

# **ELDORADO 2018**

*Exploring new*

**HORIZONS...**

# **ELDORADO**

An annual magazine of the students of PGDM/PGDM-IB/PGDM- RM

## **JIMS**

### Quality policy

We at Jagan Institute of Management Studies are committed to provide quality management education; bearing in mind expressed and implied needs of the students, society and industry. We aim at providing on a permanent basis facilities for the students to achieve academic excellence for employability as world class managers and entrepreneurs.

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To be a department of excellence in management education, widely known for the development of competent and socially responsible business leaders, entrepreneurs and researchers.

### Mission

- ↻ To impart established and contemporary management knowledge
- ↻ To synchronize concepts, logic and skills for effective business decision making
- ↻ To encourage entrepreneurial environment and nurture innovative ideas
- ↻ To foster research and provide consultancy service to the corporate
- ↻ To promote awareness towards social issues through various group activities and events

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## **EDITORIAL**

At the release of the WHO global air pollution database recently, Director-General of WHO, Dr. Ghebreyesus commented that, “Air pollution threatens us all, but the poorest and most marginalized people bear the brunt of the burden, ... It is unacceptable that over 3 billion people – most of them women and children – are still breathing deadly smoke every day...” The data reveals that every year 7 million people die due to air pollution and its consequent diseases. The frightening ranking of cities worldwide shows that India is home to the world's most toxic cities as 14 Indian cities are on the top 20 list of most polluted in terms of PM 2.5 concentration. New Delhi, won the dubious recognition of being crowned as the world's most polluted megacity in terms of PM10 presence in the air in places heavily populated ( >14 million) during 2010 and 2016.

The report is a visualization of what we are experiencing and must turn the State and citizens off from the complacent mode and make them not only sit up but stand to wage a war against pollution. This issue is very serious and must take space not only in newspapers and news channels but be solved at the level of every individual citizen. Let us make it loud and clear that our actions promoting convenience and luxury cannot overlook the health hazards and environmental destruction that is ensuing. We must promise ourselves a better tomorrow for ourselves before we can think of the next generation.

With this promise, I invite you to travel through the following pages of Eldorado. The student contributions touch upon varied dimensions of our life and activities. 'Future ready' throws light on sustainability and high-tech developments in-progress. Some 'ponderings on life' have yielded perspectives on euthanasia and democracy among others. 'Travel and joy' is a section on experiences of travel and the exciting moments of life's journey. 'Poems' contains thoughtful and thought provoking verses that showcase the sensitivities and sensibilities of the writers.

Come read and enjoy!

Dr. Deepti Kakar  
Professor, Department of Management/PGDM

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**FUTURE READY**

# ARTIFICIAL INTELLIGENCE AND OUR FUTURE

**AISHWARYA KHATRI**  
**PGDM (2017-19)**

*..scientists have made a breakthrough in machine learning - a type of deep learning that allows machines to process information themselves at a very sophisticated level, allowing them to perform complex functions ...*

Human evolution - travel in reverse time, how did the first humans live? Shelter along with the food and clothing, is one of the man's three most essential necessities. In the prehistoric era, before man knew how to build shelters, they made use of the natural environment to provide them with shelter. The earliest form of shelter was in natural coverage of trees and caves where it would provide some protection against the searing heat of the sun and the cold and the rain.

Followed by Stone Age, the ancient Egyptians started building flat topped houses made out of sun dried bricks around 3100 BC this led to ancient civilization. Peasants lived in simple houses, while the dwellings of the elite were more elaborate structures. It was further followed by Chinese architecture that was based on 3 components: the foundation platform, the timber frame and the decorative roof. Next was the time of middle ages when the Roman empire collapsed around 400 AD and were overrun by Germans and Scandinavians, the improvements they made in building and construction of shelters were lost for several hundred years. After the middle ages, early modern period came into existence in which many technological innovations took place.

In the contemporary era - one predominant factor would feature above the rest in the construction of shelters in the contemporary era. Shelters were no longer simple structures, but were towering high-rise buildings that were usually constructed with either concrete or steel. A major innovation was the development of the steel frame as a structural element. Bricks were still used in buildings, and glass has been used extensively to give the building a modern look and feel.

This is how human abodes and construction technology travelled from Stone Age to contemporary era. Now advanced technology has entered every aspect of life where the essential

necessities in life are being driven by digitalized forms. The creation of artificial intelligence has made the unimaginable possible. What is AI? What is the first thing that comes to our mind? This is something different from what we imagine.

“Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial.” - Max Tegmark, President of the Future of Life Institute

Technology moves at breakneck speed and we now have more power in our pockets than what we had in our homes in 1990. Artificial intelligence has been a fascinating concept of science fiction for decades. In the last few years, scientists have made a breakthrough in machine learning - a type of deep learning that allows machines to process information themselves at a very sophisticated level, allowing them to perform complex functions like facial recognition. Big data is speeding up the AI development process. From SIRI to self-driving cars, artificial intelligence is progressing rapidly. Science fiction often portrays AI as robots with human-like characteristics. Narrow or weak AI, is capable of performing a narrow task (e.g. facial recognition or only internet searches) while the long-term direction and goal of research is to create general or strong AI. While narrow AI may outperform humans at its specific strong AI is expected to outperform humans at nearly every cognitive task. We can expect greater integration of AI technology in our everyday lives relatively soon.

According to various research studies, researchers have mentioned that - *What we've seen of AI so far is only the leading edge of the revolution to come.*

AI systems are now being used in various areas - the trading of stocks, the setting of house prices, fraud detection, language translations, planning for mundane tasks, suggesting the pastime! Soon, AI will find application in bettering health through analysis of large datasets, discovering new drugs and personalizing treatments. Machines would handle the housework and run them efficiently and turn manufacturing waste

free, business operations productive and help predict risks to society.

New developments in machine intelligence will change the way we live and work. We will live in AI driven homes and these will drive our decisions and actions. The positive aspects of technology will benefit all and all wonderful and imaginary things would turn into a reality.

## **GOING GREEN BY PERSONAL CHOICE**

**AISHWARYA KHATRI**  
**PGDM (2017-19)**

*Clear air, clean water, clean earth - What's good for the planet is good for you! Here's how to make your life a little more eco-friendly.*

Experience till now: Human pollution to over population has rapidly increased the earth's temperature and is fundamentally changing the world around us. A major cause is the phenomenon known as greenhouse effect. The more greenhouse gases in the air, more is the increase in temperature which leads to destruction of flora and fauna and disrupts the lives of humans and animals alike.

Some facts and figures: Every year, an estimated 2.2 billion of waste is dumped in our oceans. At this rate, we will need 1.5 earths to sustain our lifestyle and by 2030, we will need 2 earths. In just one generation, our production of manmade chemicals increased by 40000% from 1 million to 400 million tons. In the last 200 years, we have added 2.3 trillion tons of carbon dioxide in our atmosphere.

In addition to the statistics of destruction of the ecology, we the human beings are spending almost double of our earnings to invest in a lifestyle that matches our beliefs and higher living standards. Adaptation of an eco-friendly trend is the need of the hour. There is no planet 'B'. We have only one planet where sustenance of life is possible.

Hence, today, health of the environment should be our top concern. Going green is a personal choice that should be embraced by individuals. This would not only contribute towards the betterment of our planet and make this a place a better place

to live in future generations to come but also help in gradually undoing the harm already done over the years.

