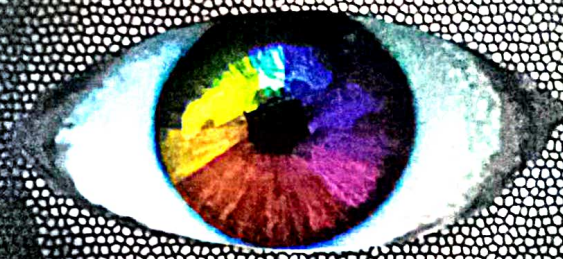


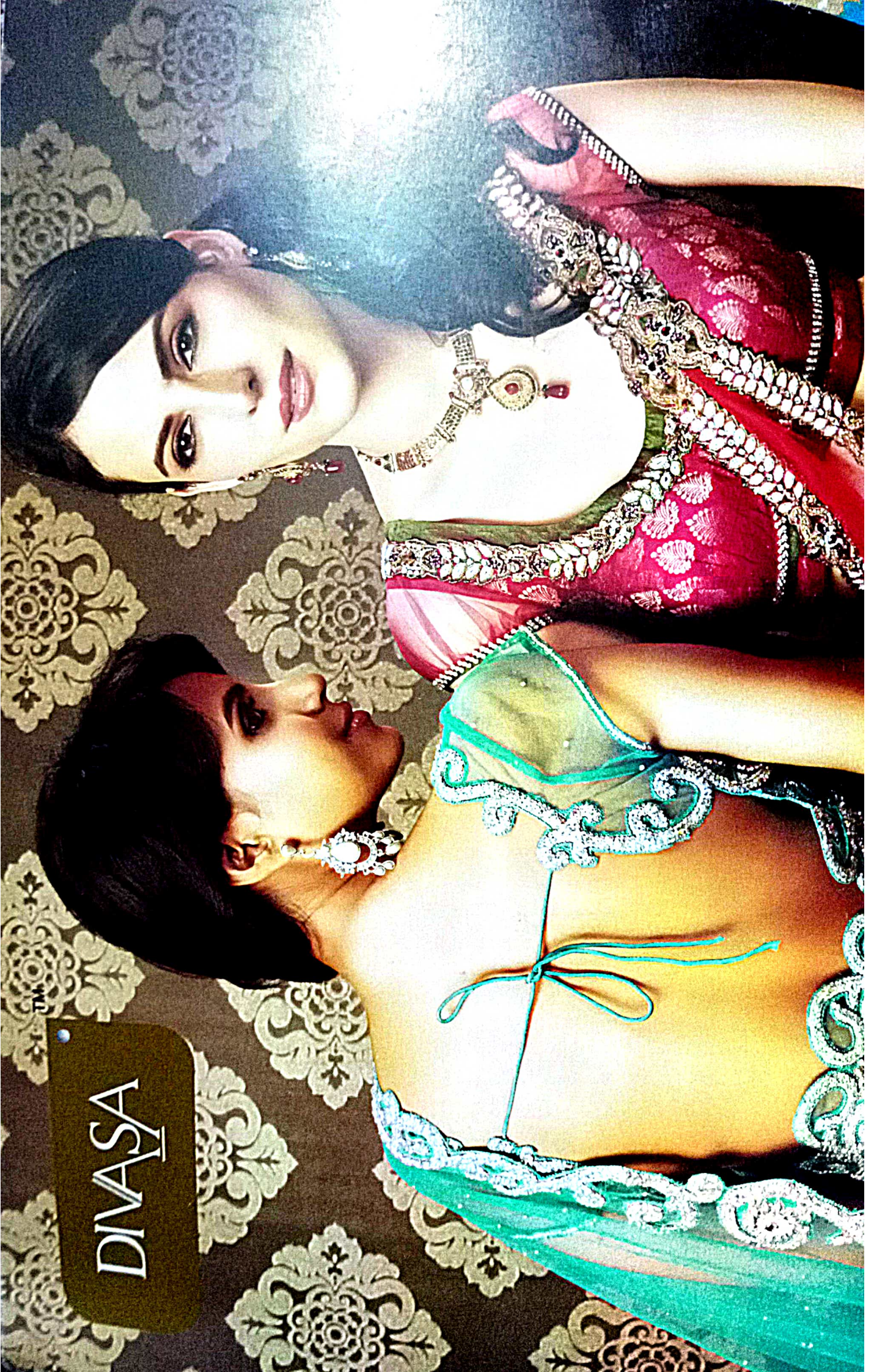


Clairvoyance

2013



**BIRLA INSTITUTE OF TECHNOLOGY
NOIDA**



DIVASA



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Founder of the Institute

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All the articles published in the magazine are author's own. It is not necessary that the Editorial board was in favour of his/her views. Our magazine - Clairvoyance does not take responsibility for any published material.

Note : This magazine does not guarantee directly or indirectly, the quality or efficacy of any product or service described in the advertisements which are commercial in nature in this issue.

VICE CHANCELLOR'S MESSAGE



*I*t is a pleasure to learn that BIT, NOIDA Campus, is bringing out a magazine of its own as an exercise of their Corporate Communication Cell twice in a year. It is not enough to merely become excellent in any sphere of existence, it is equally important to spread the message of excellence for a greater cause. The excellence that our institute stands for today should find such avenues to express its philosophy and world view to the greater society that exists beyond the gates of our institute.

I wish good luck to the magazine and congratulate all those who have worked hard, especially the students who are our pride to give shape to the magazine.

P. K. Barhai



DIRECTOR'S MESSAGE

I am extremely happy to know that BIT Noida is bringing out the half yearly magazine (Jan'13 - June'13). The magazine has articles from students community and also lists the various activities held in the institute.

BIT Magazine provides a platform to students to showcase their literary talent, ideas and general awareness of all round activities. I appeal to the students to pickup the habit of good writing and contribution to BIT Magazine regularly. This is a medium of self development.

My best wishes to all faculty, staff and students on this occasion!

Cdr. Balwant Sharma

ADDITIONAL REGISTRAR'S MESSAGE



I am extremely pleased to know that the students of our extension centre at Noida are bringing out the half yearly magazine. I expect that the magazine will provide a forum for the students to demonstrate their creative ability in the field of literary activities. I congratulate all the students and the members of the editorial board. I wish all the participants who have contributed towards publishing of this magazine, a great success.

S. Dua



EDITOR-in-CHIEF

(Co-ordinator Department of Animation & Multimedia
and In charge, Associate Professor, Corporate
Communication Cell)

*A*s the editorial advisor, my sincere desire is that this magazine become the voice of BIT, Mesra, Noida Campus. It is not enough to just be born in a democracy that is lauded to be the largest in the world. We need to also realize the value of freedom that democracy ensures to all its citizens. Freedom in its part should mean responsibilities that will make India qualitatively the best democracy in the world. As the voice of Noida Campus - let this become the platform to learn & take forward the qualities of good citizenship forward.

Dr. Suparna Dutta



ASSOCIATE PROFESSOR & INCHARGE, MANAGEMENT DEPARTMENT

I wish to compliment you all for the efforts in bringing out this "In House Magazine" at the permeation of thoughts and ideas within the institute is a matter of delight at an Intra Level. For optimal levels of performance maturity of our inner voice needs a final blending of purified structured ideas to have a cogency in awareness and spirit, with management skills for a subsequent entry into the outside world. Beneath the calm tranquility of the Institute, lies the 'Flurry of Action'. Therefore we envisage tempering of academic orientation with valuable practical perspective with simulated conditions of professionalized job arena in the Industry.

We should constantly reckon that, within us, are we geared in structured notches to that level of commitment, where success and satisfaction is achieved with 5% strategy and 95% execution. I wish the bright young talent with resounding success in their respective areas as Renaissance Managers extolling the virtues as Bhagvad Geeta actuates -

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।
मा कर्मफलहेतुर्भूर्मां ते सङ्गोऽस्त्वकर्मणि ॥

Dr. Vandna Sharma

ASSOCIATE PROFESSOR & INCHARGE, COMPUTER SCIENCE DEPARTMENT



I gives me immense pleasure to know that BIT Noida is bringing its own magazine for the academic session 2012-2013. The name and fame of an institute depends on the caliber and achievements of the students and teachers. The magazine will serve as a mirror reflecting the various achievements, aspirations of the students and teachers and new initiatives taken by the institute. BIT is expected to create a landmark in the field of technical and management education, especially to train the students in such a way that they justify the fundamental spirit of knowledge workers.

I wholeheartedly congratulate the entire editorial team involved in this remarkable work. I am sure that this effort will be repeated over the coming years and this magazine will be a valuable insight for all readers. It is rightly remarked by Henry Miller - *"We do not talk - we bludgeon one another with facts and theories gleaned from cursory readings of newspapers, magazines and digests."*

Anil Kumar Singh

PROFESSOR & COORDINATOR DOCTORAL RESEARCH



I take this opportunity to express my gratitude to BIT Noida for bringing out its own magazine. I trust the intentions of this magazine which would share the ideas of the students, faculty and everybody who would be interested in expressing their thoughts and views. Hope you all would be happy to read your magazine and feel alive and enthusiastic. For me, this marks the new beginning as it will bring out the hidden talent of faculty, staff and students. I express my congratulations and my heartfelt wishes for long life, success and happiness in the publication of the magazine. I hereby express the entire editorial staff of your prestigious magazine my good wishes and hope you all will continue doing the same work in the future too.

Dr. Munish Makkad



ASSISTANT PROFESSOR & INCHARGE, TRAINING & PLACEMENT

Placements are benchmark to the performance of any institute and it depicts the success and the growth of the institution. It gives us tremendous satisfaction that our Placement Cell is gaining strength with positive results, which are bound to improve further in the years to come.

BIT's endeavor is to equip students with necessary skills required for their employability in the industry and other organizations. To meet this objective, T&P Cell acts as an interface between the institute and the corporate world and performs entire gamut of activities such as industry-academia interaction, guest lectures, corporate training, seminars, and workshops from time to time for strengthening corporate relations and ultimately help students getting placements. The Cell also organizes personality development, career guidance, mock interviews, aptitude tests and counseling programs for the students so as to gear them up to take on the stiff competition in the corporate world.

The competition for employment is increasing every day and the job of placement is becoming a challenging one. The Objective of the placement cell is to facilitate the process of placement & ensure that each eligible student gets an opportunity to face an Interview.

The top recruiters visiting our institute are Grail Research, Samsung(SEL), Aricent, Headstrong, TCS, Wipro, IBM, Infogain, Tectura, Cognizant, Verizon, NIIT Tech., QA Info Tech, Web Kul Software, Mu -Sigma, Kotak Mahindra, Naukri.com, 99 acre.com Tata Tech, NBC, Zaro Education, ING Vasya, CITIBank, ICICI Bank, HDFC Bank, Axis Bank, IFB Industries, Progressive Media Group, SAP Labs., Goo2o Technologies,, CapitalIQ, American Express, Content Flow, Extra marks to name a few.

Dr. Monika Bisht



... FROM THE EDITOR'S DESK

"If you are dedicated, if it's something that lives and breathes in your heart, then you have simply got to go ahead and do it..." – Rodney Crowell.

It was in our heart, we dedicated ourselves and simply went ahead to do it! "Clairvoyance" happened. There's teasing, quarrelling and gossiping in the classroom, in the corridors. Every now and then, tremors of excitement run through the college as preparations and rehearsals are conducted – be it sports week, fest, workshop, seminars, the college is bustling with activity. To try and capture all this is a challenging work. Being an Editor has changed me from 'mere student' to a 'responsible duty-bound student'.

All the efforts, pain and struggle for finally achieving an identity of ones' own from among the amalgamated crowd of fellow strivers is not easy. This achievement born out of many moments of trial and failure at different tasks only speaks of one thing. That is to continuously strive to move forward in life. To finally stand as the tallest among the tall, the most generous among the generous and have the immense strength to be the humblest among humble, and therefore, the strongest and the greatest. These are the trademarks of a fine human being which all of us should strive to achieve. What lies in the pages that follow are but steps towards achieving the above.

The college has tried its best to nurture the versatility and has provided a ground for the students to come up and display their talent. We, hereby present the very first edition of our college magazine "Clairvoyance" to highlight the talents of the budding artists and provide a platform for their potential to be recognized. We hope our efforts will be encouraged and appreciated. A critical appreciation from a reading connoisseur like you would surely encourage our budding efforts.

Happy Reading!

Kanika Varma
MBA-2nd Sem

THE INSTITUTE

Birla Institute of Technology, Mesra, Ranchi

For over five decades, BIT Mesra, Ranchi, has been engaged in nurturing minds through a rich heritage of academic excellence. It was established in 1955 by visionary-industrialist Mr. B.M. Birla. It is a Deemed University under Sec 3 of the U.G.C Act 1956 having its Extension centres in India and abroad, with over 10,000 students. The Board of Governors is responsible for the main functions and overall supervision of activities. It comprises representatives of the Ministry of Education, Government of India, the U.G.C., the State Government, The Chancellor, the AICTE, The Hindustan Charity Trust and the Institute Faculty. Shri C.K. Birla is the Chairman of the Board of Governors while the Governor of the state of Jharkhand officiates as the Institute's Chancellor.

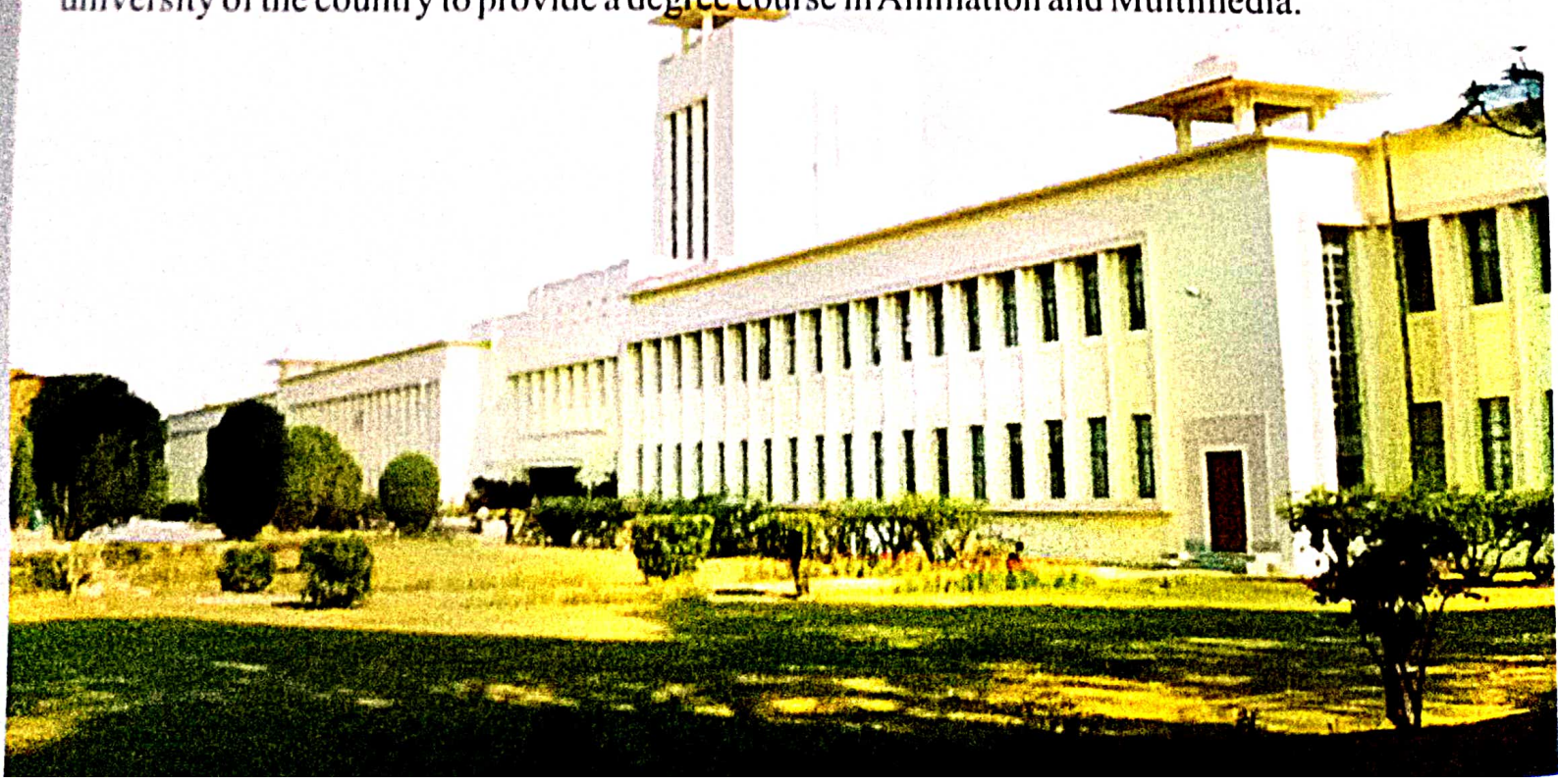
BIT Extension Centers - India

BIT Noida	-	BIT Jaipur
BIT Patna	-	BIT Deoghar
BIT Kolkata	-	BIT Lalpur
BIT Allahabad		

OVER SEAS CENTRES

BIT Sri Lanka	-	BIT Bahrain
BIT Muscat	-	BIT UAE

From the introduction of new academic programs to re-structuring the current ones, from improving infrastructure to upgrading teaching skills, the student's welfare has always been the focal point in BIT's larger picture. Students share an open and transparent bond with the faculty and other staff members and everybody puts in their very best to make the Institute a great place to live and learn in. Completely residential, the main campus is self-contained with excellent hostel facilities and hangout zones. Along with Undergraduate and Postgraduate Programmes, the Institute has more than 150 registered students for Doctoral Programmes at present. It is the first university of the country to provide a degree course in Animation and Multimedia.



