

2009-11

NUTRITION
MANAGEMENT
ART & DESIGN
ENVIRONMENT



**EXCURSIONS
SOCIAL
ACTIVITIES
SEMINARS
SPORTS
EXHIBITIONS**

JDBI TIMES

ANNUAL MAGAZINE



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Message

I have great pleasure in welcoming yet another issue of the Annual Magazine of J D Birla Institue. Today the need for being proactive and constructive is more acute than before due to the sweeping change that is influencing every aspect of our lives. Therefore, there is need for an action based training of youth to take on various challenges of life. A college magazine effectively contributes towards this purpose.

One of the strength of our campus is the diversity of programs offered to its students, be it application based courses in science or commerce and management. The Campus environment and work culture encourages individuals from a multitude of cultures and backgrounds and allows the faculty to test the validity of various theoretical and practical concepts.

It is matter of great pleasure that the College magazine is being published again. I am sure it will be a source of inspiration for the budding poets and writers among the students and will direct their creativity towards new dimensions.

This publication will also be able to provide information regarding the progress being made by this premier and unique institution.

I wish to congratulate all those who have contributed to the magazine. My special congratulation to the Principal, the staff and students of the Institute.

Ms. Rita Bibra - Chief Administrator, JDBI

PRINCIPAL'S MESSAGE



A deep sense of appreciation, gratitude and joy surge through my heart as I greet you through the columns of the College Magazine for Session 2009-2011. To inculcate and encourage creativity and writing aptitude in the students and to give them a platform to express their thoughts, the college brings out the JDBI TIMES magazine annually which showcases articles on different subjects written by students and teachers. The events and activities of the college are also reported in the magazine. I compliment the editorial board of the college and all those who have contributed to the success of this issue of the College Magazine. My message to all viewers -

"Learning gives creativity,
Creativity leads to thinking,
Thinking provides knowledge,
Knowledge makes you great."

Shri APJ Abdul Kalam

Dr. Deepali Singhee, Principal

EDITORIAL COMMITTEE (2009-2011)

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Disha Mooljee, Dept. of Commerce
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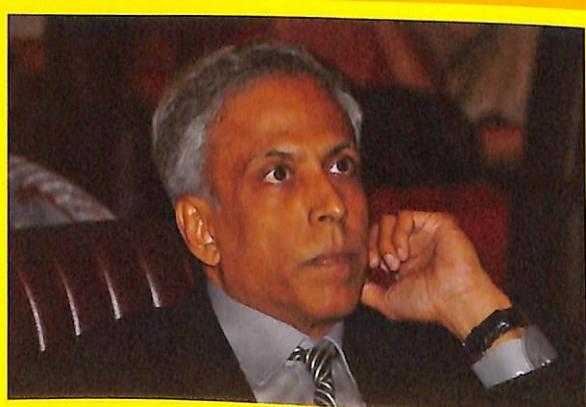
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We at JDBI Welcome our New Director
(Dept. of Management)
- Dr. Asit Dutta (November 2010)

NAAC Accreditation



Peer Team at the College

A team comprising of the following members visited the Institute on August 9-11, 2010 as a part of the re-accreditation process:

1. Prof. Prem Sharda, Former Vice Chancellor, Veer Narmad South Gujarat University
2. Prof. K K Seetamma, Head, of Economics, University of Bangalore
3. Dr. Chitrlekha Chouhan, Principal, MH Govt. College for Science and Home Science, Jabalpur.

The team awarded the collage with grade A (CGPA-3.11)

The break-up of the scores for the different criteria are given below:

Criteria	Total Marks	CGPA	Marks Received	Percentage Obtained
1. Curricular Aspects	50	3.50	43.75	87.50%
2. Teaching Learning & Evaluation	450	3.50	393.75	87.50%
3. Research, Consultancy and Extension	100	2.30	57.50	57.50%
4. Infrastructure and Learning	100	2.90	72.50	72.50%
5. Student Support and Progression	100	3.00	75.00	75.00%
6. Governance and Leadership	150	2.60	97.50	65.00%
7. Innovative Practices	50	2.90	36.25	72.50%



Convocation Ceremony at NAAC-Bangalore

The NAAC Accreditation Award Ceremony was held on April 24, 2011 at NAAC campus, Bangalore where all accredited institutes were formally given their assessment certificates. As a representative of J. D. Birla Institute Dr. Deepali Singhee, Principal, personally collected the certificate for the Institute at the NAAC Convocation ceremony.

My Experience at JDBI

College experience is one that holds only pleasant memories for me. Beginning the journey as a scared rat out in the open desert, I made the best of it and moved forward to becoming a willful tigress.

It all started after I completed secondary school knowing that the next sure step was College, which made my stomach churn at the very thought of it. It started from "What should I study?" to "Where should I go?" and ended with the dreaded, "Will I survive on my own?" The saddest thing about embarking on this journey towards my tertiary education was that many of my childhood high school

friends and teachers had to be left behind.

With all this in mind, I began for my search and discovered that BBA was best suited for me in terms of course outline and career pathway. So, I enrolled myself in J. D. Birla Institute (Department of Management).

I distinctly remember stepping into my first class. The sad part was that the friends I had made till then were in different sections. But, in JDBI making new





friends is a very easy task. It wasn't as scary as I'd thought it would be. In fact I suddenly found myself gaining more confidence and determination. I began reshaping my work style and schedule to fit into the mould of college life!

The first thing that hit me was the workload. It was definitely much heavier and intense than what I was used to in high school. Oh yes! Sitting roll number wise for the first two semesters was not to our taste.

However, even with these initial challenges, college was the phase in my life where I started finding myself. I grew to learn what I really liked and disliked, what work style was best suited for me and most importantly what I was naturally good at. In other words, being forced to be independent was a nudge I needed at that time.

Oh my god, and yes! How can I forget, the college timings from 1 to 7 in the afternoon....phew!!! Tiresome then! But, today, as I sit and write this article for you all to read, I humbly accept that it was one of the best things at JDBI.

Coming to college two hours early, searching through some big fat books for the perfect answers that would satisfy our teachers, was fun. At least it saved us from staying awake late night the day before exams searching for notes.

The activities in college, however, enhanced my public speaking and communication skills. I was much more confident now. And obviously being praised by my teachers for my effort had always been so warm and encouraging.

Coming to "the" Teachers at JDBI, they are not just professors. They guide us in every way they can, ensuring that they make the lectures very interesting for us with their informative PPTS, interesting case studies and not the least their excellent humor. They have always been encouraging us to speak and take part in various activities.

Once I grew comfortable with myself, I began to enjoy the subtle opportunity given; to meet new friends and exercise my creativity. Being involved in corporate quiz and research work gave a boost to my management skills and as a student I was more aware about in various fields of discussion.

The process, I not only met more people, be it students or staff, I also developed my soft skills;



communicating, listening, engaging in dialogue, giving feedback, cooperating as a team member, solving problems, contributing in meetings and resolving conflict that is invaluable in everyday life as much as it is needed for work. It definitely made me more assertive and more aware of my surroundings.

I wanted to excel academically and get good grades too, but I realized that in spending most of the day in college, I had to give more to gain more.

All in all I found college life to be demanding and unexpected, but I had my fair share of fun, and that's what mattered most. I will miss every bit of my "awesome" life in the "rocking" college with the "best" director, teachers and staff members and my "super cool" friends. Considering all things past, I would never change it even if I had a chance!

Ms Dimple Uzir
Student - 3rd year BBA

DON'T PUT THE KEY TO YOUR HAPPINESS IN SOMEONE ELSE'S POCKET KEEP IT IN YOUR OWN

The brain and the intestine use up most of the energy produced in the body. When one eats, the brain sends lot of blood to the intestine to help break down the food and carry the nutrients all over the body. As a result the function of the Brain slows down as it relaxes. The result is one gets sleepy after a big meal and, it takes great deal of energy to digest a large meal, particularly if it is high in fats and carbohydrates.

Ms. Nikita Todi
Student - 3rd year B.Com. (Section-C)



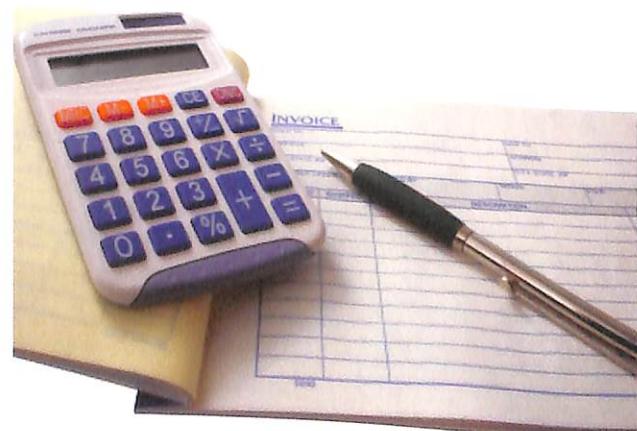
IFRS: The Emergence of a New Era

In order to integrate the Indian economy with the world and to take advantage of the phenomenon of globalization, International Financial Reporting Standards (IFRS) has been created. A set of global accounting standards will facilitate greater business undertakings worldwide. It will help in obtaining financial information from the Indian entities which are based on international standards and which are highly reliable.

IFRS can be defined as principle-based standards, interpretations and the framework (1989) adopted by IASB (International Accounting Standards Board). IFRS are principles-based Standards, Interpretations and the Framework adopted by the IASB. The financial statements are used by various constituents of the society / regulators as they need to reflect true view of the financial position of the organization. IFRS are used in many parts of the world, including the Europe, Australia, Malaysia, Pakistan, Russia, South Africa, Singapore, Turkey, etc. US is also gearing towards IFRS.

The structure of IFRS is such that it prevents malpractices worldwide by following a set of high quality, understandable and enforceable accounting

standards. This would provide an opportunity to serve the international clients in a professional manner. Thus India can benefit from the convergence with IFRS. This will help save cost of capital for Indian entities raising capital from abroad. It will help saving in cost for such entities for not preparing a separate set of financial statements. Global opportunities would be at the disposal of the accounting professionals in India who can offer their services worldwide.



OBJECTIVES OF IFRS

- a) The primary objective of IFRS is to develop, in public interest, a set of high quality, understandable and enforceable globally accepted financial standards through its standard body the IASB. This would provide more reliable, relevant, timely and comparable information to investors.
- b) The aim of IFRS is to develop international standards and to promote the rigorous application of the foundations laid by it. This would facilitate better understanding of the financial statements for foreign investors.
- c) IFRS takes into account the financial reporting needs of the emerging economies and that of the small and medium sized entities which helps to form new rules according to the present needs.
- d) The purpose of the foundation of IFRS is to converge the accounting standards of different economies all around the world as it facilitates smooth international business.

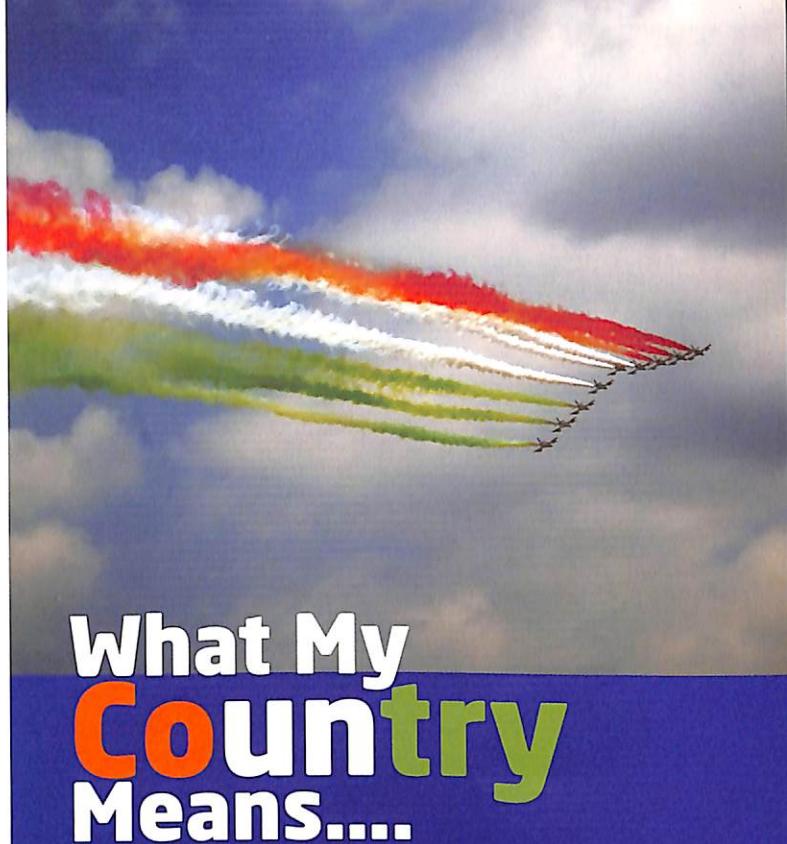
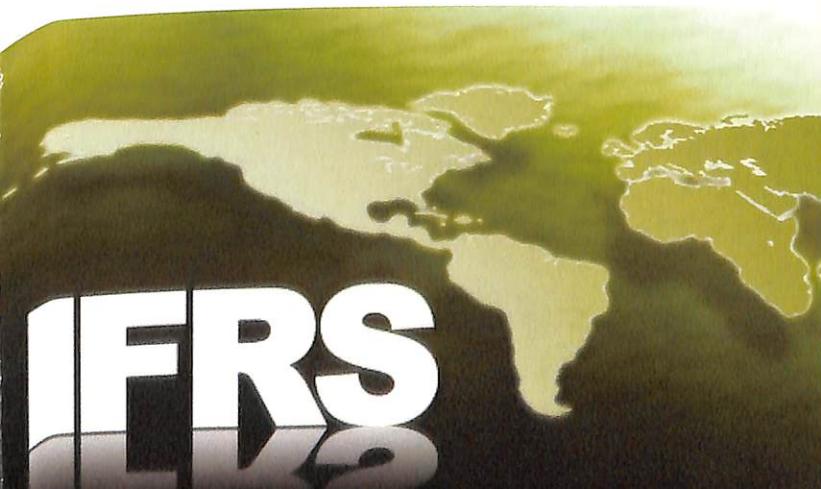
ROADMAP FOR CONVERGENCE

Two sets of roadmaps have been framed for the said convergence. Ministry of corporate affairs agreed that there will be two separate sets of accounting standards under The Companies Act, 1956 for specified and non-specified classes of companies under banking, insurance and non-banking financial companies (NBFCs).

To adopt IFRS, following measures have been taken:

1. Exposure drafts of accounting standards in accordance with IFRS have been prepared.
2. Training workshops have been conducted at 58 locations across the country to provide guidance on the convergence of Indian Accounting Standards.
3. A certificate course on IFRS has been developed where the course content has been arranged in such a way that it can be easily understood and applied by the members.

Ms. Shivangi Kumar, Ms. Pinaz Ali, Ms. Mandip Kaur, Ms. Shreya Musaddi, Ms. Devika Velayudh, Ms. Shruti Saraf, Ms. Jaya Chowdhury, Ms. Tripti Gupta
Students -1st year B.Com. (Section-B), Batch: 2008-09



**What My
Country
Means....**

Bombay for beauty

Delhi for majesty

Bengal for writers

Punjab for fighters

Tamil Nadu for Books

Kashmir for looks

Nagaland for hills

Ahmedabad for Mills

Surat for wealth

Madhya Pradesh for health

Bihar for mines

Himachal Pradesh for Pines.

India thy name is paradise.

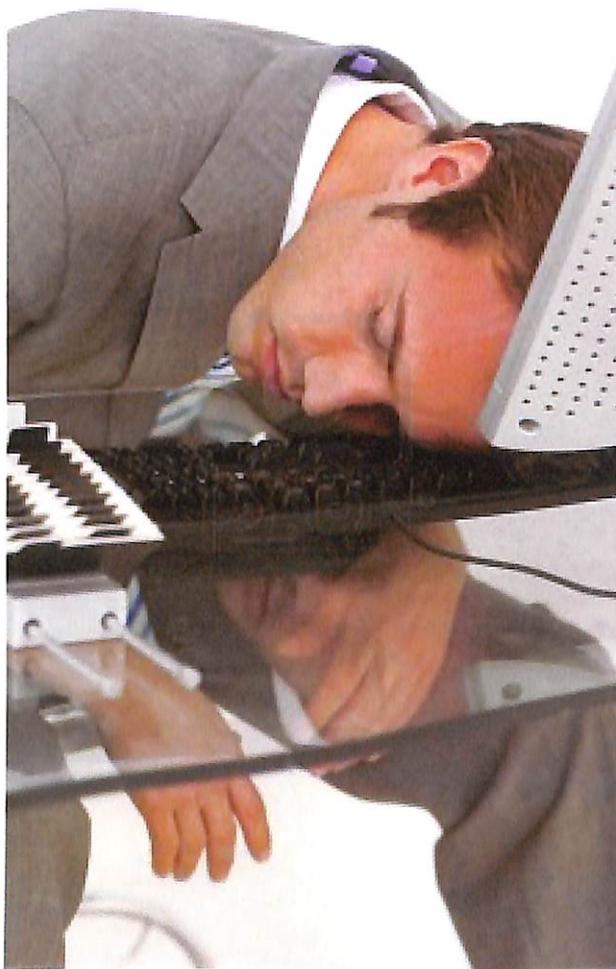
Ms.Daksha Jalan

Student 1st year - B.Sc. in Home Science,
Batch: 2009-10





Non-Performing Assets (NPAs) Causes and Remedies



Capital formation, from both domestic and foreign sources, is the first step to get in the economic development process. Once a targeted level of capital formation is achieved, the question of investment comes. With no investment situations due to lack of feasible areas to invest, capital formation can earn nothing. Moreover, invested funds are required to be serviced at their maturity. This is the key to development process. Generally, these functions are mainly performed by banks.

An asset is classified as non-performing asset (NPA) if due, in the form of principal and interest, are not paid by the borrower for a period of 180 days. However with effect from March 2004, default status would be given to a borrower if dues are not paid for 90 days. If any advances or credit facilities granted by banks to a borrower becomes non-performing, then the bank will have to treat all the advances or credit facilities granted to that borrower as non-performing. Though the term NPA connotes a financial asset of a commercial bank, which has stopped earning an expected reasonable return, it is also a reflection of the productivity of a nation where asset is idling.

CAUSES OF NPAS

A strong banking sector is important for a flourishing economy. The failure of the banking sector may have an adverse impact on other sectors. The Indian banking system, which was operating in a closed economy, now faces the challenges of an open economy.

Internal Factors

- a) Due to inappropriate technology and management information system, market driven decisions on real time basis cannot be taken. Proper MIS and financial accounting system is not implemented in the banks, which leads to poor credit collection.
- b) The improper strength, weakness, opportunity and threat (SWOT) analysis is another reason for the rise in NPA's. While providing unsecured advances the banks depend more on the honesty, integrity and financial soundness and credit worthiness of the borrower.
- c) Poor credit appraisal system is another factor for the rise in NPA's. Due to poor credit appraisal, the bank gives advances to those who are not able to repay it.

External Factors

- a) A borrower intends to produce certain goods, but he is unable to do so due to shortage of raw materials, power and other resources. Thus, it is probable that he will be unable to produce the desired amount of goods that he intended to and therefore he won't be able to pay back the loan amount (principle + interest). This results in the emergence of non-performing assets.
- b) With every new government, banking sector gets new policies for its operation. Thus, it has to cope with the changing principles and policies for the regulation of the rising NPAs.
- c) Entrepreneurs in India cannot foresee their product demand and start production which ultimately piles up the product, thus making them unable to pay back the money they had borrowed to operate these activities. The banks recover the amount by selling their assets, which covers a minimum label. Thus, the bank records the non-recovered part as NPAs and has to make provision for it.

TRENDS IN NON-PERFORMING ASSETS

The banking industry has undergone a sea change after the first phase of economic liberalization in 1991 and hence credit management becomes imperative. While

the primary function of banks is to lend funds as loans to various sectors such as agriculture, industry, personal loans, housing loans etc., in recent times the banks have become very cautious in extending loans. The reason is mounting non-performing assets.

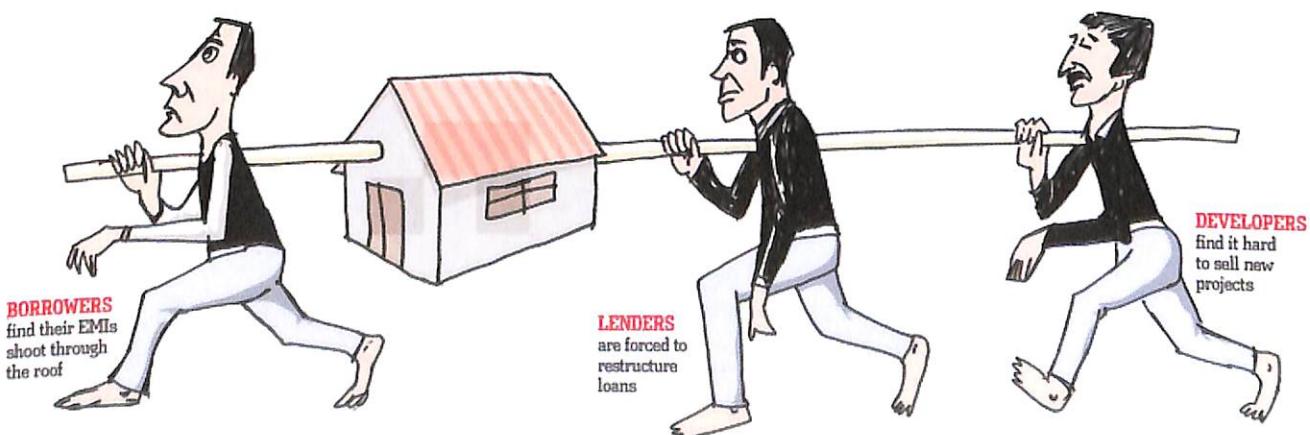
Apart from the increase in NPA ratio, there was also deterioration in the distribution of NPAs of SCBs (Scheduled Commercial Banks) between 2009 and 2010. This was evident from an increase in the percentage of loss making and doubtful assets of SCBs, which represented the lower end of the NPA spectrum. The shift in the distribution of NPAs in favour of doubtful and loss making assets was more prominent in the case of foreign and new private sector banks as compared to public sector banks.

Thus, the expansion of credit is a must for a country like India. But high credit growth may lead to high NPAs. Policymakers, therefore, face the dilemma in minimizing such risks that arise from dilution in credit quality, while still allowing bank lending to contribute to higher growth and efficiency. There is no gain say in the fact that every commercial organization exists with a motive to earn profit and banks are no exception. The objective function is therefore to maximize profit or commercial banks can use the deposits to extend loans and advances.

EARLY WARNING SYSTEM (EWS)

A number of early warning signals are used by different banks for identification of potential NPA's. An EWS, to be effective must be sensitive to signals of credit deterioration. The indicators which may trigger EWS depend not only on default in payment of installments and interest but also other factors such as deterioration in operating and financial performance of the borrower, general economic conditions,etc.

The RBI has also issued revised guidelines in respect of detection of willful default and diversion and siphoning of funds. All these are expected to reduce net NPA's in the Indian Financial System.



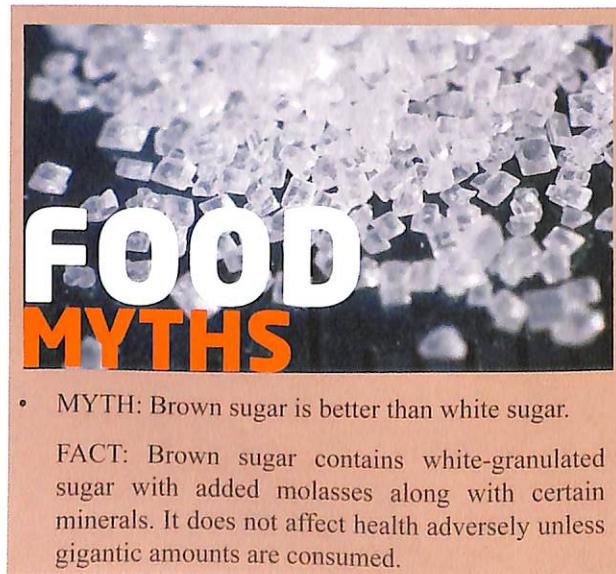
SOLUTIONS TO THE PROBLEM OF NPAs

Since experience has shown that complete elimination of NPAs is impossible, it is necessary to look into measures to keep these within manageable limits. The following are some of the suggested remedies.

- a) It is advisable to go for short-term loans rather than long-term loans, since short-term loans are serviced within a specified period. Moreover, on maturity, these can be reinvested a number of times and thus the actual rate of return becomes much higher.
- b) It is universally accepted that risks have to be properly assessed. Individual financial institutions should develop their own tools for risk assessment according to their individual needs and specifications.
- c) It should be mandatory to maintain sufficient collaterals against each loan. These have to be then managed properly through regular check of value, ownership, physical condition, all legal aspects, etc. Moreover, collateral should always have sufficient value to recover the debt.
- d) Every financial institution needs to develop 'situation specific models'. Different loan cases vary in terms of sensitivity and complexity. It is highly relevant to develop situation specific tools to tackle each situation on a case by case basis.
- e) Experience has shown that motivation acts like a tonic in loan recovery problems. Monetary incentives in the form of tax deductions can work wonders. A congenial relationship between the banker and borrower can lead to regular contact between them and eliminate the problem of assets turning into NPAs considerably.

Ms. Manveen Jabbal, Ms. Shradha Sureka, Ms. Suhani Modi, Ms. Sakshi Jhawar, Ms. Rashi Agarwal, Ms. Puja Periwala, Ms. Rachna Kanoi, Ms. Ayushi Agarwal

Students-1st year students - B.Com. (Section-D), Batch: 2009-10.



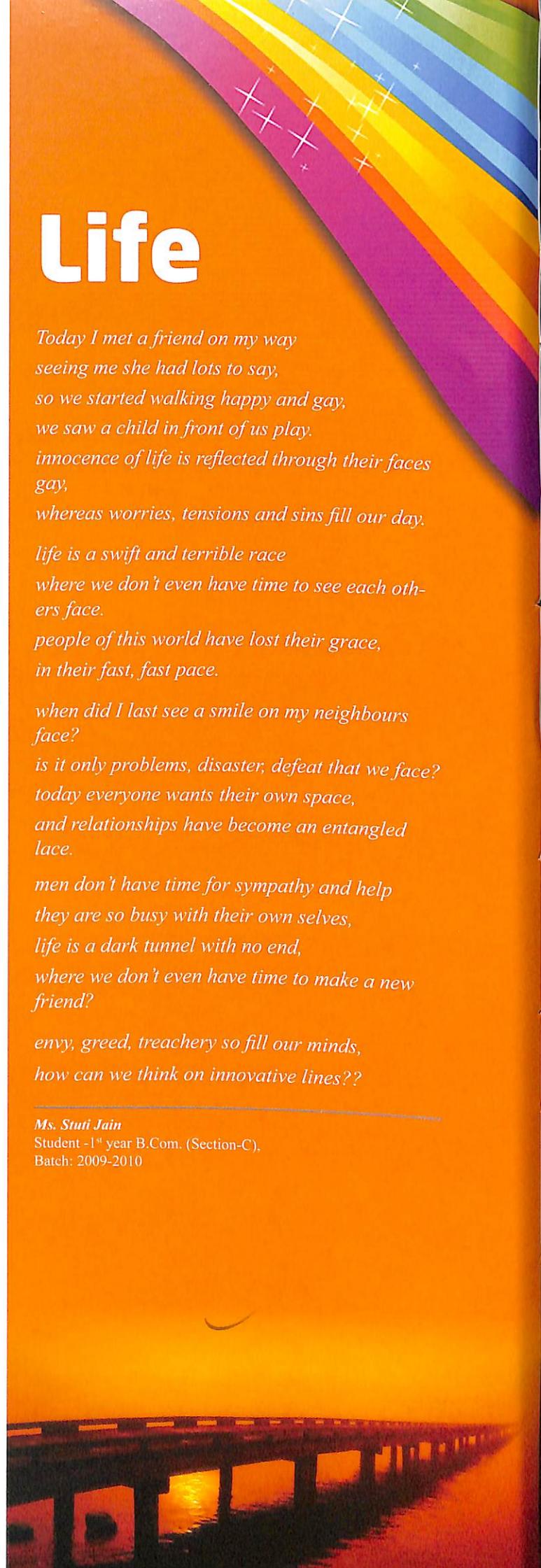
FOOD MYTHS

- MYTH: Brown sugar is better than white sugar.
FACT: Brown sugar contains white-granulated sugar with added molasses along with certain minerals. It does not affect health adversely unless gigantic amounts are consumed.

Life

*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 through their faces
gay,
whereas worries, tensions and sins fill our day.
life is a swift and terrible race
where we don't even have time to see each other's face.
people of this world have lost their grace,
in their fast, fast pace.
when did I last see a smile on my neighbours
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??*

Ms. Stuti Jain
Student - 1st year B.Com. (Section-C),
Batch: 2009-2010



Sales Promotion

A Path towards Achievement of Marketing Goals



Sales promotion means short-term incentives of non-recurring nature used to stimulate consumer purchasing and dealer effectiveness. The main purpose of sales promotion is to obtain spot buying by offering non-recurring and non-routine incentives. Sales promotion in a specific sense refers to those activities that supplement both personal selling and advertising. The main objectives of sales promotion are to stimulate demand, build goodwill, stabilize sales and simplify marketing control.

The main devices used in sales promotion are as follows

- a) **Free samples:** These are distributed to selected people to gain consumer acceptance and to popularize the product. This is highly effective as consumers can test the product before buying it.
- b) **Premium:** It is the offer of an article free of cost or at a nominal price on the purchase of a specified product. It is also known as a combination offer.
- c) **Coupons:** A coupon is a certificate that entitles its holder to a specified saving or discount on the purchase of a particular product. Coupons induce the retailers to stock the product and consumers are stimulated to buy the product.
- d) **Prize contests:** Under this scheme, consumers are given rewards for analytical or creative thinking about the product. Rewards are given to successful participants in the form of cash prizes, merchandise or free travel.
- e) **Exchange offer:** In this method customers are offered the facility of exchanging old products with the new at a reduced price.
- f) **Trading stamps:** Trading or bonus stamps are issued

to customers who buy goods. The number of stamps given to a buyer depends upon the amount of purchases made by him. The customer can then redeem them to obtain products out of the specified list.

- g) **Free offer:** In order to promote sales, some firms offer free gifts with the purchase of an expensive product. For example, a cordless phone is offered free on the purchase of a refrigerator.
- h) **Clearance sales:** Such sales attract a large number of customers and help to clear accumulated stocks. Dealers of readymade garments organize clearance sales.

Sales promotion is a key ingredient in marketing campaign. It accounts for 65-70% of the combined budget. Sales promotion is different from both advertising and salesmanship. It involves non-recurring and non-routine activities, whereas advertising and personal selling consists of recurring and routine operations. Also, advertising offers a reason to buy, whereas sales promotion offers an incentive to buy. It helps in “bridging



the gap” between advertising and personal selling. The need for sales promotion activities has increased due to growing competition, proliferation of brands, trade pressures and the need for quick returns. Regardless of who does them, sales promotion should be carefully planned and executed in a professional manner if they are to achieve their objectives.

*Ms. Uma Agarwal, Ms. Sana Chaudhari, Ms. Jinali Thacker, Ms. Khushali Kamdar, Ms. Sirsha Mondal,
Ms. Neha Karnani, Ms. Ayushi Agarwal and
Ms. Ankita Jhunjhunwala*
Students-1st year - B.Com. (Section-D), Batch: 2009-10



Motivation at Workplace

The term motivation is derived from the Latin word ‘empower’ which implies ‘to move’. It is an act of pushing the right button to get desired action. The process of motivation involves needs, drives and goals. Need is behind most of the action of man such as better facilities, more pay, recognition, etc. Drives are called motives representing the behavior in the process of motivation. Every undertaking has certain goals to achieve. These goals can be achieved only through the efforts of its employees. It is desirable to identify what makes people to move.

SELF MOTIVATION

‘The real opportunity for success lies within the person and not in the job’. Motivation occurs differently in each and every one of us. Motivation, to be productive at the workplace has to come from inside the individual first, before any outside stimulus or stimuli can increase the level of motivation. Motivation helps one getting started with the job. Nobody needs to force one to work. Motivated people not only endure the job, they actually have fun along the way. Motivation makes one do more than necessary.

MOTIVATION THEORIES AND HUMAN BEHAVIOURS

Different theories have been proposed by various authors & management experts. These theories help in

understanding the human behaviour & using the correct motivational techniques for them.

a) **Abraham Maslow’s Hierarchy of Needs:** Whether it is to eat and survive, pay the bills, satisfy a passion or acquire money and power, the bottomline is that work exists to satisfy a certain human need. Many people are miserable at their jobs and lack motivation because even after all their basic biological needs are met some other needs remain unmet. The first step in introducing a change is to identify the different types of needs like physiological needs, which includes biological needs like food, clothing etc. Once these needs are met, safety needs in the workplace arise i.e. the need to maintain job security. Social Needs in the Workplace includes co-worker compatibility. If relationship between colleagues is not cordial or it turns sour, it can lead to boredom with unmotivated workers. Esteem needs at the workplace is many a times subconsciously overlooked by managers or bosses although it is very important to make the employees feel important and appreciated. Offerings that challenge the minds of employees in the form of self-actualization needs provide opportunities for growth are also great workplace motivation strategies. Giving greater responsibilities to employees makes them feel important and allows them to take ownership of the company.

- b) **Motivation-Hygiene Theory:** Frederick Herzberg, a professor of psychology at Case Western Reserve University, studied & proposed his motivation-hygiene theory which includes two types of factors.
- Motivation is based on the positive satisfaction that psychological growth provides. The presence of factors such as responsibility, achievement, recognition, and possibility for growth or advancement will motivate and satisfy people. The absence of these factors will not necessarily demotivate or cause dissatisfaction
 - Hygiene is based on an individual's desire to avoid deprivation and the resulting physical and emotional discomfort. Hygiene factors include willingness to supervise; positive working conditions; interpersonal relations with peers, subordinates, and superiors; status; job security; and salary. These factors do not motivate, nor will their presence cause job satisfaction. Their absence, however, will cause dissatisfaction. Although salary is considered a hygiene factor, it plays an indirect part in motivation as a measure of growth and advancement, or as a symbol of recognition of achievement.
- c) **Reinforcement Theories:** Theories of reinforcement are based not on need but on the relationship between behavior and its consequences. At workplace, these theories can be applied to change or modify on-the-job behavior through rewards and punishments. The reinforcement theories of B. F. Skinner, a professor at Harvard takes into consideration both motivation and the environment, focusing on stimulus and response relationships. The four types of reinforcement are positive reinforcement (application of a pleasant and rewarding consequence following a desired behavior, such as giving praise); negative reinforcement (removal of an unpleasant consequence following a desired behavior, such as a manager no longer reminding a worker about a weekly deadline once he has met the deadline); punishment (application of an unpleasant outcome when an undesirable behavior occurs to reduce the likelihood of that behavior happening again. This form of reinforcement does not indicate a correct behavior, so its use in business is not usually appropriate) and extinction (withdrawal of a positive reward. If the behavior is no longer positively reinforced, then it is less likely to occur in the future and it will gradually disappear).
- Continuous reinforcement can be effective in the early stages of behavior modification, but partial reinforcement is more commonly used. Reinforcement is most powerful when it is administered immediately.

UNDERSTANDING BEHAVIOR OF EMPLOYEES AT WORKPLACE

One of the greatest challenges facing managers and leaders is to understand people's behavior & motives at workplace. The pyramid of workplace behaviour shows the three levels that build a complete picture of the different ways that people approach work.

- Values:** Values are the fundamental concepts or beliefs which people use to guide their behaviour in the workplace. They drive our decision making process and cause us to summon up energy to preserve what we believe in. Often major sources of conflict and disillusionment are due to mismatched values.
- Risk orientation:** The middle layer of the pyramid addresses the way people approach risk. What determines people's risk profiles is the different emphasis they place on either 'seeing the opportunities' or 'seeing the obstacles'. Some people treat obstacles as an opportunity to take a new direction; while others use them as an excuse to give up.
- Preferences:** Preferences guide our behaviour. Preferences are usually transparent and are often the first thing we notice in others. Preferences are at the apex of the pyramid because they are readily visible to others and are usually the basis of first impressions.

How to motivate employees?

Motivation never forces a person to perform, but it makes the task enjoyable & the journey interesting. A manager could motivate his employees by getting to know them properly, showing respect, asking them for their feedback and giving them as much control as possible over their work. A great motivating tip would be to appreciate the employees for their great ideas & extraordinary contributions.

Employees become demotivated and indifferent towards their jobs for a number of reasons like lack of goals in life, heavy workloads, favoritism, financial situation etc. Setting goals in ones life, better financial situation and the person's ability to live within his means could be a remedy for demotivation.

Counseling can produce spectacular results, in terms of improving employee morale and productivity.

Trust and confidence motivates the employees to resolve issues and perform better. Instead of focusing on the employee, the manager should focus on understanding the problem and resolving it. Listening to the problem of the employees & giving solutions and remedies also leads to inculcate interest and motivating people for work.



Corruption in India

Whome to Blame?

Corruption in the Indian society has prevailed from time immemorial in one form or the other. The basic inception of corruption started with our opportunistic leaders who have already done greater damage to our nation. People who work on right principles are unrecognized and considered to be foolish in the modern society. Corruption in India is a result of the connection between bureaucrats, politicians and criminals. Earlier, bribes were paid for getting wrong things done, but now bribe is paid for getting right things done at right time. Further, corruption has become something respectable in India, because respectable people are involved in it. Social corruption like less weighing of products, adulteration in edible items, and bribery of various kind have incessantly prevailed in the society.

In today's scenario, if a person wants a government job he has to pay lakhs of rupees to the higher officials irrespective of satisfying all the eligibility criteria. In every office one has to either give money to the employee concerned or arrange for some sources to get work done. There is adulteration and duplicate weighing of products in food and civil supplies department by unscrupulous workers who cheat the consumers by playing with the health and lives of the people. In the assessment of property tax the officers charge money even if the house

is built properly according to the Government rules and regulations.

Political corruption is worst in India. The major cause of concern is that corruption is weakening the political body and damaging the supreme importance of the law governing the society. Nowadays politics is only for criminals and criminals are meant to be in politics. Elections in many parts of the country have become associated with a host of criminal activities. Threatening voters to vote for a particular candidate or physically prevent voters from going in to the polling booth – especially weaker sections of the society like tribals, dalits and rural woman occurs frequently in several parts of the country. Recently, the Government increased the salary of the M.Ps' to the tune of 300% increase in the existing salary. But many of them are unhappy with rise and want the Government to increase the salary to a much more extent. This clearly shows how the politicians are in constant thirst for monetary benefits and not caring about the welfare of the people. Tax evasion is one of the most popular forms of corruption. It is mostly practiced by Government officials and politicians who lead to the accumulation of black money which in turn spoils the moral of the people.

India Against Corruption

MAJOR FACTORS RESPONSIBLE FOR CORRUPTION

The most important factor is the greedy nature of the human being. People in general, have a great thirst for luxuries and comforts and as a result of which they get themselves involved in all unscrupulous activities that result in monetary or material benefits.

- a) Moral and spiritual values are not given importance in educational system, which is highly responsible for the deterioration of the society.
- b) The salary paid to employees is very less and as a result of which they are forced to earn money by illegal ways.
- c) The punishments imposed on the criminals are inadequate.
- d) The political leaders have spoiled the society completely. They lead a luxurious life and do not even care about the society..
- e) People of India are not awakened and enlightened. They fear to raise their voice against anti-social elements prevailing in the society.

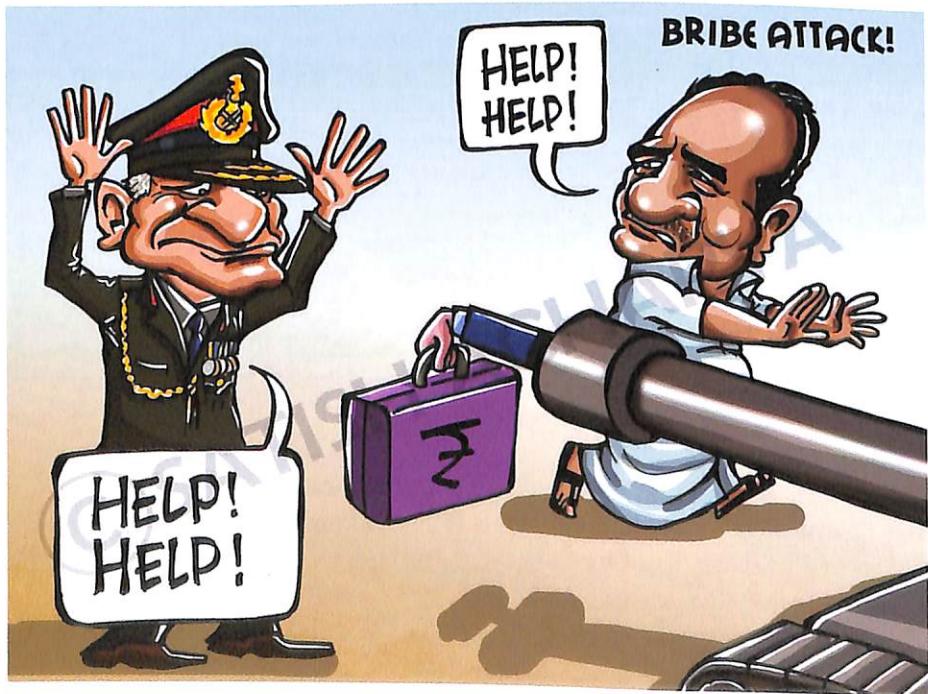
SPECIFIC MEASURES TO CONTROL CORRUPTION

- a) The Right to Information Act (RTI) gives one all the required information about the Government, such as what the Government is doing with our tax payments. Under this act, one has the right to ask the Government on any problem which one faces. There is a Public Information Officer

(PIO) appointed in every Government department, who is responsible for collecting information wanted by the citizens and providing them with the relevant information on payment of a nominal fee to the PIO. If the PIO refuses to accept the application or if the applicant does not receive the required information on time then the applicant can make a complaint to the respective information commission, which has the power to impose a penalty up to Rs.25, 000 on the errant PIO.

- b) Another potent check on corruption is Central Vigilance Commission (CVC). It was setup by the Government to advise and guide Central Government agencies in the areas of vigilance. If there are any cases of corruption or any complaints thereof, then that can be reported to the CVC. The CVC also shoulders the responsibility of creating more awareness among people regarding the consequences of giving and taking of bribes and corruption.
- c) Establishment of special courts for speedy justice can be a huge positive aspect. Much time should not elapse between the registration of a case and the delivery of judgment.
- d) Strong and stringent laws need to be enacted which gives no room for the guilty to escape.
- e) In many cases, the employees opt for corrupt means out of compulsion and not by choice. Some people are of the opinion that the wages paid are insufficient to feed their families. If they are paid better, they would not be forced to accept bribe.

Ms. Kaustav Banerjee
Student - 3rd year BBA



India Against Corruption

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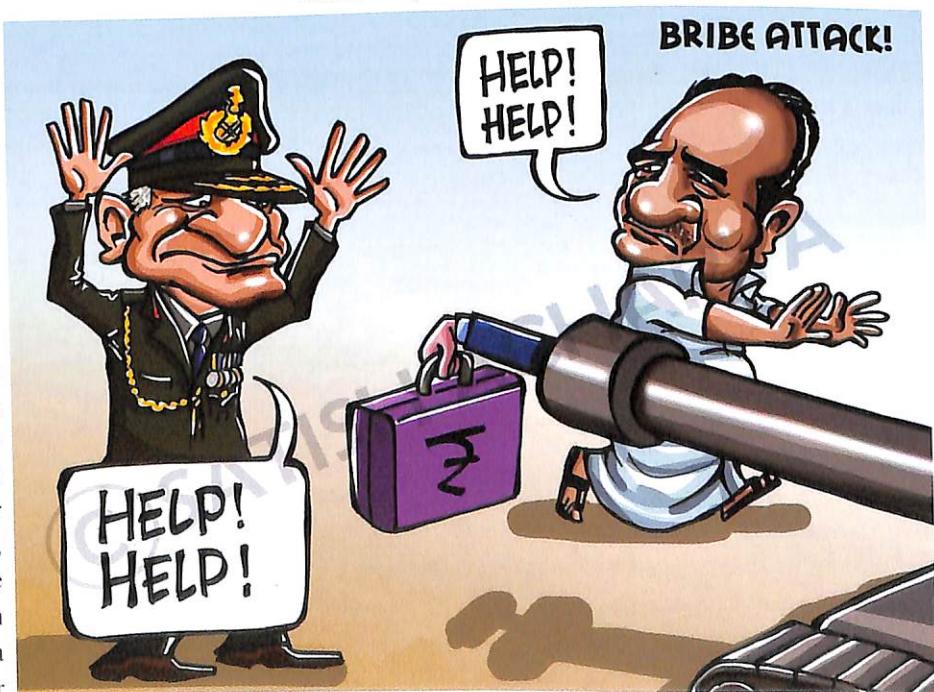
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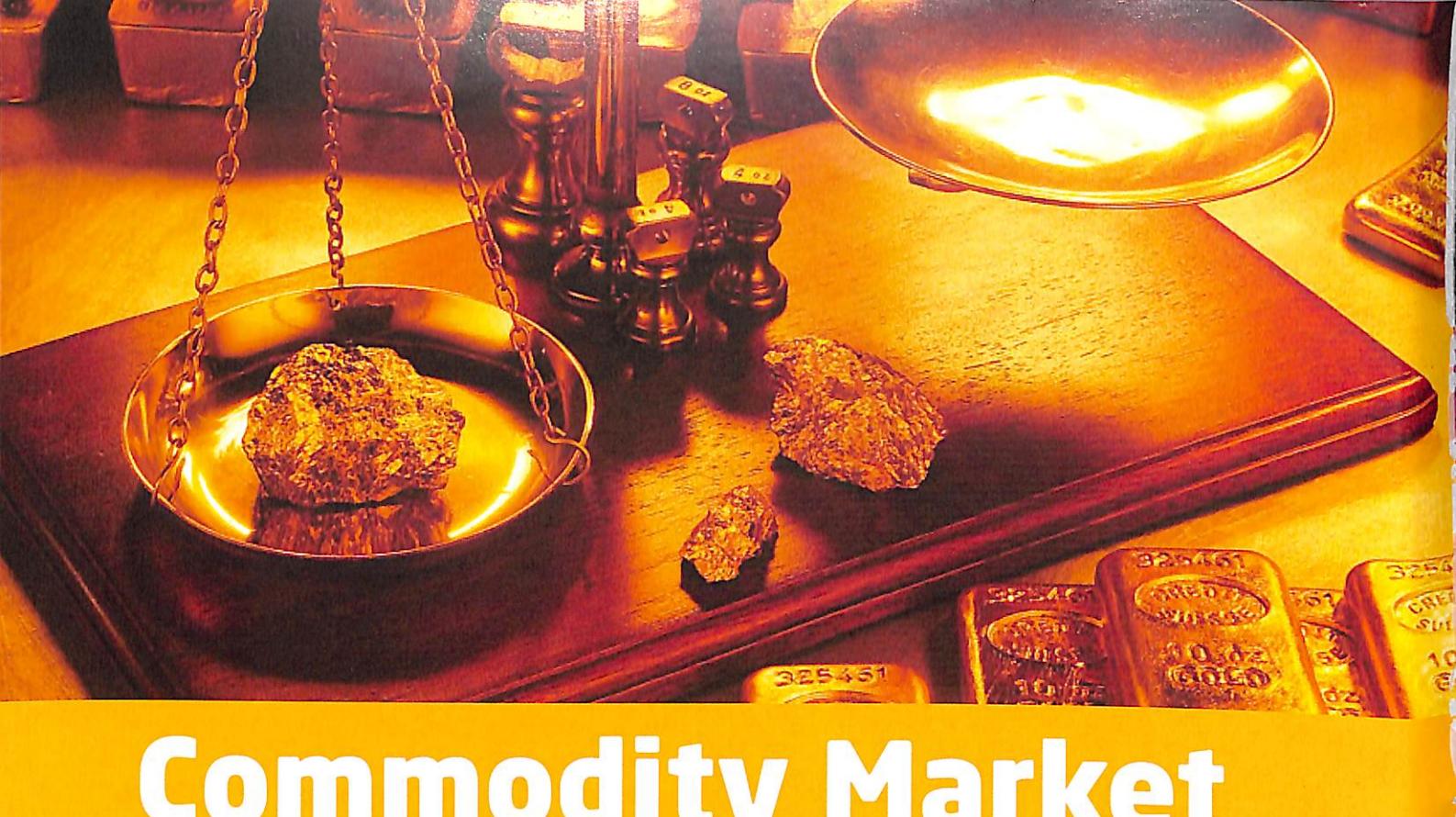
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Commodity Market

-An Overview

India, a commodity based economy where two-third of the one billion population depends on agricultural commodities, surprisingly has an under developed commodity market. The modern commodity markets have their roots in the trading of agricultural products. But today commodity market is a global marketplace not only for agricultural products but also for oil and natural gas, metals, chemicals and electricity. For instance, a jeweler can hedge his inventory against perceived short-term downturn in gold prices by going short in the future markets.