I suggest a few steps in our daily life that can lead to a big change. These are widely known but not widely practiced. Walk whenever possible; pick a cycle instead of car for nearby travel; drive an efficient car. Eat lower on the food chain; choose organic and locally grown foods. Use renewable-energy resources in all ways that you can. Look for ways to reduce your waste; recycle and reuse whatever you can. An oath to become eco-friendly creature on this planet in present can add more to durability, value creation and self-sufficiency of our future. Nature took care of us; it is time to pay back!





# ELON MUSK: STARTING A NEW SPACE WAR OR PUTTING AN END TO IT?

**ANSHUL SHARMA**  
**PGDM (2017-19)**

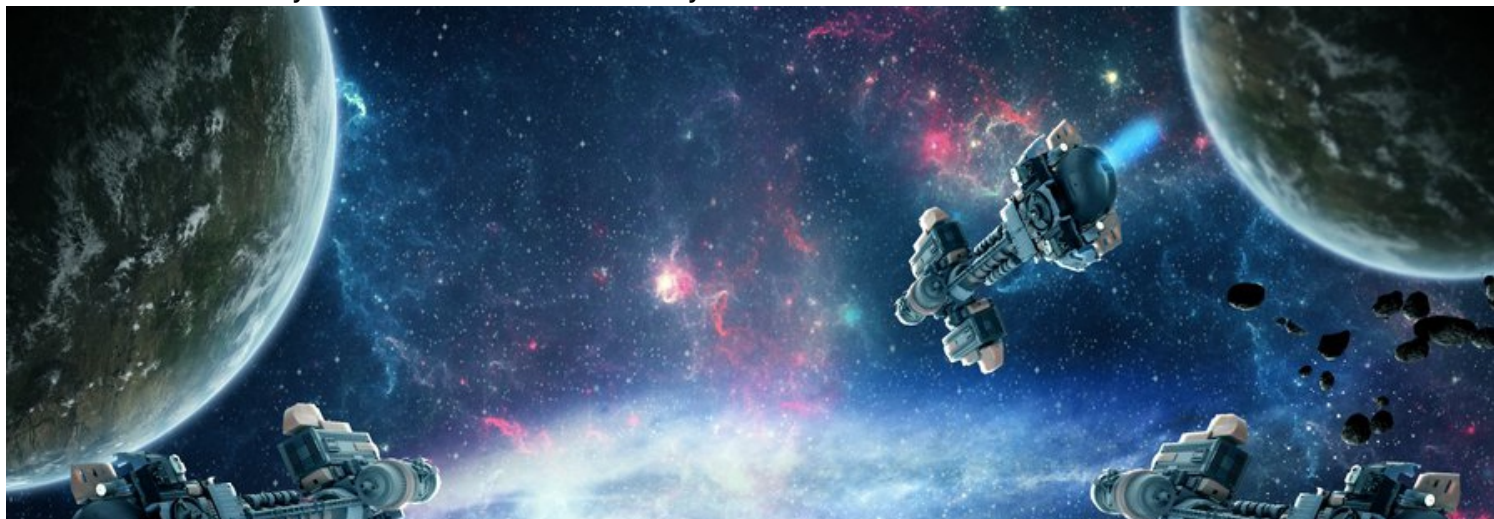
*Reusing rockets, landing a launch vehicle vertically, sending a car to space - all of these have taken SpaceX many steps ahead of its competitors.*

When Elon Musk, the multi-talented billionaire founder of SpaceX, Tesla, Hyperloop, Neuralink and The Boring Company founded Zip2.com, an online city guide, in 1995 he didn't know that his name would soon enter the list of people who actually makes a difference in the world. His mission became clear over the years that he wanted to reduce the risk of human extinction and reduce global warming through sustainable energy production. Therefore, he founded SpaceX in 2002.

NASA had dominated the space war ever since its inception in 1958. Though Soviet Union initiated the Space War by sending their first satellite to space in 1957 but over the years NASA stayed a step ahead of the former Soviet Union (now Russia). Then why Elon Musk's SpaceX stands out as the most promising space research organisation? To answer this question, we need to take a moment and reflect on Musk's mission to reduce the risk of human extinction. Another genius scientist Stephen Hawking had stated that humans only have a thousand years to leave earth before it is too late. Unlike NASA, ISRO, etc. SpaceX does not focus on landing on the moon. SpaceX knows that we have already been on the moon then why go there again? Though the dark side of the moon is yet to be discovered but why

not aim for the Mars and let NASA and ISRO explore the moon. On this logic, SpaceX plans to launch the Falcon Heavy next year. Reusing rockets, landing a launch vehicle vertically, sending a car to space - all of these have taken SpaceX many steps ahead of its competitors. This competition may hurt other companies but in the long run, humanity will benefit from it.

Space exploration has always been a debatable topic. Given the utilisation of tax payer's money, people have given mixed reactions regarding space exploration. This expedition is something where instead of getting into a space war, space research organisations must work together for the greater cause - one that would benefit not only explorers and scientists but also humanity as a whole. NASA, ISRO, Roscosmos (Russia), SpaceX, Virgin Galactic, Blue Origin and many other organisations are working for a similar cause but many of them are working independently. This trend of working independently has started to change over the years. For instance, SpaceX teamed with NASA years ago to deliver payloads to ISS. ISRO teamed with NASA and Canada to deliver satellites in the space last year. We can only hope that it continues and puts an end to the space war!





# **PONDERINGS ON LIFE**

# THE PSYCHOLOGY OF A MODERN DAY RELATIONSHIP

**DEVASHISH GAUR**  
**PGDM (2017-19)**

*With everything available at the clicks and links of a Smartphone (thanks to the internet) a relationship too, got its size reduced.*

In this article I will replace the word 'youth' with the locution - 'the 90s' and assume it to reflect the average or mean (the highest point on a normal distribution) for the Indian population. From friends to more than friends yet playing the role of just a 'friend', a situation when you are in a relationship, but cannot label it; a situation where everything is permitted from eating together to sleeping together, staying together yet, acting as if you were single! Expecting from your companion to stay true and loyal but you are on the lookout and hoping for someone perfect to come your way. To say bluntly, keeping your options open. Not wanting anything serious, no commitments, no boundaries, just casual relations. These are the signs that the 90s've been experiencing lately and ending up in a 'situation-ship' not a relationship.

Relationships have evolved - as an idea, the idea of valuing one's own individuality more than the happiness of the significant other, which has now spread like a plague among the last generation of the 90s. With everything available at the clicks and links of a Smartphone (thanks to the internet) a relationship too, got its size reduced. It may be entertaining and pleasurable but it is not real, nurturing or sustaining.

Since the beginning of human kind, man always travelled in groups, he was known by the group that he belonged to. He was known by his people. And by people, we believe the ideas, and values they hold and the belief they shared together - of loyalty, determination, team-work, and a collective feeling of surviving and living together. Hunting was done not for oneself alone but for the whole tribe.

An individual's psychology and behavior in a particular role or relationship is shaped by three major influencing groups in his/her life, namely, family, peers, and the virtual social group (peeking into individuality).

1. Family's Vision- Though our elders and our family group have always stressed on to create

and keep only one relationship for a lifetime, but many of us have somehow managed to overlook the reason behind it. The idea behind 'the one and only' partner is taken to the extreme of misinterpretation - of being loyal and devoted towards the same partner (no matter how bad or incompatible the relationship or marriage was). Those times made a person feel the social stigma of being single after breaking up a marriage and ending up in divorce because the society was just not able to accept it. The girls were taught since their childhood to care and nurture for every individual of the family under the same roof. While boys were always made to realize that they have to finance and build their family in future. Ultimately, a child since birth was shaped to be committed and unconditional towards his family. Family also, always emphasized on adjusting, compromising and sacrificing in love, and values like being flexible, respecting other's beliefs and attitudes, moral values, serving others before serving oneself and many other attitudes which promoted on being selfless and more caring. It always called for fighting for the ones you love, and these values are still taught today via the great mythological epics - the *Ramayana* and *Mahabharata*.