Birla Institute of Technology, Noida

The Campus was established in 1998 after having felt the urgent need of an institution for diversified and advanced educational research, consultancy and training of human resources in IT, Management & Animation and Multimedia in the Northern sector. Since then, the centre has seen a vast growth in various programs at all levels. It has a strong core faculty in all related subjects.

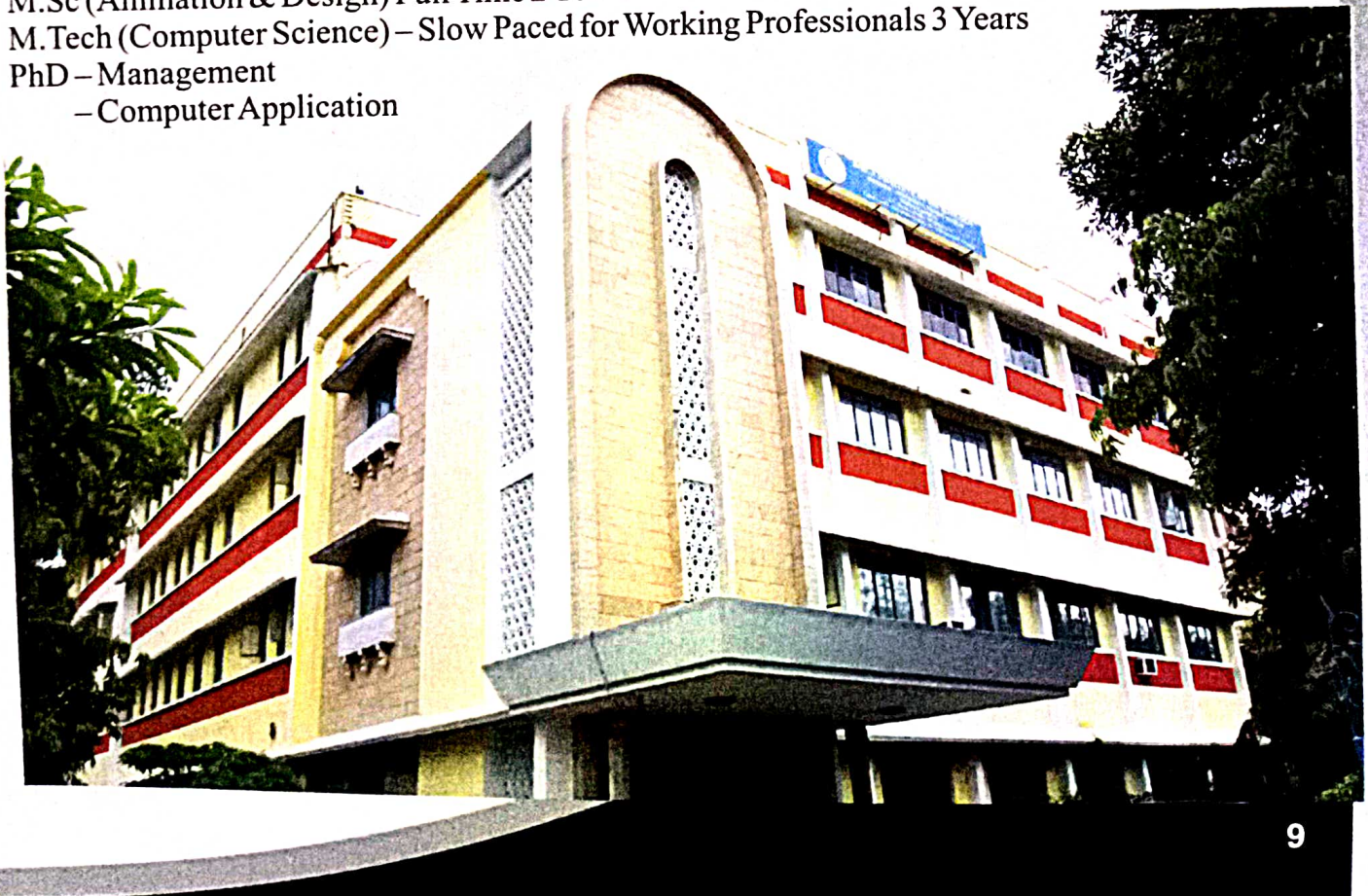
The BIT Extension Centre at Noida enjoys an advantageous position owing to its proximity to a major industrial and IT hub at Greater Noida, Gurgaon and Delhi. Located in a posh area joining Noida and Delhi, adjacent to many important industrial houses like Indian Oil Corporation, Bharat Petroleum, Kribco, PDIL, GAIL etc , also has a locational advantage to engage guest faculty from industry and institutions for specialized lectures. Various courses offered are :-

Undergraduate Programmes

Bachelor of Computer Application – BCA Full Time 3 Years
Bachelor of Science in Animation & Multimedia (Hons) – BAM Full Time 4 Years

Postgraduate Programmes

Integrated Masters in Computer Application – IMCA Full Time 5 Years
Integrated Masters in Business Administration – IMBA Full Time 5 Years
Integrated Masters in Business Economics – IMBE Full Time 5 Years
Masters in Computer Application – MCA Full Time 2 Years
Masters in Business Administration – MBA Full Time 2 Years
Masters in Business Administration – MBA Slow Paced for Working Professionals 3 Yrs.
M.Sc (Animation & Design) Full Time 2 Years
M.Tech (Computer Science) – Slow Paced for Working Professionals 3 Years
PhD – Management
– Computer Application



About The Department

5

About Management Department- BIT Noida

The Department of Management at Birla Institute of Technology was established in 1998 to carry forward the legacy of BIT Mesra to focus on management education with the intent to encourage intellectual curiosity, management studies, academics and learning. Through its commitment and professionalism, BIT Noida is nurturing management professionals who are more than ready to manage and lead in today's dynamic, volatile and challenging business environment.

Management Department of BIT Noida offers a two-year full-time and a part time/slow pace Master of Business Administration programme and also commenced 5 yrs Integrated Master of Business Administration (IMBA) Programme and 5 yrs Integrated Master of Business Economics (IMBE) Programme w.e.f. July 2011 and July 2012 respectively. A Doctoral programme in management is also conducted by the department which aims at developing world-class managers capable of solving complex managerial problems.

Activities held in Management Department

- A Guest Lecture on "Expectations of Industry from MBA students" was being organised on 8th Sep 2012. The Guest speaker was Mr. Sanjeev Kumar, Vice President-HR, Moser Baer India Ltd. The programme was coordinated by Dr. Asha Prasad, Associate Professor, Management Department.
- A Guest Lecture on "Microeconomics" was being organised on 1st Oct 2012 for IMBE Students and the speaker was Prof. Partha Bose from IIT Kharagpur.
- National Small Industries Commission (NSIC), Aligarh, U.P. under the aegis of Ministry of MSME, GOI conducted Entrepreneurship Orientation Programme (EOP) for MBA, BBA & BBA (B.E.) students on 4th Oct 2012. The speakers of EOP were Mr. Chandan Kumar, Deputy Manager NSIC and Mr. Aditya Kumar, Asst. Manager HSBC.
- A two-day **National Workshop on Structural Equation Modelling (SEM)** – An Advance Research Technique for data Analysis was organized on 7-8 Dec 2012 to provide hands on experience on LISREL along with concrete theoretical foundation in advanced multivariate statistical techniques. The chief resource person of the workshop was Prof. N.K. Sharma, IIT Kanpur. 34 delegates from various reputed institutions and corporate like IIT Delhi, IIT Kanpur, International Management Institute New Delhi, Delhi School of Economics Delhi University, BIMTECH Greater Noida, Honda Motors Scooters India Ltd and other institutions participated in the workshop.
- A two-week **Faculty Development Programme** sponsored by Department of Science and Technology, Ministry of Science & Technology, Government of India on 'Entrepreneurship Development' was organized from 07th -19th January, 2013 to train the teachers of technical institutions to further motivate and train their students and ultimately contribute in developing job creators rather than job seekers. Besides internal faculty members of Management Department, eminent expert personalities of academia and industry including Dr. S. K. Jain (IIT, Delhi), Dr. S. L. Gupta (BIT, Patna), Dr. Sanjeev Mittal (IPU), Mr. K. K. Goyal (MSME Development Institute, Delhi), Mr. Deepak Goel (CEO, IMeT Global) and Mr. Aditya Kumar (NSIC) deliberated on various dimensions of entrepreneurship covering Finance, Marketing, Law, Human Resource, Motivation and Communication.



- A Lecture on "Quality Assurance in Marketing: Special Reference to BPCL" was being organized on 5th Feb 2013. The Guest Speaker Dr. PVSL Narasimham, Chief Manager Quality Assurance, Head Quarters, BPCL discussed various issues, concepts and dimensions of quality in BPCL.

- An **Entrepreneurship Awareness Programme** by MSME (Micro, Small & Medium Enterprises) Development Institute, Delhi is conducted on 8th Feb 2013. The guest speakers for the campaign were Mr. K.K. Goel, Director, MSME and Mr. Yusuf Jadav, Deputy Manager, NSIC.

- A Lecture on "Contemporary Marketing Trends" was organized on 18 Feb 2013 for MBA students. Prof. (Dr.) Satyendra Singh, Winnipeg University, Canada enlightened students on how to maintain balance between value creation and sustained profitability in international market, emphasizing the concept of mass customization.

About Animation and Multimedia Department- BIT Noida

The Department of Animation and Multimedia was established in the Noida Campus of BIT, Mesra in the year 2004. (The 1st batch of students had joined the campus in Dec 2004). Subsequently, the Jaipur Campus of the University too started the Department of Animation and Multimedia (A & M) in the year 2005. Initially the programme offered was 3-years B.Sc (A&M) and BIT had the distinction of being the first Indian University to have offered a recognized B.Sc degree in A&M. The Masters in Animation and Design (MAD) was started in 2009 in both the campus. As of now 6 U.G batches and 2 PG batches have passed out of the Noida Campus. From the year 2012, the B.Sc programme has been converted to a 4-year B.Sc (Hons) programme.

Activities held in Animation and Multimedia Department

- In the month of August '12 all the students from BAM participated in poster painting. They were asked to choose the subject of their painting freely. The paintings ranged from social issues to personal favorites and modern art.

- Storytelling workshop - Noted storyteller Mrs. Indrani Mukherjee was invited on 6th August to conduct a three-day long full time workshop on storytelling for the students. The instructor shared her experience and guided the students to build their own stories.

- **Music Workshop** - Upcoming Music Director and composer Mr. Vaibhav Saxena was invited on 29th August for a full day workshop on music. The idea of

the workshop was to focus on the role of music and its composition in various industries including animation and live action films. The students got to know about the technicalities like pitch and bitrates, noise reduction etc. and the recording process as well, which can enhance their skills to develop a powerful portfolio for themselves



- **Digital Painting Workshop** - New Delhi is home to a world renowned graphic novel company "Campfire Graphic Novels". So it was an obvious opportunity for the institution to exploit. Out of the talented group of artists an experienced

painter Mr. Vijay Sharma was invited to hold a three day workshop for the students on digital painting the "campfire" way. This event became so famously popular among the students that the senior batches were keen to have a repeat lecture.

- **BIT's 1st Students Film Festival Month** - BIT Noida organized its first ever film festival from 12th September 2012 to 26th September 2012. Students from all the courses of the institute watched movies by students and alumni throughout the festival. Award Winning animated movie "What goes Around Comes Back Around" by Anand Kusumakar, Nitish Vashist, Bharat and Akshit Dhiman (batch 2008-2011), "Delhi Metro: Towards New Horizons" a movie by Vaibhav Gautam (batch 2007-2010) and Manav Rakesh (Batch 2006-2009), "Floating Lamp of the Shadow Valley" a film by Rajesh S. Jala - winner at International Documentary Film Festival in Amsterdam was screened on 17th September 2012. The festival ended with screening of Green Oscar Award winner movie "The Wild Meat Trail" and interactive session with its maker - Rita Banerjee. This film has won several national and international awards. Simultaneously students interacted with a young entrepreneur Mr. Mohit Beniwal who showed interest to take students in his team of film makers.



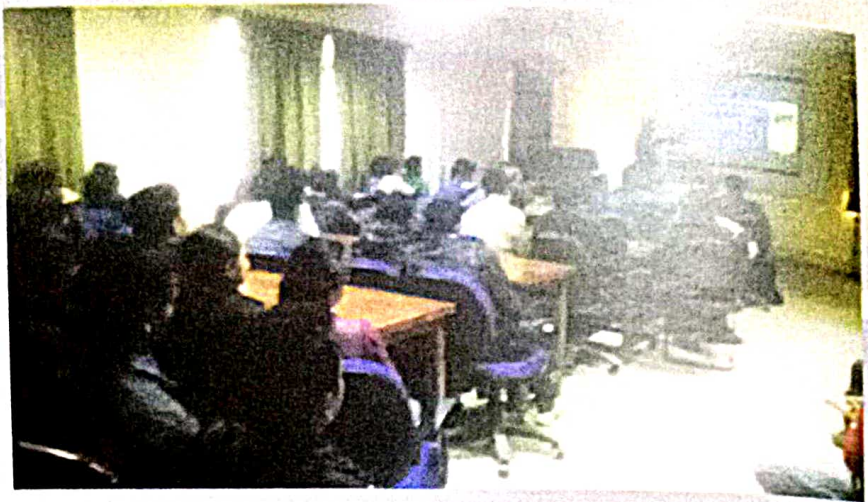
- **Video Game Workshop** - Mr. Rajat Ojha - CEO, The Awesome Game Studio (TAGS) shared his expertise of Video Games Development with the students of BIT Noida on 23rd October '12.

