



Success...Nothing Less...

Swami Sahajanand College of Commerce & Management

(Affiliated to Maharaja Krishnakumarsinhji Bhavnagar University)

(Only Self-Finance institution recognized under UGC 2 (f),
Accredited Grade 'B' by NAAC & ISO 9001: 2015 Certified)



Symphony
2016-17

NATION FIRST



SSCCMians @ Nation First



SSCCM

Success...Nothing Less...

SWAMI SAHAJANAND GROUP OF COLLEGES

Swami Sahajanand College of Commerce & Management

(Affiliated to Maharaja Krishnakumarsinhji Bhavnagar University)

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2016-17

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No. PG/BS/

Date :

I am happy to note that Swami Sahajanand College of Commerce and Management, Bhavnagar is bringing out the college magazine 'SYMPHONY-2016 -17'.

SSCCM has been in the forefront in providing quality education in Commerce and Management since 2004. It has been rapidly growing to meet the exponential advances in technology and the increased student strength.

The theme of the magazine has caught the fancy to the eyes of the readers. The theme initiates to promote 'Spread White, Donate Red, Save Blue and Go Green'. The real duty of any human being which is necessary in this time of era is to save the world and heal Mother Nature.

I am sure the college magazine will provide a platform to students to sharpen their soft skills and will strengthen the academic activities of the campus. The wide spectrum of articles in different sectors give a sense of pride that our strengths and staff possess creative potential and original thinking in ample measures. I applaud the contributors for their stimulated thoughts and varied hues in bringing out this magazine.

Wishing you all the best for your ventures, efforts and career.

Regards,

Professor & Head
Department of Business Studies
Sardar Patel University,
Vallabh Vidyanagar - 388120, Gujarat.



From The Desk of Founder Trustee

It gives immense pleasure to pen a few words as prologue to our in-house magazine 'SYMPHONY' exclusively meant for churning out the latent writing talent which bears immense potentiality of sharpening your communications skill as part of your over all personality development.

Empowerment of students for their all round development through education is our cherished motto. Today education means much more than merely acquiring knowledge. It is acquisition of knowledge and skills, building character and improving employability of our young talent, the future leadership.

I am sure, being stars and their painstakingly and gainfully developed Holistic Culture, we inherited a strong foundation to march ahead and archive the within mentioned education objectives for a stronger and brighter India. Measures initiated by the Hon.

Management, steps taken by our college administration, the willing contribution of the teaching and non-teaching staff and over whelming response and enthusiastic participation of our dear students in the college activities in the recent past all vouch for this. When all the constituents come together and work in unison, the expected results are bound to flow.

I congratulate all the contributors and the editorial board for bringing out such a beautiful magazine. Wishing you all the best...!

Regards,

Prof. Dr. Suresh Savani
Founder Trustee

Message From The Principal



It gives me an immense pleasure to present yet another issue of our college magazine 'Symphony – 2016 -17'.

“Success comes to those who work hard and stays with those, who don't rest on the laurels of the past”.

The world today is changing at such an accelerated rate and we need to pause and reflect on this entire system of education.

I am pleased to note that the increasing number of university ranks every year speak the excellent quality of education being imparted in our institution.

As Margaret Mead said “Children must be taught how to think, not what to think,” and to enable this motto of Knowledge, Innovation and Imagination is encouraged through a holistic approach.

Each issue of our college magazine is a milestone that marks our growth, unfolds our imaginations, and gives life to our thoughts and aspirations. It unleashes a wide spectrum of creative skills ranging from writing to editing and even in designing the magazine. Symphony – 2016-17 is a perfect blend of creative thinking, art, knowledge and wisdom which vibrates in the inner soul of various stake holders. Selecting a theme and inspiring students and writers to express their thoughts on theme helps spread a message. 'Nation First – Serving the Motherland and caring for Mother Nature with idea of spread white, save blue, go green and donate red will mould the minds of youth towards their duties. It is natural to find in this ambience, the intensive use of a variety of thinking activities, strategies and group dynamics to make this issue interesting and thought provoking.

I congratulate the entire editorial team for their effort in bringing out this magazine in a very innovative way under the guidance of chief editor.

On this occasion, I seize the moment to congratulate all graduating students 2017. I am confident that they are going to lead their life extraordinary.

Regards,

Dr. Hetal J. Mehta
(M.A., Ph.D., M.B.A)
Principal



From The Editor's Desk

A thought that has been enduring in mind when it becomes real; is truly an interesting and exciting experience. This publication of magazine was one such cherished work that had its roots in the persuasion. It would be a snapshot of the various activities and advancements for all associated with SSCCM.

Proper communication plays a vital role in institution's development. The editorial board is glad to release its current issue of the college magazine 'SYMPHONY – 2017'. The contribution and the dedication of the faculty members and students has helped the magazine in stepwise manner for achieving the new milestone. The magazine provides a perfect platform for students to express their thoughts, ideas, and views in artistic as well as literary way. The purpose of this college magazine is to unlock the hidden potential within the students and helped the students for self motivation.

The magazine theme of 'NATION FIRST' serving the nation is the first duty of any citizen. The writers and students have tremendously expressed their thoughts on save blue, donate red, go green, spread peace, save Mother Nature and many more. I am sure it would spread a good message of serving the nation amongst the readers.

I want to extend my sincere thanks to my editorial team for the support to make this magazine stand out.

I am pleased to say that the management and the staff has been excellent in supporting for publication of this issue of the magazine.

Dr. Neena Parekh





Nation First



The above mentioned line clearly states our love, faith and duty towards our mother nation. Hence Nationalism is an immense need and virtue for any human being. Nationalism is the concept of loyalty towards a nation. In Nationalism, this sentiment of loyalty must be present in every citizen. This ideology certainly has been present in humanity since time immemorial. Above all, it's a concept that unites the people of a nation. It is also characterized by love for one's nation.

Nationalism happens because of common factors. The people of a nation share these common factors. These common factors are common language, history, culture, traditions, mentality, and territory. Thus a sense of belonging would certainly come in people. It would inevitably happen, whether you like it or not. Therefore, a feeling of unity and love would happen among national citizens. In this way, Nationalism gives strength to the people of the nation.

Nationalism certainly increases the resolve of a nation to defend itself. There probably is a huge support for strengthening the military among nationalistic people. A strong military is certainly the best way of defending against foreign enemies. Countries with low Nationalism, probably don't invest heavily in the military. This is because people with low Nationalism don't favor strong militaries. Hence, these countries which don't take Nationalism seriously are vulnerable.

Nationalism encourages environmental protection as well. People with high national pride would feel ashamed to pollute their nation. Therefore, such people would intentionally work for environment protection even without rules. In contrast, an individual with low Nationalism would throw garbage carelessly.

Thus, their collective struggle against colonialism brought them together and they have collectively developed a strong feeling of responsibility, accountability, love, and devotion for their country. This collective feeling of the Indian people was the start of the development of Nationalism. Foundation of Indian National Congress in 1885 was the first organized expression of nationalism in India. Nationalism is a strong force in the world that is here to say. Nationalism has a negative side. However, this negative side certainly cannot undermine the significance of Nationalism. Without Nationalism, there would have been no advancement of Human Civilization.



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Founder Trustee

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Principal

CHIEF EDITOR

Dr. Neena Parekh
Chief Co-ordinator

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Department of English | Department of Management
Smt. Sangeeta Lakshmi
Department of Economics

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Ms. Mansi Dave
Ms. Kenali Navadiya

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★ Views Expressed in the printed articles are those of the Authors/Contributories and are not necessarily subscribed to by the college.

PHOTO Gallery



PHOTO Gallery



International Women's Day Celebration



In Our College, We All Celebrated This Day With Great Enthusiasm.

Celebrated on March 8 every year, International Women's Day is a day dedicated to honoring the achievements of women throughout history and all across the globe, and is typically a day for women from all different backgrounds and cultures to band together to fight for gender parity and women's rights.

International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.

No one government, NGO, charity, corporation, academic institution, women's network or media hub is solely responsible for International Women's Day. Many organizations declare an annual IWD theme that supports their specific agenda or cause, and some of these are adopted more widely with relevance than others. International Women's Day is a collective day of global celebration and a call for gender parity.

International Women's Day is all about unity, celebration, reflection, advocacy and action - whatever that looks like globally at a local level. But one thing is for sure, International Women's Day has been occurring for well over a century - and continues to grow from strength to strength. Learn about the values that guide IWD's ethos.

We are encouraged to focus on the rights of women on the occasion of International Women's Day,

especially the children in need of quality education. International Women's Day is celebrated worldwide on the 8th of March, a day we take as a reminder of our responsibility towards the women we should care for. Women are 49.6% of the total population in the world. Educating the girls and women would be educating half of the world's population.

Starting from the 'womens rights movement in the early twentieth century, International Women's Day is observed every year. Socialist Party of America organized a Women's Day on February 28, 1909 in New York after which the 1910 International Socialist Women's Conference suggested that the Women's Day should be held annually. The day March 8 became a national holiday after women gained suffrage in Soviet Russia in 1917. Previously celebrated by the socialist movement and communist countries, United Nation adopted the day to celebrate since 1975.

We are pushing forward this year to create a more gender-balanced world. In a world which is rapidly advancing towards fourth industrial revolution poses more challenges. Women today are more active than ever, both in their society and in the virtual world. Collectively, each one of us can help create a gender equal world. In order to make this world a better place, we must create a platform where opportunities are balanced, to terms of gender. Where men and women can work together determined to fight the challenges of the fourth industrial revolution. After all, a gender equal world can be healthier, wealthier and more harmonious.

International Womens Dayis celebrated worldwide through events, workshops, campaigns, seminars, charity, and volunteering. But there are many organizations and individuals who take this day as an inspiration to work all year round. You can become a volunteer for a day and attend a rally in support of women's education, gather funds so that girls can go to schools, to ensure safe working conditions for female workers, and to stop violence against women. Or, you can become a lifetime donor to keep your support engaged for the benefits of the underprivileged girls and women, sponsoring a child for example. There are active NGOs, INGOs, government and private organizations working to eliminate gender inequality and to ensure women empowerment. You can join as a full-time employee to support the cause as well.

Keeping that in mind, Global Giving Girl Fund is giving you just the opportunity to become a part of many underprivileged girl children's lives. You can now help JAAGO Foundation raise funds to give girls living in poverty access to quality education and secure a better future for them. Any funds donated on 6th and 7th March will be matched, creating twice the impact!

To encourage and 'support womens empowerment through education and employment, we can celebrate the IWD in a more meaningful and fulfilled way. There is never a better time than today. To celebrate the International Women's Day, you can take part in the process of making a gender-inclusive society. In a world where 78% girls do not have access to education and are not enrolled in schools calls for action. In response to that call, JAAGO Foundation has strived to give girls an opportunity towards quality education. We urge you to join us in our fight to secure the future of girls throughout the country and help them gain their fundamental right to education. This opportunity will help them grow and explore their capabilities and will make you

more responsible towards them.

