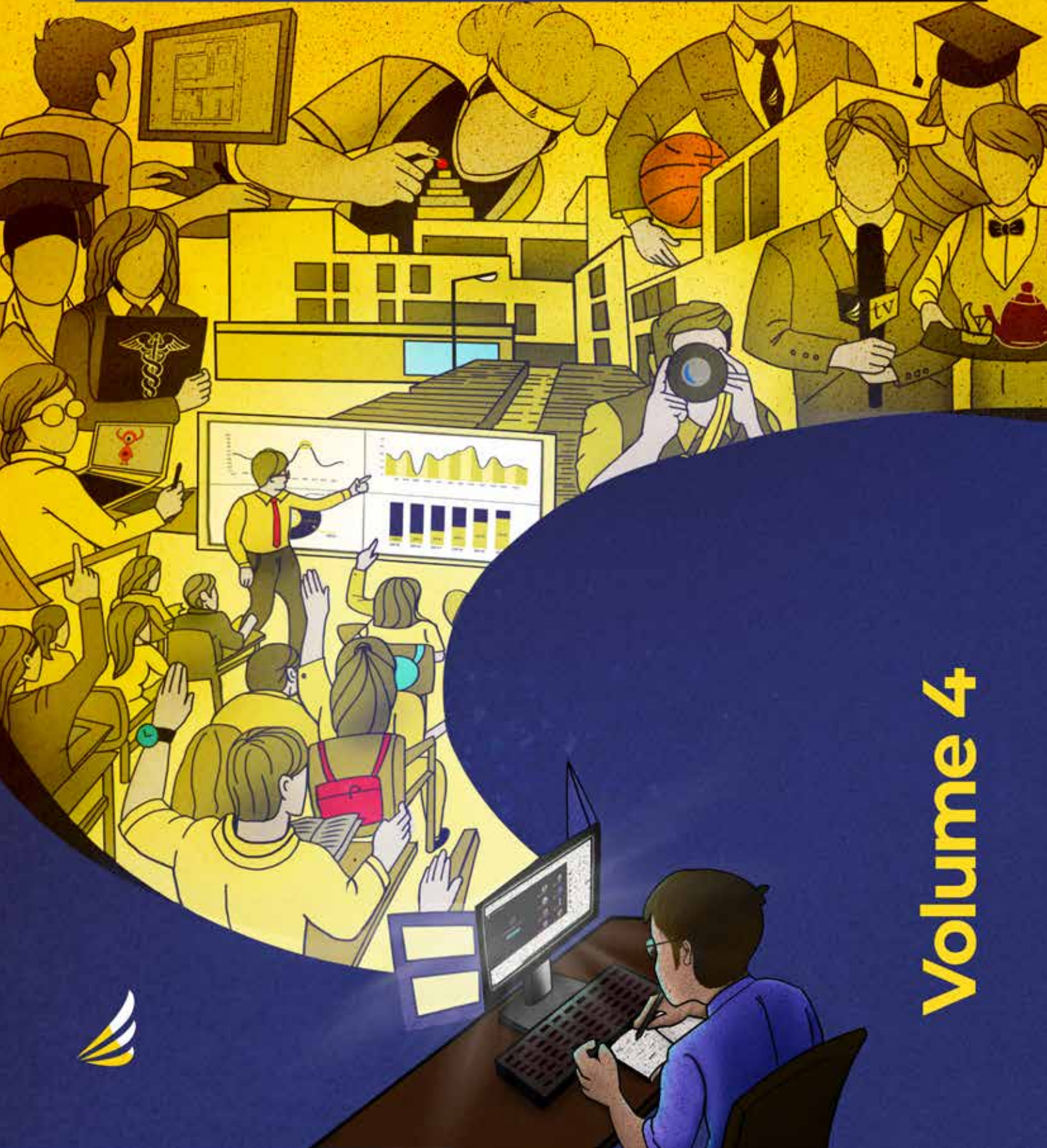


# INSPIRE

## Annual Magazine

2021 Edition



# Volume 4







# MAGAZINE TEAM

## Student's Editorial Team



**Ruchika**  
Agarwal



**Kritika**  
Gupta



**Rakshanda**  
Sreshtha



**Mallika**  
Grover



**Sejal**  
Upadhaya



**Arkoprobho**  
Roy



**Supriya**  
Chettri



**Ester**  
Pariyar

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# MESSAGE FROM THE MANAGEMENT

