AMITY UNIVERSITY

VISION

Building the nation and the society through providing total, integrated and trans-cultural quality education and be the global front runner in value education and nurturing talent in which modernity blends with tradition.

MISSION

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.
Our Tribute To……

न जायते प्रियते वा कदाचिन्
नायं भूत्वा भविता वा ।
अजो नित्यः शाश्वतोष्यं पुराणो
न हन्यते हन्यमाने शरीरे ॥ २० ॥

Bhagavad Gita

Farooque Sheik
Shamshad
Shakuntala Devi
Pran
Paul Walker
Nelson Mandela
Kushwant Singh

...... and many more
Taking the Vision of Amity Business School forward under the guidance of

“Success doesn't mean the absence of failures... it means the attainment of ultimate objectives. It means winning the war, not every battle. Winning is an event; Being a winner is a spirit”

Dr. Ashok K. Chauhan
Founder President
Heartiest Gratitude to the Luminaries for supporting & trusting our efforts

Shri Atul Chauhan
President RBEF & Chancellor, Amity University Uttar Pradesh

Dr. Balvinder Shukla
Vice Chancellor
Amity University

Prof. (Dr.) Sanjay Srivastava
Dean FMS and Examinations, Amity University
Esteemed Readers,

*Necessity is mother of Invention*

Amity Business School is privileged school of the AMITY group. Being the first school of higher education, set up in 1995, it remains instrumental in setting traditions and benchmarks. ABS used to organize its management festival “TRENDS” and its souvenir was much sought after. In 2013, Amity University centralized Amity Youth Festival and so was the Souvenir. Lot of advertisements were pending with us and idea of coming up with a magazine of B School struck. Dr Shalini Trivedi and Ms Tavishi worked hard to launch the inaugural issue of *Anukriti* in 2013.

*Innovation* and *change* are demands of time. It has been observed that college magazines at times become monotonous, too educative and formal and hence attract fewer readerships. Editorial Team of Anukriti under guidance of Dr Anupama R have evolved, experimented and tried to break the existing block.

First issue of “*Anukriti*”, which Editor Dr Anupama fondly calls *kriti of Anu* (Creation of Anu), is a result of tireless efforts of this wonderful team. Articles and features included are carefully selected, well researched and contemporary. This issue is an entrepreneurial attempt of students of ABS. I am sure; it will be a treat to read for all the ages and genders.

Looking forward for your constructive, positive and innovative suggestions.

*Best wishes*

Dr. Sanjeev Bansal
Amity Business School is the flagship institute of the Amity Universe. It attracts students from all over. The magazine is intended to give a suitable canvas to the creative and writing abilities of the students. The writings reflect the plurality and yet the convergence of our young Amitians. They seem to share the same thoughts, hopes and aspirations for the future.

In these turbulent times, the paramount need is for you - the future to spread peace, harmony and empathy. Do not fall prey to the appealing and alluring face of temptation, instead sustain and nurture the values we as teachers and parents impart to you. I read something said so simply and yet so beautifully by Mother Teresa

“People are often unreasonable, illogical and self-centred, forgive them anyway.

If you are kind, people may accuse you of selfish, ulterior motives: Be kind anyway.
If you are successful you will win some false friends and true enemies: Succeed anyway.
If you are honest and frank people will try to cheat you: Be honest anyway.
What you spend years building, someone could destroy overnight: Build anyway.
If you find serenity and happiness, they may be jealous of you: Be happy anyway.
The good you do today, will often be forgotten by tomorrow: Do good anyway.
Give the world the best you have, and it may never be enough: Give your best anyway.

Because….. In the final analysis it is between you and God:

It was never between you and them anyway.”

Happy Reading…..

Dr. Anupama R
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"I have never looked upon ease and happiness as ends in themselves -- this critical basis I call the ideal of a pigsty. The ideals that have lighted my way, and time after time have given me new courage to face life cheerfully, have been Kindness, Beauty, and Truth. Without the sense of kinship with men of like mind, without the occupation with the objective world, the eternally unattainable in the field of art and scientific endeavors, life would have seemed empty to me. The trite objects of human efforts -- possessions, outward success, luxury -- have always seemed to me contemptible.

"My passionate sense of social justice and social responsibility has always contrasted oddly with my pronounced lack of need for direct contact with other human beings and human communities. I am truly a 'lone traveler' and have never belonged to my country, my home, my friends, or even my immediate family, with my whole heart; in the face of all these ties, I have never lost a sense of distance and a need for solitude..."

"My political ideal is democracy. Let every man be respected as an individual and no man idolized. It is an irony of fate that I myself have been the recipient of excessive admiration and reverence from my fellow-beings, through no fault, and no merit, of my own. The cause of this may well be the desire, unattainable for many, to understand the few ideas to which I have with my feeble powers attained through ceaseless struggle. I am quite aware that for any organization to reach its goals, one man must do the thinking and directing and generally bear the responsibility. But the led must not be coerced, they must be able to choose their leader. In my opinion, an autocratic system of coercion soon degenerates; force attracts men of low morality... The really valuable thing in the pageant of human life seems to me not the political state, but the creative, sentient individual, the personality; it alone creates the noble and the sublime, while the herd as such remains dull in thought and dull in feeling.

"This topic brings me to that worst outcrop of herd life, the military system, which I abhor... This plague-spot of civilization ought to be abolished with all possible speed. Heroism on command, senseless violence, and all the loathsome nonsense that goes by the name of patriotism -- how passionately I hate them!

"The most beautiful experience we can have is the mysterious. It is the fundamental emotion that stands at the cradle of true art and true science. Whoever does not know it and can no longer wonder, no longer marvel, is as good as dead, and his eyes are dimmed. It was the experience of mystery -- even if mixed with fear -- that engendered religion. A knowledge of the existence of something we cannot penetrate, our
perceptions of the profoundest reason and the most radiant beauty, which only in their most primitive forms are accessible to our minds: it is this knowledge and this emotion that constitute true religiosity. In this sense, and only this sense, I am a deeply religious man... I am satisfied with the mystery of life's eternity and with a sense, of the marvelous structure of existence -- as well as the humble attempt to understand even a tiny portion of the Reason that manifests itself in nature."

Contributer:

Akshay Bansal (MBA E&L)
Class of 2015
Credits: The American Institute of Physics
The swastika is a symbol used by one of the most hated men on Earth, a symbol that represents the slaughter of millions of people and one of the most destructive wars on Earth. But Adolf Hitler was not the first to use this symbol. In fact, it was used as a powerful symbol thousands of years before him, across many cultures and continents.

For the Hindus and Buddhists in India and other Asian countries, the swastika was an important symbol for many thousands of years and, to this day, the symbol can still be seen in abundance - on temples, buses, taxis, and on the cover of books. It was also used in Ancient Greece and can be found in the remains of the ancient city of Troy, which existed 4,000 years ago. It was used by Nordic tribes and even early Christians used the Swastika as one of their symbols, including the Teutonic Knights, a German medieval military order, which became a purely religious Catholic Order. But why is this symbol so important and why did Adolf Hitler decide to use it?

The word ‘swastika’ is a Sanskrit word (‘svastikta’) meaning ‘It is’, ‘Well Being’, ‘Good Existence, and ‘Good Luck’. However, it is also known by different names in different countries - like ‘Wan’ in China, ‘Manji’ in Japan, ‘Fylfot’ in England, ‘Hakenkreuz’ in Germany and ‘Tetraskelion’ or ‘Tetragammadion’ in Greece.

A Sanskrit scholar P. R. Sarkar in 1979 said that the deeper meaning of the word is ‘Permanent Victory’. He also said that as any symbol, it can have positive and negative meaning depending on how it is drawn. So in Hinduism, the right-hand swastika is a symbol of the God Vishnu and the Sun, while the left-hand swastika is a symbol of Kali and Magic. The double meaning of symbols is common in ancient traditions, like for example the symbol of the pentagram (five pointed star), which is viewed as negative when pointing downwards, and positive when pointing upwards.

The earliest swastika ever found was uncovered in Mezine, Ukraine, carved on an ivory figurine, which dates an incredible 12,000 years, and one of the earliest cultures that are known to have used the Swastika was a Neolithic culture in Southern Europe, in the area that is now Serbia, Croatia, Bosnia and Herzegovina,
known as the Vinca Culture, which dates back around 8,000 years.

In Buddhism, the swastika is a symbol of good fortune, prosperity, abundance and eternity. It is directly related to Buddha and can be found carved on statues on the soles of his feet and on his heart. It is said that it contains Buddha’s mind.

On the walls of the Christian catacombs in Rome, the symbol of the Swastika appears next to the words “ZOTIKO ZOTIKO” which means “Life of Life”.

In Nordic Myths, Odin is represented passing through space as a whirling disk or swastika looking down through all worlds.

In North America, the swastika was used by the Navajos. In Ancient Greece, Pythagoras used the Swastika under the name ‘Tetraktys’ and it was a symbol linking heaven and earth, with the right arm pointing to heaven and its left arm pointing to Earth.

It has been used by the Phoenicians as a symbol of the Sun and it was a sacred symbol used by the priestesses.

It is ironic, and unfortunate, that a symbol of life and eternity was used by the Nazis to exterminate, kill, enslave and destroy, creating in the minds of people a negative association with a symbol that was seen as sacred for thousands of years.

-ADAPTED FROM

http://www.ancient-origins.net/myths-legends/symbol-swastika-and-its-12000-year-old-history-001312#sthash.OPouD0WC.dpuf
WEBSITES FOR THE TRAVEL FREAKS

Uffffff…..

Need some sustainable travel inspiration? From finding healthy food on the road to the BEST word of mouth travel guides and conservation-based expeditions, these are some of the apps and guides that won’t disappoint.

- **Notventures** - Escapism at its best. The Travel section of NOTCOT! From adventures and destinations to gadgets and products.
- **Coolhunting Travel** - the BEST word of mouth city guides.
- **Epic Road Transformative Travel** - Luxurious, firsthand encounters with the remote, rare, and ancient. Epic Road links well-thought-out luxury experiences with humanitarian and conservation initiatives.
• **SHFT's Food Tripping** - SHFT’s debut app—created to help you find great alternatives to fast food wherever you are. Want to find a green juice on the road? You’ll need this app.

• **Global Yodel** - Global Yodel is based on one simple idea: One's home is another's destination. The site explores the places and cultures of our globe, from the perspective of the local. Very cool UI to boot.

• **Inhabitat Ecotourism** - One of the best sustainability sources out there--their ecotourism page covers the latest and greatest in ecotourism from around the globe.

• **Field Trip** - This app by Google’s internal startup lab, NianticLabs@Google, was created to discover cool things around you while you travel. Very handy.

• **Earthwatch Institute** - Conservation-oriented travel--work alongside professional scientists all over the world to help tackle pressing environmental challenges that matter to you. Their latest? Safeguarding whales and dolphins in Costa Rica.

• **Fathom** - Curated go-to for finding awesome travel experiences from two former DailyCandy editors.

• **Sustainable Travel International** - This 10-year-old nonprofit has everything you need to know about responsible travel and ecotourism.

*Contributer:*

**MEGHNA SRUTHI (MBA-GEN)**

*Class of 2015*
51 BOOKS YOU NEED TO READ BEFORE YOU DIE

Pride and Prejudice – Jane Austen

The Lord of the Rings – JRR Tolkien

Jane Eyre – Charlotte Bronte

Harry Potter series – JK Rowling

To Kill a Mockingbird – Harper Lee

The Bible

Wuthering Heights – Emily Bronte

Nineteen Eighty Four – George Orwell

His Dark Materials – Philip Pullman

Great Expectations – Charles Dickens
Little Women – Louisa M Alcott

Tess of the D’Urbervilles – Thomas Hardy

Catch 22 – Joseph Heller

Complete Works of Shakespeare

Rebecca – Daphne Du Maurier

The Hobbit – JRR Tolkien

Birdsong – Sebastian Faulk

Catcher in the Rye – JD Salinger

The Time Traveler’s Wife – Audrey Niffenegger

Middlemarch – George Eliot

Gone With The Wind – Margaret Mitchell

The Great Gatsby – F Scott Fitzgerald
War and Peace – Leo Tolstoy


Crime and Punishment – Fyodor Dostoyevsky

Grapes of Wrath – John Steinbeck

Alice in Wonderland – Lewis Caroll

The Wind in the Willows – Kenneth Grahame

Anna Karenina – Leo Tolstoy

David Copperfield – Charles Dickens

Chronicles of Narnia – CS Lewis

Emma – Jane Austen

Persuasion – Jane Austen

The Lion, The Witch and the Wardrobe – CS Lewis

The Kite Runner – Khaled Hosseini
<table>
<thead>
<tr>
<th>Title</th>
<th>Author/Authors</th>
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<tbody>
<tr>
<td>Captain Corelli’s Mandolin</td>
<td>Louis De Bernieres</td>
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<tr>
<td>Memoirs of a Geisha</td>
<td>Arthur Golden</td>
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<tr>
<td>Winnie the Pooh</td>
<td>A.A. Milne</td>
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<tr>
<td>Animal Farm</td>
<td>George Orwell</td>
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<tr>
<td>The Da Vinci Code</td>
<td>Dan Brown</td>
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<tr>
<td>One Hundred Years of Solitude</td>
<td>Gabriel Garcia Marquez</td>
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<tr>
<td>A Prayer for Owen Meaney</td>
<td>John Irving</td>
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<tr>
<td>The Woman in White</td>
<td>Wilkie Collins</td>
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<td>Anne of Green Gables</td>
<td>LM Montgomery</td>
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<tr>
<td>Far From The Madding Crowd</td>
<td>Thomas Hardy</td>
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<tr>
<td>The Handmaid’s Tale</td>
<td>Margaret Atwood</td>
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<tr>
<td>Lord of the Flies</td>
<td>William Golding</td>
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Atonement – Ian McEwan

Bhagvat Geeta
Easy to Make Milkshakes

Yummmmmm...

Each recipe makes 2 milkshakes.

1. Vanilla: Blend 1 pint vanilla ice cream, 1/4 cup milk, 1 teaspoon vanilla and a pinch of salt.

2. Strawberry: Blend 1 pint strawberry ice cream, 1 cup strawberries and 1/4 cup milk.

3. Mixed Berry: Make Strawberry Milkshakes (No. 2), replacing the strawberries with 1/2 cup each raspberries and blueberries.

4. Chocolate Blend: 1 pint chocolate ice cream, 1/4 cup cream and 3 tablespoons chocolate syrup.

5. Corn Cereal: Steep 1 1/2 cups sweetened corn cereal (such as Cap’n Crunch) in 1 1/2 cups hot milk, 30 minutes. Strain and freeze in an ice cube tray. Blend the frozen milk cubes with 1 pint vanilla ice cream and 1 cup cereal. Top with more cereal.