Girls are the agents of hope, prosperity and change for a better world. Educate a girl so that she is aware of her rights and freedom of choice and where to exercise them. Through your contribution you can help girls escape child marriage and domestic violence. In the process, they learn how to take care of their own children. Women who are educated can contribute in the workplaces in a productive way. They are also aware of their rights inside the workplace and can create a favorable condition for other female workers. Women can explore what is conducive or harmful inside the workplace and take action accordingly. Women are also the caregiver of children. They are held primarily responsible for children's nutrition, health, and education. Without an educated mother, we cannot expect an educated generation. A mother who is aware of the risks of early child marriage or premature birth is more likely to help prevent them. An educated women knows what she needs, she can voice her demands in a more articulate way for the benefit of all.

Conclusion:

Around the world and through the decades, we have all shared in the global struggle for gender equality. Regardless of our age, country, background or gender, the fight for equal rights has collectively defined our lives and we must take action together to achieve it. This International Women's Day, UN Women's multi-generational campaign, Generation Equality, brings together past and present advocates to demand gender equality in this generation.





DIXIT PUSHPA D.
M.A., B.Ed., M.Phil.,
Assistant Professor in English

About Author:

Chitra Banerjee Divakaruni (Chitrlekha Banerjee born in 1956) is an acclaimed Indian-American writer based in Houston with her family. Born in Kolkata, she moved to the States for her higher education. A prolific and versatile writer, she has won several prestigious awards for her poetry, short stories, essays and novels. She writes for both children and adults and her fiction covers multiple genres - realism, history, magic realism and fantasy. A professor of creative writing at the Houston University, she is also a popular reviewer and columnist. Her works focus on the experiences of South Asian immigrants to the U.S. and her predominant thematic concerns are pro-feminist, rebelling against the victimization suffered by Asian women. This concern is reflected in her real life role as an activist with several women's organizations and as the co-founder of Maitri (1991) a helpline for South Asian women dealing with domestic abuse. A list of her works would include – poetry collections such as *The Reason for Nasturtiums* (1990), *Black Candle* (1991), *Leaving Yuba City* (1997), short-story collections and novels such as - *Arranged Marriage* (1995), *The Mistress of Spices* (1997), *Sister of My Heart* (1999), *The Unknown Errors of our Lives* (2001), *Neela: Victory Song* (2002), *The Vine of Desire* (2002), *The Conch Bearer* (2003), *Queen of Dreams* (2004), *The Mirror of Fire and Dreaming* (2005), *The Palace of Illusions* (2008), *Shadowland* (2009), *One Amazing Thing* (2010), *Oleander Girl* (2013) , and several essays.

Chitra Banerjee Divakaruni's Queen of dreams A book review



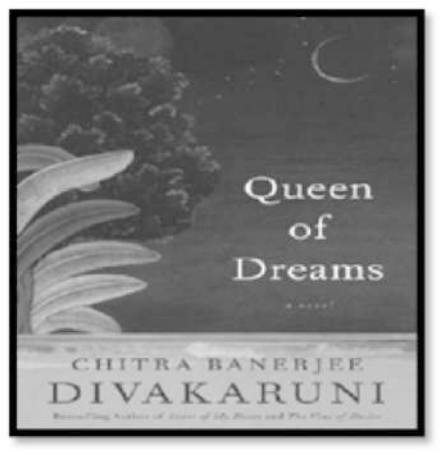
Introduction:

Chitra Banerjee Divakaruni is an Asian American with her ancestral roots in Bengal, India. She has transcended boundaries, negotiating two different worlds from various perspectives. She

attempts to interlace the elements of myth, magic and ancient culture alongside the contemporary



porary culture. The east-west confrontation or the clash between tradition and modernity is the impulse behind the works of acclaimed migrant writers. Chitra Banerjee Divakaruni tries to fuse the oriental values with the occidental ethos. She often focuses on characters harmonizing two worlds, particularly on Indian immigrants' struggle through life in America. Most of her works are about the Indian immigrants in the United States from the



author's native region of Bengal and the stories are often told by female narrators from the first person point of view. Living in the United States, Divakaruni becomes more aware of the differences in culture which urges her to explore it in all its essentials.

Queen of Dreams is a tale of east meeting west. It talks about the trials, tribulations and experiences of the Indian American community through the lives of a Bengali immigrant family. The novel is divided between India and the United States of America, although the entire story takes place in America. The mystical power of interpreting dreams and warning the victims of the impending danger forms an interesting part of Queen of Dreams.

Rakhi, a newly divorced young mother, artist and co-proprietor of a floundering tea shop in Berkeley, struggles to find her place in life amid a sea of upheaval and a profound sense of disconnection from her Indian heritage. Troubled by the emotional distance of her parents and their enigmatic early life in India prior to immigrating to California, Rakhi remains anchored in the mysteries of the past, unable to gain a footing in the present. She tries unsuccessfully to

bridge the gap with her mother, a dream teller born with the ability to experience and interpret dreams. It is only through a tragic turn of events that Rakhi is able to unlock the secrets of the past and open herself up to the possibilities of the future. Deftly weaving the magical with the realistic, and the modern with the ancient, the novel leads us on a bewitching voyage of discovery. From the pages of the journals, the truth emerges about the great sacrifice Rakhi's mother was forced to make in order to retain her rare gift. With these revelations come changes in both Rakhi and her father as they work together to repair their troubled relationship and to reinvent the struggling tea shop.

Insightfully conveying the nuances of cultural, emotional and familial discord, Queen of Dreams illuminates the resonance of the past on the present and the role of forgiveness in self-discovery. Divakaruni is a spellbinding storyteller whose lush language and inventive imagination transport us on an enlightening journey of transition, transformation and rebirth.

In the novels of Divakaruni, the social and psychological development of the non-western immigrant and the culturally displaced European transplant are explored. In Queen of Dreams, Chitra Banerjee Divakaruni depicts a fresh, enchanting story of transformation that is as lyrical as it is dramatic.

The second half of the novel Queen of Dreams concentrates on the mingling of reality, dreams and nightmares. Rakhi locates the dream journals after her mother's unexpected death. She reads them with the help of her father in order to translate the Bengali words. This is an attempt to interpret and understand her mother's life and Rakhi tries to make sense out of her mother's death. Rakhi also finds herself struggling with her business, relationships and the destructive events relating to 9/11.

Divakaruni's Queen of Dreams. Indeed, the hidden world plays an important role in the novel, detailing the story of Rakhi, a young Indian American woman living in Berkeley, California. Rakhi's life is spiced with the mystical and the ordinary. Her mother is a dream-teller with a magical gift to foresee the future in her dreams, a gift that has always perplexed and mesmerized Rakhi.

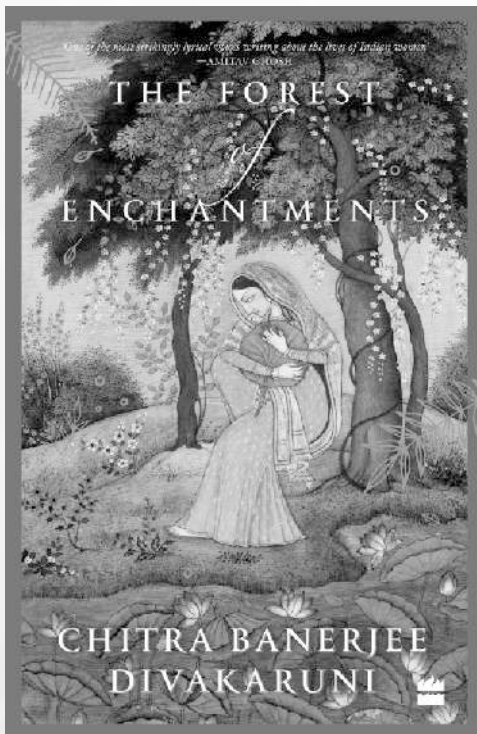
Rakhi's everyday life requires attention to more worldly

things such as bringing up her young daughter, managing her relationship with her ex-husband and salvaging the business she runs with her friend Belle. After the death of her mother, Rakhi's two worlds -- the mystical and the mundane begin to collide. She must make sense of the dream journals her mother has left behind with the mysterious elements of her own life. When the tragic events of 9/11 occur, Rakhi is faced with seeking her late mother's guidance in coming out of the confusing and terrifying world.

Thus, the novel is also spiked with mystery, suspense and the supernatural. The novel *Queen of Dreams* contrasts the lives and perceptions of first-generation immigrants with that of their children born and raised in a foreign land. And inevitably it includes the Indian-American experience of grappling with two identities. On 9/11 two white men attack Rakhi and her family outside the Chai House. Rakhi's feelings about being treated as a hostile alien are poignantly delineated. "If I am not American," she asks, "Who am I?" (*Queen of Dreams*, 270) Divakaruni drives home the idea that maintaining Indian cultural heritage and at the same time knowing and participating in the American culture is important for survival in today's world. This story of an emotionally distant mother and a daughter trying to find herself transcends cultural boundaries. The tale succeeds at two levels. Divakaruni effectively takes the reader into an immigrant culture and shows the common ground that lies in an alien land.

Conclusion:

Chitra Banerjee's *Queen of Dreams* depicts a pleasant typical tale of self-discovery which is spiked with elements of mystery, suspense and supernatural elements. Chitra Banerjee Divakaruni's *Queen of Dreams* explores the ideas of isolation and identity, not only personal but also cultural. The characters in the novel frequently encounter crisis of identity, which is tied to inability to settle the American identity with their Indian identity. Rakhi, the offspring of immigrants, is born to the hyphenated existence - Asian American. Before she discovers the dream journals of her mother, she has been creating a sense of 'homeland' through photos of India and other images available through globalized networks of communication. The daughter has never been to India but is determined to identify her "roots" so that she understands her identity as an Asian American.





Ms. Ushma Vala
M.B.A.
Co-ordinator

Introduction:

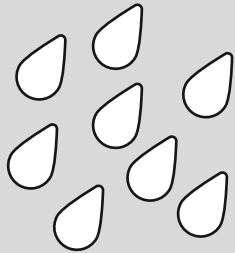
We cannot survive on Earth without water-so we must all do our part to take care of it. People use the fresh water of lakes and rivers for drinking, washing, cooking and growing food. Did you know that most of the world's population does not have direct access to clean water? We are very lucky to live in a country where clean water is “streaming” from our faucets.

.Students of Swami Sahajananda College of Commerce and Management draw paintings of the current topics. All had took part enthusiastically.

Saving water saves lives. Since water is essential for life itself, we need to conserve it for future generation. Nowadays, we use and misused water much than what we need. Everyone must know that it is our primary duty to learn the importance of it and how easy it would be to take action now before it's too late.

Conservation is defined as “the act of preserving, guarding and protecting or wise use of environment or its natural resources.” It can be done or start even on the small amount of adjustments that could possibly turn out into a big blast in conserving more water now and for future use. It can simply start with you or in your own home. It is now time to make those simple plans for saving water every day. Sometimes we don't care how much water we waste in doing our daily chores. There are those simple ways in which we take water for granted like for instance when brushing teeth or washing hands we use to let tap water flow instead of turning it off to reduce waste. It is actually a matter of mind over matter.