- BIT Noida Animation and Multimedia Department Participated in **3rd Annual Comic Con** at Dilli Haat.

- **Painting Competition** and workshop in association with Vigyan Prasar (Autonomous Body under Department of Science and Technology, Government of India) on 25th to 27th Feb '13.

About Computer Science Department - BIT Noida

Computer Science Department at BIT Noida campus endeavours to be an important regional, national, and international resource center for the development of computing and IT systems and applications. The mission of the department is to impart quality education, to produce innovative and globally competent technocrats having sound knowledge in the fields of Computer Science.



Department of Computer Science launched 5 yrs Integrated MCA programme w.e.f. July 2011 with the curriculum specifically designed to reflect the depth and breadth of latest technologies and innovations in computer science. Department also offers 3 Yrs Full Time MCA Programme and Slow pace M.Tech. programme. The department provides extensive computing resources for research and education. In order to build the intellectual capital of researchers, the department also runs Doctoral programme in Computer Science/

Activities held in Computer Science Department

- In July 2012 **Mobile Apps Incubator Cell** was started in the BIT Noida campus under the mentorship of Dr Shruti Kohli (Dept of CS) and Niket Mehta (Dept of A&M). The trainer Saurabh Jain from SKJ Technologies is providing the students hands on training in HTML 5, JASON and other web technologies. A team of BITians (Black berry Sponsored Incubator cell) won Blackberry Jamathon (Blackberry 10 App Development Competition).
- A two day **workshop sponsored by Black Berry** was conducted for MCA, BCA and BAM students in July'12.
- BIT NOIDA in association with OPEN CLASS is organized two day workshop on 14th and 15th Dec '12. The workshop trained the students for development of Blackberry Apps.
- BIT NOIDA CAMPUS celebrated **NOKIA ASHA DAY** on 2nd Feb 2013. There was an expert Mr Santosh, Developer Consultant from Nokia who shared his expertise on development of NOKIA ASHA Apps. He introduced the massive scale of Asha Smartphone and how one can leverage it as a development platform.)



- A guest lecture on "**Future Trends in ICT**" by Mr. D. Prasad on 11th January 2013. Programme co-ordinated by Anil Kumar Singh.

Events Pictures...

Nokla Asha Developers Day on 2nd February 2013 at BIT Noida Lecture on Design and Innovation by Industry Experts



DST sponsored workshop on Entrepreneurship Development



BITOSA 2012



National Workshop on Structural Equation Modelling (SEM)



BIT Noida Sports Week January 2013



BIT Noida Animation and Multimedia Department participated in 3rd Annual Comic Con Festival



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Prerna Khaitan
MBA Batch-2011

Q1) Good morning, How are your doing?
Hey... Gud morning...doing fine...

Q2) What influenced your decision to attend BIT, Noida?
BIT has its name attached to one of the big business groups on the world. This was one of the biggest motivational factors. Apart from it, the reviews of faculty and dual/major-minor specialization seemed advantageous and motivated me to pursue my MBA from here.

Q3) Did the curriculum prepare you for your next job and what were your expectations of this program?

The curriculum was well justified and had insights from the practical world in the form of case studies and real life problem solving. All the theory subjects were backed by live examples and presentations to encourage students come up with their own ideas and develop on their skill of analytics and decision making. This met up with my expectations from the course as I was able to polish my managerial skills and got ready to enter the corporate world.

Q4) What resources did the college offer to help you in achieving your goals?

The biggest resource provided by the college was the faculty and seminars. The faculty played an imperative role as they took efforts to come up with practical examples and situations to help us get a bite of the real world. They helped us take the right decision regarding which specialization to choose. The seminars helped us meet the biggies and know how they became what they are and gather valuable insights about how to survive and win in the corporate world.

Q5) What's your current job profile?

Presently I am working as a Research Associate- Financial Research, with Standard's & Poor's Capital IQ.

Q6) What are the important traits to be successful in this field?

To become a financial researcher, you have to have at least basic knowledge of finance. Numbers are not a must but basic theory of finance and understanding of the financial world is an essential. However, if one wants to pursue generalist research then, understanding of the market dynamics, company analysis, competitor analysis, report writing is required. Strong analytics, problem solving techniques and good communication skills goes without saying.

Q7) How did you overcome your "finance fear" which mostly students have?

I am still scared of numbers!! It's not that I have overcome my fear of numbers but for finance, I know that if I put in some efforts I will get through and it will be very good for my career. So for that I go through the financial news every day, try and understand complex/new financial terms and their impact and try and visit back my basics every now and then so that the foundation is strong. Finance is not the world, but its knowledge is important to survive in the world!!

Q8) How did you set goals for yourself and worked towards achieving it?

To be honest, my only goal was to become employable. I knew that marks are important but not important as having the knowledge of the subject. So I focused more on understanding what is being taught, took active part in discussions, took my presentations seriously and exerted in making it one of the best being presented and good grades and improvised skills just followed. Everything that was being discussed in classroom sessions is used somewhere or the other and so it's important that we take them seriously.

Q9) The dilemma which the students face is which specialization to go for? considering the market demand or by their interest?

Interest is very important while determining which stream to go for. However, since it's the market forces which play an important role in determining if you get your desired job or not, it's best to take a wise decision which is based on both interest (ability to develop interest) and demand. You should study the industry in which your planning to go and then accordingly see what skill set is required to be a part of it.

Q10) Any memorable moment in college or an incident which is close to your heart?

The most memorable day was when I got placed with Capital IQ!! Apart from it, I think my scribble day, farewell in college (formal and informal), BIT fest etc. were all fab. Actually when you leave college every day becomes memorable!!!

Q11) Any suggestions to BIT'ians.

I would just suggest that make the best use of all the resources you have. This is the time to put in your 100% because college life never comes back!! Develop your skills to become Employable and the rest will follow.

Q1) Good Morning, Thanks for sparing some time from your busy schedule. How are you?

I am happy! Hahaha ok no seriously I am good.

Q2) Given your expectations, why was BIT on your list of interests?

Bit was on top of my list because of several reasons. But the two most important being one it was a degree course in animation film making and secondly it was a course on animation film making. It was something that I had always wanted to learn.

Q3) What exactly did you hope to gain from your overall BIT experience?

A degree and some knowledge of the art form. And that's exactly what I got

Q4) What's your current job profile?

I am currently working as the post Associate Creative Director of a comedy show called Nautanki, the comedy theater which airs on Colours.

Q5) What part of this job do you find most satisfying and most challenging?

The most satisfying part of the job is to see your hard work on TV, your work is projected to millions and millions of people. That is the biggest kick an artist can get. We, TV artist, work for either visibility or money and tv gives you visibility an audience. The most challenging part of the job is the job in itself. From pre production to post production each and every step is excruciating and tough to go through. To make a show hundreds of people work day in and day out at various levels, that in itself is tough.

Q6) Which was your first short film to be featured and how was your experience facing the realities of the production?

My first film to be featured was a clay animation film that I made with a bunch of friends at bit itself. It was the most memorable experience of my life. I still remember those clay models. Well whatever we learn in college gives us the base of industry works, one has to go through the grinding to actually learn how to face the realities of production. There is no substitute to hard work and real practical industry experience. I did not jump directly in to TV direction, I took my time. I worked in a Sports channel as a Graphic Designer then as promo producer, then moved on to production house learned how shows are made.. etc etc.. I had no shortcuts... I had to go through each step of production to be where I am. It was tough and tiring there were times when I wanted to leave this industry and do something else but thank god better sense prevailed and I kept doing what I was doing.

Q7) Emphasis should be placed on conveying emotion through a combination of body language and facial expressions/ dialog as required by each specific project. How do you make sure it happens?

Being a director is like being a story teller. Now its important to tell a story that's worth telling, and if its worth telling then it must be told properly. This will only happen if you have conviction in what you are saying and doing. If you know how a character of your film needs to behave then you will tell your actor how he should behave... if your only not sure of how one would react in a situation then how you will you get the actor to emote properly. To sum it up one must have conviction and clarity of the plot to make sure it happens.

Q8) Accountable for meetings, schedules and show deadlines, rounds and team reviews of work in progress, interaction with production, supervisors and team/peers, in order to solve problems and share information related to show/assigned tasks. The working hours must be stressful right, How do you cope with your demands of your personal and professional life?

When I signed up for TV, I dint know I was signing a contract with the devil. This industry requires immense amount of commitment. Thus making it a very demanding field of work. It is a very competitive industry, in order to stay in the market one needs to be in the market all the time. We cant sit back and relax and be lenient about work. Creating work and personal life balance is very tough but it can be created after working in the industry for a few years. Once you have worked with a few companies frequently, you know when and how you can get breaks in between projects.

Q9) Was your family supportive in taking your decision to go for direction or to join film industry?

Well they were always supportive of me venturing into the art industry but they were a bit sceptic about the volatile nature of the industry and the instability that it brings along. But over a period of time they and I have learned to live with the instability infact now when I don't work for a month or two its like a break from all the hard work and I dont feel that I am unemployed.

Q10) What do you think of the experience you've had so far in terms of entering this field?

To cut the long story short, its a tough world out there but if your dedicated then there is nothing to stop you from chasing your dreams. This is one industry where if you can play your cards right you will get what you want.

Q11) What opportunities for advancement are there in this field?

Well I hope to advance to the next level soon and direct my own shows and eventually direct a film. Long shot but I am going for it. I have already sold my soul to the devil so might as well go for the kill.



Varun Malik
BAM Batch-2008

Q12) Relate an incident in your college which is close to your heart.

Ans. Every day at BIT was special to me and there is not one particular day or event that I keep remembering in my heart. But there is one interesting phenomenon I would like to share with you, it was strange yet more interesting. We had a batch of 80 students and by the end of 1st year groups and territories were defined; people were hanging out with their bunch of friends only. But when an animated film would release almost all of us would go together to watch that film. Imagine almost 60-70 people going together to watch a film, wow! That made me realise that we all have something in common the love and passion for storytelling. Strange isn't it?

Q1) Good morning, we were lucky to have you as an alumni of our college. How are you feeling today?

Hi..I am feeling good

Q2) What influenced your decision to attend BIT, Noida and whether your experience was worth the price?

Getting to know from my dad and new sources that BIT is one of the most prestigious colleges for BCA and MCA in Delhi/NCR made me apply for the courses. And yes it was worth the price.



Kapil Mediratta
MCA Batch-2008

Q3) I am sure the path taken by you must have been difficult. What were the difficulties/issues you which had to face and how did you overcome it?

The curriculum was well justified and I had a great learning experience. No doubt the teaching and the right working environment made it possible for me to grasp things easily. The only thing that I found to be not so nice was that it would have made me learn more if there would have been a little encouragement from the faculty to go and study in the library.

Q4) How important is the college's role in someone's life?

College life takes from a young boy to a somewhat matured person and the teachings make u ready for various challenges. Challenges which one faces in his/her professional life as well as in personal life too. It grows you and makes you much stronger person to face the harsh realities of life.

Q5) How much personal attention did you receive from faculty members?

Faculty was very co-operative and helpful. They teach with greater understanding and taking a lot of pain in making the students understand and to clear their concepts. I was doing fine in my academics and my questions were answered whenever I went up to them.

Q6) Which subject you enjoyed the most and who was your favourite teacher?

I enjoyed learning Java the most and my favorite teacher was S. Mallika madam. She was always of great help and cleared my doubts whenever it was possible.

Q7) What's your current job?

I am working as a Senior Software Engineer at Aricent, Gurgaon

Q8) What personal qualities or abilities are important to be successful in this job?

Keep learning and keep implementing the things that you learn every day. The more you learn everyday, more knowledge you would get and more wise you can become. Learn from your mistakes and try not repeating it.

Q9) From your perspective, what are the problems you see working in this field?

There are problems in every profession and we need to work on them in order to reach a solution. Would not like to comment.

Q10) What special advice would you give a person entering this field?

Competence and commitment are the keys. If you are committed to your job and doing your work honestly with a sheer dedication and a greater quality then there's no looking back! This is what any company looks for in their employees

Q11) Any suggestions to BIT'ians?

Make the best use of the time and the resources which you have and keep trying to make it a better place.

LITERARY SECTION

Jhatka ya Fatka?!

Sati Pratha, Child Marriage, Dowry System, Domestic Violence, Forced Marriage, Forced Abortion More?
Forced Prostitution, Sexual Violence, Honor Killing, Female Foeticide, Molestation, Harassment, Rape.

Still more? This isn't enough?! OK here are some "highlighted and talked about" rape cases in India in the past few years. May be then it would be enough for us or are we waiting for more?!

Maulana Azad Medical College student rape case in November 2002, Motibagh gang rape case of a DU student in May 2003, Siri Fort rape case of a Swiss national in October 2003, rape-and-murder of 17-year-old British schoolgirl Hannah Foster in 2003, April 2005 17 year old raped in Mumbai, Dhaula Kuan rape case of a call centre employee in November 2010, Pub attendant raped in Gurgaon in March 2012, 16 December 2012 a female physiotherapy intern was beaten and gang raped in Delhi.

And you tell us we, women, are free and safe in this country? Fact can, indeed, turn out to be stranger than reality. After all realities can be complex. Yes, these are the harsh and true realities of the women which they encounter day and night anytime, anywhere, everywhere and EVERYTIME. Why? Who wants to blame their gender? Everybody? Well I knew it. The answer is very obvious in the male dominant society where we still "show" and do "puja" (worship) of women. Hard to believe but not impossible to be seen. **Whom to blame** when we see a male politician passing a sexist comment to a female politician or a politician's son on a women's character or any "guru" blames the victim for her assault? It proves that no matter how high you rise in the world, no matter what you achieve, and no matter what the subject of the debate is, at the end of the day, if you are a woman you will never be safe from being attacked by sexual innuendo. Misogyny is so commonplace in our world that we have become accustomed to it. It starts in the family where husbands treat their wives as their property, where brothers regard their sisters as second class citizens and where daughters are seen as liabilities. It manifests itself in our public places, where no woman is safe. She is groped in buses and trains. She is sexually harassed at work. And if she finds herself in the wrong place at the wrong time, she is brutally gang-raped and left to die.

This country is not safe for women and this, for long has been an open secret. Being chased by cars, men whistling, staring, commenting lewd remarks is a common feature here. "Move on" or "ignore it" is the message which we get. Adding to the woes is the attitude of those who are supposed to be there to help. It is that one comment which we ignore, that one whistle that we pretend not to hear, which starts with this belief that women are nothing more than bodies to be exploited. The rage and violence increases and when it explodes, it takes the place of a heinous crime which happened with a 23 year old woman who boarded a bus at 9:30pm and 5 men raped her on 16th December 2012. She was just an object for them, like a disposable thing which could be abused, played with and dumped on the side of the road. Such a heinous crime exhibited animal-like behaviour. No, in fact, let me apologies to the animals for making this statement, because even they are known to have traces of compassion and kindness. This incident has totally numbed me. Since we live in a democratic country, some people in our country in the name of "human rights" are saying that death penalty shouldn't be given to the rapists because it is wrong to take away human life as punishment. Let's ask them, if it happens with their mother, daughter or sister, may be then a change in their attitude can be expected, with a twist of answer or opinion or they may never talk about "humanity" then.! Rape cases are on the rise as 661 have been registered in 2012 against 568 in 2011. 304 have been free from the crime, almost 50 percent, which is a matter of shame and we still see some people from the "authority" boasting about how quick they find the criminals and arrest them, politicians praising their parties for the initiatives they have taken for the common people and if not, then criticizing the opposition party and finding loopholes in it. **Can somebody tell them - "one person has lost her life which was more precious than counting their achievements"?** (Yes I am saying it LOUD). Laws of our Democracy safeguard the "rights" of the criminals to refuse identification parades or cover their faces, but then rules are made by human beings. Why can't such criminals, who have been confessed to the heinous crime, be paraded in public so that they can sense the hatred in the eyes of the people around them? OK but then what about those whom we see by our naked eyes every day on television, read about them in the newspaper and still they are not convicted!