Perhaps no other market in the world has the universal appeal of the Gold Market. Nations have embraced gold as a store of wealth and a medium of international exchange; individuals have sought to possess gold as insurance against the day-to-day uncertainties of paper money. Today, physical gold is in great demand, and it is becoming more difficult to supply gold because of the rarity and difficulty in its mining. This represents a great opportunity for those who are interested in trading gold.

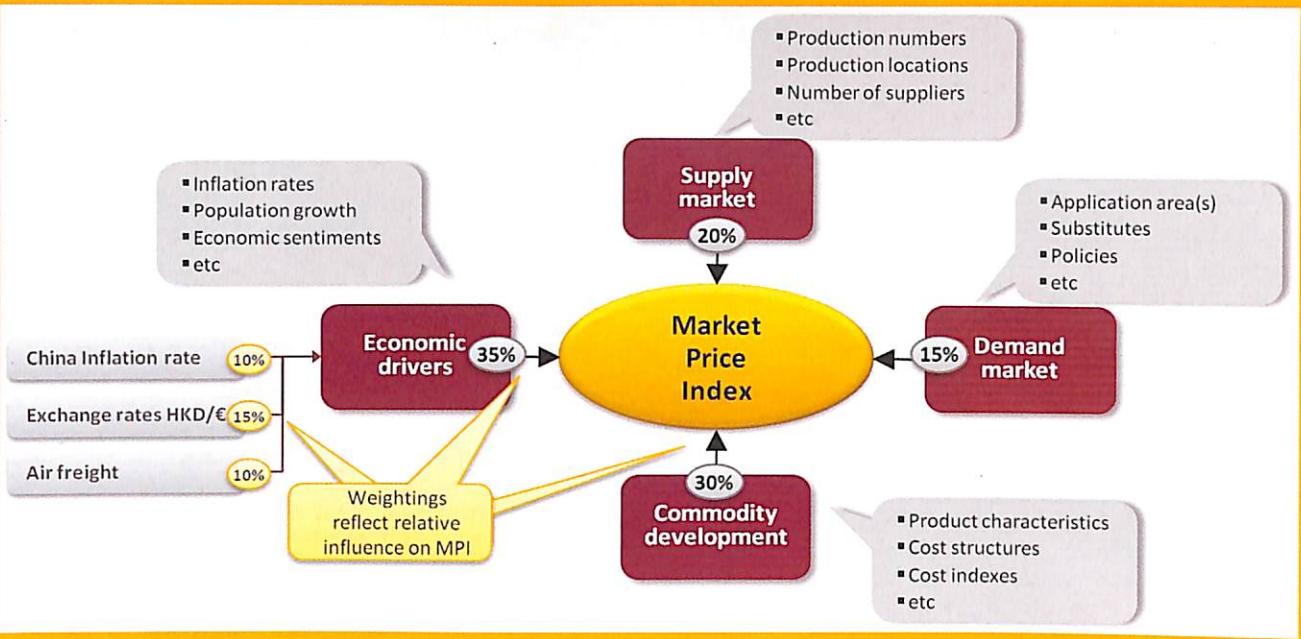
A commodity is a physical substance, such as food, grains, and metals, which investors buy or sell and which are traded on a commodity exchange. Commodity markets are markets where raw or primary products are exchanged. These raw commodities are traded on regulated commodity exchanges in which they are bought and sold under standardized contracts.

- a) **Derivatives** are financial contracts, which derive their value from the underlying asset.
- b) **Forward** is a contract is an agreement entered between

two parties to buy or sell an asset at a future date for an agreed price. A Forward contract is not traded on an exchange.

- c) **Future** is a contract is an agreement between two parties to buy or sell a specified quantity and quality of asset at a certain time in future at a certain price agreed at the time of entering into the contract on the futures exchange.
- d) An **Option** is the right, but not the obligation of the holder, to buy or sell the underlying asset by a certain date at a certain price.
- e) Swap is an agreement between two parties to exchange different stream of cash flows in future according to a pre-determined formulae.
- f) A **Commodity Futures Contract** is a contractual agreement between two parties to buy or sell a specified quantity and quality of commodity at a certain time in future at a certain price agreed at the time of entering into the contract on the commodity futures exchange.
- g) A **Futures Exchange or Derivatives Exchange** is a central financial exchange where people can trade standardized futures contracts.

The commodities market in India was one of the most vibrant markets till early 70s. Its development and growth was stunted due to numerous restrictions earlier. Now, with most of these restrictions being removed, there is tremendous potential for growth of this market in the country. Indian markets have recently thrown open a new avenue for retail investors and traders to participate in commodity derivatives. For those who want to diversify



their portfolios beyond shares, bonds and real estate, commodities are the best option.

Unlike the physical market, future markets trade in commodity are largely used as risk management (hedging) mechanism on either physical commodity itself or open positions in commodity stock.

What are the benefits of futures trading?

Over the years, future trading is considered as a measure of hedging the price volatility of underlying stock or commodity. It provides benefits like price discovery for commodity players, hedging against price risk, easy availability of finance easy to own underlying commodity or stock etc.

How can Commodity Futures help?

Trading in commodity markets can be very risky for the inexperienced. One cause of this risk is the high amount of leverage generally involved in holding Futures Contracts. The Futures Market helps in:

- Risk management as it provides short hedge to growers, traders and finished goods
- Future prices or speculation as it can be used as indicative prices for negotiating the export prices and also upcountry sales.

Where do I need to go to trade in Commodity Futures?

There are three options before you

- The National Commodity and Derivative Exchange (NCDEX),
- Multi Commodity Exchange of India Ltd. (MCX)
- National Multi Commodity Exchange of India Ltd.

How do I choose my broker?

Several already-established equity brokers have sought membership with NCDEX and MCX. Some of them also offer trading through internet just like the way they offer equities.

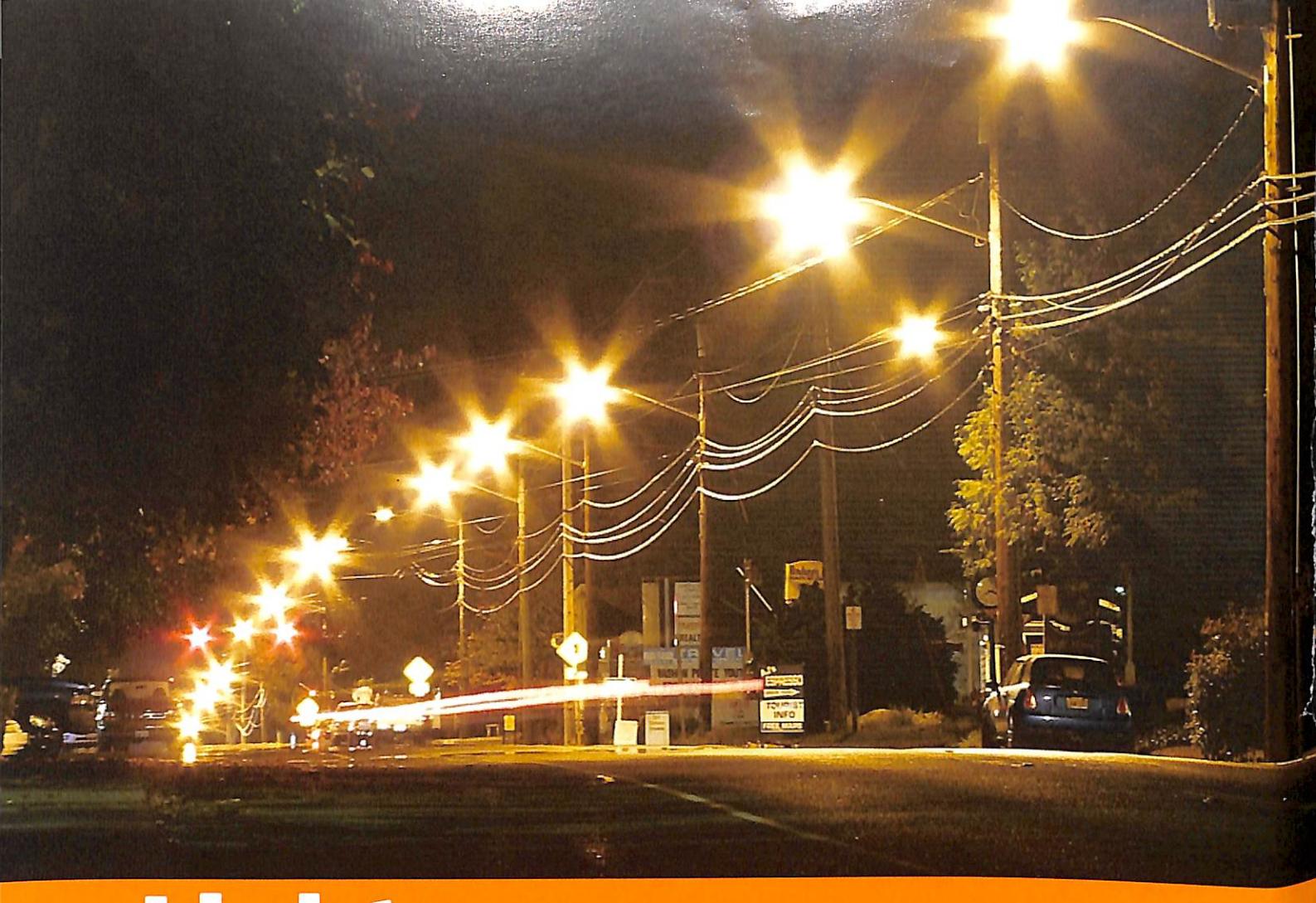
What is the minimum investment needed?

The minimum amount required is low as Rs. 5,000. Money is needed for margins payable upfront to exchanges through brokers. The margins range from 5-10 per cent of the value of the Commodity Contract.

It is after almost two years that commodity trading is finding favour with Indian investors. The national multi-commodity exchanges have proposed to the government that in view of the growth of the commodities market, foreign institutional investors, too, should be given the go-ahead to invest in Commodity Futures in India. Their entry will deepen and broaden the base of the Commodity Futures market. As a matter of fact, derivative instruments, such as futures, can help India become a global trading hub for select commodities.

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Light but Not Light

Any adverse effect of artificial light including sky glow, glare, light trespass, light clutter, decreases the visibility at night. It obscures the stars in the sky at night for city dwellers, interferes with astronomical observatories, and, like any other form of pollution, disrupts ecosystems and has adverse health effects. Light pollution can be divided into two main types: annoying light that intrudes on an otherwise natural or low-light setting and excessive light (generally indoors) that leads to discomfort and adverse health effects. Since the early 1980s, a global dark-sky movement has emerged with concerned people campaigning to reduce the amount of light pollution.

Light pollution is a side effect of industrial civilization. Its sources include building, exterior and interior lighting, advertising, commercial properties, offices, factories, streetlights, and illuminated sporting venues. Like other forms of pollution (such as air, water, and noise pollution), light pollution also causes damage to the environment.

Energy conservation advocates that light pollution must be addressed by changing the habits of society, so that it is used more efficiently, without creating unwanted illumination. This case against pollution due to light is

strengthened by a range of studies on light and its effect on health that suggests that excess light may induce loss in visual acuity, hypertension and headaches.

TYPES OF LIGHT POLLUTION

They may fall under the following two types:

- a) **Sky Glow:** Sky glow is a bright glow which is caused by light travelling through and being scattered by particulates in the atmosphere. It reduces the contrast between star and skies in the atmosphere and is more common in populated areas. It can either be caused naturally or it can be man-made. About two-third population of the world never see a truly dark starry sky because of light pollution.
- b) **Glare:** Glare is the result of directly seeing the filament of an unshielded or badly shielded light. Light shining into the eyes of the pedestrians and drivers can obscure night vision for up to an hour exposure.
- c) **Light Clutter:** Light clutter may also present a hazard in the aviation environment if aviation safety lighting must compete for pilot attention with non-relevant lighting.

- d) **Over-illumination:** Over-illumination is the excessive use of light. Commercial building illuminated by HPS lamps shining upward causes light pollution.
- e) **Light Trespass:** This happens when unwelcome light from the outside enters one's home or property. It can be reduced by selecting light fixtures which limit the amount of light emitted.

Over illuminations leads to wastage of energy and leads to emission of carbon dioxide which causes pollution.

IMPACT OF LIGHT POLLUTION

In particular, light pollution has a negative influence on a variety of animals and plants in a variety of ways. Light pollution upsets the natural ability for plants to germinate under the ideal conditions for each plant. For example one minute exposure to 25 watt bulbs can prevent flowering. Light pollution is also a threat to wildlife. It can affect their feeding and breeding patterns. For example - owls are adapted to hunting in nearly total blackness loose the advantage over rodents wherever man made light is available. Light pollution also endangers sea turtles. Beaches in sections of Florida's highly developed coastline are nesting ground for rare loggerhead, leatherback and

green turtles. Bright lights nearby discourage females from coming ashore to nest. The most well known example of this is the disorientation of sea turtles hatching from nests on coastal beaches.

The human body relies on a biological clock that operates on a 24 hour cycle synchronized with the rise and fall of the sun. Light pollution has been linked to a number of conditions and illnesses including depression, near sightedness, high blood pressure, and breast cancer. Unshielded light shining into eyes reduces vision. Excess light may induce loss of clear vision, hypertension, headaches and may increase incidence of Carcinoma.

All living things adjust there behaviour according to natural light. Man's invention of artificial light has done much to enhance our night-time environment but, if not properly controlled, obtrusive light (commonly referred to as light pollution) can cause serious physiological and ecological problems.

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Blinded by the Light



Light Trespass
Unwelcome light from an adjacent area crossing personal property lines and disturbing the tranquility of the nighttime environment.

Caused by exterior light sources from a neighbor's property or spill from street light or nearby building.



Glare
A visual sensation caused by excessive and uncontrollable brightness, ranging from blinding... to annoying.

Caused by high beams from an oncoming car or poorly shielded lights along roads and highways.

Light Clutter

Excessive groupings of lights in which the placement and design are intended to distract.

Light Pollution is the introduction of artificial light into the environment. Largely the result of poor lighting design which allows light to shine outward and upward into the sky, radically altering light levels and light rhythms of all forms of life. Most of humanity now live under intersecting domes of reflected, refracted light of scattering rays from overlit cities and suburbs. Studies show that two-thirds of the population can no longer look upwards and see the Milky Way, which spans the sky from horizon to horizon. In fact forty percent of the population live in a place where their eyes never even have to become accustomed to the dark.



Over-illumination
The use of excessive and unnecessarily intense lighting for purposes of aesthetics, ambience, , security, or to attract business.



Sky Glow
The illumination of the night sky that can be seen as a haze or glow populated areas and surrounding suburbs.



Lightbulb Moments...
We've lit up the night as if it were another country.

Of all the pollutions we face, light pollution is the most easily remedied.

Light pollution causes us to lose sight of our place in the universe and to forget the scale of our being.

The bright of urban glow stops children from wishing on stars and lovers from counting on them...

Take a walk in the dark and study the sky. Revel in its beauty and become inspired!

<http://www.darksky.org/>
very bad — bad — better — best

What It Does...

- Wastes billions of dollars annually
- Generates constant emissions of radiation
- Squanders incredible amounts of natural resources
- Destroys the views of heaven man has enjoyed since the beginning of time.



- Disrupts the EcoSystem
- Pollutes the air we breathe thru needless uses of electricity
- Harmful to human health both physically and emotionally

What We Can Do...

- Turn off lights when not in the area
- Use downlighting on outdoor fixtures
- Upgrade exterior lights to motion sensors
- Eliminate outdoor ambience lights altogether
- Reduce wattage and use eco-friendly lightbulbs
- Use only amount of light needed for required task
- Contact your local government and municipality officials!



Nutrition during Space Travel

Nutrition has played a critical role throughout the history of exploration, and space exploration is no exception. The development of space food has been evolving since the Soviet cosmonaut, German Titov, became the first human to eat in space in August 1961. The contents of his meal remains classified information to this day. The Americans broke into the space dining scene the following year when John Glenn, slurped down some apple sauce, on the third manned mission in August 1962. It was soon apparent that space food needed to evolve beyond tube feeding and saliva-hydrating freeze-dried fare.

Nutrition is critical for health, both on earth and during spaceflight. It plays an important role in maintaining the health and optimal performance of astronauts during space flights and return to earth. The key to providing good nutrition in support of human space flight is to provide high-quality food products that are appetizing, nutritious, and safe and easy to prepare and eat. Specific nutrition concerns for spaceflight include adequate consumption of calories for energy, adequate fluid intake to prevent dehydration and renal stones, adequate calcium to minimize bone loss.

The mission of the Space Food Systems Laboratory is to provide high-quality flight food systems that are convenient, compatible with each crew member's physiological and

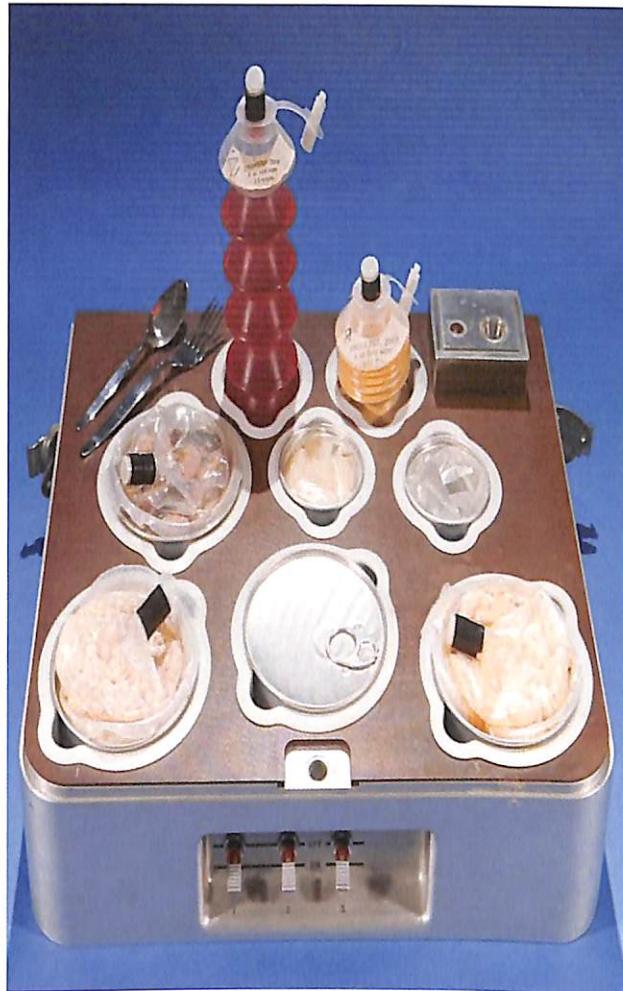


psychological requirements, meet spacecraft stowage and galley interface requirements, and are easy to prepare and eat in the weightlessness of space.

Historically, space food systems evolved along with the development of the U.S. space programs.

- The Early Mercury Program (1961–1963) included food packaged in bite-sized cubes, freeze-dried powders, and semi liquid foods (such as ham salad) stuffed into aluminum tubes.
- The Gemini Program (1965–1966) continued using bite-sized cubes, which were coated with plain gelatin to reduce crumbs that might clog the air-handling system. Freeze-dried foods were put into a special plastic container to make rehydration easier. The menus also expanded to include items such as shrimp cocktail, chicken and vegetables, toast squares, butterscotch pudding, and apple juice.
- The Apollo Program (1968–1972) was the first to have hot water. This made rehydrating foods easier, and also improved taste and quality. Apollo astronauts were the first crew members to use the spoon-bowl, a utensil that eliminated having to consume food into the mouth directly from the package.
- The Skylab Program (1973–1974) was the only program to have refrigerators and freezers for storage of foods. The menu contained seventy-two different food items and the quality, taste, and variety of foods improved even more during this program.
- The Shuttle Program, which began in 1981, included food prepared on earth from grocery store shelves. With the help of a dietitian, crew members planned individual three-meal-per-day menu that contained a balanced supply of the nutrients needed for living and working in space. Crew members were allowed to add a few of their own personal favorite foods (which require a special packaging to withstand the rigors of spaceflight). Freeze dried foods were rehydrated using water that was generated by the Shuttle's fuel cells. Food was eaten directly from the package (on individual food trays), alternatively they were heated in a convection oven placed in the Shuttle galley.
- The Shuttle-Mir Program (1995–1998) used a joint menu that contained half Russian and half U.S. Shuttle foods. These had to meet the nutritional needs established by technical committees representing both space programs. The Russian four-meal-per-day menu was used, with each space program providing two of the meals. Three larger meals were designed to be eaten as scheduled meals; the fourth meal was composed of foods that could be eaten at any time throughout the day.

A Space Shuttle meal tray includes scissors to cut

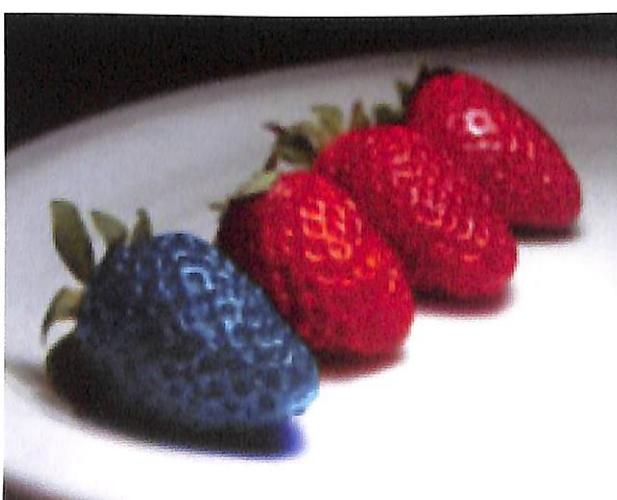
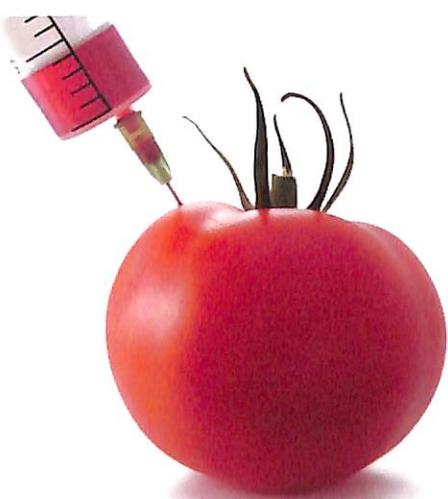
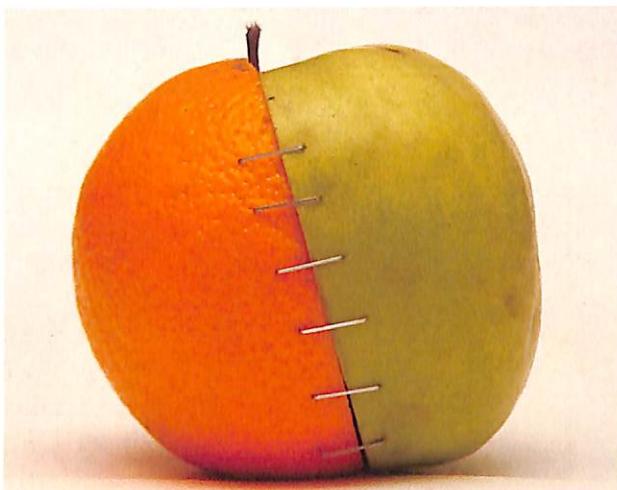


open food packages and Velcro to hold them in place. The tray itself is secured to the wall or to an astronaut's lap to keep it from drifting away.

Food that are sent into space includes several classes such as rehydratable beverages; fresh foods (these need to be consumed within the first two days of flight to prevent spoilage); meat sterilized with ionizing radiation; intermediate moisture foods, foods such as nuts, cookies and granola bars that are ready to eat, thermo stabilized foods, shelf stable tortillas that have been heat treated and packaged in an oxygen free nitrogen atmosphere and condiments such as salt solution, oily pepper paste, mayonnaise, ketchup, and mustard.

Long duration space flight poses a number of important challenges to human physiological systems. To counteract the negative effects of space expedition on human health, optimal nutrition and physical fitness can be used as countermeasures to some of the more critical risks in space. These countermeasures apply equally well to health challenges here on earth.

Genetically Modified (GM) Foods



Genetically Modified (GM) Foods refer to crop plants created for human or animal consumption using the latest molecular biology techniques. They are modified to enhance desired traits such as increased resistance to pests, herbicides diseases and adverse weather or improved nutritional content. The best known example of this is the use of BT genes in corn and other crops. BT or *Bacillus thuringiensis*, is a naturally occurring bacterium that produces crystal proteins that are lethal to insect larvae.

ADVANTAGES OF GM FOODS

Ensuring an adequate food supply for the booming population is going to be a major challenge in the years to come. GM foods promise to meet this need in a number of ways:

- a) Farmers use chemical pesticides which are potential health hazards and can poison the water supply and cause harm to the environment. Growing GM foods can help eliminate chemical pesticides and reduce the cost.
- b) Farmers spray large quantities of different herbicides (weed-killer) to destroy weeds, a time-consuming and expensive process. Crop plants genetically-engineered to be herbicide resistant can help prevent environmental damage.
- c) There are many viruses, fungi and bacteria that cause plant diseases. Plant biologists are working to create plants with genetically-engineered resistance to these diseases.
- d) An anti-freeze gene introduced into plants such as tobacco and potatoes are able to tolerate cold temperatures that normally would kill unmodified seedlings.
- e) Creating plants that can withstand long periods of drought or high salt content in soil and groundwater will help people to grow crops in formerly inhospitable places.
- f) If rice could be genetically engineered to contain additional vitamins and minerals, nutrient deficiencies could be alleviated. Researchers have created a strain of 'golden' rice containing an unusually high content of beta-carotene (Vitamin A).
- g) Pharmaceuticals researchers are working to develop edible vaccines in tomatoes and potatoes. These vaccines will be much easier to ship, store and administer than traditional injectable vaccines.

h) Plants such as poplar trees have been genetically engineered to clean-up heavy metal pollution (toxins like trichloroethylene) from contaminated soil and water.

Bt brinjal debate on the boil



How safe are GM crops

GM crops answer to food shortage, says govt; not safe, say critics

FOUR HYBRID
varieties of Bt brinjal are
being tested in 11
locations in the country for
over two years now

cause medical
problems, say
doctors. So far,
data generated by
Bt brinjal compa-
nies is not avail-
able to the public.

THE BT BRINJAL
controversy is significant because
its success would
open the door for
large-scale tests on
other crops like
tomato and
okra, the other two
varieties which the minister
has allowed bio-
safety studies.

UNLIKE BT COTTON
the data available
are for human con-
sumption and even
a slight toxicity can

Jain Gazette
New Delhi, May 4

Hindustan Times
Special

CAN THE Indian Agricultural Society, the dovers for a series of health hazards that Indians consumers may never have heard of? That is what a group of TV and film celebrities, musicians, farmers and environmentalists gathered at the Jantar Mantar on May 4 to protest against their entry into the Indian market. The protest was organized by the Indian Council for Fair Trade (ICFT), while the brinjal opens a larger debate on the entry of GM crops into the market, the answers to food shortages and low crop yields lie in GM crops rather than in the GM technology itself. Trials for Bt Brinjal enter the final round and the vegetables will be available to the market by December or early 2005. The Bt brinjal is the first GM vegetable to be released in the world. In the next three years, over a dozen other GM vegetables will be available in the Indian markets. It is not possible to segregate these vegetables in a typical Indian vegetable

market, so people who want to say no to GM crops will simply have to say no to all vegetables. The Rikshawadi of the Coalition of GM Free India that is organizing the protest says that the government has been instrumental in spreading the news against GM foods. Among the celebrities are Naseeruddin Shah, Shabana Azmi, Shabir Khan, Ratna Shergill and Nisha Ali. "One needs to be very careful about what will be safe to eat the vegetables," says Dr. Mangala Rai, Secretary, Department of Agriculture and Cooperation, and Rai believes that GM crops can increase staple food production and reduce the concerns about India's food security. "For problems of the future we must be prepared and transparent," she said.

The Maharashtra Hybrid Seed Company (Mahyco), the company that developed the Bt brinjal, recently secured the Bt gene for the legal from the US biotech Monsanto. Mahyco holds a stake in the Indian company. India has a strong system of seed regulation. There should be no concern on that front," says Dr. S. V. Venkateswaran, general manager, Mahyco, Mumbai. Those opposing GM crops say genetically altering a food makes it

DISADVANTAGES OF GM FOODS

Most concerns about GM foods fall into the following categories:

a) Environmental Hazards

- Studies have shown that pollen from BT corn causes high mortality rates in monarch butterfly caterpillars.
- An additional concern is that crop plants engineered for herbicide tolerance weeds will cross-breed, resulting in the transfer of the herbicide resistance genes from the crops into the weeds creating 'super weeds' which would then be herbicide tolerant as well.

b) Human Health Risks

There is a growing concern that introducing foreign genes into food plants may have an unexpected and negative impact on human health. There is a possibility that introducing a gene into a plant may create a new allergen or cause an allergic reaction in susceptible individuals.

c) Economic Concerns

Consumer advocates are worried that patenting these new plant varieties will raise the price of seeds so high that small farmers and third world countries will not be able to afford seeds for GM crops, thus widening the gap between the wealthy and the poor.

Genetically-modified foods have the potential to solve many of the world's hunger and malnutrition problems, and to help protect and preserve the environment by increasing yield and reducing reliance upon chemical pesticides and herbicides. Yet there are many challenges ahead, especially in the areas of safety testing, regulation, international policy and food labeling.

Ms. Prabitra Banerjee

Student - Final year B.Sc. in Home Science (Composite Home Science Section), Batch: 2008-09



FOOD MYTHS

- MYTH:** Eating calorie rich foods in the evening promotes weight gain.

FACT: No matter when you eat calorie rich foods, you will gain weight if you don't burn them up.

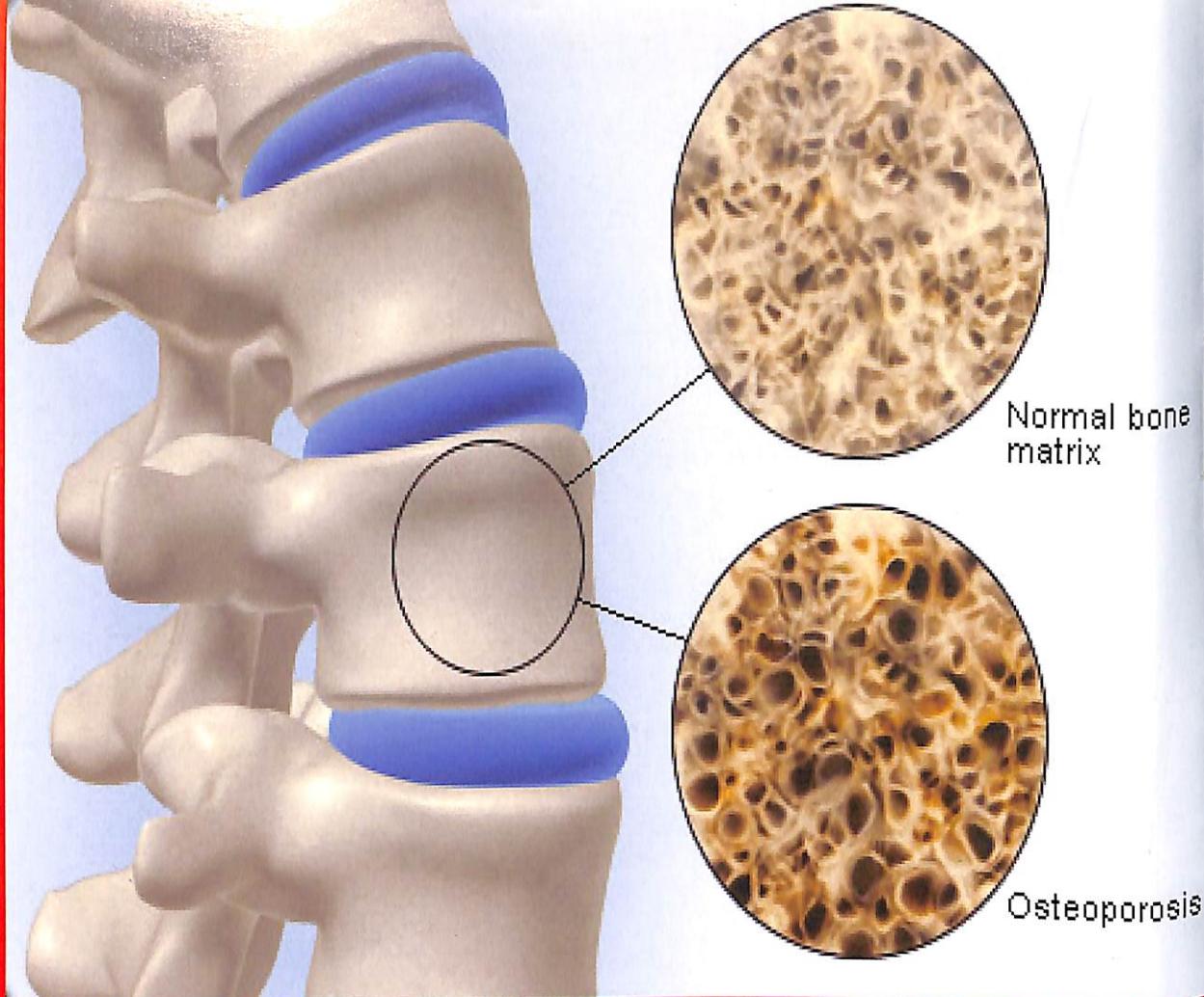
- MYTH:** Eating after 8 pm causes weight gain.

FACT: It doesn't matter what time you eat, it is what and how much you eat that matters.



- MYTH:** Branded vegetable oils contain "zero cholesterol".

FACT: It is a marketing gimmick; fruits and vegetables do not contain any cholesterol.



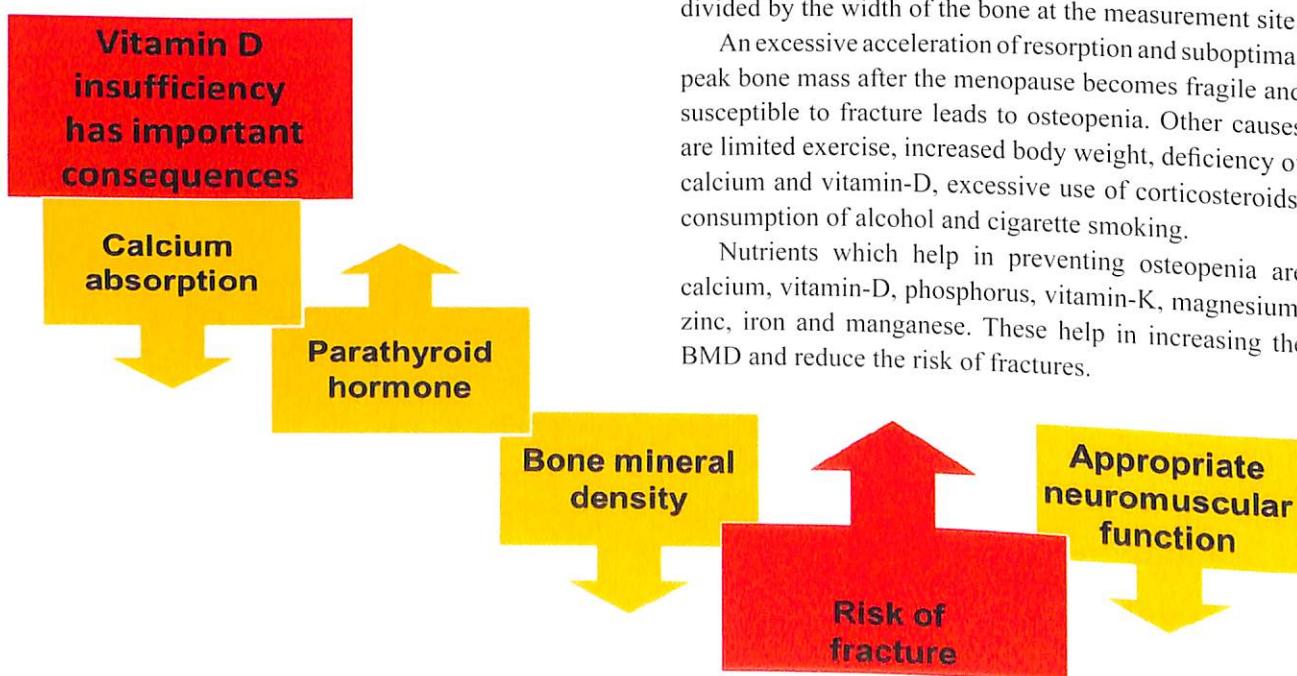
Osteopenia

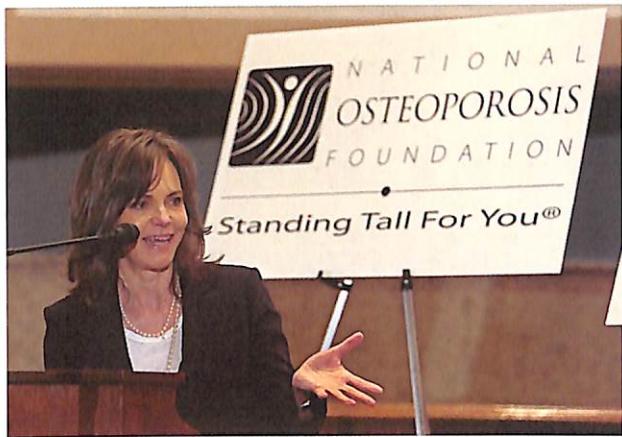
According to WHO values (Census at 2001), osteoporosis occurs when BMD (Bone Mineral Density) falls below 2.5 SD and osteopenia occurs when BMD is between 1 to 2.5 SD (Standard Deviation). Many perimenopausal and post-menopausal women are at a risk of fractures as a result of low BMD.

Measurement of bone mineral density is done by DEXA (dual energy X-ray absorptiometry) which is available in most hospitals and clinics for the measurement of total body and regional skeletal sites such as lumbar vertebrae and the hip. Results of BMD measurements are expressed as g/cm² and calculated from the bone mineral content divided by the width of the bone at the measurement site.

An excessive acceleration of resorption and suboptimal peak bone mass after the menopause becomes fragile and susceptible to fracture leads to osteopenia. Other causes are limited exercise, increased body weight, deficiency of calcium and vitamin-D, excessive use of corticosteroids, consumption of alcohol and cigarette smoking.

Nutrients which help in preventing osteopenia are calcium, vitamin-D, phosphorus, vitamin-K, magnesium, zinc, iron and manganese. These help in increasing the BMD and reduce the risk of fractures.





Many drugs are available for the treatment of osteopenia. One of the drugs is bisphosphonates, which acts as anti-resorbers on osteoclasts and reduces their bone-degradative activities. Examples include etidronate, alendronate, residronate. The second important set of drugs are the Selective Estrogen Receptor Modulators (SERMs) which are able to stimulate estrogen receptors (ER) in bone tissues and yet have very little effect on estrogen receptors of reproductive tissues like breast or uterus. Examples include tamoxifen and raloxifene.

There exists an important therapy for the treatment of osteopenia known as the intermittent Parathyroid Hormone Therapy. Reports of the new human investigation suggest that intermittent PTH therapy increases osteoblastic formation of new bone tissues in trabecular bone and reduces fractures. Other drugs like calcitonin, growth hormone and insulin like growth factor and osteoprotegerin helps in preventing osteopenia.

Other treatment modalities which help in treatment of osteopenia are strength activities, prevention of falls, hip protector girdles and ultraviolet lamps. Upper body strength activities have been shown to improve bone measurements of the femur. Preventing falls through education and attention to the living environment is an important issue. Wearing girdles with built in pads to protect the hips during a fall has been demonstrated to reduce the rate of fractures in a well controlled investigation. The development of new UVB lamps with built in safety against excessive skin damage, improves Vitamin-D status of elderly individuals.

Ms. Nisreen Lakdawala

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Winter Air

There is something special about the winds blowing in winter - something romantic, relaxing and very ethereal. It somehow beautifies everything just as I felt while crossing a bridge yesterday. A slight fog hung in the air making the view hazy and everything even more 'other worldly'. It didn't seem like the view from the same bridge which I cross so frequently. Yes, the pollution was there. Yes, the slums nearby. But the river was running closeby with the line of trees in the distant. The faint outline of a mosque was visible. People were selling hot corn on the roadside. It seemed everything and everyone had slowed down, enjoying the winter air. Even the cars passing by had a sort of a slackened pace. Everyone seemed to be

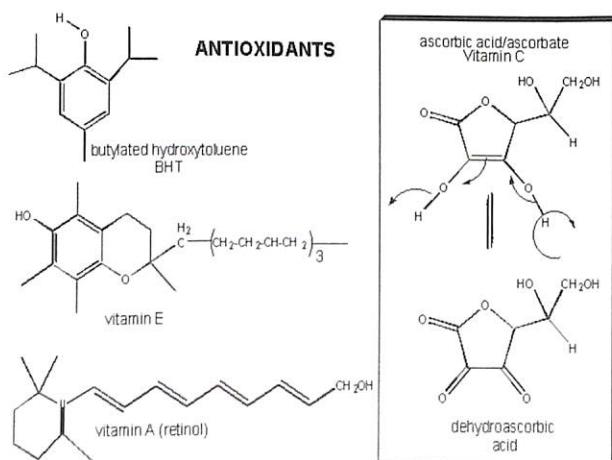
absorbing the tranquil peace of the chilly evening. As the wind blew against my face, ruffling up my hair and I raised my hand to settle it back, I could almost touch the winter air. Almost. If only I had reached out and touched it, I could probably have broken a piece and kept it with me as a source of comfort in those trying times. It was almost tangible and I knew then that every single one of my dreams had the power to come true if only I'd reach out and have the courage to touch them.

Aditi Sarawagi,

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Anti-oxidants

its Role in Cardio Vascular Diseases and Cancer



The USDA defines anti-oxidants as compounds that protect the biological systems against the potentially harmful effects of the processes or reactions that can cause excessive oxidations. Oxidation is a chemical reaction that transfers electrons from a substance to an oxidizing agent. Oxidation reactions can produce free radicals, which start chain reactions that damage cells. Anti-oxidants terminate these chain reactions by removing free radical intermediates, and inhibit other oxidation reactions by being oxidized themselves. Free radicals are chemical species with one or more unpaired electrons. E.g. hydroxyl radicals (OH^-), super oxide (O_2^-), hydrogen peroxide (H_2O_2) and singlet oxygen (molecular oxygen with an electron lost).

Low levels of anti-oxidants or inhibition of the anti-oxidant enzymes cause oxidative stress and may damage or kill cells. Oxidative stress is the imbalance between the production of reactive oxygen and a biological system's ability to detoxify it.

CLASSIFICATION OF ANTI-OXIDANTS

- Endogenous Anti-oxidants: superoxide dismutase, catalase, glutathione peroxidase, glutathione.
- Exogenous Anti-oxidants: Vitamin-E, Vitamin-C, beta-carotene, ubiquinone, food polyphenols like flavonoids, chalcones, cinnamic acids, coumarines and anthocyanins.

ROLE OF ANTIOXIDANTS IN PREVENTING CARDIOVASCULAR DISEASES (CVDS)

- Ubiquinol prevents copper induced oxidation.
- Flavonoids, catechin, quercetin, polyphenol inhibit cell induced or copper stimulated LDL oxidation and decrease oxidisability of LDL.
- Ubiquinol together with a tocopherol are known as chain breaking antioxidants.
- Addition of Vitamin-E to the plasma before isolation of LDL provides resistance to oxidation.
- Ascorbate increases lag phase (lag phase is the time before the fatty acid chains are oxidised), prevent formation of oxidised LDL, inhibit oxidative modification of LDL.

ROLE OF ANTIOXIDANTS IN THE TREATMENT OF CANCER

- 1) **Vitamin-A**
 - a) Protective role
 - b) Oxygen scavenger
- 2) **Vitamin -E**
 - a) Major free radical scavenger
- 3) **Vitamin -C**
 - a) Enhancement of the immune system by increased lymphocyte production;
 - b) Stimulation of collagen formation, necessary for 'walling off' tumours
 - c) Inhibition of hyaluronidase, keeping the ground substance around the tumour intact and preventing metastasis
 - d) Inhibition of oncogenic viruses
 - e) Correction of an ascorbate deficiency, often seen in cancer patients
 - f) Expedition of wound healing after cancer surgery
 - g) Enhancement of the effect of certain chemotherapy drugs, such as tamoxifen, cisplatin, DTIC and others
 - h) Reduction of the toxicity of other chemotherapeutic agents
 - i) Neutralization of carcinogenic substances with radiation. Vitamin-C has been shown to have a radio protective effect on normal cells; while concurrently having a radio sensitizing effect on malignant ones

It is evident that the only way to combat the threat of free radicals is to have sufficient amount of anti-oxidants in the body. Though our body produces a number of anti-oxidants, it is always wise to have enough sources of anti-oxidants in the diet because they play an important role in

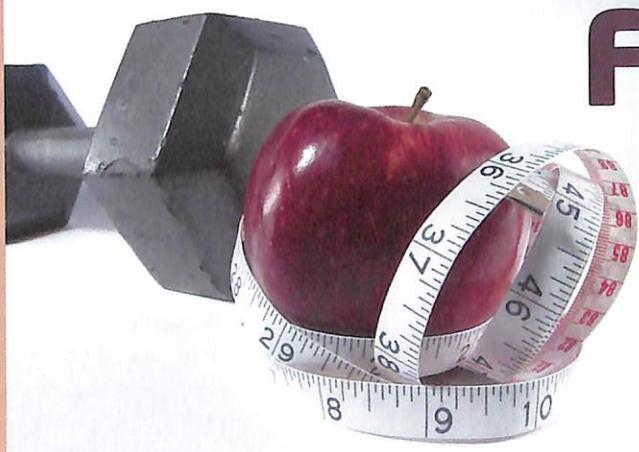
combating the free radicals in our body. The benefits of anti-oxidants can be available by consuming foods like coloured fruits such as oranges, blue berries; vegetables such as onions, potatoes, green papayas, tomatoes; cereals like oats, whole wheat and herbs and spices.