6. Chocolate-Banana: Blend 1 pint chocolate ice cream, 2 frozen bananas and 1/4 cup chocolate milk.

Timcy Thomas, MBA-HR

Class of 2015

Most American brides are sure to have something old, something new, something borrowed and something blue on hand when they tie the knot. But for women across the globe, it’s more likely they’ll have a good-luck chimney sweep at the church or fortune-bearing coins tucked in their shoes. Some of the interesting ways that couples summon happy and long-lasting marriages:

- **Finland**
  Finnish brides don’t leave a passionate marriage to chance. To make sure their love keeps burning throughout their union, they’ve been known head to the altar carrying an appropriate symbol: A match.

- **China**
  When it comes to Chinese wedding traditions, timing is everything. In order to ensure they start their marriage off with good fortune, couples consult with a monk, fortune teller, calendar or almanac (and these days, the Internet) to find the luckiest wedding day. The selection has to do with a variety of factors, including the bride’s and groom's birthdates. And instead of saying their vows at the top of the hour, many Chinese couples start the ceremony at half past the hour, so as to begin their lives together when the clock is on an upswing.

- **Mexico**
  Though they may wear a white gown, many Mexican brides are sure to include some bold color in their wedding attire. By sewing three ribbons to their undergarments—yellow to symbolize the blessing of food, blue to bring good financial luck and red to summon a passionate union—they can ensure a happy marriage.

- **India**
  One to three days before the wedding, Indian women have henna—a natural and temporary dye—tattoos applied to their hands and feet in elaborate patterns. The ceremonious application can take hours and, oftentimes, the groom’s initials are hidden in the detailing
for him to find on their wedding night. If he finds them, the couple will have good luck, and if he can't he must give his bride a gift.

- **Ireland**
  Traditionally, bells are chimed at Irish weddings to keep evil spirits away and ensure a harmonious family life. Nowadays, Irish brides often carry small bells in their bouquets as a reminder of their sacred wedding vows—bells are also found on tables at the reception and are common gifts to give newlyweds.

- **Italy**
  Italian couples have been known to smash a vase or glass at their wedding. And they put a lot of muscle into it, too — the tradition says that however many pieces the glassware breaks into will symbolize how many years they'll be happily married.

- **England**
  In addition to friends and family, many Brits are sure to invite another type of guest to their nuptials: A chimney sweep. When a London chimney sweep saved King George II's life 200 years ago, the King declared that all chimney sweeps bring good fortune and should be treated with respect. It's now considered good luck to see a chimney sweep on your wedding day, and many hire out their services to come to the ceremony and kiss the bride.

*Contributer:*
- Deepika (MBA-HR)
*Class of 2015*
*Adapted from* [www.mnn.com/lifestyle/arts-culture/stories/wedding-superstitions-from-around-the-world/?_nospa=true](http://www.mnn.com/lifestyle/arts-culture/stories/wedding-superstitions-from-around-the-world/?_nospa=true)
From Ordinary to Extraordinary: The Sleek Organic Feel of Maple Knives

Maple Set Knives is an innovative set of two culinary knives prototyped by the Ottawa-based design firm, Federal Inc. Featuring a sleek design, these utensils break the mold of traditional thinking on everyday products. Forget about the regular kitchen appliances you use on a daily basis. We bet you didn’t experience so far knives almost entirely made of maple. So, what makes Maple Set Knives set so special besides the material? First, there’s the refinement. Second, the contrast. Third, that organic feel that comes from the “excessive” use of wood. Basically, it has all the ingredients to transform the ordinary into the extraordinary.

Each knife is made of a single piece of maple wood, conferring a sense of warmth and elegance to such a mundane item. The blade was transformed into a subtle detail that compliments the overall design. “The project goal was to not only produce a beautiful product but to break the mould of traditional thinking on everyday products; to get people to think differently about what they see around them and how they see it. And with this project we believe we have succeeded in breaking that mould.

Contributer:
Puneetha Karnani MBA HR, Class of 2015

Credits: Fresh home - Design & Architecture Magazine
WHO WAS HERCULES??

Hercules (or Heracles as he is better known by the Greeks), was the greatest, most glorious and best loved of all heroes of Greek Mythology. Although his myths revolved around Thebes or Argos, the tales of his exploits were known throughout the ancient Greek world.

A national hero of the Dorians, Hercules is a purely greek hero who represents human power to tame nature - a power that is nonetheless combined with benevolence and justice, and is thus able to free humankind from its torments.

The hero was the son of Zeus and Alcmene. After his death, he ascended to Mount Olympus and became a God. His cult was spread throughout the Greek world as the Dorians expanded their domain.

The Hero's Training

Amphitryon and Alcmeone made various arrangements for the education of their child, whom they had initially named Alcaeus: knowledge, a sense, of the marvelous structure of existence -- as well as the humble attempt to understand even a tiny portion of the Reason that manifests itself in nature."

Linos, a son of Apollo, tutored him in music and taught him to read and write.

Amphitryon taught him how to drive a chariot.

Autolycus, son of Hermes and a notorious thief, taught him how to wrestle.

Eurytus, king of Oeschalia and a renowned Bowman, taught him archery.

Castor, a renowned horseman, tutored him in combat strategy, cavalry tactics and in the art of fencing.

Cheiron, one of the Centaurs (half human, half horse creatures) taught him to be virtuous and fair.

After completing his training, Hercules received warfare gifts from some of the Olympian gods:

Zeus gave him an unbreakable shield, made by Hephaestus

Athena gave him a helmet and a coat of arms.

Apollo gave him a bow and a quiver.

Hermes, gave him a sword.

Hephaestus, provided him a golden breastplate and protective footwear.

Poseidon, offered him a beautiful team of horses
His death

After taking part in so many wars and becoming involved in so many amorous adventures, the hero went to Aetolia to seek the hand of Deianeira, daughter of king Oeneus of Calydon.

After defeating the river god Achelous who was his rival for Deianeira's hand, Hercules married his love. The couple lived for a while in Calydon, where they had their first son, Hyllus. However, after the hero's campaign against the Thesprotians and the accidental murder of Eunomus, a relative of his father-in-law, the family was forced to move to Trachis near king Ceyx.

On the way to Trachis, they came to the river Evenus, where the centaur Nessus would ferry travelers across for a fee. Hercules asked the centaur to take Deianeira across while he swam. But halfway across the river, the centaur tried to rape Deianeira. As soon as the hero realized this, he shot Nessus with an arrow, mortally wounding him. Before dying, Nessus told Deianeira to collect his sperm and blood and smear them on her husband's tunic, to ensure his life-long fidelity and love. Being naive and in love, Deianeira believed him and created, as she would soon find out, a lethal potion.

At Trachis, Hercules helped his friend Ceyx, in his fight against the Dryopes who had settled the slopes of Mount Oeta. He also helped the Dorian king Aegimius, against the Lapiths and killed king Amyntor in a duel that took place in Thessaly. He then raised an army and struck out against Eurytus, who many years ago forfeited on his promise to give Hercules the hand of his daughter Iole. As a consequence, Eurytus and his sons were killed and Iole was taken as a prisoner.

On the journey home, the hero made a stopover on Cape Cenaeum in northwestern Euboea, where he built an altar, in order to make a sacrifice to his father Zeus. For this purpose he sent his assistant Lichas to Trachis to bring him a white tunic. Learning that her husband had Iole with him, Deianeira became crazed with jealousy and decided to win back his love. She thus used to potion that Nessus gave her.

Back at the altar, as soon as the garment warmed to the touch of the hero's skin, the centaur's poisonous blood entered his body. Seared by pain, Hercules flung Lichas into the sea as he tried to tear the tunic off, but the venom had seeped into his skin. He was then taken back to Trachis. Seeing what she had done, Deianeira committed suicide. Hercules ordered his son Hyllus to marry Iole and then climbed Mount Oeta where he collected timber for the funerary pyre. Once the pyre was lit and the flames started to engulf the hero, a cloud came down from the sky and the pyre was struck by a lightning bolt, which snatched Hercules.

The hero was thus raised to Mount Olympus, where he became immortal. There, he was finally reconciled with Hera and married her daughter Hebe, with whom he had two sons: Alexiaris and Anicetus.

Rohan Kulkarni
MBA (E)
Class of 2015
Credits: igreekmythology.com
Man has always been in awe of the natural and supernatural phenomena around him and has sought to understand them better in his own infinitesimal way. Myths are the Imaginative Traditions devised by Man in order to explain his surroundings.

Early Man most certainly would have been completely baffled by the world around him, and would have sought to make sense of different phenomena, such as Lightning & Thunder, Rain & Drought, Day & Night, Birth & Death. It was the experience of Mystery, mingled with a little Fear, than gave birth to Religion.

Mythologies of the World

Through Mythology, man sought to understand his environment, the Nature of this World and even the Existence of God and it would be foolhardy to think of such tales as a product of some playwright's overactive imagination. Indeed there is a wealth of knowledge hidden in each of these (so called) myths which can shed a great deal of light on the Beliefs of a bygone Era as well as reveal the Scientific insights and accomplishments that the ancients had achieved.

Hindu mythology differs in being not only full of colorful tales, but also harboring many scientific principles some of which we will cover in different posts of this blog. Many people perceive Hinduism as Monotheistic, Polytheistic, Pantheistic or even Monistic still none of them are wrong in their assumption!

At its core, Hinduism believes in One Supreme God Who manifests Himself as many in order to Create, Preserve and ultimately annihilate the Creation. The Supreme Brahman is beyond concepts and images anyway and from this attitude comes great Tolerance and Inclusiveness which is the characteristic of Hinduism.
In the words of Andrew Harvey, religious author and advocate of Sacred Activism,

"In the family of religions, Hinduism is the wise old all-knowing mother. Its sacred books, the Vedas, claim, 'Truth is one, but sages call it by different names.' Which other religion has its God say as Krishna does in the Bhagvad Geeta, 'All paths lead to Me'. If only the monotheistic 'book' religions had learn that lesson, all the horror of History's religious wars could have been avoided!"

Throughout its millenia-old history, Hinduism provided its followers with the freedom of worshiping God in whichever form they want. Thus, were born the Four major sects of Hinduism:

- **Vaishnavism**, worship of Lord Vishnu and His Avatars
- **Shaivism**, worship of Lord Shiva
- **Shaktism**, worship of the Goddess or Devi
- **Smartism**, nonsectarian worship of all gods as different forms of the Supreme Brahman

These sects provide different concepts, rituals and spiritual exercises for different modes of Awareness of the soul.

Sometimes we find overlapping or contradictory stories pertaining to the same mythological figure and this may confound the uninitiated reader. However, these are easily explained when we realize that Hindu mythology does NOT talk of events occurring in the present time-cycle alone!!

There are legends about the SAME people inhabiting different time-frames or DIFFERENT people sharing the same TITLE in different Manvantaras such as the Seven Seers or Saptarishis etc. The biggest example is of Indra, the Protector of the Heavens and the Lord of Rain and Thunder.

Indra is in fact the title of the King of demigods and NOT the name of a particular individual! Therefore, we have different stories surrounding different Indras and in each the definition of the same character may differ so much that the reader might logically wonder if the stories are actually about the same person!!

It is interesting to note that in all ancient Indo-European religions, the gods worshiped were more or less the same. The Greek god Ouranos & Vedic Varun are very similar in nomenclature as well as their attributes. The rivalry between Devas and their elder brothers Asuras also finds echo in the Roman legends of Titans and their younger brothers Olympians.

A French proto-historian says,

"The West broke away from Nature and began regarding her as so much inanimate matter to be exploited (a polite word for plunder). The contrast with the ancient Indian attitude is stark as it regards Earth as a goddess, Bhum Devi.

Lord Vishnu, the Supreme Divinity, incarnates from Age to Age in order to relieve her of the burden of demonic forces. Shiva too is bound to earth through Parvati, daughter of the Himalayas. Heaven and Earth are therefore inseparable!"

This is reflected in the Indo-European God Dyaus Pita or 'Sky-father' who married Prithvi, the 'Earth-goddess'. The same Dyaus is worshiped as Zeus in Greek Mythology, Deus-Pater or Ju-piter in Roman Mythology, and as Ju-daea in Hebrew traditions. In Slavic Mythology, the same name appears as Div and in Norse Mythology as Ziu or Tyr. In Norse mythology, Odin is the All-father resembling Dyaus/Zeus.
The Mittanis of middle-east (2000 BCE) worshiped Mitra, Varun, Indra, Tvaṣṭṛ and Nasatya (One of the two Ashvini brothers)! The Persians were majorly into the worship of Fire, Greeks worshiped Mithras and the Romans were big devotees of the Sol/Surya. Danu, the mother of Danavs or Giants in Hindu Mythology is also the mother of giants in Irish Mythology!

Thus, Hindu mythology gives an insight about the principles and thoughts valued by our ancients from the time when they had a COMMON Belief-system.

Hindu Myths take us into the times when Entire Creation was but just a Dream emerging from the Subconscious of Lord Narayan; the times when all that existed on Earth was Danu, the Primordial Ocean and the 12 Adityas or Solar gods were still taking form! I have tried to cover the most interesting and informative topics in the posts such as:

- {On Wings of Fire},
- {Creation by Brahma},
- {Lokas or Alien Planets},
- {Devi - God as a Female},
- {Seven Horses of Surya}
- {Evolution in Dashavatara},
- {Heaven at the North Pole} etc.

However, for more exhaustive knowledge, interested readers can go through the MYTHOLOGY section of the {Website on Hindu Mythology}. Let us time-travel to the age when haunting songs of Apsaras echoed across emerald seas and the dark forests were inhabited by Yakshas and Gandharvs; the time when Durga's conchshell struck fear into the hearts of Asura generals and when leathery wings of dragons like Vritra cast terrible shadows on the Rishis below. The time When snow-white Unicorns galloped on gossamer clouds watched by Kinnars and Kimpurushs from Himalayan mountainsides.

Vasu Gupta MBA (M&S)
Class of 2015
Credits:
http://decodehindumythology.blogspot.in
Writing is not just jotting down things. Rather, it comes into action with what we see or what we feel. It is about sharing your ideas, perceptions, experiences or even some universal facts with others. Though, perceptions and experiences might differ from person to person and for that matter, the way a person explains also differ from the way other do. But the only thing that needs to be taken care of while going through any piece of writing is that it is one way of looking at things out of many others. And this can thus be inferred that “the simplest form of writing is writing for oneself.” As when we write something to be used by us only, firstly, we write it the way we see or think about things or from our own experiences, thus, making it simple to pour out all we have in our mind. Secondly, when we read it, it is best understood by us because of the simplest of all reasons that it was written by us and is being understood by the same set of intellect.