We only need to remember always how precious water is every time we use it like when taking a bath, washing clothes, flushing the toilet or even just watering plants in order for us to easily conserve and protect it. Water recycling could be best done too! You can cut down your water usage through proper recycling in your home. You can start up from your kitchen wherein you can save those leftover drinking water to be used for



**Save
Water
Save
Life**



other possible purposes. You can also save those rinsed water out from your laundry for flushing the toilet, or you can simply adjust the water flush to minimize the use of it. Remember that tap water is treated and already passed the SDWA standard, so it needs to be controlled most of the time for drinking purposes

Collecting and Storing Rain Water

You can actually recycle rainwater for your home use. You can make use of it for your gardening, laundry, flushing the toilet or even for the whole house use if properly collected and through properly installed rainwater collection system out from your house roof and gutters. Since these are much expensive way of water conservation, you can simply make use of those rainwater barrels available in your home. If possible, during laundry always wash your clothes in full loads and even on your dishwasher. These could minimize the use of too much water. Check for those leaks on your piping or in your tap. A small water leak could lead to too much lost or even could add more on your bills. You can check out those hidden leaks from it through your water readings and repair possible leaks.

Daily Water Conservation

Make Use of Shorter Showers – Shorter ones use less water compared to longer showers. You can make use also of those low flow shower heads. There are lots of other ways on conserving water at home but saving water should not only start and end up in your homes but it should be widely practiced as a whole for the entire population and for future generation. As they say, only 1% of the total global water supply is fresh water. These should make up for all of those human consumptions as well as water drinking that needs to be save. It can save money too as well as the environment at the same time. If we cannot control the global deficit of it we can

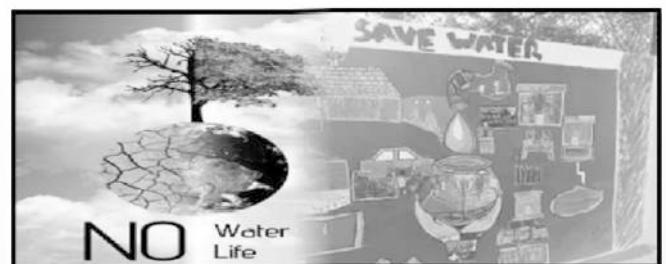
actually save it from using unnecessary water every day or by controlling our daily use or how much are we supposed to use on a daily basis.

What will happen to the next generation?

If exploitation would still prevail, what will happen to the next generation? Maybe there would be a war for just a pail or with just a glass of water? Or war between strong nations around the world just for the sake of one fourth of that 1% fresh water availability left for them? Better think twice. Maybe there would never be generation next to us if water exploitation will still prevail these days. Better yet preservation should be given utmost priority now before it's too late for us to notice that water resources are almost dying. It is our great responsibility for them to pass on those natural resources unharmed for them to cherish too.

Conclusion :

Water is life as they say. So we need to give importance to it and continuously preserve and protect it not only for ourselves now but for the next generation for them enjoy the beauty, essence and the natural taste of water for them to cherish, protect and preserve too in order to pass it on for their next generation too!





संगीता लक्ष्मीगिडुतुरी
M.A., B.Ed.

राष्ट्र भावना का बहता झरना

**आरजू बस यही है, मेरी हर सांस देश के नाम हो,
जो सिर उठे तो मेरे सामने तिरंगा हो,
जो सिर झुके तो वतन को प्रणाम हो...**

जननी जन्मभूमि स्वर्ग से भी महान है

माँ हमें जन्म देती है और धरती माँ की गोद में पल कर हम बड़े होते हैं। जिस देशमें हमने जन्म लिया, वह हमारी मातृभूमि हमें प्राणों से भी अधिक प्रिय है। उस पर हमारा सब कुछ न्योछावर है, क्योंकि उसने हमें अन्न जल दिया, आश्रयदिया, हमारा पोषण किया, हरप्राणी अपनी जन्मभूमि से जुड़ा होता है। वह उससे अलग अपने अस्तित्व को पूर्ण नहीं मानता। मनुष्य कहीं भी चला जाये, विदेशों में उसे कितनी ही सुख मिले, वह वापस अपने देश आना चाहता है। वह अपना देश, अपनी जन्मभूमि कभी नहीं भूलता। देशप्रेम की यह भावना इंसान के हृदय को देश भक्ति से ओत प्रोत रखती है और समय आने पर वह अपना सब कुछ देश के लिए न्योछावर करने को तत्पर रहता है। इतिहास सदेश भक्तों के बलिदान की गाथाओं से भरा है। सभी देशों में देशप्रेमियोंको सन्मान और स्नेह मिलता है। हमारे देश के कवियों और साहित्यकारों ने शहीदों और देश पर मर मिटने वाले देशभक्तों की अमर गाथाओं को जी खोल कर लिखा है।

देशभक्ति के उदाहरण केवल शहीद ही नहीं है। देश का नाम सारे विश्व में रोशन करने वाले वैज्ञानिक, खोलाड़ी, कवि और लेखक भी महान देशभक्तों की श्रेणी में आते हैं। ऐसे समाज सुधारकों, कलाकारों और समाज सेवकों के कार्यों से इतिहास भरा पड़ा है जिन्होंने देशकी उन्नति के लिये अपना सार जीवन लगा दिया। देशवासी उन्हें शतशत प्रणाम करते हैं। देश उनका सदैव ऋणी रहेगा। हमसब का परम कर्तव्य है कि अपने देश और देशवासियों की भलाई के विषय में चिन्तन करें। अपने देश की भ्रष्टाचार, गरीबी, और बेरोजगारी जैसी समस्याओं को समाप्त करने का प्रयास करें और देश के विरुद्ध कार्य करते वाली शक्तियोंका नाश करें।

“ जिसको न निज गौरव तु निज देश का अभिमान है। वह नर नहीं, नर पशु निरा है और मृतक समान है। ”

जिसव्यक्ति में देश-प्रेम की भावना का अभाव है और अपने देश व अपनी जाति की उन्नति करना धर्म नहीं समझता, उस मनुष्य का जीवन व्यर्थ है। जिस देशमां हम पैदा हुए हैं, जिसका अन्नखाकर हम पले हैं, उस के प्रति हमारा प्रेम होना स्वाभाविक है। मातृभूमितो माता के समान है। जिस प्रकार माता से हमारा अटूट प्रेम होता है उसीप्रकार अपने देश के प्रति हमारा प्रेम हमारा

प्रेम अटल होता है। इसीलिए वेद में कहा गया है “नमो मातृ भूम्यै, नमो मातृ भूम्यै” सचमुच माता और जन्मभूमि स्वर्ग से बढ़कर होती है। पुरुषोत्तम श्रीरामचंद्रजीने भी कहा हैं।

जननी जन्मभूमिश्च स्वर्गादपि गरीयसी।

मनुष्य ही नहीं वरन् चर-अचर, पशु-पक्षी सभी अपनी मातृभूमि से प्यार करते हैं। मैथिलीशरण गुप्त ने ठीक ही कहा है।

जो भरा नहीं है भावों से, बहती जिसमें रसधार नहीं। वह हृदय नहीं है पत्थर है, जिसमें स्वदेश का प्यार नहीं। देश प्रेमकी भावना से पूर्ण व्यक्ति ही देश की उन्नति में सहायक होते हैं। देश की मानमर्यादा की रक्षा के लिए वे अपना सर्वस्व बलिदान करने को तत्पर रहते हैं। देश की मर्यादा की रक्षा के लिए वे अपना सर्वस्व बलिदान करने को तत्पर रहते हैं किसी विद्वान् का कथन है।

जो व्यक्ति देश की सभी संस्थाओं से स्वभाविक प्रेम करता है, देश के रीति-रिवाजों से प्रेम करता है, देश में उत्पन्न हुई सभी वस्तुओं से स्नेह दिखाता है, देश की वेशभूषा को अपनाता और देश की भाषा की उन्नति करता है, वस्तुतः वही सच्चा देश भक्त है।

जो व्यक्ति देश की रक्षा और स्वतंत्रता के लिए तु देश में प्रचलित कुरीतियों को दूर करने के लिए अपना बलिदान दे सकता है जो व्यक्ति बाल-विवाह, अंधविश्वास, छुआछूत, स्वार्थ-सिद्धि और भाई-भतीजावाद को दूर करने का प्रयत्न करता है तु विधवा-विवाह और स्त्री-शिक्षा को समाज का आधार मानता है वह सच्चा देश भक्त है देश प्रेम ही देश की उन्नति का परम साधन है। जो मनुष्य अपना तन-मन-धन देश पर निछावर कर देता है वही सच्चादेश प्रेमी है। राष्ट्र के संकट के समय जो व्यक्ति चोर-बाजारी, रिश्वतखोरी या अन्य अनुचित साधनों द्वारा धन कमाते हैं वे देशद्रोही हैं ऐसे लोगों को कठोर सजा मिलनी चाहिए। राष्ट्रकवि माखनलाल चतुर्वेदीने पुष्प की अभिलाषा के रूप में अपी समर्पण भावना प्रकट करते हुए लिखा है।

चाह नहीं है सुरबाला के गहनों में मैं गूँथा जाऊँ, चाह नहीं प्रेमी माला में बिंध प्यारी को ललचाऊँ। चाह नहीं सम्राटो के शव पर हे हरि डाला जाऊँ। चाह नहीं देवों के सिर पर चर्दूँ भाग्य पर इठभाऊँ। मुझे तोड़ लेना वनमाली, उस पर देना तुम फेंक मातृभूमि हित शीश चढ़ाने जिस पथ जाते वीर अनेक।

आज हमारे देश की स्थिति बड़ी चिंताजनक है। हमारे पड़ोसी देश पाकिस्तान और चीनने अपनी गिद्ध-दृष्टि हमारे राष्ट्र की स्वतंत्रता और भूमि को हड़पने के लिए लगा रखी है। ऐसी स्थिति में हममें देश-प्रेम की भावना का होना नितान्त आवश्यक है। बिना इसके हम देश की अखंडता को अक्षुण्ण कैसे बनाए रख सकते हैं। हमें जयशंकर प्रसाद के ये शब्द सदैव याद रखने चाहिए :

जिएँ तो सदा इसी के लिए, यही अभिमान रहे, यह हर्ष। निछावर कर दें हम सर्वस्व, हमारा प्यार भारत वर्ष।

सच्ची देश भावना देश की सेवा जो कि केवल सैनिक के रूप में ही अपितु एक समान्य नागरिक भी देश कि सेवा ईमानदारी से काम कर, सही टैक्स अदाकर, एक अच्छा नागरिक बन कर भी कर सकते हैं।