Ms. Tishya Ghosh

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FOOD MYTHS



- MYTH: Skipping meals helps to loose weight.

FACT: People, who skip meals, especially breakfast, tend to be obese. Eating small meals, helps to control the appetite better.

Detox

Detox is short for detoxification that means removal of toxic substances from the body. It is one of the major functions of the liver, lower gastrointestinal tract and kidneys under normal conditions. Artificially detox can be carried out using various techniques such as dialysis, chelation therapy and diets.

REASONS FOR DETOX

Overwhelming amounts of toxins are absorbed in the body regularly that makes it impossible to eliminate them all on its own. These toxins accumulate to cause fatigue, headaches, nutritional deficiency, digestive problems and inefficient metabolism. Thus, detoxification is necessary. Detox can be done for several reasons:

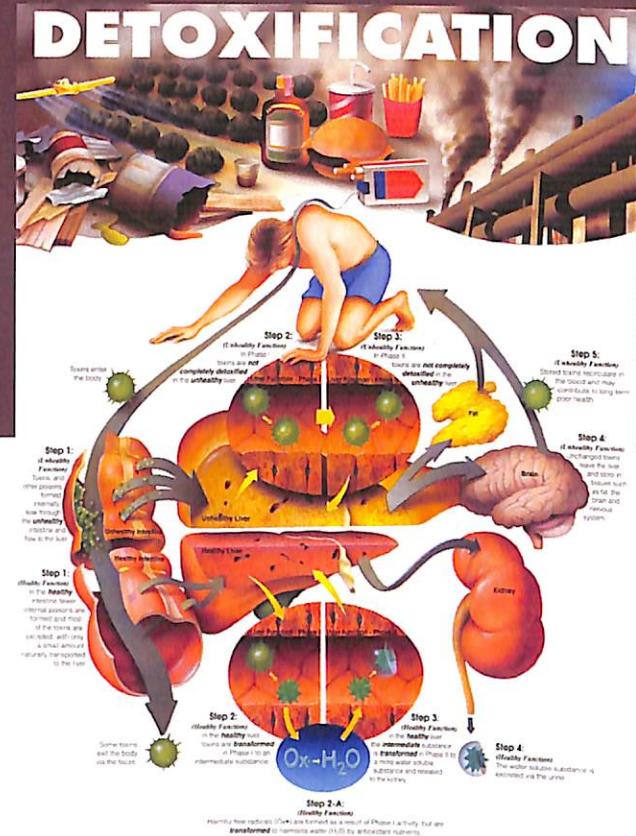
- Alcohol Detox:** A process by which a heavy drinker's system is brought back to normal after being addicted to alcohol.
- Drug Detox:** This is used to reduce or relieve withdrawal symptoms while helping the drug addicted individual to adjust to living without drugs. It is not meant to treat addiction, but is rather an early step in long-term treatment.
- Metabolic Detox:** Harmful substances produced during cell metabolism are made less toxic through oxidation and excretion from cells or tissues. Enzymes required to do this include cytochrome oxidases and glutathione S-transferase.
- Heavy Metal Detox:** It is the removal of heavy metals like, arsenic, cadmium, lead, mercury from the body.

DETOX PROCESS

Organic food and drink, whole unprocessed foods, high intake of vegetables and fruits, 2 liters of water per day and certain herbs aid in the detoxifying process.

The various types of detox diets are discussed below.

- Lemonade Diet:** Also known as Master Cleanse diet. The diet claims to help lose 20 pounds in just 2 weeks.
- Liquid Diet:** The practitioner consumes only fruit



and vegetable juices. A juice fast typically lasts for one to three days.

- Raw Food Diet:** A diet based on unprocessed and uncooked plant foods. At least 75% of food consumed should not be heated over 116 °F
- Green Tea Diet:** Advocated by Dr. Nigel Perricone, in his book, 'Perricone Prescription', the person has to consume green tea for ten days.
- Water Detox:** A simple detox program involves just drinking pure water (preferably alkaline water) one day a week.

COMPLIMENTARY METHODS OF DETOX

- Acupuncture:** A technique of inserting and manipulating fine needles into specific points on the body to relieve pain.
- Enema:** It is the procedure of introducing liquids into the rectum and colon via the anus. This technique has been in use since ancient times.

COMMON SIDE EFFECTS OF BODY DETOX

Though detox is necessary it is not completely safe from side effects. The most common complaints include headaches, fatigue, nausea, increased urination and diarrhea.

Ms. Caroline Mao

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Tulsi (Holy Basil): The Queen of Herbs

Tulsi (*ocimum sanctum*) plant, a member of the mint (Labialae) family, is native to tropical Asia. It has been cultivated in India for more than 3,000 years and has since been dispersed throughout most tropical parts of the world. Tulsi is an erect sweet scented shrub which grows up to a height of 3 -5 feet. It grows commonly in gardens and is common in the periphery of temples. It has got a pungent taste and fragrant smell.

Tulsi plays a vital role in our every day life and is said to be the queen of herbal plants. It is the most common household plant in India and is considered sacred in Hindu tradition. Many Hindu epics explain the importance, properties and uses of tulsi.

In addition to its religious significance, holy basil has great health implications. It has been used in several ancient systems of medicine including Ayurveda, Greek, Roman, and Siddha for thousands of years. Apart from its traditional uses, holy basil is said to enhance the mind, body and spirit.

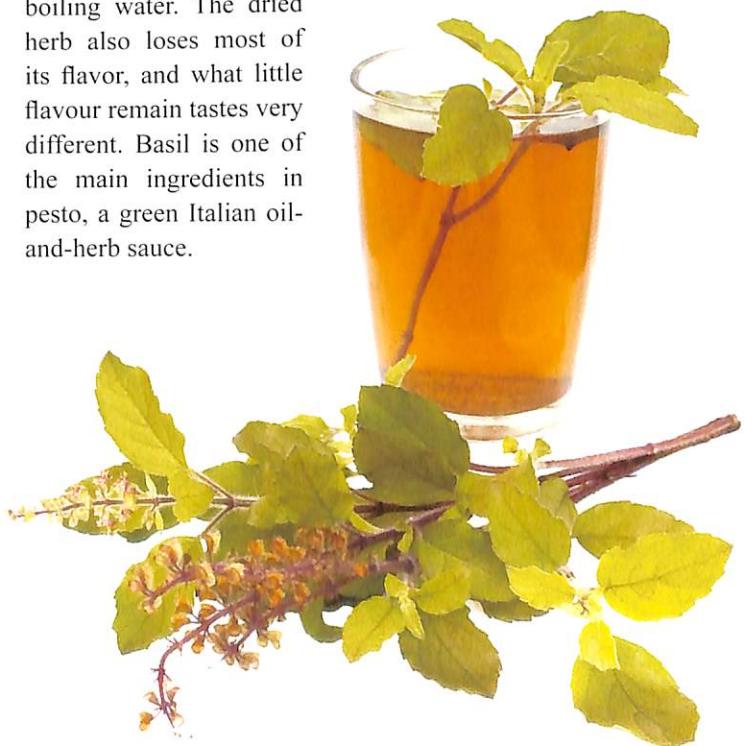
CULTURAL IMPORTANCE OF TULSI

Tulsi is the sacred plant dearer to the Lord Vishnu. Tulsi symbolizes purity. It is considered as the holy plant in the Indian subcontinent. The name, Tulsi is derived from Tulasi Devi, one of Lord Krishna's eternal consorts. In India people grow Tulsi as the religious plant and worship it. Its leaves are used in temple offerings and also on several religious and social occasions such as marriage. A Hindu house is considered incomplete without the potted tulsi plant in the courtyard. The women water the plant, light a lamp and worship it daily. The stems, leaves, seeds and even the soil in which

it is planted are considered as holy. Tulsi is believed to promote longevity and life long happiness. Hindus perform special Tulsi puja in the Kartik month which starts after Sharad Poornima. It is the time of the Tulsi vivah (marriage). On this day Tulsi is decorated and coloured as a bride. According to the ancient texts Tulsi is believed to help mortals come in touch with the divine.

CULINARY USES OF TULSI

Basil is commonly used fresh in cooked recipes. It is generally added at the last moment, as cooking quickly destroys the flavour. The fresh herb can be kept for a short time in plastic bags in the refrigerator, or for a longer period in the freezer, after being blanched quickly in boiling water. The dried herb also loses most of its flavor, and what little flavour remains tastes very different. Basil is one of the main ingredients in pesto, a green Italian oil-and-herb sauce.



MEDICINAL USES OF TULSI

The tulsi leaf has great medicinal properties and is used to cure various ailments. It has anti bacterial, anti malarial, anti allergic, anti stress, anti fertility, anti diabetic effects. The leaf is a nerve tonic and also sharpens memory. The leaves strengthen the stomach and induce copious perspiration. The seed of the plant are mucilaginous.

- a) Fever: The leaves of basil are used to cure many fevers.

During the rainy season, when malaria and dengue fever are widely prevalent, tender leaves, boiled with tea act as preventive against these diseases. In case of acute fevers, a decoction of the leaves boiled with powdered cardamom in half a liter of water and mixed with sugar and milk brings down the temperature. Extract of tulsi leaves in fresh water should be given to the patient every 2 to 3 hours during fever with sips of cold water in between.

- b) Respiratory Disorders and Common Cold: Tulsi is an important constituent of many Ayurvedic cough syrups and expectorants. It helps to mobilize mucus in bronchitis and asthma. Chewing tulsi leaves relieves cold and flu. They promote the removal of the phlegm from the bronchial tube. Water boiled with basil leaves can be taken as drink in case of sore throat. This water can also be used as a gargle. A decoction of the leaves, cloves and common salt also gives immediate relief in case of influenza. They should be boiled in half a liter of water till only half the water is left.

- c) Kidney Stone: Basil has strengthening effect on the kidney. In case of renal stone the juice of basil leaves and honey, if taken regularly for 6 months will expel them via the urinary tract.

- d) Heart Disorder: Basil has a beneficial effect in cardiac disease and the weakness resulting from them. It reduces the level of blood cholesterol.

- e) Children's Ailments: Common pediatric problems like cough cold, fever, diarrhea and vomiting respond favorably to the juice of basil leaves. If pustules of chicken pox delay their appearance, basil leaves taken with saffron will hasten them.

- f) Stress: Basil leaves are regarded as an 'adaptogen' or anti-stress agent. Recent studies have shown that the leaves afford significant protection against stress. Even healthy persons can chew 12 leaves of basil, twice a day, to prevent stress. It purifies blood and helps prevent several common ailments.

- g) Mouth Infections: The leaves are quite effective for the ulcer and infections in the mouth. Chewing a few leaves can provide relief in these condition.

- h) Insect Bites: The herb is a prophylactic or preventive and curative for insect stings or bites. A teaspoonful of the juice of the leaves is taken and is repeated after

a few hours. Fresh juice must also be applied to the affected parts. A paste of fresh roots is also effective in case of bites of insects and leeches.

- i) Skin Disorders: Applied locally, basil juice is beneficial in the treatment of ringworm and other skin diseases. It has also been tried successfully by some naturopaths in the treatment of leucoderma.
- j) Teeth Disorder: The herb is useful in teeth disorders. Its leaves, dried in the sun and powdered, can be used for brushing teeth. It can also be mixed with mustard oil to make a paste and used as toothpaste. This is very good for maintaining dental health, counteracting bad breath and for massaging the gums. It is also useful in pyorrhea and other teeth disorders.
- k) Headaches: Basil makes a good medicine for headache. A decoction of the leaves can be given for this disorder. Pounded leaves mixed with sandalwood paste can also be applied on the forehead for getting relief from heat, headache, and for providing coolness in general.
- l) Eye Disorders: Basil juice is an effective remedy for sore eyes and night-blindness, which is generally caused by deficiency of Vitamin-A. Two drops of black basil juice can be put into the eyes daily at bedtime.

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Health Benefits of Grape Seed Extract

Grapes (*Vitisvinifera*) have been heralded for their medicinal and nutritive value for thousands of years. Egyptians ate grapes at least 6,000 years ago, and several ancient Greek philosophers praised the healing power of grapes, usually in the form of wine.

Grapes and grape products derived from the skin, seeds, pulp and stem are good sources of polyphenolic compounds. However, it has been found that more than 70% of polyphenolic compound are concentrated in the seeds. The grape seeds used in the manufacture of commercially available grape seed extracts (GSE) are typically derived from varietal wine grapes (*Vitisvinifera*). These grapes can have over 12 times more level of polyphenols present in other varieties. One particular type of phenol found in grape seed is called procyanidin.

GSE are mixtures of catechin monomers, procyanidin oligomers, and procyanidin polymers extracted from *vitisvinifera* seeds. They also have great concentration of Vitamin-E, flavonoids, linoleic acid, and in particular oligomericproanthocyanidins (OPCs). TheOPC are the bioactive components that also act as reducing agents and hydrogen-donating anti-oxidants. Their intrinsic properties are due to their polyphenolic nature. They exert diverse biologic effects in-vitro at pharmacologic concentrations.

Grape seed extract seems to exert a number of specific health-supportive actions clinically and seem to critically influence and modulate cell function, cell activation, cell



signal transduction, endothelium-dependent vasodilation, inflammatory cascades, immune function, etc. They also have a potential role in the prevention of chronic disorders, amelioration of diseases, and maintenance of homeostasis.

ROLE OF GSE

- a) Grape seed proanthocyanidin extract (GSPE) provides excellent protection against oxidative stress and free radical-mediated tissue injury compared to Vitamin-C, Vitamin-E & beta carotene. The anti-oxidant power of proanthocyanidins is 20 times greater than Vitamin-E and 50 times greater than Vitamin-C.



- b) Research shows that grape seed extract inhibits the formation of free radicals and neutralizes existing free radicals.
- c) Procyanidins protect the body from premature ageing. They do this by increasing the Vitamin-C level in the cells and scavenging for toxins so the organs can get rid of them. Procyanidins also bond with collagen, the most abundant protein in the body and a key component of skin, gums, bones, teeth, hair and body tissues. The bonding promotes cell health and skin elasticity, making it seem more youthful, in a process that works almost like a natural face-lift.
- d) Procyanidins additionally help protect the body from sun damage, which can also cause premature ageing of the skin.
- e) Studies have found that grape seed extracts may prevent the growth of cancer cells in breast, stomach, colon, prostate, and lung. Anti-oxidants, found in grape seed extract, are thought to reduce the risk of developing cancer and prevent damage to cells by



chemotherapy medications.

- f) GSE might help treat hypertension or high blood pressure. Anti-oxidants, found in grape seed, help protect blood vessels from damage.
- g) GSE might be useful in treatments that help dietary fat absorption and the accumulation of fat in adipose tissue as it reduces food intake. Thus, GSE may be used in weight management or obesity treatments.
- h) The extracts from purple grape skins and seeds inhibited platelet aggregation and platelet-dependent inflammatory responses at pharmacologically relevant concentrations. These findings suggest potentially beneficial platelet-dependent anti-thrombotic and anti-inflammatory properties of purple grape-derived flavonoids. Thus grape seed extract may help prevent thrombus formation and atherosclerosis.
- i) Grape seed extracts enhance bone density and strength. A high-calcium diet combined with grape seed proanthocyanidins extract supplement promotes bone formation.
- j) Grape seed extract, procyanidins was found to have anti-hyperglycemic effect. And, the way that procyanidin (grape seed extract) affects the activities of insulin-sensitive cell lines was very similar to insulin's action.
- k) Edema swelling caused by surgery or an injury seems to go away faster when people take grape seed extract. In chronic venous insufficiency, blood pools in the legs, causing pain, swelling, fatigue, and visible veins. GSE exhibits various interlinked health benefits due to its excellent antioxidant activity and is effective as an ideal dietary supplement with endless health benefits.

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Oats and its Health Benefits

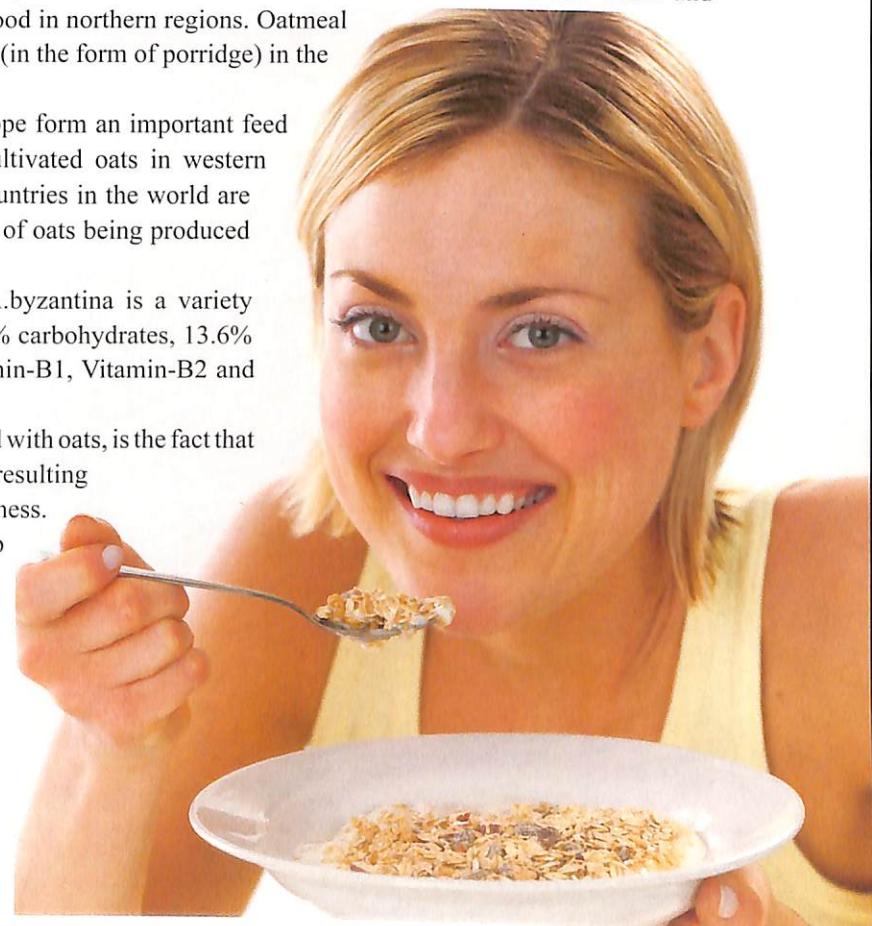
Oats (*Avena sativa*) are amongst the most nutritious of cereals, containing as much proteins as the finest wheat bread and higher levels of fiber. It grows well in moist, temperate to cool climates and thrive in conditions that wheat and barley cannot tolerate. Oats are an important human food in northern regions. Oatmeal obtained from removal of husk is a common breakfast (in the form of porridge) in the western countries.

Oats, which were probably first cultivated in Europe form an important feed grain and fodder crop. Today, about 90% of the cultivated oats in western countries is used as food. The chief oat-producing countries in the world are USA, Russia and Canada. In India, the small quantity of oats being produced is mostly used as green fodder.

Many varieties of oats are cultivated in India. *A. byzantina* is a variety grown and the composition of Indian oatmeal is 62.8% carbohydrates, 13.6% proteins and 7.6% fat along with calcium, iron, Vitamin-B1, Vitamin-B2 and Vitamin-B3.

The main factor behind the health benefits associated with oats, is the fact that oats contain more soluble fibers than any other grain, resulting in slow digestion and an extended sensation of fullness. One type of soluble fiber, β -glucan, has proven to help lower cholesterol. It is a viscous polysaccharide made up of units of the monosaccharide, D-glucose.

The β -glucan has outstanding functional properties and is of immense importance in human nutrition. Different physiological effects of β -glucan are related to its viscosity, high transport of bile acids towards lower parts of the intestinal tract and high excretion of bile acids, thereby, lowering of serum cholesterol levels. Moreover, it is helpful against celiac disease.



There are many health benefits of oats. They are as follows:

- Oats not only lowers the risk of heart disease, but also reduces the risk of stroke and certain cancers and helps lower high blood pressure.
- Phytoestrogen compounds, called lignans in oats have been associated with decreased risk of hormone-related diseases such as breast cancer.
- β-glucan present in oats not only promotes a healthy digestive system by helping prevent constipation, but also helps controlling blood glucose levels.
- Oats are a good source of magnesium which is required in all the metabolic reactions involving ATP. It also helps relieve symptoms of premenstrual syndrome.
- Oats offer a wide range of B-Vitamins used by the body for energy production.
- Oats also offers selenium, a micronutrient that works as an anti-oxidant with Vitamin-E to help protect the body from free radical damage.
- Oats are also rich in calcium (60mg/100gm) which helps keep bones strong and reduces the risk of developing certain diseases, e.g. periodontal disease.

So the moral of the story – “*Do not delay. Start eating oats today!*”



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Batch: 2010-11

CORRECT ACTIONS ARE THOSE THAT DEMAND NO EXPLANATION AND APOLOGY

An elderly man in Mumbai calls his son in New York and says, “I hate to ruin your day son, but I have to tell you that your mother and I are getting a divorce; 35 years of marriage... and that much misery is enough!”

“Dad, what are you talking about?” the son screams.

“We can’t stand the sight of each other any longer,’ the old man says. ‘We’re sick of each other, and I’m sick of talking about this, so you call your sister in Hong Kong and tell her!”

Frantic, the son calls his sister, who explodes on the phone. “Like heck they’re getting divorced,’ she shouts, ‘I’ll take care of this.’ She calls Mumbai immediately, and screams at the old man, “You are not getting divorced. Don’t do a single thing until I get

there. I’m calling my brother back, and we’ll both be there tomorrow. Until then don’t do a thing, DO YOU HEAR?” and she hangs up. The old man hangs up his phone and turns to his wife. “Okay”, he says, “It’s all set. They’re both coming for Diwali and paying their own airfare!!”

Moral of the Story

No one is busy in this world on all 365 days. The sky is not going to fall down if we take few days leave and meet our dear ones. Office work and money making is not everything in life.

Ms. Tania Mirchandani,

Student - 1st year B.Com. (Section-A)

Yoghurt and its Health Benefits

Yoghurt is not curdled milk, but milk fermented by the action of two lactic bacilli acting together. Lactobacillus bulgaricus acidifies the milk causing the formation of lactic acid from lactose (milk sugar), which makes casein (milk protein) to coagulate. Streptococcus thermophilus gives a particular and characteristic aroma under the influence of slight warmth to the fermented milk.

There is a very interesting story about how the first yoghurt was made. It is believed that the first yoghurt/curd was made in Turkey. Legend has it that a nomad while travelling through a desert, kept some milk in a goat skin bag and hung it across the back of his camel. On opening the bag few hours later, he found that the liquid had been transformed into thick, tangy custard. The desert sun and the bacteria inside the bag produced the required condition for the preparation of yoghurt.

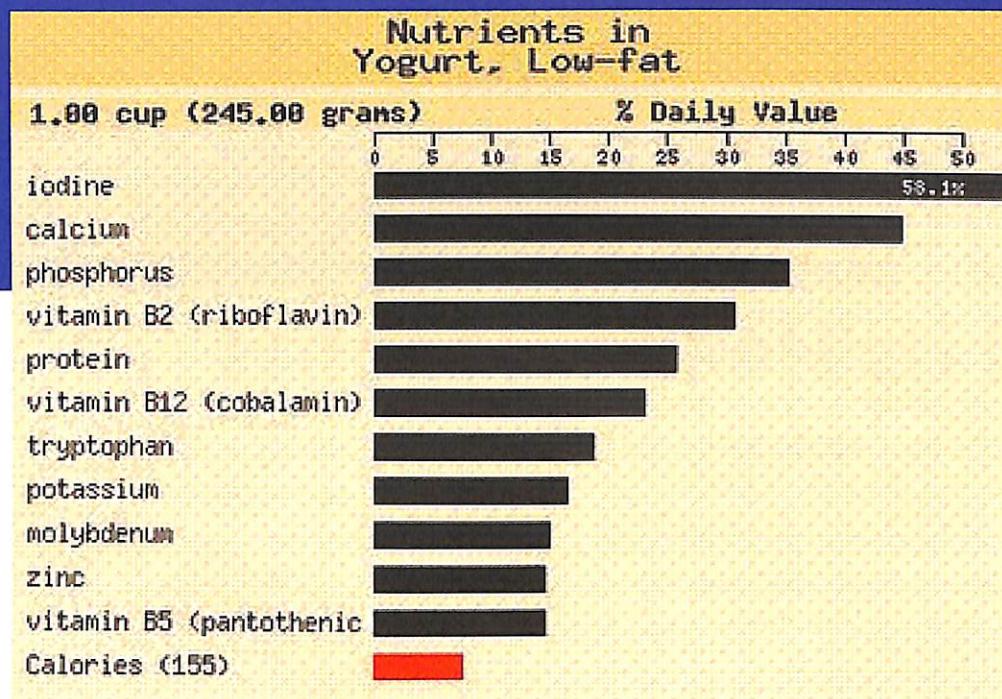
A scientific explanation for the beneficial effects of yoghurt was first proposed by Eli Metchnikoff, a Russian bacteriologist in the beginning of 20th century. Metchnikoff suggested that the lactobacilli in yoghurt are responsible for the healthy and long lifespan of Bulgarian people. Bulgarian people had a diet consisting mainly of yoghurt. This led to the naming of one of the species in the starter culture as lactobacillus bulgaricus.

Curd is a very nourishing food. It is a valuable source of protein, essential vitamins and minerals. It is also a rich source of calcium and riboflavin. The protein in curd is more readily digested than the protein in milk. It has been estimated that regular milk is only 32% digested after an hour in the digestive tract, whereas 91% of curd is digested within the same period of time. It is therefore, an ideal diet for those with sensitive digestive systems particularly young children and elderly persons.

A recent study has shown effect of curd fortification with herbs. Herbs like tulsi, pudina and coriander were selected to fortify the curd because a variety of biologically active components like zinc, leutin, ursolic acid, apigenin, estragoleas and menthol were found in herbs. Fortification of curd with herbs enhanced β -galactosidase activity. This β -galactosidase enhances digestion of food by being active in gastrointestinal tracts after consumption of yoghurt. The lactic acids of curd and its lactose content are important curative factors in a number of diseases.

Oral Jenson of Copenhagen, author of Lactic Acid





Bacteria, observes that yoghurt and fermented beverages may be frequently used in case of gastric irritations whereas other foods cannot be retained by stomach.

The bacteria which give rise to infection and inflammation causing appendicitis, diarrhoea and dysentery cannot thrive in the presence of lactic acid found in curd and butter milk. Health Benefits of yoghurt have been proved by the use of it in cases of colitis, chronic constipation, diarrhoea, dysentery, chronic appendicitis and gastric ulcers. Besides aiding in the digestion of food, curd decreases dryness and gas in the stomach by helping in secretion of hydrochloric acid, pepsin and rennin.

Yoghurt is also known for its cariostatic activity especially in young children. According to a research, yogurt consumption for more than 4 times per week was significantly associated with a lower prevalence of dental caries, in young children, showing a clear dose-response relationship.

Some lactic acid bacteria, when consumed through fermented milk have been reported to reduce serum cholesterol levels. Researchers have found cholesterol binding ability of up to 33.9% in lactic acid bacteria, which significantly reduces the mean serum total cholesterol and LDL cholesterol levels of those whose diet has yoghurt supplementation.

Yoghurt has played an important part in the diet of nations from time immemorial. It has been regarded as a wholesome food in Turkey, Egypt, Armenia, Yugoslavia, Rumania, Russia and Central Europe. Yoghurt is used in numerous ways in Indian culinary art. It is eaten with meat, vegetables, rice, fruits or in plain or cooked form.

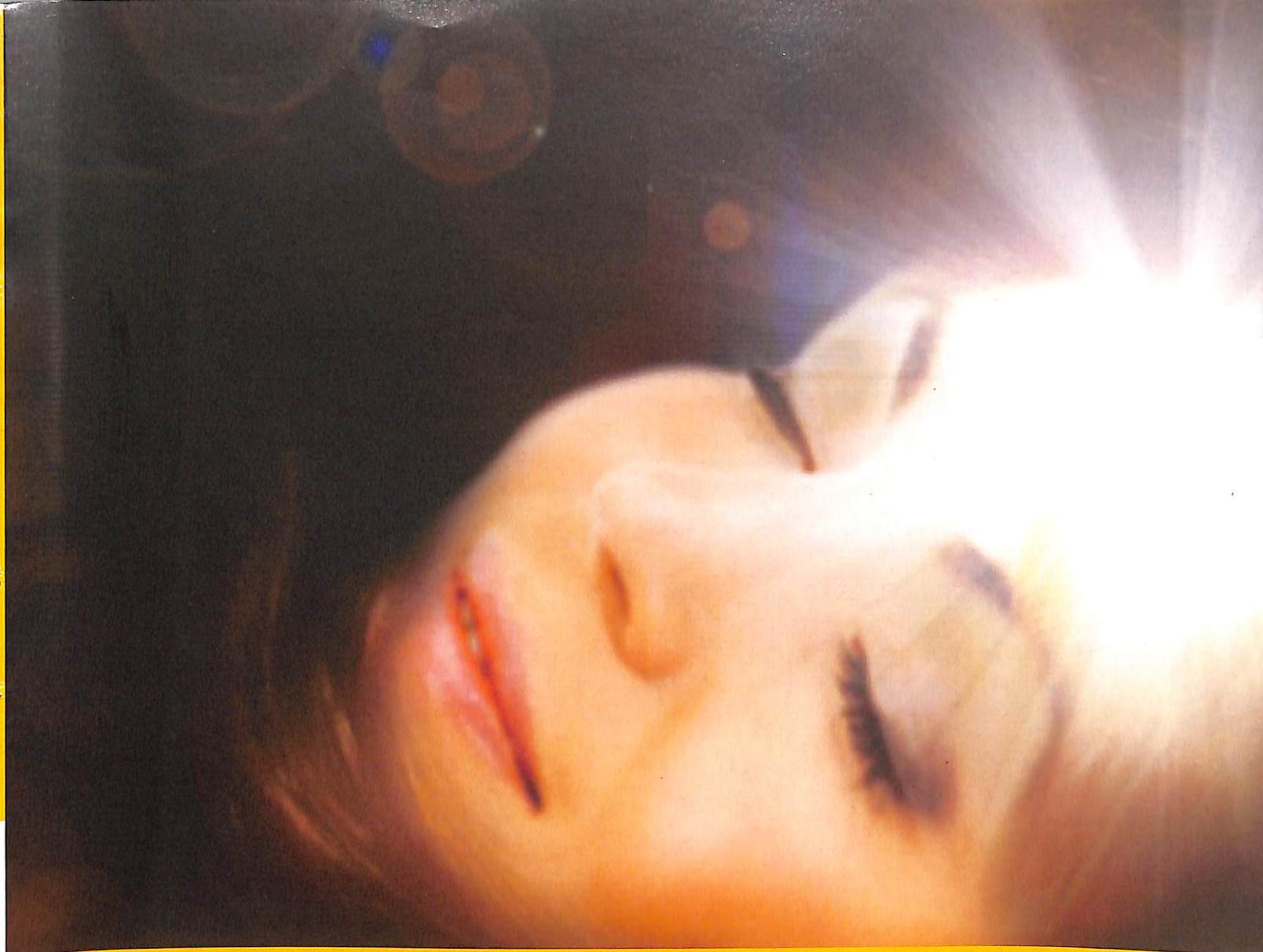
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FOOD MYTHS

- MYTH: Chewing gum takes years to digest.

FACT: Gum, like other foods is expelled out of the body within the normal time frame, though in a relatively unchanged form.



Waking Up in the World of Dreams: An Exploration of Dreams

Dreams are the “royal road” to the unconscious. They are the expression of repressed, conflicted, and mostly sexual and aggressive, desires and wishes. The meaning of a dream is not in the “manifest content” that the dreamer remembers, but in the “latent content” that is mostly unconscious and accessed by free association. Dreams speak through symbols and images using metaphor and the language of myth for communication. Dreams have access to the entire cultural myth of a civilization and are not limited to the dreamer’s knowledge or experience.

Why do we dream?

Dreaming is related to learning and memory. If you have a bad experience, it will be digested in your dream; most likely as a nightmare. Dreams are quite often a reflection of your day memory.

TYPES OF DREAMS

- a) ***Repeated or Recurring Dreams:*** They are fairly common, and it can safely be said that they are important carrying a message which will be very well worth recovering. If your recurring dream is one which is persistent since childhood and occurs again and again, it probably refers to an aspect of your personality that has been a problem for the entire lifetime; however these dreams do not cause sleep disturbances. When one recognizes the issue which the dream confronts, the dream disappears.
- b) ***Predictive Dreams:*** These dreams provide information about events regarding which one has no conscious knowledge. They are similar to a psychic reading and can only be truly assessed if the events prophesied

subsequently take place. These dreams are treated with great caution. Many people, on the night before a long flight, dream of an aircraft crashing. It is impossible to know for how many this has been a fatal prediction, but the number seems unlikely to be large.

- c) **Lucid Dreaming:** Lucid dreaming is defined as dreaming while being aware of it. Lucidity usually begins in the middle of dreams when the dreamer realizes that the experiences that he/she is dreaming are not that of the physical reality, but rather a fiction.
- d) **Healing Dreams:** Healing dreams include those that warn us of the impending ill-health crisis or accident, diagnostic dreams which give us clues into the particular cause of illness and dreams which do in fact simply heal us. A truly healing dream is one when a sick person who is dreaming wakes up cured of his/her illness. Healing dreams sometimes tell the dreamer exactly what to do. Some dreams may initially be more concerned with healing the psyche rather than the body.
- e) **Semi-Conscious Dreams:** Any dream that can be remembered after waking falls in this category. These dreams tend to be strange, illogical, or just repetitious. We have no idea we are dreaming while in them. They tend to reflect our personal issues, our fantasies and our beliefs.
- f) **Waking Dreams:** This is a dream where one is alert and conscious, but does not realize that he/she is dreaming until waking. Typical examples are of dreaming while being awake - going to the washroom or following without being conscious of it.
- g) **Pre-cognitive Dreams:** They are usually more personal

and give a waking, intuitive hunch that suggests one should catch the train, plane or bus that will subsequently crashes or keep children away from school on the day the mother dreamt of a dreadful school massacre. This is where time and space no longer seems to justify any rational logical meaning. Pre-cognitive dreams can come once in a life time, or in an assault of unrelenting waves. The fact is, people dream them irrespective of wanting or not wanting them.

- h) **Shared Dreams:** A shared dream is one where a person meets with a friend or family or even a stranger and shares the same dream with them. Shared dreams are not limited to just one person; there can be groups of people who share dreams.
- i) **Nightmares:** These are described by the Chinese as dreams of terror and dread. They can jolt one awake. On witnessing a nightmare, one can be seen screaming with fright or revulsion with sweat pouring down the face and the hearts pumping with extra force as the person tries to escape the threat pictured in the dream. Nightmares are different from dramatic dreams that may frighten the dreamer. Nightmares usually involve feelings of helplessness and a sense of being out of control or at the mercy of external events and or people. Children suffer more frequently from nightmares than adults especially during three to six year of age. Nightmare is a call for help, healing and attention from the inner to outer self.
- j) **Factual Dreams:** They are common and don't last long; however, they can be very helpful. For example, one could dream of being interviewed for a new position or of talking with a friend about something





that is actually happening in ones life.

- k) **Inspiration Dreams:** If one is going through a personal crisis, or having a difficult time at work or worrying about something, an inspiration dream offers a solution. It can give the dreamer insight to handle a situation. These dreams leave one with good feelings on waking.
- l) **Visitation Dreams:** Sometimes, deceased loved ones want to visit us, and the best way for them to connect with us is through our dreams. When we're asleep, our subconscious is open to receiving messages from the other side. A visitation is an actual visit from the soul or spirit of a departed soul. It seems like a dream, but the dreamer remembers it vividly. It stays with the person all day or sometimes for weeks, months or maybe even forever. If one has lost someone dear, he/she can still connect with them. Many times, deceased family and friends come to us when we're involved in a major crisis to offer support and guidance.
- m) **Daydreaming:** It is often a disregarded and neglected aspect of dream study because they are often overlooked as fleeting and wandering thoughts. Daydreaming occurs when you are semi-asleep. It is the spontaneous imagining or recalling of various images or experiences in the past or the future.
- n) **Compensatory Dreams:** They restore one's emotional balance by encouraging expressing of ones personality that one is unable or unwilling to express while awake. These dreams show an opposite side of a person which can bring him/her sharply down to earth. Another type of a compensatory dream is the one that lets one explore an unlivable part of oneself that has been denied

expression because of the choices that one has made in his/her life.

COMMON DREAMS AND THEIR INTERPRETATION BY SIGMUND FREUD

- a) **Chase Dreams:** They are one of several common dream themes, stemming from feelings of anxiety in your waking life. Flee and flight is an instinctive response to a physical threat in the environment. In such dreams, the scenario often features you being pursued by an attacker, an animal, a monster or an unknown figure, who wants to hurt or possibly kill you. Consequently, you run, you hide or you try to outwit your pursuer. Your actions in the dream parallel how you would respond to pressure and cope with fears, stress or various situations in your waking life. Instead of confronting the situation, your dream indicates that you have a tendency to run away and avoid the issue. Ask yourself who is chasing you, so that you can gain a better understanding and insight on the source of your fears and anxieties. (The pursuer or attacker who is chasing you in your dream may also represent an aspect of you. Your own feelings of anger, jealousy, fear, and possibly love, can manifest itself as the threatening figure. Or the shadowy figure can symbolize the rejected characteristics of your self.) If you are the one doing the chasing, then the dream may highlight your drive and ambition to go after something you want. Or perhaps the dream suggests that you are falling behind and having to catch up with everyone else.

Such dreams are more common among women than

men, who may feel physically vulnerable in the urban environment. These dreams are often brought about by the media, who magnifies fears of violence and sexual assault.

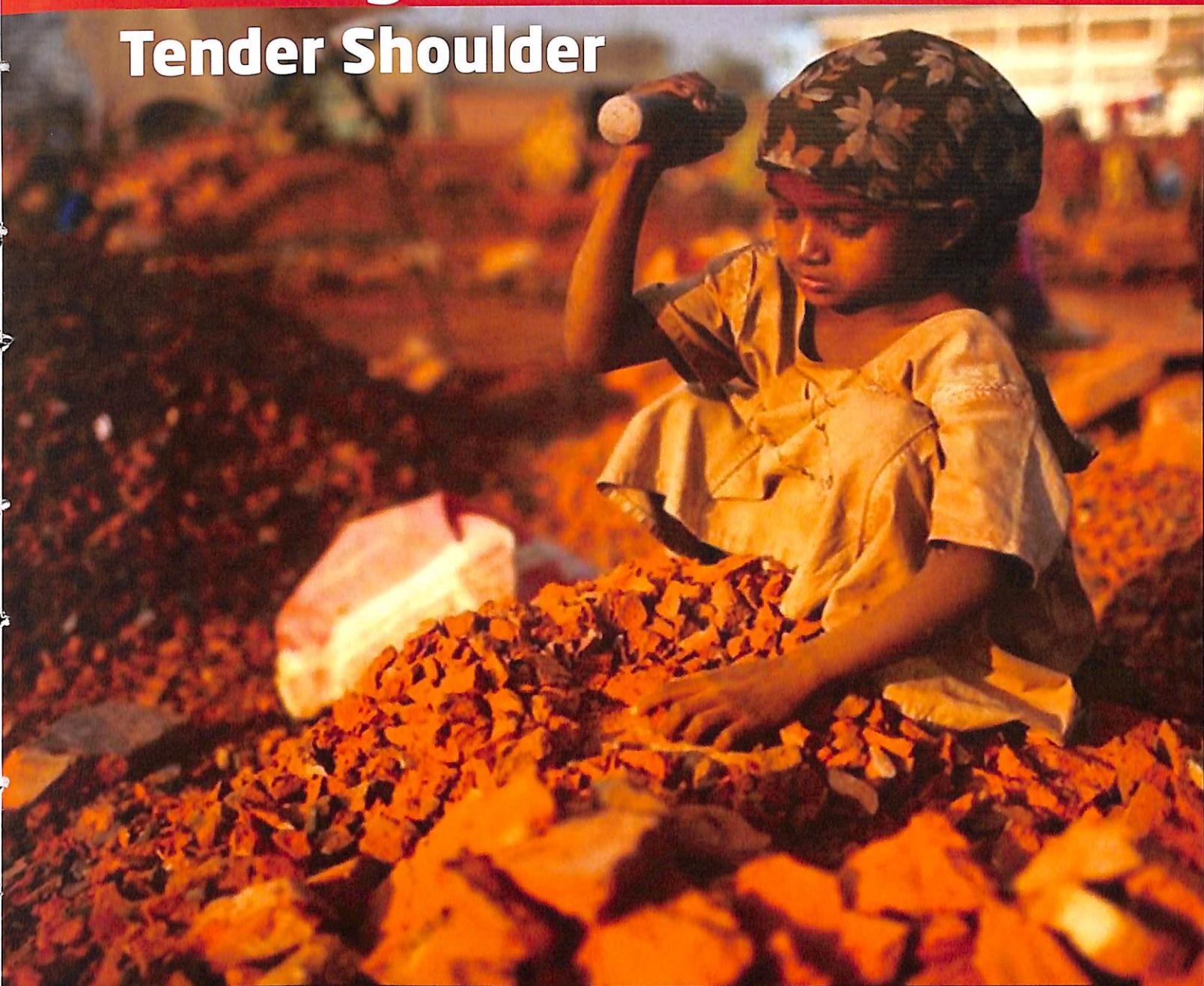
- b) **Flying Dreams:** If you are flying with ease and are enjoying the scene and landscape below, then it suggests that you are on top of a situation. You have risen above something. It may also mean that you have gained a new and different perspective on things. Flying dreams and the ability to control your flight is representative of your own personal sense of power. Having difficulties staying in flight indicates a lack of power in controlling your own circumstances. Difficulty in flying may also be an indication of a lack of confidence or some hesitation on your part. You need to believe in yourself and not be afraid. If you are feeling fear when you are flying or that you are flying too high, then it suggests that you are afraid of challenges and success. Perhaps you are not ready to take the next step. Thus, such dreams can be representative of things that are beyond your physical limitations. Another way of interpreting flying dreams is that these dreams symbolize your strong mind and will. Such dreams are sure to leave you with a great sense of freedom.
- c) **Falling Dreams:** As with most common dream themes, falling is an indication of insecurities, instabilities, and anxieties. You are feeling overwhelmed and out of control in some situation in your waking life. This may reflect the way you feel in your relationship or in your work environment. Falling dreams also often reflect a sense of failure or inferiority in some circumstance or situation. You feel shameful and a lost sense of self-esteem. According to Freudian theory, dreams of falling indicate that you are contemplating giving into a sexual urge or impulse.
- d) **Failed the Test:** To dream that one is taking an exam indicates that he/she is being put to the test or being scrutinized in some way. These dreams highlight some anxiety or agitation that one is experiencing in his/her waking life. In such dreams, one may find that he/she cannot answer any of the questions on the test, that the test is in some foreign language or that the pencil keeps breaking during the test. Perhaps time is running out and one fails to complete the exam within the time permitted. Or perhaps, one has arrived late and therefore misses the exam. These dreams usually have to do with one's self-esteem and confidence or the lack of it. One may tend to believe in the worst about oneself and are often overly worried that he/she is not making the grade and measuring up to other people's expectations of them. One may also



experience the fear of not being accepted, not being prepared, or not being good enough. Test dreams also suggest that one is feeling unprepared for a challenge, or are an indication that one is being judged. These dreams serve as a signal for one to examine an aspect of oneself that he/she may have been neglecting and need to pay more attention to.

- e) **Death and Dying in Dreams:** Many people fear that the death of someone in a dream means that the person will die in waking life. Yet death dreams seldom predict literal, physical death. Rather they give us a nudge to change, to grow, to release, or change certain habits, relationships, emotions, as well as to old ways of living and perceiving life. So, a dream of death is a metaphor for letting go of, or transforming, an aspect of ourselves as well as an acknowledgement that something inside us may be dead. Often death dreams show a friend, neighbour or acquaintance. These dreams can occasionally be predictive, they also mean we must look at what the person in our dream symbolizes or represents to us in our waking life. If we witness their death in dream we must question what needs to die in us, as well as our own attitude to death and the process of dying.

Heavy Burden, Tender Shoulder

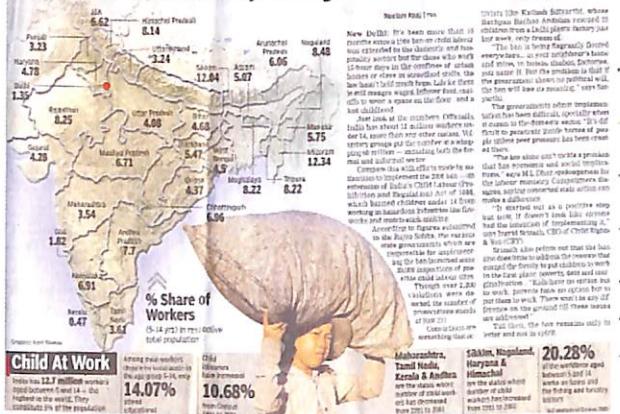


The heading might seem to be unusual but it can be simply analyzed. Heavy burden indicates pressure and responsibilities; while tender shoulder refers to the immature shoulder of the child below 18 years of age. Thus the description befits a child who is below 18 years of age and yet has to shoulder a lot of responsibilities for their family at the tender age. These children are victims of three evils - child labor, child marriage, school and family pressure.

CHILD LABOUR

Child labour refers to employment of the children under the age that is determined by law or customs and involves physical, mental and economic exploitation. It denies access to social opportunities like education to children, which eventually impairs their personalities. Exploitation of any kind becomes a matter of deep concern for any civilized society. An important socio-economic battle which India is fighting, is the endemic problem of child labour, is still rampant in our country

Ban or no ban, they're labouring on



Part-III and Part-IV of the Constitution of India mentions the fundamental rights for care, welfare and development of children. Article 24 of our Constitution prohibits employment of children below the age of 14 years in factories and any hazardous conditions and Article 39(e) of the Constitution states that "it is the duty of the state to secure that children of tender age are not abused and forced by economic necessity to enter vocations unsuited to their age and strength". Despite such laws, child labour exists in great strength in our country and the reasons of which are deeply rooted in economics and social conditions.