Going on to this discussion further with some of the well known facts, we have selves that are individual and to some extent unique (though not simple, unitary or unchanging), and it helps our writing to honour our self and voice. In particular, we can ask ourselves questions like these: what voice do I use most? , what voice/voices feel most like me? what voice don’t get much chance to speak? what are the voices of others that I have internalized or taken on or that have controlled me most? what are the voices of others that I can play with to try out in order to get things written? etc. these questions, in the first place, come into being because the way we write is often and mostly influenced or even controlled by others. These others can be teachers, schools, institutions, societies, etc. these others act as a hindrance in our original way of writing and can even create a force to shut us up completely. Nevertheless, if we understand certain important features, of the writing process, we can take charge of ourselves and learn to prevent any of these things from stopping us.

On the other hand, the questions that arose above explain a very important theory about the human brain. It is said that there live two different mentalities within the frame of mind of a person that influences his/her writing patterns. One of the two mentalities is inventive and fertile which helps us come up with lots of words and ideas and the other is critical and sceptical that helps us critique, cut and revise what we have written. Working these two mentalities simultaneously can be draft a good piece of writing. It is rightly said that experiences are ours and often differ from those of others. No one else gets to deny or belittle are experiences- our sense of what we see and feel. No one gets to interpret or explain our experience unless we invite them to do so through our writings.

Ruchir Chauhan, MBA-Retail, Class of 2015
IMPORTANCE OF ANALYSIS OF ECONOMIC ENVIRONMENT FOR MBA STUDENTS

The dynamic environment poses a great challenge to the students of management because management is not knowing what has already happened in the past and as to what is happening right now but as to what will happen in future. Certain companies like Suzlon/Kingfisher/Satyam had a great past but now have gone into oblivion. Companies which were small cap companies have become very large market capitalization. Companies and the anticipation of the future prospects of an industry or a sector, gives great insight to the management students and ability to anticipate and position themselves to the changing environment. Chanakya, in order to take his revenge from Nand identified potential in Chandra Gupta and prepared him for win against the Nand Vansh. So if Management students can identify sectors and companies with potential in future, the larger part of management lessons are deemed learnt. World economies have their bad and good phase; different industrial sectors performance is dependent on the international economic environment and national economic scenario.

We are living in a globalized village and anything happening anywhere in the world needs tracking/anticipation of future scenario. Anybody would wonder why an economy like India which had seen a growth of 9% has fallen to a growth of less than 5% but still gets a lot of FII investment. Is there a correlation between Quantitative easing and tapering rate at a rate at which it happens? CAD coming down, reforms pace and the strengthening of rupee and its impact on various economies and industrial sectors and anticipation of the band in which the rupee/dollar will fluctuate is the area which needs greater attention of management students. We need to understand as to what the indications are and what scenario is expected to emerge. Take the example of weakening rupee when recently it reached Rs 60 per dollar and the IT industry and other export oriented units got a great bonanza. Now with economic reforms taking place and political stability in sight, rupee started strengthening and import industries stared getting the benefits. The inflation also gets effected because of strengthening of the local currency and whether an economy is an import economy like India or an export oriented economy
like China/Japan also gives different horizon to the problem.

The event like Ukraine or Russia or subprime crisis in USA of PMI of China going down has impact on different economies and in different sectors and hence is the most important area of concern and study for management students. As management is anticipation of future events, students of MBA can prove to be good managers only if they keep a track of events, its analysis and anticipation of events on the basis of these factors.

Dr. Akhil Swami
Professor
Amity Business School
THE 10 BEST JOBS FOR INTROVERTS

Introverts are quieter and more reserved than extroverts. They tend to be more focused on internal thoughts and feelings, and get energy from being alone.

Introverts can be very social, but because they tend to have their comfort zone in quieter, lower-key environments. They typically prefer jobs that offer some autonomy, privacy, focus, and the ability to work in-depth on interesting projects. Many introverts are in seemingly extroverted professions (such as media and PR) because of their love for the subject. CareerCast.com has identified the following 10 jobs as the best suited jobs for introverts:

Service Workers  
Projected growth by 2020: 15%

Archivist  
Projected growth by 2020: 11%

Astronomer  
Projected growth by 2020: 10%

Court Reporter  
Projected growth by 2020: 10%

Film/Video Editor  
Projected growth by 2020: 3%

Financial Analyst  
Projected growth by 2020: 11%

Geoscientist  
Projected growth by 2020: 16%

Industrial Machine Repairer  
Projected growth by 2020: 17%

Social Media Manager  
Projected growth by 2020: 12%

"You wouldn't think that a job with 'social' right in the name is suited to introverts, but it's a great fit," said Tony Lee, publisher of CareerCast, in a release. "While in-person interaction may not be an introvert's cup of tea, technological outlets allow an introvert to maintain person-to-person communication electronically without the stresses of actual conversation."

Shubhi Bajpai  
(MBA HR)  
Class of 2015  
Source: Jacquelyn Smith  
(www.businessinsider.in)
HOW ENTREPRENEURS CAN GO WRONG

The topic of conversation among young entrepreneurs usually and inevitably gravitates toward startup faux pas. Some of the common wrong decisions that young entrepreneurs or startups tend to make which have an everlasting adverse impact on their future endeavors

Hiring too quickly

As an entrepreneur, one is naturally eager to move fast and build a big business. Their nature is impatient, no matter how they're moving.

Inevitably they tend to make the mistake of hiring someone too quickly. The decision of hiring should be done taking enough time take your it's the single most important investment any startup can make.

Giving too much equity too quickly

Every entrepreneur has been there: you need cash imminently and door after door gets shut in your face. Then someone comes along who is listening, but is a vulture. You're so starved that the vulture looks like an angel (hence, angel investor). Believe me, they can sense your starvation and they will use it to get as much equity as they can.

Ignoring a hunch

The founder's hunch is one of the most important assets of any startup or business. Use it, and be confident enough to stick by it.

Only relying on your intuition

You need to complement a hunch with proper management discipline: looking at numbers, KPIs, and formulating strategies and plans. Doing so goes against many entrepreneurs' nature, but it's important and will become easier with practice.

Listening to outsiders too much

Having outsiders around you, especially smart ones, is great. It gives you fresh perspective. It helps you take a step back and see things in a new light. But it can also lead to the route of destruction if one is not careful. Nobody knows the business better than you do; you built it. So it's all too easy for an investor or successful entrepreneur to blind you with their money or success.

Underestimating competitors

The best entrepreneurs are fiercely competitive and paranoid. They watch competitors with very little pride and a lot of determination. The losers are the ones who gloat about their own achievements.

Not letting go

Most entrepreneurs struggle at some point or another with letting go. They are used to doing everything themselves. They can be perfectionists and obsessively detailed, or focused on the bigger picture.

Amazing thing can happen when you let go and hire people to work on your business. You will have time to think, play
around, find things you would otherwise miss, bond with your team, check out the competition and meet people.

**Working too hard**

I work all the time. Even when I'm not working, I'm thinking about the business. Yet, I've come to appreciate the importance of getting out and doing things that get my mind off of my work. That's when most of my best ideas come to me.

**Forgetting to enjoy the process**

Last but not least: having fun is the key, especially if you are a founder. People in your team will look at you and mirror you; some will emulate you. So if you're miserable, your whole company becomes miserable. If you're upbeat, they will follow.

Sarath Sriram (MBA E&L)

Class of 2015
“YOU’RE HIGHLY OVERQUALIFIED FOR THE JOB!”

One of the most baffling and irritating statement of an recruiter: “Sorry you are too overqualified for this job!”

You can either do the job, or you can't. How can having more experience than required be a negative?!

This is just one of the typical excuses that recruiters use to politely reject the candidate. It can have one of the following meanings:

“Your personality isn’t a match for the office/department culture.”
You were either too upbeat or too low-key and came across wrong which can make the recruiter believe that your personality type will not fit in with the culture of the organization. Your voice/mannerisms speed gave off the impression that you wouldn't be able to keep up with the fast paced work environment. Your answers to questions made it appear like you had health issues, personal life challenges, or attendance issues that would cause you to not be on-time and accountable.

“You have too many degrees and/or were paid too much previously.”
The assumption is that you'll quit when a better job comes along, leaving the employer to have to start the search all over again which will require more cost and effort on the part of the organization.

“You acted like a know-it-all in the interview.”
You said, "Well, at my old company, we did it this way..." one too many times. Plus, you oversold yourself. As a result, you gave off the impression that you weren't ready to learn something new, nor ready to adapt to a different environment than the one you were in.

“You didn't seem like you really knew what you were talking about.”
You came across as not having as much expertise as your resume indicated. You didn't answer questions in the way expected. You didn't connect with the hiring manager, and maybe even rubbed them the wrong way. Employers assume that if they didn't feel comfortable with you in the interview, it will only get worse over time.

“I already have the candidate I want and interviewing you is just a formality.”
Some hiring managers by law, or company policy, have to post and interview for jobs. Many times, they already have who they want to hire. So, they just go through the process to cover their bases.

Can You Overcome the ‘Overqualified' Objection?
When you get told you are "overqualified," ask the manager the following question:

"What is your concern with respect to my experience in terms of how it will hurt my ability to do the job?"

This question will force the manager to articulate how they see being "overqualified" as a bad thing. If they are honest, you just might have a shot at giving them a response that could change their mind. For example, if the concern is about your degrees or former pay grade, you can say, "I can assure you that my goal is not to leave a new job for a different one. I applied here because I like the company and see being able to work in an environment I appreciate and respect worth more than money alone."

Parul Malhotra (MBA (HR), Class of 2015
SOURCE: www.stumbleupon.com
23 INCREDIBLY SUCCESSFUL PEOPLE WHO FAILED AT FIRST

*Thomas Edison*’s teachers told him he was “too stupid to learn anything”.

He went on to hold more than 1,000 patents and invented some world-changing devices, like the phonograph, practical electrical lamp, and a movie camera.

As a child, *Albert Einstein* had some difficulty communicating and learning in a traditional manner.

Of course, Einstein’s communication and behavioral problems were not indicative of a lack of intelligence. He won the Nobel prize in physics for correcting the deficiencies of Newtonian physics with his theory of relativity.

*Oprah Winfrey* was fired from her first television job as an anchor in Baltimore, where she said she faced sexism and harassment.
Winfrey rebounded and became the undisputed queen of television talk shows before amassing a media empire. Today she is worth an estimated $2.9 billion, according to Forbes.

Walt Disney was fired by a newspaper editor because he “lacked imagination and had no good ideas. Several more of his businesses failed before the premiere of his movie "Snow White."

Today, most childhood stories wouldn’t be the same without his ideas.

Soichiro Honda’s unique vision got him ostracized from Japanese business community. Honda was a mechanical genius who idolized Edison and rebelled against the norm. His passion for aggressive individualism was more fit for the United States, and thus alienated him from Japanese businessmen, who valued teamwork above all else.

Honda then boldly challenged the American automotive industry in the 1970s and led a Japanese automotive revolution.

Col Harland David Sanders was fired from dozens of jobs before founding a successful restaurant. He traveled across the U.S. looking for someone to sell his fried chicken, and after finally getting a business deal in Utah, Kentucky Fried Chicken was born.
KFC is now one of the most recognizable franchises in the world, with over 18,000 locations.

After having trouble adjusting to the culture and his classes, Dick Cheney dropped out of Yale.

George W. Bush *once joked:* "So now we know if you graduate from Yale, you become president. If you drop out, you get to be vice president."

Minal Gupta (MBA HR)
Class of 2015
It is said that words have the power to move the mountains. It may not be the truth literally but yes certainly words do possess the ability to change the course of time.

History knows what all impossible tasks these mediums of human communication can accomplish. The power of Adolf Hitler was his powerful words which aroused patriotism and nationalism in his countrymen. Who may have known Shakespeare if he had not possessed the power of words?

A beautiful word can transform an enemy into a friend but unfortunately a pointed word can perish years of friendship in few seconds.

Body is nothing without its soul and it is the soul which carries the injuries of words. The external injuries do not affect the soul but what effect the soul are solely the words!

A battle of words is fiercer than a battle of swords. The wound of a sword is transitory and can vanish in a few days, but the wound of a word may not be healed even after our entire life.

A word is like a bullet which once fired can neither be diverted nor be destroyed. A bullet may pierce into the body and go through but a pointed word pierce into the heart and never escapes. A bullet may cause death, death a matter of seconds. But a pointed word causes pain, a pain that cannot be cured by medicines. A pain which can be healed to a certain extend and that too only by words.

One should be careful before he says something to anyone because our tongue is like a fire, the fire of hell. It is like a double edged sword if used in a wrong way, no one can escape from it!

So be careful in handling this equipment i.e. our tongue and our pointed words, as their wounds never heal and their life never ends!

Mary Thomas (MBA HR)

Class of 2015
Corporate Social Responsibility or CSR is an extension of an organization's efforts in fostering strong corporate governance and ensuring the sustainability of business. The social responsibility of business refers to its obligations to take those decisions and perform those actions which are desirable in terms of objectives and values of the society. The assumption of CSR by business enterprise implies that they respect the aspiration of society and would try their best to contribute to the achievement of these aspirations along with their profit interest. This idea is in contrast to the common notion that business exists only for maximizing profits for its owners and it is irrelevant to talk of public good. It follows that a responsible business, and indeed any responsible member of society, must act with due concern for the effects on the lives of other people. In this sense, social responsibility is broader than legal responsibility of business. Legal responsibility may be fulfilled by mere compliance with the law. Social responsibility is more than that. It is a firm's recognition of social obligations even though not covered by law, along with the obligations laid down by law.

Why do we need CSR?

Consumers increasingly don't accept unethical business practices or organizations who act irresponsibly. Advances in social media (giving everyone a voice) mean that negative or destructive practices quickly fuel conversations online. Organizations are accountable for their actions like never before. CSR should not be viewed as a drain on resources, because carefully implemented CSR policies can help an organization by increasing customer retention, Develop and enhance relationships with customers, suppliers and networks, Save money on energy and operating costs and manage risk, Differentiate from competitors, Generate innovation and learning and enhance your influence, Provide access to investment and funding opportunities, Generate positive publicity and media opportunities due to media interest in ethical business activities.

Several initiatives have been taken by many companies in India example: OIL INDIA LIMITED: the Company introduced a scheme entitled Social Welfare Program (SWP) in 1984.

The SWP policy places OIL’s commitment of protecting the environment, up-liftment of education, Health and socio-economic Development a topmost priority. Also, the mobile hospital services of OIL have always been one of the most significant community welfare projects of the Company. Today, the team of doctors and paramedical staff of OIL hospital cater to the basic medical needs of the villages in and around OIL’s operational areas. The Company also provided Merit...
Scholarships to students who excel in their 10th and 12th Board exams from schools in and around OIL’s operational areas in Upper Assam. The Company has supported the youth and women organizations in a big way. The support is mainly in terms of financial assistance towards enabling the different organizations in carrying out their developmental activities.

Corporate social responsibility is a vital element for any business corporations. It has been shown that there are many different areas in which a company may choose to focus its corporate social responsibility. It can be concluded that social corporate responsibility and the maintenance of high ethical standards is not an option but an obligation for all business.

Garima Dayal, MBA-HR
Class of 2015
WHAT IS QUANTITATIVE EASING ALL ABOUT?