But the question is still unanswered. Who Is To Be Blamed?

It's the destructive attitude of the people which needs to be changed. I know it's more enticing to ogle at girls for men with "wolf like mindset" but how to change this attitude is the question of the hour. Whether we should blame the thought process or believe in their faith that they can easily escaped by any crime. The demand for change has become much louder. While legal and police reforms in relation to rape cases will no doubt be a long and painful process, perhaps the most important changes have already taken place. The fact that people are now talking about the treatment of women and other taboo topics is both profound and long overdue. Discussions that were once limited to television debates, feminist groups and a small bunch of socially aware citizens are now clearly hot topics on the streets. If we want to make the world safe for women zero tolerance is the only way to go. Let's not do things just for the heck of doing it. Let's practice that humanity should not die. We stand with a new wave of change. We should be assertive and not jeopardize on anything. We showed anger, we showed outrage and we did whatever we wanted to. Seeing the mass awakening one can guess whether it was a jhatka or a fatka and for whom!!

- Kanika Varma
MBA - 2nd Sem

Communication

Communication is so thoroughly important that it could be said if you were to get a person into communication you would get him well. If you were to be in thorough and complete communication with a car and a road, you would certainly have no difficulty driving that car. But if you are in only partial communication with the car and in no communication with the road, it is fairly certain that an accident will occur. Most accidents do occur when the driver is distracted by an argument he has had, or by an arrest, or a white cross alongside the road that says where some motorist got killed, or by his own fears of accidents.

When we say somebody should be in present time we mean he should be in communication with his environment. We mean, further, that he should be in communication with his environment as it exists, not as it existed. And when we speak of prediction we mean that he should be in communication with his environment as it will exist, as well as it exists. If communication is so important, what is communication? It is best expressed as its formula, which has been isolated, and by use of which a great many interesting results can be brought about in ability changes.

There are two kinds of communication, both depending upon the viewpoint assumed. There is out flowing communication and inflowing communication. A person who is talking to somebody else is communicating to that person (we trust), and the person who is being talked to is receiving communication from that person. Now, as the conversation changes, we find the person who has been talked to is now doing the talking, and is talking to the first person, who is now receiving communication from him.

So at last, everyone should revise the language habits from time to time, in accordance with changing life pattern and customs. Language is an expression of human activity and because human activity is constantly changing, language also changes along with it. Every communicator must know the significance of language which is essential for effective communication and also leads to a good impression on the listeners. There is no life without communication as communication flows like a river and according to human psychology none can live without communicating.

- Gagan Arora
IMBA - 2nd Sem

An Insight into CSR

CSR stands for Corporate Social Responsibility, which is playing a new and a significant role in today's scenario. There is a huge bulk of information regarding CSR that can be conveniently accessed from several online and offline sources but, I would like to throw light on its role from a layman's perspective. I perceive CSR as commitment to society with a sense of responsibility. It is a fact that every business takes a lot from the society and hence, it is their moral duty to return the same and that too whole heartedly. It is majorly equivalent to our morals and values. Money can be earned by anyone but, the real trick is in earning respect and becoming the people's choice. Whatever the era be, CSR should be practiced not out of competition but, out of the demand of one's inner self as then only complete justice would be given to it.

- Aastha Kochar
Ph. D Research Scholar, Management

Delhiite...

Delhi- The wonderful capital city of our colorful nation India... Delhi as all says is a city of gold hearted people the well known saying "Delhi- Dilwalo ki"... This is what itself speaks for mesmerizing and attractive nature of Delhiites.. Everyone coming from any part of world is surprised at one edge and curious at other to interact with the charming personality delhiites...

Well reading all this one should not overlook the other face of the coin which reflects an easy going, rough and aggressive nature of delhiites... Delhiites are described as crass and belligerent..

Delhi and its residents are popular for their "ME FIRST" culture... Still it is probably fair to say that there are a number of behaviors Delhi folks display that appear a little brusque at first... But above all it is truly apt to say that Delhiites are amazing personalities each displaying a unique nature with a catchy spark and a stupendous bond among all of being a proud Delhiite..

- Abhishek Jain
IMBA - 2nd Sem

ज़िन्दगी

हर किसी के सामने एक लक्ष्य है,
ज़िन्दगी भी एक परीक्षा कक्ष है।
नीतियाँ-रणनीतियाँ तैयार हैं,
ज़िन्दगी तो युद्ध के समकक्ष है।
चेतने से तब भला क्या लाभ है,
जब समस्या आ खड़ी आवक्ष है।
योग्यता अनुसार पाये अंक सब,
यह परीक्षा पूर्णतः निष्पक्ष है।
कोशिशें करते रहेंगे लोग सब,
पर सफल होगा वही जो दक्ष है।।

- सौम्या पाण्डे
MBA - 2nd Sem

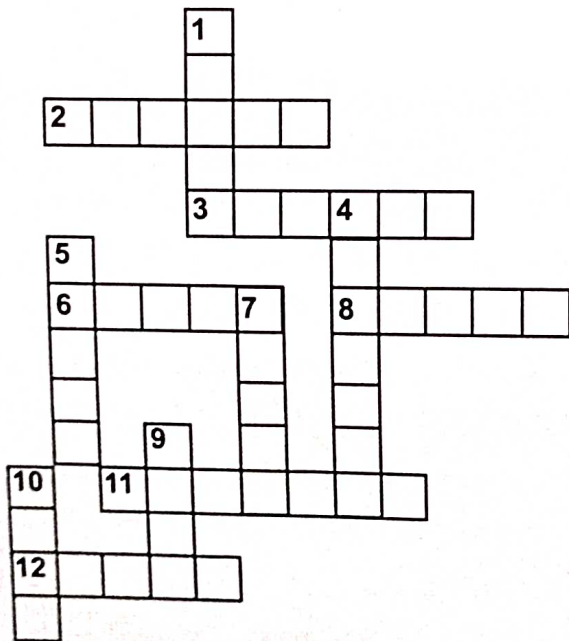
Fun & Laughter

- ✦ Teacher : You are not doing your work regularly ask your father to meet me at my house.
Student : Sir, my father is a doctor. His visit shall cost you Rs. 250/-
- ✦ Mother : How come you scored a zero in science?
Son : Its not a zero mom. Ma'am ran out of stars and gave me a moon instead.
- ✦ Teacher : Which was the first silent Hindi film?
Student : Sir, if it was silent, how do you know it was in Hindi.

- ✦ Teacher : Raju, give me the chemical formula of water?
Raju : Sir it is H₂O
Teacher : Foolish boy. What are you saying?
Raju : Sir, you taught me that it is H to O.
- ✦ Pappu calls someone, A girl picks up.
Pappu : Who is this?
Girl : Sita.
Pappu : Oh, I called Chandigarh but it went to Ayodhya.

चुटकुले

- ✦ दुकानदार : साहब यह कुत्ता लाखों में एक है।
ग्राहक : कौन जाने यह वफादार होगा भी या नहीं?
दुकानदार : इसकी वफादारी क्या पूछते हैं साहब, अब तक बीस बार बेच चुका हूँ। हर बार वापस आ जाता है।
- ✦ टीचर : आर्ट की कॉपी पर सब ट्रेन बनाओ। मैं पाँच मिनट में आ रही हूँ।
टीचर दस मिनट बाद आई और बोली ट्रेन दिखाओ।
छात्र : आप लेट हो गईं। ट्रेन पाँच मिनट पहले ही चली गई।
- ✦ एक मच्छर का बेटा जब पहली बार उड़ा तब वापस आने पर उसके पापा ने पूछा : कैसा लगा?
तब मच्छर बोला - पापा बहुत मजा आया जहाँ भी गया सब ताली बजाने लगे।
- ✦ सुरेश पैराशूट बेच रहा था...
प्लेन से कूदो, बटन दबाओ और आप जमीन पर सेफ लैंड कर जाओगे।
कस्टमर : अगर पैराशूट न खुला तो?
सुरेश : तो आपके पैसे वापस।



DOWN :

1. A green fruit
4. Indian tennis star
5. These go on before the shoes
7. Neighbour of the index finger
9. Resound
10. Hit with open palm

ACROSS :

2. Make
3. A buck's head ornament
6. To travel around planet or other heavenly body
8. An eastern Indian state
11. An icy danger in the middle of the sea
12. permit

Answers In Criss Cross
Across : 2. create, 3. antler, 6. orbit, 8. Assam, 11. iceberg, 12. allow
Down : 1. guava, 4. Leander, 5. socks, 7. thumb, 9. echo, 10. slap

Improve Your Vocab

AVANT-GARDE - Pioneering

DILLY-DALLY - Dawdle, To waste time, especially in indecision

NAMBY-PAMBY - Insipid and sentimental.

TOW-HEAD - A head of white-blond hair resembling tow.

PIPE-DREAM - a fanciful or impossible plan or hope

Collection by - Swati Kukreti
MBA - 2nd Sem

Drug Abuse among the Indian Youth

As the drug epidemic continues to painstakingly seep into the country's social and cultural aspects, drug abuse naturally trickles into our younger generations lives – a generation refusing to be left out.

Making up one-fifth of the population, 15-24 year-olds carry with them India's future. The youth of our nation will eventually determine the country's moral, political, and social persuasions. Bearing the burden of a densely populated country like India is no small task. And drug abuse does nothing to lighten the load.

The youth of our nation has a massive responsibility. As India's potential rests delicately in their hands, the drug epidemic continues to rage on the sidelines. Just as a single footballer's attitude and actions can hurt his whole team and cause them to lose the match, illicit drugs have the potential to thwart the success of India's future.

Teen and Young Adult Drug Use: Problems

"Educational attainment not only affects the economic potential of youth, but also their effectiveness as informed citizens, parents, and family members", says the National Family Health Survey of India (2009).

This brings up a good point: education is a vital part of any nation's philosophy for success. Of course education is important, but education – like so many other ideas in life, is a two way street. If the students don't end up doing their part in the educational process, the system can quickly backfire.

Public schooling can ironically turn into a breeding ground for addicts. In and out of the classroom, teens and young adults are influenced by the social acceptance of drugs. This lack of personal responsibility, and the general apathy surrounding the issue has filtered down to the youth – creating normality in drug abuse.

Illicit drug use among the youth, specifically teenagers, presents an impending threat to our nation. The question: why do teens so quickly slip into drug abuse? Has troubled Indian scientists and politicians for decades. The answer to impending predicament seems to be two-fold. Why is drug abuse thriving amongst Indian Youngsters?

For many youngsters, rewards are chosen before consequences are considered; the scientific study may reveal the biological root causing this propensity. Their findings offer a scientific explanation as to why adolescents continue to be more vulnerable to drug abuse, alcohol consumption, and smoking.

The research team recorded the brain-cell activity of adults and adolescents as each group performed "reward-driven tasks". The team documented their findings, and what they discovered wasn't surprising. The electrode recordings of the adolescent brains reacted with far greater intensity to rewards than the adult's did.

According to one report, "A frenzy of stimulation occurred with varying intensity throughout the study along with a greater degree of disorganization in adolescent brains. The brains of adult rats, on the other hand, processed their prizes with a consistent balance of excitation and inhibition." The lead researcher, Bitu Moghaddam (professor of neuroscience), said the radical difference in brain activity provides possible physiological explanation as to why youngsters are more prone to experiment with drugs.

"The disorganized and excess excitatory activity we saw in... the brain means that reward and other stimuli are processed differently by adolescents," Moghaddam said. Practical approach: Based on peer pressure and curiosity. Usually it starts off innocently enough. Children grow older and reach the teenage and young adult stages of life. With age, the parents' influence often diminishes, and as part of life's natural progression, youngsters are influenced more and more by their peers.

Many detailed studies have shown the worrisome aspects of peer pressure. As one of the most powerful tools used to sway youngsters towards drug addiction – peer pressure in the area of drug abuse can begin as early as junior high.

One major youth drug addiction study declares, "In India, the majority (of addicts) became hooked to drugs after friends introduced drugs to them." The study goes on to report that an additional 35% of subjects interviewed became addicted after trying out drugs for fun and out of curiosity.

- Rishabh Jain
IMBA - 2nd Sem

Sex Education

In a sedate country like India, sex education is likely to cause a furore. Somehow the Indian family is not sensitive to the idea of its child being explained the facts of life in a public institution. For that matter, the Indian family is not sympathetic to explaining the facts itself. In a lazy, innocent way, boys are expected to pick up sex information in the street, from other friends, or from books read surreptitiously. The tragedies of this kind of sex education are too numerous to be expounded in detail. Anyone who picks up his information from the street is likely to pick up a number of other things as well, not least being bad companionship. In fact, this system seems to be a direct encouragement to young men to turn delinquents. At the impressionable age of youth, it seems to allow unwholesome impressions getting into a boy's mind. In other countries than ours, subsequent events have left a gory trail—hold-ups, arson, kidnapping, burglary, and rape. There is no more corrupting influence on youth than the street. It can turn the most innocent boy into a raw, potential criminal.

The other methods are no less crude and dangerous. Parents who expect their sons and daughters to mix with other decent men's sons and daughters, and in that process get to know the essential facts, are mistaken from the start. There is, of course, the fundamental paradox. How do other decent sons and daughters know what your children don't? Isn't it foolish to expect them to know what you have deliberately withheld from your own children? Other parents are likely to feel the same as you in this matter. Besides, even if the other person does know something, it is very likely to be wrong information.

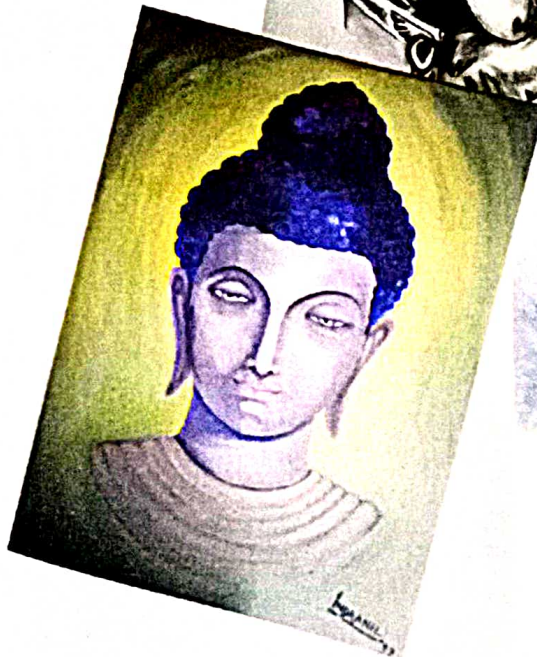
Books have an impersonal look that makes them look harmless things. But, to one in his teens, they are probably the most dangerous way of learning about the facts of life. For in his search for knowledge the student is not just going to stop with what he gets from scientific and authorised texts. Sooner or later (more sooner than later) he will discover the more sensational forbidden pleasures—the cheap books with blank covers, written in type-script, and reeking filth and odour. There are few students who do not have at least one such revolting memory.