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## Management Trustee

Atul Gupta

The times have been tough and in the past year we all have been trying to find our perspective of “new normal”. Presently it seems that the onslaught of the pandemic might never be over, finding, engaging in old habits, sticking to a routine, getting back to old past -times, spending more time at work may be activities that will help us tide through. Hence sticking to our old habit to share with all of you what transpired at Inspiria in the past academic year, I present to you the fourth edition of ‘Inspire’, 2021

It depicts the constant collaborative endeavour of Inspiria Knowledge Campus in furthering its mission of world class and value based education. A tech-driven academic delivery and an underlying effort on making students realise their potential to reach the zenith. The organization’s foundation is structured on excellence, accountability, skill development and student-centeredness. The vision is to incorporate all elements that are required to make students employable.

The past year has been a year of endurance and reflection. The world witnessed major upheavals and also found solace and peace in small moments of joy. In such times our foremost objective was to ensure that the academic growth of our students does not get overlooked. We took aggressive steps in strengthening the academic-industry interface through student placements and industry interactions including multitude of events to unveil the constant changes in the corporate world and integrating them with e-classroom learning.

Each page of ‘Inspire’ unfolds the success stories and the memoirs. This magazine comes as a bouquet of memories of the year gone by and it will be unfair to not collate all these memories and preserve it forever. This annual magazine gives the much desired opportunity and the platform to publish students’ thoughts and creativity. This magazine not only serves as a chronicle of activities showcased by our college students but also asserts our inner belief to uphold the stature and dignity of the organization. This edition of Inspire-2021 also focuses on the multiple ways the campus is harbouring opportunities for our students in diverse disciplines.

With gratitude I thank all who have been instrumental in promoting the institute to greater heights of distinction with particular reference to our dear students who have immensely contributed to the magazine with a vision towards a shared and sustainable future.

I extend my warm wishes to the entire team, students and the enthusiastic readers to continue this journey on the path of knowledge, excellence and courage to combat the pandemic.





# Head of Operations

## Rahul Gupta

The sheer joy of writing about the annual magazine of Inspiria is invaluable. The day we started, till turning this place of brick and mortar to a sanctuary of education, learning filled with the squeals, enthusiasm and the infectious energy of our students has been a journey of immense happiness. Inspiria has always from its inception been the beacon in the field of premiere higher education with the strong backing and support from our enthusiastic students, learned faculty and the entire team that keeps the wheels turning. Students from across have chosen Inspiria as the institution of their choice taking immense pride in carrying its legacy forward across the country and the world.

In the originality of its creation and layout, Inspire, the annual magazine, attempts to mirror the values and the essence of the institution itself. Today, Inspiria stands in its new light and abides by its principles, shaping the destinies of the youth through quality education and training. Our annual magazine consequently intends to reflect and inspire the readers in the excellence in writings and aesthetic visual representation, in its promise to precision and truth, and through fine discussions in editorial perspective.

The current times have been challenging for us but equally trying for everyone. We hope that our initiatives like the Incov task force have been able to stand by you and provide some sort of assistance. Our vision as an organisation has not been just to create the tall leaders of tomorrow but to be an equal stakeholder in building and aiding the society.

I hope that you enjoy the visual, artistic and aesthetic expressions put forth. Happy Reading  
May our horizons continue to grow broader.



# Head Of Academics

## Indrajit Chatterjee

It is my pleasure to announce the fourth Edition of our college magazine. I hope and pray that as you read this you are in the best of your health surrounded by your loved ones.

The journey of Inspiria started in the year 2015 with the introduction of four courses. Over the period of time we have been able to spread our wings to include new innovative undergraduate degree courses as Sports Management, Animation, Multimedia & Graphic Designing, Interior Designing including Film and Television Studies. We also emphasise in the area of Liberal Arts with focus on inculcating critical thinking among the generation Z. The students actively take part in a plethora of extracurricular activities and have earned accolades in sports and games across the region. We have successfully completed three National Seminars with more than 45 academicians from all over India. We have set up an incubation center for startup entrepreneurs on the campus. Our library has become rich in terms of collection of titles and this session we have also come up with an e-library to make knowledge accessible to all.