शिक्षक कभी साधारण नहीं होता

Mr. Niru Vaghela
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आचार्य चाणक्य ने कहा - शिक्षक कभी भी साधारण नहीं होता है। प्रलय और निर्माण दोनों उसकी गोद में पलते हैं। वास्तव में तो शिक्षक न कल साधारण था, न आज साधारण है न कल साधारण होगा। क्योंकि शिक्षक एक मात्र व्यक्ति है जो मानव को साधारण से असाधारण बनाने की क्षमता रखता है। शिक्षक के रूप में द्रोण थे तो विश्व को अर्जुन की प्राप्ति हो गई। गुरुके रूप में हेमचन्द्राचार्य थे तो कुमारपाल की प्राप्ति हो गई।

शिक्षक ही नवसिखिए परिदे को बाज बनाता है
मिट्टी में से घडा बनाता है, कलम लेकर नया विश्व बनाता है
हर इतिहास का आधार बनाता है



यह ही ज्ञान विस्तार करता है। वही समझ शक्ति सिंचन करता है। वही भविष्य का निर्माण करता है। कोरे कागज को आकार देता है। शिक्षक ही मानव की ख्याति और प्रख्यायित है। शिक्षक अक्षर न होता तो आज कोई भी मानव ख्यात और प्रख्यात न होता।

समाज में बहुत से लोग शिक्षक को साब मामूली समझते हैं। कई बार अध्यापक को हल्के शब्द कहकर उर्ीर देते हैं। बडी हौट सिट पर बैठे लोग समझते हैं कि शिक्षक यानि आखिरी मंच का आदमी है। पर हकीकत में शिक्षक वो रामाज के शिखर पर बिराजमान उच्च कोटि का महामानव है। शिक्षक को कभी भी साधारण मत मानता।

आचार्य चाणक्य की बातों समझकर याद रखने की जरूरत है। क्योंकि शिष्य को संस्कार देकर सुसभ्य नागरिक बनाना वह आचार्य की जवाबदारी है। ऐसा महान उत्तरदायित्व गहन करते हैं। गुरुमनुष्य समाज के देवता समान हैं।

बस शिक्षक को पुरा मान दो, सम्मान दो, आदर दो।
एक नए आने वाले भारत का निर्माण करो।
शिक्षक वह भविष्य का निर्माता है।

शिक्षा ही सबसे
अच्छी मित्र है।
शिक्षित व्यक्ति हर
जगह सम्मान पाता है।
शिक्षा यौवन और
सौंदर्य को परागस्त
कर देती है चाणक्य...

THE INDIAN SOLDIER IS A ROLE MODEL FOR THE NATION



Ms. Aarti Rana
M. Com., M. Phil.
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SSCCM



A soldier is an unsung hero who is never talked about. He gives up his comfort and slumber for the nation to sleep soundly. An epitome of sacrifice, love and compassion; they live in dearth of comforts. They live a life full of hardships and obstacles. They deserve ultimate honor and respect for the service they render to the nation.

If only I could become a soldier one day, I would wear my nation's name as pride on my body. My uniform would instill patriotism in me. The day I become a soldier, I would make my parents and my mentors proud.

I will never let my nation being looked upon let my nation being looked upon by anybody and make it a priority to serve my nation. Come what may, I will not shirk away from my duty. My duty will be above all my personal issues. Uniform or no uniform, one can serve the nation in many ways. Even when I would be on a holiday, I would be ready to go down for my nation when it requires me to.

I want my country to celebrate each day as a festival. Even if it means laying my life down, I would be ready to do that. As a citizen of India, I would have used the resources, money and time that my motherland devoted on me.

It becomes my duty to repay her with utmost sacrifice for her protection. Whatever my future would have held for me, would be a gift of my country. No man with harmful intentions would set foot in my territory. They would have to go over my body before harming my country. I am highly grateful to my country for letting me take birth in this land of hermits.

Soldiers have to undergo rigorous mental and physical training to become a soldier fit for serving the nation. I am ready to train hard and serve my nation.

Physical training for becoming a soldier is a long period. It can range from about 8 months to 2 years depending on the regiment or unit the candidate aspires to join. Soldiers are allowed to see

their families during this period.

This trains them to do their chores on their own. Battling home sickness is another thing they are trained to do. I know a soldier's life is hard but the respect and honor I will get looks worth training. If I were ever to become a soldier, I would make sure that I contribute to my nation as much as I can. Even though I will miss my family, as I will be staying away from them, but it will all be worth it when I see their proud faces at the end.

CONCLUSION :

In times of natural disasters when armed forces are called upon to save the stranded citizens, I would volunteer my services for the nation. I would provide necessities to all my countrymen in times like these. I would work with my team mates in coherence and keep up the team spirits. During Naxalite or terrorists attack, whenever I am called upon for help, I would strategically take down the unsocial elements from the society.



National VOTERS' Day

Ms. Dharti Patel
M.B.A.



National Voters' Day or Rashtriya Matdata Diwas is celebrated on January 25 every year. The significance of National Voters' Day is to encourage more young voters to take part in the political process. It is a day to celebrate the right to vote and vibrant democracy of India. The day was first celebrated in 2011 to mark Election Commission's Foundation Day. This will be eighth National Voters' Day (NVD) and will be used to spread awareness among voters regarding effective participation in the electoral process.

To increase people's participation in the electoral process, the Election Commission of India adopted a Systematic Voters' Education and Electoral Participation strategy in 2009 and it got reflected in a range of policy initiatives, programmes and activities. National Voters Day” is celebrated in India on January 25 every year. The Government of India has decided to celebrate January 25 every year as 'National Voters' Day', in order to encourage young voters to take part in the political process of the Country. The main aim of this day is to create awareness and interest among the new voters, who have attained the age of 18 years, who were showing less interest in getting enrolled in the electoral rolls.

This initiative with the slogan “Proud to be a Voter – Ready to Vote” is expected to give the Youth a sense of Empowerment, Inspiration and Pride to exercise their franchise. Particularly the day, January 25th is selected as National Voters Day because; the Election Commission of India is formed on January 25th, 1950. The Election Commission of India is an autonomous, constitutionally established federal authority responsible for the electoral processes in India.

Through National Voters' Day, the Election Commission's objective is to increase enrolment of voters, especially of the newly eligible ones. The Election Commission of India is an autonomous constitutional authority responsible for administering election processes in the country and founded in 1950. It administers elections to the Lok Sabha, Rajya Sabha, state legislatures and the offices of the of the President and



NATIONAL VOTERS DAY

25 JANUARY

Foundation Day of
Election Commission of India



Vice President in India.

The National Voter's Day is celebrated every year at New Delhi in the presence of the Honorable President of India as the chief guest. In the celebration, welcome speech is read out to the gathering; various cultural events are organized such as dance and folk displays, music programs, poster making competitions, drawing competitions on various themes etc. For example, the 7th National Voter's Day was celebrated on 25th January, 2017 having President Pranab Mukherjee as the Chief Guest. It was celebrated in the National capital and drew a lot of participants, especially students. A drawing competition was also organized based on the theme 'Every vote counts'. There were many enthusiastic participants who took part in various events and showed their contribution and interest in country-building activities.





International Yoga Day

Ms. Kalpana Trivedi
(B.P.Ed.)
Physical Instructor



The idea of International Day of Yoga was first proposed by Prime Minister Narendra Modi during his speech at the UN General Assembly (UNGA), on September 27, 2014. Thereafter, a draft resolution on 'International Day of Yoga' was introduced by India's Ambassador to UN, Asoke Kumar Mukerji. The draft received support from 177 nations, the highest number of co-sponsors for any UNGA resolution. Thereafter, the United Nations proclaimed June 21 as the International Day of Yoga. On June 21, 2015, nearly 35,985 people, including PM Modi and dignitaries from 84 nations, performed 21 asanas (yoga postures) for 35 minutes in New Delhi.

Yoga is an ancient physical, mental and spiritual practice that originated in India. The word 'yoga' derives from Sanskrit and means to join or to unite, symbolizing the union of body and consciousness. Today it is practiced in various forms around the world and continues to grow in popularity.

"Yoga is an invaluable gift of India's ancient tradition. It embodies the unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with you" PM in UN General Assembly.

June 21 is the day of the Summer Solstice when the tilt of a planet's axis in the northern

hemisphere is most inclined toward the star that it orbits - in our case, the earth and the sun. June 21 is considered the longest day of the year with the sun rising early and setting late for the northern hemisphere. The summer solstice is also considered as an important day in Indian mythology as it marks an event that could be considered the start of Yogic science. When

people saw the Adi yogi, they flocked to him for enlightenment but left as he stayed unaware of their presence. Whereas, seven people stayed insistent to learn from him but Shiva refused to claim that a lot of preparation was to be done.

The seven people then sat determined through 84 years of sadhana, after which Shiva took notice of them as the sun was shifting from the northern to southern run which was the day of the Summer Solstice. It is said that he could no longer ignore them as they were overwhelming with knowledge. When the next full moon arose 28 days later, Adi yogi transformed himself into Adi Guru and started teaching the ways of the yogic science to his disciples. Now, you know the reason why Yoga is celebrated on June 21, every year.

International Yoga Day : Theme of every year



2015 : Yoga for Harmony and Peace



2016 : Connect the youth



2017 : Yoga for Health

2018 : Yoga for Peace



2019 : Yoga for Heart

Therefore, take a pledge this year and celebrate Yoga on the international Yoga Day.

Mr. Hitesh Bhoj
Student
B.A.Sem-II

“Go green and keep our planet clean.”

“Reusing plastic bags, choosing eco-friendly products, saving water are all things you can do to live in a greener way.”

“Living a greener lifestyle, conserving our resources and not polluting are all things we can do to go green and help keep the environment clean.”

“My hand's green, my whole body's green!”

“Think Green & Live green.”

“We're the green team, not the mean team.”

“Unite to make this planet green and clean.”

“Jump into the Green Scene.”

“A Green Planet Is Actually A Clean Planet.”

“Take a ride on the green side.”

“Going green means becoming richer.”

“Be a caring person and save the planet earth.”

“Welcome to the green team.”

“Get into the green scene.”

“Don't throw garbage on the ground or in the sea.
Keep it clean for you and me.”

“Trees do so much for us; this picture encourages everyone to plant one!”

“Don't be trashy – recycle!”

“Don't be awesome just being the lovers of the earth.”

“Being green is staying clean.”

“Time is the only thing we can't recycle.”

“By recycling, you can change tomorrow, today.”

“Go Green and Become Rich.”

“Going green and keeping the land clean,
keep the environment serene.”

“Being Green is Awesome.”

“Being Green is Mind Blowing.”

“Clean and Green Means No One is Lean.”

“Conduct dialogue for a green cause.”



“Earth needs you so do take care of it.”

“Kick the CO2 Habit and Go Green.”

“Live life cleaner by making Earth greener.”

“Walk away from the mean team and join the green team.”

“For happiness on earth just love it.”

“Pollution, cutting down our forests, animals going extinct makes me angry!”

“A green lifestyle is not only good for the planet; it is also good for your bank account since it saves money.”

“Green is for hope just as grey is for death.”

“Eco-friendly is not as deadly.”

“Save the earth and live longer.”

“Keep planting trees to save the earth.”

“It's easy being green

Reduce, Reuse, Recycle.”

“Keep earth green not grey.”