I think there can be a gentlemanly way of teaching sex to youngsters. There is no better place to start from than the pleasant and informal atmosphere of the family. Most mothers know when their daughters will be needing to know about sex; as do most fathers about their sons. At a discreet time, and in the least sensational way possible, it should be easy to break the facts of life to a teenager. There is no need to gloss over some of the brutal aspects, but the main idea is that the news be broken with tact and understanding, and at the same time without over-sentimentalising. Sometimes it is a wise policy to recommend a good book on the subject; sometimes it is not. That is a problem for the parent. The antique method of flowers, bees and amoebae is often too exasperating, and often insufficiently suggestive. I do not see what prevents a mother from telling her daughter the true facts. When a little girl asks, "Where does the food go?" she is instantly told, "To the stomach, dear." But when she asks, "Who made me, Mother," or "Where do I come from, Mother," we think she is being unnaturally curious. Not at all: the entire mental make-up of a child consists, of curious thinking. He or she should be told immediately and gracefully that he came from his mother's womb. Is there a sacrosanct aura about the beautiful story of a child's creation? Man is not truly civilized until he has shed his taboos about creation and started looking at the relationship of husband and wife as a noble—a noble approaching divine—means of expression.

Sex education in the college is a more delicate matter, and is not always permissible. There is the difficulty of finding the right teacher; and there is the greater difficulty of making the students learn sex in a decent way. But it should certainly be given a try when competent and reliable teachers are available, and when they have found a means of teaching both discreet and straightforward. Yet the college will never replace the family; there is no substitute for the real thing. First and last, sex education begins at home.

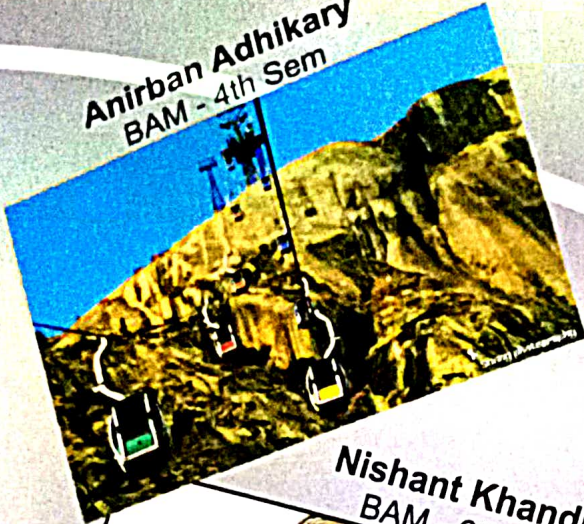
- Kanika Varma
MBA - 2nd Sem

GREAT ART WORK BY THE STUDENTS



- Indranil Das
BAM - 2nd Sem

Anirban Adhikary
BAM - 4th Sem



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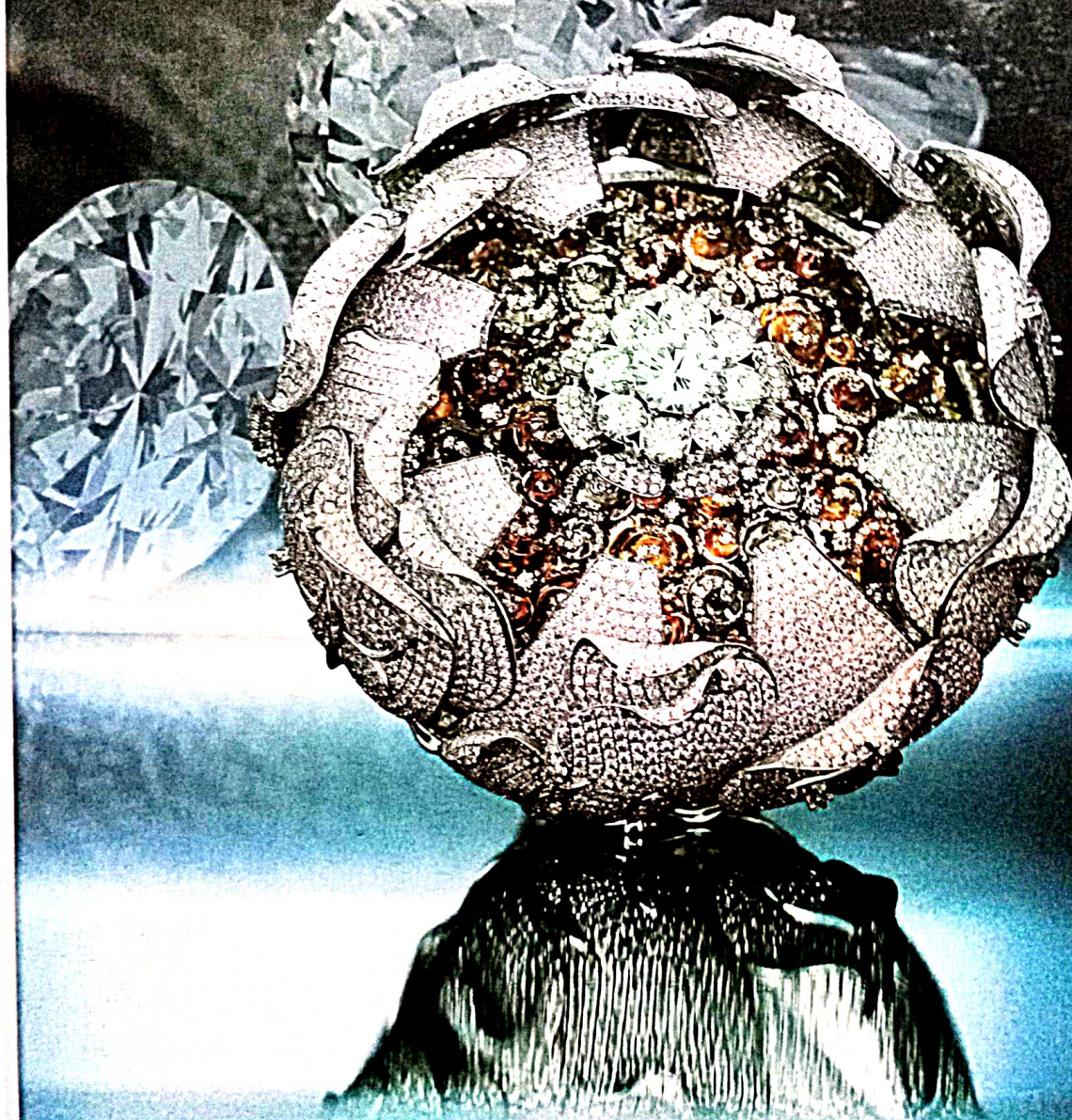


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Twitter - A New Language of Teenagers

Today, Twitter has become the favourite among the teenagers. It would not be wrong to say that technology has made the teenagers wise and tech savvy. According to the linguistics, lingo (language of the teenagers) has opened the way for a new kind of language. Modern gateway and the trend among the teenagers has called for a change in English language. Considering the language experts, the SMS trend has given birth to new languages and communication. In this, not only English, but some words of Hindi are also used. The recent researchers tell that the use of such language in SMS and online chatting increases the brain power of teenagers. Earlier, words like LOL, OMG, TC etc. were a great problem but a research from Toronto University cleared that such words do away with grammar but develop the words intelligency giving power of the teenagers. In standard English, LOL i.e. Laughing Out Loud, ASAP i.e. As Soon As Possible, such words are being used which are actually abbreviations. "LOL" and "ASAP" will be added to the latest dictionaries. The craze of this language is increasing in the teenagers to such an extent that the spillover effect of their SMS text is being observed in their standard writing as well. What I mean to say is that the use of SMS language is much in the English language too. It is clear that now Twitter is not only limited to mobile phones, instead it is making its own identity.

- Nivedita Singh
IMBA - 2nd Sem

Self Acceptance

Self acceptance..... Is it the first step or the last? "Nobody wants me," "I am left out," "Who cares for me?" Lamentations of this sort aren't uncommon these days.

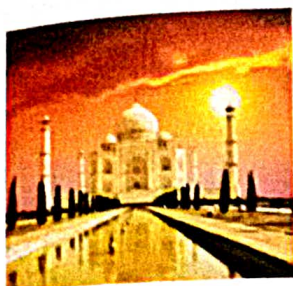
The desire to be approved, spoken well of, valued, loved and accepted is one of the deepest needs of every individual. A life without acceptance is a life in which most basic human needs go unfulfilled. A baby not welcomed tends to get ruined at the roots of its existence. Well, what does it mean to be accepted? Acceptance is a feeling that I am worthwhile. I am welcomed for what I am. I am appreciated for all that makes me. I am giving room to outgrow the mistakes of the past.

When a person is accepted for what he/she, he/she becomes a unique personality. There is no one else in the whole universe who can replace this personality. There is no other person who can attempt the works which he/she solely has to do.

Nevertheless to accept any person doesn't mean to say that everything regarding him is beautiful and flawless. The truth is that we admit someone by taking into account his defeats too. If we deny his faults, then we don't truly accept him.

Well, then what stands against being accepted by others? The root cause lies within ourselves. There are very few who accept themselves, who feel confident of themselves, trust themselves and thank the Almighty for their being. If so then expecting others to approve us is not a very reasonable proposition. Therefore the first step is to accept yourself. When we make ourselves acceptable to ourselves then it becomes much easier for others also to accept us for what we are. It liberates everything within you and me.

- Shikhar Saxena
IMBA - 2nd Sem



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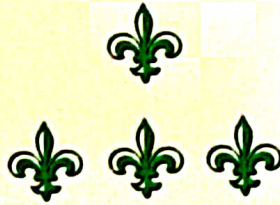
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विष्णु आयरन कॉन्सल्टिंग

खाती खाना, हाथरस-204 101 (यूपी)

में

न पृष्ठो तुम मुझसे, क्या पाना है मुझको ।
मैं तो खुद, खुद ही को खोना चाहता हूँ ॥
जानता नहीं, मैं के बारे में, मैं कुछ ।
मैं किसी और का होना चाहता हूँ ॥
काट ली बहुत फसल बस फायदे की ।
प्यार का इक बीज बोना चाहता हूँ ॥
खोल मुट्टी, खुले आसमां के नीचे ।
आज सबकुछ अपना खोना चाहता हूँ ॥
थक गया, झूठी हंसी, मैं हंसते-हंसते ।
सर झुका अब, खुल के रोना चाहता हूँ ॥
हूँ बहुत भागा, मगर अब थक गया हूँ ।
गोद में सिर रख कर सोना चाहता हूँ ॥
उड़ सकूँ भी, घुल सकूँ और बह सकूँ मैं ।
ऐसा कोई जादू टोना चाहता हूँ ॥
हो लिया, बहुत बड़ा मैं, दूसरों से ।
अब तो बस मैं शून्य होना चाहता हूँ ॥

- विवेक कुमार
BAM - 6th Sem

Amazing Facts

ANIMALS

- Mosquitoes have 47 teeth.
- An elephant can be pregnant up to two years.
- Oysters change their gender several times during their life span.
- The tongue of a blue whale weighs more than a full grown adult elephant.

AMAZING FACTS

- An ostrich eye is bigger than its brain.
- Moths are unable to fly during an earth-quake.
- The amazon rainforests supply half the world with oxygen.
- A giraffe has twenty one inches long tongue.
- When a kangaroo's baby is born it is as small as a coffee bean.
- An octopus has three hearts.
- Baby elephant can drink over 80 litres of milk a day.
- An elephant can smell water three miles away.

- Minakshi Rana
IMBA-2nd Sem

Love..... Can't Forget!!!

Dearest, I walked aimlessly like a raindrop hanging at the end of a string indecisively...

It's because of you I became a creator... You are the distant light.

You are making me gravitate towards you. What do I do with my heart that yearns, aches and thinks only of you.

One day I smiled.... the next day I was filled with hatred.... I buried you in my heart alive!

Will you forgive me?

Will you forgive me?

Will you forgive me?

There no lock for true love, tears are the only expression of untold love. One who can't love will ask for everything selfishly...

One who can love will sacrifice at all...

I went to fight with my heart, I steal, I hugged him because my heart had already hugged you!

Are you are illusion that will vanish? One day I smiled, the next day I was filled with hatred...

I buried you in my heart alive!

Will you forgive me?

Will you forgive me?

Can you forgive me?

Can we decide who we can fall in love with...

We can't go in search of love... It won't last it has to happen of its own accord.... It has to hit us...

It has to be with us and that's true love... It might have happened or will happen with us one day, definitely.... We can't choose anyone... That love has to us...!

She will always be there in my life....

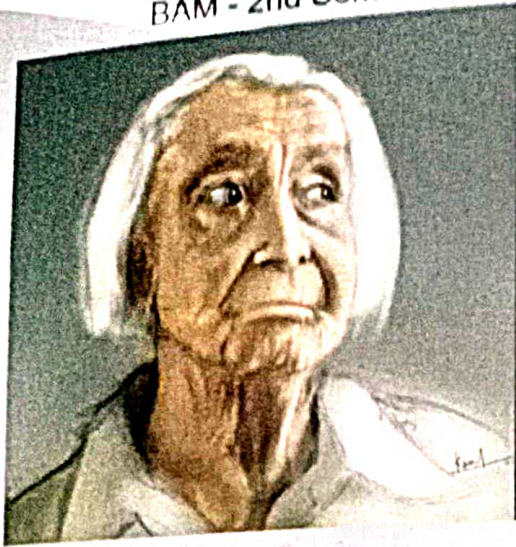
First love.... Can't forget... our first love that easily...

Love! Is it easy to find someone? It has to happen of its own... It has to hit us...