This year has been a difficult time for all, the ongoing fear of the pandemic has changed the mode of knowledge exchange. The team has been working online since the lockdown to ensure constant growth. All the classes, college level examinations and webinars are conducted online. Renowned academicians and industry professionals who have shared their experiences with us through interactive sessions and guest lectures.

Inspire 2021 is the hub of creativity where students and team Inspiria pen down their creative words and is a medium of disseminating our ideas to the world.



# SCHOOL OF DESIGN & MEDIA

Department of  
Media  
Science

Department of  
Multimedia,  
Animation &  
Graphic Design

Department of  
(Film &  
Television)

Department of  
Interior Design

We live in an era where mass media has become the catalyst that shapes our culture. The media industry continues to achieve greater feats each day and digital media has become mainstream. In such an era, media literacy has become all the more crucial to get ahead of the curve.

The Inspiria School of Media Science is an abode for individuals who wish and aspire to fulfil their dreams and seek an opportunity to build a career in this ever growing industry. We have a faculty filled with experts in this field who are responsible for nurturing the budding media enthusiasts and providing them with a proper direction towards success. The students of the Inspiria School of Media are encouraged and given proper guidance to expand their horizons and develop enriching personalities.

DEPARTMENT OF  
**MEDIA  
SCIENCE**





# OVERVIEW:

Mass media has essentially changed the way people live their lives. It has become a staple in every field of work. Mass media is a lifeline that binds the world together and turns it into a global village, be it through print, audio- visual or digital means. Hence media science covers a wide array of fields like journalism, public relations, advertising, content development, film making, new media, media management, government PR etc.



# UNIQUE STYLE OF TEACHING

**BMS**

## MEDIA SCIENCE

*"There is a leader in every individual. The future is blissful when every individual leads from the front to contribute their best."*

Media Science is a dynamic and versatile field that needs and demands creative, analytical and courageous leaders for serving as the fourth pillar of the nation & globe. Aligning with the objective of Inspiria Knowledge Campus, 'Making Students Employable', as a department, we dedicate ourselves towards developing and creating Media & Entertainment Industry professional and all round leaders.

We start with the development and inculcation of the value of "Leadership as Partnership not just mere Management". Leadership as Partnership play roles both as Entrepreneurs & Intrapreneurs in this booming era of Media & Digital Media. An industry where all are creators and doers, a sense of partner-



### **Steffi Prasad**

Asst. Professor

ship plays a major role. As the leadership in the industry management works on the value and sense of partnership, where everyone's contribution results in auto - management.

From the very first day the students are given freedom to express and execute their thoughts and shoulder responsibilities with a value of accountability. Freedom is based on the value of acceptance and respecting each one around them. Our department philosophy and principles are based on self development with partnership and never competition with others. This is a field of creators and influencers not copies as the Copyright Act strictly restricts anything that is not original.



## UNIQUE TEACHING METHOD(S):

Theories are supported by real time experiential live practical projects that lead to skill development, self development and self discovery. Adaptive, Communication, creative, analytical and problem solving are some of the important personality traits that the department focuses to develop in every student. All classroom lectures are applied in real live projects in Inspiria TV (A student media at Inspiria Knowledge Campus).

## STEPS:

### FIRST YEAR :

Students are given an understanding of the Meaning of Leadership by giving them opportunities to identify their strengths and weaknesses and shoulder responsibility for learning Leadership as a Partnership. Reprogramming of self image of students, issues like self doubts, low self esteem are addressed during this first year by helping students understand self. Practicing Positive Visual imagery and then guiding them exhibit personal dynamism using apt nonverbal communication in the project they take up like news presentations, blogging, vlogging, online events, webinars, research, photography, etc.

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### SECOND YEAR :

The students are mentored and guided to create a vision and implement them by developing & mastering communication style. They are given the understanding to become a transformational leader by identifying their source power (self), power to unite (others) i.e. growing as a leader by helping others grow into a leader. They are developed to connect by inspiring others and leading by example. A perfect amalgamation of inspirational and empathetic individuals, who can manipulate others ethically. Learn to gain support of the group members and build teamwork.

---

### THIRD YEAR :

In their final year, students are given the opportunity to be a nurturing leader, coach and guide their fellow students and team members. They are taught how to minimize micromangement by overcoming the attitude, "I can do it Better than you". They gain the experience to resolve conflicts and help others think more creatively. Finally, develop to be a leader that leads the group members towards exceptional quality.