The major causes of child labour are poverty, unemployment of parents, urbanization, over population, illiteracy of parents.

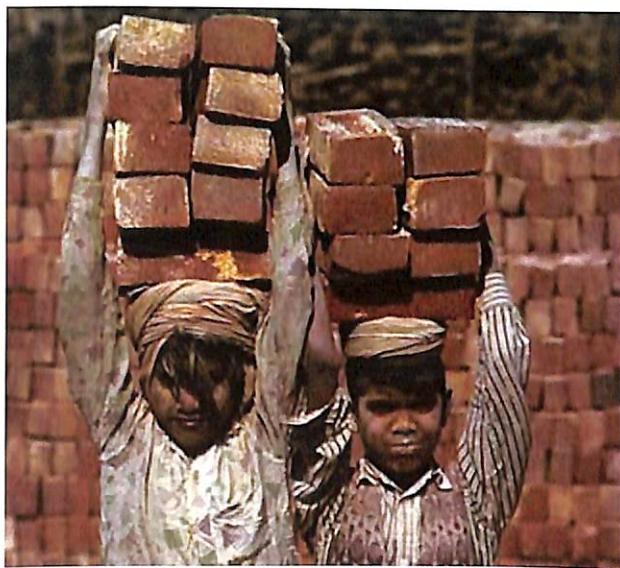
Child labour can be divided into two groups:

a) **Productive Child Labour:** The productive use of

child labour in the family could provide process of learning the skills for a particular trade or craft. It does not interfere in the education of the child and hence is not exploitative. E.g. children working in films and television.

b) **Consumptive Child Labour:** It denotes use of children, purely for profit motive, either by the family or the society. Hence, it is an exploitative form of child labour. E.g. children working in factories under hazardous conditions. Child labour deprives a child of a proper childhood.

They mentally and emotionally mature faster. Major areas where children are employed include factories, restaurant, agriculture and household domestic helps.



CHILD MARRIAGE

Child marriage usually refers to separate social phenomena, which is practiced in some societies. It involves marrying a young girl (before the age of 18 years) to an adult and is a form of arranged marriage in which the parents of two children from different families arrange a future marriage and the wedding ceremony occurs when they are both in their marriageable age. It also means arranging the marriage of two children of opposite sex from two separate families and the marriage takes place before the attainment of their legal age of marriage.

Illiterate and unaware parents consider their daughters as burdens on them. So they get them married early instead of educating them. Poverty is the critical factor contributing to child marriage and a young girl may be regarded as an economic burden and her marriage to a much older or elderly man benefits her family both financially and socially.

A young married girl is forced to be sexually active at an early age by her husband and as a result she gets pregnant. This increases the incidence of maternal as well as child mortality.

Unwell maid abused for refusing to wash clothes

Prema Sodhi | TNN

New Delhi: In another possible case of a domestic maid being allegedly battered by her employers, a 20-year-old woman was admitted to Safdarjung Hospital with injuries on Monday afternoon. The woman has alleged that she was beaten up by her employers on April 13 after she failed to wash clothes as she was unwell. The help was hired through a placement agency, police said.

Police were recording the statement of the victim on Monday evening and completing the formalities towards registering a case.

Dismissing the allegations, her employers told cops that they were being framed and that they had handed the help over to her relatives as she was unwell. "The employers have told us that they had taken in writing from the woman's brother-in-law, Prem Chand, that she was not well and he was taking her into his custody and that all dues had been cleared," said a senior police officer. Additional commissioner of police (west)

V Renganathan said, "The matter is being investigated."

Hospital sources said the condition of the woman, who is in a neck brace, was stable. Doctors are awaiting results of some reports.

Her brother-in-law said the woman was hit with a

The employers refused the maid's allegations and said they had handed her over to her relatives as she was unwell

wooden object—used to wash clothes—on April 13. "When she refused, the business man's wife pushed her out of the bathroom and beat her up with a stick. It started to pain severely. Then her husband came and he also hit her. She fell and fainted," Chand said.

When she was severely injured, her employers took her to a private clinic and got her first aid. But her condition began to deteriorate due to lack of proper treatment. Next day, her employer called

me up and asked me to take her to a hospital. They also made me sign a paper on which something was written in English. In order to take her away safely, I signed whatever they said and left," he said.

The woman, police sources said, came to Delhi five years ago and stayed with her sister and brother-in-law in Kotla in south Delhi. The eldest of seven siblings, she was convinced by her relatives to work to support her family. Using his contacts, Chand, who also runs a placement agency, found her a job as a domestic help a few years ago.

One and a half years ago, she was employed at the businessman's house. Sources said she had completed a year in January and her sister got her contract renewed. Chand said she was hired for Rs 3,000 and her salary was increased to Rs 3,500 in the new contract.

Chand alleged that on April 14, she was refused admission at Safdarjung, Ram Manohar Lohia Hospital and AIIMS also refused her admission. Then I contacted police and she was admitted to Safdarjung Hospital on April 16."

SCHOOL AND FAMILY PRESSURE

It is important to build the child's confidence at the school. However, some parents try to force their children to be excellent in all areas in their life as they want to fulfill their dreams through the child. In the process they forget that the child may not be particularly interested in the particular area of their choice. The causes include industrialization, competition, too much parental expectations from their children,

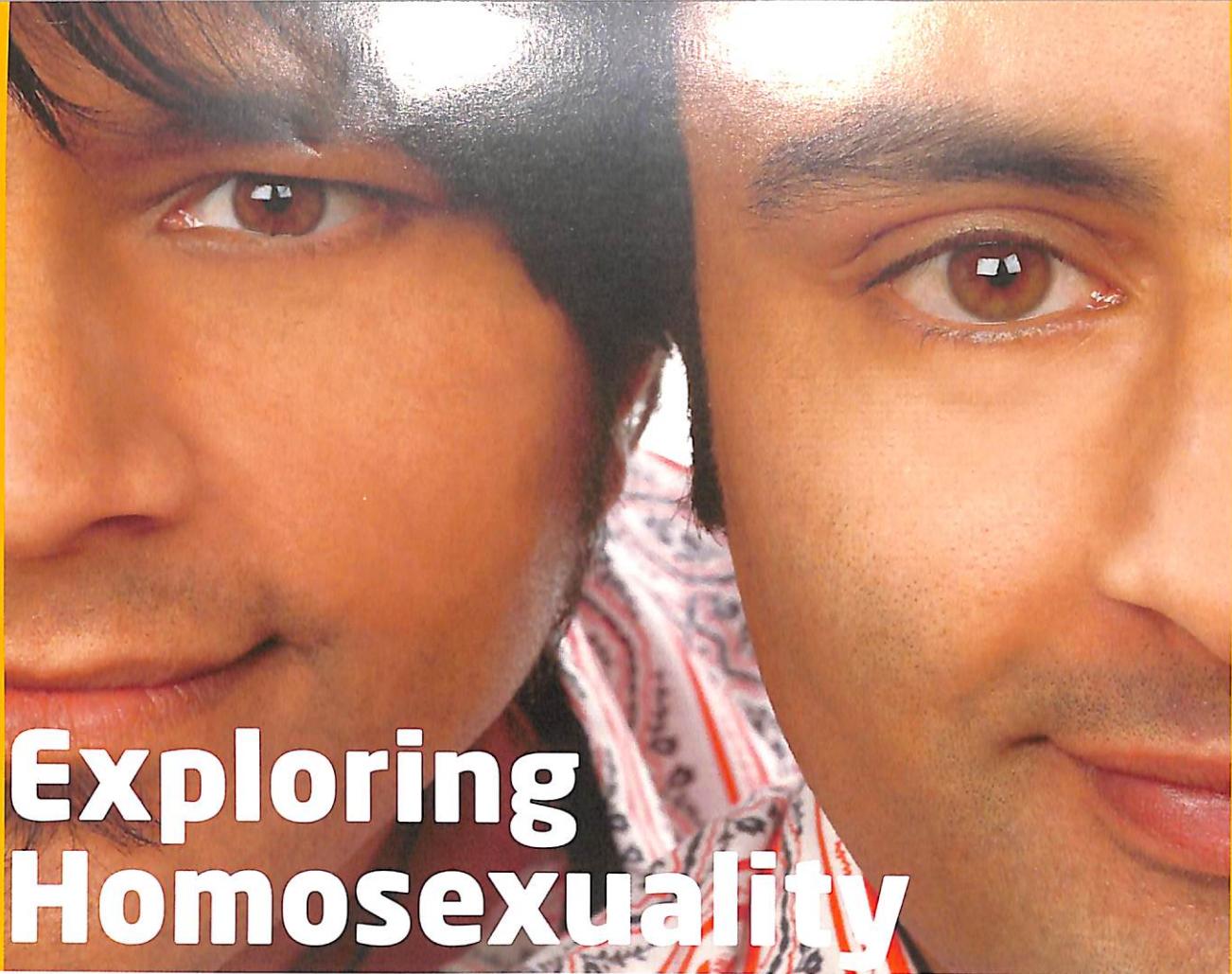
Too much pressure can have a negative impact on the child. Some children cannot cope up with this pressure and leave their home without informing their parents. Another effect of family and school pressure is the increasing rate of school dropout and extreme effect may even lead to suicide.

Every child differs from others in terms of physical, social, emotional and intellectual development and growth. As every child is unique, he/she must be allowed to grow at their own pace. Proper opportunities should be provided to them, so that their latent potentialities are realized to the fullest extent.

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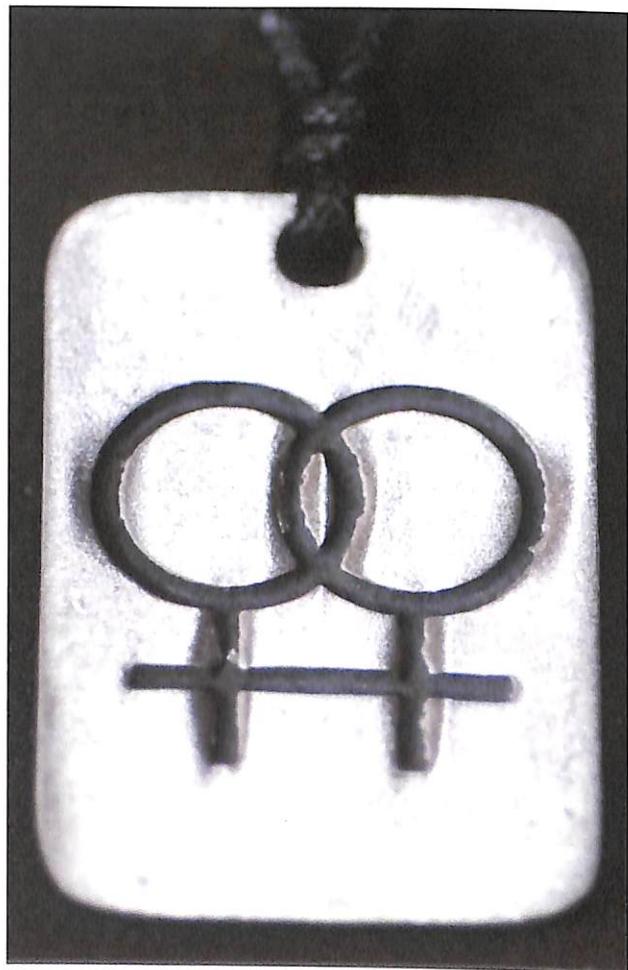


Exploring Homosexuality

Urban India

Homosexuality is generally considered a taboo by both Indian civil society and the government. Public discussion of homosexuality in India has been inhibited by the fact that sexuality in any form is rarely discussed openly. In recent years, however, attitudes towards homosexuality have shifted slightly. In particular, there have been more depictions and discussions of homosexuality in the Indian electronic media and popular culture such as films and television. On July 2, 2009, the Delhi High Court decriminalized homosexual intercourse between consenting adults, throughout India, where Section 377 of the Indian Penal Code commonly known as the anti-sodomy law was adjudged to violate the fundamental right to life and liberty and the right to equality as guaranteed by the Constitution of India. This Act criminalizes same sex sexual behaviour irrespective of age and consent of the people involved, posing one of the most significant challenges in effective HIV+/AIDS interventions with sexual minorities.

Several organizations like the NAZ Foundation (India) Trust, the National AIDS Control Organization, Law Commission of India, Union Health Ministry, National Human Rights Commission and The Planning Commission of India have either implicitly, or explicitly come out in support of decriminalizing homosexuality in India, and pushed for tolerance and social equality for lesbian, gay, bisexual, and transgendered people.



The judgment argues that because cases of HIV+/AIDS are reaching alarming proportions in India, it is logical to decriminalize homosexuality. This will allow MSM (men having sex with men) to come out of their closet without the threat of being harassed or arrested and test HIV. The Delhi High Court has ruled that homosexual intercourse between consenting adults is not a criminal act. The ruling overturns a 148 year old colonial law. Though homosexuality has been decriminalized in India, it is yet to achieve a legal status.

This article aims to explore the extent to which homosexuality has been mainstreamed in urban India.

DEFINING HOMOSEXUALITY

Homosexuality is a romantic or sexual attraction or behavior among members of the same sex/gender. It refers to an enduring pattern of or disposition to experience sexual, affectional, or romantic attractions primarily to "people of the same sex". Although the term "gay" is used to describe both male and female,

who wish to publicly acknowledge their homosexual orientation, it has become particularly associated with homosexual men. The term 'Lesbian' is used in relation to homosexual women who engage in sexual activity with members of their own sex. Kenneth Plummer distinguishes four types of homosexuality namely causal homosexuality (a passing homosexual encounter); situated activities (situations in which homosexual acts are carried out but do not become an individual's preference); personalized homosexuality (homosexuality hidden away from family and friends) and homosexuality as a way of life (individuals who have come out and have made associations with others of similar sexual tastes and inclinations).

Three strands of theory help explain homosexuality namely: the biological theory; the learning theory and the psychoanalytic theory. The biological theory stresses that homosexuality is genetic while the learning theory offers explanation that while most people learn to be heterosexual; some people learn to be homosexual. Freud

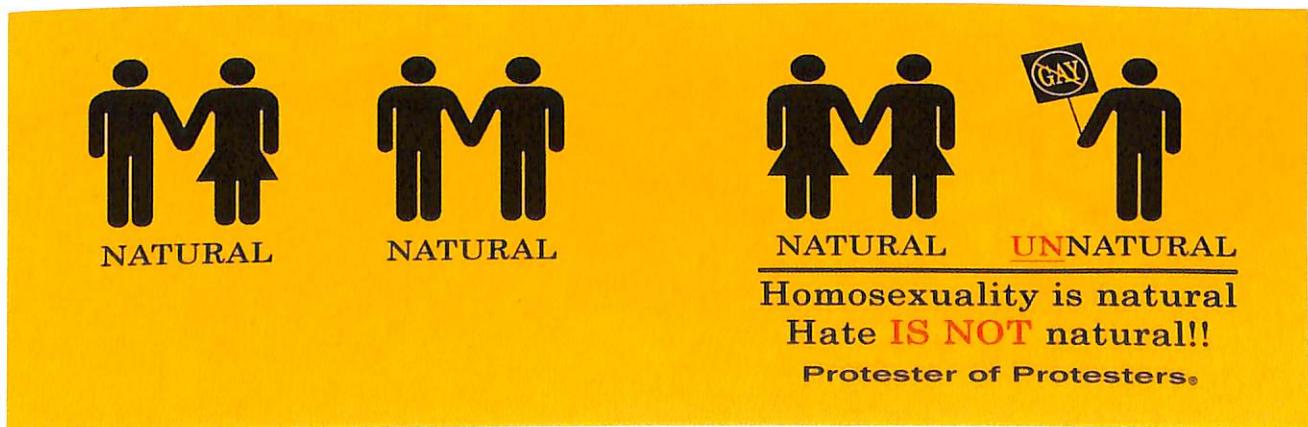
in his psychoanalytic theory states that the conception of male homosexuality is derived from a distant or negative father and an overprotective mother.

HOMOSEXUALITY IN INDIA

India's colorful history is rife with examples of homosexuality in different forms. Probably the best known are the erotic sculptures adorning the temple architecture of Khajuraho in Madhya Pradesh and the Sun Temple in Konark, Orissa. Rig-Veda recognizes the cyclical constancy of homosexual dimensions of human life. The Arthashastra does not sanction homosexuality but treats it as a minor offence. The classic Indian text, the Kamasutra, deals with all aspects of sexual life including male and female homosexuality.

In the past two decades increasing number of cases of homosexuality are coming to the limelight because of the electronic media. In the year 1987 the national press carried the story of two policewomen who married each other following hindu rites in central India. In New Delhi, the police arrested 18 men in the year 1992 from a park on the suspicion that they were homosexuals. A recent study of sexual practices in rural India by the United Nations Population Fund (UNFPA) found that 'male-to-male' sex is not uncommon. In fact a higher percentage of men in the study reported having male-to-male sex than sex with sex workers. This was true of both married as well as unmarried men. Although, in India homosexuality cases have appeared before law and the media time and time again, yet it seems that there exists a social stigma attached to homosexuality.

Decriminalization of homosexuality is only a first step in the direction of accepting homosexuals as a part of the mainstream Indian culture and combating the stigma attached to homosexuality. For this a lot must be done at the ground level like ending employment discrimination against homosexuality i.e. no bias should exist during hiring and homosexuals should not be denied promotion on the basis of their sexual orientation, putting an end to hate crimes/bias crimes (crimes motivated by bias



against an identifiable social group usually defined by race, sexual orientation or gender identity) and creating awareness among people that homosexuality is as natural as heterosexuality and thus must be given the same status and respect.

ATTEMPTS AT MAINSTREAMING HOMOSEXUALITY AFTER THE DECRIMINALIZATION

Since the decriminalization of homosexuality in India there has been a vibrant change in the cultural and social front although people are still taking time getting used to the idea of open homosexual couples. In cities like Mumbai, Delhi, Bangalore and Kolkata there is a vibrant gay nightlife. Reports on harassment and atrocities on homosexuals by police have seen a gradual decline. Gay pride parades have taken place in several cities. India's first gay magazine, Bombay Dost has been launched; gay dating websites have come up; a homosexual-products store called Azad Bazaar has been set up in Mumbai; Queer-Ink.com (India's first homosexual online bookshop) is exploring publishing titles; positive portrayals of homosexuals have been made in mainstream Bollywood movies. There have been open debates over rights of the homosexuals and very many other attempts have been made to mainstream homosexuality. Many social and human rights activists and various NGO's have been working to promote an increased acceptance of homosexuality. Sappho for Equality; Sarani; Pratyay (Kolkata); Gay Bombay, India Centre for Human Rights

and Law (Mumbai); Campaign for Lesbian Rights, Sangini, Humrahi, NAZ Foundation India Trust, Siddharth Gautam Trust for Sexual Minorities (New Delhi).

However, homosexuality in India even after decriminalization is regarded with suspicion

SURVEY: EXPLORING VIEWS OF PEOPLE ON HOMOSEXUALITY IN KOLKATA

In order to assess the view and opinion of the general people regarding prejudice and stigma against homosexuality, a survey among young and middle aged male and female adults was conducted. Results revealed that the middle adults have a more negative attitude towards homosexuality viewing homosexuality as a mental illness and considering homosexuals to be a stigma on the society. However, young adults displayed a more positive attitude opining that homosexuals should be accepted by society and that they deserved equal rights.

Homosexuals are just as human and have the same needs and desires as heterosexual people. Homosexuality is not an offence, if two men or two women want to exhibit the commitment and love, how does that destroy or damage the fabric of the institution of marriage? Whatever the Indian culture and various religions may or may not say, they certainly say 'live and let live' and 'love conquers all' in some form or the other.

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HEALTHY FACTS

Coffee can give kids sleepless nights

Giving hot beverages like coffee to kids could have a long-lasting and detrimental effect on their sleeping and breathing patterns in adulthood. Sleep abnormality is a significant indicator of ill-health and can reduce the life span.





Having an Exceptional Child in the Family

Exceptional children are angels in need. They are children with any disability or disorder or delay or problem which hinder their learning, development or life experience. They also include children who are gifted. Exceptional children are not different from an average child in anyway. The birth of a baby with any kind of disability is a traumatic event. Parents experience a period of emotional crisis characterized by shock, denial, and disbelief followed by emotional disorganization including feelings of anger, guilt, depression, shame, rejection or over protection of the child and finally the acceptance of the child. After acceptance the family has to work hard in order to make the child a self dependent individual.

MOTHER-CHILD RELATIONSHIP

While mothers are important figures in every child's life, mothers of exceptional children need to particularly communicate and address issues regarding the child's needs. She might develop a very close relationship with the child and become over protective. On the other hand some mothers might become negligent towards the child.

FATHER-CHILD RELATIONSHIP

The father's responsibility is to keep the family aware about the mother and child's condition. Unlike mothers, fathers generally tend to internalize their feelings. Father-

child relationship depends on certain factors, one of them being the sex of the child. In the Indian psyche, the male child brings various hopes to the fathers many of which may not be fulfilled with a disabled child in the family. The fathers support or lack of it has significant effect on family harmony. With professional help like sending the child to a special school or appointing a special educator, parents can find new ways to help their child.

SIBLING RELATIONSHIP

Children tend to mirror the attitudes and values of parents; therefore if parents are realistic in their views towards the exceptional child, then their other children are likely to share the same attitude. Siblings respond to exceptional brother/sister in various ways. Some of their emotions are anger, fear, guilt, anxiety. Although it is challenging for both siblings and parents to accept an exceptional child, they can be counseled and helped to accept the child.

FAMILY AND PROFESSIONAL RELATIONSHIP

In order to help exceptional children the best possible way is to provide them with an excellent work environment and cooperation between parents, siblings and team of professionals that includes physicians, teachers, special educators, speech therapist, occupational therapist, psychotherapist, social workers.

SUGGESTED DOS FOR PARENTS WITH EXCEPTIONAL CHILDREN

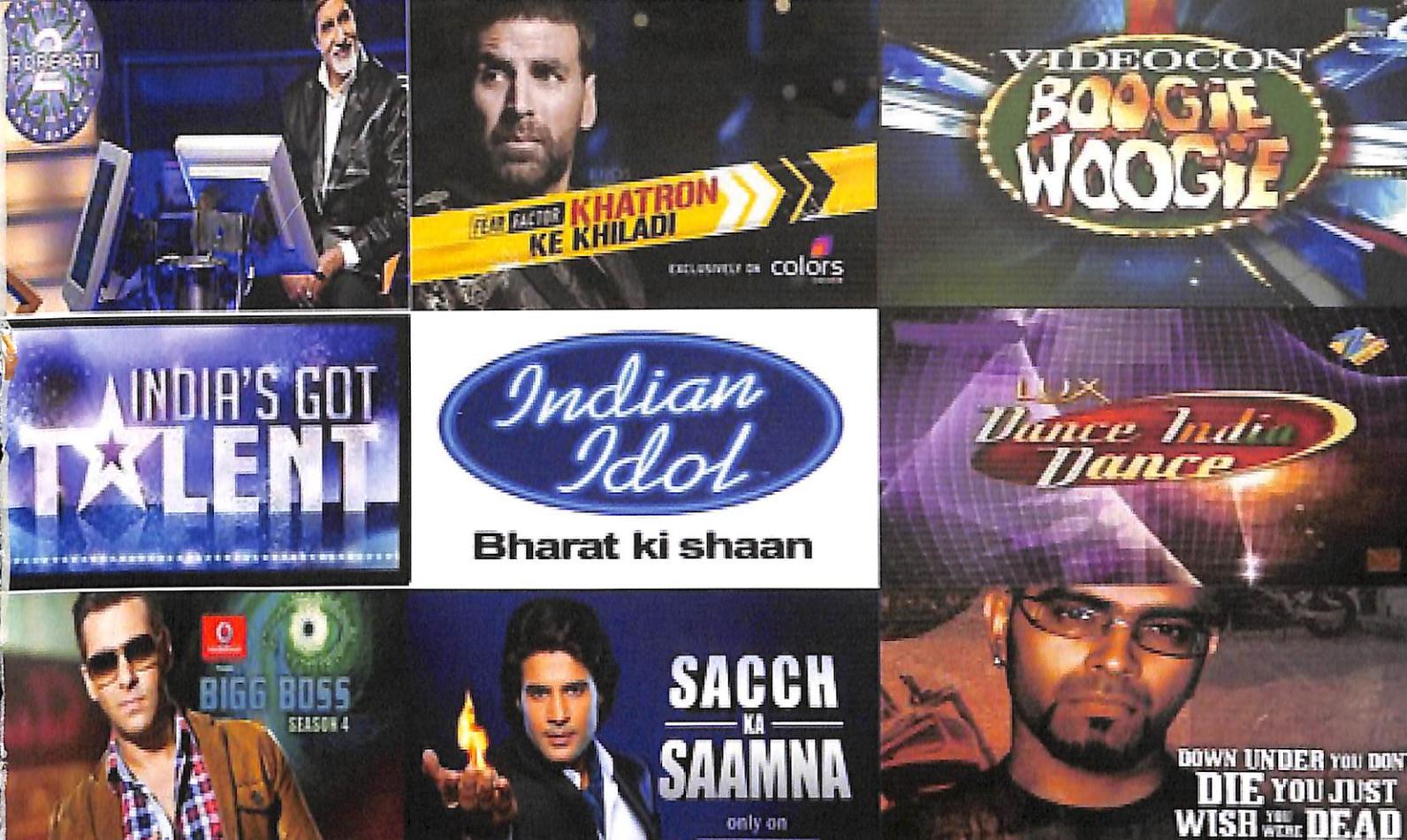
- *Don't feel guilty/embarrassed or blame yourself for giving birth to a differently abled child*
- *Don't portray your guilt, frustration, anger, shame, disappointment and sorrow to the child.*
- *Accept his/her disability. Help him/her to adapt the self-help and socialization skills, discipline and to become independent.*
- *Don't be overprotective or too biased about your exceptional child vis-à-vis other children.*
- *Don't hesitate to take professional help as and when required*
- *Take the child with you wherever you go and allow the child to interact with his/her peers.*

We can say that it is not easy for an exceptional child to make his/her way into the heart of the family members; but if the parents can become the child's greatest support, they can with help from special trainers and educators can make it easy for the child to find his/her own space in the society. Family is always considered as the first and important unit of socialization. Thus, the family should accept an exceptional child and give him/her equal opportunities to flower.

Ms. Tulika Agarwal

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How Real Are Reality Shows?

Reality show is a genre of T.V. programming that presents purportedly unscripted dramatic or humorous situations, documents actual events and usually features ordinary people instead of professional actors. Reality shows portray a modified and highly influenced form of reality utilizing sensationalism to attract viewers to generate advertising profits. Participants are often placed in exotic locations or abnormal situations, and are sometimes coached to act in certain scripted ways by off-screen 'story editors' or 'segment producers' with the portrayal of events and speech manipulated and contrived to create an illusion of reality through editing and other post production techniques.

There are six types of reality shows:

- Documentary Type:** The viewer and camera are passive observers following people going about their daily personal and professional activities. These shows include special artificial living environments in which the participants are placed where they are given special challenges or obstacles to overcome. Shows like '*Is Jungle Se Mujhe Bachao*' and '*Bigg Boss*' come under this category.
- Elimination Type:** participants are filmed while competing to win a prize, often while living together

in a confined environment. Participants are eliminated either through judges or disapproval voting until only one person or group remains and is declared the winner. Shows like '*Swayamvar*' and '*MTV's on the Job*' come under this category.

- Self-Improvement Type:** These shows cover a person or group of people improving their lives. Here participants are given the opportunity to improve their personalities and also lead a better life. Shows like '*MTV's Makeover*' and '*Biggest Loser Jeetega*' fall under this format.
- Talk-show Type:** The traditional format of a talk show is a host interviewing a featured guest or discussing a chosen topic with a guest or a panel of guests. Topics are usually outrageous and are chosen with the interest of creating drama and tension. Some of these talk shows like '*Koffee With Karan*' were merely meant for entertainment of the masses; while other shows like '*Janata Ki Adalat*' was a show meant to create awareness among masses.
- Adventure Type:** Participants are placed in frightening situations. The main aim is to create an adrenaline rush among the audience. Shows like '*Khatron Ke Khiladi*', '*MTV's Roadies*' and '*Fear Factor*' are examples.

- f) **Hoax Type:** The entire show is based on a prank played on one or more of the cast and crew members or on the ordinary people while capturing reactions of the crew on a candid camera. Shows like '*MTV's Bakra*' and '*Chhupa Rustam*' fall in this category.

Reality shows have always been popular and have been accepted as agents adding variety to our lives, however there are always controversies surrounding such shows. They are believed to be manipulated, planned and scripted. A survey on 60 young adults in the age of 20-25 years revealed that more than 50% of young males and females believed reality shows to be scripted with some degree of manipulation in the voting lines. The survey also explored the positive and negative impacts of such shows.

POSITIVE IMPACTS OF REALITY SHOWS

- It helps provide opportunities (public forum) to everyone.
- It imparts lessons on accepted morals and values
- It helps in boosting self confidence of individuals as mentors guide them and open up an array of fruitful exposure to learning for them
- Reality shows are known for novelty and have a non-monotonous appeal.
- Interactions on these shows are very interesting and evoke emotions providing recreation.
- It gives quick popularity to the participants.

NEGATIVE IMPACTS OF REALITY SHOWS

- Reality shows are often superficial and use sentiments of the common people to generate profit.
- Privacy of the participants is taken away and these shows break the public-private divide.
- Young participants often forsake education to pursue this life of fame.



- The fake dramatics of such shows cheat the viewer and makes them believe that it is all real
- Viewers may get addicted to such shows and may imitate the participants often landing themselves in dangerous encounters.

Reality shows are a huge hit but anything that is popular must bear the brunt of constant criticism and analysis. Reality shows have been a boon to Indian television as well as Indian viewers (high television ratings bring higher profits). They have enabled a common man to achieve fame.

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Parenting & its Psychological Effects on the Child

Parenting is a complex activity that includes many specific behaviors that work individually and together to influence a child's outcome. Most behavioral problems in children are due to wrong parenting. Parenting style captures two important elements – responses by parents (warmth and support) and demands made by parents (demands and control). Parental responsiveness predicts social competence and psychological functioning, while parental demandingness is associated with instrumental competence and behavioral control (i.e. academic performance and deviance). Parenting styles can be classified under four heads:

Children whose parents are authoritative are rated as more socially and instrumentally competent than those whose parents are non-authoritative. Children whose parents are uninvolved perform most poorly in all domains.

Children from authoritarian families (high in their demand but low in responsive) tend to perform moderately well in school and are involved in problem behavior; however they have poorer social skills, lower self-esteem and higher levels of depression. Children from indulgent homes having permissive parents (high in responsive but low in demand) are more likely to be involved in problem behavior and perform below average in school; however they have higher self-esteem, better social skills and lower levels of depression.

TYPES OF THE FAMILY AND THEIR ROLE ON THE CHILD

Families can be classified into two main types:

- **Joint Family:** Children from joint families grow up to be understanding, accommodative and are successful in overcoming problems with confidence.

- **Nuclear Family:** Children from nuclear family grow up to be selfish, non accommodative and fail to overcome problems easily.
- **Single Parenting:** This may be due to any reason (death, divorce etc.) or may be out of choice. Single parent should keep these points in mind:
 - Forgiving and Forgetting:** Forgiving makes one feel lighter and happier. Forgetting will make it easier to move on to the next relationship, and maintaining the current relationship with your child. Maintaining network and relationship within the community fosters camaraderie between the child and the neighborhood, and the parents and the neighborhood as well.
 - Taking Responsibility:** Taking responsibility of the entire family empowers a single parent to be more careful in decision making and managing the household. However the single parent should consult the child during certain important decision making processes.
 - Continuing with Old Rituals as a Way of Life:** Children need consistency in their lives. Rituals such as going out for dinner every Wednesday or the parent picking up the child from school every Friday should be maintained.
 - Facilitating Emotional Bonding:** Bonding between parents and children is of paramount importance. It

depends on mutual feelings, depth of emotion and heart-felt consideration which a child gathers from the environment and the people he/she meets in his/her daily course of life. If a parent is a loving one, friendly, caring and tolerant towards the child, the child learns to depend on the parent and good-bonding is the natural outcome.

- Rewarding:** Reward is a natural stimulus to a child and proper utilization of it by the parent can yield a satisfactory result. Rewarding in the form of appreciation by the parent helps a child to gain confidence. Virtues like honestly, truthfulness etc. can be inculcated in a child through rewarding.
- Neglecting:** Negligence is a negative attitude on the part of the parent who is selfish. Naturally, a neglected child learns to neglect others equally. Negligence is often reciprocated to the parents by the child. Also, the parent should not have high expectations from the child.

In order to be a good parent, one should not compare the child with another child, pressurize the child in any way, impose unnecessary punishment, display frustration, etc. Children should be allowed to develop on their own; however under proper guidance.

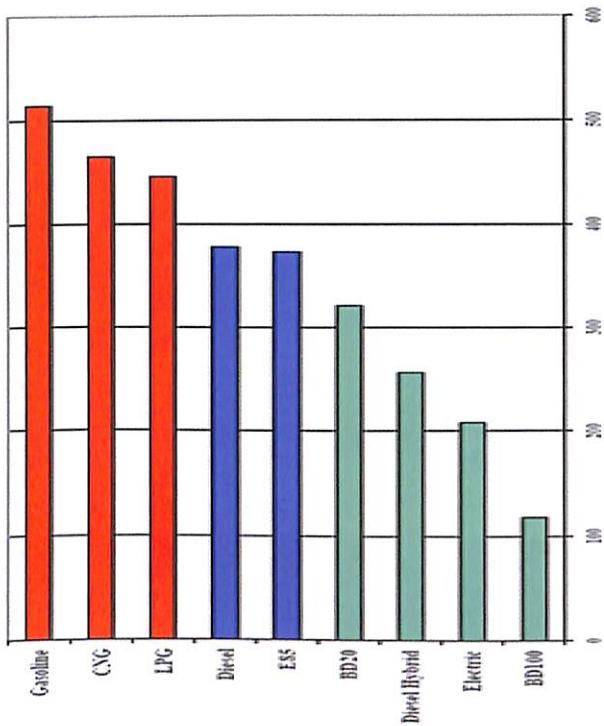
Ms. Mounita Panda

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Bio - Diesel

An Alternative Source of Fuel

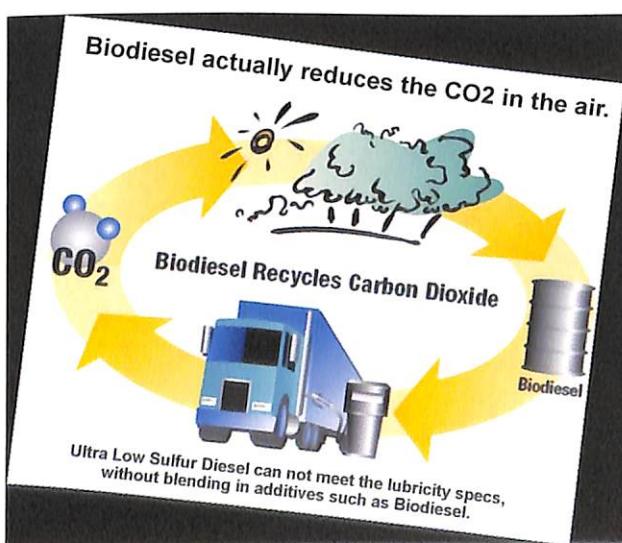


Bio-diesel, is the name of a clean burning, renewable diesel fuel alternative, made from vegetable oils or animal fats. Bio-diesel is made by a chemical reaction of alcohol and vegetable or animal oils, fats, or greases. Through a refinery process called transesterification, glycerin, a by-product that is not good for the engine is removed. This glycerin is used in soap production. Bio-diesel can be used in any diesel engine in a pure form or blended with petroleum diesel.

Why is bio-diesel required?

India is home to a billion people, about a sixth of the world's population. The demand for mobility and automobiles in India has also been growing along with its economic progress. However, the country faces problems with regard to the fuel requirement to meet increased transportation demand and now imports about 70 per cent of its petroleum requirement. India's vehicular pollution is estimated to have increased eight times over the last two decades. This source alone is estimated to contribute about 70 per cent to the total air pollution. Moreover, some recent estimates of worldwide petroleum reserves predict them to last only 45 years.

From the standpoint of preserving the global environment and concern regarding long term supplies of conventional hydrocarbon based fuels, it is logical that the research and development on different possible sources of petroleum products should be carried on with special emphasis on yield and quality of alternative diesel fuels. These alternative diesel fuels should be technically and environmentally acceptable, economically competitive and easily available. As bio-diesel is a cleaner-burning diesel fuel, made from 100% natural and renewable vegetable sources, it reduces environmental pollution to about 85% and hence paves the way for a better tomorrow. There are other sources of cleaner and better fuels/systems, but their installation and maintenance costs are quite high, hence making bio-diesel the best alternative fuel source.



The main source for bio-diesel in India can be obtained from non-edible oils obtained from plant species such as Pongamia Glabra (*Karanja*), Jatropha Curcas (*Ratanjyoti*), Calophyllum Inophyllum (*Nagchampa*), Heveca Brasiliensis (*rubber*) etc.

ADVANTAGES OF BIO-DIESEL

- a) Bio-diesel reduces carbon dioxide exhaust emissions by 80%.
- b) Bio-diesel produces 100% less sulfur dioxide (which is the major component of acid rain) than petroleum based diesel.
- c) Bio-diesel reduces exhaust smoke (particulates) emissions by 75% eliminating the usual black cloud associated with a diesel engine.
- d) The smell of the bio-diesel exhaust is far more pleasant than petroleum based diesel, some times smelling like pop corn or doughnuts if the fuel is made from a waste vegetable oil feedstock.
- e) Bio-diesel is much easier to handle and does not require mechanics to use barrier cream on their hands to protect the skin from cracking or redness.
- f) Bio-diesel provides significant lubricity improvement over petroleum diesel fuel and so the engines last longer, with the right additives engine performance can also be enhanced.
- g) Low sulfur and ultra low sulfur diesel (ULSD) require additives to bring the lubricity back into the fuel; bio-diesel is a totally renewable additive and complements the use of ULSD.
- h) Bio-diesel reduces the classic diesel engine "knocking" noise.
- i) Bio-diesel does not require any changes to be made to the existing storage infrastructure; it can be stored in any tank or storage facility right away.
- j) Bio-diesel can be mixed in with existing diesel to create various mixtures like a BD5 or BD20 blend.
- k) An existing diesel engine does not need to be modified in anyway to use bio-diesel

DISADVANTAGES OF BIO-DIESEL

Elastomeric compounds incompatible with bio-diesel should not to be used as it softens and degrades certain types of rubber compounds used in older fuel hoses and pump seal systems. It tends to reduce fuel economy. It also involves additional land use. Bio-diesel is less suitable for use in low temperature and the emission of NO₂ is very high in bio-diesel, however this can be reduced by using certain additives.

Ms. Neha Hoon

Student - Final B.Sc. in Home Science (Resource Management Section), Batch: 2008-09



Myself

Purity and power of the righteous.

Is what I yearn for

A purity which says that I am just Nobody,
And a power which gives me no Authority.

Zero is what I yearn to become

Nobody recognizes me, Nobody knows me.

But everyone is aware of my support.

I am here

But at the same time I am not here

I am important

But I know not of my importance.

A zero with no desires

But still shares all happiness and experiences of life.

A zero which has no existence

But never becomes extinct.

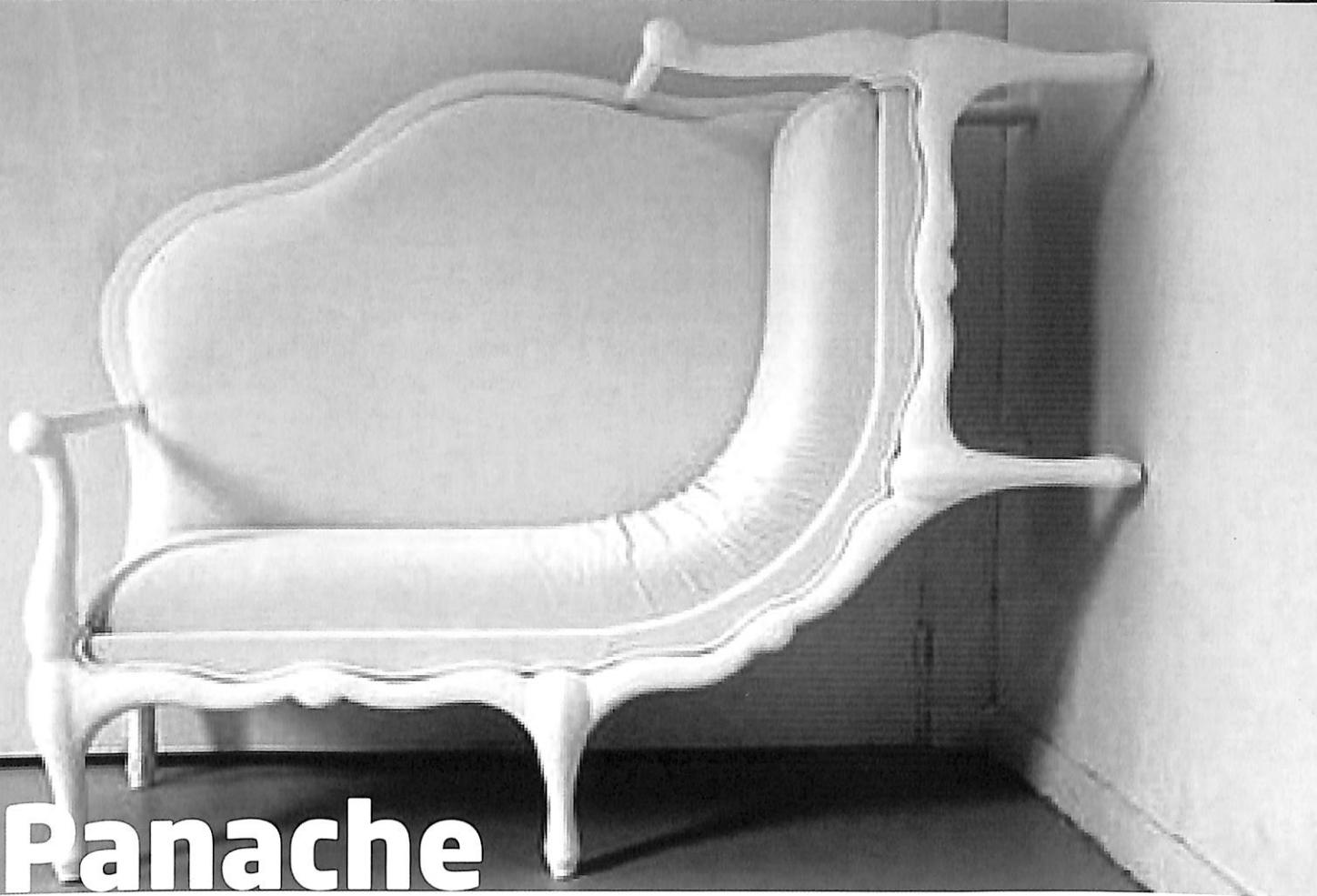
Just a nothing

Is what I want – That's all

Coz that's what defines innocence in all.

Ms. Shruti Dosi

Student 2nd year
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Panache in Modern Furniture Design

'Panache' means confidence in style or elegance and 'Modern' means current or contemporary design.

Modern furniture originated in and around the late 1800's. Modern furniture is supposed to be a reaction to the overly ornamental style of furniture that existed earlier. Thus, as opposed to the emphasis on elaborate carvings and designs, the new style of furniture lays more importance on the practical usages of the furniture. The objective or the aim of interior decoration at home is to functionally improve the home and at the same time make it reflect the taste and personality of the dweller. Innovative home interior decoration ideas, which cost less but at the same time gives the impression of an ornate design scheme, are in vogue for new career professionals. The new trend of life-styling has given home interior decoration industry a boost. Focus has changed to harmony and function compared to uniqueness and aesthetics. Interior decoration has changed more drastically over the past few years. Keeping track of new trends is essential for an interior designer. The benefits of modern furniture are as follows:

- If you have a plastic career that requires you to move from one city to another, then modern furniture is best suited because it is made of light material that is convenient for frequent transportation. Gone are the days when furniture was made of lumber and other tedious resources.
- Large sized highly ornamented furniture may take

most of the space and hamper in the rejuvenation activity at home. The modern furniture is designed to be beautiful and comfortable on one hand and on the other provide space for a more comfortable mode of living.

- Modern furniture is multipurpose. A couch is not just a sofa; it can be transformed into a bed when the need arises. Armchairs today recline when the user wishes to take a nap. Furniture with dual role is a good invention since they confine the numbers and space used. They are particularly useful when one is frequently on a transit.
- Modern furniture has panache and is tasteful. They pursue today's form and invention. There are some people who prefer more decorative pieces of furniture as compared to the modern style of furniture. However, for people who do not believe in spending too much money on external appearances and who have a taste for the simple and the elegant, these furniture pieces are ideal.
- Modern style furniture is made in designs that are unobtrusive and modest. Such furniture can easily blend into the ambience of interiors.
- One should be careful to avoid design disasters. To be modern in a bizarre way does not mean excluding the functionality and comfort factor in the design. Ergonomics, which is a vital factor in furniture design and is known as the science of people-machine

- relationships must be borne in mind while designing these furniture pieces. Dark colours and multi-patterned fabrics that are usually associated with conventional furniture should be avoided.
- o) Some of the more obvious benefits of modern style furniture include easy maintainence as they are mostly made from man-made polymers such as PVC, rexin, acrylic, etc. These furniture pieces can sustain better against impact of chemicals and contact with water compared to those made from wood or leather.**
 - p) One thing that modern homes tend to lack is that "lived in" look. Some homes often look like showpieces than family homes. Living environment in a house comes from serene and cozy surroundings with convenient furniture placed in its interiors. Hence, contemporary style interior design creates challenges for us to create a living space, which is, above all, functional.**
 - q) Modern interior design is great way to increase the property value. A good interior designer knows how to blend traditional elements with the latest innovations in a way that makes a home look stunning and simultaneously inviting. What's more, a home that contains elements of modern interior design has a higher monetary value and is more appealing to potential buyers.**
- r) Modern style of interiors makes the concept of the open plan living rooms and kitchens popular today. It takes a lot of meticulous planning and attention of details to be able to generate a look that is charming and contemporary with each element in the home complementing the other.**
- x) There is no rigidity concerning the materials used while making modern furniture. Modern furniture uses a wide range of materials like polyester, steel, man-made leather, chrome, plastic, vinyl and molded plywood. Since there is a lot of flexibility when it comes to the materials used, it brings down the expenses involved in the making this kind of furniture unlike all-wooden or leather furniture.**

Since the first impression lasts a lifetime and most people keep immaculate, sophisticated furnishings in public areas of their home, wanting guests to see their impeccable taste. Perhaps now one should think about breaking away from the norm and surprise visitors with something completely different which will make it well worth the effort to be different.

