak. On our way to the magnificent Konark sun Temple we visited Pipili to see the colourful appliqué work of Orissa called 'pipili'. The visit to the Raghurajpur village was very informative. We saw the traditional



palm leaf painting and painting on fabric called 'Pattachitra'. We got to know about the natural colours they use for painting. We saw artisans making mask out of newspaper. The process followed was very interesting and different. A visit to Puri is incomplete without a visit to Jagannath temple and beach.

The excursion was a very enriching and informative experience for all of us. Bonds between classmates became stronger. Though it was an educational excursion, we all enjoyed a lot.

Aditi Chamaria and Amreen Ahmed

3rd yr - Department of Home Science

DEPARTMENT OF TEXTILES, CLOTHING & FASHION STUDIES

We thirty two students along with three faculty members undertook for a seven day educational trip to Orissa. We first visited The Weavers' Service Centre at Bhubaneshwar where we saw weaving and dyeing sections. At the centre several traditionally woven saris from the various districts of Orissa were displayed. At Cuttack we got to see the world famous silver filigree craft and the bone



craft. We visited Nuapatna and Meniaband, two villages in the Cuttack district that are famous for the ikat weaving. For seeing the beautiful handcrafted dokra craft we visited a tribal village where the craftsmen explained the process enthusiastically to us. We visited the Lingaraj temple at Bhubaneshwar and the famous Jagannath temple at Puri. We visited the Udaygiri and Khandgiri caves and undertook a trip to Raghurajpur, a heritage village, to see the famous pattachitra art. The process of pattachitra painting



was interesting as it employed the use of wide range of colors made of stones. The paper used for the backdrop of the paintings was also made of a palm leaf or used old fabrics. We also enjoyed at the Puri beach along with our teachers and specially went to see the sun rising in the morning over the sea. The Sudarshan Craft's museum with its craftsmen hand crafting exquisite stone sculptures was very interesting. The Orissa trip has been the most memorable trip of my life as there was so much to learn about art, culture, and history. I am very lucky to be a part of this trip as I could meet such talented people in the field of textile and craft. This trip was not only useful in enhancing our knowledge on traditional craft and textiles it also helped to create an everlasting bond among the teachers and students which would be cherished for a lifetime. I would like to thank all the teachers and staff involved in planning such a memorable trip for us.

ANSHUMA TODI

3rd yr - Department of Textile Science, Clothing and Fashion Studies

DEPARTMENT OF HUMAN DEVELOPMENT

Students and the faculty members from our department undertook an educational excursion from December 24-29, 2011 to Vishakhapatnam. During the trip we visited the Green Valley Treatment Center. The mission of the Green Valley Foundation is to provide the victims of alcoholism, drug abuse and other chemical dependence, support from sensitized community members. The main aim is to enable these victims to feel accepted by larger society. It offers services including intervention, evolution, individual counseling, group counseling, family therapy, and co-dependency



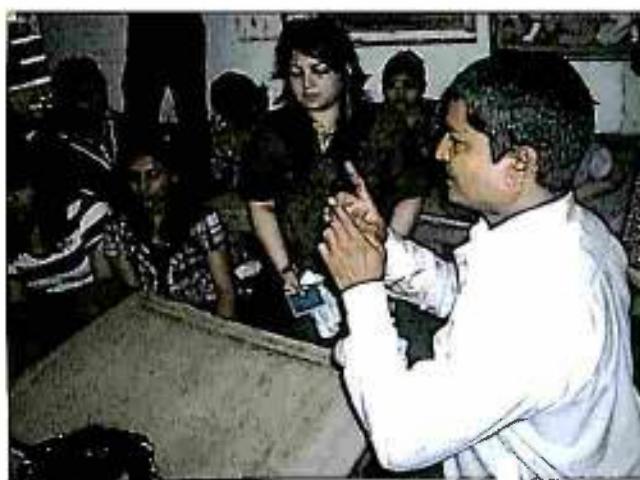
treatment, intensive out patient services and care. The centre also provides follow up service for 5 years as relapse can occur within 6 months. Causes leading to addiction, which included unruly bringing up, depressed lifestyle, lack of confidence, financial problems etc. were discussed at the green valley treatment center. We also visited Lebenshile, an organization that aims to promote welfare of the mentally handicapped. The organization helps the handicapped inmates to acquire vocational skills and ensures of mainstreaming them and assuring them job placements. The organization also provides day care facilities and arranges for transportation to and from the school. The organization provides special therapies like dance, music, speech and yoga to facilitate all-round development of the special children. The SOS Children Village at Vishakhapatnam provides home for the homeless children. It consists of 14 family houses, playground, where the children can have fun, and a multi-purpose hall. Each house has a mother who provides care, love and security to the children and treat them as her own which helps to build family relationships. Girls and boys stay together as brother and sisters. The medical-staff provides basic medical care not only to the inhabitants of the SOS Children's Village but also to people from the neighbourhood. They also organize programmes like family strengthening programme which provides nutritional, educational and health support as well as vocational training, career counselling sessions and job placement support the destitute children. During the visit we performed a small activity in which a paper and pencil was provided to the children belonging to age 4 to 5 years and they were asked to draw on the paper. It was done to observe their development, their mood etc. The pictures drawn by these children depicted that they suffered from emotional deprivation and that they missed the love and support of their biological parents. The visits conducted during excursion apart from being educational, it exposed us to the practical reality and opened up new avenues for us to explore. A visit to the Vishakhapatnam beach relaxed us all and made this trip one to remember for life.