2. Peer's Vision- Every peer in our group belongs to his/her primary group i.e. the family. Family may put moral boundaries of values, actions and terms and conditions which are based on past experiences about their dealing and interacting with certain situations, events, types of people, objects and knowledge; for which the family knows what will be the outcome of a situation if one behaved in a particular manner. The peer lacks such knowledge. The peer group tends to distort such knowledge and misinterprets it as a restriction or a more negative term—shackles (which they perceive as binding them from acting freely). The peer group influences an individual based on information, while the family group influences the individual on the basis of facts. The 'information' may not be true; it might mislead or be

incomplete, or may be inconclusive. The raw 'information' is processed, digested and then some subjective meaning is given to it whereas facts are based on universally accepted truths and conclusions. It has a cause and an effect. Just like science, a simple process and procedure is followed.

A peer group operates on a major factor - like minded people. In context of this topic, people tend to discuss their relationships with their friends or someone they can rely on which eventually becomes the major influencer and causes many divorces, breakups and heartaches. For instance, if something goes wrong between two individuals in a relationship, one or both of them now feel the need to vent their negative emotions because of the quarrel they had between them. Though talking and discussing is the best remedy for venting out, they end up not talking to each other but talking to likeminded friend(s) who generally distort the mind by questioning the established beliefs and create illusions and misconceptions by presenting ideas and thoughts which might direct the stressed person to alter his beliefs and hence affecting their perceptions towards their misunderstood partner. But it is possible only when their thought processes identify with that negative thought and use it as a tool for self-justification and defense mechanism. As a result, instead of sorting out, the individual is not satisfied with their partner and the relationship breaks.

### 3. The virtual social group (peeking into individuality):

Everything is connected over the internet. The virtual group acts as a platform for an individual to project himself as a healthy member of the group where he perceives himself to be accepted, respected and idolized by others. In real time, this might not be true. Posting an update consisting of opinions or values and receiving those 'expected' likes and comments from those online friends might boost one's self-esteem and social self which makes one believe that one belongs to and is accepted by the people, but it may also cause a strong dissonance when this idea is contrasted by an entirely different evidence or opinion which results in 'a state of mental discomfort.' To ease this uneasiness the individual looks for answers, either to challenge that contrasting opinion or to justify his own credibility. And the process remains endless until the mental conflict is harmonized and settled.

Now the same process affects the relationship in the following ways:

1. New information over the social media. The

mind is fed with new information and scenarios over the social media. Now one may explore - '9 signs if your partner is cheating on you' or 'How to tell if your partner is into you?' to validate his/her relationship paths from a source which is based on the values of a culture that has entirely different mindset or ideas about relationships. But if the dissonance is formed, it might create a catastrophe. A doubt. A doubt on your partner and then you may come across something like - "if your partner does these 12 things it means they love you." The mind starts connecting those bullet points mentioned in the 'expert article' with the situation and scenarios that have happened till now, analyzing and evaluating the actions and intentions of his/her innocent partner who has no idea of how his/her relationship is being contaminated by external forces on the other side. What if that partner never did any of those things, yet has always been unconditional towards you? Here comes, materialism. The superficial 'things' are 'demanded' in a relationship, expectations rise to higher level until those demands are fulfilled. These are on the surface level; while ignoring the 'actions' that are needed to be realized. If one partner fails to meet those superficial needs, it leads to complaining, complaining leads to fighting which somehow gets transformed into mentioning each other's actions from the past. Recalling all the wrongs and negatives overshadows all the things/actions that were done right and they go unnoticed and unappreciated.

2. The Bizarre Connection. There is another side to this. The emotional patterns have changed; the western culture has invaded and challenged the logical arguments of our native and diverse cultures regarding the same topic. As a result of which, we are nowhere near to respecting each other's individuality while simultaneously living in our endangered 'collectivistic culture'. I am not criticizing the west; I am blaming the confusion that has arisen - not understanding our culture from the roots because the 90s has been maintaining a bizarre connection with the concept of individuality, a form of perceived happiness and getting lost between 'serving oneself before others' (individual) and expecting from the other the same that 'he/she will prioritize me before anyone else' (collective: serve others before oneself). Psychologists are still debating over the theories of human behaviors and the causes that are responsible for the conditioning of such thinking. Psychiatrists are still observing the human mind and are unable to draw the exact cause that correlates with the strengthening of such attitudes. Neurologists are unable to locate

the part of the brain that seeks for individuality while at the same time being called 'a social animal.'

3. Learning and Emotional Intelligence. Teaching is good for the society only when the learner is receptive and when the teaching is infested, learning becomes a disorder. The teacher here is all the remaining sources that excite the 90s for being alive. Some of the major are the offerings of Hollywood and Bollywood, as typical as they are, selling all the fictions & fantasies, very different from the reality, are one of the major causes for dissonance. The Second is, the 90s itself. Why? Introspect! Technology has reduced the physical struggles and created psychological distances. The 90s should realize that the generation before us had as much physical struggles as much the psychological ones we have today. The 90s has effectively learned how to express its emotions with the help of the words. But has failed to learn the emotions expressed without words. Now, 'individuality' comes to play its role here, it never acknowledges how others felt, if it tends to violates my feelings, or attempts to control my state of happiness in any way, then I will dump them the same moment, without trying to adjust or even trying to understand the causes that compelled the other side to act in such a way.

4. The smartphone. The thing that stores the deepest and darkest secrets of the 90s that the 90s even does not remember has actually made them dumb. This point is connected with all the points mentioned above, as a phone today contains them all. One is always in touch with his peer, family, and his social media groups, while simultaneously enjoying his individuality and maintaining his personal space with everybody. Nobody bothers it. 99% of the 90s is addicted to it and not only the 90s but the predecessors and the successors of the 90s too are hooked to it. To avoid any real time social contact with anybody, the smart phone comes in play and the individual goes offline from online. Sharing real time experiences with all his online subgroups that are miles away, separates himself with the primary group which shares the same roof. This is turning to become a universal fact - it has separated people! The meme culture, the tagging each other in comments, greeting everyone in virtual groups rather than sharing real time eye contacts. Sexting and fantasizing rather than real time physical contacts. All these never existed in the era before, where every single action and reaction of the individual was acknowledged by his/her partner and the society. Smart phones have created a void

in every individual, though it is not the mistake of the 90s, neither the ignorance of its predecessors nor the curiosity of its successors. But the availability of such sources at all the time; at all the places is making a 'klichdi,' which is now difficult for everybody to digest and assimilate without proper realization.

5. The perceptual errors. In philosophy, psychology, and science, perception is the process of attaining awareness or understanding of sensory information. It is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Now every individual will perceive a situation differently. Sometimes the perceptual errors are useful and quick to form a rapid conclusion which may be true. But it is not foolproof. These perceptual processes may result in errors and in significant distortions.

To prevent a breakup, and save a relationship the 90s should follow the basic rule of 'speaking and sorting' - i.e. communicating. The following points should be kept in mind (a). Never jump to conclusions. (b). Never make assumptions. (There is difference between an assumption and a conclusion. Assumption is made without proof, conclusion includes a proof) (c). To prevent fundamental attribution of error, when we hear about other people who have made ethical mistakes, perhaps the best thing we can do is put ourselves in their shoes and try to understand why they made the mistakes they made.