Formally quantitative easing is an unconventional monetary policy in which a central bank purchases government securities or other securities from the market in order to lower interest rates and increase the money supply. Quantitative easing increases the money supply by flooding financial institutions with capital in an effort to promote increased lending and liquidity. Quantitative easing is considered when short-term interest rates are at or approaching zero.

Now in order to understand in simple terms, Q.E. is when central banks buys securities and other securities such as mortgage backed securities or bad loans also known as acid assets from the banks and it is generally done when interest rates are close to 0%. Thus by controlling ‘I’ it is controlling the price of money but by quantitative easing it is able to control the quantity of money and by ‘easing’ we mean that it is able to reduce the pressure off the banks and thus encouraging banks to lend to each other and to the public. Let’s understand by an example now we know that interest rates are close to zero thereby banks are able to obtain ‘cheap money’ but the bank manager instead of giving to business people and common man and earn interest from them he invests in government securities such as treasuries and even though he is earning a lower rate but he is able to avoid the risk of default due to bad economic conditions.

Thus in order to improve this situation government is going for quantitative easing and hence by buying the acid assets of banks it is reducing the pressure and also at the same time by buying treasuries it is able to increase the demand for them and thereby reducing its yield and thus reducing the manager’s incentive to go for the treasuries. As a result he will have to invest in wider economy and lend money to the public as a result people will in return spend and create demand in the market and for that companies will expand the capacity and will hire more and reduce the unemployment but there is also a negative side to it if Q.E. doesn’t work it will create excess liquidity leading to devaluation of currency.

Arushi Sharma (MBA General)

Class of 2015
ARE NGOS REALLY NON-GOVERNMENTAL?

Individual governments do at times try to influence the NGO community in a particular field by establishing NGOs that promote their policies. This has been recognized by quite common acronym GONGO or Government Organized Non-Governmental Organization.

Also, in more authoritarian societies, NGOs may find it very difficult to act independently and they may not receive acknowledgment from other political actors even when they are acting independently.

Beyond these unusual situations, there is a widespread prejudice that Government funding leads to Government control. However, there are some NGOs that have strict rules of not accepting any direct Government funding for normal activities, such as Amnesty International.

On the other hand, development and humanitarian relief, NGOs need substantial resources to run their operational programmes. So most of them readily accept official funds.

Looking at the relations between NGOs and Government we find that sometimes NGOs depend on Government for funding and sometimes Governments are compelled to adopt some policies due to the pressure created by NGOs. So, both influence each other. The degree of their independence can be understood by the fact that the Government cannot avoid the NGOs if it has to take up the huge task of development and welfare, and NGOs cannot afford to avoid Governments because of their sheer dependence on them for funds and legal requirements. Their relationship with Government varies from NGO to NGO depending on the nature of the NGO and the Government and the Environment in which they are working together.

Ruchir Chauhan MBA-Retail
Class of 2015
SECURITY AS A SERVICE: IS IT EVOLUTIONARY OR REVOLUTIONARY?

Technology is a concept that never ends; new devices will be released and then refined endlessly. It is a concept that we cannot survive without. Technology changes the way we do things, one of such emerging technology which has changed the business ethics is Cloud.

Cloud computing is reaching a point where computing functions as a utility, encouraging innovations still unimagined. Cloud computing is an emerging trend all over the globe which is adopted by businesses in order to cut down on costs, make scalability an easier task, respond to the changes in a swift manner, and face the challenges and manage volatility of market with certainty.

According to Gartner, Cloud computing is a style of computing where massively scalable IT-related capabilities are provided ‘as a service’ across. Computing clouds are digital service factories, with its global utility, accessible from all corners of the planet, it is amongst the world’s biggest energy hogs, accounting for a lot of carbon dioxide emissions allowing firms in developing countries to leapfrog traditional IT benefits from advanced computing services without having to build expensive infrastructure. Yet the major roadblock in the adoption of cloud has had concerns regarding the security, compliance and privacy of information. Information security is always a priority for any enterprise—whether large or small. Enterprises need to meet compliance requirements and protect sensitive data or information assets of workforce inside or outside the organization. Additionally, they need to keep investment and operational costs controlled. At the same, require the service which can be orchestrated and is seamless.

According to a survey by Gartner, the year 2013 and 2014 witnessed the highest growth in cloud-based tokenization and encryption, security information and event management (SIEM), vulnerability assessment and web application firewalls.

On the basis of research by Gartner, security services market will rise to USD 3.1 billion by 2015. The three top most sought-after cloud services which will
remain in future are – e-mail security, web security services and identity and access management (IAM). However there is no doubt that the security landscape is changing with an upsurge in the use of cloud-based services, such as SaaS-based services like Office 365 or Google Apps, and PaaS-based services like Windows Azure and IaaS services like AWS. Another significant scenario is one, where employees are bringing their own devices (BYOD) to access corporate, as well as business applications. This means that numerous mobile users will be accessing business data and services without passing through their corporate network. This will increase the need for enterprises to place security controls between mobile users, their devices and cloud-based services.

SecaaS offers a way for organizations or individuals to access security services that are robust, reliable, scalable and cost effective. SecaaS can be delivered using the cloud-model Software as a Service (SaaS), Platform as a Service (PaaS) or Infrastructure as a Service (IaaS), depending on the level of security acquired by an enterprise.

Thus, Security as a Service is just a nascent technology. So the big question is, is it evolutionary or truly revolutionary? As mentioned below

<table>
<thead>
<tr>
<th>Public cloud services</th>
<th>SAAS</th>
<th>PAAS</th>
<th>IAAS</th>
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<tbody>
<tr>
<td>Google apps, Zoho, MS office web, Face book</td>
<td>Google app engine, Facebook Platform, Gigaspaces</td>
<td>Amazon Web Services, Sun and vCloud express</td>
<td></td>
</tr>
<tr>
<td>Outsourced Cloud services</td>
<td>Salesforce.com</td>
<td>Force.com, 3Tera, Gigaspaces</td>
<td>Terremark, Savvis, Rackspace, AWS, ATT</td>
</tr>
<tr>
<td>Cloud enhanced Enterprise Services</td>
<td>IBM Cloud Analytics</td>
<td>Microsoft Azure</td>
<td>AWS Virtual private Cloud</td>
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<td>Private Cloud services</td>
<td>Internal applications billed by usage</td>
<td>Appistry Gigaspaces</td>
<td>IBM, HP, VMware, vCloud</td>
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<td>Shared Cloud services</td>
<td>Commerce Hubs</td>
<td>Cross enterprise BPM tools for enterprise</td>
<td>IBM</td>
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<td>Multi cloud services</td>
<td>Workflow applications</td>
<td>Right scale</td>
<td>Eucalyptus /AWS</td>
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The revolutionary part is a stronger one, cloud-based services have reached a level where they are a part and parcel of enterprise IT—whether small or large. We, as consumers, are also using it as a part of work or personal life and are reaping benefits. Also, the breadth of services offered from Security as a Service range from Identity and Access Management, BYOD management, anti-malware, intrusion management, firewall integration, encryption, data loss management, security information and event management, business continuity and disaster recovery management to find the business impact analysis which is essential for every organization and so on.

These services, available as ‘pay-as-you-go’ basis, are very economical and one can use the latest technologies to counter the threats and to remain in the business. They try to generate the mirror replica of their business operations. Businesses of all sizes can use security solutions at affordable rates by procuring them from Security as Service vendors. As upfront capital investments and specialized skills are not needed to implement and manage these solutions, this makes it more revolutionary.

Like any other cloud service, security as a service is evolutionary. Just like ever changing threat types, the security as a service landscape has changed and will continue to change with time. If we look at the evolutionary part like any innovation, SecaaS has significant disruptive potential. SecaaS raises new questions and issues pertaining to governments and regulations, and any enterprise has to consider security and risk factors before adopting a SecaaS solution. Before making a decision to deploy or subscribe to SecaaS, an organization should consider topics, like service model to choose, information protection mechanism (physical and logical controls), contractual obligations, gaps to be addressed, data locking issues and country-specific regulations. Any enterprise can outsource Security as a Service, but not accountability and responsibility for security.

To summarize, the enterprise must know the data and information assets that are critical to its organization,

They have to protect the intellectual capital, business capital and structural capital along with stakeholders and customers. Business need to consider and understand the risks associated with these critical assets. Without this vital understanding, there is no way for the enterprise to determine the security services that it needs, the threats that it requires protection against and strategies to implement for mitigating the risks.

Dr. Anita Venaik  
Professor, Amity Business School
BEST NIGHTCLUBS IN LOS ANGELES FOR CELEBRITY SPOTTING

Top LA Celebrity Nightclubs and Hangouts

When celebrities party it's like 'when animals attack.' Bystanders are privy to some pretty crazy antics, which result in a fair share of celebrity gossip. Where else can you see stars doing their thing than at A-list LA nightclubs perfect for celebrity spotting? Below are just a few of the best LA nightclubs with top DJ talent, and that added perk of star power!

Teddy's

The Hollywood Roosevelt Hotel has drawn the likes of massive stars like Clark Gable, Marilyn Monroe and more recently Angelina Jolie. Its centerpiece, Teddy's is arguably the bait for all the star power. With dim lighting that any celeb--young or old--would love, VIP booths, over-the-top chandeliers and a tough reservation policy, it's no wonder this celebrity hangout continues to attract everyone from Scarlett Johansson to Gerard Butler. DJs spin top 40; and sometimes they include Samantha Ronson.

Greystone Manor Supperclub

This is another Rihanna hot spot (the girl is all over town!), and it's oh so 'Hollywood' in the quotation marked sense. Cozy sitting areas festooned with crystal chandeliers await as do dancers, eats, DJs and that familiarly 'iron-clad' velvet rope outside. Spin-masters such as DJ Metric (who also spins at Drai's) seem to be fixtures on the scene as well. And let's not forget those tasty cucumber watermelon margies.

Supperclub

First Supperclub wowed the world with its bed lounge clubs in Amsterdam, San Francisco and Istanbul. Now it's pulling in local celebrities and international star-power in LA. Meals are (as implied by the name) available at the 13,500 square foot space at the former Vogue Theater. DJ Cobra usually spins on Fridays. They've hosted LA Fashion Week, and like every other A-list club in town, the hot mess Lindsay Lohan.

AV Nightclub

AV seems to host a lot of LA arts and entertainment (read: celebrity-centric) events. It's something of a den of Hollywood life. Housed in an old 1920s space, the 3,200 square foot club can't help but pull in the
'usual suspects' of LA celeb nightlife like Chris Brown. DJ talent includes: Sid Vicious, Shift and Vice. And AV boasts an exceptionally sexy celeb combo spotting: Johnny Depp and Amber Heard.

**Lure**

Get ready for 50,00 watts of dance floor power! That's the lure of lure. And of course those clubbin' stars that are always the focus of celebrity gossip, like the o.g. Paris Hilton and the 'constant fixture' Chris Brown. Waitresses suspended from glass orbs and a secret back garden make this a truly spectacular hot spot. DJs include: Sandro Silva, David Puentez and DJ Kamoflage 03.

**The Airliner**

And now to complete this glitzy Hollywood list with a little something for the indie kids at the back: Eagle Rock's The Airliner. If you're not really the sunset strip type, and your idea of celebrity spotting is a secret set with Thom Yorke, this space, dedicated to hip-hop, alternative/punk, funk and then some is a honey trap for tattooed hipsters. We wouldn't be surprised if the likes of Banksy frequented this indie celeb haunt (although no one would ever know if the anonymous British street artist had actually stopped by).

Malvika Shukla

MBA-HR
Every now and again, archaeologists stumble upon something that defies normal logic and convention:

#5. Teotihuacan, the Real Temple of Doom

Just outside of Mexico City sits Teotihuacan is a vast ruined city of pyramids and palaces. Teotihuacan is not its original name, but rather one invented by the Aztecs who did not build Teotihuacan but they discovered it, 500 years after it had been completely abandoned. It was never found who lived there, how did they manage to build something so gargantuan and advanced or why did they leave. The Aztecs couldn't comprehend how such a vast city had just appeared in the middle of nowhere, so they assumed the gods had built it (Teotihuacan literally means "place of the gods"). No writing or art exists to hint at who the citizens were. But there were evidences of all the skeletons showing signs of human sacrifice inside one of the pyramids. Archaeologists have discovered over 200 decapitated bodies in there, dating back to the construction of the temple and repeating with each new expansion. Only about 5% has been unearthed so far. Or, to put that more ominously, 95% of the city still lies buried -- waiting, waiting to see the light of day again. To be even more overwrought: No living man knows what is interred there, in the dark ...

#4. The Works of the Old Men

These strange wheel-like stone patterns up to 230 feet in diameter and not just one, but hundreds of them for which the local Bedouin tribesmen, have no explanation to give apart from saying that the circles were "the works of the old men." These are also available on Google Maps.
Archaeologists have studied thousands of images over the years and found no conclusive explanation for anything. It's unlikely that they're ruins of whole buildings at such scale and distance, although there is evidence of man-made structures here and there, and there doesn't appear to be any astrological alignment to the wheels' inner "spokes." They might be associated with burial rituals, but excavation has yet to take place. All that is known is that they are at least 2,000 years old, they stretch across hundreds of miles from Syria to Jordan to Saudi Arabia and possibly beyond, and some are grouped in large clusters, while others are more isolated.

#3. The Giant Rock Monument Under the Sea of Galilee

In 2003, a team of Israeli archaeologists were conducting a seabed survey upon the Sea of Galilee, probably joking about awakening “Cthulhu”, knowing that it would just be a bunch of murky mud and blurry fish, like always. Then they found this:

This cone-shaped collection measures 230 feet in diameter, stands 39 feet high, and weighs at least 60,000 tons. This makes it roughly twice as big as Stonehenge and six times heavier than the Eiffel Tower. It's huge, ancient, on the bottom of the sea ... and not a natural formation. It's hard to pinpoint a possible civilization that could have built this thing, since scientists say it could be anywhere from 2,000 to 12,000 years old.

#2. Nan Madol

This is Nan Madol, a thousand-year-old ruined city near the tiny island of Temwen. Temwen is home to only a few people, all of whom are scared by Nan Madol. They refuse to visit it. To them, the city is taboo, evil and cursed.
Of course, that doesn't stop archaeologists. They've been searching the massive ruins for a while now, taunting its various angry ghosts and trying to discover its origins. Very little is known about Nan Madol. It was likely the seat of the Saudeleur dynasty, but why they built this implausible place, and how, remains a mystery. We know that the 200-plus-acre city is comprised of roughly a hundred tiny man-made islands, consisting of about 800,000 tons of building materials. It's a bunch of miniscule islands surrounded by water in every direction. The mammoth stones, archaeologists believe have come from neighboring islands, but that doesn't explain how. The petrified locals, of course, have their own theories: They believe the blocks were levitated there by dark magic that pervades the place to this day, to which Science laughed, and continued sinking boulders in the ocean.