NIKETA CHOKHANI

3rd yr - Department of Human Development

DEPARTMENT OF INTERIOR DESIGNING

A memorable journey to Orissa was our last educational trip from college. We went to Bhubaneshwar & Puri with our class mates and teachers. The trip was planned and organized in a way that could help us in gathering information covering all aspects of the curriculum. Bhubaneshwar, the first stop, was a very clean city with all new developments. We saw the beautiful monuments, temples, hotels (Mayfair and Swosti Premium) and interiors of an Institute for mentally challenged children. The visit acquainted us with the architectural features, correct space management and designing



of the buildings and spaces. Visit to Pipili and Raghurajpur village was an eye opener. It gave us an insight into socio-cultural background of the artisans and their ability to create designs with different materials and different techniques. On the way to Jaganath temple at Puri, we halted at the Konark - the Sun temple. The ancient temple with its breathtaking architectural beauty was a site where we gathered invaluable information relevant to our discipline. Puri with its sandy beach and breathtaking sunsets and sunrises added a magical element to our educational trip. The music and dance at the hotel, the singing and shouting, chatting while traveling were all a part of the trip. Thus, it was a splendid mixture of learning and interactive moments of joy and pleasure with friends and teachers. We are going to cherish the moments spent together with our teachers and friends throughout our life. We thank the college for giving us this wonderful experience.

STUDENTS

3rd yr - Department of Interior Designing.

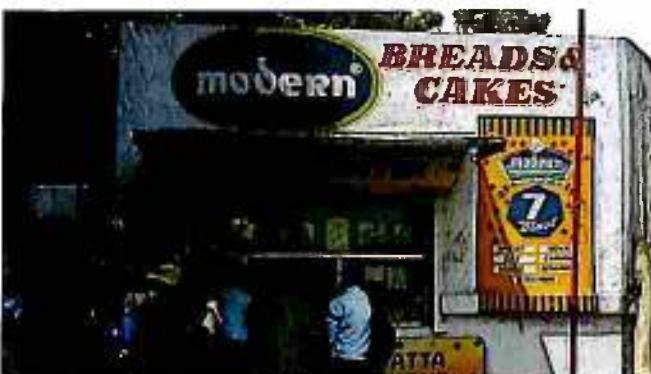


DEPARTMENT OF FOOD SCIENCE & NUTRITION MANAGEMENT

Hot, sultry, yet fun and educational. This is how I would describe our excursion to Chennai and Pondicherry. We along with three teachers left the Netaji Subhas Chandra Bose airport for the much awaited journey to Chennai on October 18, 2011. On reaching Chennai, we freshened up in the hotel and after lunch we went to Madras Medical Mission Hospital, a super specialty tertiary care medical institution, where we visited the Dietetics Department and learnt about planning meals, counseling and managing the kitchen. The chief dietitian and senior dietitian at the hospital gave us presentations on the topics "Healthy Lifestyle" and "Nutritional Assessment by the ABCD Analysis Method" respectively. The next day on our way to Pondicherry, we visited EID Parry India Ltd, one of the oldest sugar industries where we



were acquainted with the manufacturing process of sugar. At Pondicherry, we visited the Sri Aurobindo Ashram and the Modern Food Industries India Ltd. that manufactures bread products, cakes and fruit juices. There we were shown the production of multigrain breads. We also visited to the Quality Analysis Laboratory and were told about the various tests done to check the quality of raw and processed materials. At Chennai we visited the Taj Coromandel, a five star hotel with three distinctive specialty restaurants. There we visited different sections of the main kitchen which included the bakery, halwai and salad sections. We also went to the microbiology laboratory of the hotel. We also visited Rajaram



Sweets and saw the manufacturing process and packaging of peanut chikki and balls. The visit to United India Roller Flour Mills Ltd gave us the insight into the processing of wheat. In addition, we also visited the VGP Golden Beach, Crocodile Park, Santhome Cathedral Basilica and the Marina Beach. Overall, the trip was full of pleasure and was informative. We all enjoyed a lot and gained in-depth knowledge on the practical applications in the field of dietetics, food science, microbiology & food service management.