Top **INDIAN** Industrialist and their **SUCCESS** **MANTRAS**

Mr. Hardev Parmar
Student
S.Y.B.Com.

Who are the top Indian Industrialist billionaires? What are their success mantras and how it can be useful to me? Can I become billionaire Entrepreneur or Industrialist? If you are looking for answer of these questions you are at right place in this article we will share list of Top Indian Industrialist and their success mantras. We have number of Indian Industrialist who is billionaire but our list will focus only on industrialist who are self made or in other words industrialist who has become billionaire from scratch.

1

Dhirubhai Ambani
Reliance Industries

At Top we have ever green Dhirubhai Ambani Indian Business Tycoon and founder of Reliance group of Industries. He created history starting from scratch he built empire worth \$6.1 billion.

2

Lakshmi Mittal
Arcelor Mittal

Steel Man Lakshmi Mittal is one of the richest men in the world according to Forbs ranking. His company Arcelor mittal is largest steel producer in world.

3

Azim Premji
WIPRO

Azim Premji IT Man is the CEO of WIPRO, one of the largest software companies in India. According to Forbes he was the richest man in the country from 1999 to 2005.

4

Narayan Murthi - Infosys

Narayan Murthi is founder of Infosys. He started Infosys with initial capital of US\$250 in 1981. He converted Infosys from local company to global multinational. Today Infosys is number one IT Company of India.

5

Shiv Nadar - HCL

Shiv Nadar is an Indian industrialist and philanthropist. He is the founder and chairman of HCL.HCL is global multinational company in IT space.

Success Mantras of the Richest Industrialist BILLIONAIRES...



1. Start Small & Never Give up

The industrialists mentioned above are billionaire today, but they were not born that way most of them were grown in middle class family. They started small and grown up slowly.

They never give up that's why they are billionaire industrialist, they teach us that success doesn't happen overnight it is process and it takes time. Success mantra for you is start small and never giveup.

Dhirubhai Ambani always says **“Don't give up, courage is my conviction.”**

2. Focus

Another success mantra given by these industrialists is stay focus & don't diversify your effort. Lakshmi Mittal stayed focus on Steel manufacturing; Azim Premji ,Narayan Murthi & Shiv Nadar stay focused on Information Technology;

Point here is if you want to be successful as entrepreneurs don't diversify too much stay focus on one field.

3. Mission

Success mantra given by this industrialist is you must have clear mission for your business. Why you want to start business? Why do you want to become entrepreneur?

Strong mission was driving force behind their success. If you want to find success as an industrialist or a business owner; then you must have a strong business mission.

4. Efficiency & Productivity

Efficiency & productivity is synonyms of success. These industrialists have made constant effort to enhance their efficiency and productivity. They were instrumental not only to enhance efficiency and productivity of their employees but also for process. Success mantra here is be efficient and remain productive.

“If you work with determination and with perfection, success will follow.”

5. Believe in your Dream

All these industrialists are visionary leaders. They have clear vision and plan to reach their. Success mantra here is believe in your dream and make plan to reach their.

It reminds me famous quote of Dhirubhai Ambani – “For those who dare to dream, there is a whole world to win!”

At last I would like to say that you can replicate success mantra given here and become successful industrialist.

Ms. Tanaaz Hirani

Student
T.Y. B.Com.

TECHNOCRATS OF INDIA



Azim Premji

CEO & Founder of WIPRO

About Azim Premji

Born on 24 July 1945, Azim Premji is one of the instantly recognizable faces in the Indian business industry. Apart from being a business tycoon, he is the Chairman of Wipro and a well-known philanthropist. He is also unofficially regarded as the Czar of the information technology industry of India. Ever since its inception, Wipro – under Premji's capable guidance and leadership – has kept growing and diversifying and is right now held as

one of the leading companies in its domain in the country. Premji was also supposedly the wealthiest person in the country in the six-year span of 1999 through 2005 according to Forbes.

The same globally-revered magazine also states that as of 2015, he is the fourth richest in India and 61st across the world. As of 2014, his personal wealth totalled to 16.4 billion. His personal net worth was estimated at 19.1 billion dollars in March 2015. During 2010, he was voted in Asia Week as one of the 20 most powerful men in the continent. TIME Magazine has twice enlisted him among the most influential 100 people in the world – first in 2004 and then in 2011. Premji holds 75% of the shares of his company, besides owning a private equity fund named Premjiinvest. Premjiinvest is responsible for managing the personal investment portfolio of Premji, which is estimated to be worth a billion dollars.

Azim Premji's Family

Azim Premji was born in Mumbai on 24 July 1945. He is a Gujarati Muslim and his family is originally from Kutch. His father Mohamed Hashem Premji was a famous businessman in his time and was also referred to as the 'Rice King of Burma'. When India was partitioned, Muhammad Ali Jinnah – the founding father of Pakistan – had invited Premji's father to stay over there. However, this request was turned down by Mohamed Premji. Azim Premji is married to Yasmeen Premji and they have two sons – Tariq and Rishad. Rishad is currently working as the Chief Strategy Officer for the IT business activities of Wipro.

Education of Azim Premji

Azim Premji obtained a Bachelor of Science in Electrical Engineering from Stanford University. This is almost equal in importance to a graduate degree in engineering in India.



Azim Premji's Career

Premji's career started in 1966 when he had to cut short his education at Stanford University upon receiving the news of his father's demise and come back home to take charge of his father's company, which had been started in 1945. At that time, Wipro was working out of a small town in Maharashtra named Amalner and dealt in Sunflower Vanaspati, a cooking oil brand, and 787, a laundry soap that was the byproduct of cooking oil production.

Premji managed to diversify the company's offerings by starting the production of bakery fat, various kinds of lights and related products, toiletries made from locally available ingredients, hydraulic cylinders, hair care soaps and toiletries for babies. Thanks to his visionary capabilities, he was able to understand the potential of information technology in the 1980s.

At that time, there was a significant gap in the IT market in India when IBM was shown the door. So, Premji changed the name of his company to Wipro and started to make microcomputers so as to gain entry into the sector for high technology products. In this project, he collaborated with Sentinel Computer Corporation, an American organization. Very soon, he made a complete shift from fast moving consumer goods to the technology industry.

NGOs and Foundations Opened by Azim Premji

The life and times of Azim Premji are testament to the fact that he believes in giving back to the society in a meaningful manner and help it go ahead. In that vein, he has opened a number of charitable institutions and NGOs over the years. He has also taken part in some key charitable initiatives.



Narayan Murthy - Founder of Infosys

Narayana Murthy's Personal Background

N. R. Narayana Murthy was born in a 'Kannada Madhwa Brahmin' family in Mysore. He has eight brothers and a sister. Murthy's father was a school teacher. Narayana was born into a middle class family in Mysore. Since his father was a high-school teacher, the financial conditions of the family were not that good.

Narayana attended a government school and pursued his B.E degree from the University of Mysore and masters from IIT, Kanpur. Narayana is married to Sudha Murthy, who too is an engineer, an Indian social worker and an accomplished author.

Narayana's wife being a philanthropist, he too believes in philanthropy. Murthy comes across as a very social and friendly man. He always raises his voice for various social issues in the country such as elections, unemployment, poverty etc. He is a cooperative and a good natured person and manages his company quite well. The recent news of him quitting Infosys has been keeping him in the headlines.

Narayana Murthy's Career

Narayana started his career as a chief system programmer at IIM Ahmedabad where he implemented the BASIC interpreter for ECIL (Electronics Corporation of India Limited). Later, he joined Patni Computer Systems,



Pune. Prior to moving to Mumbai, he met his wife, Sudha, who too was an engineer.

- In 1981, Narayana founded Infosys with six people with an initial capital of US\$250, the maximum share of which was borrowed from his wife. Narayana served as the CEO of Infosys for 21 years, and later was succeeded by co-founder Nandan Nilekani in March 2002.
- Infosys became the first company to be listed in NASDAQ, in 1991.
- In 1996, it started its office in Europe, Milton Keynes, UK.
- In 2002, it was selected as the “The India's Most Respected Company” by the Business World Survey.

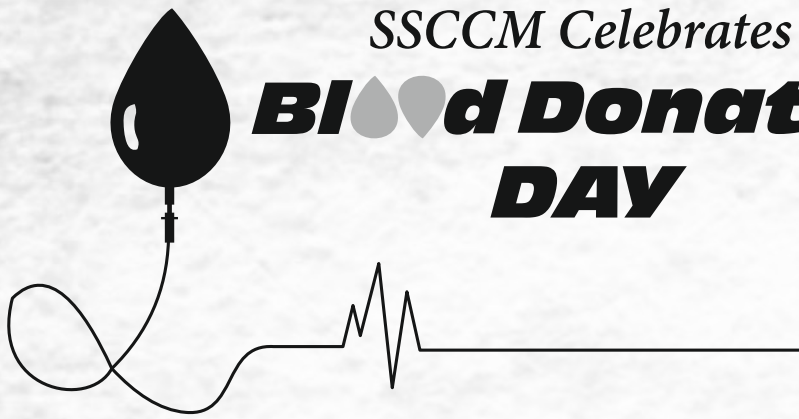
The couples are parents to two children, Rohan and Akshata. His son, Rohan is engaged to Lakshmi Venu, daughter of Venu Srinivasan of TVS motors, and his daughter Akshata is married to Rishi Sunak.

Awards and Achievements won by Narayan Murthy

Being the 33rd richest man in India, he has a net worth of US \$1.8 Billion. He has won a number of awards, following are some of them:

- The Asiaweek magazine counted him in the 50 top most powerful men in the year 2000.
- He was honored with the Padma shree award by the President of India.
- In 2001, he was awarded the Wharton school's Dean Medal, University of Pennsylvania.
- Narayana was also honored with the title 'Asia's Businessman of the year' by Fortune magazine in 2003.
- In 2008 he was honored with the Padma Vibhushan by the President of India.
- He is associated with important and prestigious organizations. He is the member of the Board of Directors of INSEAD, the Board of Oversees of the Wharton School Of the University of Pennsylvania, the Board of Members of School of Management at Asian Institute of Technology.
- He also serves as a Director of the Central Board of the Reserve Bank of India.