- Swikrit

BAM - 2nd Sem

Kunal Yadav
BAM - 2nd Sem



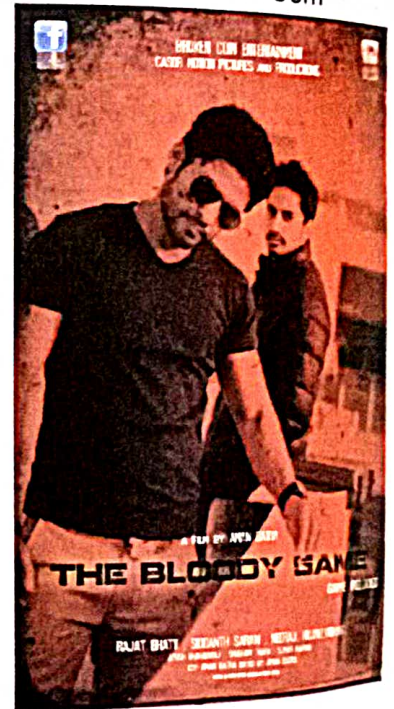
Anobh Borkotoky
BAM - 4th Sem



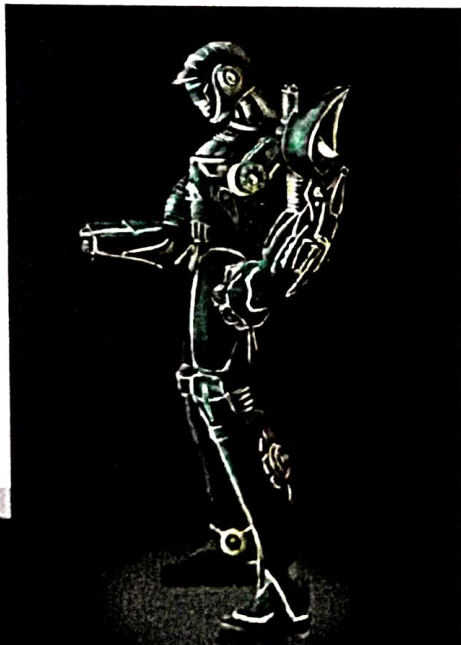
Shubham Thapa
BAM - 4th Sem

CHARACTERS	<p>SPARK THE FIRST ASSASSINATION</p> <p>SHUBHAM THAPA BAM/4514/11</p> <p>FIRST ISSUE</p>
<p>SPARK A BABY WHO IS BLESSED WITH A FUTURE TO CHANGE THE FACE OF THE ENTIRE UNIVERSE AND BLE TO HIS THIEF DUTY HE RECEIVES CONSTANT FATAL ATTACKS BY ASSASSINS CALLED MINIATORS SENT BY THE BURNERMAN OF THE UNIVERSE</p>	
<p>OBSIEDEN HE IS THE BURNERMAN OF THE UNIVERSE HE SENDS HIS GLAVE MINATORS TO KILL THE BABY WHO IS DESTINED TO BRING ABOUT REVOLUTION AND WHO WILL HAVE CAPABILITY TO STOPPING HER BIE TO THIS TIME AT OBSIEDEN TRIES TO KILL THE BABY BEFORE IT REALISES ITS TRUE POTENTIAL</p>	
<p>MINIATORS THESE ARE THE SLAVE OF OBSIEDEN THEY ARE THREE IN NUMBER AND THEY ARE IMMORTAL</p>	
<p>PENTOX LIVES A SOLID AND BRAIN BUT HE IS TO PROTECT THE BABY FROM ANY SORT OF DEATH HE CAN BEND HIS LIFE FOR THE BABY AND EVEN THE FORCES OF NATURE SUPPORT HIM IN HIS TASK SOON TO BRING REVOLUTION THAT CAN HAPPEN ONLY IF THE BABY SURVIVES</p>	

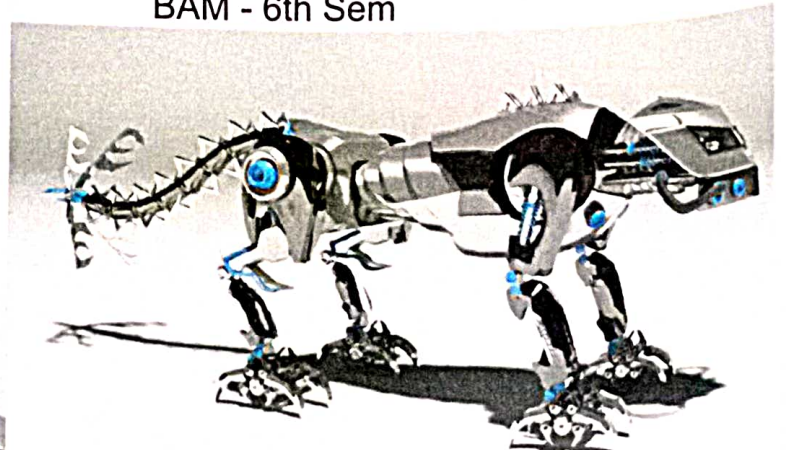
Aman Batra
BAM - 6th Sem



Nikhil Tiwari
BAM - 4th Sem



Bharat Nag
BAM - 6th Sem



Top Companies to Work For

Fortune's 10 Best Companies to Work For-

- 1 Google, Inc.
CEO - Larry Page
- 2 SAS
CEO - James Goodnight
- 3 CHG Healthcare Services
CEO- Michael R. Weinholtz
- 4 The Boston Consulting Group, Inc.
CEO- Hans-Paul Bürkner
- 5 Wegmans Food Markets, Inc.
CEO - Danny Wegman
- 6 NetApp
CEO-Tom Georgens
- 7 Hilcorp Energy Company
CEO - Jeffery D. Hildebrand
- 8 Edward Jones
CEO-Carolyn Ann Parmer
- 9 Ultimate Software
CEO- Scott Scherr
- 10 Camden Property Trust
CEO- Richard J Campo

Top 10 IT companies to work for-

- 1) Microsoft
- 2) IBM
- 3) Google
- 4) Accenture
- 5) SAP
- 6) Hewlett Packard – HP
- 7) Yahoo
- 8) CA Technologies
- 9) Oracle
- 10) Capgemini

Source : infoflavour.com

Top 10 Advertising companies to work for-

1. Grey Advertising
2. Wieden+Kennedy
3. Butler, Shine, Stern
4. Ogilvy
5. BBDO
6. CP+B
7. Deutsch
8. Martin
9. Droga5
10. Mullen

Source : forbes.com

Top 10 Marketing Companies to work for-

1. Vodafone
2. Bharti Airtel
3. Hindustan Unilever
4. Cadbury
5. Coca-Cola India
6. PepsiCo
7. ITC
8. Sony India
9. Tata Motors
10. Samsung Electronics

Source : cbsnews.com

Top 7 Financial Services Companies to work for-

1. Fisher Investments
2. Susquehanna International Group
3. Goldman Sachs
4. American Express
5. General Electric
6. Merrill Lynch
7. T. Rowe Price

Sources : forbes.com

The 10 Best Stop-Motion Animated Movies-

1. Coraline (2009)
2. Fantastic Mr. Fox (2009)
3. The Nightmare Before Christmas (1993)
4. Mary & Max (2009)
5. Chicken Run (1994)
6. Alice (1988)
7. A Town Called Panic (2009)
8. "Rudolph the Red-Nosed Reindeer" (1964)
9. \$9.99 (2008)
10. Wallace and Gromit: The Curse of the Were-Rabbit (2005)

Source - pastemagazine.com

Collection by - **Megha Bhadouria**
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FAMOUS PERSONALITIES



Indira Gandhi



Amartya Sen



Jyoti Basu



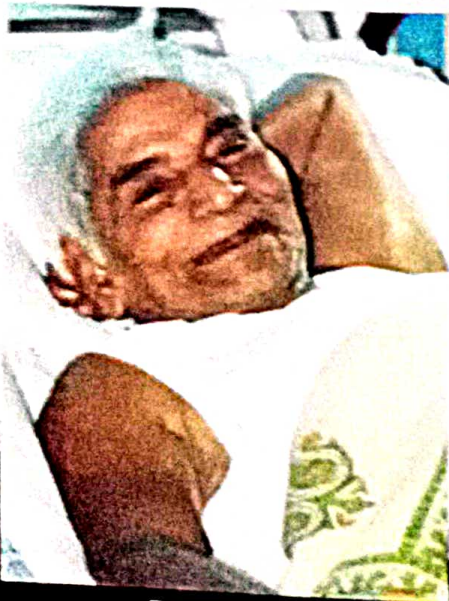
Kasturba Gandhi



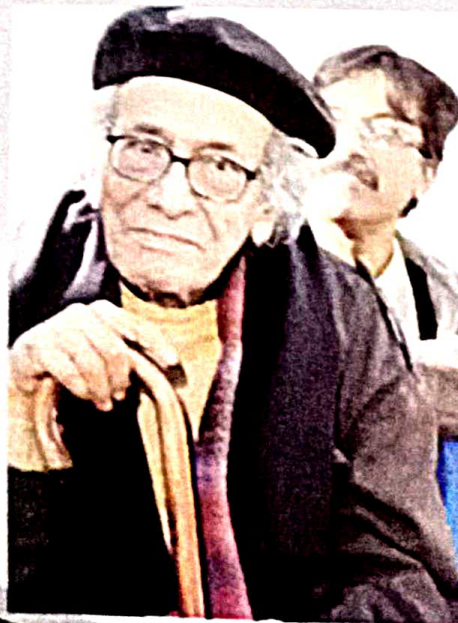
Bhimsen Joshi



Ela Bhatt



Baba Amte



Habib Tanvir



Bismillah Khan

Shocking Facts About Your Favourite Celebrities

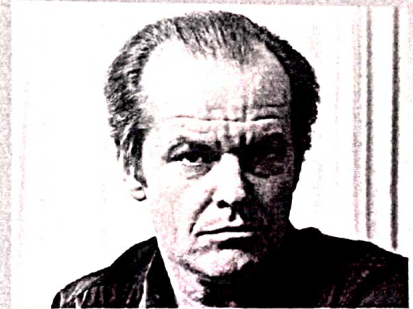


Nicole Kidman will happily hold a snake or kill that spider at the bottom of the bathtub. Just don't ask her to visit a butterfly house. The Australian actress is terrified of these colourful creatures!

Brad Pitt won't be enjoying a Beijing vacation any time soon. The Chinese still haven't forgiven him for his role in Seven Years in Tibet. Come on China; the movie wasn't that bad!

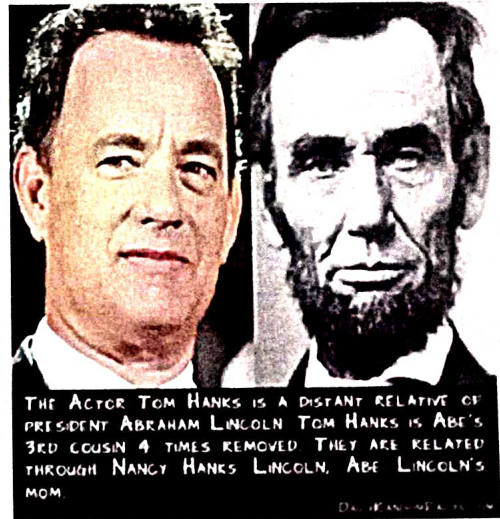


The Twilight actor's unique wardrobe wasn't exactly by choice though. Until he was 12, Robert's sisters would dress him as a girl they called Claudia! How very cruel!



It wasn't until a journalist began fact-checking for an interview in 1974 that Jack Nicholson learned this tasty tidbit. The woman he believed was his late sister June was actually his mother. He'd been raised by his grandmother all his life without ever knowing!

In 2001, Slash was diagnosed with cardiomyopathy and given only 6 weeks to live! The English heavy metal guitarist was born Saul Hudson in 1965. He's best known as the lead guitarist for Guns N' Roses. His parents were both artistic. His mom was a costume designer whose clients include David Bowie. His dad was an artist who created album covers for musicians like Neil Young and Joni Mitchell. His childhood was tumultuous to say the least. When he was 35, he was diagnosed with cardiomyopathy, which is a form of congestive heart failure, caused by his years of using drugs and alcohol. He was given between six days and six weeks to live. He went through physical therapy and had a defibrillator implanted in his heart, and he recovered. He's been clean and sober since 2006 giving full credit to his wife, Perla. After his mother died of lung cancer in 2009, Slash quit smoking. He continues to play music and tour worldwide.



THE ACTOR TOM HANKS IS A DISTANT RELATIVE OF PRESIDENT ABRAHAM LINCOLN. TOM HANKS IS ABE'S 3RD COUSIN 4 TIMES REMOVED. THEY ARE RELATED THROUGH NANCY HANKS LINCOLN, ABE LINCOLN'S MOM.



If it weren't for a spelling mistake on her birth certificate, the talk show queen would be known as Orpah Winfrey. She was to be called Orpah after a biblical character from the Book of Ruth. However the hospital got it wrong, and her family had trouble spelling her name anyway, so the new moniker stuck.



The Dark Knight is the first Batman film not to have "Batman" in the title.

Eric Clapton was to Meet Up with Jimi Hendrix on the Night Hendrix Died



Eric Clapton was to meet up with Jimi Hendrix on the night Hendrix died. He was also with Steve Ray Vaughan on the night he died. Clapton was good friends with Jimi Hendrix and was supposed to meet him on the night of Hendrix's death at a club and the Family Stone concert. Clapton had bought him a guitar which was made for a lefty. Hendrix usually just played right handed guitars upside down. However, Hendrix never got that guitar, having not shown up to meet Clapton that night.

छंद

जीवन का किसी क्षण कोई भी भरोसा नहीं,
जोखिम ना आप यूँ अकेले ही उठाइए
सबसे सही है राह फैलाए खड़ी है बांह
बीमा कम्पनी को इस जाल में फंसाइए

पति पत्नी से बोला फायदे का सोदा है ये
प्रिय आप भी जीवन बीमा करवाइए
पत्नी बोली करवा रखा है आपने जनाब
उससे कोई फायदा हुआ हो तो बताइए

अकाउंटिंग के अध्यापक का प्रेम पत्र

नए-नए अकाउंटिंग के प्राध्यापक
स्वयं के प्यार में हिसाब-किताब भर बैठे
और उसी से प्रभावित होकर ये गलती कर बैठे
कि सारा का सारा मसाला
दिल की बजाय, दिमाग से निकाला
और ये पत्र लिख डाला, लिखा था -
प्रिये! मैं जब भी तुमसे मिलता हूँ
शेयर प्रीमियम की तरह खिलता हूँ
सचमुच तुमसे मिलकर यूँ लगता है
गुलशन में नया फूल खिल गया
या यूँ कहूँ किसी उलझे हुए सवाल की
बैलेंस शीट का टोटल मिल गया
मेरी जान, जब तुम शरमाती हो
मुझे प्रोफिट एंड लोस के
क्रेडिट बैलेंस सी नज़र आती हो
तुम्हारा वो इन्कम टैक्स ऑफिसर भाई
जो इकतीस मार्च की तरह आता है
मुझे बिल्कुल नहीं भाता है
उसकी शादी करवाकर घर बसवाओ
वरना घिस-घिसकर इतना पछताएगा
एक दिन बैड डेब्ट हो जाएगा
और कुछ मुझे भी संभालो
फिक्सड असेट के तरह ज़िन्दगी में ढालो
अपने स्क्रैप वैल्यू के नज़दीक आते माँ-बाप को समझाओ
किसी तरह भी मुझे उनसे मिलवाओ
उन्हें कहो तुम्हें किस बात का रोना है
तुम्हारा दामाद तो खरा सोना है
और तुम्हारा पड़ोसी पहलवान
जो बेवक्त हिनहिनाता है
उसे कहो मुझे लाइस स्टॉक अकाउंट बनाना भी आता है
हायर अकाउंटिंग की किताब की तरह मोटी
और उसके अक्षरों की तरह काली
वो मेरी होने वाली साली
जब भी मुस्कुराती है
मुझे रिस्की इनवेस्टमेंट
इंटेस्ट रेट सी नज़र आती है
सच में प्रिये
दिल से गहराई तक उतर जाती हो

जब तुम सस्पेंस अकाउंट की तरह
मेरे सपनों में आती हो
ये पत्र नहीं मेरी घड़कन तुम्हारे साथ में है
अब मेरे प्यार का डेबिट-क्रेडिट तुम्हारे हाथ में है
ये यादें और ख़ाब जब मदमाते हैं
तो ज़िन्दगी के ट्रायल बैलेंस
बड़ी मुश्किल से संतुलन में आते हैं
मैं जानता हूँ
मुझसे दूर रहकर तुम्हारा दिल भी कुछ कहता है
मेरे हर ऑसू का हिसाब
तुम्हारी कैश बुक में रहता है
और गिले-शिकवे तो हम उस दिन मिटाएंगे
जिस दिन प्यार का
रिफांसिलेशन स्टेटमेंट बनाएंगे
और हाँ तुम मुझे यूँ ही लगती हो सही
तुम्हें किसी विण्डो ड्रेसिंग की ज़रूरत नहीं
मुझे लगता है
तुम्हारा ज़ेह किसी और आशा में होगा
ऑडिटिंग सीख रहा हूँ
अगला खत और भी अच्छी भाषा में होगा
मैंने स्लिप सिस्टम की पद्धति
दिमाग में भर ली है
और तुम्हारे कॉलेज टाइम में लिखे
एक सौ पच्चीस लव लेटर्स की
ऑडिटिंग शुरू कर दी है
अब समझी !
मैं तुम्हारी जुदाई से इन्सोल्वेंसी की तरह डरता हूँ
मेरी जान
मैं तुम्हें बोनस शेयर से भी ज़्यादा प्यार करता हूँ
तुम्हारी यादों में मदहोश होकर
जब भी बोर्ड पर लिखने के लिए चॉक उठाता हूँ
लेज़र के पर.फोर्मा की जगह
तुम्हारी तस्वीर बना आता हूँ
मैं तुम्हारे अन्दर अब इतना खो गया हूँ
नॉन पर.फोर्मिंग असेट हो गया हूँ
अब पत्र बंद करता हूँ
कुछ गलत हो
तो अपवाद के सिद्धांत को अपना
कुछ नाजायज़ हो
तो मनी मेजरमेंट से परे समझकर भूल जाना
कंसिस्टेंसी ही जीवन का आधार होता है
और जिंदा वही रहते हैं
जिन्हें एक-दूसरे से प्यार होता है।

- डॉ॰ अरुण मित्तल

सहायक प्राध्यापक, प्रबंध विभाग

Sketches by Kiran A. Shetti

Sr. Animation Trainer
(Animation & Multimedia Department)



शायरी

खा के हज़ारों जख्म दिल पर हम जीते हैं,
जब ना मिला कोई जाम तो सब्र के घूंट पीते हैं।।

मैं हर दौर से गुजरा इक वो दौर भी आया,
जब मुझको ही छोड़कर चल दिया मेरा साया।

मुझे पहुँचना है मन्जिल तक शाम होने से पहले,
रास्ता है लम्बा और कठिन भी,
काँटे भरे रास्ते से होकर तपती दुपहरी में
नंगे पांव चलकर
मुझे पहुँचना है मन्जिल तक शाम होने से पहले।।

– डॉ॰ मुनीश मक्कड़
प्राध्यापक, प्रबंध विभाग

Dr. Hiral Mehta
Assistant Professor, Department of Animation & Multimedia

INTRODUCTION

"Communication" is one of the characteristic concepts of the twentieth century. It has become central to reflections on democracy, love, and our changing times. New media is a culture of computer-mediated forms of production, distribution and communication. Computer media revolution affects all stages of communication, including acquisition, manipulating, storage and distribution; it also affects all types of media - text, still images, moving images, sound, and spatial constructions. The development of modern media and the development of computers— begin around the same time. Both media machines and computing machines were absolutely necessary for the functioning of modern mass societies.