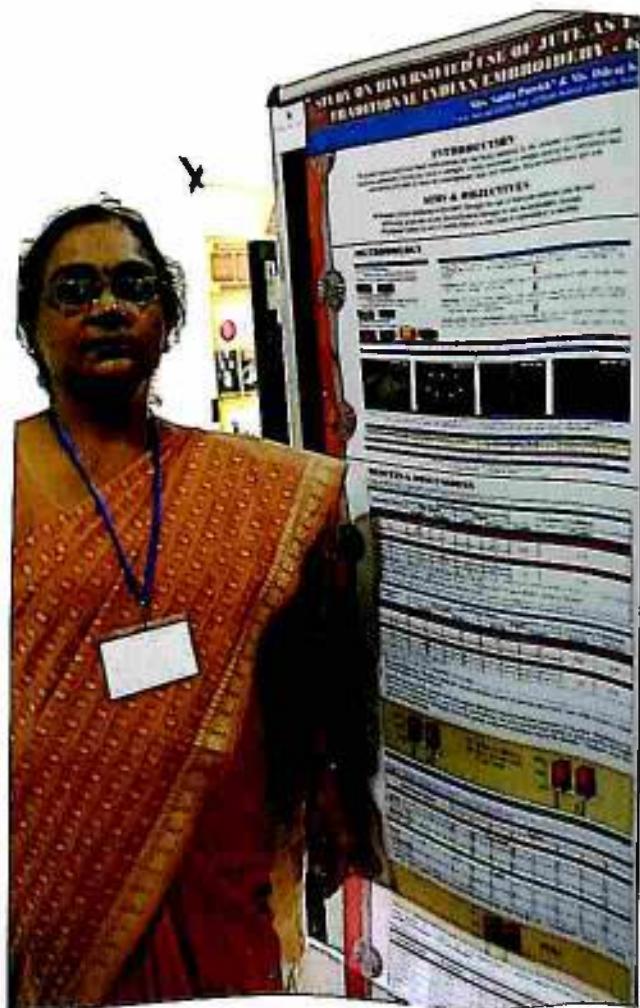
DEBALINA KUNDU

3rd yr- Department of Food Science & Nutrition Management

29TH BIENNIAL NATIONAL CONFERENCE OF THE HOME SCIENCE ASSOCIATION OF INDIA

Eleven faculty members and eight final year M.Sc. students participated for the oral and poster presentations at the 29th Biennial National Conference, HSAI, held in Lucknow (School of Home Science, Babasaheb Bhimrao Ambedkar University) from 4th November 2011 to 6th November 2011; while 6 undergraduates students from Department of Sciences took part in different competitions like creative sari draping, embroidery and rangoli competition. Two faculty members received the following awards:

- Dr. (Ms.) Banani De and Ms. Atasi Sarkar were awarded for Best Oral Presentation in the Food & Nutrition category for her paper on 'A study on the usability of local unbranded mustard oil after deep frying of Indian snack items'. She received a cup and a certificate.
- Mrs. Smita Parekh and Ms. Dilraj Kaur were awarded for Best Poster Presentation in the Clothing & Textiles category for her paper on 'Study on diversified use of jute as embroidery thread for traditional Indian embroidery - Kantha and Phulkari'. She received a cash award of Rs. 3,000/-, a cup and a certificate.