SSCCM Celebrates
**Blood Donation
 DAY**

Ms. Bina Pathak
 LL. B



World Blood Donor Day

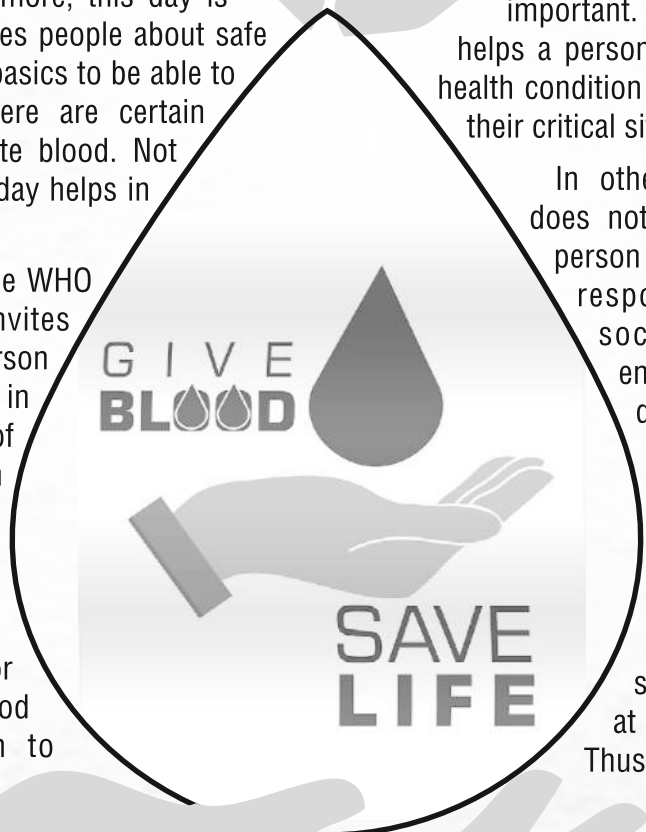
In order to raise awareness about this life-saving procedure, the world observes 14th June as Blood Donor Day. It promotes blood donation and urges people to save lives by donating blood. Furthermore, this day is quite an important day as it makes people aware about safe blood. People need to know the basics to be able to donate blood. For instance, there are certain criteria one must fulfill to donate blood. Not everyone knows that. Thus, this day helps in doing so.

Most importantly, on this day, the WHO organizes a campaign that invites people to donate blood. A person eligible to donate blood must fall in the age bracket of 17-66 years of age. They must weigh more than 50 kgs and have sound health. People suffering from diseases like diabetes, hypertension and more cannot donate blood. Therefore, on World Blood Donor Day, they also appreciate blood donors for their contribution to making the world a better place.

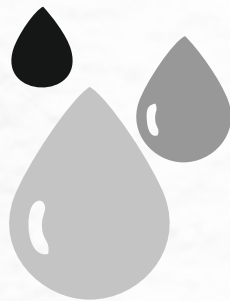
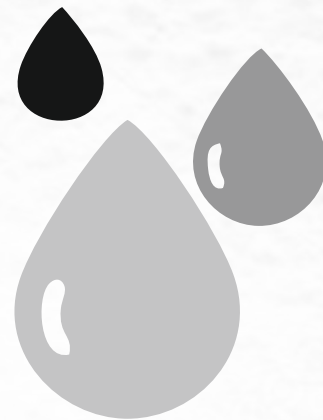
Benefits of Blood Donation

As we all know by now, blood donation has a lot of benefits. Why a person requires blood has various reasons. It may be an illness or also an accident, nonetheless, it is important. The blood that we donate helps a person in need. It enhances their health condition and makes them overcome their critical situation.

In other words, blood donation does not simply help that specific person but also contributes to a responsible gesture towards society. Moreover, it also enhances the health of the donor. As the cell depletion allows a way for production, not new cells that freshen our body system. Furthermore, it also revitalizes our body for better health. Next up, a single blood donation helps at least three people in need. Thus, imagine how one donation can make a difference in so many people's lives.



Well the first question should be how much time does it takes to regenerate the blood which you have donated just. Now it just takes few hours to regenerate the blood which you have donated and after donating the blood it is recommended that you should have something healthy or something which can provide you some vitamins so doctors always prefer to consume some kind of fruits or biscuits which has some vitamins in your body. There is nothing to be afraid that if you donate the blood and what will happen if something went wrong you should always donate the blood at the genuine places where the doctors are aware of the way you are donating the blood which provide us safety zone for you also that the blood is going in the right direction.



Remember that the greatest
crime is to compromise with injustice and wrong.

Subhash Chandra Bose



Dr. Haresh D. Vaghamsi
M.A. (Psychology)

ભારતીય સ્વાતંત્ર્ય સંગ્રામના અગ્રણી નેતા સુભાષચંદ્ર બોઝ

સુભાષચંદ્ર બોઝ (બંગાળી : સુભાષચંદ્ર બોઝ (૨૩ જાન્યુઆરી ૧૮૯૭-૧૮ ઓગષ્ટ ૧૯૪૫) જે નેતાજીના હુલામણા નામથી પણ જાણીતા છે, તે ભારતીય સ્વાતંત્ર્ય સંગ્રામના અગ્રણી નેતા હતા, બીજા વિશ્વયુદ્ધ દરમિયાન, અંગ્રેજોની વિરુદ્ધ લડવા માટે તેમણે જાપાનની સહાયતાથી આઝાદ હિન્દ ફોજની રચના કરી હતી. તેમના દ્વારા આપવામાં આવેલ જય હિન્દ નું સુત્ર ભારતનું રાષ્ટ્રીય સુત્ર બની ગયું છે. ૧૯૪૪માં અમેરીકી પત્રકાર લુઈ ફિશર સાથે વાત કરતાં મહાત્મા ગાંધીએ નેતાજીને દેશભક્તોના પણ દેશભક્ત કહી નવાજ્યા હતા. નેતાજી નું યોગદાન અને પ્રભાવ એટલો મહાન હતો કે એવું કહેવામાં આવે છે કે જો તે સમયે નેતાજી ભારતમાં હોત તો કદાચ ભારત એક સંઘ રાષ્ટ્ર બન્યું હોત અને ભારતનું વિભાજન થયું ન હોત. સ્વયં ગાંધીજી એ પણ આ વાતનો સ્વીકાર કર્યો હતો.

જન્મ અને કૌટુંબિક જીવન :

નેતાજી સુભાષચંદ્ર બોઝનો જન્મ જાન્યુઆરી ૨૩ના રોજ ઓરિસ્સાના કટક શહેરમાં થયો હતો તેમના પિતાનું નામ જાનકીનાથ બોઝ અને માતાનું નામ પ્રભાવતી હતું જાનકીનાથ બોઝ કટક શહેરના પ્રખ્યાત વકીલ હતા પહેલ તે સરકારી વકીલ હતા, પરંતુ પછી તેમણે પોતાની વકીલાત શરૂ કરી હતી એમણે કટકની મહાપાલિકામાં લાંબા સમય સુધી કામ કર્યું હતું અને તે બંગાળ વિધાન સભાના સભ્ય પણ રહ્યાં હતા. અંગ્રેજ સરકારે તેમને રાયબહાદુરનો ખિતાબ આપ્યો હતો.

પ્રભાવતી દેવીના પિતાનું નામ ગંગાનારાયણ દત્ત હતું દત્ત પરિવારને કોલકાતાનું એક કુલીન પરિવાર માનવામાં આવતું હતું પ્રભાવતી અને જાનકીનાથ બોઝને કુલ ૧૪ સંતાનો હતાં જેમા ૬ છોકરીઓ અને ૮ છોકરાઓ હતા. સુભાષચંદ્ર એમનું નવમું સંતાન અને પાંચમા પુત્ર હતા પોતાના બધા ભાઈઓ માંથી સુભાષને સૌથી વધારે શરદચંદ્ર સાથે લગાવ હતો શરદ બાબૂ પ્રભાવતી અને જાનકીનાથના બીજા પુત્ર હતા. સુભાષ તેમને મેજદા કહેતા હતા. શરદબાબૂની પત્નીનું નામ વિભાવતી હતું.

અભ્યાસ અને છાત્ર જીવન :

બાળપણમાં, સુભાષચંદ્ર બોઝ કટકમાં રેવેન્શો કોલેજિએટ હાઈસ્કૂલ નામની પાઠશાળામાં ભણતાં હતાં. આ પાઠશાળામાં તેમના શિક્ષકનું નામ

વેણીમાધવ દાસ હતું. વેણીમાધવદાસ એમનાં છાત્રોમાં દેશભક્તિની આગ ભડકાવતા હતા. એમણે સુભાષચંદ્ર બોઝમાં અંદરની સુપ્ત દેશભક્તિ જાગૃત કરી.

૨૫ વર્ષની ઉંમરમાં સુભાષચંદ્ર બોઝ ગુરૂની શોધ માં ઘર થી ભાગી હિમાલય ચાલ્યાં ગયા હતાં, પણ ગુરૂ ની તેમની આ શોધ અસફળ રહી પણ સ્વામી વિવેકાનંદ નું સાહિત્ય વાંચી સુભાષચંદ્ર બોઝ તેમના શિષ્ય બની ગયા હતા. મહાવિદ્યાલયમાં અભ્યાસ કરતા સમયે જ અન્યાય વિરુદ્ધ આવાજ ઉપાડવાની તેમની પ્રવૃત્તિ દેખાતી હતી. કોલકાતાની પ્રેસિડેન્સી કોલેજના અંગ્રેજ પ્રાધ્યાપક ઓટેન નું ભારતીય વિદ્યાર્થીઓ સાથે વ્યવહાર ઠીક ન રહેતું આ માટે સુભાષચંદ્ર બોઝ નેતૃત્વમાં મહાવિદ્યાલય માં હડતાલ કરાઈ હતી ૧૯૨૧ માં ઈંગ્લેંડ જઈ સુભાષચંદ્ર બોઝ ભારતીય સિવિલ સેવાની પરીક્ષા માં સફલ રહ્યાં. પણ તેમણે અંગ્રેજ સરકારની સેવા કરવાનો ઈન્કાર કર્યો અને રાજીનામું આપી તેઓ પાછા ભારત આવી ગયાં.

કારાવાસ :

તેમના સાર્વજનિક જીવન માં સુભાષબાબુ એ કુલ અગિયાર બાર વરસ કારાવાસ માં કાઢ્યાં. સહુથી પહેલા તેમણે ૧૯૨૧ માં ૬ મહિના માટે કારાવાસ થયો. ૧૯૨૫ ગોપીનાથ સાહા નામના એક ક્રાંતિકારી કોલકાતાના પોલીસ અધિક્ષક ચાર્લ્સ ટેગાર્ટ ને મારવા માંગતા હતાં. તેમણે ભૂલથી અર્નેસ્ટ ડે નામના એક વ્યાપારીને મારી નાખ્યાં. આ માટે તેમને ફાંસીની સજા દેવાઈ ગોપીનાથ ને ફાંસી થયા બાદ સુભાષબાબુ જોર થી રડ્યાં. તેમણે ગોપીનાથ નું શબ મંગાવી તેનું અંતીમ સંસ્કાર કર્યું. આથી અંગ્રેજ સરકારે એવું નિષ્કર્ષ કર્યું કે સુભાષબાબુ જવલંત ક્રાંતિકારકો સાથે માત્ર સંબંધ જ નથી રાખતાં. પણ તેઓ જ તે ક્રાંતિકારીઓ નું સ્ફુર્તિસ્થાન છે. આ બહાને અંગ્રેજ સરકારે સુભાષબાબુ ને ગિરફતાર કર્યાં અને વગર કોઈ મુકદમો ચલાવી તેમને અનિશ્ચિત કાલખંડ માટે મ્યાનમારની મંડાલે કારાગૃહમાં બંદી બનાવ્યાં. ૫ નવેમ્બર, ૧૯૨૫ તે દિવસે, દેશબંધૂ માંડાલે કારાગૃહ માં રહેતા સમયે સુભાષબાબુની તબિયત બહુત ખરાબ થઈ ગઈ. તેમને ટી.બી. થઈ ગયો. પરંતુ અંગ્રેજ સરકારે તો પણ તેમને છોડવાનો ઈન્કાર કરી દીધો. સરકારે તેમને છોડી મુકવા માટે એ શરત રાખી કે તેઓ ઈલાજ માટે યુરોપ ચાલ્યાં જાય. પણ સરકારે એ તો સ્પષ્ટ ન કર્યું કે ઈલાજ બાદ તેઓ ભારત ક્યારે પાછા ફરી શકે એટલા માટે સુભાષબાબુ એ આ શરત ન સ્વીકારી છેવટે પરિસ્થિતિ એટલી કઠોર થઈ ગઈ કે તેઓ

કદાચ કારાવાસમાં જ મૃત્યુ પામત અંગ્રેજ સરકાર આ ખતરો પણ ઉપાડવા માંગતી ન હતી, કે સુભાષબાબુનું કારાગૃહમાં મૃત્યુ થઈ જાય એટલા માટે સરકારે તેમને છોડી મૂક્યાં. પછી સુભાષબાબુ ઈલાજ માટે ડેલહાઉઝી ચાલ્યા ગયા.