We must avoid automatically assuming that we are better people than those who made ethical goof-ups and try and understand the circumstances /reasons that forced them to act in a non-acceptable manner.

Great thinkers propounded that everything that begins comes to an end. Every species that has ever been born or existed, will die eventually. Philosophers always emphasized everyone will be united by death. In such way, we are already destined to die and to be extinct someday. It's the journey that counts. How we live it, with whom we choose to spend our lives. And how much we are willing to sacrifice for them rather than compromising. It's the quality of the relationships that we maintain with others is what define our lives. Psychologists from different schools like Humanists believe in being human and becoming self-actualized. Behaviorists maintain that it is significant to condition ourselves according to our environment by learning and observing.

Psychoanalysts emphasized the unconscious-self being the root of all things and one should understand himself and his unconscious motives in order to make corrections in his conscious behavior.

You would agree to the fact how the numbers of divorces are increasing nowadays and were comparatively very few decades ago. Is this the result of globalization? Is this the outcome of

getting an exposure to those foreign cultures that were only meant to be acknowledged and not practiced? Or is this something which has been misunderstood and misinterpreted by the whole generation? We may never know where we are going, but we know where we came from. There emerge two new problems every time we change, innovate or evolve. The plausible solutions are always more than the problems that arise and so there is no reason for giving up hope.

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## **NEVER TAKE THINGS FOR GRANTED**

**ASEEM ROY  
PGDM (2017-19)**

*...my fellow classmates got influenced by the fact that teachers just talk and warn but no real action is taken. They too started to skip classes. This trend of class bunking spread like a wildfire.*

An incident of my life changed my attitude, my thinking and it also changed me. It taught me a valuable lesson about valuing what's been given to me.

I've always been a person that wanted to stand out in the crowd, in school I was known to be the most notorious kid. I use to ask for permission from teachers to drink water just so as I wouldn't have to sit through classes - those boring sessions! I'd simply just go out and do a cartwheel in the corridors and do a sprint and slide on the floor. Every day I got home with a complaint note written in my school diary by my teacher. There never was a day where I didn't get a scolding or beating by a teacher. I grew up and continued to do those things, but on a higher level. I started to sneak out of school for 2 or 3 lectures at a time. I found a hidden way from where I could climb the school walls and sneak out of the school premises. One day I got caught by my P.T. teacher. I had even persuaded four more students to sneak out. I was badly thrashed. My parents were called and I got a scolding and thrashing for it again. It did not change me. I was not bothered. I didn't listen to anyone. I was unable to realize the wrong in my doings.

I got admission in a college where discipline was well maintained and the college decorum was also good. In my college, 75% attendance was required

to be eligible to appear in external examinations of college. Our college class schedule had 8 lectures (every day) of 1 hour each. For the first month I attended the classes regularly but then I got bored and started to skip college the way I did my school classes. Despite my irregularity in the college I was good in academics and submitted my projects before deadline. I got a warning every semester to improve my attendance but I didn't listen. I was not bothered.

When I entered the second year, our H.O.D was changed. He warned me at the beginning of the semester that if I didn't get the required attendance, I would be detained but it did not matter to me. Seeing this attitude of mine, my fellow classmates got influenced by the fact that teachers just talk and warn but no real action is taken. They too started to skip classes. This trend of class bunking spread like a wildfire. In that particular year, average class attendance fell from 92% to 43%.

When the external examinations began, the first exam was a viva. My roll number was 1 but the teacher made the announcement for roll number 2 to 6. Sensing something wrong, I got up to check with the teacher. She showed me the list where my name was struck off and was marked as detained. I rushed to the Dean, I rushed to the Director, but nobody offered any relaxation. At last I reached

out to the H.O.D and requested him to allow me to appear in the examinations and promised to mend my ways. Instead of helping or even listening, all I heard was "get out of my office! We don't need imbecile like you in our college.

I was shattered. I packed my bag and headed home. When I shared the event with my parents, they too were very disappointed. My father decided to meet and talk to my H.O.D. I accompanied him. My HOD told my father about my non serious and careless mannerism and how I took all warnings casually. He remarked that, I took things for granted and did not value time and things around. I was angry on my HOD for many days.

After spending months of feeling disappointed and disgraced I gradually realized what my HOD said to my father. His words would ring in my ears. I realized how I didn't acknowledge people and disrespected the college system. I was wondering

how I would face my classmates as the new semester was about to begin. I decided to join the college with a changed attitude. I decided to bring discipline to my life and improve myself.

In January 2015 I joined the college. I attended every single day of the college and submitted reports, assignments, and projects on time. My attendance for the first month was 100% and I scored 96% in the internal exams. My teachers were almost shocked!

In the final month of our semester we were asked to collect the examination admit cards; our HOD called me in his room and proudly patted my back and wished me for the exams. I thanked him for detaining me. He smiled. It was because of his decision that I realised the importance of time, people and things. I am really thankful and will always be to him because he has been the reason for awakening the goodness in me and bringing me to the wonderful place that I am right now.

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## **DEMOCRACY: A BEAUTIFUL THEORY OR A DECEPTIVE PRACTICE?**

**DEEP RANA  
PGDM (2017-19)**

*.....its written in the Constitution that we all are equal and hold equal rights but on the other hand some of us are more equal than the others which bestows them with privileges on the basis of man-made castes!*

"Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy therefore is education," remarked Franklin D. Roosevelt who was the 32nd President of United States. As I think more, I feel this statement cannot be generalized and is not true in case of India.

You all know that majority of political leaders comes from criminal background in the world's largest democracy; does that mean that Indians and thus Indian voters are not educated? Or every person that they vote for/select to be their leader is accidentally found to have a criminal past? Well, according to the MHRD, literacy and education are increasing in India and I don't think people of India are not capable of differentiating between the right and the bad options as to which person to select and elect. After seventy years of Independence we still talk about gender discrimination and the

inability to feed everyone in India, I don't think education is the only parameter we should be taking into consideration while talking about democracy. We still have quota system wherein certain groups of population are given several privileges in various walks of life including education. On one hand, its written in the Constitution that we all are equal and hold equal rights but on the other hand some of us are more equal than the others which bestows them with privileges on the basis of man-made castes! Democracy is hailed by our leaders and much talked about in their public speeches; but where is the equality promised by democracy?

If we compare our country with China, the later has a very different political situation, yet it is among the top countries when it comes to GDP and its growth rate. In the past, China has enjoyed double-digit growth rate and 9% was the most that

we could achieve in India. Another shocking revelation is that India ranks hopelessly low at 122 in the global happiness ranking that is below China, Pakistan, Nepal and Bangladesh which are at 79, 80, 99 and 110 respectively. What is the reason that we are behind terror-ridden Pakistan and poor nations like Nepal? Despite being bestowed with all the rights that we can ask for, women still hesitate and avoid walking on the roads alone at night; criminals have no fear of the law and laws like anticipatory bail are being misused terribly. Our celebrated Delhi Metro rail does not ply after 11PM. There are issues like child labor and women empowerment that we debate about. People still die of curable diseases like tuberculosis and dengue. There are stray animals that roam unbridled on the roads. Miles away in the villages of Rajasthan child marriage is still practiced. India is topping the chart in air pollution. Sanitation problem continues to be a problem even after huge sums of money being pumped into cleanliness drives and campaigns. Right to education which has come into force from April 1,

2010, and ensures that all children aged 6 to 14 shall have the right to free and compulsory education still has much to be desired. Quality of education is being ignored in the face of garnering numbers and showcasing a rise in the enrolment rates. Over 98 million people migrated in the 1990s and the numbers are still counting. 40% of literate persons migrated for work because of less employment opportunities which is a major setback for India.