#1. Goseck Circle: The Murder Observatory

Way back in 1991, local surveyors were going through aerial photographs of a sleepy German town called Goseck when they spotted something strange. It appeared to be a gargantuan circular ridge underneath a field. It took German archaeologists 11 more years to conclude that the circle was the remains of an ancient observatory, roughly 250 feet in diameter, and with gateways pointed toward sunset, sunrise, and the north.

There is no clue who built this thing, or how. The structure is at least 7,000 years old. Our ancestors back then weren't even supposed to know how wheels worked, never mind how to build something so huge, elaborate, and purposeful. Archaeologists also found the remains of ritual fires and human bones with cut marks on them. This indicates that this circle was not just great for stargazing, but also for human sacrifice.

Timcy Thomas, MBA-HR

Class of 2015
JUSTIN BIEBER & SELENA GOMEZ’ TEXAS BREAKFAST DATE

After angrily storming out of his deposition on Mar. 6, it looks like the “Beauty and The Beat” heartthrob needed to come and get it — some comfort we mean — from his former GF, and he flew all the way from Miami to Texas just to see her!

The adorable pair got coffee from Starbucks and then headed to Don Pepe’s for breakfast, where an employee divulged exclusively that Selena munched on pork chops while Justin had huevos rancheros.

The source also told us that the couple got to the restaurant around 11:15 a.m. and were there for an hour and a half, along with four security people.

“They kissed a lot and he [Justin] was very attentive to her the entire time,” the source revealed. “At one time his arm was around her and they were staring into each other’s eyes.”

Justin Bieber & Selena Gomez Together Again In Texas
Selena, 21, is in Texas to perform her first concert since rehab in Hidalgo, just 15 minutes from McAllen where she and Justin, 20, had their date. But Justin has no reason whatsoever to be in Texas, and he made the trip right after storming out of his deposition where he was questioned about her, so it looks like he flew all the way from Miami just to see his girl.

This might be Jelena’s most shocking reunion ever, considering all the things that have gone down since their last split. Justin was arrested for DUI, got extremely flirty with Chantel Jeffries, and seemed to make it clear that he was choosing partying over Selena. That led to the Stars Dance singer cutting off all communication with the Biebs — she didn’t even call him on his birthday on Mar. 1!

Malvika Shukla,

MBA-HR

Class of 2015

Hollywood News
LEGAL ASPECTS OF CORPORATE SOCIAL RESPONSIBILITY

Introduction

With the enactment of Companies Act 2013, India has become the first country in the world to have legislation for compulsory CSR spending; most nations in the West enforce CSR only through mandatory disclosure of CSR spending. This much-debated legislation has introduced significant changes in the provisions related to e-governance, compliance and enforcement, disclosure norms, auditors and mergers and acquisitions. Also, some new concepts such as one-person company, small companies, dormant company, class action suits and corporate social responsibility have been introduced.

Provision for Corporate Social Responsibility in Companies Act, 2013

Clause 135 read with Schedule VII of the Companies Act, 2013 deals with the concept of CSR. According to Clause 135 of the Act, “Every company with a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or net profit of Rs. 5 crore or more in a financial year will have to form a corporate social responsibility (CSR) committee, consisting of three or more directors, of which at least one would be an independent director.” This committee will have to ensure that the company spends, in every financial year, at least two per cent of the average net profits made during the three immediately preceding years, towards CSR activities. This Clause is aimed at encouraging companies to spend a portion of their profits on projects that benefit society.

CSR Rules

The much-awaited rules for the new ‘corporate social responsibility’ (CSR) regime were also recently notified by the Ministry of Corporate Affairs. These rules have been notified after extensive consultations with all the stakeholders and they have brought out the much needed clarity on CSR spending by the corporate sector. The Rules will come into effect from 1st April, 2014.

Applicability

The provisions of CSR are applicable to every company including its holding or subsidiary and a foreign company having its branch office or project office in India, which fulfills the criteria specified above.

CSR Policy

The CSR committees of the board of such companies are required to formulate a CSR Policy which shall include a list of projects or programs which the company plans to undertake within the purview of Schedule VII of the Act, specifying the model of execution and implementation schedule for the same. The policy shall also include the monitoring process for CSR programs and projects. A company can carry out CSR activities through a registered trust or society or a separate company. The Rules also allow a company to collaborate with other companies for CSR activities, provided they have to separately report about spending on such projects/programmes.

The CSR Policy has to specify that the surplus arising out of the CSR projects or programmes or activities shall not form part of the business profit of a company. CSR Policy as approved by the Board of Directors of the companies shall also be displayed on the company’s website.
CSR Activities

A company shall undertake CSR activities as per its stated CSR Policy, excluding activities undertaken in its normal course of business. The CSR activities undertaken in India only shall amount to CSR expenditure. As per Schedule VII of the Act, activities in the following areas can be undertaken:

i. Eradicating hunger, poverty and malnutrition; promoting preventive healthcare and sanitation

ii. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects

iii. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans, old age homes, day-care centers and other such facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.

iv. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water.

v. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art, setting up public libraries, promotion and development of traditional arts and handicrafts.

vi. Measures for the benefit of armed forces veterans, war widows and their dependents

vii. Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports

viii. Contribution to Prime Minister National Relief Fund, or any other fund set up by the Central Government for socio-economic development and relief and welfare of the SC/ST and other backward classes, minorities and women.

ix. Contributions or funds provided to technology incubators within academic institutions which are approved by the Central Government.

x. Rural development projects.

However, the rules have clarified that CSR activities that benefit only the employees of the company or their families shall not be considered as CSR activities for this purpose. Further, any contribution made directly or indirectly to any political party shall not be considered as CSR activity.

CSR Reporting

The Board’s Report of such companies covered by Clause 135 shall include an annual report on CSR. The Act also makes it compulsory for the company to specify reasons if it fails to spend the prescribed amount. This actually incorporates the “comply-or-explain” approach typically adopted for corporate governance.
Conclusion

All the provisions on CSR as stated above mainly emphasize on CSR expenditure on capacity building rather than being only philanthropic donations. The above provisions are surely a welcome step and will make reputed and socially-oriented companies more focused in their approach in order to satisfy their social obligations. They will also draw the attention of the corporate sector towards the areas which otherwise remain neglected and are in urgent need of attention.

Shinu Vig
Professor
Department of HR
Amity Business School
Red wine and something in red wine called resveratrol might be heart healthy. Find out the facts, and hype, regarding red wine and its impact on your heart.

Red wine, in moderation, has long been thought of as heart healthy. The alcohol and certain substances in red wine called antioxidants may help prevent heart disease by increasing levels of high-density lipoprotein (HDL) cholesterol (the "good" cholesterol) and protecting against artery damage.

While the news about red wine might sound great if you enjoy a glass of red wine with your evening meal, doctors are wary of encouraging anyone to start drinking alcohol. That's because too much alcohol can have many harmful effects on your body.

Still, many doctors agree that something in red wine appears to help your heart. It's possible that antioxidants, such as flavonoids or a substance called resveratrol, have heart-healthy benefits.

How is red wine heart healthy?

Red wine seems to have even more heart-healthy benefits than do other types of alcohol, but it's possible that red wine isn't any better than beer, white wine or liquor for heart health. There's still no clear evidence that red wine is better than other forms of alcohol when it comes to possible heart-healthy benefits.
Antioxidants in red wine called polyphenols may help protect the lining of blood vessels in your heart. A polyphenol called resveratrol is one substance in red wine that's gotten attention.

Resveratrol in red wine

Resveratrol might be a key ingredient in red wine that helps prevent damage to blood vessels, reduces low-density lipoprotein (LDL) cholesterol (the "bad" cholesterol) and prevents blood clots.

Most research on resveratrol has been done on animals, not people. Research in mice given resveratrol suggests that the antioxidant might also help protect them from obesity and diabetes, both of which are strong risk factors for heart disease. However, those findings were reported only in mice, not in people. In addition, to get the same dose of resveratrol used in the mice studies, a person would have to drink more than 1,000 liters of red wine every day. Research in pigs has shown that resveratrol may improve heart function and increase the body's ability to use insulin. Again, however, these benefits have not been tested in people.

Some research shows that resveratrol could be linked to a reduced risk of inflammation and blood clotting, both of which can lead to heart disease. More research is needed before it's known whether resveratrol was the cause for the reduced risk. However, one study showed that resveratrol may actually reduce the positive effect of exercise on the heart in older men. It's also important to know that resveratrol's effects only last a short time after drinking red wine, so its effects may not last in the long term.

Malvika Shukla, MBA-HR
Class of 2015
By Mayo Clinic Staff
APRICOT NUTRITION FACTS

Sweet, fragrant rich, golden-orange apricot fruits are another summer delicacy of Asian origin. These much-prized fruits were first brought to Europe by Greeks who called them as “golden eggs of the sun.” Today, the most important commercially producing countries are Turkey, Iran, Italy, France, Spain, Syria, Greece, and China.

Botanically, the fruit is closely related to peaches and nectarine, sharing with them in the broader Rosaceae family of fruit trees in the genus, Prunus. Scientific name: Prunus armeniaca.

Health benefits of apricots

Fresh fruits are low in calories, composing just 50 calories per 100 g weight. Nonetheless, they are rich source of dietary fiber, antioxidants, vitamins, and minerals. The fruits are enriched with numerous health promoting phytochemicals; that helps prevent heart disease, reduce LDL, ("bad cholesterol") levels and offer protection against cancers.

Apricots are excellent sources of vitamin-A, and carotenes. 100 g fresh fruits have 1926 IU or 64% of daily-required levels of vitamin A. Both compounds are known to have antioxidant properties and are essential for vision. Vitamin-A is also required for maintaining healthy mucus membranes and skin. Consumption of natural fruits rich in carotenes helps protect the body from lung and oral cavity cancers.

Fresh fruits contain vitamin-C, another natural anti-oxidant. Vitamin-C helps the body develop resistance against infectious agents and scavenge harmful oxygen-free radicals.

They are an also good source of minerals such as potassium, iron, zinc, calcium and manganese. Potassium is a heart-healthy mineral; an important component of cell and body fluids that help regulate heart rate and blood pressure.

The total anti-oxidant or ORAC value of raw apricots is 1115 umol TE/100 g. Much of this in these fruits comes from some important health promoting flavonoid polyphenolic anti-oxidants such as lutein, zeaxanthin and beta cryptoxanthin. Altogether, these compounds act as protective scavengers against oxygen-derived free radicals and reactive oxygen species (ROS) that play a role in aging, cancers and various disease process.

Further, zeaxanthin, a carotenoid selectively absorbed into the retinal "macula lutea" in the eyes where it is thought to provide anti-oxidant and protective light-filtering functions. Thus, consumption of fruits like apricots rich in zeaxanthin helps eyes protect from age-related macular disease (AMRD), especially in the elderly people.

Malvika Shukla, MBA-HR, Class of 2015
TOP 10 BIGGEST CRICKET CONTROVERSIES BETWEEN INDIA AND AUSTRALIA

Sourav Ganguly–Steve Waugh “Boss Of Toss” During Famous 2001 Border Gavaskar Test Series

In the “Epic Border Gavaskar Test Series 2001“, Under Sourav Ganguly India beat Australia 2-1 to end the Aussies world record of 16 consecutive Test wins. To get under the skin of the visiting Aussies in 2001, Former Australian captain, Steve Waugh would vouch for the statement.

The Epic 2001 series has one chapter dedicated to the mind games between India-Australia and in it is mentioned the tale of how Sourav Ganguly Aka Dada kept Steve Waugh waiting for the toss on numerous occasions.

Aussie Captain Steve Waugh in his autobiography ‘Out of My Comfort Zone’ wrote later that he was “wound up” by Ganguly’s “continued petulance” in being late for the toss, and alleged that Ganguly was late for the toss “seven times” during the historic series.

Playing Australia in an ODI in his home town Kochi in 2007, Indian fast bowler S. Sreesanth was all pumped up. And when the pacer got the better of Andrew Symonds and dismissed him, the prized wicket did not trigger a reaction of either relief or happiness. Instead an angry Sreesanth hurled the ball in the air in celebration, clenched his fists, gritted his teeth and wrenched his face.

The rousing send-off that Symonds received was not easily forgotten.

Gautam Gambhir v Shane Watson- India vs Australia

Gautam Gambhir v Shane Watson Elbow Fight

Playing on his home ground ”Feroz Shah KotlaDelhi” Gautam Gambhir had the weirdest Test against the Australians in 2008. During the course of his maiden double-century, Gautam Gambhir was needled relentlessly by the Aussies and in particular Shane Watson.
Riled by the Shane Watson chatter, Gautam Gambhir elbowed Watson while turning for a second run. The matter was taken note of by the ICC and Gambhir despite the double ton missed the final Test in Nagpur.

**Virat Kohli showed middle finger to the SCG crowd**

Virat Kohli was pictured showing his middle finger to the SCG crowd on the second day as the Indian team got frustrated after having conceded 366 runs by claiming only one wicket.

**Michael Slater v Rahul Dravid**

The 2001 Wankhede Test saw heated exchanges between Australian opener Michael Slater and Indian number three Rahul Dravid. Rahul Dravid mistimed pull spooned the ball in the air, which Slater then claimed to have taken a catch off.

The third umpire turned down the appeal which resulted in Slater confronting both umpire S. Venkatraghavan and Rahul Dravid and started shouting and gesturing at him. Later, Slater was fined for his unruly behavior.

**Sunil Gavaskar decides to walk-India vs Australia**

India’s famous series-levelling win over Australia in 1981 was marred by Sunil Gavaskar’s decision to march off the field with fellow opener Chetan Chauhan in response to an lbw decision against him by umpire Rex Whitehead.

After a string of low scores, Sunil Gavaskar was running into form with a 70 in the Melbourne Test before Dennis Lillee jagged back and hit Gavaskar on the pads. Gavaskar refused to accept Whitehead’s decision and gave Chauhan the marching orders to follow him into the pavilion.

Indian team management intervened and Chetan Chauhan was asked to return to the centre and Gavaskar was escorted back to the dressing room.

**Ishant Sharma v Andrew Symonds**

The long list of verbal volleys between India and Australia continued to swell after Symonds and Ishant Sharma decided to share some kind words during an ODI encounter at Brisbane.

The face-off as always had two ‘faces’ to it. Symonds said that he only complimented the bowler after being done in by a peach of a delivery. The Australian alleged that he called Ishant a ‘champ’ and the Indian pacer misunderstood the praise as a verbal barb.

**Zaheer Khan v Matthew Hayden**

In Mohali Test between India and Australia in 2008, Harbhajan had just dismissed Aussie Opener Matthew Hayden. As the Indians ran to the jubilant bowler, Zaheer Khan came close to the Australian
opener and began celebrating his dismissal in the most vulgar fashion.

Zaheer Khan was booked for the offence and paid 80% of his match fees for bad behaviour.