ONE CANNOT NOT-COMMUNICATE

Almost 50 years before the buildup of interpersonal communication as an academic specialty area, Waltzlawick, Beavin, and Jackson (1967) promoted the idea that one "cannot not communicate." That is, at any point when we develop reciprocal awareness of another, anything we do (or don't do) is the art of communicating. We're trapped- we can never not-communicate.

NEW MEDIA IS THE NEW HERO

The 1982 Time magazine's 'Man of the Year' election was a special one. For the first time in the history of this traditional annual event, a non-human was celebrated: the computer was declared 'Machine of the Year 1982'. The cover displayed a table with a personal computer on it, and a man sitting passively next to it and looking rather puzzled.



BIT students enjoying computer games competition

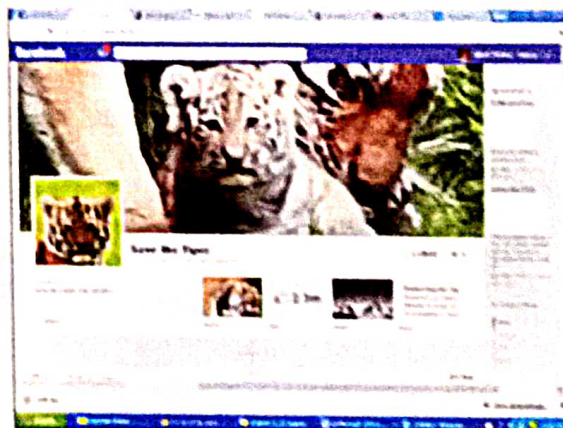
On the 2006 Time's election cover once again a computer was shown, now basically a screen reflecting the 'Person of the Year': 'YOU. Yes, you. You control the Information Age. Welcome to your world.'

Within 24 years

the computer seemed to have changed from an exciting, mysterious machine with unknown capabilities into a transparent mirror, reflecting you, your desires and your activities. Apparently, digital machines embody no unsolved puzzles any more. At the beginning of the 21st century they are so widely distributed and used that we take them for granted— though we still call them 'new media'. Computers, e-mail, the Internet, mobile phones, digital photo albums, and computer games have become common artifacts in our daily lives. Part of the initial spell has worn off, yet new spells have been cast as well, and some of the old spells still haunt the discourse about the so-called new media.

YOUNGSTERS' USE OF SOCIAL NETWORKING SITES FOR INTIMACY, PRIVACY AND SELF-EXPRESSION

The explosion in social networking sites such as MySpace, Facebook, Bebo and Friendster is widely regarded as an exciting opportunity, especially for youth. Yet the public response tends to be one of puzzled dismay regarding, supposedly, a generation with many friends but little sense of privacy and a narcissistic fascination with self-display.



It may surprise you, but social networking online started already in the 1980s. The amount of people that used social networks back then were definitely less than what they are now and with computers not being that common in homes and not as usable for computer beginners as they are today.

When the Internet started gaining traction in the 90s the social networking sites became more popular as a result. However, it wasn't until the beginning of the 21st century that social networking became huge. The first really popular social networking site that launched back in 2002 was a website with the name Friendster. It wasn't long until sites such as LinkedIn, MySpace and Facebook was started.

Today it's difficult to find the exact number of people that use social networks, but the biggest social networking site of them all, Facebook, alone has

more than 500 million users. Social networking is no longer something that only teenagers and geeks use, it's now also a platform where candidates that are running for president shares their message and where highly successful business people spend a lot of their time networking.

TECHNOLOGIES PROVIDE US WITH NEW TOOLS FOR EXPRESSION



BIT students involved into computer game "Counter Strike"

We live in a world in which the arts, sciences, and technology are becoming inextricably integrated strands in a new emerging cultural fabric. Our knowledge of ourselves expands with each discovery in molecular and neuro-biology, psychology, and the other sciences of living organisms. Technologies not only provide us with new tools for communication and expression, but also provide a new social context for our daily existence. We now have tools and systems that allow us as a species to modify both our external environment and our internal genetic blueprint. The new sciences and technologies of artificial life and robotics offer possibilities for societies that are a synthesis of human and artificial beings. Yet these advances are being carried out with in a context of increasing in equity in the quality of life and in the face of a human population that is placing unsustainable burdens on the biosphere.

SCREEN SAVVY GENERATION

Today's generation is surrounded by some screen most of the times like television, mobile, computer, laptop or digital signage at public places. People are spending lot of time looking at these screens. The six main concepts of New Media are: Network, information, interface, archive, interactivity and simulation.



BIT student Anuj playing a game on his LG mobile phone

DIGITAL INFORMATION CAN BE ACCESSED BY LARGE NUMBER OF USERS SIMULTANEOUSLY

Digital media can be interfaced with one another, and be connected through networks that span vast geographical spaces with relative ease. Information in digital form can be shared and exchanged by large numbers of users simultaneously. Simultaneous access to networked information means distributing the same underlying content product many times over without the difficulties and costs implied by shifting physical products through a supply chain. We can squeeze a lot of information in digital form into a small physical space.

BOUNDARIES BETWEEN VARIOUS MEDIAS HAVE BLURRED

Computers now have the capacity to render all previous media forms as content, including the typewriter, fax, record player, radio, camera, television and video. The boundaries between these previously separable forms become increasingly blurred as these technologies can be contained within a single medium, and in some cases within a single computer-based application. A device such as RealPlayer, for example, is a radio, television, video and music player in one.

USER GENERATED CONTENT

Regardless of their levels of technical expertise, users can wield technologies in more active ways than had been apparent previously to traditional media producers and technology innovators. Users build and maintain social networks, they tag and rank information and become deeply involved in immersive virtual web experiences. They do all these things in collaboration, pooling knowledge and constructing content that they share with each other, which is subsequently remixed, redistributed and re-consumed. This burgeoning phenomenon suggests that users are gratified in significant ways by the ability to play an active role in generating content, rather than only passively consuming that which is created for them by others.



Film stars Genelia Dsouja and Ritesh Deshmukh accessing some application on ipad



Film stars Genelia Dsouja and Ritesh Deshmukh tweeting the photos of their marriage through mobile phone

WORLD OF INTEGRATED COMMUNICATION

Communication has been one of the deepest needs of the human race throughout recorded history. It is essential to forming social unions, to educating the young, and to expressing a myriad of emotions and needs. Good communication is central to a civilized society. The various communication disciplines in engineering have the purpose of providing technological aids to human communication. One could view the smoke signals and drum rolls of primitive societies as being technological aid to communication, but communication technology as we view it today became important with telegraphy, then telephony, then video, then computer communication, and today the amazing mixture of all of these in inexpensive, small portable devices. Initially these technologies were developed as separate networks and were viewed as having little in common. As these networks grew, however, the fact that all parts of a given network had to work together, coupled with the fact that different components were developed at different times using different design methodologies, caused an increased focus on the underlying principles and architectural understanding required for continued system evolution.

NEW MEDIA TECHNOLOGIES WORK DIFFERENTLY AS PER USERS' TASTES

However, what perhaps has been most surprising and consequential about this succession of new technologies has been not so much what such innovations were originally designed to do, as what users have chosen to use them to accomplish. New media practices do not follow inexorably from the material features of new technologies; instead, they are improvised on the basis of old practices that work differently in new contexts. In the early 1970s, for example, designers of the ARPANET computer network supported their work by writing software that made it possible to transmit textual messages between

colleagues working at distant computer systems. Email was incorporated as a convenience for systems operators and computer scientists to facilitate database and other resource sharing, but its use subsequently by managers, researchers and ultimately many other types of individuals 'eclipsed all other network applications in volume of traffic'. The history of email has taught us that users may appropriate computer-mediated technologies and fashion them for their own purposes, which sometimes supersede or are at odds with the original purposes of designers.

WE NEED A UNIVERSAL LANGUAGE; A COMMUNICATION CODE BASED ON VISUAL ICONS

"In India we have about 625,000 villages. Almost 67 percent of our population (about 700 million people) lives in rural areas. Distances are vast in this country, and these areas are disconnected from each other. We have in excess of 800 known dialects. And a dialect changes every 10 kilometers. Now you can imagine what that does for communication. Over 200 million people in India lives in what I call "media dark" areas. They have no media available to them. No TV. No print. No radio."

We have to overcome the problem of educating the masses to be able to get the real benefits of technology. Today the real benefits of technology are not available to illiterate people and visual icons can probably overcome this issue. What we need is a universal language; a communication code which is going to be based on some visual icons, because that seems the easiest, and most universally recognizable way of being able to communicate with each other.



Commuters playing Digital Carom Bard on iPad in Delhi metro train.

INNOVATE WITH VISION

When considering how to implement innovation technologies, it is also important to take account of analytical skills and judgment based on craft knowledge. Existing knowledge and skills among users of these technologies are essential. Ill-informed use of the digital tools can produce inaccurate results and can lead to catastrophic failure in the processes and outcomes of new product and service development projects. The value of modeling, for example, depends upon understanding the reliability of the data put into the models, the assumptions and simplifications involved in the model and the results that come out of the process.

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Building Bridges that Span Differences

As foreign direct investment (FDI) assumes growing importance in the globalising world economy, countries are increasingly concerned with maximising their benefits. For developing countries, one of the most effective ways to do this is to promote linkages between foreign affiliates and domestic firms, which provide the strongest channel for diffusing skills, knowledge and technology, says the World Investment Report-2001 by the United Nations Conference on Trade and Development.

Linkages offer benefits to foreign affiliates and domestic firms, as well as to the economy in which they are forged. For developing countries, the formation of backward linkages with foreign affiliates assumes particular importance, the report says. From the standpoint of foreign affiliates, local procurement can lower production costs in host economies and allow greater specialisation and flexibility, with better adaptation of technologies and products to local conditions, it adds. The report says that from the domestic suppliers' side, the direct effect of linkages is generally a rise in their output and employment. Linkages can also transmit knowledge and skills between the linked firms. A dense network of linkages can promote production efficiency, productivity growth, technological and managerial capabilities and market diversification for the firms involved. For the host economy as a whole, linkages can stimulate economic activity and, where local inputs substitute for imported ones, benefit the balance of payments. The strengthening of suppliers can in turn lead to spillovers to the rest of the host economy, contributing to a vibrant enterprise sector and making foreign affiliates less "footloose", it says.

The World Investment Report stresses that the extent to which foreign affiliates forge linkages with domestic suppliers depends on the costs and benefits involved, as well as on differences in firm-level perceptions and strategies. While TNCs have a self-interest in forging links with domestic suppliers, governments can play an important role in promoting linkages, notes the Report. The willingness of firms to use local suppliers can be influenced by government policies addressing various obstacles to the linkage formation process in order to raise the benefits and/or reduce the costs of using domestic suppliers. For example, TNCs may be unaware of the availability of viable suppliers, or they may find it too costly to use them as sources of inputs, the report says.

Drawing on the experience of a wide range of countries, the report presents a menu of specific measures to promote linkages. These include the provision of information and matchmaking; encouraging foreign affiliates to participate in programmes aimed at upgrading domestic suppliers' technological capabilities, establishing training programmes in partnership with foreign affiliates for the benefit of domestic suppliers, and various schemes to enhance financing. Countries such as Costa Rica, the Czech Republic, Ireland, Malaysia, Singapore and the United Kingdom - have set up comprehensive linkage development programmes involving a combination of different policy measures and targeting selected industries and firms. Such programmes have often met with considerable success.

Well-targeted government intervention can tilt the balance in favour of more linkages and thereby contribute to knowledge transfers from TNCs that can feed into the development of a vibrant domestic enterprise sector. Of course, like other development policies, linkage promotion efforts need to be adapted to the circumstances prevailing in each host country and should be undertaken in close collaboration with the private sector and other stakeholders. The more linkage promotion policies go hand-in-hand with small and medium enterprise (SME) development and targeted FDI promotion policies, the more they are likely to be successful.

The report cites the example of the French company Saint Gobain which had decided to set up a float glass plant in Chennai, India. It ran into major technical problems with potential local suppliers. Firms were disorganised and scattered. Their technological capabilities were limited and they were unable to reach minimum standards unaided. Saint Gobain set up specialised teams to develop suppliers three years before even starting productive operations. The teams, comprising experts in several disciplines from India and abroad, provided assistance on raw material evaluation, engineering and technical services, information technology support, packaging materials development and logistics management. Each team worked with suppliers to develop cost and business models, train a largely illiterate labour force and educate firms in management concepts.

The teams also acted as intermediaries to help firms obtain loans from financial institutions. Four years after the first teams were sent to India, 80% of the raw material requirements were met locally, and several suppliers began selling to other TNCs in India.

Source - *The Pioneer*

HEALTH

Attaining Peace of Mind

- Swami Narayananda Yogi

All know well that Mind is fickle by nature, hovering over a variety of objects and thoughts. All think it is like a monkey. The story is told that such a fickle monkey was given plenty of liquor to drink. He became very violent. Besides, he was stung by a scorpion to make matters worse. Add to it an evil spirit overpowered him. It was hellish with his endless stupidities, difficult to describe.

Human mind is alike this monkey, intoxicated and under evil spirit. By nature, monkeys leap about from tree to tree. This world is a big tree. Our brittle and vacillating human mind is the monkey, fed on intoxicated desires. Think of such tortured mind stung by the scorpion of "Dwesa" (hatred). Ultimately when hatred over-powers mind, there is no peace of mind and happiness. Instead of allowing the mind to wander about over too many objects and getting fatigued, it is necessary to bridle the galloping mind. Let us first of all realise that mental peace constitutes happiness. Cultivate the habit of controlling the mind bit by bit. Thus bring it into the orbit of peaceful functioning. This is the real need. Anyone going round fretting and fuming will not achieve anything. He alone who shows steadfast enthusiasm, can realise success. It is essential to reach your chosen goal.