૧૯૩૦માં સુભાષબાબુ કારાવાસમાં હતાં ત્યારે તેમને કોલકતા ના મહાપૌર મેયર તરીકે ચુંટી લેવામાં આવ્યાં એટલા માટે સરકાર તેમને મુક્ત કરવા મજબૂર થઈ ગઈ. ૧૯૨૩માં સુભાષબાબુ ને ફરી કારાવાસ થયો. આ વખતે તેમને અલમોડા જેલમાં રખાયા ગયા. અલમોડા જેલમાં તેમની તબીયત ફરી નાતંદુરસ્ત થઈ ગઈ. વૈદકીય સલાહ પર સુભાષબાબુ આ વખતે ઈલાજ માટે યુરોપ જવા રાજી થઈ ગયા.

ફોરવર્ડ બ્લોકની સ્થાપના :

૩ મે, ૧૯૩૯ના દિવસે સુભાષબાબુ એ કોંગ્રેસના અંતર્ગત ફોરવર્ડ બ્લોકના નામથી પોતાની પાર્ટીની સ્થાપના કરી થોડા દિવસ પછી સુભાષબાબુ ને કોંગ્રેસ માંથી નિકાળી દેવામાં આવ્યા. ફોરવર્ડ બ્લોક એની મેળે એક સ્વતંત્ર પાર્ટી બની ગઈ દ્વિતીય વિશ્વયુદ્ધ શરૂઆત થવાના પહેલે થી જ ફોરવર્ડ બ્લોકનો સ્વતંત્રતા સંગ્રામ વધારે જલ્દી કરવા માટે જન જાગૃતી શરૂ કરી એટલા માટે અંગ્રેજ સરકાર એ સુભાષબાબુ સહિત ફોરવર્ડ બ્લોકના બધા મુખ્ય નેતાઓને કેદ કરી દીધા. દ્વિતીય વિશ્વયુદ્ધ દરમ્યાન સુભાષબાબુ જેલમાં નિષ્ક્રિય થવા ન માંગતાં હતા. સરકાર એ એમને છોડી દેવા પર મજબૂત કરવા માટે સુભાષબાબુ ને જેલમાં અમરણ ઉપાધધણ શરૂ કરી દીધા ત્યારે સરકારે જેલ માંથી છોડી દીધા પણ અંગ્રેજ સરકાર આમ ઈચ્છતી ન હતી કે સુભાષબાબુ યુદ્ધના દરમ્યાન છુટા થાય એટલે સરકારે તેમને તેમના જ ઘરમાં નજરકેદ કરી ને રાખ્યા.

નજરકેદથી પલાયન

નજરકેદથી છુટવા માટે સુભાષબાબુ એ એક યોજના બનાવી ૧૬ જાન્યુઆરી, ૧૯૪૧ના રોજ તેમણે પઠાણનો વેઈ ધારણ કરીને મહમદ ઝીયાઉદ્દીનના નામથી પોલીસને છેતરીને પોતાના ઘરેથી ભાગી છુટ્યા શરદબાબુના મોટા પુત્ર શિશિરએ તેમને પોતાની ગાડીમાં ગોમોહક સુધી પહોચાડ્યા ગોમોહ રેલ્વે સ્ટેશનથી ફ્રન્ટીયર મેલ વાંચીને તેઓ પેશાવર પહોચ્યા. પેશાવરમાં તેઓને ફોરવર્ડ બ્લોકના એક સરકારી મિયા અકબર શહ મળ્યા. મિયા અકબર શહએ તેઓની મુલાકાત કીર્તિ કિશાન પાર્ટીના ભગતરામ તલવાર સાથે કરાવી ભગત તલવારની સાથે સુભાષબાબુ પેશાવરથી અફઘાનિસ્તાનની રાજધાની કાબુલ તરફ નીકળી પડ્યા. આ સફરમાં ભગતરામ તલવાર રહમતખાન નામના પઠાણ અને સુભાષબાબુ એના બહેરા-મૂંગા કાકા બન્યા હતા. પહાડોમાં પગપાળા ચાલતા તેમણે આ સફર પૂર્ણ કરી.

કાબુલમાં સુભાષબાબુ બે મહિના સુધી ઉત્તમચંદ મલ્હોત્રા નામના એક ભારતીય વેપારીને ત્યાં રહ્યાં ત્યાં તેઓએ રૂસી વકીલાતમાં પ્રવેઈ મેળવવા ઈચ્છતા હતા. પરંતુ તેઓ નાકામિયાબ થયા, તેથી તેઓએ જર્મન અને ઈટાલીયન વકીલાતોમાં પ્રવેશ મેળવવાની કોશિશ કરી જેમાં તેઓ ઈટાલીયન વકીલાતમાં પ્રવેશ મેળવવામાં સફળ થયા. આખરે ઓલ્દો માત્સુતા નામના ઈટાલીયન વ્યક્તિ બનીને કાબુલથી રેલ્વે દ્વારા રાજધાની

મોસ્કોથી જર્મનીની રાજધાની બર્લિન પહોચ્યા.

ખોવાઈ જવું અને મૃત્યુની ખબર

દ્વિતીય વિશ્વયુદ્ધ માં જાપાનની હાર પછી નેતાજી ને નવો રસ્તો શોધવો જરૂરી હતો. તેમણે રૂસ પાસે સહાયતા લેવાનો નિશ્ચય કર્યો હતો. ૧૯૪૦ ગોષ્ટ ૧૯૪૫ ના રોજ નેતાજી હવાઈ જહાજ થી માંચુરિયા તરફ જઈ રહ્યા હતા. આ સફર દરમિયાન તેઓ લાપતા થઈ ગયા. ત્યાર બાદ તેઓ કોઈ ને ક્યારેય નજર ન આવ્યા. ૨૩ ઓગષ્ટ ૧૯૪૫ના રોજ જાપાનની દોમેઈ ખબર સંસ્થા એ દુનિયા ને ખબર આપી, કે ૧૯ ઓગષ્ટ ૧૯૪૫ના રોજ, નેતાજી નું હવાઈ જહાજ તાઈવાન ની ભૂમિ પર દુર્ઘટના ગ્રસ્ત હવાઈ જહાજમાં નેતાજીની સાથે એમના સહકારી કર્નલ હબિબૂર રહમાન હતા. એમણે નેતાજીને બચાવવાનો પ્રયત્ન કર્યો. પણ નેતાજીની અસ્થીઓને જાપાનની રાજધાની તોકિયોમાં રેનકોજી નામક બૌદ્ધ મંદિરમાં રાખવામાં આવી.

સ્વતંત્રતા પશ્ચાત ભારત સરકારએ આ ઘટનાની તપાસ કરવા હેતું. ૧૯૫૬ અને ૧૯૭૭માં બે વાર એક આ યોગને નિયુક્ત કરાયો. બંને વખત એ નતિજો નીકળ્યો કે નેતાજી એ વિમાન દુર્ઘટના માંજ મારી ગયા હતાં. પણ જે તાઈવાનની ભૂમિ પર દુર્ઘટના થવાની ખબર હતી એ તાઈવાન દેશની સરકાર પાસેથી તો. આ બંને આયોગોની વાત જ ન હતી કરેલી.

૧૯૯૯ મનોજકુમાર મુખર્જીના નેતૃત્વમાં ત્રીજો આયોગ બનાવવામાં આવ્યું ૨૦૦૫માં તાઈવાન સરકાર એ મુખર્જી આ યોગને બતાવી દીધું કે ૧૯૪૫માં તાઈવાનની ભૂમિ પર કોઈ હવાઈ જહાજ દુર્ઘટનાગ્રસ્ત થયો ન હતો. ૨૦૦૫માં મુખર્જી આયોગે ભારત સરકારને પોતાની રિપોર્ટ પેશ કરી, જેમાં એમને કહ્યું કે નેતાજીની મૃત્યુ એ વિમાન દુર્ઘટનામાં થવાનો કોઈ સબૂત નથી પણ ભારત સરકારએ મુખર્જી આયોગની રિપોર્ટનો અસ્વીકાર કરી દીધો. ૧૯ અક્ષસ્ત, ૧૯૪૫ના દિન તેનાજી ક્યાં લાપતા થઈ ગયા અને એમનું આગળ શું થયું. આ ભારતના ઈતિહાસનો સૌથી મોટો અનુત્તરીત રહસ્ય બની ગયો છે.



Sudha Murthy

The Founder of Infosys & a Writer

Ms. Urvashi Vaja
Student
B.A. Sem-II

Sudha Murthy (also spelled Murty; née Kulkarni on 19 August 1950) is an Indian social worker and writer in Kannada and English. Murthy began her professional career as a computer scientist and engineer. She is the chairperson of the Infosys Foundation and a member of public health care initiatives of the Gates Foundation. She has founded several orphanages, participated in rural development efforts, supported the movement to provide all Karnataka government schools with computer and library facilities, and established the 'The Murty Classical Library of India' at Harvard University. Murthy initiated a bold move to introduce computer and library facilities in all schools in Karnataka & taught computer science. She got best teacher award in 1995 from Rotary Club at Bangalore. Murthy is best known for her social work and her plethora of stories. *Dollar Sose* (English: *Dollar Daughter-in-Law*), a novel originally authored by her in Kannada and later translated into English as *Dollar Bahu*, was adapted as a televised dramatic series by Zee TV in 2001. Murthy has also acted in Marathi film *Pitruroon* and Kannada film *Prarthana*.