**Sachin Tendulkar LBW to a bouncer, 1999, Adelaide Test**

Indian captain Sachin Tendulkar was adjudged LBW from a short ball off Glenn McGrath after being hit on the body. McGrath starts appealing and Australian umpire Daryll Harper almost immediately lifts his finger sending Tendulkar back to the pavilion for a duck.

The decision sparked a big controversy with the media, commentators and former players debating on its legality.

Tendulkar refused to comment on the decision while Darell Harper years later said that he wanted to forget that dismissal though he believed that was out even then.

**Ruchir Chauhan, MBA-RM**

Class of 2015
20 THINGS YOU DIDN’T KNOW ABOUT HUNGER

1. How to alleviate world hunger? The United Nations suggests entomophily, or eating beetles, wasps and worms, as a partial solution. Pass the cicada stuffing.

2. Two billion people worldwide already rely on bugs for protein. One serving of caterpillar has more protein than a serving of beef.

3. Better than relying on the flesh of your traveling companions, like the survivors of a 1972 plane crash in the Andes. They ate the frozen bodies of their families and friends.

4. Hunger’s pangs don’t take long to kick in. Go a few hours without food, and grumbling ensues as continuous waves of muscle movement release pockets of gas in the intestines.

5. Eventually you start to burn fatty acids instead of glucose for fuel. And a few days into a fast, your body starts to feed on its own proteins. So, yes, your stomach will eat itself.

6. Without calories, your body will no longer be able to produce enough glucose for your big brain (and it needs a lot — about the daily equivalent of the sugar found in three cans of soda). Instead of shutting down, it resorts to using ketone, a fatty acid derivative.

7. Early humans’ ability to switch to another staple in this way may be what allowed us to outlast other primate species.

8. The discomfort and weakness that mark this stage of hunger is nothing compared with kwashiorkor, extreme malnutrition that causes a distended belly and swelling of the liver. But the No. 1 cause of death in people who are starving is heart failure due to extreme tissue and organ damage.

9. Nearly 1 billion people will go to bed hungry tonight, according to the U.S. Agency for International Development. And 200 million of them will be children. Lack of vitamins and nutrients, especially in a child’s first year, can affect brain growth and intelligence.

10. Some studies have found that iron deficiency, another consequence of malnutrition, may drive anemics to eat clay and soil.

11. Nearly 30 percent of pregnant women crave non-food items, an eating disorder called pica — from the Latin word for magpie, a bird known to eat anything.

12. Studies have traced cravings for high-calorie meals back to caveman days, when hunters and gatherers needed to store energy between unpredictable mealtimes. Now our cravings for fatty and sugary foods, which release chemicals that can trigger mild euphoria, spur obesity and diabetes.

13. Refined carbs can make you hungrier by interfering with messages the digestive system sends to the brain to signal it’s time to put down the doughnut.

14. A 2004 brain-imaging study revealed that even thinking about a favorite food triggered release of dopamine, a feel-good
hormone also produced during sex and drug use.

15. Food for thought: A 2007 study found that women who tried to quit thinking about chocolate ended up eating 50 percent more than those who were encouraged to talk about their cravings.

16. Suppressing hunger or appetite, normally the job of a hormone called leptin, is a multibillion-dollar industry in the U.S.

17. New research indicates that people carrying the obesity gene FTO keep pumping out the hormone ghrelin, which tells the brain to eat again.

18. But some of the highest levels of ghrelin have been observed in anorexia patients.

19. A body can hold out only for so long. In the early 1980s, 10 fasting imprisoned members of the Irish Republican and Irish National Liberation armies lasted 46 to 73 days before dying of starvation.

20. On the other hand, a little hunger may go a long way. Studies in rodents show reducing daily calorie intake by 30 percent can lower risk for cancer and Alzheimer’s disease and increase longevity. So much for an appetite for life.
Non Governmental Organisations (NGO) in India have portrayed an image of staying true to the name by keeping out of anything related to the government. The ideas and ideologies are service oriented and aim at filling the gaps in the society. While they are highly committed to provide this service, seldom do they recognize the real reason why the need for such service arises, why they need to do what someone else is supposed to do. This part of the story is legislature. The organization responsible for the welfare of the society is the government itself. It is often when the government doesn’t fulfil this duty that others willing to do come in – NGOs.

The only way to attack the root cause is by pushing the legislature for creation of the right policies and legislation. The obsession with service and indifference to legislature means, we are constantly pumping out the leaking water, when in reality we should fix the leak. One of the major challenges in policy making is the lack of expertise among the people involved. And this calls for the influential association of a better class of intellectuals with the politicians. In the US for example, the NGOs play a crucial role in policy making. They are able to exert of level of influence on the politicians which their Indian counterparts can only dream of. This is not because of the political scenario but simply because vast number of NGOs believe that it is not their business.

A possible solution can be the unification of these NGOs to create a collective wave of consciousness. This needs to be coupled with a clear change in the perspective, which should be change oriented and not merely service oriented; a deviation from focussing on short term objectives.

The question that we should ask is – ‘what will be the law that will enable me to achieve this?’ I am convinced that laws, no matter how complex, and not ideals are the way to implement things. People do not stop at the red traffic light because they are nice. It is simply because human mind works better when things are defined.

Mahathi Nemellapudi

(MBA-HR)

Class of 2015
TITLE: "GUGGUL - AN HERBAL MEDICINE"

Guggul botanically known as Commiphora Mukul, it is from Burseraceae family, and commonly known as Commiphora Mukul, Guggul and Balsamodendrom Mukul. Guggul is a small shrub or a tree; it bears thorns on its branches. Guggul contain small leaves those very similar to that of a neem tree flowers of guggul are red in color and bears fruit that are elliptical in shape and soft in nature.

Guggul can be found everywhere in India. Guggul is a very valuable herbal medicine. It is widely used for obesity and cholesterol. It is also known as fat burning agent all over the world. Guggul is a very important and trustworthy herb in ayurvedic medicine. Basically it is used almost in every kind of illness due to its amazing treating power.

It is one of the oldest and most famous herbs in ayurvedic medicine. Guggul contains strong purifying and rejuvenating properties and its lipid regulating. Guggulu known as ushanvirya herb i.e. it has hot potency, therefore has a killer nature of the diseases cause by vatadosha prominence. But its effects are also seen in suppressing all the three aggravated dosha therefore it works as tridosha suppressant. Guggul gets these properties as it contains tickt and katu rasa. Guggul is only used after purification (shudhikar) in milk; it should never be used in raw form. Though there are seen no serious side effects of guggul but sometime prolonged use may be associated with mild stomach upset. It may stimulate the thyroid and uterus, so it is best to avoid in cases of hyperthyroidism and pregnancy. Guggul can cause some side effect in some people like- anorexia, abdominal pain, skin rash and diarrhea. But modern extracts are more purified and fewer side effects have been reported with long-term use.

The usase and benefits of Guggul, An Ayurvedic Herbal:

Guggul is used in reducing fat levels from body and used as anti obesity agent since centuries.

It works as rasayan i.e. used in promoting youth ness with long life.

It relaxes the muscles which helps relieve menstrual pain.

It has been very dominantly used in arthritic pains. It also possesses the property that helps in reversing the degenerative changes that has occurred in joint and bones.
It helps in relieving pain and swelling, it is believed in strengthening nervous system of the body due to this property.

Guggulu has properties, which is indicated in hypertension.

In lowering blood pressure levels and maintaining it to normal levels Guggul plays a very important role.

It acts as blood purifier therefore it is used in skin diseases.

Guggul also known as heart tonic that strengthens the heart.

Guggul also works in strengthening our digestive system.

It is also known for improving our immune system; its good results are seen in leprosy and eczema.

Guggulu water is widely used to gargle to get relieve from tonsillitis, mouth ulcers, upper respiratory tract infection and throat irritation etc.

Guggul increased HDL cholesterol, which is needed by the body and lowers LDL cholesterol.

It is seen helpful in upper respiratory tract infection as it works as expectorant by helping in suppressing kaphadosha, which is the main culprit in causing wet cough.

Guggul helps in relieving pain and swelling, due to this property it is also believed in strengthening nervous system of the body.
WHY HOCKEY IS NOT POPULAR

For the first time in the history of hockey in India, the Indian Hockey team — once known as the group of finest stick wielders in the world — has failed to qualify for the Olympic Games.

Great Britain booked its place at the Beijing Olympics with a 2-0 win over India in the final of the qualifying tournament in Chile. Britain scored the first goal within 10 minutes as the Indian defence failed. Britain won all six qualifying games, while India failed to qualify for the first time since 1928.

Once the symbol of Indian sporting nationalism, hockey, India's National Game might fast become our national shame.

The question that was being debated on CNN-IBN's Face The Nation was: Hockey Debacle: Is India in danger of losing her national symbols?

On the panel of experts to try and answer the question were Managing Director 21st Century Media, Lokesh Sharma; Former Indian hockey coach, Jagbir Singh; and Senior Journalist, NovyKapadia.

The Beginning of the End?

At the beginning of the show 53 per cent of the viewers said yes, India was in danger of losing her national symbols, while 47 per cent disagreed.

India has won eight gold medals so far, six of them in consecutive years. Hockey is reminiscent of a nationalism that is uniquely desi and the decline of hockey is also the decline of an old India.

However, this time India should forget about winning any medals because the team failed to even qualify to play in the Olympics.

Former Indian hockey coach, Jagbir Singh said that Britain was not a weak side. "They are not an ordinary side to play with. They have won three gold medals and a lot of medals in the Olympics. They have a good history of hockey. However, it's pathetic that we could not even qualify this year."

However, he added that this was not something which has happened just this year. It was something that has been coming for years now.

Hockey has remained in the past for some time now. It is a prisoner of a nationalism of the past and is not a futuristic game and not in the present. The game has not modernised, infrastructure has not bettered and the management is poor to say the least.

Senior journalist NovyKapadia said hockey has changed a lot. "Earlier it used to be played on grass, now it is played on an astro turf. Wrist work matters a lot and the game is much faster now, but that is not to say that Indian players have not adapted to this change. However, the management needs to desperately undergo a change and the writing has been on the wall for some time now."
He said when India did not qualify for the semi-finals of the Doha Games, it was clear that urgent action was needed as far as the National Game of the country was concerned.

"We have always had this thing about should we or should we not go with a foreign coach, we have always chopped off good players, there has been no support to the team and so it has been one disaster after another," he added.

**Too Much Bureaucratic Interference**

Jagbir Singh said that hockey was a National Sport only on paper. "If we talk about percentage contribution and involvement of money, facilities and infrastructure then it is a joke to even think that India can win an Olympic medal."

He said that at the end of the day, it was unfair to blame the players and the coaches who have been fighting all their lives for a place in the big picture.

But it seems unfair to tag cricket as the culprit just because all the glamour, the money and the sponsorships have been going to cricket.

Managing Director 21st Century Media, Lokesh Sharma agreed saying that blaming cricket would be simply barking up the wrong tree. "I think instead, hockey should take a leaf out of cricket's book and get its act organised."

He said that the most basic thing which was needed for hockey was a playing surface and India doesn't even have those.

"For a nation which has a trillion dollar economy, it is a shame that we cannot even provide 100 surfaces for hockey players when each surface costs less than Rs 1 crore," he said, adding that Indian hockey has not been able to convince people that they can deliver the goods.

**Hockey Versus Cricket**

Jagbir Singh agreed with Lokesh Sharma that comparing hockey to cricket or blaming cricket for the downfall of hockey was not correct.

"The two games are very different in terms of speed, from the commercial angle and from every single aspect basically. There are many corporates who are interested in investing in the game, but somehow there seems to be no system in place to invite that investment and use the money efficiently enough," he said.

Kapadia agreed saying that when India won the 1988 gold in Bangkok Asian Games, everyone had thought that this would actually be the second coming of hockey.

"When the team came back to India after that win, the players put forth some very reasonable demands including that certain allowances should be increased. They were immediately branded as rebels. Why would corporates want to pour in money in an association which is constantly at loggerheads with its own stars? Cricket builds up stars and hockey tends to denigrate them," he said.

Kapadia added that the last superstar of hockey, DhanrajPillai, was being treated like an impetuous teenager and it was a
constant battle for him to stay in the team and soon after, he and six other senior players were sacked from the team.

Jagbir Singh added that if a player's confidence was being mistaken for an attitude problem, then it was sad. "If a player has no attitude and confidence on the field, then what good is he?" Singh wanted to know.

Kapadia said that it was a feudal mentality where players were treated like scum and did not get the kind of respect that they deserved. "It is shameful that even the Under 19 Indian cricket team stays in better places than the Indian hockey team when they go somewhere to play tournaments," he said.

It is perhaps the burden of nationalism that the game of hockey carries and thus has been burdened by the weight of bureaucrats and administrators who are suffocating the team and its performance.

Midway through the show, 51 per cent of the viewers said yes, India was in danger of losing her national symbols, while 49 per cent disagreed.

**Is It Time To Re-think Our National Symbols?**

Hockey does not fire the imagination of Indians anymore, it does not excite Indian crowds like cricket does and a game of hockey does not unite the country to cheer for a team as one. So does this mean it is time that de-facto hockey stop being India's National Game? Should it replaced by cricket instead?

To this, Lokesh Sharma said, "I don't see any reason why a particular game should be stopped playing or replaced. We have a huge potential as far as hockey is concerned. We have won eight gold medals, we have dominated the world hockey scenario. When it is an Olympic sport and there are medals to be won, I don't see why we should stop pursuing it. We can very easily go back and win an Olympic gold even if we set ourselves a target of six to eight years."

However, he expressed regret over the fact that India was now being defeated by countries that play hockey as a part-time, weekend sport — such as Holland and UK.

He said that hockey was given a national status when it was at its peak and that now the players should fight back and regain that iconic status.

"All one needs to do is sit down, clear all the cobwebs, draw up a blueprint, get the infrastructure in place and start playing. It requires the most minimal of investment. If anyone was to go in the market and show a proper blueprint, I am sure corporate bodies and the Government would be more than interested in supporting the team," he added.

**Star Status**
Dhanraj Pillai has been one of the greatest players of hockey India has seen. There have been other players like Ashok Kumar as well, but none of them have been made into stars like MS Dhoni, Sachin Tendulkar and Rahul Dravid.

Novy Kapadia said that this could be partially because there was no media involvement in the sport.

"The Indian Hockey Federation (IHF) has had no accountability, the Federation has not helped in building up players at all. In fact, Dhanraj Pillai was actually axed by IHF. Hockey gets into controversies in India very frequently. First they have to get their own house in order and the money will automatically start rolling in," Kapadia stated.

He said that the finance will come only when the Government and corporates have a nice, rosy picture of a healthy team in front of them.

"Once that happens, automatically heroes will be created. Here, there is non stop controversy so the big money is not getting attracted to the team," he added.