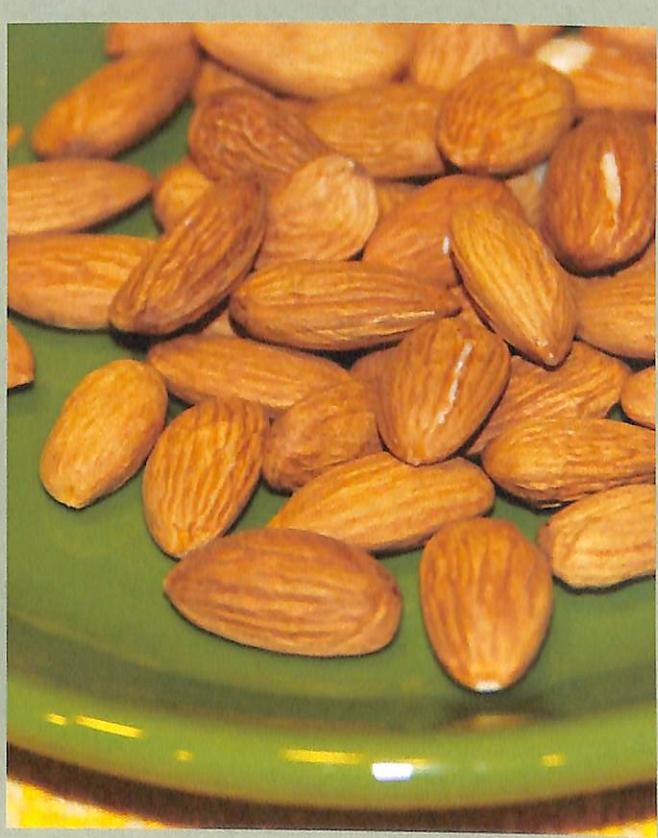
Ms. Richika Chopra

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HEALTHY FACTS

THE MIGHTY ALMOND

A recent study reported that calorie diets supplemented with nuts produce a more lasting and greater magnitude of weight loss among obese individuals while improving insulin sensitivity. Almonds' richness in vitamin-E and other powerful anti-oxidants contribute to their role in prevention of heart disease, diabetes and cancer. These along with polyphenols and dietary fiber may be the components that exert higher cancer preventive effects.





Studio Apartment

Studio apartment is a self-contained small apartment which combines living room, bedroom and kitchenette into a single unit, barring a bathroom. They are small apartments mostly ranging in size from 300 to 600 sq.ft. One room living is not new. Our ancestors used to live in caves and one room crofts. What is new is a variety of well designed furniture, storage units and equipments that makes it possible to telescope all the sophisticated amenities of modern house into one small space. One room living is not confined to any particular age group. Teenagers, elderly parents, students, young working couple all stay in these apartments.

People choose to live in a studio apartment as it offers the freedom to organize one's home to the diversity of a modern lifestyle and the demand for a multifunctional environment. Living in a small home means lower power bills, lower tax bills and lower insurance premiums. Less maintenance is involved in a small home and this allows more free time, for one to pursue their other hobbies and interests. It is environmentally advantageous as it involves optimum space utilization saves power consumption.

ZONING LAYOUT

Organizing a single space is about combining different activities into a logical sequence for interconnecting

zones. Zoning is basically required for the following areas: relaxing, cooking, working, bathing and sleeping. The four basic zones include

- Living zone where a centre table with few sittings, an entertainment cabinet if possible would be required. Dining table could also be placed in this zone.
- The bathroom zone would have three basic fixtures i.e the WXC, shower and wash basin.
- The sleeping zone at the most requires a bed and some space for storage.
- The cooking zone of course needs a gas range, refrigerator, sink and storage space.
- Working zone would simply need a table or a desk with a chair.

ONE SPACE ESSENTIALS

Dividing, lighting, storage and spacing are four things which are really essential in one space living. If the aims for these criteria are fulfilled then the space looks pleasing and appealing to the eyes regardless of what the size is.

Dividing: Dividing allows us to separate areas without compromising the overall sense of space and light distribution. Dividers fall into two groups.

- First group consists of built-in-dividers which can be fixed such as glass walls or adjustable such as sliding panels.

- Second group consists of freestanding dividers such as screens or large pieces of furniture.

Lighting: The various kinds of lights that can be used are central ceiling lights, floor and table lamps, spot lights, tracks lights carrying miniature spotlights, up-lighters and down-lighters.

Storage: In a multifunctional environment like a studio, good storage helps to retain flexibility, visual simplicity and freedom of choice. It becomes more practical and productive to devote a substantial proportion of space to storage to ease pressure on general living. Optimum utilization of space can be made in many ways. For example, the space under the staircase can be used to make a small cabinet for storage rather than keeping it as an open dead space. Sitting arrangement can be dramatically made to include a proper storage space under it. The space above and around the lavatory could be used for storage. Narrow shelving built around the pipes and cistern makes space for lot of storage. In the kitchen, the ceiling can be utilized by putting up a rod to hang all sizes of utensils around the pendant light and not stacking them in cabinets which would use more space and time. It's a very common idea to use the space under the bed for storage.

Spacing: The room can be made to look larger by applying skillful techniques of using mirrors, colours and/or multi-purpose furniture.

- A large mirror in the room will reflect light around the room. One can place mirrors on the sides in narrow hallways and make it less claustrophobic. A mirror hung on a wall just in front of the entrance would open up the space.
- Light and bright colours should be chosen which expands space more than dark colours.
- One of the most easiest and exquisite formula that can be applied in a small space like studio to create the illusion of space is the LMD technique. LMD means 'light medium dark' use of colours in a given set of area. It works wonders. One can apply this by using light colour on the largest area like the walls, medium colour on the furniture and the dark colour on the smallest items like accessories eg a vase, picture etc.

Most popular and common pieces of multi-purpose furniture includes cocktail and end tables, sofa sleepers, mobile furniture, etc. Some new innovative types of space saving furniture are computer desk bed, comfortable plush furniture piece that can be molded into a chair, lounger or a love seat, 'fix-it-on-wall' furniture. Others include beds which retract back into the ceiling and its bottom can be made into a light installation, folding chairs etc. Cooking hob is another interesting piece of multi-purpose furniture which accommodates a sink, cooking range, refrigerator, oven and storage within it. Night stands with drawers,

movable trolleys, extending table tops can even be used to save space. Alcove space can be utilized for a small sitting. Kitchen counter top can be shared for dining.

Though a studio apartment throws a lot of challenges if proper designing skills along with creativity is applied to it, then it can be turned into a lavish dream home.

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Final Year B.Sc. in Home Science (Resource Management Section),
Batch: 2009-10



Face

*A round structure having,
two Eyes to see the World,
two Ears to hear the Music of Life,
a Nose to smell the Fragrance of Flowers,
a Tongue to taste the Sweetness of the World,
and here we are,
having everything and still complaining
what about them,
those who can't see the world,
who can't hear the music of life
and who cannot express their views,
this is why we should be grateful to GOD
for giving us all that we need to survive.*

Thank You God!!

Ms. Nirvee Saraf

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Earthquake Resistant Buildings

An earthquake usually occurs due to sudden and violent disturbance of rocks forming the earth's crust. These disturbances maybe caused due to the movement of crustal blocks along fault planes, volcanic eruptions or subsidence of the ground surface.

Top metros like Delhi, Mumbai, Chennai and Kolkata fall under moderate to high risk seismic zones of the country as per the National Disaster Management Authority. Over 58.6% of land in India is highly vulnerable to earthquakes and 38 cities fall under moderate to high risk seismic zones.

TYPES OF SEISMIC WAVES

During fault ruptures which cause earthquakes, the sudden breakage and movement along the fault can release tremendous amount of energy. Some of this energy is used up in cracking and pulverizing the rock as the two blocks of rock separated by the fault, grind past each other. Part of the energy, however, speeds through the rock as seismic waves. These waves can travel and cause damage at great distances. Once they start, these waves continue to move through the earth until their energy is used up.

NDMA Vice Chairman, Shashidhar Reddy has said "Earthquakes don't kill people, buildings do."

EFFECT OF INERTIA ON BUILDINGS

This is much like the situation that one faces with when the bus one is standing in suddenly starts moving, the feet moves with the bus, but the upper body tends to stay in position making a person fall backwards as if some force has been applied to the upper body. This tendency of the upper part of the body to continue to remain in the previous position is known as inertia. In the building since the walls or columns are flexible, the motion of roof which is supported on them is different from that of ground. Just as in the case of a bus, when the ground moves, the building is thrown backwards, and the roof experiences a force, called inertia. If the roof has a mass M and experiences an acceleration a , then from Newton's second law of motion, the inertia force F_1 is mass M times acceleration a , and its direction is opposite to that of the acceleration.

What makes a building or structure fail in an earthquake?

An Earthquake moves the ground. It can be one sudden movement, but more often it is a series of shock waves at short intervals, like the ripples generated when a pebble is thrown into the pond. During an earthquake, the ground

is likely to shake horizontally in the left or right direction (side to side) and in the vertical direction (up and down). It may also move back and forth. The vertical movement during ground shaking either adds or subtracts from the movement due to gravity. Considering the safety factors building are therefore designed to resist the gravity loads and usually most structures have adequate protection against vertical shaking. The horizontal shaking however is a problem. Buildings and structures are not necessarily resistant to side-to-side loads, unless this has been taken into account during the structural engineering design and construction phase with some earthquake proof measures taken into consideration. Structures designed for gravity loads may not, in general, be able to sustain the effects of horizontal shaking. Hence it is necessary to ensure adequate safety against horizontal effects of earthquake. Horizontal shaking forces are generated at floor level and then transferred to walls and columns. It is this side-to-side load which causes the worst damage, often collapsing buildings on the first shake. The side-to-side load can be worse if the shocks come in waves, and some bigger buildings can vibrate like a huge tuning fork, each new sway bigger than the last. This series of waves is more likely to happen where the building is built on deep soft ground, like Mexico City. A taller or shorter building nearby may not oscillate much at the same frequency.

Therefore, each of the structural elements i.e the floor slabs .walls, columns and foundations should be designed for safety against these forces. Among these, walls are the most critical elements. They are relatively thin and made of brittle material such as masonry. Therefore they are poor in withstanding horizontal forces. Poorly designed R.C.C columns are also not very safe.

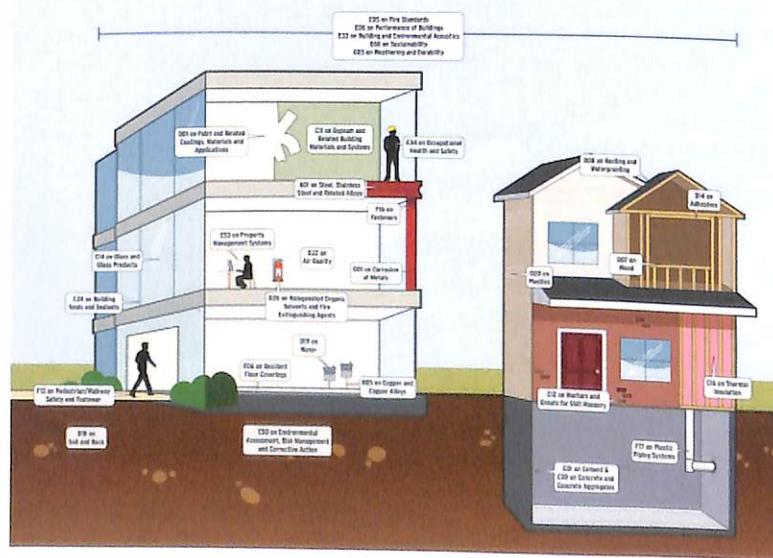
All buildings can carry their own weight (or they would fall down anyway by themselves). Buildings are made in a way that they can withstand some extra load (snow, a few extra floors etc.). Hence, buildings can withstand some up and down loads. However when more weight is added to the building/structure, for example adding additional floors, building walls around open balconies, building partitions to create smaller rooms, etc., this extra weight exerts a great force on the structure and can cause it to collapse.

In a number of multi-storey buildings, the lower floor has more headroom (so taller columns); and often has more openings (so less walls). It usually stands on ‘pinned’ feet with no continuity. So the ground-to-first floor columns, which carry the highest load from the building weight and the biggest cumulative

sideways load from the earthquake, are the longest and the least restrained and have the least end fixity. They are often the first to fail. Sometimes buildings are built on soft soil; this can turn into quicksand when shaken about, leading to complete slumping of buildings into the soil. Some tall buildings can stay almost intact but fall over in their entirety. The taller the building, the more likely this is to happen, particularly if the building can oscillate at the frequency of the shock waves, and particularly if some liquefaction of soft soil underneath has allowed the building to tilt.

How can we make buildings more resistant to earthquakes?

- a) **Flexibility:** One of the most crucial physical features of earthquake resistant buildings and structures is flexibility. Buildings and their foundations need to be built to defy side to side movement. A solid or rather rigid structure will fall apart during the sideways movement caused by an earthquake. Taller buildings are naturally more flexible than low rise buildings and structures because low rise structures need better support to withstand the forces of an earthquake.
 - b) **Lighter Materials:** It is also crucial that building materials used should be light weight. They can significantly help reduce the amount of damage caused during an earthquake. Alternatively wood and steel are better than unreinforced concrete, stucco, or masonry because such materials have greater flexibility. The lighter the building is, the less the load. This is essential especially when the weight is concentrated higher up. Floors, walls and partition walls should be of light weight materials.
 - c) **Reinforced Walls, Beams and Trusses:** Walls should be strong enough to take the swaying load of an earthquake. The walls must sway and go equally in



- both directions. Reinforced beams and joints can also help prevent deformity and collapse of buildings and structures during and after an earthquake
- d) **Special Foundation:** Foundational plates and cushions can be layered to let the sliding movement and absorb the shock and movement during an earthquake. These specially designed foundation plates and cushions can limit damage and help prevent collapse of buildings and structures
- e) **Avoiding Soft Soil:** Soil types can also limit damages brought about by an earthquake. Softer soils contain a high amount of moisture and they are more capable of creating more damage to buildings and structures than those built on more solid grounds and surroundings. Living on soft soil can amplify the earthquake motions. This is due to the fact that the energy passes through less dense materials and substances, in this case the soil. Reinforcing additional solid breaks in the soil to make the foundations denser greatly reduces the possibility of damage to buildings and structures
- f) **Proportional Dimensions:** Generally it is never wise to build buildings that are too high compared to their width. The width and the height of the building should be proportional unless special precautions are taken.

Earthquake resistant design of structures has grown into a true multi-disciplinary field of engineering. Safety measures are being adopted and proper laws made. However, creating public awareness about the aspects of earthquake and post-earthquake scenario is essential in order to enact these laws and enforce the safety norms.

Codes and guidelines for earthquake resistant building have been developed by the Bureau of Indian standards Code of Practice.

When seismic hotbed Japan can construct as high as 35-40 storey tall earthquake resistant buildings capable to withstand severe most seismic forces, why can't Indian engineers do the same? It is not that our present day technology doesn't permit us to achieve this; it is simply our negative and laidback attitude that acts as a hurdle.

54% of India is earthquake-prone; only a major retrofitting movement and laws can prevent another disaster. The greatest fear now is that none of the other densely populated and earthquake prone metros like Delhi or Mumbai has earthquake-resistant buildings. Quake resistant buildings does not cost extra. Preventing another catastrophe depends on how well we understand the issue and take measures in this direction.

I Smile

When I achieve my goals
I smile
When I taste failure
I smile
When my
expectations are met
I smile
When my trust
is broken
I smile
When I am joyous
I smile
When I am in pain
I smile
When I am loved
I smile
When my heart is broken
I smile
When I meet a friend
I smile
When I lose a dear one
I smile
When I am rejuvenated
I smile
When I am totally shattered
I smile
People ask me why I smile.
Morning becomes good with a SMILE
Happiness can be shared with a SMILE
Sorrow can be bridged with a SMILE
Sadness can be conquered with a
SMILE
Love can be spread with a SMILE
Strength can be regained with a SMILE
Spirit can be pepped-up with a SMILE
Impossible looks I AM POSSIBLE
with a SMILE
I feel blessed that I can SMILE!!

Planning Meets Preservation; Urban Design Meets Conservation.

Historic town are not immune to pressures for change. Growth, decay, competition, traffic, the economy, housing, employment, demographic trends and other factors must conform to the balance between preservation and planned development.

The language of conservation is less about new technologies and more about understanding.

Architectural conservation is a process through which the material, historical, and design integrity of man-built heritage are prolonged through carefully planned interventions. The individual engaged in this pursuit is known as an architectural conservator. Architectural conservation deals with issues of prolonging the life and integrity of architectural character and integrity, such as form and style, and /or its constituent materials, such as stone, brick, glass, metal, and wood. In this sense, the term refers to the "professional use of a combination of science, art, craft, and technology as a preservation tool" and is allied with its parent fields, of historic environment conservation and art conservation.

In addition to the design and art/science definition described above, architectural conservation also refers to issues of identification, policy, regulation, and advocacy associated with the entirety of the cultural and built environment.

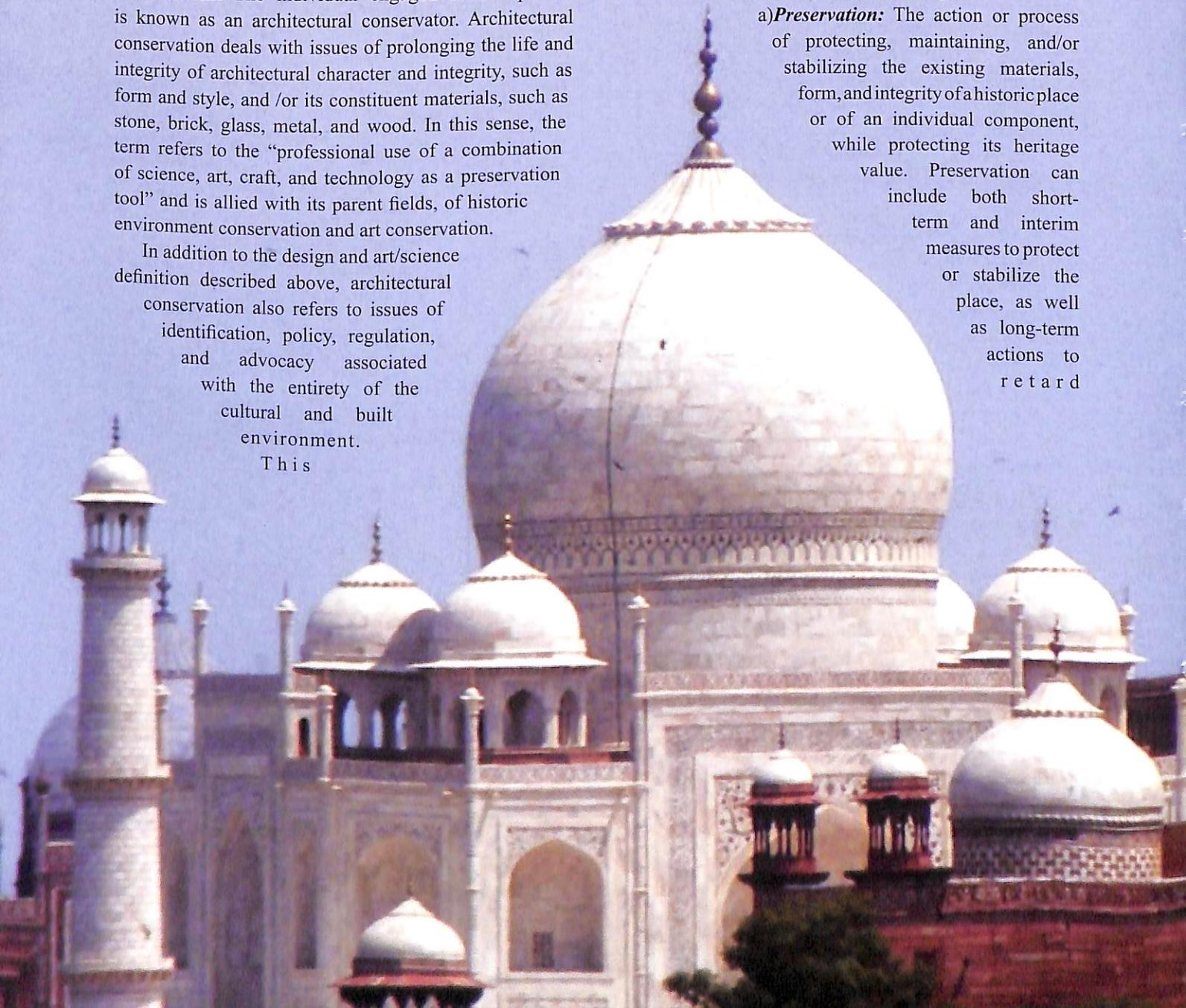
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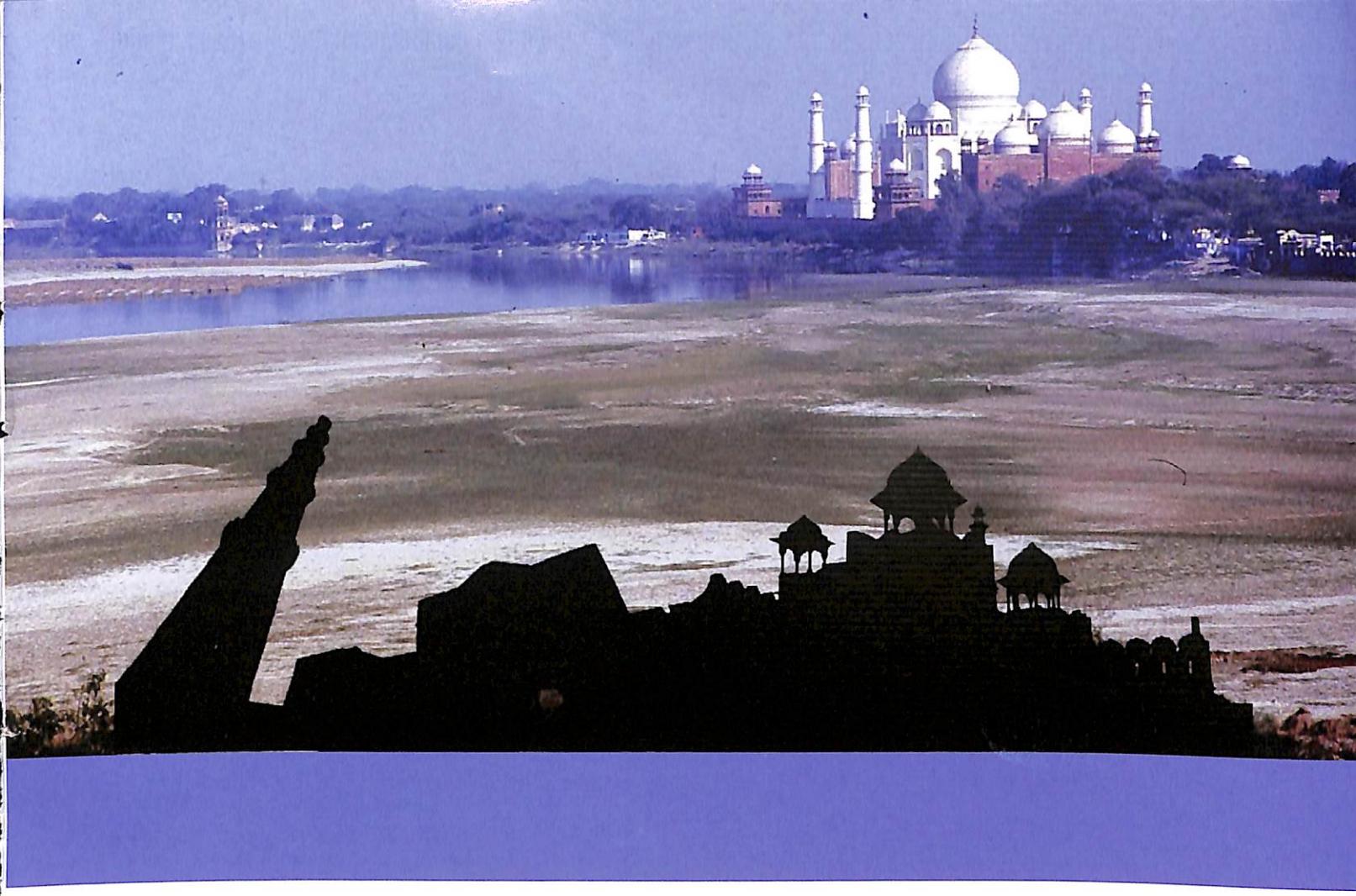
broader scope recognizes that society has mechanisms to identify and value historic cultural resources, create laws to protect these resources, and develop policies and management plans for interpretation, protection, and education.

Successful conservation does not require major interventions or rebuilding, so owners of similar such buildings have better options than tearing them down. Conservation is simply respect for the existing built form.

Conservation approaches are broken down the following into three categories:

a) **Preservation:** The action or process of protecting, maintaining, and/or stabilizing the existing materials, form, and integrity of a historic place or of an individual component, while protecting its heritage value. Preservation can include both short-term and interim measures to protect or stabilize the place, as well as long-term actions to retard





deterioration or prevent damage so that the place can be kept serviceable through routine maintenance and minimal repair, rather than extensive replacement and new construction.

- b) **Rehabilitation:** The action or process of making possible a continuing or compatible contemporary use of a historic place or an individual component, through repair, alterations, and/ or additions, while protecting its heritage value.
- c) **Restoration:** The action or process of accurately revealing, recovering or representing the state of a historic place or of an individual component, as it appeared at a particular period in its history, while protecting its heritage value.

REASONS FOR CONSERVATION OF HERITAGE STRUCTURES

Historic buildings are preserved and conserved for various reasons.

- a) People are sensitive about the past.
- b) Historic buildings play a significant role in retaining evidence of the country's history and development.
- c) To maintain the physical characteristics of a conservation area including their scale and proportion.
- d) To enhance the tourism industry.

CONSERVATION PROCEDURE

- a) **Research and Analysis of Historical Evidence:**

This is the first stage of conservation and restoration work. The history of a building can be discovered by

analyzing documentary evidence through old papers, maps, registers etc., and through written accounts and photographs of the period. The fabric of the building itself will also give clues to the past.

- b) **Survey of Building:** The existing building must be accurately measured & all observations noted prior to commencement of the work. The survey should include plans, sections and elevations. A photographic record should also be made and a survey of the building may be necessary to establish if there are structural defects or other problems. Properly carried out surveys are often invaluable in identifying the building's history.
- c) **Plan Restoration with Minimum Intervention:** Restoration should be carefully planned and guided by the principles of conservation to ensure that the least intervention takes place. Repair rather than replace should be the guiding rule. If missing features have to be re-instated, accurate detail must be ensured by careful research and precise instructions. Professional help should be sought in putting together the overall plan.
- d) **Implementation under Experienced Supervision:** Calling a professional with experience on conservation and restoration will minimize the risk of costly errors or unintentional damage that could take place.
- e) **Recording Work:** It is important that a record both written and photographic documents and evidence should be maintained for future reference, and information.

f) *Regularizing Maintenance Procedures:* An ongoing programme of inspection and maintenance must be put in place to ensure the building remains in good condition. This makes good economic sense as it is definitely better to maintain and repair regularly, rather than face problems when the problems reach a critical point. Safety and security procedures should also be installed and implemented.

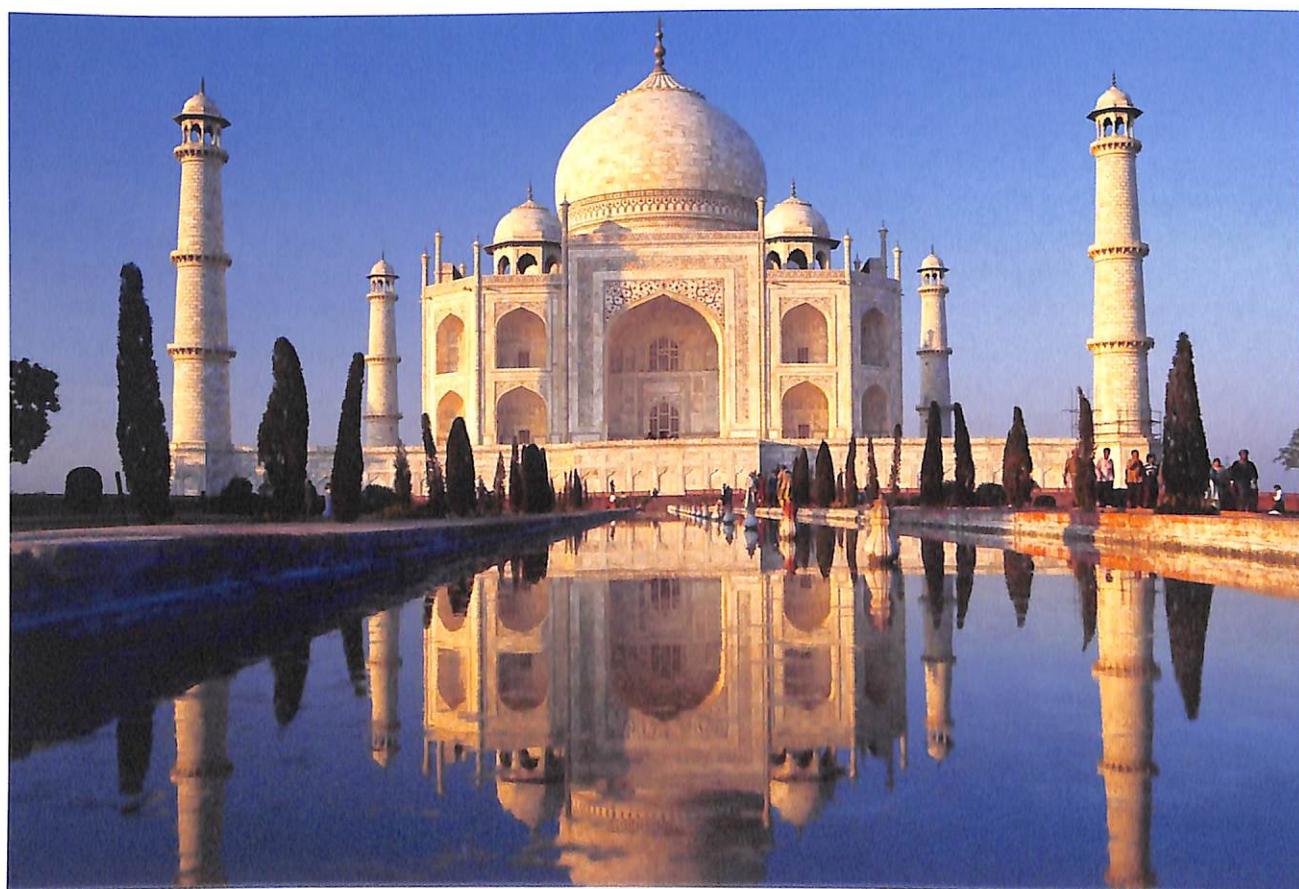
CASE STUDIES ON CONSERVATION OF TAJ MAHAL

In 1983 the Taj Mahal was designated a UNESCO World Heritage Site. Today it is a major tourist destination and one of the wonders of the world.

As Agra expanded, little effort was made to protect the Taj from the ravages of pollution, which began to discolor the white marble. Cracks had become visible on the walls of the monument raising concerns over the structural safety. Experts said that due to the low water level in the river Yamuna the water-borne foundation of the Taj was drying up. Its most recent threat comes from environmental pollution on the banks of the Yamuna River including acid rain which occurs due to the Mathura oil refinery. In the late 1990's, as the monument's future began to seem deeply imperiled, the Supreme Court ordered the shifting of some industries further away.

ACTIONS TAKEN TO PRESERVE THIS MARVEL

a) On June 21, NCF, Archaeological Survey of India (ASI) and the Taj Group of Hotels signed a Memorandum of Understanding (MoU) for preservation and to restore the beauty upgradation of the Taj Mahal. The tasks include river water treatment, development of the garden and ambience, development of the Mughal Garden, restructuring of the existing museum, conservation of the damaged stones at the Taj Mahal, conservation and preservation of the back wall of the Taj Mahal, conservation and preservation of the eastern side wall of the Taj Mahal, restoration of the missing inlay pieces in the Taj Mahal and the main entrance of the monument, conservation of the Mehman Khana and replacement of the missing fountains and muttakas, replacement of the broken pieces of jali and other decorative items. It also involves consultation with experts involved with the World Heritage Committee, international lighting design to illuminate the monument with specific regard to minimize insect pollution, provision of pre-recorded tour programmes with headsets in different languages for the foreign travellers and provision of clean and hygienic restroom facilities.



- b) Taj Mahal is being given special mudpack (mixture of chemicals and fuller's earth or multani mitti treatment) to rid off dirt and grime accumulated over the years. Once the paste dries up, it falls off, bringing along with it all the dust and grime. The mega project has been undertaken by the Archaeological Survey of India (ASI). It was subjected to similar treatment in 2001, but only in patches.
- c) Authorities of the Archaeological Survey of India (ASI) have barred vehicles from getting close to the portals of the Taj following the Supreme Court's directives to protect white-marbled historical monument from pollution. Barricades have been put at a distance of 500 meters from the main entrance to control traffic.
- d) As per the Supreme Court directives, only Compressed Natural Gas (CNG) based vehicles and cycle rickshaws are permitted to ply in the vicinity of the Taj. In spite of being non-polluting, these vehicles are prohibited from entering the restricted area to prevent chaos and control traffic.

- e) Pollution control, enhancement of the riverfront and water management would be three top priorities.

CRITICISMS OF HISTORIC PRESERVATION

Like many other movements in planning of urban design, historic preservation has had a number of criticisms though. The most important being is the cost involved. In addition, critics say the popular style of newer high rise buildings can cause the smaller, old buildings to become dwarfed and undesirable.

Despite these criticisms, historic preservation has been an important part of urban planning. As such, many cities around the world today have been able to retain their history through preservation of monuments and structures of historical importance for the future generations to see and understand. They can now know the past and recognize ancient culture through the architecture that has been preserved.

Ms. Pooja Lath

Student – 2nd year M.Sc. in Home Science (Resource Management section), Batch: 2010-11

WORDS- Powerful Entities

*Encouraging words, smiles they bring,
Words that hurt, feel the sting.
Hurtful words, pierce like a spear,
Promising words, we hold so dear,
Words of hope, deliver good cheer,
Words of despair, cause many tears,
Complimentary words, spoken so gently,
Words that bring heartache, voiced intently,
Words of sadness crush a spirit,
Loving words, uplift souls,
Words can be powerful, mouth them with more control,
Kind-hearted words pass the Love with their heart & soul.*

Ms. Srishti Jaiswal
Student - 2nd year students - B.Com. (Section-B), Batch: 2010-11



Textile Waste Material Recycling

Textile industry covers a wide range of manufacturing processes and technologies during the course of which a lot of waste is generated. While the textile industry has a long history of being thrifty with its resources, a large proportion of unnecessary waste is still produced each year.

Waste minimization is important because it reduces operating costs, risk of liability and end-of-pipe treatment, improves process efficiency, enhances public image, protects health and environment, and improves employee moral.

Waste management is the collection, transport, processing, recycling or disposal, and monitoring of waste materials. The term usually relates to materials produced by human activity, and is generally undertaken to reduce their effect on health, the environment or aesthetics.

SOLID WASTE MINIMIZATION IN TEXTILE INDUSTRY

Solid wastes are solids or semi-solid materials (including gases and liquids in containers) which are non-

soluble in nature. They maybe hazardous and includes agricultural refuse, demolition waste, industrial waste, mining residues, municipal garbage and sewage sludge.

In terms of volume, solid waste constitutes the second largest waste section in the textile industry next to liquid effluent.

There are a number of waste minimization options available for reducing solid waste:

- a) Reducing the amount of packaging material, improved purchasing practices such as ordering raw materials in bulk or returnable intermediate bulk containers (IBCs). This reduces spillages, handling costs, exposure of workers to chemicals and the amount of storage space required.
- b) Purchasing yarn or reusable plastics cones rather than cardboard cones.
- c) Reducing seam waste through effective training programmes.
- d) Selling waste fibers, sweeps, rags, yarn and cloth scraps.

WASTE MINIMIZATION IN TEXTILE WET PROCESSES

The following are the various waste minimization techniques that can be implemented in specific textile processes:

- a) **Sizing and Desizing:** Replace starch-based sizes with synthetic sizes as the latter have lower BOD levels and they can be recycled for reuse. Ensure that only the minimum required size is added onto the yarn. This reduces chemical consumption as well as the pollution load.
- b) **Scouring:** Easily biodegradable detergents should be used for scouring. Thus detergents like linear alkylbenzenesulphonate; disulphosuccinates; alkylphenolethoxylates; complexing agents with poor degradability (eg, EDTA; phosphonic acid; NTA; phosphonates) should be avoided. Wash water after scouring could be recycled and used for desizing. Also continuous scour wash water could be recycles in case of batch scouring.
- c) **Bleaching:** Replace the use of chlorites and hypochlorites with hydrogen peroxide. Recycle bleach wash water for scouring. Use vacuum slots to remove excess solution, which can then be reused.
- d) **Mercerising:** Recycling of sodium hydroxide through evaporation for reuse in mercerizing or scouring will decrease the pollution load and chemical consumption.
- e) **Dyeing:** Dyes, which form carcinogenic amines on reduction, contribute substantially for increased BOD/ COD need to be avoided for use in dyeing. Dyes, which contain heavy metal such as chromium, cobalt and copper, are detrimental to the environment. Major pollutants in dyeing include unfixed dye, fixed agents, reducing agents, alkali, organic acids, oxidizing agents, salts, metals, carriers, etc. Some of the main areas for waste minimization include: using automated dye and chemical dosing systems; reducing the material to liquor ratio; reusing dye-baths, rinse water and softening baths; ensuring a good cloth preparation; optimizing pH and salt for each recipe; avoiding the use of auxiliaries that reduce or retard exhaustion; using the newer low-salt reactive dyes; optimizing dyeing temperatures; avoiding the addition of more chemicals to offset the effects of other chemicals for example use other non-chemical methods such as procedural or mechanical alterations or change the dye selection etc.
- f) **Printing:** Pollutants associated with printing include suspended solids, solvents, foam, colour and metals and in general, large volumes of water consumed during the washing-off stages. The main area of waste minimization in printing includes raw material



conservation, product substitution, process and equipment modifications, materials' handling and scheduling the waste recovery.

- g) **Finishing:** There are a number of finishing processes that are carried out on the fabric after dyeing and/or printing. These can be achieved by chemical or mechanical methods. Some waste minimization options are:
 - (i) Design fabrics such that the need for chemical finishes are minimized.
 - (ii) Use mechanical alternatives to chemical finishes.
 - (iii) Use low add-on methods.
 - (iv) Minimize volatile chemical use.
 - (v) Avoid mix discards through careful preparation.
 - (vi) Install automated chemical dispensing systems.
 - (vii) Use formaldehyde free cross-linking agents.
 - (viii) Reduce solid waste by reducing the need for selvedge trimming through better width control, training workers and collecting selvedge trim for resale.
 - (ix) Investigate the use of spray application of finishes as these have a low add-on and require no residual dumping at the end of a run.

RECYCLING OF GARMENT WASTE

Garment wastes are generated during manufacturing and after consumer use. Those produced during manufacturing called scraps may be recycled or may be made biodegradable chemically. Recycling of the scraps can be done by taking them back to the fibre form by conventional methods of breaking, making a web out of them, web laying and subsequently binding the web layers by various techniques, i.e. needle punching, adhesive bonding, etc.

70% of the recycled fibres are mainly used for floor carpets with good sound absorbing capacity, interior trim parts, and luggage compartments. Material recycling recovers polymers from fibers or plastics, and at present, the idea of transforming polyethylene terephthalate (PET) into fibers is most economical and widely used for practical purposes. Shoddy (from knits) and mungo (from woven garments) are terms for the breakdown of fabric to fiber through cutting, shredding, carding, and other mechanical processes. The fiber is then re-engineered into value-added products. These value-added products include stuffing, automotive components, and carpet underlays, building materials such as insulation and roofing felt, and low-end blankets.

The other category for conversion to new products

is the actual re-design of used clothing. Current fashion trends are reflected by a team of young designers who use and customize second-hand clothes for a chain of specialty vintage clothing stores.

Recycling and reuse of textile waste has become a necessity in today's world, since garbage thrown is garbage retained in terms of pollution, which complicates the ecosystem. Therefore it is mandatory for the manufacturers and users to be cautious about the ecological problems and the economy in disposal of waste. Recycling and reuse of textile waste have opened up new venues for research, resulting in new applications.

Ms. Sweta Agarwal

Student - 2nd year M.Sc. in Home Science (Textiles & Clothing section,
Batch: 2010-11)

Our Eternal Friendship



You were one of the few people,
whom I allowed to see me cry
Each tear I shed, you were always there.
I knew the reason was because you cared.
When you told me that everything would be
fine,
I knew I would be okay.
I had never thought I would have so many
words to say.
You bring me so much joy each and everyday.
There are so many memories
Deep inside me where they will always stay
In my head where these verses will constantly
play
I will keep these memories
Close to me and hold them tight.
Our friendship will grow each and everyday.
Our friendship is eternal.

Ms. Priyanka Goel,

Student - 1st year B.Sc. in Interior Designing, Batch: 2009-10



Chitosan: The Multifunctional Polysaccharide

Chitosan is produced from chitin, a natural carbohydrate polymer found in the skeleton of crustaceans, such as crab, shrimp and lobster, as well as in the exoskeleton of marine zooplankton, including coral and jellyfishes. Insects, such as butterflies and ladybugs, also have chitin in their wings and the cell walls of yeast, mushrooms and other fungi also contain this substance. Chitosan can also be produced commercially by deacetylation of chitin. A common method for the synthesis of chitosan is the deacetylation of chitin using sodium hydroxide in excess as a reagent and water as a solvent. This reaction pathway, when allowed to go to completion (complete deacetylation) yields up to 98% product.

Chitosan can be chemically considered as analogues of cellulose, in which the hydroxyl at carbon-2 has been replaced by acetamido-3 or amino groups. They are linear polysaccharides composed of randomly distributed β -(1-4)-linked D-glucosamine (deacetylated unit) and N-acetyl-D-glucosamine (acetylated unit) randomly or block distributed throughout the biopolymer.

Chitosan and its derivatives are examples of value-added materials and have a number of commercial and possible biomedical uses. It is the second abundant polysaccharide next to cellulose, but it is the most abundant natural amino polysaccharide and is estimated to be produced annually almost as much as cellulose. Chitosan is recommended as suitable functional material, because this natural polymer has excellent properties such as biocompatibility, biodegradability, non-toxicity and adsorption properties.

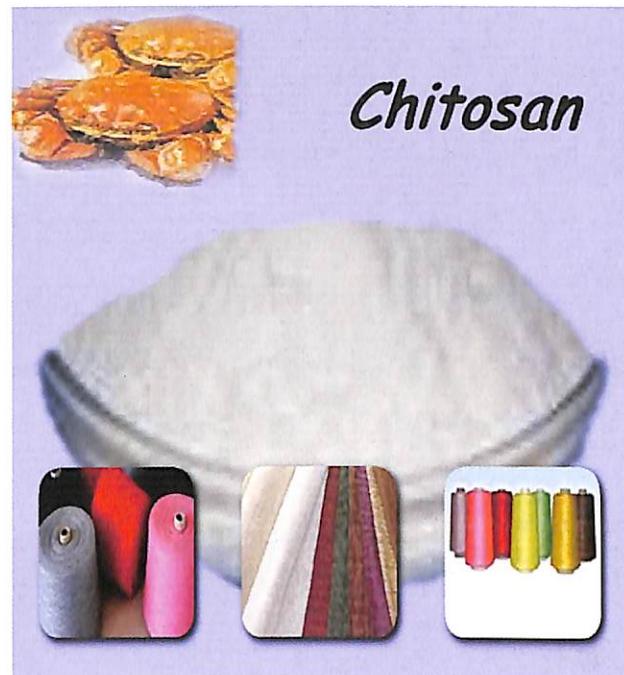
PHYSICAL PROPERTIES

- Molecular weight (MW):** The MW of chitin and chitosan depends on its source and deacetylation conditions (time, temperature and concentration of NaOH), respectively. The physico-chemical properties, which include viscosity, solubility, adsorption on solids, elasticity, and tear strength, are dependent on the molecular weight of the polymer concerned.

- b) **Degree of Deacetylation (DD):** Chitosan is a semi-crystalline polymer and is the universally accepted non-toxic N-deacetylated derivative of chitin, where chitin is N-deacetylated to such an extent that it becomes soluble in dilute aqueous acids. Thus the degree of crystallinity of chitosan is a function of its degree of deacetylation. Chitosan versatility depends mainly on this high degree of chemically reactive amino groups. Crystallinity is maximum for both chitin (i.e. 0% deacetylated) and fully deacetylated (i.e. 100%) chitosan.
- c) **Solubility:** Chitosan is a semi-crystalline polymer, a weak base, which is insoluble in water, alkali or aqueous solution above pH 7, and common organic solvents due to its stable and rigid crystalline structure.

CHEMICAL PROPERTIES

- a) **Biodegradability:** Chitin and chitosan can be degraded in-vivo by several proteases (lysozyme, papain, pepsi). Their biodegradation leads to the release of non-toxic oligosaccharides of variable length which can be subsequently incorporated to glycosaminoglycans and glycoproteins, to metabolic pathways or be excreted. Lysozyme, a non-specific protease present in all mammalian tissues, seems to play a degradation role on chitin and chitosan.
- b) **Biocompatibility:** Both chitin and chitosan show very good compatibility, but this property depends on the characteristics of the sample (natural source, method of preparation, MW and DD).
- c) **Haemostatic:** It has been found that chitosan, as well as sulphated chitosan oligomers, presented anti-coagulant activity when tested in-vitro. The anti-coagulant activity of chitosan seems to be related to its positive charge, since the membranes of the red blood cells' are negatively charged. Chitin is less effective than chitosan in this respect.
- d) **Muco-adhesion:** Several factors (physiological variables and the physicochemical properties) affect muco-adhesion property of chitosan. The mucus present in the stomach is composed of a glycoprotein called mucin, which is rich in negative charges since it has sialic acid residues. On the other hand, chitosan is positively charged due to the acidic environment and, therefore, it can interact with mucin through electrostatic forces. The extent of this union depends on the amount of sialic acid present in the mucin and on the MW and DD of chitosan.
- e) **Permeation Enhancing Effect:** It has been found that chitosan acts as a permeation enhancer by opening epithelial tight junctions. The mechanism underlying this behaviour is based on the interaction of positively



charged chitosan and the cell membrane resulting in a reorganization of the tight junction-associated proteins.

- f) **Anti-cholesterolemia:** There are several proposed mechanisms for cholesterol reduction by chitosan. The entrapment caused by a viscous polysaccharide solution (in this case, chitosan) is thought to reduce the absorption of fat and cholesterol in the diet.
- g) **Anti-microbial Activity:** The anti-microbial activity of chitin, chitosan, and their derivatives against different groups of microorganisms, such as bacteria, yeast, and fungi, has received considerable attention in recent years. The interaction with anionic groups on the cell surface, due to its polycationic nature, causes the formation of an impermeable layer around the cell, which prevents the transport of essential solutes.
- h) **Anti-oxidative Activity:** Chitosan has shown a significant scavenging capacity against different radical species; the results being comparable to those obtained with commercial anti-oxidants.