Once on the banks of Jumuna, Maitrey a gopi asked Lord Krishna to explain this. Krishna said to her, suppose a child is crying. It is unable to convey what it desires. It can only cry. The mother try to console it by all means. Suddenly she gives it a toy. The child looks at it from different angles and appears pleased with it for a short while every Mind is the seat of happiness.

Yet everyone hankers after it, aimlessly, striving for it. As a result there is unnecessary suffering all around. Rare, indeed, are those who have found real happiness. Such realised souls guide others to it. An illustration will make this intelligible. Once on the banks of Jumuna, Maitrey a gopi asked Lord Krishna to explain this. Krishna said to her suppose a child is crying. It is unable to convey what it desires. It can only cry. The mother try to console it by all means. Suddenly she gives it a toy. The child looks at it from different angles and appears pleased with it for a short while; within moments it throws it away and resumes crying. The mother again gives a plantain. The child bites off a bit, throws it away and start crying again. The mother gives in this way many things. Every time the child has a little modicum of joy. The human mind is exactly in this condition of the child. It wanders from place to place seeking happiness. It does not get satisfied at a small amount like the bewildered babe in the story."

Sitting on the banks of Ganga, we shout that we are thirsty. Seated before a sumptuous meal, we cry hoarse we are hungry, Keeping the butter in hand we seek where the ghee is. So also the real happiness you are seeking for is within you.

Source - Parishad Prabha

Hair Disease - Baldness

Treatment : Bhringaraja is the drug of choice for the treatment of this disease. Maha-bhringaraja taila or Nilibhringadi-taila is commonly prescribed by the physicians. This is to be gently massaged over the scalp about one hour before taking bath. By this massage some of the existing weak hair fall out. Therefore, in the beginning, the head will look thinner and the baldness would appear as if increasing. The patient should not get scared by this. In fact, it is better if the whole head is thoroughly shaved and then this oil is used for massage over it. It should be used constantly for about six months before any significant result could be achieved. Powder of Bhringaraja should be given to the patient orally. One teaspoonful of this powder should be mixed with honey and given in empty stomach, twice a day.

Source - Ayurveda for Healthy Living
Dr. Bhagwan Dash

TECHNOLOGY

Cloud Computing: Taking the IT Industry by storm

Cloud computing is undoubtedly the most significant phenomenon in IT today. Although there seems to be some confusion within the IT industry regarding the exact definition of the term, from a business point of view cloud computing simply means obtaining IT services from the internet without owning an IT infrastructure. The internet is often depicted by technicians as a 'cloud', hence the term cloud computing. Gmail and Facebook are good examples of cloud computing. Organizations face immense challenges in the aftermath of the financial crisis. In the current fragile economic climate IT often represents a costly and rigid structure that does not live up to expectations. Meanwhile a paradigm shift is taking place: a transition from locally installed and maintained IT towards the centralization and commoditization of IT services. A growing number of organizations embrace cloud computing in order to reduce IT spending, to increase the speed of implementations and to ensure an innovative business approach. The increasing significance of cloud computing is supported by the fact that many organizations are slowly but surely adopting this model.

The cloud computing computational model provides applications, data, computing resources, and IT management functions to clients as a service through the Internet or a dedicated network. It offers many promising benefits including scalability, flexibility, freedom from system maintenance, and lower costs, especially up front—a continuous pricing structure avoids a huge capital expenditure at the time of purchase. Cloud computing is also helping to close the global digital (information) divide, particularly in developing economies. It might even help save our planet by providing an overall greener computing environment. This new computing model is drawing interest not only from end users, businesses, and the IT industry but also from governments, researchers, and professional and industry associations. Embracing cloud computing, however, requires a new mindset—a novel way of thinking about data storage and the deployment of software and other computing functions. In the cloud computing environment, organizations must alter their approach to addressing issues such as information security and privacy, control, and ownership. There are also some perceived—and some real—risks associated with cloud computing, including performance, security, regulatory compliance, outage and service interruptions, and data ownership. However, for most applications and users, the benefits of cloud computing outweigh the limitations, particularly when the risks are properly assessed and addressed. As a result, cloud computing is marching toward mainstream adoption and is being offered in many shapes and sizes.

The ABC's of Cloud:

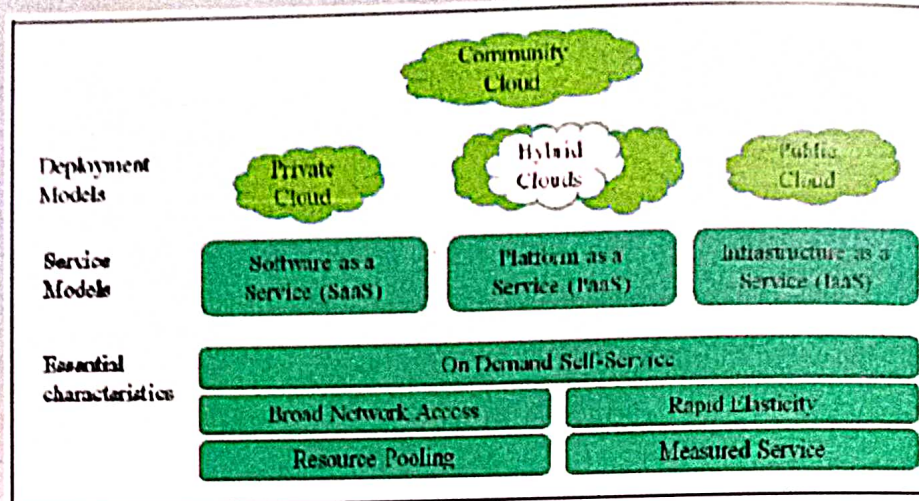
According to the Cloud Security Alliance guidelines for cloud computing, it has four different deployment models namely private, community, public and hybrid, three different delivery models that are utilized within a particular deployment model. These delivery models are the SaaS (Software as a Service), PaaS (Platform as a Service) and IaaS (Infrastructure as a Service). These delivery models form the core of the cloud and they exhibit certain characteristics like on demand self-service, broad network access, resource pooling, measured service and rapid elasticity.

With IaaS, clients have access to virtual servers in the service provider's data center. Users install their own software, and they're responsible for maintaining it. The benefit here is that you can get flexibility and scalability. For example, if an organization typically needs 3 or 4 servers to run their systems but need 50 during the holiday season, it doesn't have to buy more servers. They just rent those additional servers on the cloud system. Amazon's Elastic Compute Cloud, better known as EC2, is an IaaS—users can rent virtual servers on which they run their own applications.

PaaS includes all the features of IaaS, but clients use the provider's computing platform, which typically includes an operating system, developer tools, database, and Web server. Users can develop and run their software in the cloud without the cost and complexity of buying and managing the underlying

hardware. An example of a PaaS is the Google App Engine, with which you can develop and host Web applications using Google's development tools.

With SaaS, cloud providers install and operate application software such as sales force, an online sales management tool that users can access. Users don't have to manage the infrastructure or platform on which the application runs—the cloud provider does that. The above description can be depicted in the following framework given by International Institute of Standards and technology)



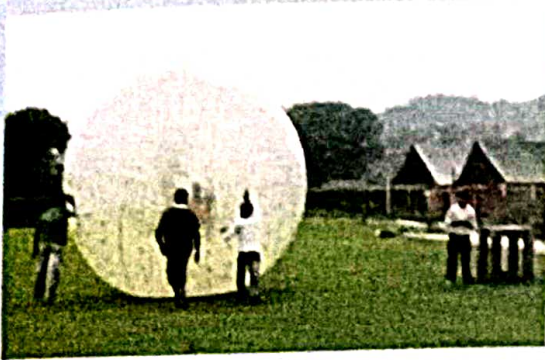
Way Forward:

Advances in cloud computing are occurring at a staggering pace. According to a 2012 report published jointly by the Cloud Security Alliance and the Information Systems Audit and Control Association (Cloud Computing Market Maturity: Study Results, ISACA, 2012), cloud computing is "at the point of advancing from infancy to growth and is reaching a level of maturity at which enterprises can benefit greatly by adopting cloud infrastructure, platform or software service offerings." The report also provides guidance for understanding cloud market maturity and how we can address the factors that inhibit our ability to leverage cloud computing's benefits. Having a cloud strategy is becoming an IT essential in many business sectors, particularly for small- and medium-size businesses (SMBs) and start-ups, as well as emerging economies. SMBs that previously couldn't afford to invest in IT resources can become competitive by taking advantage of cloud computing services. Having access to a range of high-end IT applications and services on a scalable, as-needed basis gives SMBs tremendous opportunities and offers a significant advantage as they compete with larger businesses. Corporations are eagerly investing in promising cloud computing technologies and services not only in developed economies but also increasingly in emerging economies—including India, China, Singapore, Taiwan, the Philippines, and South Africa—to address a region's specific needs (S. Murugesan, "Cloud Computing Gives Emerging Markets a Lift," IT Professional, Nov./Dec. 2011, pp. 60-62). Companies can leverage the cloud's flexibility and versatility to enter new markets quickly with little overhead costs and reduced financial risks. Innovations in technology, design, service delivery, and business models are needed to make further inroads and embrace the cloud's untapped potential. Within the next five years, individuals and enterprises alike will be computing in one or more clouds, public or private, and cloud computing will become the new normal. Although there are major stumbling blocks to migrating enterprise applications into the cloud—including concerns about reliability, performance, bandwidth requirements, trust, and security issues—they're gradually being addressed. Government regulations and other compliance requirements, which often lag behind market innovations and demand, will be developed in due course.

- Rashmi Rai
Research Scholar,
Computer Science Department

TRAVEL

Camp Tikking- Camp Tikking is a three and a half acre Camp in Gurgaon, close to Delh. Surrounded by Aravalis on three side, one would not feel the proximity with the city. It has many adventrous rides like the flying fox, wall climbing, pottery, trekking, river crossing, Tractor Ride etc. It's a place where you can go with your friends and enjoy there the whole day.



Air Safari – Flyboy Aviation, Gurgaon

Ever had a desire to have wings to fly, glide through the blue sky and have your spirits take a flight? If these feelings ring a bell, Flyboy is your answer to the ultimate adventure experience 500 feet above the ground amidst the clouds! FLYBOY AVIATION is a Delhi based company organizing fun flights for all people from all age groups. Their mission is to make Flying accessible to everyone. Products: Joy Flights, Sky Advertisement, Aerial Photography, Paragliding and Paramotor training. On Demand Rock Climbing , Zip Wire and many more.



Tirthan Valley - Situated besides the Tirthan River in Himachal Pradesh at an altitude of 1600 meters. Tirthan Valley is a gateway to the Great Himalayan National Park. A place where you can easily forget the world to relax and have loads of nature walks following one trail or the other, into the woods or besides the river. You can amazingly feel the nature in pure bliss here. In all it's an ideal place for camping, bonfires, playing music, getting together to know each other (helpful in team or relation building), eating out, lazing etc. etc. and the list goes on to make it complete holiday destination.

Hotel Hill Fort, Kesroli - The Hill Fort Kesroli is a leading heritage hotel in the desert lands of Rajasthan. Built in 14th century, the heritage property is just 15 kms away form Alwar. It also offers an easy access to Sariska Tiger Sanctuary and Siliserh Lake. If you have a sweet tooth, drive to Alwar only 15 km away and pick up some 'kalakand', an Indian sweet that is a specialty there. There is an entire street dedicated to it called Kalakand Market!



Desert Rose, Mandawa – The mystery and romance of the desert are captured in the unusual architecture of the resort. Recreated in the style of a typical Rajasthani village, The Desert Resort is a verdant oasis in the midst of a stark desert landscape. Small villas, prettily decorated and made out of dried cow dung with a thatched roof, typical of the region. Very interesting designs.



MUSIC

Check out the Best Albums



It is the sixth studio album by Icelandic post-rock band Sigur Rós. The album is beautiful, lush and understated at the most startling moments. They have proven they can make a great piece of music that's pretty and unpredictable, melodic, unnerving and inspiring. Valtari debuted at number one in the UK Albums Chart and entered the Billboard 200 at number seven with first-week sales of 26,000 copies.

Celebration Rock is the second album by Canadian indie rock duo Japandroids. It is undoubtedly a fun record and earns its spot amongst their heroes by discovering its emotional ballast. Celebration Rock mixed together punk rock and classic rock influences. "The House That Heaven Built" is the fourth 7th single by them.

JAPANDROIDS



CELEBRATION ROCK



It is a new album by Dr. John. The album was listed at number 15 on Rolling Stone's list of the top 50 albums of 2012. At the 2013 Grammy Awards, Locked Down won the Grammy Award for Best Blues Album.

Mumford & Sons are an English folk rock band. Babel is the second studio album by them. Rolling Stone ranked Babel number 11 in their list of the 50 Best Albums of 2012. They won Album of the Year at the 55th Annual Grammy Awards. The album's official lead single is "I Will Wait"



Fall to Grace is the second studio album by Paloma Faith. It features production styles crossing the genres of pop, soul, soft rock and R&B. The album's lead single was "Picking Up the Pieces". Fall To Grace debuted at number two on the UK Albums Chart.

Edward Christopher "Ed" Sheeran is an English singer-songwriter. His debut album + containing the singles "The A Team" and "Lego House". Sheeran's album peaked at No. 5 on the US Billboard 200, while The A Team reached No. 16 on the Hot 100. In 2012, he won two BRIT Awards for Best British Male and British Breakthrough.



Famous Bands



The Velvet Underground have been considered among the most influential bands in rock history. Their legacy has stretched into alternative and experimental rock. Their first four albums were included in Rolling Stone's list of The 500 Greatest Albums of All Time. They were ranked the 19th greatest artist by the same magazine and the 24th greatest artist in a poll by VH1. In 1996, they were inducted into The Rock and Roll Hall of Fame.

Grateful Dead were an American rock band known for its unique and eclectic style, which fused elements of rock, folk, bluegrass, blues, reggae, country, improvisational jazz, psychedelia, and space rock and for live performances of long musical improvisation. They were ranked 57th in the issue The Greatest Artists of all Time by Rolling Stone magazine. They were inducted into the Rock and Roll Hall of Fame in 1994. They promoted a sense of community among their fans, who became known as Deadheads, many of whom followed their tours for months or years on end.



Alter Bridge is an American rock band that was formed in 2004. It consists of all members of Creed, alongside lead vocalist and rhythm guitarist Myles Kennedy, formerly of The Mayfield Four and the frontman of Slash's current solo project. In 2009, Ultimate Guitar Archive named Alter Bridge the 36th greatest band of the decade. Their music has been listed under several genres including rock, hard rock, alternative metal, post-grunge, heavy metal, and progressive metal. In October 2010, the band's song "Ties That Bind" from Blackbird was listed by Total Guitar as the 41st greatest guitar song of the decade and AB III the seventh best album of 2010 that December.

Foxygen is an American indie rock duo originally formed in Westlake Village, California in 2005 by Jonathan Rado and Sam France. The band played wildly experimental music, which featured many influences from 60s psychedelia and avant-garde. They create a sometimes-impressionistic, sometimes-hyper-real portrait of sounds from specific places and times. Yet, it never comes across as anything but absolutely modern music. In early 2011, they were 'discovered' by famed producer Richard Swift, with whom they recorded their first studio album Take the Kids Off Broadway.



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