I wonder - in what sense are we democratic? Abraham Lincoln is often quoted when we talk highly about democracy. But even after being a democratic country, much is still to be fulfilled even after 70 years of independence. Though there is no doubt education plays a very important part in safeguarding democracy but, in a diverse country like India there are many other areas which needs to be nurtured and promoted. I would like to spread the message that as educated voters we must make informed and intelligent decisions. If you have a vision, make the right decision!

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## **EUTHANASIA**

### **APOORVA PGDM (2017-19)**

*It is a matter of people's own life, their pain, their suffering and they definitely deserve the right and will to choose silent death over endless pain*

If a person has an illness which is incurable and unbearable and he/she wishes to end his/her life, is it wrong to help? Some people are strongly against it as they find it immoral and unethical because life is a precious gift given by God but they just forget that if we have a right to live then we should also have the right to die. Euthanasia or mercy killing is quite a controversial subject in itself.

I am in favour of euthanasia. I will begin discussing as to why people are opposed to it. They question that the person wanting to die may not be in the right state of mind to take this decision to live or die. Some believe that it is already destined by God when we are supposed to die and we should not interfere with it or try to play God in the situation by helping them. I believe that if a person is in extreme pain and cannot take it more, he/ she should be given the right to give up their lives.

Suffering should not be a compulsion! And I am sure that God would never want his children to suffer.

It is a matter of people's own life, their pain, their suffering and they definitely deserve the right and will to choose silent death over endless pain. A global poll in 1997 revealed that 57 percent of people are in favour of euthanasia with only 38 percent opposed. There are so many petitions filed in the court which are pending and still unheard and so are the pain and suffering of the person and their family unheard and still pending adding to their miseries. Stories of such people are extremely saddening.

I feel that life is too short but if one wants to turn it into a meaningful journey, it is long enough. It is easy to discuss on unrelated themes. We all in our comfortable zones - sitting in our rooms, doing our daily chores, reading a piece of paper or a blog end



up passing casual comments that it's wrong is not good to allow euthanasia. We tend to think about it on a logical perspective that medical science has progressed too much to cure almost anything but some things are incurable and unbearable and need to stop. Pain is personal and only the wearer knows where the shoe pinches.

I will end on an optimistic and poetic note: Smile though your heart is aching... Smile even though it's breaking... When there are clouds in the sky, you will get by. If you smile through your fear and

sorrow... smile let me be tomorrow. You can see the sun can shine in the room for you. Light up your face with gladness... Hide every trace of sadness... Although the tears may be endless... that's the time you must keep on trying... smile... what's the use of crying... You will find the life is still worthwhile... if you just smile... that is the time you must keep on trying... smile... what's the use of crying... you will find the life is still worthwhile... if you just smile.

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## **TODAY'S LIFE**

**RUCHI SINGH**  
**PGDM - IB (2017-19)**

*Is this what we call Incredible India? Why are we all so quiet, do we not want all this to change? We're breathing smoke, drinking the polluted water, living the inevitably stressful lives ...*

I am going to discuss something which has been on everyone's mind all the time but has overly occupied my mind from some days, i.e. today's life. The idea is so vast and generic that it includes anything and everything related to each one of us. At the collective level, this includes major issues like poverty, female foeticide, degrading human health and lifestyle to individual and the so-called petty issues like our everyday battle to board metro on time...

We are living in a society where nobody has time to listen patiently to their parents but have ample of time to waste on social media which is also creating an immense impact on their inter-personal communication. In this hustle-bustle of modern lifestyle, we have forgotten our roots, our origin and our traditions. Though we may have moved on and progressed from our traditional customs, some age old mentality still prevails in our behaviour and actions. A sad example is the gender discrimination and dislike for girl child which gets evident in the form of killing of girl child that still finds space in our daily newspapers. I am completely unable to understand why people in some corners of the country have such a stunted

thought process? Hating a child because of her gender! Nothing can be darker. No matter how many campaigns our honourable Prime Minister may launch, no matter how advanced our technology may become, there will still remain some sections of the society, which howsoever educated maybe will continue to prefer a male child over a female. Yet another important issue is about the lack of safety for women.

The list of such social problems is endless and counting goes beyond my fingers. What are we doing, where are we going? Are we doing enough to counter these? Is this what we call Incredible India? Why are we all so quiet, do we not want all this to change? We're breathing smoke, drinking the polluted water, living the inevitably stressful lives, running a never-ending marathon called life.

But, this is not what life is supposed to be. This ignorance towards everything around us is like a slow alarm ringing in our ears not very audible now but definitely a future warning of doom. We must wake up for a better today and tomorrow, before it is too late.

# STEPHEN HAWKING... WHO TALKED ABOUT UNIVERSE FROM HIS WHEELCHAIR

**ANSHUL SHARMA**  
**PGDM - IB (2017-19)**

*...the universe synchronized with him in the end by calling him back on the very day when Albert Einstein was born.*

He travelled the cosmos in his wheelchair... maybe now he has finally reached his destination.

Billions of mouths gasped when Stephen Hawking took his last breath on 14th March, 2018. A theoretical physicist by profession but a survivor by nature, Hawking studied the laws that govern the universe. He proposed that since the universe had a beginning (the Big Bang), it will have an ending too. He even stated that black holes are not silent, instead they emit radiation. This is radiation is named after the physicist and is called the Hawking Radiation. His work on black holes and his contribution to the physics community helped him win numerous awards and honours.

Diagnosed with the Motor Neuron Disease (ALS) at the age of 21, he got paralysed and was confined to a wheelchair. He could analyse the universe from his wheelchair, making predictions

and then explaining them to the world. Throughout his life he tried to sync with the universe as we know it. It would be fair enough to say that the universe synchronized with him in the end by calling him back on the very day when Albert Einstein was born. Incidentally, March 14th also happens to be the Pi Day (3.14). He will forever remain alive through the books that he had written, the research papers that he had published and the lectures that he had delivered. He has joined the likes of Newton and Einstein.

A 2014 film, *The Theory of Everything*, portrays the life of Hawking in a very subtle manner with Eddie Redmayne through his award winning portrayal of Hawking taking us closer to the life of the physicist. "My goal is simple. It is a complete understanding of the universe, why it is as it is and why it exists at all" – Stephen Hawking (1942-2018)





# TRAVEL AND JOY

# OSCARS – THE PRESTIGIOUS AWARD SHOW...REALLY?

**ANSHUL SHARMA**  
**PGDM - IB (2017-19)**

*...why should Academy Awards gather a strong viewership? This has become a million-dollar question over the years.*

*“What happened last year is WATERHOUSE under the bridge” – JIMMY KIMMEL*

It took time for the viewers and the Hollywood to get out from the shock that they received when La La Land was mistakenly announced as the Best Picture at the 89th Academy Awards last year. The TV viewer ratings for the apex award ceremony have been declining since the last couple of years. Blame it on the #BoycottOscars, non-diversification or the blunder on stage last year but the harsh truth is that Oscars have lost their true meaning over the years.