**Chak De India Didn't Help**

Jagbir Singh said that apart from corporates not wanting to pump in money into the game, films that have been made on the game did not help any.

"I think Chak De India actually depicted the true condition of Indian hockey and hockey players, but I also feel sad that other sports cashed in on the game while the sport on which the film was made did not manage to do the same at."

He said that he was not blaming other sports but instead blaming hockey for lagging behind while other sports have gone ahead.

Singh said that officials were far too powerful where hockey is concerned and that is one reason why the game is stagnating in India.

Kapadia added that someone like KPS Gill cannot be sacked for he is an elected official, and unfortunately, no sports official in India has ever taken moral responsibility for the game and resigned after a debacle.

"I think that officials like KPS Gill need to take up more responsibility and become professionals. Soon after India won the World Cup in 1975, there was a huge controversy and players like Surjit Singh were thrown out of the camp. Hockey has become more like a game of Snakes and Ladders. Every time we seem to be going up, something happens and we get pulled right down," Kapadia said.
Should Hockey Take Up Capitalism?

Maybe it is time a sport like Hockey took a leaf out of cricket's book and became more capitalist, move over to the private sector and shed the feudal, official image and the babudom permanently.

Lokesh Sharma said that once the team started winning and when someone got a winning formula in place, these things would automatically start changing.

"Once the team starts doing well, there will be so much pressure on the people who are managing the sport that heroes will be made and money will automatically start coming in," he said.

He also added that at present, IHF was being run by retired politicians and bureaucrats who were out of power who like to latch on to sports to cash in for themselves the best the can, without caring for the team.

Ruchir Chauhan, MBA-RM
Class of 2015
SMOKING: A WEAPON OF MASS DESTRUCTION

Of all the evils that are harmful, dangerous, malicious, destructive, smoking is the most dangerous evil. It not only pollutes and corrupts the mind it also pollutes the world. It is more dangerous than weapons of mass destruction. It is easier to give up greed, anger, lust, pride and all other intoxicants but it is very difficult to quit smoking. In other words, it is easier to attain Nirvana than to quit smoking. But nothing is impossible in this world. Of all the creatures that walk, swim, fly, crawl, creep and jump, Human being is the most intelligent. Human beings have created wonders in this world. Once a human being decides to do something it does. The only medicine to quit smoking is One’s will power and determination. It is better to die peacefully than to live painfully. It causes cancer, the emperor of all the medicine and so many diseases. Quit smoking at once........

A smoker is worse than a gambler, a smoker not only kills himself but also kills skins. The gambler can win his lost money but the smoker cannot recover his lost health. A smoker is always a loser but a gambler not necessarily always a loser, the chances of his victory cannot be ruled out.

In gambling, one loses, and other one gains, but in smoking both lose and suffer. The smoker pollutes one’s self and the world. It is better to die than to smoke. It is not only the emperor of all maladies, but it also disfigures your face and body.

Of course quitting smoking is very difficult. If one succeeds in quitting smoking, the smoker in other words has attained Nirvana.

Like Mara, withdrawal symptoms are enemies of those who try to quit smoking or attaining Nirvana. When Gautama, the Buddha to be, was meditating under a peepal tree at Gaya, he was disturbed by Mara, the God of evil to prevent him attaining Nirvana, so is the tale of the
smoker who tries to quit smoking but is disturbed by withdrawal symptoms to prevent the smoker from quitting the smoking. He or she must not become complacent, they must be cautious. Mara and withdrawal symptoms could hit them back to enslave them again.

Though there are no medicines to quit smoking, nor is there a person in the world who could help the smoker to quit smoking. The smoker itself has to create will to quit smoking. Though there is no substitute, no item can help give up smoking of the smoker, when the smoker is craving for smoking, smoker must drink something. I gave up smoking many times but restarted again then I decided that in order to stop craving for smoking, I must condemn myself.

Smoking is the greatest enemy of the world. It is like weapon of mass destination and only and only will power can help.

Author remained chain smoker for more than 60 years and this article is his experience sharing. He has now come out of this habit.

H.K. Bansal*

A Thinker
Mantra Meditation

To Western ears, "mantra" is synonymous with "catchphrase" or "mission statement." But mantra is a tool that's been used for thousands of years to help cultivate peace of mind — something we could all use a little more of. Choose a word or phrase that is meaningful and melodious — such "love," "peace," or "amen" (or whatever resonates with you) — and repeat it silently or audibly whenever you need a gentle reminder to savor the moment.

Comfort Yourself

Know how a cranky child magically transforms into a little angel after a nap? Treat yourself to five minutes of rest. Gather two firm pillows, then sit with your heels on the floor. Keeping your toes together, open the knees wide and stack the pillows between your knees. Rest your torso on the pillows, head turned to one side. Breathe here, releasing tension with each exhale. After several breaths, turn your head to the other side.
Take a Mental Vacation

When you need to reduce stress, find a cozy spot in your room and treat yourself to a vacation that’s all in your head: Close your eyes and imagine a relaxing place, such as a beach or a mountain view.

Visualize the sights and smells. The more vivid a picture you paint in your mind, the more your body will respond to the invitation to relax.

Count Your Blessings

In a study conducted by Robert A. Emmons, Ph.D., of the University of California, Davis, people who listed five things they were grateful for each day in a journal fell asleep faster, slept for longer periods of time, and also woke up feeling more refreshed than those who didn’t keep a gratitude journal.
5 SIDES OF COMPARISON, JEALOUSY OR ENVY.

1. The unchangeable human nature.

Comparison is a part of our nature and cannot go away. Jealousy and envy are just other names for that nature. We cannot change this nature. **We can only be aware of it and understand how it works, so as not to let it ruin our comfort and happiness.**

A very important thing to remember is you can never get out of comparison. No matter where you are, there will be people both ahead of you and behind you in every walk of life. Even if you become the richest person on earth, you might still envy your subordinate who has better health than you. You will always have something to be jealous about, somebody to compare yourself to. So embrace it as your nature. Then, begin to understand it.

2. Your assumptions about others.

You get jealous when others seem happier or when you think you have more worries than others. Your mind automatically assumes that others don't have these or that many problems. This makes your troubles even more distressing. Others' gardens seem greener. But actually, your assumptions about others' fun, success, happiness are very foolish. You look at their life from a distance and you make a judgment about how they must actually feel inside. You never ask them personally. This is why you live with a feeling of inadequacy or insufficiency.

You are constantly comparing people's happiness, sorrow or fun with yours. Almost all the time you find people having a better, simpler and a more enjoyable life. You don't necessarily express it to them or anybody. But your mind is always calculating.

Even at a party, you seem to think that people sitting at the next table are having a better or funnier conversation than you. And you have no idea that they are probably thinking the same about others or maybe even you.
You should just go up to them and ask, “Are you really having as much fun as I think you are? If you are not, please tell me so I can stop being jealous.”

Now, of course, you can never ask such a question in real life. It is too honest for you to try.

Usually you just ask, ‘how are you?’, ‘how is life?’, ‘what’s up?’

Now, what do you expect from these questions.

3. Looking deeper into what people say.

People say, “I’m doing good”, but what assurance do you have that they are saying the truth? How many times have you just casually said, 'everything's great', even when you are miserable inside?

You don't tell the details, because firstly, people are hardly asking. They are not even listening. When you ask somebody, ‘how are you?’, they never think of telling you the real answers. They just say, ‘all good’ with a smile, without a second thought. This is how most of your social interactions are. So, the happiness you see all around is very superficial.

Secondly, you don't say the truth because you want to keep your happy and successful image intact. You want to project that you are doing great and your life is perfectly fine. You don’t fight with your girlfriend or wife in front of others, so as not to cause a “scene”. You wait till you get home to pick up the fight.

Why? You don’t want others to know that you are losing to them in the tournament of fun and happiness. You want to look like a winner. And so do others.

Where does it lead to?

4. Your decisions and their results.

You end up even designing your life around your assumptions. You make a lot of decisions based on others’ lives. Some of them, very important ones, like the choice of education, career, city to live in etc. You think that if you do what others are doing, then you'll probably get the results they are getting.

But, what happens?

Since your assumptions were groundless, the decisions lead to unsuccessful results. The results do not make you as happy as you had expected. And another foolishness is, you don't stop and think what is happening with you. Don’t you realize, you got cheated? Do you go ask others what the problem could be, "hey, I did exactly what you did, but
I'm not as happy as you seemed to be. Why is that? Did I miss anything?"

Years ago, you went to your cousin’s beautiful and palatial house. You got jealous of the big life he is living. Now, you wanted to buy your own house instead of living in a small apartment. It became your dream. You thought life would be perfect after that. You'd have no worries. And after enormous efforts you finally buy your own house. What happens then? Within a week or even two days of living in your new house, you forget that you are supposed to be happy. You go on living life the same way as before. You get up in the morning and nothing seems different. You just go to work, come back and sleep. Your dream got fulfilled but your happiness is still the same. But do you learn from this? No.

Which takes us to the next point.

5. You don't learn from unsuccessful results.

You repeat the foolishness over and over.

You don't learn from the whole experience. You just, by default, keep on assuming that maybe the next thing will bring you the right results. It still doesn't and you just go on living chasing something others seem to have i.e. happiness, fun, love etc.

The problem with following others is, that you do what others do, but don't end up as happy as you thought others were.
“If you want to help a man, teach him to catch a fish rather than giving him a meal.” This is what is missing in the present day scenario. Now-a-days education is been provided for the sake of educating and not for helping the individual to understand and learn so as to use what he has learned to live a productive life and hence the whole purpose of education goes waste.

From day one when a child is put into a school till he gets out of college, he is ‘just’ provided education to ‘just’ get a graduation degree at hand rather than earning an experience of learning out of it. Then it’s obvious that out of all the graduates who pass out of every college, only a handful of them are efficient. And finding these efficient people is another tedious task.

Few years back, there was an incident where the various universities of US were discussing about the various methods of increasing the efficiency of the students passing out of their university and they concluded that they must follow the teaching techniques of Indian schools and colleges. But now I bet they would be planning to clarify their thought on it.

If we would have been able to alter the education system, I believe we can make efficient people and use them for the betterment of the society.

It’s not only the mode of education is to be altered, but also the sort of relationship made between the student and the teacher. It’s right time we change our attitude, our education system and most of all a change in our perceptions.

Now just think, others are reading this same line and also relating to it. So? Did you get the huge flaw with this system or it needs to be explained? Let’s explain, you know, just in case. It means that others aren't happy either and instead they think that you are happy. We, the society, are keeping each other jealous, by trying to look happy with our lives.

Timcy Thomas MBA-HR
Class of 2015
THE UNDONE WARRIOR

To fight the soldiers of the enemy
Oh, the undone warrior was he
Had to capture an important position
A hill it was, 12 miles out, held by the opposition
Fitted with a machine gun and mortar
Entrenched heavily it was, with soldiers at every quarter
Went with the 150 making the 253rd
Barely a mile away the sound of gunfire was heard
Hidden in the woods, they began to prepare
To storm that hill with a wing and a prayer
Oh, the undone warrior was he

Charge they did, headlong into the fray
Underneath the hail of gunfire, he did think it a beautiful day
A hundred yards from the hill ran into the enemy
Shot two, bayoneted one, bashed another heavily
Ten yards down the line shots rang out
Shot thrice was he and collapsed on the route
Undone was he there at the base of the hill
Saw it taken with his dying breath without any will
Oh, the undone warrior was he
Oh at Dunkirk, at the hill, undone was he

Arjun Mitra, MBA, Class of 2015
बासंती बयार

कहाँ खो गयी तू बासंती बयार
tुझ्या बिन उदास है कन - उपवन, घर - द्वार
tुझ्या बिन कैसे आएगी इस चमन में बहार
पहने तो नहीं बने थे कभी ऐसे आसार
बसंत आये और न बहे बासंती बयार

लगता है तू ठिठक गयी होगी उसी ठीर
dेखा होगा तूने जहाँ आतंक का दौर
sूनी आँखों से बरबस बहती अश्रु धार
dूंढित हो गए जहाँ समस्त आचार विचार
शिथिल पड़ गया होगा तेरा वेग
जब तुझे मिले होंगे भक्षक बने रहका अनेक
प्रजा तत्त्र के पहरी प्रजा को इससते तक्षक
अनेक

मुझ्या मालूम है, तू है बहुत उन्मन, उदास
or उद्विग्न
परन्तु अगर तू ना बहेगी तो कभी ना
खिल पाएंगे

ये निष्प्राण मुरझाये फूल
इनका भविष्य है अब तेरे हाथ
tुझ़ा से है अब हम सबको अंतिम आस
tुझे बहना अब दूने वेग से
और खिलाने हैं इतने फूल
जिससे आहलादित और सुवासित हो जाये
dिग- दिगंत
और हो निराश के घनघोर तम का अंत
tुज्ये जगाना है तुझे हर उस सोये माली
को
भूल गया है जो बसंत की बात

रमेश बागला
WHAT WE DO AT AMITY...
Amity Business School regularly organizes various Corporate Forums, CEO Forums, Alumni Forum, Guest Lectures so that the students get a chance to know more about the Corporate life and benefit from the presentation, lectures and discussions on various topics. The list is endless:

I. Corporate Forum was organized for MBA (HR) Class of 2014 on 28th February, 2013 and following Corporate guests were invited on the topic “Corporate Expectations from the Budding Managers”.

II. A Deloitte Forum – Interactive Session on the topic “Career in U S Taxation” was arranged for MBA class of 2013 on 6th March’13.

III. Corporate Forum was organized for MBA (HR) Class of 2014 on 8th March, 2013 and Corporate guests were invited on the topic “Recent Trends in HR.

IV. Alumni Forum - Alumni and ABS work in synergistic team with a mission to take ABS to newer heights of success. Senior Alumni Members of ABS visited Amity University for the interaction meeting with 14 young Executives of Teijin Ltd., Japan on Sunday, April 21, 2013.


VII. CEO Forum organized for MBA (M&S) Class of 2015 on August 8, 2013.


XI. Marketing and Retail Forum organized for students of MBA (M&S) 2015 on September 12, 2013.


XIII. Alumni Forum organized for MBA (HR) Class of 2015 on September 19, 2013.

XIV. A QAI session was conducted by Mr. Ashish Sehdev, Asst. Vice President of QAI Global on 8th October where he spoke on Leadership and management and briefed the students about the company QAI Global and its business. ABS was proud when he announced the Award for the “Emerging Leader” which consists of a Trophy and a cash prize of Rs. 35,000/-. 
I. Dr. Niamh O’ Riordan, Lecturer in Business Information Systems (BIS) at J.E. Cairnes School of Business and Economics, NUI, Galway delivered a lecture to the students of MBA on “Current Global Trends in Agile Software Development” as part of value added lecture series on 16th July, 2013.

II. Guest Lecture for students of MBA (M&S) Class of 2014 was held 7th August, 2013 by Mr. Rohit Agarwal, Vice President-Product and Mr. Pushkar Basu, Marketing Executive from NIIT.