APPLICATIONS AREAS

- a) **Use in Textile Industries**
- Polyatomic character of chitosan binds to the negative charged bacterial surface, disrupting the cell membrane of the bacteria eventually leading to cell death. In this way chitosan acts as an antimicrobial finishing agent.
 - Improves water absorbency and anti-static properties of man-made fibre that are treated with it.
 - Has been found to improve the dyeability of

- natural fibers like silk, flax, rayon, cellulose, etc. with direct, reactive, sulfur and disperse dyes etc. when chitosan is applied as a finish before or during dyeing
- (iv) Can act as effective sizing agents.
 - (v) Can be mixed with thickener and binder to form a stable printing paste.
- b) **Use in Agriculture and Horticulture**
- (i) Used primarily as an eco friendly bio-pesticide and as a plant growth enhancer.
 - (ii) It increases photosynthesis, promotes and enhances plant growth, stimulates nutrient uptake, increases germination and sprouting
- c) **Use in Food Industries**
- Chitosan can be used as a preservative and for surface coating of meat products and fruits.
- d) **Bio-medical Use**
- (i) Accelerates the skin healing process, so used in surgical cloths and bandages.
 - (ii) Influences blood coagulability, therefore used in haemostatic dressings.

- (iii) Used as haemostatic dressing for chest, neck or facial wounds.

e) **Medical Uses**

- (i) Chitosan tablet is used as a "fat binder"
- (ii) Used as a supplementary food for arresting osteoporosis.
- (iii) Film and membranes made from chitosan are used during dialysis and making contact lenses.
- (iv) Acts as an antacid and helps to control high blood pressure.
- (v) It treats and prevent irritable bowel syndrome and helps to prevent constipation.
- (vi) Reduces uric acid levels in blood (which causes gout) and have anti-tumor properties.

Thus, with unique physical and chemical properties, chitosan has attracted a lot of scientific and industrial interest..

Ms. Deepika Baid

Student - 2nd year M.Sc. in Home Science (Textiles & Clothing section)
Batch : 2010-11

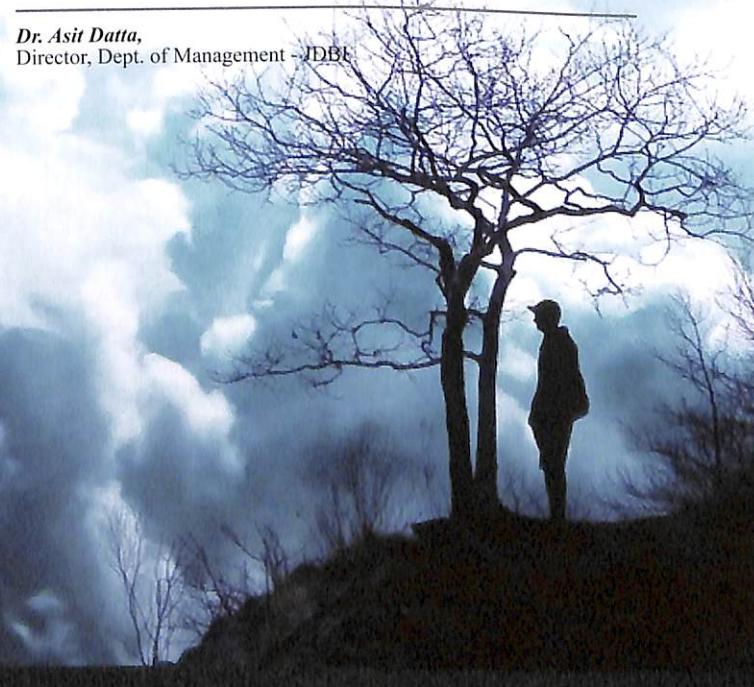
FORGET ME NOT

When there was sunshine, there was moonlight
And I had my warmth and spree.
I used to sing, rocking with the clouds and scintillating
With no counterfeited glee.

I plucked the wild Forget Me Nots
Nodding their heads in sweet melody
To adorn the vase of my lady love
And I was lost in an ecstasy!

Today when I am plodding my weary way
Through the lonesome vistas of sylvan solitude,
Trees are doffing their leaves
And in oblivion I drooped;
Those little flowers swaying their heads in gentle breeze
Whispered in a pensive mood,
“Do you still remember me?”

Dr. Asit Datta,
Director, Dept. of Management - JDBI





Fabric Defects and their Detection

A fabric defect includes problems physically noticeable on the surface of the fabric. This includes issues such as broken ends, double picks, missing thread, stains, holes, etc. These defects should be addressed at the point of fabric inspection, or cutting and should not appear at final garments.

The defects are classified into three groups:

- **Avoidable and Unavoidable:** Most of the defects in the fabric are avoidable but some are unavoidable, eg. certain floats/smashes.
- **Major and Minor:** A defect that, if conspicuous on the finished product, would cause the item to be a second. (A “second” is a garment with a conspicuous defect that affects the salability or service ability of the item) whereas a minor defect would not cause the product to be termed a second either because of severity or location, for eg. defect such as weft crack is considered to be a minor if it is within 1-2 cm while the same defect is major when it is more than 2cm.
- **Mendable and Unmendable:** There are certain defects such as isolated snarls that could be mended while the others such as big cracks are unmendable.

ANALYSIS OF FABRIC DEFECTS

The methods employed for analysis of fabric defects are:

- a) **First Piece Inspection:** The first piece of the newly gated loom is taken to the grey folding departments and is inspected for design verifications. The report is immediately sent to the weaving department and if there is any defect the necessary changes are made.
- b) **Grey Inspection:** Fabrics are tested in grey state after weaving and then after finishing processes. In the grey inspection the fabric defects are identified and mended if they are mendable. In the final folding the fabric

defects are examined and graded into the following six categories depending upon severity of faults.

- i. **Fresh or first quality:** fabric with no major or objectionable faults.
 - ii. **Shorter length:** piece of cloth having shorter length(less than 50 cm).
 - iii. **Seconds:** cloth having minor defects.
 - iv. **Fents:** The cut pieces of cloths measuring 90cm and more but less than 150 cm in length are graded as fents.
 - v. **Rags:** The cut pieces of cloths larger than 25cm but less than 90 cm are regarded as rags.
 - vi. **Chindies:** The se are the cloths having length of 25cm or less
- c) **Point Rate System:** In order to rank each defect in the proper order of importance and also reduce variation from inspector to inspector, the defects of different magnitudes are assigned specific point values. Once the proper ranking of the defects has been established, then the allowable number of defect points acceptable for a first quality piece of fabric is established.

Length of Defect	Points
0-3 Inches	1
3-6 inches	2
6-9 inches	3
9 inches and over	4

Ms. Fatema Lakdawala

Student-Final year B.Sc. in Home Science (Textiles and Clothing section) Batch : 2010-11

Some of the important fabric defects are :

Defect	Cause	Severity
Askewed or Bias	Condition where filling yarns are not square with wrap yarns on woven fabrics or where courses are not square with wale lines on knits.	Major or Minor
Barre	Occurs in circular knit. Caused by mixing yarn on feed into machine. Fabric will appear to have horizontal streaks.	Usually Major
Birds Eye	Birds eye often caused by unintentional tucking from malfunctioning needle. Usually two small distorted stitches caused side by side.	Major or Minor depending on severity
Bowing	Usually caused by finishing. Woven filling yarns lie in an arc across fabric width. It is critical on stripes or patterns and not as critical on solid color fabrics.	Major or Minor
Color Smears	Color Smears are the result of color being smeared during printing.	Major or Minor
Crease Mark	Differs from crease streak in that streak will probably appear for an entire roll. Crease mark appears when creases are caused by fabric folds in the finishing process. Often discoloration is a problem.	Major
Hole	Holes on fabrics are usually caused by broken needle.	Major
Jerk In	Jerk Ins are caused by an extra piece of filling yarn being jerked part way into the fabric by the shuttle. The defect will appear at the selvage.	Major or Minor
Knots	Knots are caused by tying spools of yarn together.	Usually Minor
Missing Yarn	Occurs in circular knit. Caused by one end of yarn missing from feed and machine continuing to run.	Major
Open Reed	Open reed are the results from a bent reed wire causing warp ends to be held apart, exposing the filling yarn.	Major
Pin Holes	Pin holes along selvage caused by pins holding fabric while it processes through tender frame.	Major
	Major> if pin holes extend into body of fabric far enough to be visible in the finished product	
Puckered Selvage	Usually caused by selvage being stretched in finishing or by uneven wetting out in sanforization process.	Major
Skewing	Skewing refers to condition where filling yarns are not square with warp yarns on woven fabrics or where courses are not square with wale lines on knits. It happens when the fabric shrinks more perpendicular to the twill line than along the twill line.	
Slub	Slub refers to thick or heavy places in the yarn or flying waste yarn getting into yarn feeds during spinning process. Slub and other inconsistencies are common in fabrics produced on vintage shuttle looms.	Major or Minor
Stop Mark	Stop mark occurs when the loom is stopped, the yarn elongates under tension. When the loom starts again, the slack is woven into the fabric.	Can be major or Minor
Thin Place	Thin Place is often caused by the filling yarn breaking and the loom continuing to run until the operator notices the problem.	Major
Water Spots	Water spots are usually caused by wet fabric being allowed to remain too long before drying, Color migrates leaving blotchy spots.	Major
Pilling	Pilling refers to the forming of little matted balls on the surface of knitted fabrics. Pilling occurs when soft yarn rubs against itself, resulting in tangled fibers and produces an uneven and worn look.	

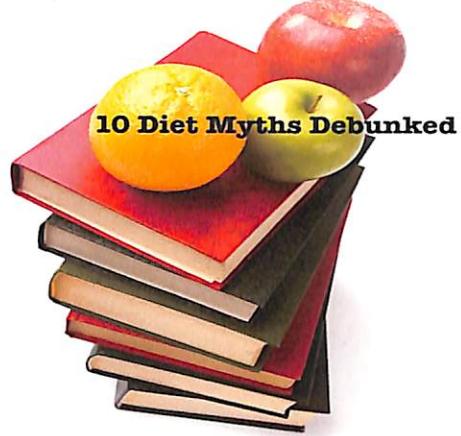
HEALTHY FACTS

HERBS IN THE HIMALAYAS FOR TYPE-2 DIABETES

A Belfast based scientist and his team have discovered that extracts from the bark of Swertia Chirayita, a plant traditionally grown in the Himalayas and also known as chirette shows positive results in controlling type-2 diabetes.



Fact or Fiction?



FOOD MYTHS AND RELATED NUTRITIONAL FACTS

With daily emergence of "weight loss products", we are surrounded with a plethora of nutrition related popular misconceptions and fables. Listed below are the most common myths related to diet and nutrition along with their corresponding facts.



- **MYTH** : Diabetic diet is a special diet.
- **FACT** : Diabetic diet is a normal diet should be eaten regularly in moderation and should avoid certain foods.

- **MYTH** : Children can drink as much fruit juice as they want.
- **FACT** : Fruit juice contains similar amounts of sugar and calories; too much of which can lead to obesity.



- **MYTH** : Dairy foods are fattening and should be avoided.
- **FACT** : Dairy products contain varying amounts of fat, but they also contain almost all essential nutrients needed by the body and therefore they shouldn't be avoided completely.



- **MYTH** : Vitamin-C and calcium are the same.
- **FACT** : Vitamin-C is a vitamin needed for wound healing and iron absorption; while calcium is a mineral essential for growth of bones.

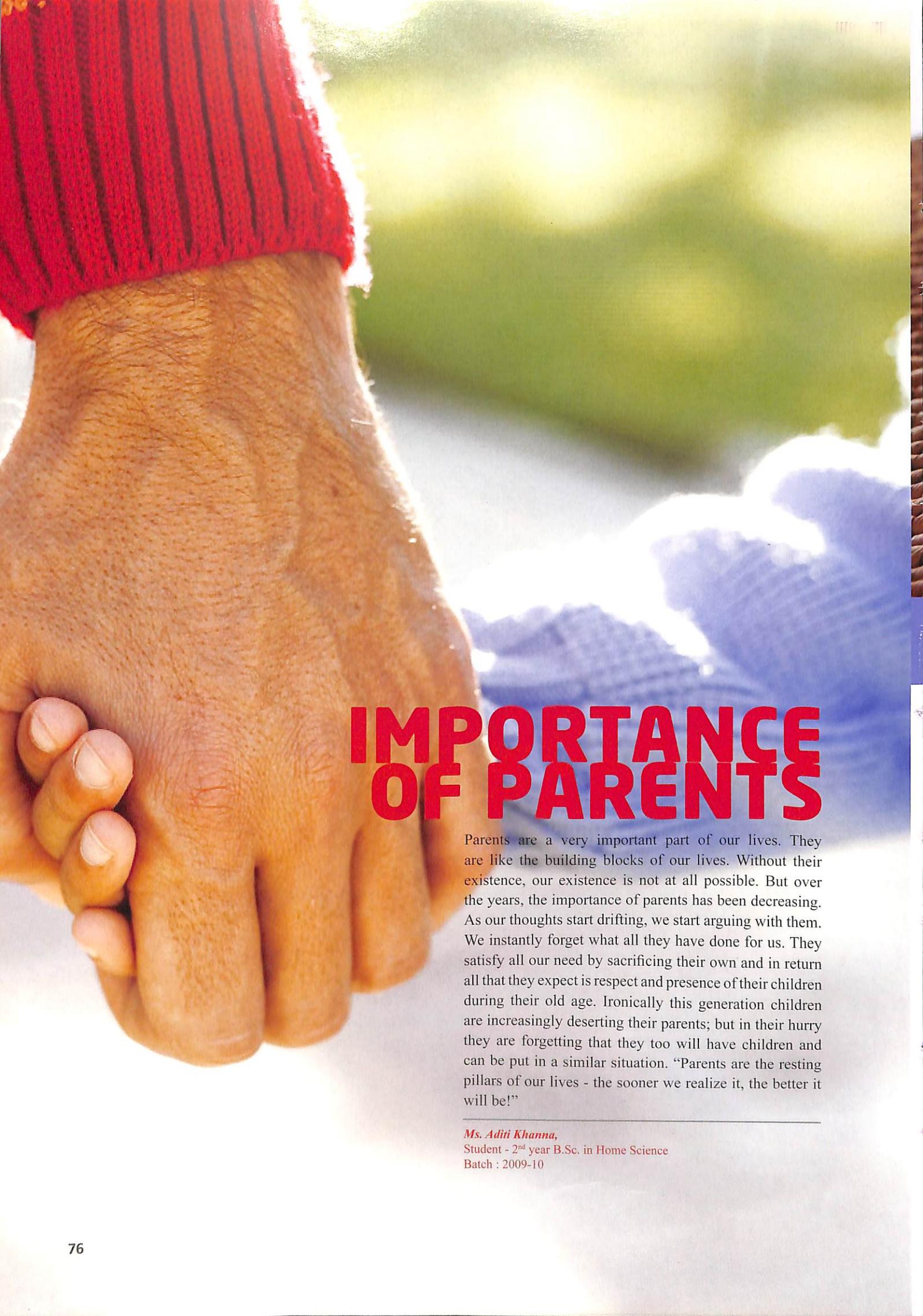
FULL CIRCLE



It is a Sunday- a day when the world rests.
But for me, everyday is a Sunday.
As I am jobless today
“you have crossed sixty” was all the manager said.
As I sat on my easy chair
Wrapped in a leather jacket, I thought,
“I am no longer young; so on this leather easy chair isn’t
at all fair.
On the wall, the pendulum clock from Dubai
Struck nine, “its time to leave for work.
But I have no work, as for me everyday is a Sunday.
When I was a child, I woke up at six,
As missing the school bus was a risk.
On Sunday, I woke up at seven,
It was a holiday, thanks to the heaven.
When I was in college, I was up at five,
Tuitons, computers, tests was part of my life.
Taking a day’s rest was a crime,
Semester exams were knocking my doors, I had no time.
However, Sunday is a holiday, thanks to heaven.
I worked in a multinational company

Good salary, a house to live, an AC car, an AC cabin
All this at the cost of “MY Sunday, or my Funday”
“Is there any one works on Sunday, I asked.
Everyone was silent, no answer.
Today is Sunday- a day when the world rests.
But for me everyday is a Sunday,
As I am jobless today.
“I have crossed the sixty” was all the manager said.
My life completed its FULL CIRCLE.
“You are an infant again,” said the mirror-
“So, it is resting time, my dear
Very soon, the time will come,
When you’ll rest for ever”.

Ms. Srishti Jaiswal
Student - 2nd year B.Com. (Section-B)



IMPORTANCE OF PARENTS

Parents are a very important part of our lives. They are like the building blocks of our lives. Without their existence, our existence is not at all possible. But over the years, the importance of parents has been decreasing. As our thoughts start drifting, we start arguing with them. We instantly forget what all they have done for us. They satisfy all our need by sacrificing their own and in return all that they expect is respect and presence of their children during their old age. Ironically this generation children are increasingly deserting their parents; but in their hurry they are forgetting that they too will have children and can be put in a similar situation. "Parents are the resting pillars of our lives - the sooner we realize it, the better it will be!"

*Ms. Aditi Khanna,
Student - 2nd year B.Sc. in Home Science
Batch : 2009-10*

WHY DO WE GET SLEEPY AFTER EATING A HEAVY MEAL?

There was a little child - Angel, whose mom liked to make "breakfast food" for supper every now and then due to her long working hours. Angel recalls one particular night when her mom had made breakfast after a long, hard day at work and had placed eggs, sausage and burned biscuits in front of her dad to eat for supper. To her sheer astonishment, all her dad did was reach out for his biscuit, smile at her mom and simply ask how her day was at school. While speaking to her, he smeared butter and jelly on that biscuit and ate every nit of it.

Angle also recalled hearing her mother apologize to her dad for the burnt biscuits and could believe what her dad said to her mother - "Baby, I love burned biscuits".

Later that night, when Angel went to kiss her father good night and asked him if he really liked his biscuits, her father wrapped his arms around her and said, "Your Momma put in a hard day at work today and she's real tired. And besides a little burned biscuit never hurts anyone".

I could not believe what he said. But today I can understand that what he gave me that day -the greatest learning of my life - "Choosing to celebrate each other's differences is one of the most important keys to creating a healthy, growing, and lasting relationship".

Ms. Kritika Poddar,
Student -3rd year - B.Com. (Section-A)
Batch : 2009-10





Only 1411 Left

Wondering what I'm talking about??

See that's my point.... Even though every channel on the TV is showing it; trying to imbibe a sense of responsibility in us, we as a community have little or no idea about the prevailing crisis related to the extinction of our national animal - the Royal Bengal Tiger. The census conducted in 2006-2007 estimated a population of 1165-1657 tigers. I don't mean to sound preachy, but let's just take 10 seconds out of the busy social life and try to imagine the picture - over 500 wildlife sanctuaries spread over more than 4.5% of the total geographic area of our country with around 28 tiger reserves among them and only 1411 tigers left! Isn't that heart breaking? Scary?

How did this happen?

Tigers are threatened by a combination of factors namely poaching, habitat loss and loss of corridors between areas and retaliatory killing of tigers for preying on cattle or attacking humans. The existence of international markets for illegal tiger parts in spite of the fact that the countries where majority of illegal trade in wildlife takes place are signatories to CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) is indeed a matter of grave concern.

The tiger is not just a charismatic species. It's not just a wild animal living in some forest. The tiger is a unique animal which plays a pivotal role in the health and diversity of any ecosystem. It is a top predator and is at the apex of the food chain and keeps the population of wild in check, thereby maintaining the balance between prey herbivores and the vegetation upon which they feed. The extinction of this top predator is an indication that the ecosystem is not sufficiently protected.

If tigers go extinct, the entire system would collapse. For e.g. when the Dodos went extinct in Mauritius, one species of Acacia tree stopped regenerating completely. So when a species goes extinct, it leaves behind a scar, which affects the entire ecosystem. Another reason why we need to save the tiger is that our forests are water catchment areas. When we protect one tiger, we protect about a 100 sq. km of area and thus save other species

living in its habitat. Therefore, it's not just about saving a beautiful animal. It is about making sure that we live a little longer as the forests are known to provide ecological services like clean air, water, pollination, temperature regulation etc. This way, our planet can still be home to our children.

Wondering how you can help?

- **SPREAD THE WORD:** Go out loud and tell others that tigers are dying and that they need our help. You can form forums or join existing ones on the web for discussions and exchange views on tiger conservation.
- **Be A Responsible Tourist:** The wilderness is to be experienced and not to be disturbed and polluted. Follow the forest department guidelines when visiting any wilderness area, a tiger reserve in particular. As the saying goes "don't leave anything behind except footprints, and don't take anything except memories"
- **Write To The Policy Makers:** If you are really concerned and feel that more needs to be done for tiger conservation, then write polite letters to the decision makers - the Prime Minister, the Minister for Environment and Forests or even the local MP.
- **Inform The Nearest Police Station:** If you have any information on poaching or trade of illegal wildlife, you can also contact TRAFFIC - an organization fighting the powerful poachers and pass on the information to them.
- **Reducing Pressure On Natural Resources:** By reducing the use of products derived from forests such as timber and paper you can contribute to protecting the tiger habitat.
- **And Lastly The Most Important Is Education... Quality Education; Not Just Literacy:** Educating the locals and the tribal people who are most exposed to tiger encounters will help us protect our national animals. They should be educated not to help poachers or indulge in poaching of any sort.

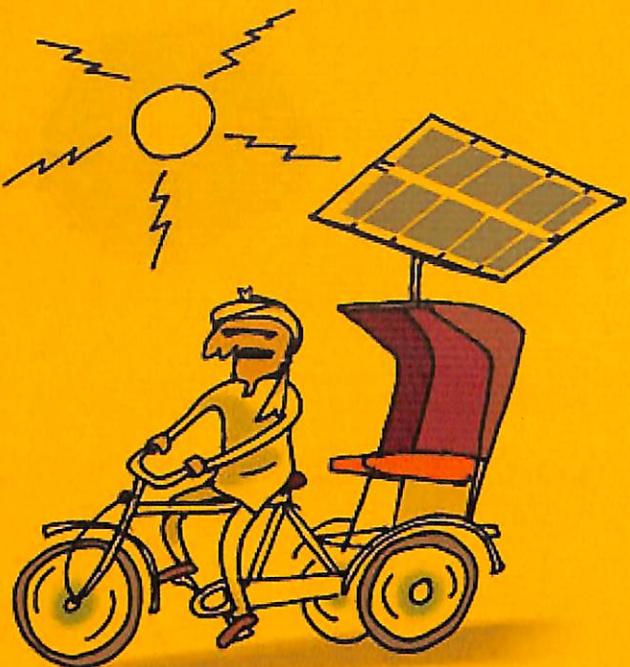
Ms. Satarupa Ray,

Student -2nd year - B.Sc. in Home Science

WHACKY TECHNICAL FACTS

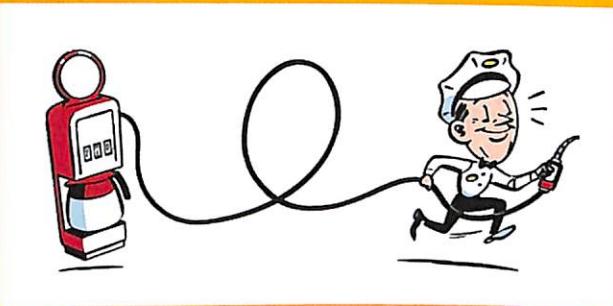
Sunny ride-up

India's cycle rickshaws are going solar. The Solekshaw, recently launched in New Delhi, is a motorized vision, with FM radios and power point for charging mobile phones. The 36 volt solar battery can power the rickshaw for 50 to 70 kms. Developed by Centre for Scientific and Central Research (CSIR), Solekshaw is a solution to traffic woes, pollution and fossil fuel dependence. It can save the rickshaw pullers from back breaking toil.



Diesel made from coffee grounds

Research scientists at a University at Nevada, Rano have made diesel fuel from used coffee grounds. The technique is not difficult and it has been reported in the Journal of Agricultural and Food Chemistry. There is so much coffee around that several hundred million gallons of bio-diesel could potentially be made from them annually.



New robot steered by human thoughts.

Japan's Honda claims to have developed a robot steered by human thoughts, thanks to a helmet like device that measures a person's brain activity and sends signals to the machine. The latest version of ASIMO has now been fitted with a so called "brain machine interface" (BMI). Humanoid can perform four basic movements with its arms, legs and tongue based on the non-verbal instructions a person sends to it by concentrating on performing the action themselves. The research aims to create a robot which can help people with housekeeping chores such as serving dishes or watering plants.

Just a Fact! Where is it at?

Names from all over the world for the "@" email symbol

Monkey's tail (South Africa)

Cat's tail (Finland)

Pig's tail (Denmark)

Dog, little dog (Russia, Ukraine)

Monkey, little monkey (Poland)

MAGGOT, WORM (HUNGARY)

Snail (Italy, France, Israel, Korea)

Cinnamon twiri (Sweden)

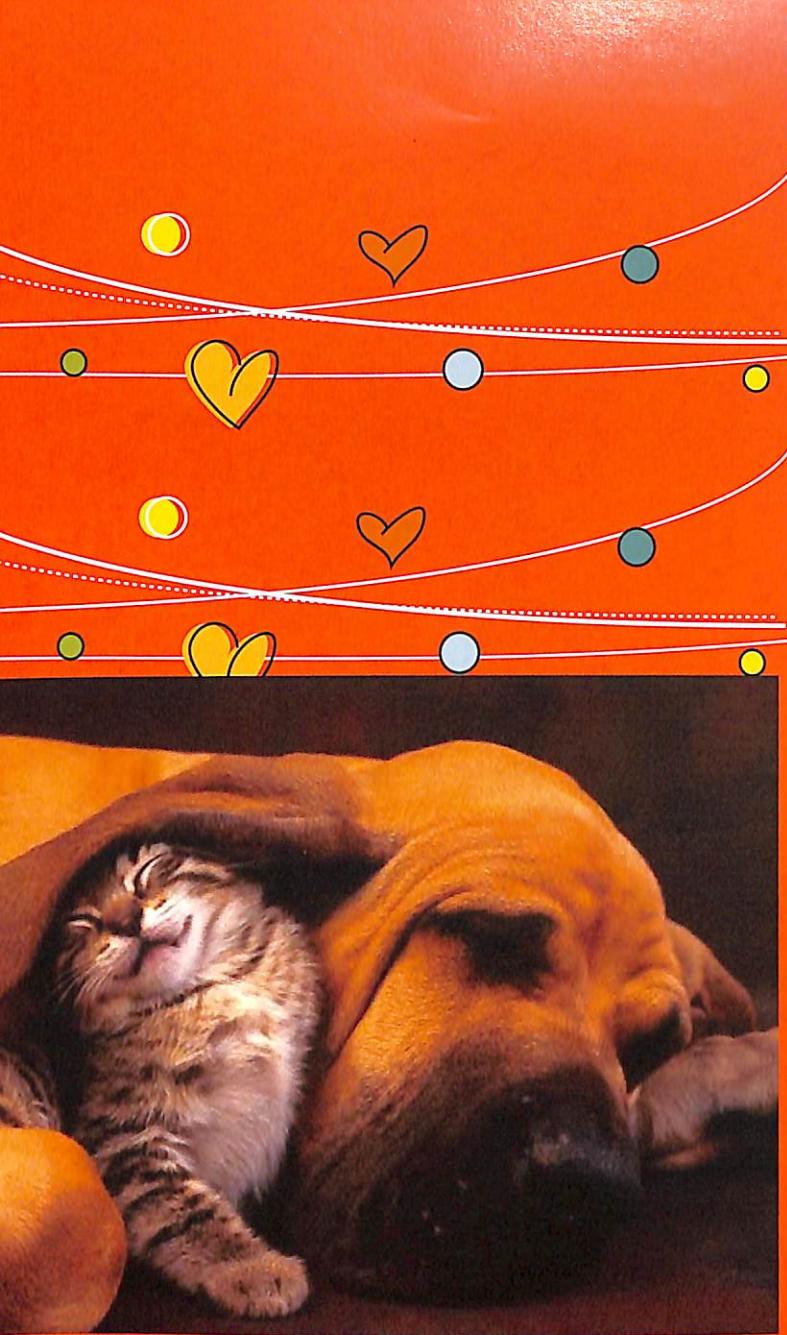
Stradel (Israel)

Ear muff (Iceland)

In India, we still call it "at the rate of" - that's what it is called in accounting when "at" is all we need to say.

Ms. Shruti Doshi

Student : 2nd Year, Bsc. in Home Science Batch : 2009-10

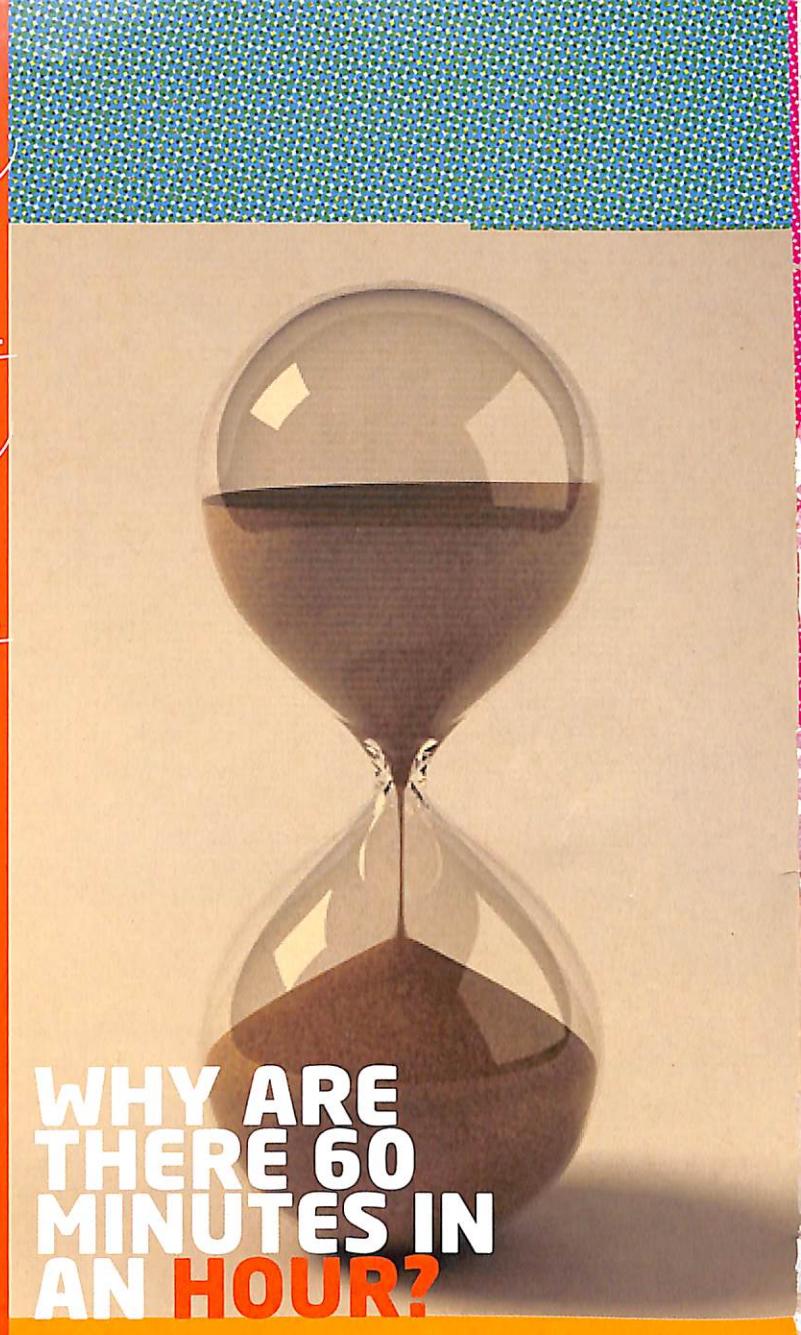


LOVE

LOVE. We come across this word nearly every day in our life. Wherever we look in the world, we find this word being used - in parks, gardens, houses, cafes and all such places. Today's world is full of this word, but do we really understand the meaning of this word?

Love is a feeling. It is a sensation which is directly connected to our heart. It is a source of inspiration to go ahead in our life. When we are depressed, love gives us the inspiration and courage to face all the obstacles in life and emerge victorious. Love teaches us to go on trying, inspite of failures. Love is the unknown bond that binds us to our loved ones. Love teaches us to care and respect others. Love is the only thing which is shaping the world as it is today into a more beautiful one because in the absence of love, the world would have faded away long ago with people fighting against each other.

Ms. Sanjita Kundu,
2nd year student - B.Com. (Section-B)
Batch 2008-09

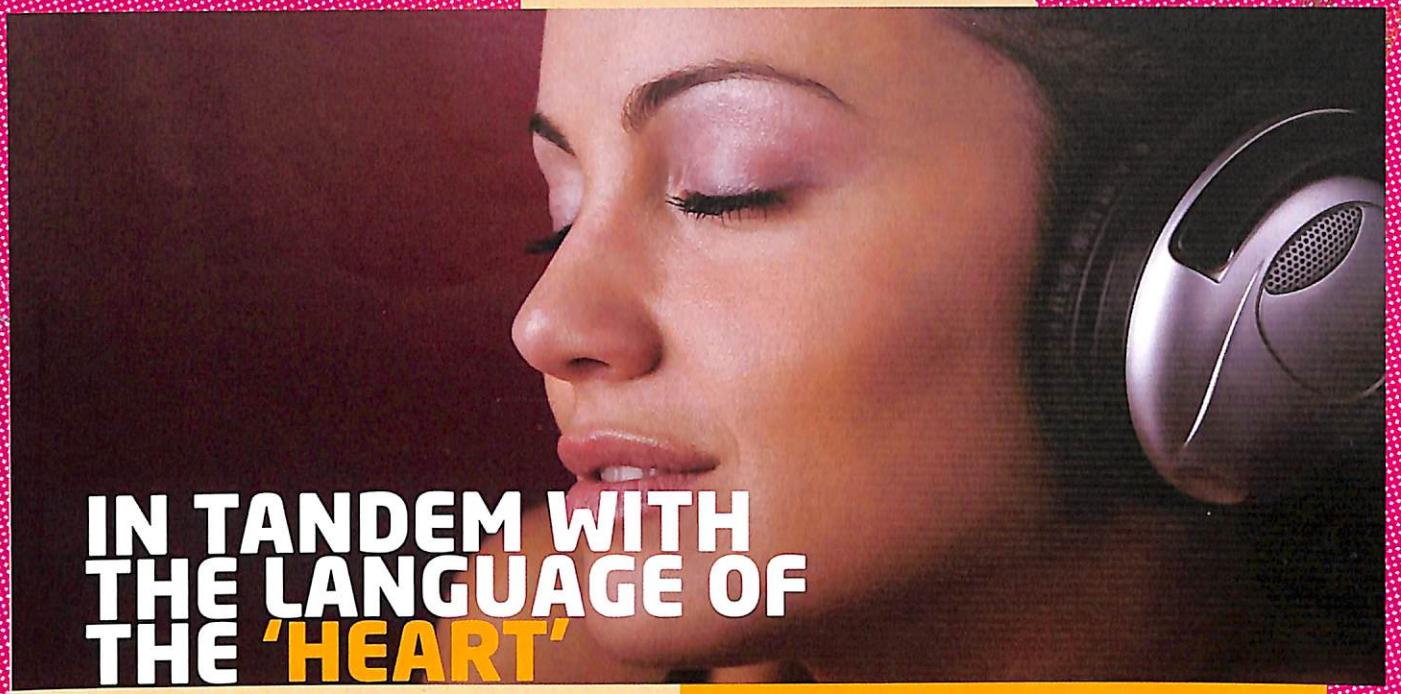


**WHY ARE
THERE 60
MINUTES IN
AN HOUR?**

We often contemplate about why there is 60 mins in one hour? Don't we?

Well there is logic behind this. The 60 base system was first used by the Sumerians .That's the maximum they could count with one hand by marking off the joints of finger, using the thumb, counting up to 12 and using the other hand for multiples of 12. Using this system the Babylonians divided the day into daylight portion and a night portion. Each portion was divided into 12 hours, each hour into 60 minutes and each minute into 60 seconds.

Ms. Nikita Todi,
Student - 3rd year B.Com. (Section-C) Batch : 2010-11



IN TANDEM WITH THE LANGUAGE OF THE 'HEART'

"It is indeed strange how certain things can take possession of your life-while you are still unaware about it"

I could never imagine that senses, emotions, sentiments could be stirred to such an extent...

I could never imagine that feelings and syllables of the heart could overflow automatically...

I could never imagine that the "human mind'" could be pleasantly stimulated by something inanimate-something lifeless... To say that it is "lifeless" would be wrong because

I find in "Music"-
An identification of my LIFE;
An identification of my EXISTENCE;
'Music' has the power-

To uplift my soul;
Stimulate my senses;
Enliven my spirits;
And above all it has the power to "touch my soul"...

The melody,
The tune,
The chords,
The beats,
The harmony,
The notes,
The lyrics....

Transforms my "being" and
"Transports" me into a world of ethereal
grandeur-the "land of God".
Yes I almost feel closer to "divinity" each
time I listen to 'music'.
Its pristine quality;

the soulful vocals;
and amidst the music the "silence & stillness" that runs through a song..... gives me a "sense of peace".
and at the same time....
its youthful vigour;
its effervescence;
its vibrancy;
makes me want to loose myself amidst the "bliss of a song"....
and...
as I selflessly surrender to "music" once more.....
slowly around me the world fades..,
and all that envelopes me is "love, belief and dedication"....
in a "state".....
when reality is blurred;
imagination is at its peak;
the practical constrains are hazy...
I feel...."yes 'music' certainly is in tandem with the language of my heart"...

*Ms. Debismita Choudhury,
Student - 1st year - B.Com. (Section-D)*





SMILE

Have you ever seen a stranger smiling at you for no reason at all? May be he/she was laughing at some joke and incidentally glanced towards you just at the right time. Or you have a funny appearance or you may be wearing something that isn't right for you and the person is smiling mischievously at you. Another possibility is that the person is blind and is just smiling as he remembers some incident of the past and his unseeing eyes are just pointing in your direction. Well, the possibilities are endless. But, then the most important thing is what your perception is? What you think of the particular incident? How you take it into yourself and imagine the situation to be?

If ever such a thing happens, I say you should smile back (for the right reason as it is you and your inner conscience who can at least judge those curtain drawn eyes). Smiles are free; thank god they don't cost a penny. When someone gives you one, you should return one, who knows it may gain you a friend!

A frown could make you appear arrogant or aggressive so it's better to smile. Smiles make your face glow and make you look beautiful. When you're smiling you're happy everything around you seems to be easy, you're more comfortable with everything and when you're not everything is just the other way round.

Smiles be it a fake one or a true one certainly has some importance. A fake one is much truer than a true one. How, you may ask? It's simple. If your mother cooks something for you or may be sews a dress for you that you don't like, will you make a disgusted face and say "Ewe! I am not touching that" or would you rather put on a smile (a fake one) and tell her you appreciate what she's done for you and thank her for it? This, is the reason I feel fake smiles are the best once. A fake smile can bring happiness to peoples around us. I too have been trying to learn to force a smile on my face specially when I'm crying and someone asks me to stop.

A smile is a sign of happiness, of hope, of love, of care and of peace too. Make a friend smile when he/she finds him/her self unlucky or when he/she is sad, and in return if he/she smiles back and after some time (when you really get time) just ponder into the incident once again and you'll find yet another chance to smile at yourself. Your conscience will automatically let you know you've done a great Job.

Ms. Suprabha Saha
Student -1st year - B.Com. (Section-B)
Batch : 2009-10

Life is....

- a gift by god
- a mixture of sad and happy moments, full of surprises, full of different colours
- a drama stage where everyone perform their respective roles
- a playground where everyone plays for winning only once given to people to prove themselves
- a struggling zone
- a sweet candy

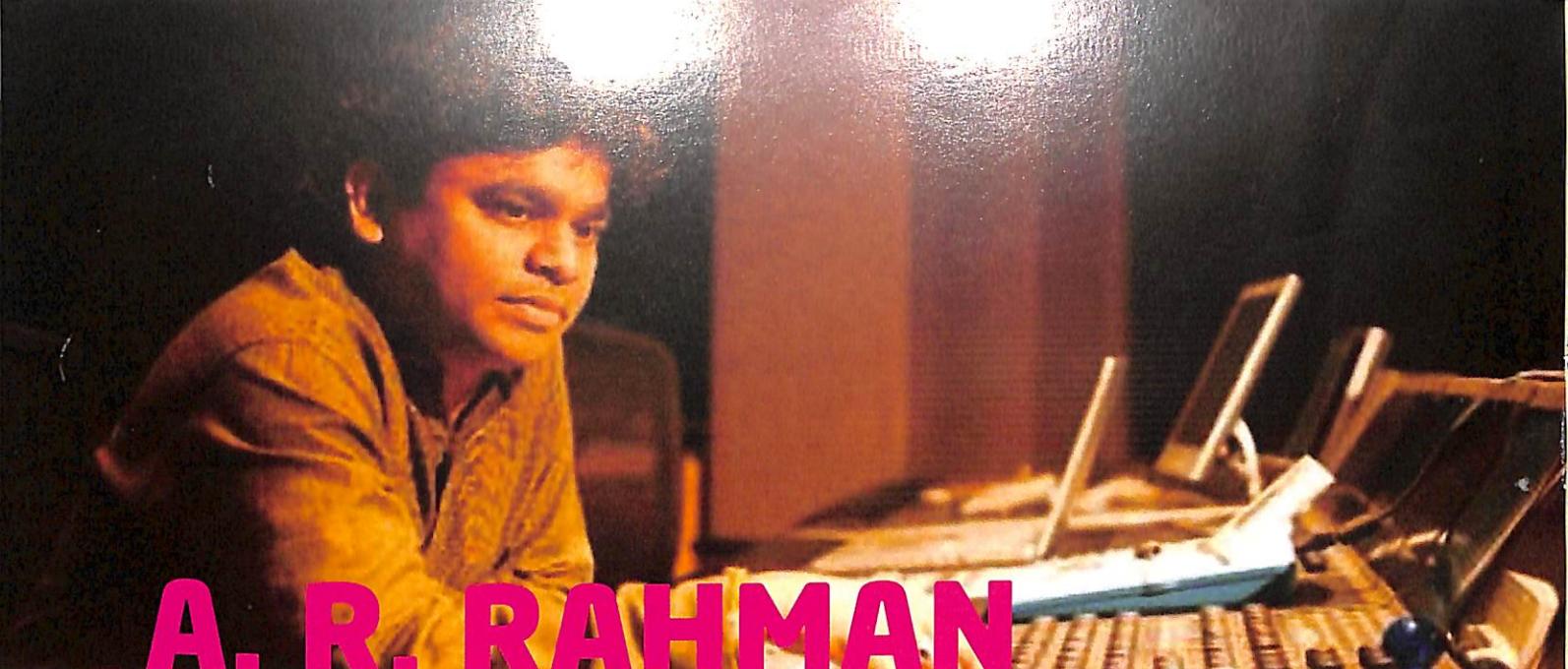
Life

- for new born is their mother
- for lovers is their partner
- for singers is their music
- for fish is water
- for me it's my family.....

Ms. Nirvee Saraf,
Student -3rd year B.Com. (Section-B)

LIFE





A. R. RAHMAN

- THE LIVING LEGEND

Jai ho! The Mozart in disguise. Well it won't be wrong to call him "The Mozart of India". Yea you got it right he's our new music icon A.R. Rahman. Allah Rakha Rahman, the winner of many well-known Indian awards - Oscars, Golden Globe and now to add to the list the Grammy. Rahman was awarded the Padma Bhushan, India's third highest civilian honour, in 2010. Working in India's various film industries, international cinemas and theatre, by 2004, Rahman, in a career spanning over a decade, had sold more than 150 million records of his film scores and soundtracks worldwide and sold over 200 million cassettes, making him one of the world's all time top selling recording artists.

In 1992, Rahman began his own music recording and mixing studio attached to the backyard of his house called the Panchathan Record Inn, which has been now developed into India's most advanced recording studio. He initially composed music jingles for advertisements, Indian television channels and music scores in documentaries, among other projects. In 1992, he was approached by film director Mani Ratnam to compose the score and soundtrack for Ratnam's Tamil film *Roja*. The debut led Rahman to receive the Rajat Kamal award for Best Music Director at the National Film Awards, the first-time ever by a first-time film composer.

Rahman attached and opened a developed extension studio to his Panchathan Record Inn in 2005 called AM Studios in Kodambakkam, Chennai. This studio is considered to be the most developed, equipped and high tech studio in Asia. In 2006, Rahman launched his own music label, KM Music. Its first release was his score in the film, *Sillunu Oru Kaadhal*. Rahman scored in the Mandarin language picture, *Warriors of Heaven and Earth* in 2003 after researching and utilizing Chinese and Japanese classical music, and co-scored the Shekhar Kapoor helmed *Elizabeth: The Golden Age* in 2007.

His compositions have been reused in scores within India and have made appearances in *Inside Man*, *Lord of War*, *Divine Intervention* and *The Accidental Husband*. In 2008, he scored the *Slumdog Millionaire* soundtrack, for which he won a Golden Globe and two Academy Awards, becoming the first Indian citizen to do so. In the United States, the soundtrack topped the Dance/Electronic Albums chart and reached to #4 on the Billboard 200 Chart. The song "Jai Ho" reached #2 on the Euro Chart Hot 100 Singles and #15 on the US Billboard Hot 100.

Skilled in Carnatic music, western classical, Hindustani music and the qawwali style of Nusrat Fateh Ali Khan, Rahman has been noted to create film songs that amalgamate elements of these music systems and other genres, layering instruments from differing music idioms in an improvisatory manner. His interest and outlook in music stems from his love of experimentation. Rahman's compositions, in the vein of past and contemporary Chennai film composers, bring out auteuristic uses of counterpoint, orchestration and the human voice, evolving Indian pop music with unique timbres, forms and instrumentation. By virtue of these qualities, broad ranging lyrics and his syncretism style, his themes appeal to several sections of Indian society.

In the last two decades Rahman has appealed to the Indian and the international audience breaking linguistic barriers. Rahman had won hearts during the Academy Awards when he had said ""All my life I've had a choice between hate and love, and I chose love, and now I'm here." This perhaps sums-up the man who was a born Hindu and then converted into Islam but has certainly made music his religion. It's truly a 'Jai Ho' to Rahman.

Ms. Ruhina Reaz,

Student - 1st year - B.Sc in Textile Science, Clothing and Fashion

Studies

Batch : 2009-10

VISION IS THE ART OF SEEING THINGS INVISIBLE

The train has started moving. It is packed with people of all ages, mostly working men and women and young college students. Near the window an old man is seated with his 30 year old son. As the train moves, the son is thrilled watching the scenery outside - "see dad, the scene of the green trees moving away is very beautiful!"

This behaviour from a thirty year old son made people feel strange about him. Every one started murmuring something or other. 'This guy seems to be a crackpot', newly married Anup whispered to his wife.

Suddenly it started raining... Rain drops fell on the travellers through the opened window. The thirty year old son was again filled with joy - "see dad, how beautiful the rain is."

Anup's wife got irritated with the rain drops spoiling her new suit and said to the old man - 'can't you see its

"Vision is the art of seeing what is in

raining, you old man. If your son is not feeling well take him to a mental asylum and do not disturb the public".