Recovering from that unprecedented incident, Jimmy Kimmel once again returned to host the Oscars this year on 4th of March. With the nominations led by The Shape of Water (a whopping 13!), this year's ceremony overpowered the previous years' criticism and turned out to be a major improvement. Golden Globes, BAFTAs, Critics' Choice Awards etc. takes place before the Oscars and provide the viewers with the winners in various categories. These winners are often the same in every category except Best Picture at all the ceremonies. Then why should Academy Awards gather a strong viewership? This has become a million-dollar question over the years. Not only this but also the attendees at the

ceremony are often those people who are either nominated or their well-wishers and friends from the industry. I have not seen Leonardo DiCaprio attend the ceremony since he won Best Actor in 2016 for The Revenant. He appeared for a brief time last year to present the Best Actress award to Brie Larson. The prestige of Oscars is at stake and it is high time now that they emerge from the ashes and present themselves to be the most unbiased, diversified and non-controversial award ceremony in the world.

This year a lot of first-time winners emerged out. To name a few, Guillermo del Toro, Gary Oldman, Sam Rockwell, Allison Janney won for the first time in their respective categories. After 14 nominations at the Academy Awards, Roger Deakins won his first trophy for Blade Runner 2049 as the Best Cinematographer. Logan became the first superhero film to be nominated in the Best Adapted Screenplay category. The Best Picture win for The Shape of Water was a little controversial from the viewer's perspective, given that Three Billboards outside Ebbing, Missouri received a more positive response from the viewers and critics alike. But then again how can an Oscar ceremony be complete without a little controversy and disappointment?



# MY TRIP TO SINGAPORE

**DEEPANSHI JINDAL**  
**PGDM - IB (2017-19)**

*... a surprise was waiting for some lucky amongst us. ...I could not be happier, I was one of them!*

My trip to Singapore began on 23rd June last year. We flew to Singapore, and reached at about 3 PM and that was when my excitement was climbing a peak. The trip to Singapore was my second foreign trip, the first one being to Europe.

Singapore is an awesome city for vacation and moreover a place with easy transportation and English as a widely known language making communication easier. On day one, we looked forward to 'Night Safari'- the most appealing place in the evening and on reaching there we realized that almost every species of animals was present. I discovered that 2500 animals were there in total animals, what an impressive figure! A live commentary played all the time and the crew of Night Safari told all visitors that a surprise was waiting for some lucky amongst us. They randomly chose six persons from the audience. I could not be happier, I was one of them! The crew brought in a huge creature, absolutely unknown to all of us. I soon realized that it was a giant sized snake...a python!

All six of the chosen ones were asked to hold/lift the snake together. I almost shouted, no, I did not want to! I wanted to run away... but then all of us (the lucky six) sportingly attempted. It was too heavy for all of us and everybody around clapped loudly. I got my gift - a lovely brooch with Safari embossed on it.

The dinner back at the hotel was a delight - we enjoyed the great food and had some great variety.

On the second day we visited the S.E.A. Aquarium which is an outstanding showcase of marine creatures where over 100000 marine animals reside. Later, we headed to Little India, centre of life for Singapore's Indian community. It had a variety of items that were Indian, including Indian food.

We spent the next day entirely at Universal Studio - my favourite destination. If you are looking for complete thrill in Hollywood style you would witness it at Universal Studio. The studio park consists of 7 themed zones and each zone has its own attractions - shops, live events, shows, etc. all very thrilling and adventurous.

The next wonderful attraction was Sentosa Tricky Eye Museum. Just a caution! This place will definitely fill-up all your gallery space as there would be every scene asking to be captured. The place was really good that immersed me with thrilling sound, lights and other effects that create amazing illusions.

Our last destination was Marina Bay - a beautiful resort. Though we did not go inside, but took many photographs of the outstanding locale. On the last day of our trip, we headed to the local markets and explored. We bought several gifts and later headed to airport in the evening. We arrived back in India. I was kind of sad as my wonderful holiday in Singapore had got over. I would never forget the awesome vacation when we had a fabulous time. I strongly recommend everyone to visit Singapore.



# TRAIN TO ARUNACHAL PRADESH

**DIBYENDU MUKHOPADYAY**  
**PGDM (2017-19)**

*Arunachal Pradesh is a beautiful place with many tourist attractions. A visit to Arunachal Pradesh .... would be an experience to cherish for life for the travel lovers.*

We are aware of Rajdhani, Shatabdi, Duronto, and Gatimaan. These are the trains which are considered to be a pride of Indian Railways. One of the largest employer and operational unit, it is always in news. Railways no doubt touch our lives directly or indirectly.

A train which goes to Arunachal Pradesh is one such feather in the cap of achievements of Indian Railways. Arunachal Pradesh is one of the most north-eastern and remote areas that has a very challenging terrain. Indian Railways has made a significant stride to connect this state with its pan-India railway network. Our Hon'ble Prime Minister, Shri. Narendra Modi inaugurated the first train going to Arunachal Pradesh from Lucknow Charbagh Railway Station in the year 2015. The train is named New Delhi-Naharlagun AC Super-Fast Express. Naharlagun is the place situated near Itanagar City, a part of Itanagar District of Arunachal Pradesh. The train is fully air-conditioned with a pantry car and has three travel categories - First AC, AC Sleeper Two-Tier and AC Sleeper Three Tier.



New Delhi-Naharlagun AC Superfast Express

This is a weekly train which starts from New Delhi Railway Station on Sundays and reach Naharlagun on Tuesdays making the duration of this journey as thirty-eight hours five minutes. Similarly, the leaves from Naharlagun Railway Station on Tuesdays and reaches New Delhi on Fridays taking the same time. The fares are reasonably formulated; fares of service from New Delhi to Naharlagun - for an individual, the fare of AC Sleeper Three Tier is Rs. 2015, inclusive of GST Rs. 96, superfast charge Rs. 45 and reservation charge of Rs. 40 whereas that for AC Sleeper Two Tier is Rs. 2960, inclusive of GST Rs. 141, superfast charge Rs. 45 and reservation charge of Rs. 50 and for travel by AC First Class, the fare is Rs. 5110, inclusive of GST Rs. 244, superfast charge Rs. 75 and reservation charge of Rs. 60. The fares of service from Naharlagun to New Delhi are slightly different for AC Sleeper Two Tier and AC First Class travel which are Rs. 2870, inclusive of GST Rs. 137, superfast charge Rs. 45 and reservation charge of Rs. 50 and Rs. 4845, inclusive of GST Rs. 231, superfast charge Rs. 75 and reservation charge of Rs. 60 respectively.

Arunachal Pradesh is a beautiful place with many tourist attractions. For instance, Ganga Lake, is a tourist spot in Itanagar while Boong Boong falls are near Itanagar. Ita Durga, an ancient fort is located in the city of Itanagar. This is also the reason for naming of Itanagar which got its name from from Ita Durga. Ganga Bazaar is a prominent place in



Naharlagun Railway Station

the heart of Itanagar which meets all requirements of everybody in and around the city. A number of ancient Sanatan temples maintained by locals also attract the visitors. Parshuram Kund is a religious place in Arunachal Pradesh which is believed to be the place where Lord Parshuram cleansed his Parshu in Brahmaputra River and from this place colour of Brahmaputra's water turns red. Jawaharlal Nehru Museum and Indira Gandhi Park are also important places to visit in Itanagar City, where traditional arts, crafts and live

specimen of flora and fauna of Arunachal Pradesh can be seen. Hotel Benjamin, Hotel Donyi Polo Ashok, Hotel Arun Subansiri, Hotel S C Continental, and Y T Hotel are some popular and convenient places to stay while visiting Arunachal Pradesh.