III. A Guest lecture was conducted on 'Service Oriented Architecture' on Sept. 14th, 2013 by Mr. Manjeet Singh Jamwal and Mr. Jai Prakash Sahu, Senior Developers and Managers at IBM.

IV. A Guest Lecture was conducted by Ms. Pushpa Bector, Senior Vice President, Leasing & Mall Head DLF on "Current Retail Scenario in India" on 19th September, 2013.

V. A Finance Lecture for the students of MBA (Finance) for Class of 2014 was organized on September 24, 2013 and Mr. A.K. Mishra, Advisor, Citibank attended.

VI. A Guest lecture by Mr. Rehan Khan, Lead Market Research & Global Account Management at Deloitte Touche Tohmatsu Ltd. took place on 24th September, 2013. He shared his corporate learning on few issues in the area of Consumer Behavior.

VII. A seminar on “Overview of NSE and Investors” awareness” was conducted on Sept. 26th, 2013. The speakers were Mr. Kunal Tyagi and Mr. Vikas Panwar, both have a good experience in National Stock Exchange.

VIII. Oral Defence Committee (ODC) of Brig. S.K. Dubey, a research scholar for Ph.D in Management of Amity Business School was conducted on 5th October, 2013. His Doctoral research was on “Reengineering and Strategy Evolution to Manage Change in Government Organization: A study of Defense Organization”.

IX. A Guest lecture was conducted by Mr. Ashwani Kumar, Regional Director (Delhi) Indian Centre for CSR (ICCSR) on 10th October, 2013. He delivered a lecture on "CSR Activities in Indian Rural Market” for MBA M&S IIIrd Semester. Students were enriched by the session.

X. Guest Lecture by Mr. Mayank Jain alumnus of IIM Kolkata was organized for the Students of MBA(M&S) Class of 2014, wherein he oriented the students about his latest book launched “Catch me if you can”.

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AMITY BUSINESS SCHOOL

Infrastructure and Facilities

The well-furnished and well-equipped class rooms provide comfortable surroundings for Amitians to assimilate the knowledge imparted by distinguished faculty members.

The smiling faces epitomize the success of ABS as an institute and holistic achievements of students.
The professors encourage active participation and interaction in the classrooms.

Amity Business School is a training and consultancy hub – several renowned organizations send their executives for training and developmental programmes.
The students brainstorm in syndicate rooms to simulate management environments.

The central library is stocked with books and journals to encourage
Students to read and explore the world of the written word.
ANUKRITI: AN ABS INITIATIVE, VOL. 01

ALUMINI CORNER

“Amity as an academic institution has not only helped me, by providing learning through theoretical concepts, but also helped me groom myself as a professional. The practical aspect of learning in the industry, through activities such as case study sessions and guest lectures with eminent leaders, has been an excellent platform for personality development and preparation towards the corporate world.”

Sarayu Ghosh
Campus Lead - North Region
Tata Consultancy Services

“I have very fond memories of my time spent at Amity campus. We always had a balanced focus on the curriculum and some exposure and had an opportunity for right guidance and support even after college hours. Amity Business School was at a pioneeor in the NR region since then and has also helped alumni like us to grow in their career with the right foundation.”

Surendra Nath
General Manager & Head
Front Office Practice, Wipro Ltd.

“During the two years of PGDM program at Amity Business School, I was adequately equipped with modern management concepts, tools and techniques which built my confidence and prepared me for my professional career. Amity has given me a philosophy of responsible leadership and sound business ethics. An Amity is always blessed to have good friends, good learning from great teachers and a phenomenal network of business relationships to be cherished for years to come.”

Anjan Chatterjee
St. Manager, MNC

“Amity has been instrumental in polishing our overall personality, with focus clearly not only on academics, but overall practical exposure. While it has been the experience with close friends and faculty members at the institute, but the game changing aspects were our regular exposure to industry contacts and role participation in CIO related activities, which I would term as must for everyone. MBA Amity does get good grades, but improving your overall outlook by working on the basics of subjects and building confidence level, by taking initiatives across all fields, while you are in campus.”

Pawan K. Sharma
Regional Head (North & East) - UVI ACTION

“The years I have spent at Amity have been the most memorable. They have provided the necessary grooming to be successful in the corporate world and build long term friendships and bonds. I feel very proud to be an Amityan and even more when I see young Amityans do proud to this institution by being successful in every field they are.”

Geetanjan Tandon
Deansal Operations Manager – Sales
(North) Fort India

“Amity as an academic institution has not only helped me, by providing learning through theoretical concepts, but also helped me groom myself as a professional. The practical aspect of learning in the industry, through activities such as case study sessions and guest lectures with eminent leaders, has been an excellent platform for personality development and preparation towards the corporate world.”

Sarayu Ghosh
Campus Lead - North Region
Tata Consultancy Services
“Amity is great foundation for a successful career over the years it has grown phenomenally and made all of us proud. I owe a great deal to Amity to whatever little I have achieved in life.”

Piyush Jain
COO-IBN7

“Two years at Amity Business School were undoubtedly one of the best years of my life. When I look back now, I realize how Amity helped me to shape my personality, infused self-confidence and made me ready to face the professional world. I truly respect and admire the faculty, the infrastructure and the guidance which Amity provided me at that time.”

Ashim Das Mathur
Head of Marketing, Dolby Laboratories, India

“It makes happy to meet Amitians with different walks of life, different sectors, different industries, It seems Amitians are making it everywhere.”

Anurag Pathak
Sr. V.P. BNP Wealth Management

“Working with HSBC, the brand really gives me recognition wherever I go and say ‘Hey I am an Amitian’. I really get recognised.”

Manu Sharma
VP, HSBC

“In Amity there is lot of focus on Industry interaction and that really helped me and my peers as well.”

Gaurav Dua
Associate Director, Pipal Research

“People told me that one needs a North American B-School degree to get a job here. But my MBA education background was very well recognized and I got myself a job at Sony Pictures recession not with standing.”

Smita Sharma
Sony Pictures, Canada
"Anshul Sharma Alumni of Amity 2008-10 batch, currently working with Central Police force, Ministry of Home Affairs, Govt. of India as an Assistant Commandant"

Anshul Sharma
Assistant Commandant

"Amity is synonymous with Leadership. Amity helped build and embed this quality in me during my tenure. This quality still brings me recognition and success."

Nishant Solanki
SAP Consultant, Accenture

"Rupin Pahwa was an all-round student at Amity University 2008-10 batch. He managed to secure a job offer at Google (#1 place to work, 3 years running), primarily working with the Sales Operation team. He has gone beyond his role and worked on a lot of different projects like Google Play, Get India Business Online, Google doodles, Great India Shopping Festival, etc."

Rupin Pahwa
Associate Account Strategist, Google, India

"My tenure at Amity was a wonderful experience. I vividly remember the faculty members taking great pains in explaining every nuance of business with examples. It is here, I first understood what it takes to work in or running an organization, however big or small. The case studies helped me develop my analytical abilities, as well as my communication skills, both of which are critical for success these days. The industry interaction, mentoring opportunities and extracurricular activities helped me develop as a well-rounded professional. But most importantly, it is here that I learnt to be humble and humane. Proud to be an Amitian!"

Ankit Sabharwal
Information Security Manager, India Nokia Corporation

"Amity has given me a rock solid foundation in marketing, the right start both in terms of academics, passion in the subject and above all the confidence in taking the best decisions in the corporate world….I am proud to be an Amitian!"

Amisha Sethi
COO – Air Asia

"Rupin Pahwa was an all-round student at Amity University 2008-10 batch. He managed to secure a job offer at Google (#1 place to work, 3 years running), primarily working with the Sales Operation team. He has gone beyond his role and worked on a lot of different projects like Google Play, Get India Business Online, Google doodles, Great India Shopping Festival, etc."

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Ankit Sabharwal
Information Security Manager, India Nokia Corporation
Ms. Aditi Agarwal did her MBA in HRD and Marketing from ABS after which she did Masters in International Employment Relations and Human Resource Management from LSE (London School of Economics).
ABS students are motivated to participate in various Inter Institute competitions so as to enhance their skills and traits. A glimpse of some their participation are:

- A team of 10 students from MBA (General) class of 2014, participated in the management fest RADIANCE organized by JIMS, Rohini on 23rd Jan 2013 and won 2nd prize in the event ‘Nukkad Natak’ and third prize in ‘Talent Hunt’.

- L Kranthi Kumar and Kumar Kaustubh Gupta MBA(General) class of 2014 won the first prize in Quiz and won the third prize at the event called "Let's say it loud", held on 23rd Jan’2013 at JMC, Delhi University.

- Kushal Kishore Gupta and Sourav Coomar Doss of MBA (M&S) class of 2014, participated in JIMS – MARKATHON management guru (CASE STUDY) competition held at JIMS Kalkaji on 27th January 2013 and won the First prize.
- L Kranthi Kumar and Ravneet Bhalla MBA (General & M&S) class of 2014 won the second prize in Debate competition and Ravneet Bhalla and Anikta (MBA - General & M&S) class of 2014 won the first prize in **AD MANIA** at Jamia Milia Inter University Cultural Fest held from 26th to 28th Feb 2013.

- Sai Praveen and Utkarsh Jaiswal MBA (General) class of 2014 won the second prize in **Business Quiz** and L Kranthi Kumar and Manish Dhingra MBA (General) class of 2014, won the second prize in Debate competition in **“SPANDAN 2013”** organized by NDIM (28\(^{th}\) February to 3\(^{rd}\) March, 2013).

- Students of MBA Class of 2014 namely, Sai Praveen & Utkarsh Jaiswal won the second prize in **Business Quiz** and L. Kranthi Kumar and Manish Dhingra won the second prize in **DEBATE** organized by NDIM New Delhi held between 28\(^{th}\) February to 3\(^{rd}\) March, 2013.

- Manish Dhingra and L. Kranthi Kumar MBA (General) class of 2014 won the first prize in **“VAKTA 2013”** Debate competition organized by Jaipuria Institute of Management, Noida.

- Ravneet Bhalla , MBA (M&S) class of 2014, has secured first prize along with the cash prize of Rs.2500/- in **BUSINESS IDEA COMPETITION** organized by JRE Group of Institutions.

- ABS participated in the IIM Bangalore Business plan competition. L Kranti Kumar was ranked 5th in the competition held on 9th August, 2013.

- ABS students participated in the **JIMS Blog Writing Competition 2013**. L Kranti Kumar (MBA 2014) won the 3rd prize.

- AIMA-10\(^{th}\) National Competition for Management Students. The team of Mr. Abhijeet Verma and Mr. Prafful Ratna Aggrawal students of MBA (Marketing & Sales) of Amity Business School won the 10\(^{th}\) National Competition for Management Students. The winner team received a cash prize of Rs. 25,000/- along with trophies and certificates. Top three teams from every region participated in the Grand Finale and the theme of this year was “**Inspired Leadership in Turbulent Times and the Power of Youth**”.
Ria Bhalla, MBA Gen Class of 2013, was one of the team members who were sent to Japan for a project named Kizuna, organized by JICE. The duration was of ten days from March 03, 2013 onwards. The team visited cities of Minamiizu, Tokyo. They were educated about the disaster and the harmful rumors that have been effecting the economic growth of the country after the nuclear disaster.

Ms Stuti Prasad, student of MBA IIInd Year was accepted into the Prudential Foundation Global Citizens Program. She was selected after a very competitive process and ABS feels immense proud of this significant accomplishment. Prudential Foundation Global Citizens Program brings
students from Japan, India, South Korea, China, Brazil and Taiwan, together to work, study and learn in Washington, D.C. to foster economic development.
LIST OF ACHIEVEMENTS
AMITY BUSINESS SCHOOL

Distinctions:

1. Amity Business School (ABS) under the umbrella of Amity University, Uttar Pradesh, has been ranked as the top 5th Business School (without IIMs) and top 11th Business School (with IIMs) of India in the Times B-School Rankings.

2. Amity Business School, (Faculty of Management Studies (FMS), Amity University Uttar Pradesh) has become the first Private Indian University to have received the prestigious accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA for their management program.

3. ABS has won “The Best Business School Award in the category of Intellectual Capital (All India)” by Bureaucracy Today -Top Business Schools Excellence Awards 2013.

4. Discovery Education Media ranked “AA” to Amity Business School.

Training and Consultancy:

5. Existing MoU with TATA Motors has been renewed for training worth a crore every year for a period of 5 years

6. Amity Business School has recently signed MoU with Consultancy Development Centre (CDC) – an autonomous Institution of DSIR, Ministry of Science & Technology for Training assignments.

International

7. Amity University and International School of Management (ISM), Paris established a partnership alliance in the year 2012 to offer academic cooperation, joint seminars and student-faculty exchange programmes. Under this Academic Cooperation Agreement between International School of Management (ISM) Inc., Paris and Amity University Uttar Pradesh (AUUP), India Program – 2013 was organized by ABS from 1st to 12th April, 2013 for 21 scholars of different nationalities, who are pursuing International Executive Master of Business Administration (IEMBA) / Doctor of Business Administration (DBA)/ Ph. D. in Business Administration with ISM, Paris
ESC Rennes School of Business, France signed a MoU with Amity University and this achievement is another feather in the cap of Amity University. Students of ABS will be going to ESC Rennes and students from France will be coming to Amity.

Awards
The 39th National Competition for Young Managers, 2013 (Northern Region Semi final round) was held at Amity University Campus from 9th to 11th August, 2013. Amity Business School was in charge of the coordination for the event under the guidance of representatives from AIMA. The team of Mr. Abhijeet Verma and Mr. Prafful Ratna Aggrawal students of MBA (Marketing & Sales) of Amity Business School won the 10th National Competition for Management Students. The winner team received a cash prize of Rs. 25,000/- along with trophies and certificates. The theme of this year was “Inspired Leadership in Turbulent Times and the Power of Youth”.

OTHERS
1. The faculty members have published more than four hundred Research Papers and the number is increasing exponentially.

2. ABS organized Alumni Reunion for PGDM and MBA on September 21, 2013. It was a mega event where Alumni from first batch of 1995-1997, till 2007 participated. The aim of the event was to achieve various objectives in a systematic and planned way so as to formulate strategies for utilizing their potential for the benefit of ABS. The Alumni were extremely happy to come back to their alma mater after a huge gap of time.
LET’S PUT OUR GRAY TO WORK...

GET ME MY MATCH

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By: Malvika Shukla
MBA-HR
EDITORIAL BOARD

FROM LEFT TO RIGHT: Ekta Johar (Head Designing Team); Devi Prasad Panda (Designing Team); Dr. Anupama R (Head Faculty Editor); Dr. Sanjeev Bansal (Head Editor); Ruchir Chauhan (Head Student Editor); Malvika Shukla (Head Student Editor); and Timcy Thomas (Head Technical Team).

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GRATITUDE TO OUR CORPORATE RELATIVES....

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