STUDENT'S ADMINISTRATIVE BODY

Sl. No	Class	Name of the Student
HEAD GIRLS		
1	3rd year B.Sc (TCFS)	Anshuma Todi
2	3rd year Com (Sec-A)	Tania Mirchandani
ASSISTANT HEAD GIRLS		
3	3rd year B.Sc (FSNM)	Saadika Saraf
4	3rd year B.Sc (TCFS)	Neha Kasat
5	3rd year B.Sc (ID)	Nikita Surana
6	3rd year B.Sc (HD)	Nikita Chokhani
7	3rd year B.Sc (HSc)	Manisha Chhajer
8	3rd year Com (A)	Roshni Seth
9	PGDDAN	Bhumika Yagnik
10	2nd year M.Sc	Mariya Irffan
UG Department of Food Science & Nutrition Management		
11	1st year B.Sc (FSNM)	Trishala Dash
12	2nd year B.Sc (FSNM)	Riddhi Shah
UG Department of Textile Science, Clothing & Fashion Studies		
13	1st year B.Sc (TCFS)	Priya Baheti
14	2nd year B.Sc (TCFS)	Yamini Tibrewal
UG Department of Interior Designing		
15	1st year B.Sc (ID)	Priyam Agarwal
16	2nd year B.Sc (ID)	Dhwani Sanghvi
UG Department of Human Development		
17	1st year B.Sc (HD)	Anubha Jain
18	2nd year B.Sc (HD)	Divya Garg
UG Department of Home Science		
19	1st year B.Sc (H.Sc)	Mehreen Asmal
20	2nd year B.Sc (H.Sc)	Pallavi Manot
UG Post-graduate Diploma in Dietetics & Applied Nutrition		
21	—	—
PG Department of Home Science		
22	1st year M.Sc (FN)	Tanishtha Pathak
23	2nd year M.Sc (FN)	Mariya Irffan
24	1st year M.Sc (TC)	NA
25	2nd year M.Sc (TC)	NA
26	1st year M.Sc (RM)	Divya Jhajharia
27	2nd year M.Sc (RM)	NA
28	1st year M.Sc (HD)	Sukriti Sen Sharma
29	2nd year M.Sc (HD)	Kayenat Khan
30	1st year M.Sc (H.Sc)	NA
31	2nd year M.Sc (H.Sc)	NA
Department of Commerce		
32	1st year Com (Sec-A)	Komal Bhadoni
33	1st year Com (Sec-B)	Medhavi Kaul
34	1st year Com (Sec-C)	Meher Gosai
35	1st year Com (Sec-D)	Vedika Goel
36	2nd year Com (Sec-A)	Srishtika Nayan
37	2nd year Com (Sec-B)	Snehal Singh
38	2nd year Com (Sec-C)	Manisha Pincha
39	2nd year Com (Sec-D)	Uma Agarwal
40	3rd year Com (Sec-A)	S. Kavita
41	3rd year Com (Sec-B)	Nikita Dugar
42	3rd year Com (Sec-C)	Rupsha Roy Choudhury
43	3rd year Com (Sec-D)	Abhinanda Banerjee

STUDENT'S COUNCIL BODY

Sl. No.	Designation	Name of the Teacher	Class
1	Principal	—	—
2	Teacher Representative - Dept. of Sciences	Mrs. Lili Mancha	—
3	Teacher Representative - Dept. of Commerce	Ms. Rachana Kejriwal	—
Sl. No.	Designation	Name of the Teacher	Class
4	Head Girl - Dept of Sciences	Anshuma Todi	3rd year TCFS
5	Head Girl - Dept of Commerce	Tania Mirchandani	3rd year Com (Sec-A)
6	Representative-1 from UG Dept. of FSNM	Sadika Sadaf	3rd year FSNM
7	Representative-2 from UG Dept. of FSNM	Ridhi Shah	2nd year FSNM
8	Representative-1 from UG Dept. of TCFS	Neha Kasat	3rd year TCFS
9	Representative-2 from UG Dept. of TCFS	Priya Baheti	1st year TCFS
10	Representative-1 from UG Dept. of ID	Nikita Surana	3rd year ID
11	Representative-2 from UG Dept. of ID	Dhwani Sanghvi	2nd year ID
12	Representative-1 from UG Dept. of HD	Niketa Chokhani	3rd year HD
13	Representative-2 from UG Dept. of HD	Divya Garg	2nd year HD
14	Representative-1 from UG Dept. of HSc	Pallavi Manot	2nd year HSc
15	Representative-2 from UG Dept. of HSc	Mehreen Asmal	1st year HSc
16	Representative-1 from Dept of Commerce	Roshni Seth	1st year Com (Sec- B)
17	Representative-2 from Dept of Commerce	Medhavi Kaul	1st year Com (Sec-B)
18	Representative-3 from Dept of Commerce	Manisha Pincha	2nd year Com (Sec-C)
19	Representative-4 from Dept of Commerce	Abhinanda Banerjee	3rd year Com (Sec-D)
20	Representative from PGDDAN	Bhumika Yagnik	PGDDAN
21	Representative from M.Sc	Mariya Irffan	2nd year (FN)---



OUTGOING BATCH OF STUDENTS, 2011-12



Department of Commerce, Section A



Department of Commerce, Section B

OUTGOING BATCH OF STUDENTS, 2011-12



Department of Commerce, Section A



Department of Commerce, Section B

OUTGOING BATCH OF STUDENTS, 2011-12



Department of Interior Designing, B.Sc



Department of Textile Science, Clothing & Fashion Studies, B.Sc

OUTGOING BATCH OF STUDENTS, 2011-12



Department of Food Science & Nutrition Management, B.Sc.



Department of Human Development, B.Sc.

OUTGOING BATCH OF STUDENTS, 2011-12



Department of Home Science (Composite), B.Sc.



Department of Post Graduate Diploma in Dietetics & Applied Nutrition

OUTGOING BATCH OF STUDENTS, 2011-12



Department of Home Science (Human Development Section), M.Sc.



Department of Home Science (Food & Nutrition Section), M.Sc.,



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