The old man hesitated first and then in a low tone replied "we are on the way back from hospital, my son got discharged today morning. My son has been blind since his birth. Only last week he got his vision and the rain with the scene outside is new to his eyes. Please forgive us for the inconvenience caused."

Moral of the Story

One must understand a problem before speaking harshly. Love people and use things, never love things and use people...

Ms. Tania Mirchandani,

Student -1st year B.Com. (Section-A)

Nature

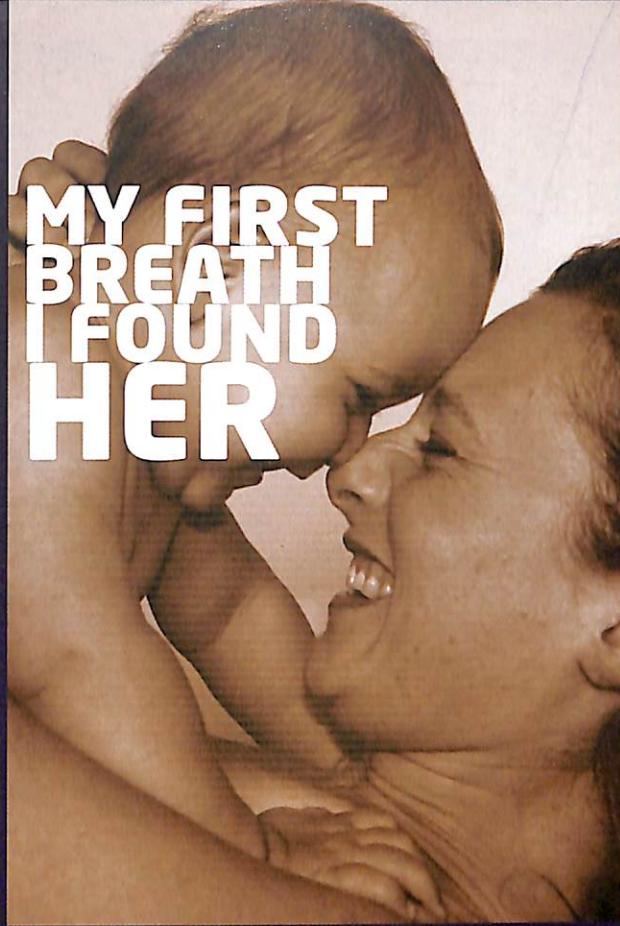
God's wonderful creation is nature,
It is the ornament which makes the
World look beautiful and grandeur.
It is made up of rivers, lakes and mountains,
And forests, springs and fountains.
It adds value to the world.
Procures peace and serenity to our soul.
And makes us forget the grief we have all,
Its lap relieves the strains we all face
And, helps us to start a day with a better pace.

Ms. Daksha Jalan

Student -2nd year B.Sc. in Home Science

My first breath I found her
 The first walk I found her
 My first word was her
 She has been the best friend
 An able guide
 When I today sit back and realize
 My life would have been nothing
 If it wasn't for you
 You held my hand on every fall and made me rise
 Heard my vows n my cries
 And taught me 2 grow up stronger
 When things were on the other side
 My morals my belief my ethics my values
 All come from you
 The troubles I gave you
 Those fights always smiled through
 See today I have grown up
 Just to realize
 Mom, I'm lucky to have you by my side
 Because there isn't anything paralleled
 To your contributions in my life.

MY FIRST BREATH FOUND HER



Ms. Neetika Dassani
Student -Final year - B.Sc. in Home Science
(Resource Management Section)

Silence

Silence,
 The silence of the night
 When the creaking of a chair
 Gives you a fright.

Silence,
 The silence between two friends
 Conveys all feelings
 There is no fence.

Silence,
 The silence of an impaired
 So many emotions
 Of love, joy and despair.

Silence,
 The silence of a witness
 Due to fear threat or bribe
 And the truth is priceless.

Silence,
 The silence of a beggar
 Devoid of energy
 Tortured with thirst and hunger.

Silence,
 The silence of a victim,
 Helpless and scared, it seems,
 Evil lies everywhere for him.

Silence,
 The silence of a sick man
 Bound by pain and sufferings
 To live, he tries all he can.

Silence,
 The silence of a student,
 Scared of the teacher
 And crushed by the parent.

Silence,
 The silence of an elder sister
 Protecting the younger sibling,
 The Master-Prankster.

Silence,
 The silence of the wise
 Speaking only when
 They are giving advice.

The ultimate silence,
 The silence of the dead.
 It is either hell heaven
 Towards which they head.

Ms. Raina Sanghai,
Student -1st year - B.Com. (Section-A)

SAVE OUR EARTH

Earth has all the commodities or materials that are required by the humans to make their life comfortable. These gifts are meant not only for humans but for all species. However, due to our greed and selfish nature, we have deprived many of these benefits.

The main cause of the destruction of the earth is the ever increasing population. As population is increasing more and more forests are being cleared to make space for its. Another reason is the advancement of science and technology. In our quest of modernizing we are defying all natural rules. We have reached such a stage that we cannot live without mobile phones, television, stylish furniture, computer, refrigerator, cars, etc. which are causing the different types of pollution to air, land, water, noise, etc.

Pollution is associated with gases like carbon dioxide, carbon monoxide, CFCs, etc. We know that carbon dioxide is absorbed by the green plants, but its amount is increasing in the atmosphere owing to deforestation as the plants are the greatest sink of carbon dioxide.

A much known fact is that sun emits harmful ultraviolet rays which if reaches the surface can cause skin cancer. It also has the ability to corrode metals, etc. Gases such as carbon dioxide, methane, CFCs, ozone and water vapour are known as greenhouse gases. This is because they act in the lower levels of the atmosphere and allow the

sun's rays to reach the earth's surface. They also prevent radiation of heat back into the atmosphere thereby adding to the heat already available on the earth's surface. This increase in temperature due to the concentration of the greenhouse gases is known as the 'greenhouse effect'. The greenhouse effect is not confined to a particular region but has a global impact. Accumulation of these gases from industry and agriculture is resulting in 'Global Warming'.

As a consequence of Global warming the climatic patterns are shifting; local weather conditions are becoming more violent. The change of rainfall pattern increases incidence of flash floods and also droughts. In arctic region the ice has got thinner. Due to global warming, the polar ice is melting and the sea level is rising.

These are the various ways to prevent global warming like planting trees, monthly checking of vehicles, replacing petrol and diesel with CNG, etc. In short global warming can be prevented by preventing all that leads to pollution like deforestation, controlling population growth, etc. All these evils that are threats for mother Earth and must be prevented to save her as well as ourselves.

*Ms. Angana Banerjee,
Student -1st year - B.Sc. in Food Science & Nutrition Management
Batch : 2009-10*



Beyond the sea , beyond the shores
Beyond the gushing waves and brightening hopes
I walked alone , I walked steady
I walked to find out the I in me.

Am I lost , Am I dead
Am I heaped in the crazy rat race
Am I walking, Am I running
Am I compelled to crawl on the way

It is dark over here
Gloomy everywhere

No one happy, no one sad
No one with eyes to speak anywhere
They are been chained , they are been ruled
They are the puppets
Have no wish , Have no life
Have no feelings when their close one cry

Am I one of those squashed and rotten

I have my feelings
I feel poisoned
And that's not the way I dreamed when born
Searching the light, searching the path,
Searching the stick stern to lead

Oh Omnipotent,
Oh Omni pleasant I want that warmth I urged for...
I want that ray, I want that source
I want that moment completely pure, to feel my nerve
To feel my breathe

To feel my heart beating with the drums beat
The songs I wrote
The pictures I drew
The music I made are strong enough to bring in life
I have the strength
I have the power O Lord
To bring back the life the joy to every one, faceless,
nameless trashed and squashed
Running in the race like cunning rats
Unaware of where the path leads them.

And
Now I got the light
I got the power to bring back those blissful springs, those
joyous winters, those scorching rays of summer.

Now everyone living
Living his passion
Living the life he wants to lead
He is the leader of his fortune
He is the power to lead his mind
His soul in no bound now
And free to move
Free to be the master of his own force to find the worth
of his Blessed Life

And
Now when they got the life they wanted
I found the I in Me,
I found the worth of this life
I found the light of Life
The source of the Light.

*Ms. Debabrata Pandit,
Student - 2nd year - B.B.A (Section A)*

In Search of Light





Burnt Biscuits

There was a little child, Annie, whose mom made “breakfast food” for supper frequently due to her long working hours. Annie remembers one night in particular when her mom had made breakfast after a long, hard day at work. That evening, her mom had placed a plate of eggs, sausage and extremely burnt biscuits in front of her dad. All her dad did was reach for his biscuit, smile at her wife and simply ask her how her day was at school. He smeared butter and jelly on the biscuits and eat every bite!

Annie watched all this and when she got up from the table that evening, she remembered hearing her mother apologizing to her dad for burning the biscuits. Annie could not forget what her dad said to her mother, “Darling! I loved burnt biscuits”.

Later that night, when Annie went to kiss her dad good night, she asked him if he really liked the burnt biscuits. Her daddy wrapped her in his arms and said, “My Baby! Your Momma has put in a hard day at work today and

she’s real tired. And besides, some burnt biscuit can never hurt anyone!”

You know, life is full of imperfect things and imperfect people. I’m not the best housekeeper or cook. What I’ve learned over the years is that learning to accept each other’s faults and choosing to celebrate each other’s differences is one of the most important keys to creating a healthy, growing, and lasting relationship.

And that’s my prayer for you today. That you will learn to take the good, the bad, and the ugly parts of your life and lay them at the feet of God. Because in the end, he is the only one who will be able to give you a relationship where a burnt biscuit isn’t a deal-breaker!

“Don’t put the key to your happiness in someone else’s pocket, keep it in your own”.

*Ms. Kritika Poddar,
Student -3rd year - B.Com. (Section-A)*

HUMOUR HAS IT :D

A Chartered Accountant joins a big corporate empire.

On his very first day of work, he dials on extension and shouts into the phone – “Get me a coffee, quickly”.

The voice from the other side responded, “You fool! You’ve dialed the wrong extension. Do you know who you’re talking to?”

‘No’, replied the CA, “I’m the CEO of the company”.

The CA shouts back “and do you know who you are talking to?!”

“No, replied the CEO indignantly”.

“Good!” replied the CA, and put down the phone.

A new client had just come in to see a famous accountant.

“Can you tell me how much you charge?” said the client.

“Of course”, the accountant replied, “I charge Rs. 10,000 to answer three questions”.

“Well that’s a bit steep, isn’t it?”

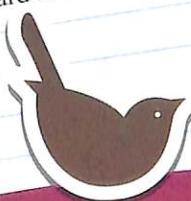
“Yes it is”, said the accountant,

“And what’s your third question?”,

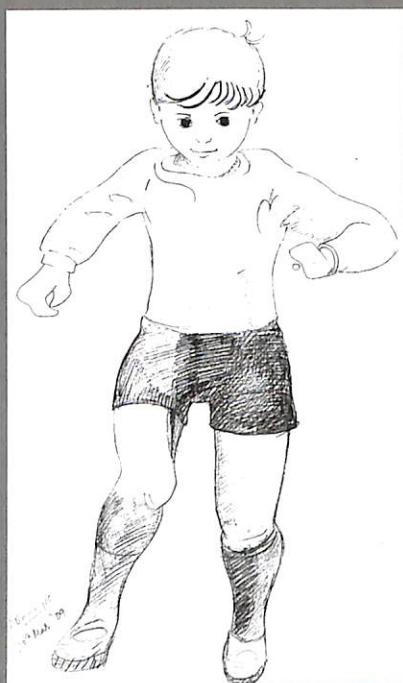
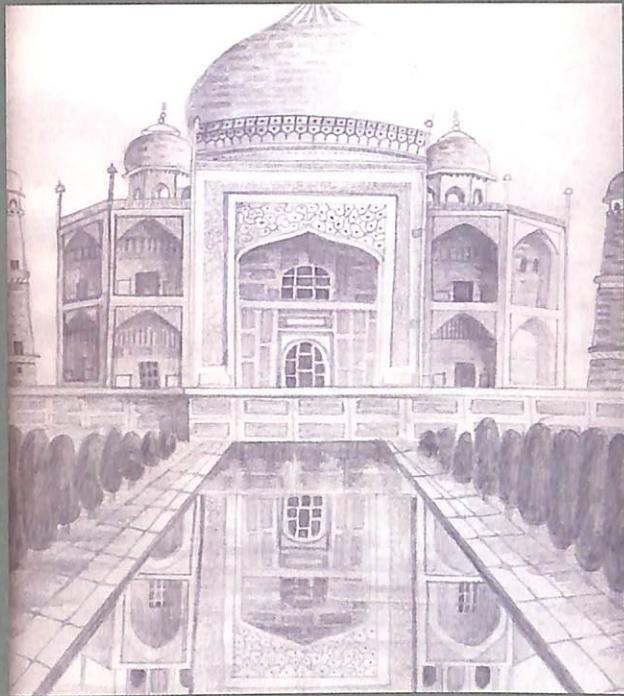
3. The CEO is reviewing a Chartered Accountant’s application and notes that the fellow has just finished his studies and has no work experience. He asks the CA “for a man with no experience you are certainly asking for a high wage”.

“Well sir, work is much harder when you don’t know what you’re doing” the CA replies.

A company put a notice on board announcing a Rs. 10,000 reward for any idea that would save the company money. The first winner was an accountant who suggested cutting the award to Rs. 1000.



Sketches made by us ...



28th Biennial Conference

- Home Science
Association of
India

The Institute hosted the 3-day National Level Conference on '*Impact of Social, Charge and Technological Advancements on Family and Community*' in association with the Kolkata Chapter of the Association from January 7, 2010 to January 9, 2010. The conference was attended by 588 delegates comprising of students and faculty members. About 200 outstation delegates from different parts of the country attended the event. In total 48 oral papers and 39 research posters were presented apart from various awards as mentioned below:

1. Senior Scientist's award - Dr. M. R. Thilakam, Avinashilingam University for Women, Coimbatore
2. Mid-career Scientist's award – Dr. Deepali Singhee, J D Birla Institute, Kolkata
3. Junior Scientist's award - Dr. A. Lakshmi Priya, JBAS College for Women, Chennai



BEST ORAL RESEARCH PAPER

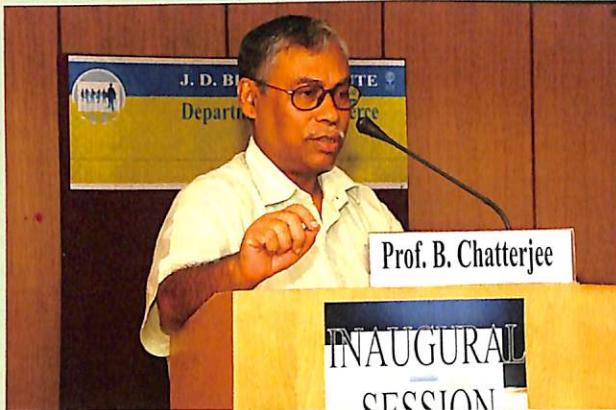
- a. Foods, Nutrition, Dietetics and Hospitality Management – Dr. Meenakshi Dutta Majumdar and Dr. Shantana Kakoti, Handique Girls' College, Guwahati
- b. Human Development, Family Studies and Early Childhood Education & Development – Dr. Ela Jogi, Mahila Mahavidyalaya Karad, Satra, Maharashtra
- c. Textile Science, Design, Clothing and Fashion Studies – Dr. Mamta Goswami Adhikari and Dr. Manjoo Goswami Mishra, Cotton College, Guwahati and Handique Girls' College, Guwahati
- d. Family Resource Management – Ms. Sreejata Mitra and Dr. Bishnupriya Das, SNDT Women's University, Mumbai
- e. Extension Education & Communication – Ms. Vidhu Kapur, Ms. Shweta Anand, Ms. Archana Kumar and Ms. Mridula Seth, Lady Irwin College, Delhi University

BEST RESEARCH POSTER

- a. Foods, Nutrition, Dietetics and Hospitality Management – Prof. Sunita Mishra, School for Home Science, Babasaheb Bhim Rao Ambedkar University, Lucknow
- b. Best Research Poster Human Development, Family Studies and Early Childhood Education & Development – Ms. Pragjoti Bhowmik and Dr. Krishnakali Bhattacharyya, J D Birla Institute, Kolkata
- c. Best Research Poster Textile Science, Design, Clothing and Fashion Studies – Ipsita Chatterjee and Dr. Deepali Singhee, J D Birla Institute, Kolkata
- d. Best Research Poster Family Resource Management and Extension Education & Communication – Ms. Philachon R.S., Avinashilingam University for Women, Coimbatore, Tamil Nadu

Students also performed a cultural show based on the traditional costumes and folk dances bazaar, 'Ranga matir mela' was organized in association with Directorate of Cottage and Small Scale Industries, Govt. of India where various handicrafts and handlooms of West Bengal were exhibited and sold.

Career Opportunities For Commerce Students – Looking Beyond The Horizons



This seminar was organized on September 12, 2009 by the Dept. of Commerce. Representatives from 'The Chopras', (Foreign Education Consultants) and the 'Kredent Capital Market Academy' through their presentation gave valuable insight on education abroad and the future outlook of the capital markets respectively. Moreover students from three other colleges from the city (St. Xaviers College, Goenka College of Commerce, Shri Shikshayatan College) apart from the host college enthusiastically participated in competitions on various aspects of a presentation on the topic.



The following teams emerged as winners:

- a) Best Team: St. Xaviers College
- b) Most Innovative Ideas: St. Xaviers College
- c) Best Research: St. Xaviers College
- d) Best Presentation: J D Birla Institute
- e) Best Speaker: J. D. Birla Institute

Roadmap To IFRS – International Financial Reporting Standards'



The Dept. of Commerce organized a one-day seminar on IFRS on April 5, 2011. Mr. Sushil Kumar Goyal, Chairman, Institute of Chartered Accountant, Eastern Region, Mr. Pradip Singhee Sr. Partner, Singhee & Company respectively graced the event as the Chief Guest and the Guest of Honor.

Mr. Anurag Singhi, Director, Baker Tilly Singhi Consultant Pvt. Ltd., Mr. Ashish Chhawchharia, Practice Head, Grant Thornton, Mr. Anamitra Das, Associate Director, Assurance Services and Prof. Amitabh Mukherjee, Founder & Director of TRAIL BLAZER Accounting & Finance Research Institute shared their expertise and experiences with the participants thorough their respective presentations. Students from various colleges (Goenka College of Commerce, Shri Shikshayatan College and St. Xavier's College, ILEAD and Indo German Training Centre) apart from JDBI - Department of Commerce and Management (09 students) attended the event.

Workshop On Colour Psychology



The Dept. of Textile Science Clothing & Fashion Studies organized a one-day workshop on 'Colour Psychology' in collaboration with the Society of Dyers and Colourists, India on June 8, 2011. The workshop was divided into two sections:

This event was attended by JDBI students from the Dept. of Textile Science, Clothing & Fashion Studies, Dept. of Interior Designing and Dept. of Human Development apart from students from Weigh & Leigh College and Barasat College.

1. Lecture on 'Recent Developments in Technology of Colour Application in Dyeing and Printing' by Dr. Ila Dedhia, Associate Professor at the Dept. of Textiles & Fashion Technology of College of Home Science Nirmala Niketan.
2. Workshop in the form of practical and effective exercises on 'Colour Psychology' conducted by Ms. Rowan Fisher, a trained consultant in the 'Colour effect theory' is a colour technologist with various major UK retailers including TESCO and Mothercare. Based on London she offers workshops and courses on the Colour affects theory of colour psychology, which is based on sound scientific principles of both colour physics and psychology.

The Implications of *Vastu And Fengshui* in Interior



The Dept. of Interior Designing organized this seminar on September 3, 2010 in association with the Association of Architect, Builders, Interior Designers and Allied Business (ABID) and was attended by 235 delegates including students and faculty members from various other institutions apart from free lance interior designers and architects.

Pracharya Surinder Kapoor, renowned Vastu consultant and Joint Secretary of National Body of the Institution of Vastu Sciences spoke on the implication of Vastu in Interiors. Dr. Harishankar Gupta, a renowned Vastu and Fengshui consultant and President of Fengshui Association of India spoke on the implication of Fengshui in interiors. Ms. Varsha Sangal, a Vastu consultant spoke on PYRA Vastu and placement of designed pyramids in interiors.

BUDGET 2011

A seminar related to the Budget of 2011 was held on March 14, 2011 at Vidya Mandir Auditorium. Students from 2nd, 4th & 6th semester – Dept. of Management presented their analysis of the budget. Mr. R.S. Jhawar, Director - Williamson Magor & Co. Ltd. was the keynote speaker.

Online Business & Risk Management



Prof. Dipankar Dasgupta, Professor in Computer Science, University of Memphis, Tennessee, USA delivered the lectures for 3rd year students from the Dept. of Commerce on August 4, 2009

Causes Occurrence & Prevention of Cervical Cancer



Dr. Hiru Chakraborty, a leading gynaecologist in Kolkata spoke on April 16, 2010 to the first year and final year students from the Dept. of Food Science and Nutrition Management and the Dept. of Human Development.

Strategically Managing Brands Globally



Dr. Dipayan Biswas, Professor, Dept. of Marketing, Bentley University, Weltham, MA, USA spoke to 1st year students from the Dept. of Commerce and Dept. of Textile, Clothing & Fashion Studies on August 20, 2009.

Kidney Disease



Ms Sanghamitra Chakraborty, Chief Dietician at the Medica Multi-speciality Hospital delivered the lecture to the final year students specialising in Food & Nutrition and undertaking diploma course in Dietetics & Applied Nutrition on February 15 & 16, 2011.

Diabetes Mellitus

Dr. S. S. Das a leading cardiologist in the city spoke to the final year students of B.Sc (Hons.) in Home Science (Food & Nutrition section), final year students specialising in Food & Nutrition and undertaking diploma course in Dietetics & Applied Nutrition on March 11, 2011.



Outreach Activities



1

Students from the Food & Nutrition section of the Dept. of Home Science conducted a lecture-cum-demonstration on 'The Importance of Appropriate Cooking Methods that Causes Minimum Nutrient Loss and Optimizes Food Hygiene' at the Women's College, Kolkata using flash cards to create an awareness regarding nutritious food among the mothers of street children on xxx.



2



3

Twenty final year students from the Food & Nutrition Section, Dept. of Home Science conducted a lecture-cum-demonstration on the recipes based on 'Food Items Nutritionally Rich in Protein and Calcium' like satolloadoo and buttermilk for 60 street children and their mothers at the Women's College, Kolkata on September 11, 2009 as a part of 'Srijan', a community outreach programme run by the College.

With a purpose to make the mothers aware about the necessity of personal hygiene and sanitation while preparing food and feeding children, a presentation on 'Good Cooking Methods and Preparation of Low Cost Nutritious Food' was conducted for the target group at Institute of Psychological Education Research (IPER) Kolkata on March 18, 2010.

The NSS-wing of the Institute and Helping Hands helped to raise funds by organizing an exhibition-cum-sale of various handmade products made like tie-dyed dress materials, bags, wallet, soft toys, stationery, jams, pickles and sauces made by destitute women at Ankurkala, an NGO on August 26 & 27, 2009. Funds were raised through purchase of these products by the students and faculty members. Ankurkala was again permitted to put-up a stall and sell handmade products made by marginalized and destitute woman on July 21 & 22, 2010 at the main campus.





Nineteen Group-D staff members attended a presentation on the 'Role of diet and exercise in maintaining health' on 29th March 2010 followed by a quiz. All members participated enthusiastically and were gifted nutritious food items as prizes. After an interactive session, they were also served some low cost food items. The presentation was conducted to make members aware about the importance of various nutrients like protein, carbohydrates, fats, vitamins and minerals in growth and development.

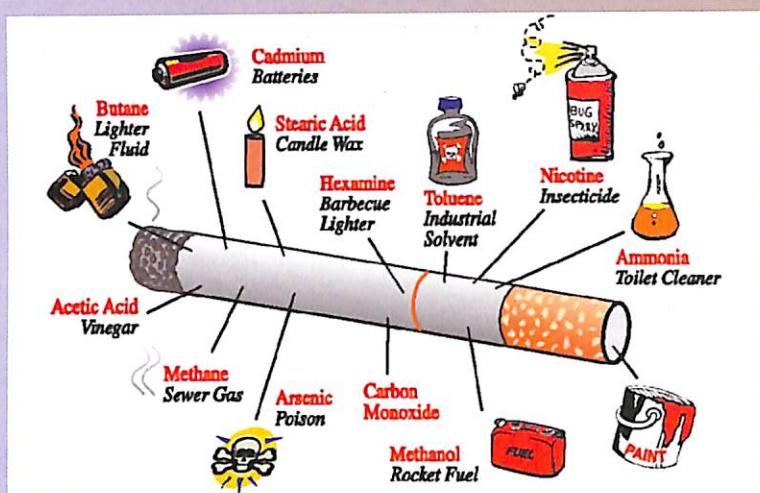


An exhibition-cum-sale, 'Caritas: An Endeavor to Encourage the Underprivileged' was organised at the main campus on February 3 & 4, 2011. Ms. Ujjani Mukherjee, an up-coming singer (winner of the Sa Re Ga Ma Pa little camps, 2006) graced the occasion as the Chief Guest. The other guests namely Dr. Dipali Bhattacharya, Principal, Govt. Art College, Kolkata. Eleven NGO's (Disha, Karmakutir, Ankur Kala, Jotirmayee Club, SEVA, Apne Aap- The Women Worldwide, Paripurnata, IPER, Sanlaap, Ramkrishna Mission Ashram and Welfare Society for the Blind) participated in the event. Funds were raised for

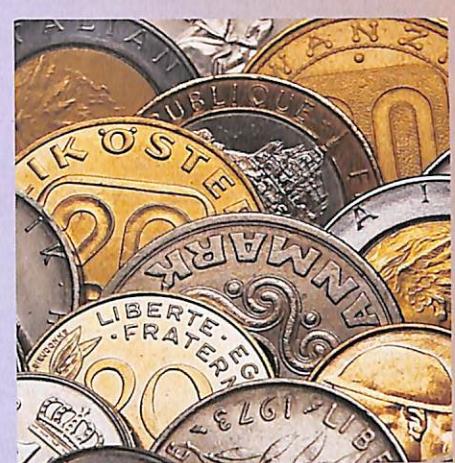
them through the sale of various hand-made product crafted by underprivileged women and children.

33 stalls displaying garments, cosmetics, chocolate, greetings card & mementoes, glass painting, etc were put up by the members of Alumni Association of the Institute. Wonderful hand crafted items and sacks were prepared and sold by the students from the various departments of the Institute. Nearly 407 people including students, their friends and relatives visited the exhibition.

Outreach Activities



A workshop on 'Personal Hygiene, Sanitation and Ill Effects of Tobacco Products' was organized for the Group-D staff of the Institute on March 29, 2010 where they were made aware of the on ill effects of tobacco through a power point presentation. Members were also given a set of personal hygiene items for daily personal use to mark the effort.



Students of the institute taught the concept of 'Money' to the students of the vocational training department of Manovikas Kendra Rehabilitation & Research Institute for the Handicapped (MRIH) on November 19, 2010.



As a part of their course on 'Extension Education in Community Service', the post-graduate students from the Dept. of Home Science specializing in Textiles & Clothing undertook a 3-week project with the underprivileged slum children at Disha Foundation, an NGO where they trained the youngsters in various craftwork (making paper bags and wall hangings, decorating paper envelops and embroidering handkerchiefs) from May 19, 2010 to August 9, 2010. On completion of the project, an exhibition-cum-sale was organized on the August 30, 2010 at the college campus.

With a purpose to extend financial support, Karmakutir, an organization working with marginalized and destitute women were allowed to put-up a sale of the hand made products (batik and katha kurtis, sarees, stoles, diaries, pencil case, pouches, cards, folders etc.) at the main campus on August 9 & 10, 2010. Also MENTAID, a school for mentally challenged children sold ground spices, wrapping papers, paper bags, cards, mats, pouches etc. and put-up a stall at the main campus on August 9 & 10, 2010



Eye Testing Camp



Shree Netra Eye Foundation conducted the camp free of cost for all the students and staff (teaching and non-teaching) on 23rd and 24th September 2010.

Dental Check-up Camp



Free dental check-up camp was organized in association with Dr. Amish Patel for all the students and staff (teaching and non-teaching) on 23rd and 24th September 2010.

Workshop on Stress Management



A one-day workshop on 'Stress Management' including meditation and yoga was organized for the faculty members from both the Depts. of Science and Commerce on 19th February 2011 and was conducted by Samani Sukla Prjnaji and Samani Vinay Prajnaji from the Jain Visvabharati Institute (deemed to be University), Rajasthan. The session commenced with a short presentation on the benefits of stress free living with emphasis on the sources of stress in everyday life and the methods to deal with them. This session was followed with demonstration of different techniques of yogas, mudras, laughter and lying supine and distressing the body, one by one. Several breathing exercises were also demonstrated.

Nutrition Week

The Dept. of Food Science & Nutrition Management observed in the National Nutrition week (1st to 7th September) by hosting a one day event on 'Nutrition awareness' on 8th September 2010. The series of events included poster competition with the theme 'Myth about Food', a cooking contest on 'Healthy Heart', Diet Counselling and BMI measurement camp and a lecture on 'Heart Disease- its causes and prevention' by Cardiologist Dr. Surendra Sankar Das.

ANNUAL FUNCTION 2009-10



The Annual Function, 2009 held on November 6, 2009 was attended by students from the main campus, the awardees, parents and faculty members. Prof. Madhura Swaminathan, Professor, Indian Statistical Institute, Kolkata was the Chief Guest. This was followed by a colourful cultural show based on the 'Dances of India'. Awards were also presented to the meritorious students for their academic performance in session 2008-2009.



GOLD MEDALS AWARDED BY THE UNIVERSITY

Sl. No.	Name of Student	Class
1	Ms. Saadgi Chowdhury	UG Dept. of Home Science (specialization in Textiles & Clothing)
2	Ms. Pragijyoti Bhowmik	PG Dept. of Home Science (specialization in Human Development)
5	Ms. Abhilasha Bagaria	PG Diploma in Dietetics & Applied Nutrition
6	Ms. Vrinda Dugar	UG Dept. of Commerce

SUSHILA DEVI BIRLA MEMORIAL ANNUAL PRIZE AWARDED BY JDBI

List of Best Overall Performance in Jadavpur University Examinations (all three years)

1	Ms. Saadgi Chowdhury	UG Dept. of Home Science (specialization in Textiles & Clothing) (semesters 1 to 6)
2	Ms. Abhilasha Bagaria	PG Diploma in Dietetics & Applied Nutrition (semesters 1 to 2)
3	Ms. Rachna Jaiswal	PG Dept. of Home Science (specialization in Human Development) (semesters 1 to 4)
4	Ms. Richa Mirania	UG Dept. of Commerce (semesters 1 to 6)

Toppers in Jadavpur University Examinations (year wise)

1	Ms. Riddhi Jain	First B.Sc. (Hons.) in Home Science (semesters 1 & 2)
2	Ms. Isha Jajodia	Inter B.Sc. (Hons.) in Home Science (semesters 3 & 4)
3	Ms. Tulika Agarwal	Final B.Sc. (Hons.) in Home Science (specialization in Human Development) (semesters 5 & 6)
4	Ms. Richika Chopra	Final B.Sc. (Hons.) in Home Science (specialization in Resource Management) (semesters 5 & 6)
5	Ms. Damandeep Kaur	Final B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semesters 5 & 6)
6	Ms. Saadgi Chowdhury	Final B.Sc. (Hons.) in Home Science (specialization in Textiles & Clothing) (semesters 5 & 6)
7	Ms. Sriparna Chakraborty	Final B.Sc. (Hons.) in Home Science (specialization in Composite Home Science) (semesters 5 & 6)
8	Ms. Abhilasha Bagaria	PG Diploma in Dietetics & Applied Nutrition (semesters 1 & 2)
9	Ms. Simmi Gupta	1st year M.Sc. in Home Science (specialization in Human Development) (semesters 1 & 2)
10	Ms. Rachna Jaiswal	2nd year M.Sc. in Home Science (specialization in Human Development) (semesters 3 & 4)
11	Ms. Kritika Agarwal	1st year B.Com. (Hons.) (semesters 1 & 2)
12	Ms. Ruchira Todi	2nd year B.Com. (Hons.) (semesters 1 & 2)
13	Ms. Richa Mirania	3rd year B.Com. (Hons.) (semesters 1 & 2)



ANNUAL FUNCTION 2010-11



Annual Function, 2010 was held on November 26, 2010. Prof. Siddhartha Datta, Pro-Vice Chancellor, Jadavpur University, Kolkata was the Chief Guest. Awards were presented to the meritorious students from the main campus for their academic performance in session 2009-2010. 'Bhanushinger Padabali', a dance drama based on the writings of Thakur Rabindranath Tagore choreographed by Ms. Samapti Das, Assistant Joint Secretary - West Bengal Dance Federation, was staged by the students.



GOLD MEDALS AWARDED BY THE UNIVERSITY

Sl. No.	Name of Student	Class
1	Ms. Satorupa Das	UG Dept. of Home Science (specialization in Human Development)
2	Ms. Simmi Gupta	PG Dept. of Home Science (specialization in Human Development)
3	Ms. Damanjeet Kaur	PG Diploma in Dietetics & Applied Nutrition
4	Ms. Vrinda Dugar	Dept. of Commerce

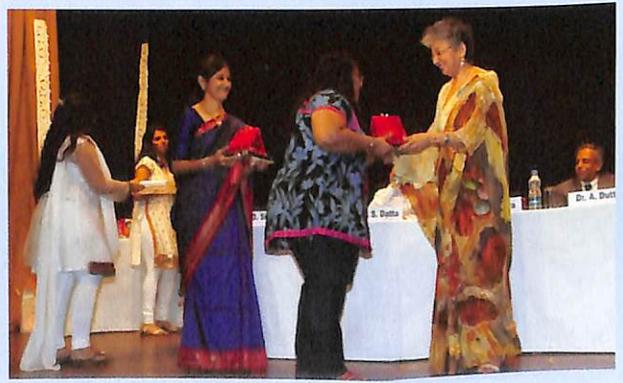
SUSHILA DEVI BIRLA MEMORIAL ANNUAL PRIZE AWARDED BY JDBI

Best Overall Performance in Jadavpur University Examinations (all three years)

1	Ms. Satorupa Das	UG Dept. of Home Science (specialization in Human Development) (semesters 1 to 6)
2	Ms. Damanjeet Kaur	PG Diploma in Dietetics & Applied Nutrition (semesters 1 to 2)
3	Ms. Simmi Gupta	PG Dept. of Home Science (specialization in Human Development) (semesters 1 to 4)
4	Ms. Vrinda Dugar	Dept. of Commerce (semesters 1 to 6)

Toppers in Jadavpur University Examinations (year wise)

1	Ms. Manisha Chhajer	1st year B.Sc.(Hons.) in Home Science (semesters 1 & 2)
2	Ms. Megha Mussadi	1st year B.Sc. (Hons.) in Human Development (semesters 1 & 2)
3	Ms. Abha Ladi a	1st year B.Sc.(Hons.) in Interior Design (semesters 1 & 2)
4	Ms. Debalina Kundu	1st year B.Sc. (Hons.) in Food Science & Nutrition Management (semesters 1 & 2)
5	Ms. Ruhina Reaz	1st year B.Sc. (Hons.) in Textile Science, Clothing & Fashion Studies (semesters 1 & 2)
6	Ms. Samraggi Saha Chouchury	Inter B.Sc. (Hons.) in Home Science (semesters 3 & 4)
7	Ms. Satorupa Das	Final B.Sc. (Hons.) in Home Science (specialization in Human Development) (semesters 5 & 6)
8	Ms. Neetika Dassani	Final B.Sc. (Hons.) in Home Science (specialization in Resource Management) (semesters 5 & 6)
9	Ms. Sukhpreet Kaur	Final B.Sc. (Hons.) in Home Science (specialization in Food & Nutrition) (semesters 5 & 6)
10	Ms. Isha Jajodia	Final B.Sc. (Hons.) in Home Science (specialization in Textiles & Clothing) (semesters 5 & 6)
11	Ms. Damanjeet Kaur	PG Diploma in Dietetics & Applied Nutrition (semesters 1 & 2)
12	Ms. Tulika Agarwal	1st year M.Sc. in Home Science (specialization in Human Development) (semesters 1 & 2)
13	Ms. Pragati Goel	1st year M.Sc. in Home Science (specialization in Resource Management) (semesters 1 & 2)
14	Ms. Nikita Bansal	1st year M.Sc. in Home Science (specialization in Food & Nutrition) (semesters 1 & 2)
15	Ms. Saadgi Chowdhury	1st year M.Sc. in Home Science (specialization in Textiles & Clothing) (semesters 1 & 2)
16	Ms. Simmi Gupta	2nd year M.Sc. in Home Science (specialization in Human Development) (semesters 3 & 4)
17	Ms. S. Kavitha	1st year B.Com. (Hons.) (semesters 1 & 2)
18	Ms. Kritika Agarwal	2nd year B.Com. (Hons.) (semesters 1 & 2)
19	Ms. Vrinda Dugar	3rd year B.Com. (Hons.) (semesters 1 & 2)
20	Ms. Shruti Agarwal	



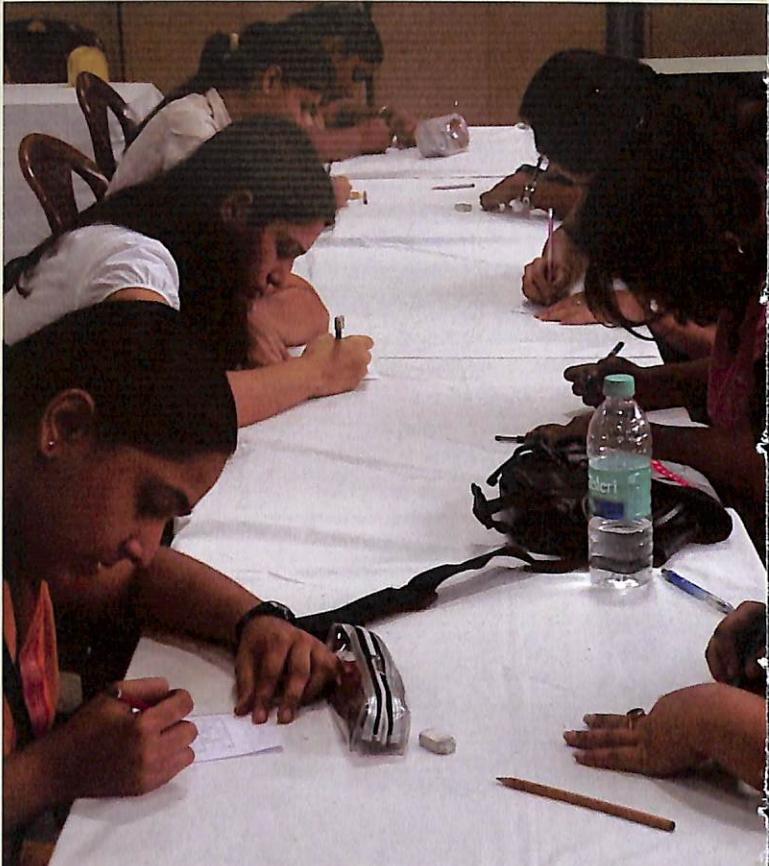
ANNUAL SPORTS 2009-10

To encourage students to develop their logic skills, a Sudoku Competition was organized for students at the main campus on August 19, 2009. The following students emerged winners:

Position	Name of the Student	Department and Year
1st	Divya Kumari Dalmia	B.Com. 1st year (Sec-C)
2nd	Vrida Dugar	B.Com. 3rd year (Sec-C)
3rd	Nandini Kejriwal	B.Com. 2nd year (Sec-A)

An Inter-departmental Badminton Competition (singles and doubles) was organized on March 12, 2010 at the main campus. 80 students participated and the winners are short listed below.

Position	Name of the Student	Department and Year
WINNERS OF SINGLES		
1st	Nikita Bansal	M.Sc. (Sem-II), Dept. of Home Science (Food & Nutrition Specialisation)
2nd	Ekta Lohia	B.Com. 1st year (Sec-C)
3rd	Snaskriti Bhartiya	B.Com. 2nd year (Sec-A)
WINNERS OF DOUBLES		
1st	Nikita Bansal	M.Sc. (Sem-II), Dept. of Home Science (Food & Nutrition Specialisation)
	Amrita Beriwal	Final B.Sc (Sem-VI), Dept. of Home Science (Food & Nutrition Specialisation)
2nd	Richa Modi	B.Com. 2nd year (Sec-D)
	Payel Jalan	B.Com. 1st year (Sec-B)



ANNUAL SPORTS 2010-11

Indoor games competitions (carom, chess and badminton) were held on February 10, 2011 at the main campus. The following students were declared winners:

Position	Name of the Student	Department and Year
CARROM		
Students		
1st Shaiqua Shamim 2nd year B.Sc. in Human Development		
2nd	Sneha Saraoji	B.Com; 3rd year (Sec-D)
3rd	Nikita Kejriwal	1st year B.Sc. in Home Science
Faculty Members		
1st	Komal Sharma	Lecturer (Sel.Gr) - Dept. of Interior Designing
CHESS		
Students		
1st	Sanskriti Bhartiya	B.Com. 3rd year (Sec-A)
2nd	Ritika Parekh	Final B.Sc (Sem-VI), Dept. of Home Science (Food & Nutrition Specialisation)
3rd	Anisha Agarwal	B.Com. 1st year (Sec-B)
Faculty Members		
1st	Rachna Kejriwal,	Asst. Prof- Dept.. of Commerce
BADMINTON- SINGLES		
Students		
1st	Chahna Daulatramani	B.Com. 1st year (Sec-A)
2nd	Akshita Shukla	2nd year B.Sc. in Human Development
Faculty Members		
1st	Atri Chakraborty	Asst. Prof- Dept.. of Commerce
Group-D Staff		
1st	Ananta Bahadur	Peon
	Ajay Singh	Peon
BADMINTON- DOUBLES		
1st	Chahna Daulatramani	B.Com., 1st year (Sec-A)
	Reshma Bohra	B.Com., 1st year (Sec-D)
2nd	Nikita Bansal	M.Sc. (Sem-IV), Dept. of Home Science (Food & Nutrition specialization)
	Amrita Beriwal	Post-graduate Diploma in Dietetics & Applied Nutrition





ANNUAL SPORTS 2010-11

Annual Sports, 2011 was organised on 11th of February 2011 at the Sports Authority of India Complex, Football Ground-III. Shri R K Mohanty, DGP (retired) graced the occasion as the Chief Guest; while Dr. Akbar Ali Khan, DIG HG West Bengal was the Guest of Honour. Students, faculty members, administrative staff and group-D staff participated in the various track events that were organised. The Championship Trophy was won by the Dept. of Commerce who scored 140 points as against 110 points by the Depts. of Science. Ms. Chahna Doulatramani B.Com 1st year (Sec A, Roll no 34/1) student was awarded the Best Sport's Person.



The following are the list of winners at the event.

Track Event	Position	Name of the Student	Department and Year
STUDENTS EVENTS			
100 mts Flat Race	1st	Avipsha Nag	3rd year B.Com. (Sec-B)
	2nd	Nikita Lath	3rd year B.Com. (Sec-D)
	3rd	Karishma Mehta	1st year B.Sc. in Interior Designing
400 mts Relay	1st	Anubha Damani, Kaishma Mehta, Vidhi Basotia, Divya Shaw	Depts. of Sciences
	2nd	Avipsha Nag, Nazia Shahid, Shaleen & Sakshi Jain	Dept. of Commerce
Balancing Race	1st	Rabia Tabassum	1st year B.Sc. in Interior Designing
	2nd	Chandni Jhawar	3rd year B.Com. (Sec-D)
	3rd	Aratrika Bhagat	2nd year B.Sc. in Interior Designing
Memory Race	1st	Rashmi Lath	3rd year B.Com. (Sec-D)
	2nd	Ruchika Saraf	3rd year B.Com. (Sec-B)
	3rd	Richa Tiwari	1st year B.Sc. in Human Development
Tug-o-war	1st	Ruchi Kedia, Vedika Jaiswal, Nikita Satnalika, Alisa Wong, Aditi Khanna, Aratrika Bhagat & Nikita Surana	Depts. of Sciences
	2nd	Ruchika Saraf, Rashmi Lath, Urvashi Gupta Pragati Khemka, Disha Mooljee, Kanupriya Keshan, Sneha Saraogi & Shreya Kar	Dept. of Commerce
STAFF EVENTS			
Cold Drink Race	1st	Shweta Tuteja	Asst. Prof. - Dept. of Textile Science, Clothing & fashion Studies
	2nd	Samita Gupta	Asst. Prof. - Dept. of Textile Science, Clothing & fashion Studies
Memory Race	1st	Manjusha Ghosh	Asst. Librarian
	2nd	Shweta Tuteja	Asst. Prof. - Dept. of Textile Science, Clothing & fashion Studies
Throw the Ball Race	1st	Smita Parekh	Asst. Prof. - Home Science
	2nd	Annalakshmi Chatterjee	Asst. Prof. - Food Science & Nutrition Management
Memory Race	1st	Srikanta Kr. Das	Office Assistant
	2nd	Priyabrata Mishra	Maintenance Officer
Garland Race	1st	Rana Shams	PR and Placement Officer
	2nd	Saba Shamin	PA to the Principal
Eating Race	1st	Amal Maji	Peon
	2nd	Amitava Bose	Peon
Hit the Wicket	1st	Hiralal Prasad	Peon
Assembling Race	1st	Ananta Bahadur	Peon
	2nd	Subash Nayak	Peon

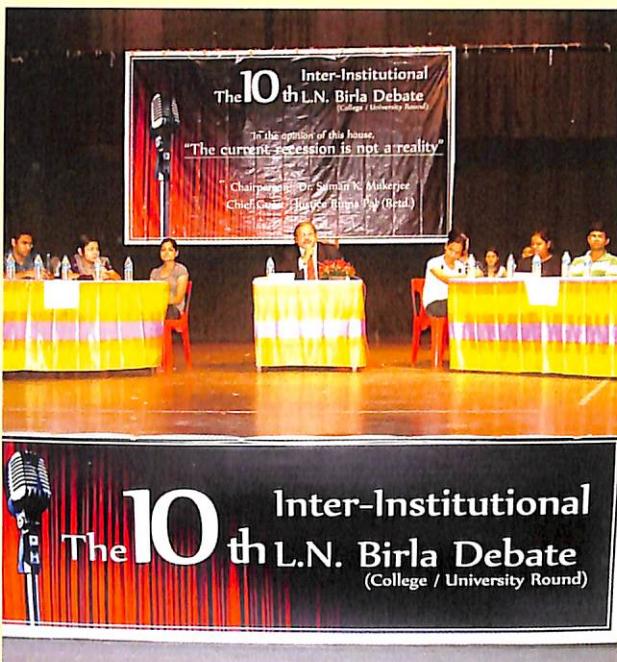


Debating

The L. N. Birla National Debate, 2009 was organized by the Institute on August 20, 2009 at the Vidya Mandir Auditorium. The topic of the debate was "In the opinion of the house - The Current Recession is not a Reality".