A visit to Arunachal Pradesh will not only help it prosper as a tourist destination and help the Indian Railways earn via their travel services, it would be an experience to cherish for life for the travel lovers.

## **CONTESTS DELIGHT US ... AMAZON KNEW IT!**

### **APEKSHA KHANNA PGDM (2016-18)**

*Amazon team did not stop at this and they added a dollop of Indian essence by detailing each state's history and uniqueness and linking it with specialty possession products.*

Sitting at work one day, I get a notification from News18.com: Apple iPhone SE priced at Rs 22,000 only. My reaction is very obvious - I wanted to buy one with the stipend I had earned from my training. I was persistent and consistent in tracking its price on Amazon and had eagerly waited for the Independence Day sale.

In a world of 'one click away,' online buying has grown exponentially. The passion to reach and build a relationship with tech freaks and e-shoppers has made e-commerce firms to consider Value Based Marketing Model too seriously. To win the mind, heart and soul of millions of users, they have personalized their marketing and offerings based on the land they are serving.

Doing what competitors are doing but with a Zaraa Hatke touch helped and transformed Amazon to become India's own brand. As per TheDrum.com news, Amazon India was aiming to grow in the country through the promotion of its Great sale and they have been able to score pretty well with aggressive promotion on social media platforms like

Instagram :  
<https://www.instagram.com/p/BXzSEALFgvB/?r=wa1> This URL was posted on Amazon Instagram page on 14th August, 2017 that read: 'From weddings and festivals to cutting chai and gola, somethings are just so much better in India. Celebrate 71 years of #everythingindia with Amazon this Independence Day' This post had a significant hit on the patriotic aspect and had been a game changer for a battle of supremacy.

Amazon team did not stop at this and they added a dollop of Indian essence by detailing each state's history and uniqueness and linking it with specialty possession products. To connect with photography-holic, and increase their social presence among users, they came up with the best click contest. The theme for the contest was 'Everything India' - what it means to you? To participate, individuals were asked to like Amazon India page on Facebook, post original photo entry on the theme and caption it with #Amazon Shutterbug, #everything india, and tag @amazon india. The winning entries were showcased on World Photography Day, 19th August on Amazon. There were exciting prizes which could encourage even non-photographers to put his/her best click forward. The top three winners were awarded with Canon EOS 1300D single lens kits, while the fourth and fifth winner got 2TB with cloud storage and 10 consolation winners won a Sandisk 64gb pen drive. The contest was so enticing that I could not resist myself to be a part of this challenge. Though I could not win the game as there were fabulous and experienced photographers, but for click-lovers like me, it was a motivational factor to come at this platform and share our best shots.

Just like our famous show Kaun Banega Crorepati, they had Kaun Banega iPhone - owner quiz - a popping ribbon stick on the top right corner of web-page. If one answered all 5 questions correctly and shared the quiz on Twitter, one could

get lucky and gain a chance to win and so show-off an iPhone. It sounds interesting, right? I confess I tried it too but nothing beats the feeling of getting something without spending money. Also a new blogger must explore things before typing down about it.

Amazon surely won my heart, mind and soul and kept me devoted throughout this sale process. I am sure they must have been able to make the best of it as their strategy was out of the box. I got my perfectly wrapped Amazon iPhone. Hope you have ordered yours...

## **WHAT YOUR BACKPACK SAYS?**

**APEKSHA KHANNA**  
**PGDM (2016-18)**

*Carry-on bag saves lugging effort and can be an immediate lifesaver for instant requirements.*

No matter how many times we plan a trip, we always end up skipping two or three things in our travel essentials or our bag refuses to offer some space to new shops. So, here is an ultimate guide or rather mantra which will back you, wherever you go.

### 1. Note to be a Systematic Bag Packer

Ever since we were young, we were told to be systematic either solving a case study or packing your bag. And for that, all you need is a notepad to make a list of travel essentials. A list will not only help you remember toiletries but also plan your luggage space. Segment your list into six: Outfits, accessories, toiletries, shoes, travel health and documents. Remember! All you need is extremely essentials stuff, everything you like does not have space in your bag.

### 2. Do a Weather Check

We live on a planet where the weather does vary from place to place, country to country or even in day and night. So before you decide your outfits to rock while you travel ask Siri to do walk you through the weather.

### 3. Choose your luggage wisely

The size of luggage depends on your travel length. Make sure your luggage is lightweight and big enough to hold all your essentials. If you are going for camping or leading a road to mountaineering, thumbs up to travel backpack for hands-free mobility and ultimate versatility. If you are planning a week-long or more trip than rolling luggage or

wheeled backpack will do wonders. Take a carry-on luggage to save your time at airport ticketing, a touch-up emergency kit, and check-in fees. Don't ever choose a tiny little sling-back while you travel. It does not have necessary space which your documents, makeup kit, first aid and fever relievers might require. Carry-on bag saves lugging effort and can be an immediate lifesaver for instant requirements. Segment your luggage too, one section for tops and bottoms with match accessories in it.

### 4. The Clothing

I am not saying to carry too many but keep at least 2-3 extra outfits. Take easy to carry and less backspace clothing which does look trendy but not increases your luggage weight. The reason you need some extras is you never know you are going to spill something on your dress or you may extend your stay by a couple of days. When you travel make sure you pack something warm, you never know you might feel chilly. A sweater or light jacket, depending on the weather is ideal.

5. Never full your bag to the dip! Always keep some space for shopping. We always find reasons to shop for - your cousin wedding or a dress you saw your favourite celeb wearing. Or maybe there is an urge to keep a token of this trip; you will end up buying some cool stuff. Thus, keep some extra space in your luggage after filling it with all your travel essentials. You can also carry a lightweight shoulder bag or duffel bag as a saviour.





# POEMS

# **GO! AND STAND IN FRONT OF THE MIRROR**

**NANCY CHORARIA**  
**PGDM-IB (2017-19)**

Look! Stare! Absorb!  
You see her. That girl there...  
No, not the girl who cries very often  
No, not the girl who believes it's not her fight  
No, not the girl who is buried under the baggage of stress  
No, not the girl who is losing on her bonds.

I am talking about her  
Yes! This one. Yes the one right there.  
The one who resides in your soul.

Hidden but powerful  
Captured but beautiful  
Buried but victorious  
Punished but chivalrous  
Lost but determined

Yes she is the winner you need to seek  
To remind the world she was never weak  
To remind herself that she still exists  
She needs to emerge from the cloud of mist  
To burn like fire and beautiful like rain  
She has to make efforts simple and plain  
To purify the soul which has marks of stain  
Can't let hard-work go in vain.

Standing tall and strong  
She wishes to achieve things, she waited long.  
She has to get over her fear  
Yeah! Right. The girl standing in front of the mirror....

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## **BALLAD OF A DOVE**

**SARTHAK SHARMA**  
**PGDM-IB (2017-19)**

I was an individual  
I came alone,  
Good were these past years,  
I'm still going to go on.  
I had lived my little life in sombre  
The game of the life that you talk about,  
No one has ever won.

The sapling seems to be rammed,  
Every next morning, look how it stands.

Bet you can't deny, the power of a man,  
Still waters ran from both the dams.  
Sound of the running waters was heard,  
But can it stop the flight of a strong bird?

The burden of the words and all of the hurt,  
Has always made me feel like a handful of dirt.  
Unbearable, pain knee deep,  
The bloody sorrow just kept me weep.  
No cloth or a pen and a paper could soak,  
That time, I just wished I had an invisible cloak.