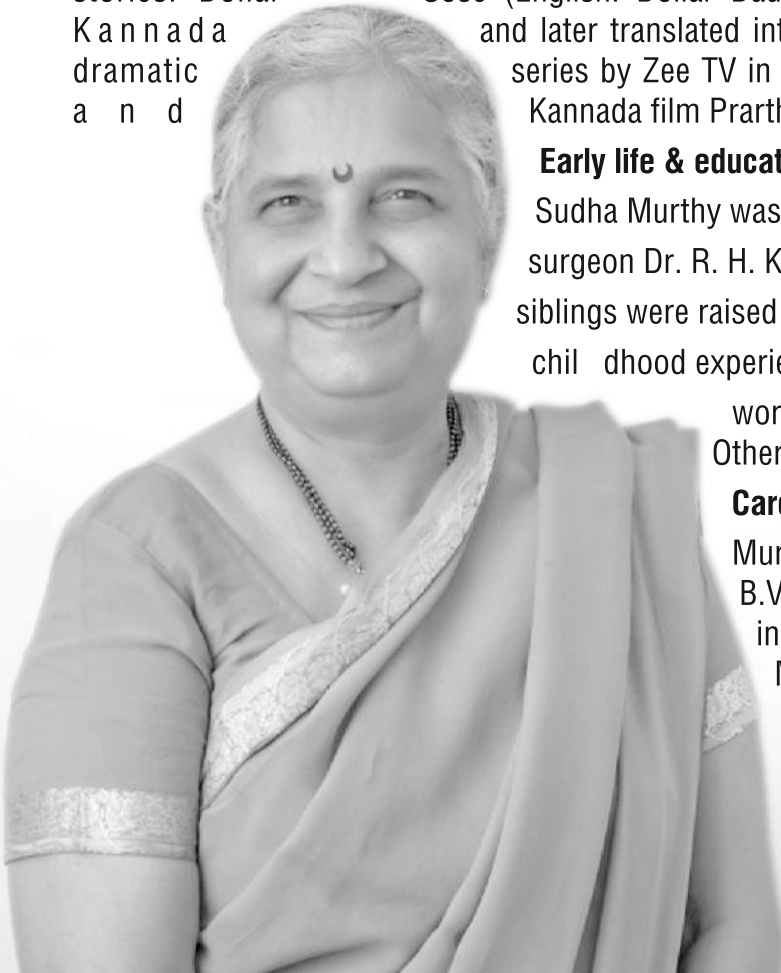
Early life & education :

Sudha Murthy was born in Shiggaon in Karnataka, India, the daughter of surgeon Dr. R. H. Kulkarni and his wife Vimala Kulkarni. She and her siblings were raised by her parents and maternal grandparents. These childhood experiences form the historical basis for her first notable

work entitled *How I Taught my Grandmother to Read & Other Stories*.

Career :

Murthy completed a B.E. in Electrical Engineering from the B.V.B. College of Engineering & Technology, standing first in her class and receiving a gold medal from the Chief Minister of Karnataka. Murthy completed M.E. in Computer Science from the Indian Institute of Science, standing first in her class and receiving a gold medal from the Indian Institute of Engineers. Murthy became the first female engineer hired at India's largest auto manufacturer TATA Engineering and Locomotive Company (TELCO). Murthy joined the company as a



Development Engineer in Pune and then worked in Mumbai & Jamshedpur as well. Murthy had written a postcard to the company's Chairman complaining of the "men only" gender bias at TELCO. As a result, she was granted a special interview and hired immediately. She later joined Walchand Group of Industries at Pune as Senior Systems Analyst.

In 1996, she started Infosys Foundation & till date has been the Trustee of Infosys Foundation and a Visiting Professor at the PG Center of Bangalore University. She also taught at Christ College. She has written and published many books, of which two are travelogues, two technical books, six novels and three educative books.

Two institutions of higher learning, the H.R. Kadim Diwan Building housing the Computer Science & Engineering (CSE) department at IIT Kanpur and the Narayan Rao Melgiri Memorial National Law Library at NLSIU, were both endowed and inaugurated by the Infosys Foundation.

• Personal life

Sudha Murthy met N.R. Narayana Murthy while employed as an engineer at TELCO in Pune, and they two married. The couple, Sudha and Narayana Murthy have two kids, Akshata and Rohan. Her daughter Akshata married Rishi Sunak, her batch mate from Stanford, a British citizen with Indian roots. He partners a hedge-fund involved in charity in the UK.

Murthy said in her interview at filmfare, "I have 500 DVDs that I watch in my home theatre. I see a film in totality – its direction, editing... all aspects. People know me as a social worker, as an author... but no one knows me as a movie buff. That's why I am glad to do this interview with Filmfare". The cineaste, who even went to the extent of watching 365 films in 365 days confides, "I could have actually become a film journalist. I never get bored of movies!"

In an installation ceremony of chairpersons of Ficci Ladies Organisation (FLO), Murthy said the advice she got from J.R.D. Tata when she left her job to assist her husband Narayana Murthy to startup company Infosys which changed her life. He told her to remember that no one was owner of money. "You are only trustee of money and it always changes hands. When you are successful, give it back to society that gave you so much goodwill".

• Social activity

Murthy's social work covers the healthcare, education, empowerment of women, public hygiene, art and culture, and poverty alleviation at the grassroots level. Her vision of a library for each school has resulted in the setting up of 50,000 libraries so far. She is helping out rural areas by building 10,000 public toilets and several hundred toilets in the city of Bangalore. Infosys Foundation is a public charitable trust founded in 1996 and Murthy is one of the trustees. Through Foundation she has built 2,300 houses in the flood affected areas. She even used the Infosys Foundation to build schools for girls. She has handled national natural disasters like tsunami in Tamil Nadu and Andaman, earthquake in Kutch – Gujarat, hurricane and floods in Orissa, Andhra Pradesh and drought in Karnataka and Maharashtra. The Government of Karnataka awarded her the prestigious literary award, the 'Attimabbe Award' –for her literary work for the year 2011–12.

• Indian writing in English

The eminent bilingual writer of Kannada and English books, Sudha Murthy is famous for her philanthropic activities and is the chairperson of Infosys Foundation. She was a keen academician since childhood and became the first female engineer to be hired in TELCO, India's largest automobile manufacturer. With an aim to empower as many women as possible, Murthy's indefatigable efforts to spread awareness about rural hygiene, education, cleanliness have been recognized worldwide and appreciated. Sudha Murthy is a prolific writer of numerous books. Her books have been translated into all the major Indian languages and have been sold all over the country. She was the recipient of the R.K. Narayan Award for Literature and the Padma Shri in 2006. She has published several books that espouse

her philosophical views on charity, hospitality, normal life and self-realization through fictional and non-fictional narratives. "How I Taught My Grandmother to Read" is one her most celebrated works, with the title story been translated to more than 15 languages. Some other noteworthy works by Sudha Murthy are "Mahashweta", "Dollar Bahu", "The Day I Stopped Drinking Milk", "The Mother I Never Knew", "Gently Falls the Bakula", "House of Cards", among others.

AS AN AUTHOR

Award winning author and Padma Shri, Sudha Murthy's latest book, *The Upside Down King*, is a collection of stories of Ram and Krishna — two most popular avatars of Vishnu. This is the third book in her series of books that focus on the untold stories in Indian mythology, the other two being — *The Serpent's Revenge: Unusual Tales from the Mahabharata* and *The Man from the Egg: Unusual Tales about the Trinity*. In an interaction, the prolific writer, who launched her book at the Crossword Bookstores in Mumbai, who is also a philanthropist (she is the chairperson of the Infosys Foundation that supports education, healthcare, rural development, etc) spoke about mythology as a genre, writing for children and why she aspired to be a film journalist.

“ The beauty of a person lies in simplicity and confidece; so live life for yourself and not for others ”



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to be
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RESPONSIBILITY
of a
LEADER

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and **TIMING** is
crucial to achieve
any **GOAL**

IDENTIFY
your **LIMITATION**
on
TIME and **WORK**
on it

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practical
APPROACH.

OBSTACLES
will be
there but they must
be **OVERCOME** by
applying common
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Swachh Bharat Abhiyan

Ms. Shreya Shah
Student
SY. BBA

The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India. Shri Narendra Modi led a cleanliness pledge at India Gate, which about thirty lakh government employees across the country joined. He also flagged off a walkathon at Rajpath and surprised people by joining in not just for a token few steps, but marching with the participants for a long way.



While leading the mass movement for cleanliness, the Prime Minister exhorted people to fulfil Mahatma Gandhi's dream of a clean and hygienic India. Shri Narendra Modi himself initiated the cleanliness drive at Mandir Marg Police Station. Picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, the Prime Minister said people should neither litter, nor let others litter. He gave the mantra of 'Na gandagi karenge, Na karne denge.' Shri Narendra Modi also invited nine people to join the cleanliness drive and requested

each of them to draw nine more into the initiative.

Swami Vivekananda – NSS Volunteers had done cleanliness in and outside of the campus. They had a really too make the people aware of the swachhata and followed the mission of the nation.

By inviting people to participate in the drive, the Swachhata Abhiyan has turned into a National Movement. A sense of responsibility has been evoked among the people through the Clean India Movement. With citizens now becoming active participants in cleanliness activities across the nation, the dream of a 'Clean India' once seen by Mahatma Gandhi has begun to get a shape.

The Prime Minister has helped spread the message of Swachh Bharat by urging people through his words & action. He carried out a cleanliness drive in Varanasi as well. He wielded a spade near River Ganga

at Assi Ghat in Varanasi under the Clean India Mission. He was joined by a large group of local people who cooperated in the Swachhta Abhiyan. Understanding the significance of sanitation, Prime Minister, Shri Narendra Modi has simultaneously addressed the health problems that roughly half of the Indians families have to deal with due to lack of proper toilets in their homes.

People from different sections of the society have come forward and joined this mass movement of cleanliness. From government officials to jawans, bollywood actors to the sportspersons, industrialists to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean. Organising frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.

Swachh Bharat Abhiyan has become a 'Jan Andolan' receiving tremendous support from the people. Citizens too have turned out in large numbers and pledged for a neat and cleaner India. Taking the broom to sweep the streets, cleaning up the garbage, focussing on sanitation and maintaining a hygienic environment have become a practice after the launch of the Swachh Bharat Abhiyan. People have started to take part and are helping spread the message of 'Cleanliness is next to Godliness.'





Smt. Vidhi Mehta
M. C. A.

Nationalism

Nationalism is the concept of loyalty towards a nation. In Nationalism, this sentiment of loyalty must be present in every citizen.

This ideology certainly has been present in humanity since time immemorial. Above all, it's a concept that unites the people of a nation. It is also characterized by love for one's nation. Nationalism happens because of common factors. The people of a nation share these common factors. These common factors are common language, history, culture, traditions, mentality, and territory. Thus a sense of belonging would certainly come in people. It would inevitably happen, whether you like it or not. Therefore, a sense of unity and love would happen among national citizens. In this way, Nationalism gives strength to the people of the nation. Nationalism is an ideology which shows an individual's love & devotion towards his nation. It is actually people's feelings for their nation as superior to all other nations. The concept of nationalism in India developed at the time of the Independence movement. Hence nationalism can be called as collective devotion of all the nationals towards their country.





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