The JDBI team was declared winners (1st position).

The south zone round of 11th Inter-Institutional L. N. Birla National Debate, 2010 was held at Chennai on September 18, 2010, while the west zone round was held at Pune on October 2, 2010. The north zone round was held at New Delhi on October 21, 2010. Audition for the final round was held on November 13, 2010 at J. D. Birla Institute - satellite campus. The final round of this debate on "In the opinion of the house - Capitalism has Outlived its Utility" was held on 20th November 2010 at Vidya Mandir Auditorium. US Counsel General Ms. Beth Payne was chief guest of the event.



Students from the Depts. of Science and Commerce debated on 'In the Opinion of the House Peer Pressure is Detrimental to Progress' at the inter-departmental debate competition organized at the main campus on March 15, 2011. Ms. Sharmila Bose, Principal, Birla High School, Mr. John Bagul, Principal, South City International School and Mrs. Anju Chirimar, Psychological Counselor, J. D. Birla Institute were invited as eminent juries for the event. The team comprising of three students from the Dept. of Commerce won the competition. Ms. Debasmita Choudhury student, Dept. of Commerce was awarded the best speaker.

Quizzing



An interclass quiz was organized on September 29, 2010 at the main campus where Mr. Erol O' Brian - a well known quiz master conducted 16 rounds of questions including audio and visual rounds. Team-B of the Commerce Department secured the 1st position and while Team-C from the Depts. of Science bagged the runners-up position



EMTA Corporate Management Quiz 2010 by the Dept. of Management was held on 25th September 2010. About 201 corporate organisations participated in the event, which was held in collaboration with Calcutta Club, Kolkata.

Farewell Party



Farewell - 2010, was hosted for the outgoing final year students from both the Depts. of Home Science and Commerce on the April 23, 2010 at the college campus. The theme of the party was 'Retro' and the following students were awarded:

- Ms. JDBI - Dept. of Commerce: Ms. Vrinda Dugar
- Ms. JDBI - Dept. of Science: Ms. Kayenat Khan
- Best Smile: Eishani Kedia, 3rd year B.Com. (Sec-B)
- Best Kamkali: Disha Mooljee, 3rd year B.Com. (Sec-B)
- Best long Hair: Palak Puri, 3rd year B.Com. (Sec-D)
- Miss Confused: Shreya Kar, 3rd year B.Com. (Sec-C)
- Miss Sakira: Kimi Gupta, 3rd year B.Com. (Sec-D)
- Miss Butterfinger: Priyanka Modi, 3rd year B.Com. (Sec-C)

Freshers Party



On 23rd July 2009, a Fresher's Party was organized by the senior students of JDBI to welcome the first year students. The party was indeed a grand start for the fresher's and it was of great assistance to establish a friendly relationship between the fresher's and the seniors.

Basant Panchami



The Basant Panchami festival was celebrated on January 20, 2010 and February 8, 2011 at the main campus to unite students in a common bond of worship. Students from the Depts. of Home Science & Commerce along with faculty members, administrative and Group-D staff members attended the event comprising of the puja ceremony, dances and devotional songs put-up by students. The celebration in 2011 saw participation of some students and faculty members from the Dept. of Management as well.



Independence Day

The 62nd Independence Day was celebrated with enthusiasm on August 15, 2009 in spite of the rain. The flag was hoisted by the Principal with a sound rendition of the National Anthem sung by all the students, teachers and other ancillary staff. This was followed by a short cultural programme put up by the students. The programme began with an audio-visual presentation on the Indian freedom fighters. In total about 311 students and all faculty members from all the departments at the main campus participated in the celebration with only 2 students and few faculty members from the Dept. of Management

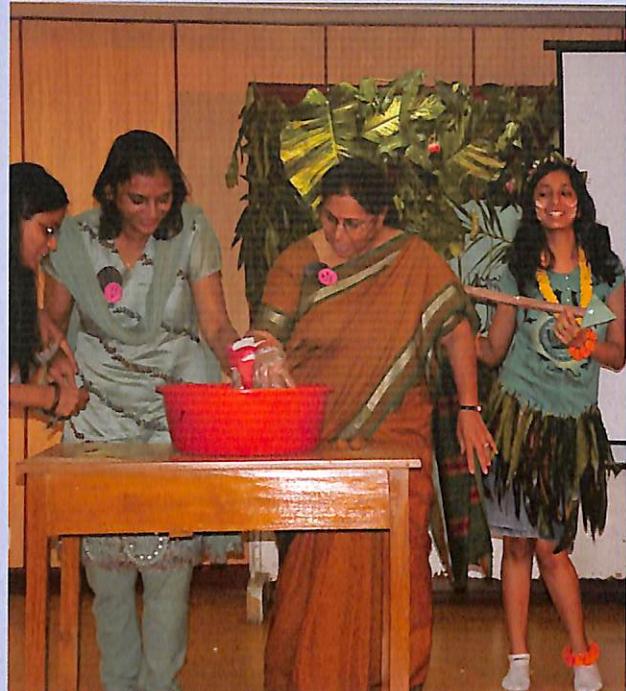


The 63rd Independence Day was celebrated at the main campus on August 15, 2010. Apart from flag hoisting and reciting patriotic songs, students also staged dances and skits having an Indian flavour.

Teacher's Day



Students from both the Depts. of Home Science and Commerce put-up a cultural programme packed with music and dance on the September 7, 2009 at the seminar hall of the main campus. They also organized some interesting games for the teachers.



Students from both the Depts. of Home Science and Commerce presented a short programme involving dance and songs on the September 6, 2009 for all the faculty members at the seminar hall of the main campus.



Book Fair

Book Fair, 2010 was organized on March 25, 2010 at the main campus in association with the Alumni Association of JDBI. Well-known book publishers and distributors of Kolkata - Pearson Education, Oxford University Press, PHI Learning, Cengage Learning, Vikas Publishing House, Everest Publishing House, New Age International, Excel Books, Tata McGraw Hill and Ray's Publishing House participated in the fair. Students and faculty members could purchase book at 20% discount price. Faculty members from the Depts. of Sciences recommended about 260 books and 450 books were recommended by members from the Dept. of Commerce.

Book Fair, 2011 was organized at the main campus on April 11 & 12, 2011. 16 publishers/book distributors across India - Allied Publishers Pvt. Ltd., Book Line, ICFAI University Press, McGraw-Hill Education (India) Ltd., New Age International Pvt. Ltd., Oxford Bookstore, Oxford University Press, Pankaj Publication International,



Pearson Education, Prentice-Hall of India, Ray's Publishing House, S B Enterprise, Sage Publication India Pvt. Ltd., The Modern Book Depot, Trans-World Books and Viva Books Pvt. Ltd. participated in the event offered books at 20% discount to students and faculty members. 327 books from the Dept. of Commerce and 311 books from Dept. of Sciences were recommended by the faculty members.



Picnic



A group of 351 students accompanied by 10 faculty members from the Dept. of Commerce and 195 students accompanied by 21 faculty members from the Depts. of Science undertook a picnic on the February 7, 2011 and February 12, 2011 respectively to Asha Cottage located on Bombay Road, Ranhati, Howrah. Students from the Dept. of Management undertook a picnic on the February 12, 2011 at Monobitan, Bakrahat (South 24 Paraganas).

A group of about 287 students accompanied by 13 faculty and staff members from the Dept. Commerce; and 183 students accompanied by 17 faculty and staff members from the Department Sciences went for a picnic on the January 21, 2009 and February 9, 2010 respectively, to Diamond Resort located on Diamond Harbour Road.



Inter-College Fests

Nutrifest-21- KPC Medical College

Final year students from the Food & Nutrition specialization, Dept. of Home Science participated on September 22-23, 2009 and received the following prizes.

Sl. No	Events	Participants	Class	Position
1	Quiz on Cardiac Health	Ms. Saloni Goyal Ms. Nikita Bansal	M.Sc. (Sem-I) in Home Science (Food & Nutrition Specialization)	2nd
		Ms. Damanjeet Kaur	Post-graduate Diploma in Dietetics & Applied Nutrition	
2	Poster on Diarrhea	Ms. Shweta Singh Ms. Debolina Ghosh	Final B.Sc. in Home Science (Food & Nutrition specialization)	2nd



Business Plan Competition - St. Xavier's College, Commerce Society

Students from the Dept. of Commerce participated on November 3, 2009 and stood 3rd in the competition.

Sl. No	Events	Participants	Class	Position
1	Business Plan Competition	Ms. Prachi Agarwal Ms. Snushree Mohita & Ms. Udita Agarwal	B.Com. 3rd year (Sec-x)	3rd



Xavotsav-2010 - St. Xavier's College

Students from the Dept. of Commerce participated on January 23-24, 2010 and bagged the overall 4th position and won the following awards.

Sl. No	Events	Participants	Class	Position
1	Documentary	Nikita Maheshwari	B.Com. 3rd year (sec-B)	1st
		Udita Agarwal		
		Varnika Choudhary		
2	Rags to riches	Suprabha Shah	B.Com. 1st year (sec-B)	1st
		Saloni Doshi		
3	Tug of war	Ekta Agarwal	B.Com. 3rd year (sec-A)	3rd
		Anushree Mohta	B.Com. 3rd year (sec-C)	
		Priya Singh	B.Com. 3rd year (sec-A)	
		Roshini Seth	B.Com. 1st year (sec-A)	
		Zaara Shahmawaz	B.Com. 1st year (sec-B)	
		Tania Mirkhandani	B.Com. 1st year (sec-A)	
4	Non-fire cooking	Disha Mooljee	B.Com. 2nd year (sec-B)	3rd
		Avani Mooljee	B.Com. 1st year (sec-D)	
5	Make your headline	Zaara Shahmawaz	B.Com. 1st year (sec-B)	3rd
		Avipsha Nag	B.Com. 1st year (sec-B)	
		Nikita Dugar	B.Com. 1st year (sec-B)	



Srijan - Shri Shikshayan College

Students from the Depts. of Science and Commerce participated on January 31, 2010 and won the following awards.

Sl. No	Events	Participants	Class	Position
1	Treasure Hunt	Shreya Kaur	B.Com. 2nd year (sec-C)	1st
		Disha Mooljee	B.Com. 2nd year (sec-B)	
2	Sudoku	Vrinda Dugar	B.Com. 3rd year (sec-C)	1st
		Zaara Shahmawaz	B.Com. 1st year (sec-B)	
3	Tug of war	Nikita Dugar	B.Com. 1st year (sec-B)	1st
		Disha Mooljee	B.Com. 2nd year (sec-B)	
		Raksha Banka	Final B.Sc. Textile & Clothing section	
		Vruti Rupani	Final B.Sc. in Home Science (Textile & Clothing specialization)	
		Monika Dhanuka	Final B.Sc. in (Home Science Resource Management specialization)	
		Nikita Surana	1st year B.Sc. (Hons.) in Interior Designing	



		Khushbu Sancheti	1st year B.Sc. (Hons.) in Interior Designing	
		Aratrika Bhagat	1st year B.Sc. (Hons.) in Interior Designing	
4	Power Point Presentation	Kayenat Khan	Final B.Sc. in Home Science (Human Development specialization)	2nd
		Meghna Jalan	Final B.Sc. in Home Science (Food & Nutrition specialization)	
		Nikita Surana	1st year B.Sc. (Hons.) in Interior Designing	
		Sonika Khemka	1st year B.Sc. (Hons.) in Interior Designing	
5	Tatoo Designing	Aditi Khanna	Inter B.Sc. in Home Science	2nd
		Vidhi Agarwal	B.Com. 2nd year (Sec-C)	
6	Photography	Raksha Banka	Final B.Sc. in Home Science (Textile & Clothing specialization)	2nd

JNSIGNIA: 2010 - St. Xavier's College

Students from the Dept. of Commerce participated on February 17-18, 2010 and won the following awards.

Sl. No	Events	Participants	Class	Position
1	Vitruvius Human Resource Management	Prachi Aggarwal	B.Com. 3rd year (Sec-C)	3rd
		Richa Shah		
2	Systemate Mundi Corporate Law	Ruchi Saraf	B.Com. 2nd year (Sec-B)	3rd
		Meenakshi Pachisia		
3	Caravet Cartel Oligopoly	Anushree Mohta	B.Com. 3rd year (Sec-B)	-
		Disha Mooljee		
4	Drake Corporate Treasure Hunt	Zaara Shahnawaz	B.Com. 1st year (Sec-B)	-
		Nikita Dugar		

SPECTRUM 2010 - NIFT, Kolkata

Students from the Depts. of Science and Commerce participated in various events on February 10-12, 2010 and won awards.

Sl. No	Events	Participants	Class	Position
1	Fashion Show	Shreya Kar, Richa Modi, Ankita Maheshwari, Hiral Shah, Disha Desai, Ankita Maheshwari, Aparajita Chowdhury, Saakshi Jain, Tanvi Singhania, Latika Tahlani, Chitra Jhunjhunwala, Nandini Kejriwal, Anushree Saraf, Ankita Jhunjhunwala.	B.Com. 2nd year	1st
2	T-Shirt Design	Richa Garodia Amritा Beriwal	Post-graduate Diploma in Dietetics & Applied Nutrition (Sem-II)	1st
3	Photography	Raksha Banka	Final B.Sc. in Home Science (Textiles & Clothing specialization)	3rd
		Megha Jalan	Final B.Sc. in Home Science (Food & Nutrition specialization)	
4	Graffiti Art	Ruhina Reaz Akansha Dugar	2nd year B.Sc. in Textile Science, Clothing & Fashion Studies	-
5	Body Art	Aratrika Bhagat	2nd year B.Sc. in Interior Designing	-
		Sonal Malhotra	2nd year B.Sc. in Textile Science, Clothing & Fashion Studies	
		Neha Kasat	2nd year B.Sc. in Textile Science, Clothing & Fashion Studies	
6	Poster Design	Saloni Agarwal	Final B.Sc. in Home Science (Resource Management specialization)	-
7	Creative Writing	Aditi Khanna	Inter B.Sc. in Home Science	-
8	Pentathlon	Surbhi Guglani	B.Com. 3rd year (Sec-B)	-
		Neha Bararia	Inter B.Sc. in Home Science	
		Nikita Surana	2nd year B.Sc. in Interior Designing	
9	Mask Design	Bhavna Jain	B.Com. 3rd year (Sec-A)	-
10	Quiz	Sripriya V Bihongee Sarkar	Final B.Sc. in Home Science (Food & Nutrition specialization)	-



Students' Achievements

Loreto Shield Invitation Quiz - Literary Society of Loreto College

Students [Disha Mooljee - B.Com. 3rd year (Sec-B), S. Kavitha - B.Com. 2nd year (Sec-A) and Dimple Sonthalia - B.Com. 1st year (Sec-A)] from the Dept. of Commerce participated on September 9, 2010.

UMANG - Bhawanipur Education Society College

Students from the Depts. of Science and Commerce participated on December 5-8, 2010 and won the following awards.

Sl. No.	Event	Participants	Dept & Year	Position
1	Hat Making	Shaheen Sultana	B.Com. 1st year (Sec-A)	2nd
		Nazia Shahid	B.Com. 1st year (Sec-A)	
2	Graphic Novel	Vidhi Agarwal	B.Com. 3rd year (Sec-C)	3rd
		Kritika Agarwal	B.Com. 1st year (Sec-D)	
3	Haunted House	Ashmita Kothari	B.Com. 2nd year (Sec-B)	3rd
		Nidhi Goel	1st year B.Sc. in xxxx	



Inter-College Competition - Lions Club of Kolkata, Mother Teresa Sarani

25 students for the Depts. of Home Science and Commerce participated on August 8, 2009 and won the following awards.

Sl. No.	Events	Participants	Class	Position
1	Creative Writing	Ashlesha Mahapatra	B.Com. 1st year (Sec-C)	1st
2	Sudoku	Vrinda Dugar	B.Com. 3rd year (Sec-C)	1st
3	Antakshri	Prachita Agarwal	B.Com. 1st year (Sec-B)	Runner's Up
		Ritika Hugal		
		Nikita Sachdev		



Inter-University National Rowing Competition 2011

Ms. Zaara Shehnawaz, B.Com 2nd year student represented Jadavpur University at the event during the 3rd week of March 2011.

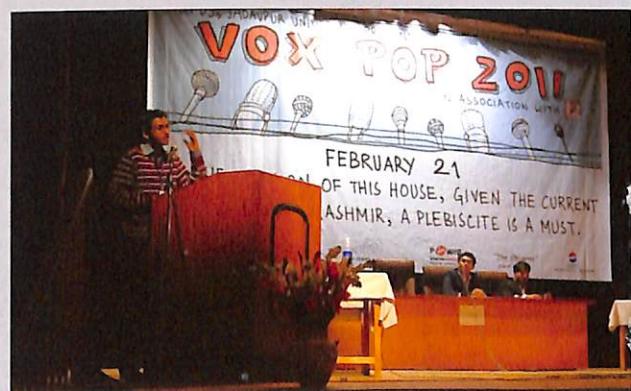
VOX POP 2011 - Jadavpur University

Students from the Depts. of Science and Commerce participated in the national debate tournament organized on February 20-21, 2011.

Xavotsav-2011 - St. Xavier's College

Students from the Depts. of Science and Commerce participated on January 22-24, 2011, bagged the overall 3rd position and won the following awards:

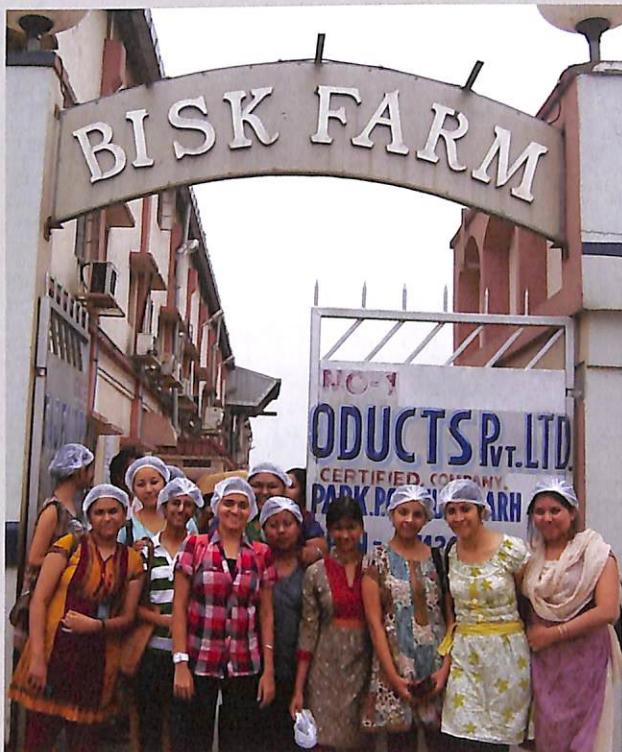
Sl. No.	Events	Participants	Class	Position
1	Zevar (Jewellery Designing)	Saniya Garg	B.Com. 1st year (Sec-B)	1st
2	Xatire (Street Play)	Benaseer Sarfaraz & Oindrla Mitra	B.Com. 1st year (Sec-B)	2nd
		Komal Agarwal	B.Com. 1st year (Sec-C)	
		Ayushi Agarwal, Khushali Kamdar, Uma Agarwal & Garima Deosaria,	B.Com. 1st year (Sec-D)	
		Aashita Agarwal & Divya Mohta		
3	Bloom & Blossom (Flower Arrangement)	Aditi Khanna Shruti Dosi	B.Com. 3rd year (Sec-x)	2nd
4	Billboard Painting	Ashmita Kothari	B.Com. 2nd year	3rd
		Neha Bararia	(Sec-B)	
5	Rampage (Ethnic Wear)	Jyoti Jain	B.Com. 1st year (Sec-A)	3rd
		Vaishali Jain, Shiksha Jain & Disha Desai	B.Com. 1st year (Sec-B)	
		Priyanka Samsuka, Sweta Sharma & Neeti Chopra	B.Com. 1st year (Sec-x)	
		Vinita Agarwal & Richa Modi	B.Com. 1st year (Sec-D)	
6	Photography	Richa Tiwari	B.Com. 1st year (Sec-x)	3rd



Dept. of Food Science & Nutrition Management

Students visited Child in Need Institute (CINI), an NGO and visited different clinics (antenatal clinic, reproductive clinic, emergency ward, nutrition rehabilitation clinic and special Thursday clinic) to observe the activities in details on 8th April 2010, 22nd April 2010, 2nd December 2010 and 23rd June 2011.

Students visited the Bisk Farm factory, Dhulagarh (Howrah) on 9th April 2011.



Students visited Mother Dairy, Dankuni on 7th December 2010.

Students visited ELMAC Foods, Nibra (Howrah) on 18th September 2010.



Dept. of Home Science

- Students visited Disha Foundation on 14th April 2011 where they were exposed to an environment that totally differs from the regular pre-schools.
- Students visited 'The REFUGE', an orphanage on 18th June 2011.
- Students visited Manovikas Kendra Rehabilitation and Research Institute for the Handicapped (MRIH) on 20th April 2011 and saw various therapy units like multi-sensory unit, speech therapy, hydro therapy, play therapy, occupational therapy, physiotherapy, behavior management room, etc. Students also visited

- vocational training units like weaving, tailoring-stitching-embroidery, bakery & confectionery, canteen work, jute & paper bag making, block printing, card & envelope making, bread crafting, glass painting, comb binding etc.
- Students visited ELMAC Foods, Nibra (Howrah) on 18th September 2010.
- Students visited Mother Dairy, Dankuni on 7th December 2010.
- Students visited Bisk Farm factory, Dhulagarh (Howrah) on 9th April 2011.

Dept. of Human Development



Students visited MENTAID, an association for the development of the mentally challenged children and adults on 4th March 2011 and again 24th September 2010 to get a hand-on field experience on matters related to children with special needs and understand their requirement and thereby enabling them to effectively prepare an individualized education plan for the mentally challenged children.



Students visited 'The Calcutta Samaritans' on 1st October 2010 where they conducted an interactive programme with the underprivileged children.



Students visited National Institute for the Orthopedically Handicapped (NIOH) to know more about people with orthopedic disabilities on 30th August 2010.

Students attended an exhibition on '200 years of Charles Darwin' organized by the Asiatic Society on 16th February 2010 at the Asiatic Society.

Students visited Disha Foundation on 25th March 2011 where they saw the different methods used for teaching the slum children between the age group of 2.5 to 5 years, all sharing the same classroom and execution of the mid-day meal programme. Another visit on 9th April 2010 was undertaken where students interacted with the socially disadvantaged group (street and vagrant children). They visited the Balwadi and Anganwadi schools and were exposed to an environment that totally differs from the regular pre-schools.

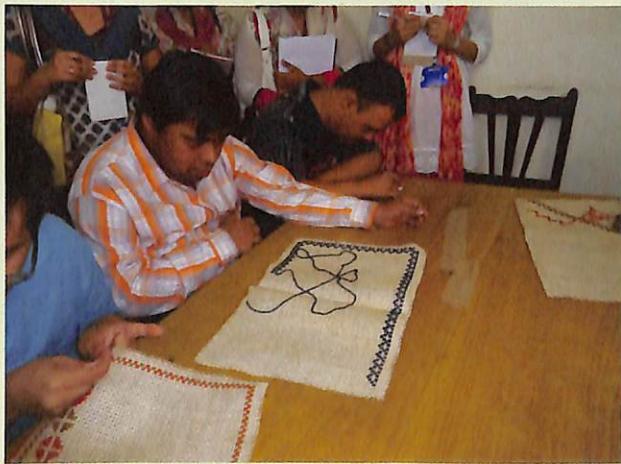


Dept. of Human Development



Students visited Ramkrishna Mission Blind Boy's Academy, Narendrapur on 18th March 2011 and again on 3rd April 2010 to observe the teaching techniques adopted and vocational training imparted to the blind students. They visited the Braille library and printing press and had an opportunity to observe the teacher taking classes with the disadvantaged students.

Students visited Indian Institute of Cerebral Palsy (IICP) on 24th February 2010 and 11th March 2011 they saw occupational therapy and physiotherapy being administered to students of IICP and visited the vocational unit of the Institute.



Students visited Manovikas Kendra Rehabilitation & Research Institute for the Handicapped (MRIH) on 1st October 2010 to get acquainted with mentally challenged children and adults. Awareness programme on health, hygiene and nutrition were held by the students for the children and parents of the organization.

Students undertook an educational visit to 'Pradip', an NGO for individuals with Autism Spectrum Disorder on 3rd December 2010 to observe the various therapies provided to children and adults with Autism.



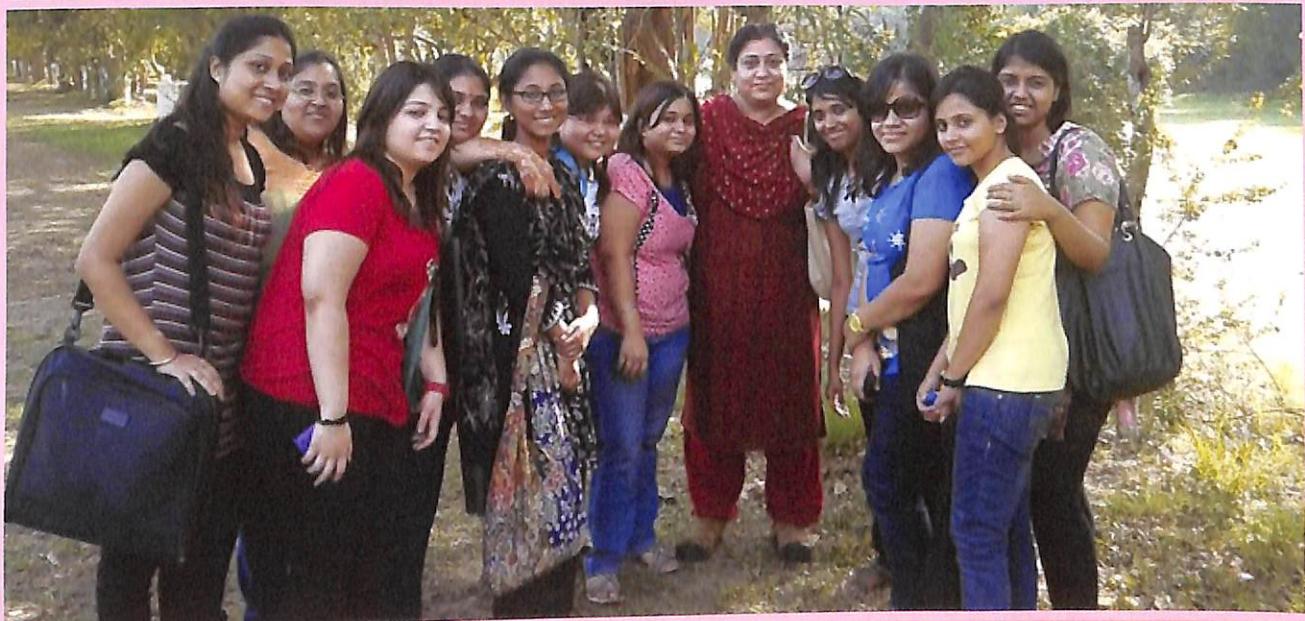
Dept. of Textile Science, Clothing & Fashion Studies



Students visited tanneries - H W Traders Pvt. Ltd and M/s Paramount Leathers on 12th March 2011 to understand the different stages in the processing of leather (tanning, dyeing and finishing) and see the advanced machines used for the same.

Students visited Jayshree Textiles, Rishra on 2nd April 2010 and saw the wool and flax spinning units, rapier and projectile looms and a state-of-the-art textile testing laboratory.

Dept. of Interior Designing



2nd year students visited Tollygunge Club on 15th February 2011 and again on 21st April 2011 where they studied space planning and observed the design of the gymnasium and the commercial kitchen.

Students visited an exhibition - Interiors 2011 organized by Association of Architects, Builders and Interior Designers and Allied Business (ABID) at Netaji Indoor Stadium on 27th March 2011 to know about the new products launched in the field of interiors.

Students attended the 14th Plumbing Conference on 'Joy of plumbing in the city of joy' organized by Indian Plumbing Association along with AKAR Info-Media Pvt. Ltd. at Swabhumi, Kolkata, on 1st and 2nd October 2010.

Dept. of Home Science - Human Development



Students specializing in Human Development undertook an excursion to Sambalpur, Puri and Bhubaneshwar from 4th October to 11th October 2009. The students visited the Dhankuda Institute for the Mentally Challenged and Orphanage at Sambalpur where they interacted with the mentally retarded children and got acquainted with various techniques of working with them and using modified teaching aids for mentally retarded children. At Bhubaneshwar they visited CAPART (Council for Advancement of People's Action and Rural Technology) where they received first hand experience of handling rural projects

like Kurem and Raitasahi. Both these projects deal with empowerment women through training in handicrafts making using coir and sea-shells which are then sold in the market. The students also visited the Chetna Institute for the Mentally Handicapped at Bhubaneshwar. They got first hand experience on how self sufficiency is instilled in both educable and trainable mentally retarded children through vocational training. During their visit to Bharat Integrated Social Welfare Agency (BISW) at Sambalpur, students visited the Home for Destitute Women and the Ashram (orphanage) where they were informed about legal procedure of adoption.

Department of Human Development

A group of twenty eight students accompanied by three faculty members undertook an educational excursion to Murshidabad from 27th December to 30th December 2010. Students visited Nabodisha and conducted activities for differently abled children apart from

undertaking case studies through interaction with special educators and parents of the children. Students also went to Murshidabad Adibagi Gramin Janakalyan Samiti where they visited pre-primary school and Godhanpara primary health care centre.

Department of Home Science - Textiles & Clothing

Murshidabad

A group of 12 students Final B.Sc specializing in Textile & Clothing accompanied by teachers undertook an excursion to Phulia, Shantipur and Murshidabad by road from 10th October to 13th October 2009. Students visited the weaving colony Phulia where they saw the weaving of Tangail sarees. Students visited Chandra Kumar Lalit Mohan, a KVIC organization at Islampur near Murshidabad, and saw hand spinning of cotton. At Behrampur, they visited the Central Silk Research Institute. Apart from this, students also visited the Kathgola Palace, Hazar Duari, Rani Bhawani Joda Mandir and other palaces of historical importance at Murshidabad.



Department of Textile Science, Clothing & Fashion Studies

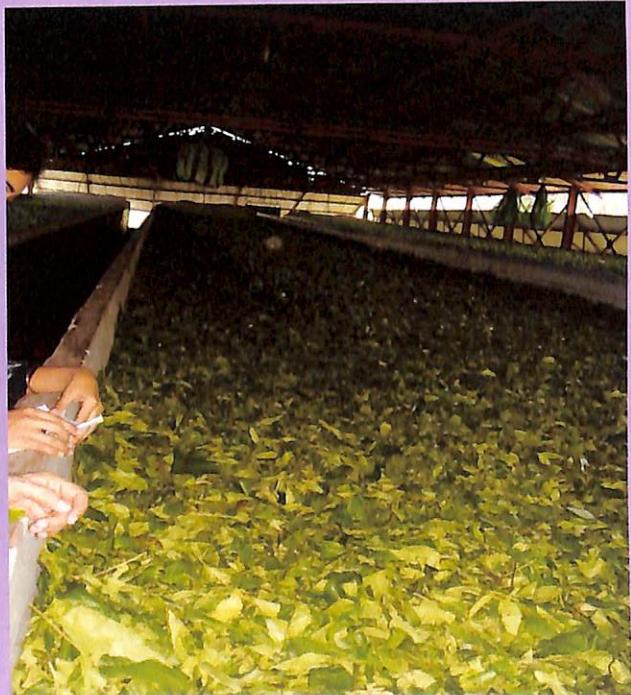


Cooch Bihar

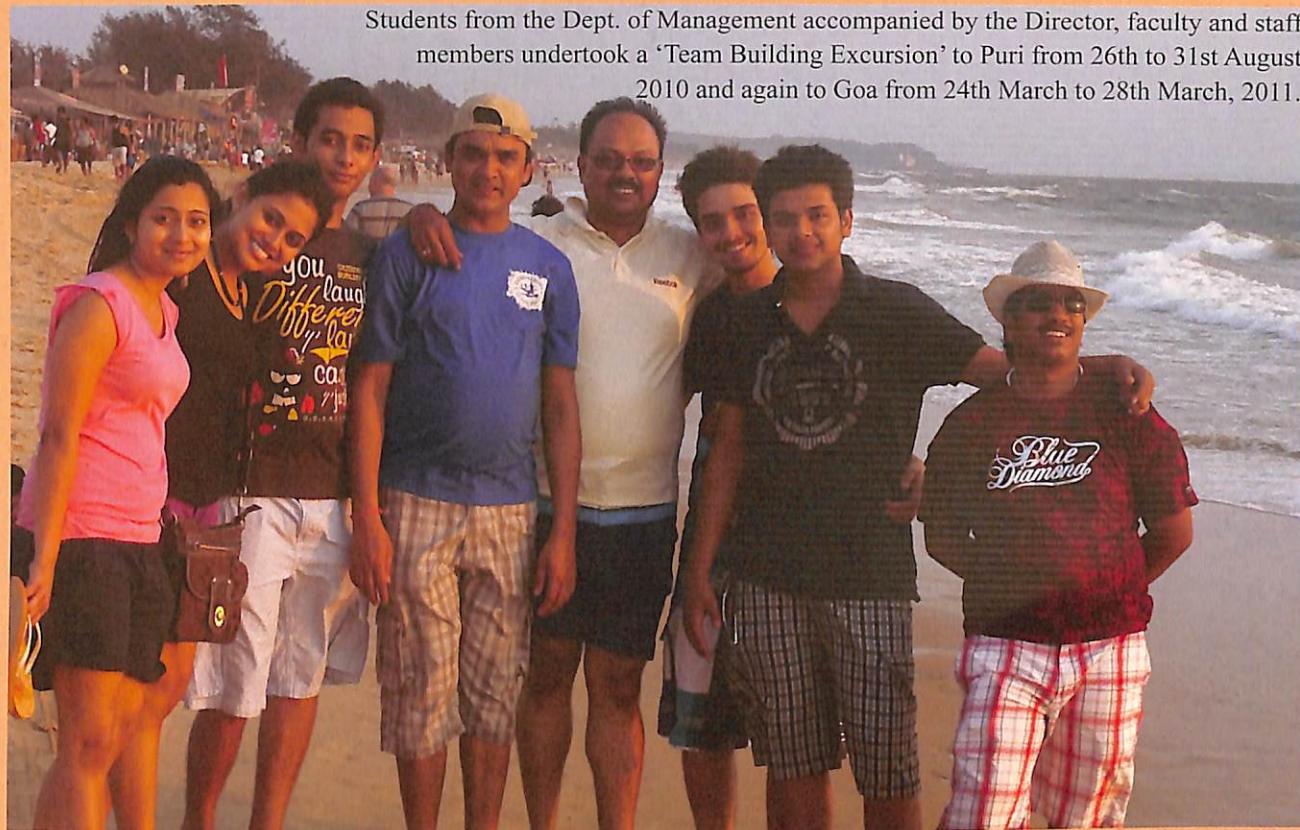
Twenty three students accompanied by five faculty members undertook an educational excursion to Guwahati and Cooch Bihar from 27th October 2010 to 2nd November 2010 where they visited the muga weaving units at Assam and the Tufangunj Handloom Cluster at Cooch Bihar.

Department of Home Science - Food & Nutrition

18 final year students specializing in Food & Nutrition accompanied by two teachers undertook an excursion to Guwahati and Shillong from 11th October to 15th October 2009. Students visited Amchong Tea Estate that specializes in preparation of CTC tea at Guwahati. At Shillong, they visited RRTC (Rural Research Training Centre) where they were briefed on various aspects of horticulture, floriculture, fisheries, cattle rearing, dairy, vermin-composting, mushroom cultivation, bee keeping and food processing.



Students from the Dept. of Management accompanied by the Director, faculty and staff members undertook a 'Team Building Excursion' to Puri from 26th to 31st August 2010 and again to Goa from 24th March to 28th March, 2011.



A group of 25 students from the Depts. of Science and Commerce accompanied by faculty members undertook a pleasure trip to Bangkok and Pattaya from 29th October 2010 to 3rd November 2010.

STUDENT'S COUNCIL

2009-2010 2010-2011

Post	Name of Winner	Class
DEPARTMENT OF HOME SCIENCE		
Head Girl	Ms. Kayenat Khan	Final B.Sc Human Development Section
Assistant Head Girl	Ms. Raksha Banka	Final B.Sc Textile & Clothing Section
Final B.Sc Class Representative	Ms. Megha Jalan	Final B.Sc Food & Nutrition Section
	Ms. Isha Jajodia	Final B.Sc Textile & Clothing Section
	Ms. Neetika Dassani	Final B.Sc Resource Management Section
	Ms. Sabiha Najam	Final B.Sc Human Development Section
Inter B.Sc Class Representative	Ms. Aditi K hanna	Inter B.Sc
First B.Sc Class Representative	Ms. Sadika Sadaf	First B.Sc in Food Science & Nutrition Management
	Ms. Ruhina Reaz	First B.Sc in Textile Science, Clothing & Fashion Studies
	Ms. Nikita Surana	First B.Sc in Interior Designing
	Ms. Sneha Rout	First B.Sc in Human Development
	Ms. Neha Bararia	First B.Sc in Home Science with Specialization in Composite Home Science
M.Sc Class Representative	Ms. Tulika Agarwal	M.Sc Part-I in Human Development
		M.Sc Part-I in Resource Management
	Ms. Lalrinfeli	M.Sc Part-II in Human Development
PG Diploma Class Representative	Ms. Tishya Ghosh	PG-Diploma in Dietetics & Applied Nutrition
DEPARTMENT OF COMMERCE		
Head Girl	Ms. Anushree Mohta	3rd year B.Com (Sec- A)
Assistant Head Girl	Ms. Priya Singh	3rd year B.Com (Sec- B)
3rd Year Class Representative	Ms. Kritika Poddar	3rd year B.Com (Sec- A)
	Ms. Ritika Agarwal	3rd year B.Com (Sec- B)
	Ms. Rishika Nigania	3rd year B.Com (Sec- C)
2nd Year Class Representative	Ms. Nandini Kejriwal	2nd year B.Com (Sec- A)
	Ms. Disha Mooljee	2nd year B.Com (Sec- B)
	Ms. Shreya Kar	2nd year B.Com (Sec- C)
	Ms. Chitra Jhunjhunwala	2nd year B.Com (Sec- D)
1st Year Class Representative	Ms. Tanwi Singhania	1st year B.Com (Sec- A)
	Ms. Shipa Arora	1st year B.Com (Sec- B)
	Ms. Pragya Khattar	1st year B.Com (Sec- C)
	Ms. Atiyaba Ahmed	1st year B.Com (Sec- D)

Post	Name of Winner	Class
DEPARTMENT OF COMMERCE		
Head Girl	Ms. Shreya Kar	3rd year B.Com (Sec- C)
Assistant Head Girl	Ms. Disha Mooljee	3rd year B.Com (Sec- B)
3rd Year Class Representative	Ms. Shreya Agarwal	3rd year B.Com (Sec- A)
	Ms. Krutika Desai	3rd year B.Com (Sec- B)
	Ms. Priyanka Modi	3rd year B.Com (Sec- C)
	Ms. Urvashi Gupta	3rd year B.Com (Sec- D)
2nd Year Class Representative	Ms. Tania Mirchandani	2nd year B.Com (Sec- A)
	Ms. Ashmita Kothari	2nd year B.Com (Sec- B)
	Ms. Rupsha Roy Choudhury	2nd year B.Com (Sec- C)
	Ms. Abhinanda Banerjee	2nd year B.Com (Sec- D)
1st Year Class Representative	Ms. Srishtika Nayak	1st year B.Com (Sec- A)
	Ms. Ruchika Bansal	1st year B.Com (Sec- B)
	Ms. Aanchal Kedia	1st year B.Com (Sec- C)
	Ms. Uma Agarwal	1st year B.Com (Sec- D)
DEPARTMENT OF SCIENCES		
Head Girl	Ms. Fatema S. Lakdawala	Final B.Sc Textile & Clothing Section
Assistant Head Girl	Ms. Aditi Khanna	Final B.Sc Food & Nutrition Section
Final Year M.Sc Class Representative	Ms. Zodinpuii	Human Development specialization
	Ms. Saloni Goyal	Food & Nutrition specialization
	Ms. Yamini Dhanania	Textile & Clothing specialization
Final B.Sc Class Representative	Ms. Manila Bantia	Final B.Sc Food & Nutrition Section
	Ms. Divya Shaw	Final B.Sc Textile & Clothing Section
	Ms. Shalini Gupta	Final B.Sc Resource Management Section
	Ms. Tanushree Bhattacharya	Final B.Sc Human Development Section
	Nisha Jaiswal	Final B.Sc Composite Home Science Section
2nd Year B.Sc (Hons.) Class Representative	Ms. Palak Daga	Food Science & Nutrition Management
	Ms. Shraddha Nevatia	Textile Science Clothing & Fashion Studies
	Ms. Nitkita Surana	Interior Designing
	Ms. Nikita Chokani	Human Development
1st Year B.Sc (Hons.) Class Representative	Ms. Neha Bararia	Inter B.Sc
	Ms. Trisha Khanna	Food Science & Nutrition Management
	Ms. Manpreet Kaur Arora	Textile Science Clothing & Fashion Studies
	Ms. Mariya Nanderdad	Interior Designing
1st Year Class Representative	Ms. Anju Bhojnagarwala	Human Development
	Ms. Jasmeet Kaur	Home Science

OUT GOING BATCH OF STUDENTS, 2009-10



Department of Commerce, Section A



Department of Commerce, Section B



Department of Commerce, Section C

OUT GOING BATCH OF STUDENTS, 2009-10



Department of Home Science (Resource Management Section), B.Sc



Department of Home Science (Textile & Clothing Section), B.Sc



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

OUT GOING BATCH OF STUDENTS, 2009-10



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



Post Graduate Diploma in Dietetics & Applied Nutrition



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

OUT GOING BATCH OF STUDENTS, 2010-11



Department of Commerce, Section A



Department of Commerce, Section B



Department of Commerce, Section C

OUT GOING BATCH OF STUDENTS, 2010-11



Department of Commerce, Section D



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

OUT GOING BATCH OF STUDENTS, 2010-11



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



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

OUT GOING BATCH OF STUDENTS, 2010-11



Department of Home Science (Resource Management Section), B.Sc



Post Graduate Diploma in Dietetics & Applied Nutrition

OUT GOING BATCH OF STUDENTS, 2010-11



Department of Home Science (Textile & Clothing Section), B.Sc



Department of Home Science (Resource Management Section), M.Sc



Department of Home Science (Textile & Clothing Section), M.Sc

OUT GOING BATCH OF STUDENTS, 2010-11

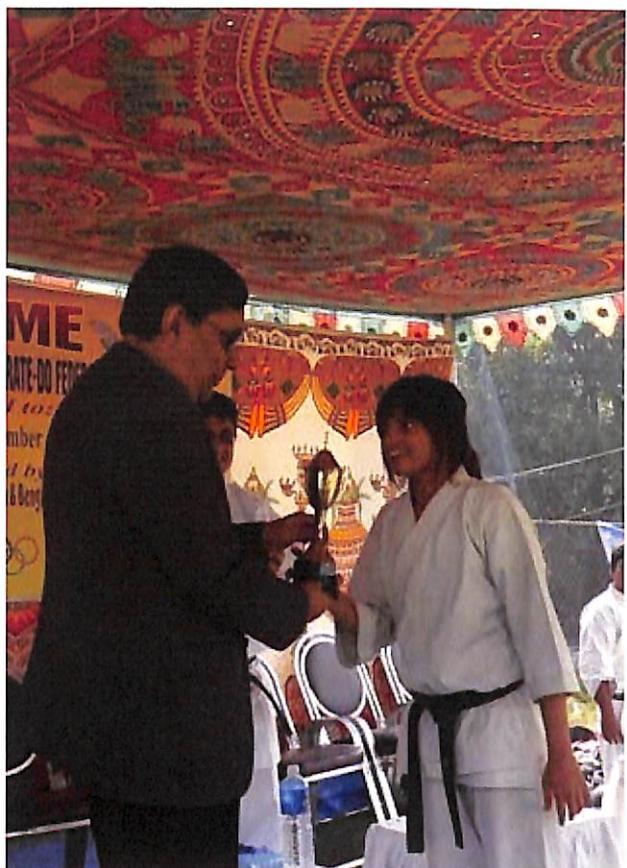


Department of Home Science (Human Development Section), M.Sc



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

YOU HAVE MADE US PROUD



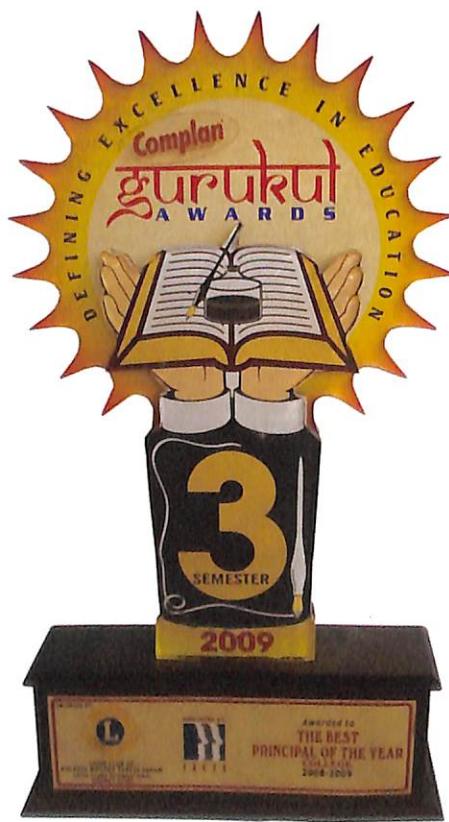
- a) Financial assistance of Rs. 30,000 in the form of sponsorship was given to Ms. Swati Gupta (changed name Ms. Ryena Gupta), 1st B.Com year student to participate at the Malaysia Karate-KOI International Championship.
- b) Ms. Swati Gupta (changed name Ms. Ryena Gupta) and Ms. Zaara Shahnawaz were felicitated by the institute on the Annual Sport Day held on 11th Februray 2011 and were given a trophy each for their efforts to participate in international and national level sports respectively.

AWARDS WON BY FACULTY MEMBERS



- Dr. Deepali Singhee received the GURUKUL award for 'Best Principal – College category' at a function organized by the Lions Club of Kolkata, Mother Teresa Sarani at Oberoi Grand on August 8, 2009.
- Dr. Singhee was awarded a 'Special Honour' for her capabilities and contribution to higher education on the occasion of Women's Day 2011 by All India Terapanth Mahila Mandal, Rohini Ladnun, Rajasthan
- Dr. Deepali Singhee was awarded the Mid-Career Scientist Award at the 28th Biennial Conference of the Home Science Association organized by J D Birla Institute

- Dr. Deepali Singhee, received the Best Poster in Textile Science, Design, Clothing and Fashion Studies category at the 28th Biennial Conference of the Home Science Association of India, organized by J D Birla Institute.



- Dr. Krishnakali Bhattacharya, Lecturer in Psychology, Department of Home Science received the Best Poster in Human Development, Family Studies and Early Childhood Education & Development category at the 28th Biennial Conference of the Home Science Association organized by J D Birla Institute.



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