They came for me with all their weapons,  
But, I bet, by the grace of almighty I didn't let 'em.  
But, with the power so slight,  
Just couldn't handle the poisonous bites.

I clearly, didn't remember what happened that day,  
Lying on the back, with broken bones sleeping in dismay.  
I could smell the fresh wood painted,  
In which, I couldn't move, I thought I was just fainted.  
The destiny knelt down, just failed to play its part,  
Looking at my slit wrist, I could hear people say "age is just a number, look there,  
he is so young, we just saw him depart."

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## **NOT FRIENDS, LOVERS**

### **SHRADDHA SRIVASTAVA PGDM (2017-19)**

Not friends, lovers  
I die a little  
everytime you introduce  
me as your friend.  
I get disheveled everytime  
I introduce you,  
For my heart calls you a lover,  
But my mind doesn't listen.  
The more a friend I am labeled,  
the more I wonder if I should stay.  
I don't want to betray my heart  
by letting it break so often.  
I die every time you are labeled as a friend,  
For they don't know what you mean,  
They can't see what I see,  
And I can't explain my heart to them.  
I carry on,  
Believing that someday, somehow  
this feeling I have in mind is reciprocated  
Til then I'll just smile every time I'm introduced as a friend,  
every time you introduce me as your friend.  
Last time I introduced you as a friend,  
I saw a sad smile on your beautiful face,  
And I promised myself,  
Let them say what they want, I don't care, for this beautiful girl,  
is not just a friend, she's everything.

Funny how I feel you protecting me from how they would call me friend,  
When what I need protection from is when the label stumbles out of your mouth.  
I admit I was afraid, I was a weakling,  
When all I should have been was strong,  
For it wasn't only me that needed the strength, it was you too,  
No labels anymore, for what we are cannot be defined.  
We come upon strangers who ask who we are,  
what we are, what we mean to each other.  
Even people we've never met sense the tension between us better than we do,  
I chuckle at the irony.  
These tensions have existed through the years,  
Yet we have persisted amidst the fears,  
The irony of strangers knowing us better is a bitter one,  
But from these blemishes between us I won't run.  
I die a little every time you introduce me as your friend,  
and there's little life left in me.  
No more introductions as friends, no more tensions either,  
In this little life we shall flourish, not as friends but as lovers together.  
And suddenly the stars seem to align  
as the word tumbled out of your lips  
as if my soul has been awakened  
as if my heart just kissed yours.  
I saw the sad smile no more,  
What I saw instead was a beautiful lady,  
Beaming at me,  
And there in that moment,  
I swear we were infinite.

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## **MARIGOLD**

**SARTHAK SHARMA**  
**PGDM-IB (2017-19)**

A dainty Rose,  
Bug, too beautiful sitting on its nose.  
With voice so mellifluous,  
Caught the misty eyes of a Marigold.

In the garden, Rose is most talked about,  
But Marigold is the one who stays out.  
Deep red the colour of the Rose,  
O, look how intrigued is Marigold.

Opened up all the petals,  
Marigold trying full on in the rain.  
Rose got lotuses in the mud pool to get along,  
O, but it know not, a Marigold stays for oh so long.

Rain came pouring down,  
Left on the face of Marigold, a frown,  
Now, it could see the colour changing,  
A hidden sign, so devilish  
Disguised in a look, so angelic.

Rain washed away the paint so red,  
Thank God,  
Marigold did not fall in the vicious trap,  
Suddenly, Rose was all black.

Some another day,  
He could taste the smell of a subtle cologne,  
Looked aside and said "hello" to his neighbour,  
In that garden, under a dome.  
There was a blank stare to which both could relate,  
There was some other lingo in which both could communicate.  
Seemed to be much brighter as white as deep sea pearls,  
There, bloomed a Lily with a lot more life and fun.

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## **WISH THE STARS**

**SHRADDHA SRIVASTAVA  
PGDM (2017-19)**

Wish the stars talk!  
That night the sky was full of stars  
Stars that gave her hope;that make her think freedom exist...  
The sparkle and the twink  
Seems to give her a wink..  
She dreams of aiming high  
Let off her wings and fly to the sky...  
But the night is not only about the stars...  
The stars that appears to be the scars...  
The scars that shined bright on the black skin...  
The scars that have a story to sing...  
The stories of abiding rules;the stories of setting freedom..  
The stories reveal a lot of things that were left undone...  
That night she had hope in her eyes...  
Now the scars don't scare her anymore...  
She was ready to break the ice...  
Once again, a woman has raised her voice...  
but no-one to listen in that lonely night.

# THE WIND TALKS

**SARTHAK SHARMA**  
**PGDM-IB (2017-19)**

Wind blows,  
He goes,  
Far from the sight  
In the midst of the scary night.  
The world cannot tear his act apart  
The street lights throw some cheer  
He feels there awaits a new start.  
Is there anything that he fears?  
His cheeks seem to glisten  
Answered the question as a NO!  
Sirius A, brightest of all the stars,  
On his face there was a glow.  
To his much surprise,  
The moon got a complex & said "wow".  
Faith, is all he had  
Still, his achievements never made him smile that bad.  
The heartbeat was increasing  
As the wind was singing "are you okay?"  
He stopped as he heard that & thought "I, in a million years can never answer that."  
The wind firmly whispers "why?"  
He said "my thoughts prance in a second so much that my answer would become a lie."  
Wind trying to break the shell, intentionally asked  
"All that you borne was it really hard?"  
He said "my dear wind, didn't you see me crying the nights under that dense maple tree?"  
"Why so much love for the nights?" the wind, to his ears came chanting.  
With a smile he murmured "they are my secret sharers, I feel with them so right."  
There he was, caught ranting.  
This time the wind stopped,  
Got all the answers,  
The trees of the street say "we've faced the typhoons by the grace of the commander,  
and we've realized that the wind has made all our leaves the amazing dancers."  
That night was very silver,  
The wind touched all of his blisters.  
Moonlight played its part,  
The game of the wind was over, alas!  
He became from 19 to a 13 year old,  
Did he ever think that the wind would make him more bold?  
His thoughts for a while, slept like an infant.  
He felt so light, after all that contemplating instance.

# **STORY**

**SURBHI GARG**  
**PGDM-IB (2017-19)**

A face I used to see every morning.  
It used to cross me and like a smile on a child when they see a chocolate in their mummy's hand  
Just a shine like that I used to have in my eyes.

Don't know why that face draws me towards it every morning.  
Didn't desire it but it gave me a relief whenever it crossed me.  
As if it triggered in me a feeling of a loss of a mother more deeply.

Baba used to drop me off to school in his cycle those days. But whenever I saw that face, I would pause  
whilst talking to Baba  
And just look towards her and after a while would just ask Baba, "Baba do you know this aunty?"  
And Baba would hesitantly answer "No".

That face was just like that, like that of my mother.  
But she was not my mother, then why did she seem like one.

One day my patience broke and I went up to her.  
And asked her, "do you know me?"  
And she would say, "Yes beta, I know you really well."  
And just as she spoke those words her eyes brimmed with tears.

Baba never told me where my mother had gone, would just tell me that she'd never come back.

Those days I began to meet her and gradually I started feeling as if I have found a hand to caress my  
head while singing me lullabies.

Time began to pass and with time I started to grow up as well.  
But that aunty I used to see every day was in my mind just like before.

One day I met that aunty and she handed me an old diary.  
I accepted with happiness and when I opened it back at home I found my answer to every question I  
raised.

That diary was my mother's.  
Wherein was written everything about baba and her.

That aunty, who seemed to me like a mother, was in fact, my mother.

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