Developing skills are important for survival but developing self actualisation is important for satisfaction. We aim to develop employable students who lead in their areas gaining confidence, recognition and self actualisation.

## FACULTY

# THOUGHTS...



Steffi Prasad

Assistant Professor,  
Department of Media Science

## RIGHT EDUCATION – THE ONLY SUCCESS FORMULA

**“Every student has a story, but every story needs a right angle to make it to millions of lives for reaching the zenith of success.”**

Right to education is helping education reach students but is incapable of reaching success in these students' lives. Do you wonder why every student studying does not get success as their outcome? The reason is the lack of realization of their fullest potential i.e. - “Self Actualization -morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts” in every student. The myth that only a few can be successful and not all can be broken if every individual/student is helped to develop and realise one's fullest potential.

A simple application of Geometry in understanding the three dimensions of Psychology can have every individual/student lead & live a successful life without fear of failure and insecurity. Uneven exposure and experience of Id (unconscious desires) & Ego (Conscious reality) leads to the development of either acute or obtuse super ego (subconscious memory). And this many times is not the right super ego (subconscious memory) which is a major problem that individuals/students face during their academic life.

Helping students develop right angled superego will help them reach higher zenith. Training and development process exposes them to balance Id & Ego. Doing live projects and industry oriented activities help students develop Superego with gradually releasing their “Self Actualization” - i.e. their fullest potential. All students with clarity of “Self Actualization” are confident, secured and skilled (hard skill, soft skill & life skill), possessing strong personality as required in the industry, ensuring employability and enterprising traits required in an entrepreneurial ambience.

Hence, the focus in today's constantly evolving and demanding landscape should not only be on the conventional desire to achieve academic excellence which can be measured in numbers but more of a well rounded growth and development.



Anubhav Chakraborty

Assistant Professor,  
Department of Media Science

## TIK-TOK VS YOUTUBE

During April 2020, digital space in India was dominated by the news of an online feud which had escalated between a section of Youtube Vloggers and Tik Tok Vloggers. Tik Tok has been banned since then, and we have a very different media landscape today with new updates being rolled out by Youtube, Tiktok and Instagram respectively. However, this feud is an important watershed moment in India's digital history with #CarryMinati trending for over a week.

This entire feud ignited from a video which was uploaded by Youtuber Elvish Yadav, where he posted a roast of Tiktokers on his Youtube channel. Comparing them to second class citizens and mocking them on their looks. This automatically triggered a response from Tik-tokers such as Amir Siddique and Revolver Rani on their Instagram feed. Post this, there was an outpour of ongoing response videos being made from both the sides, which culminated with Carryminati's video. While this might come off, as just another online feud. It's important to understand and analyse the source of the conflict and how different social media platforms are catering to different target audiences and redefining the Indian social media space.

After the ushering of the Jionet revolution, India has witnessed an outburst of social media platform usage and exponential increase in the user base. Tik tok, while now banned by the Indian government for security related concerns, was one such application which grew immensely popular in the tier 2 and tier 3 users of India. The format of a 15 second short video embedded with a catchy tune, was the one which caught on very quickly, as it did not require a high production value nor digital literacy. Users could simply post and share about the most trivial daily activities and gain high engagement, whereas 'Youtube' as a platform still largely remains dominated by tier 1 city bloggers as the platform demands a high production value and has a higher standard setup for infringement of copyrights. Now, which platform is better in producing content?

Well, there is no clear answer to this. As 'content' just like art is a very dynamic concept. You could watch blockbuster movies such as 'Dilwale Dulhania Le Jayenge' in the early 2000 and be in complete awe of it. However, in 2021 you might find some problematic depictions of how the characters are portrayed according to specific gender roles. However the constant fight which has been raging on between different creators had more to do with certain age old social markers in our country rather than the content or the platform itself. The same suspects appear i.e caste, class, geography and gender. So how is it that even in the age of equality and equal access, we are still so preoccupied with identity markers which have never worked for any good ? Has technology bridged our gaps or further entrenched our identity markers?

As Marshall McLuhan, the famous media anthropologist predicted with the rise of technology in media space, the world would turn into a global media village with everyone being more connected yet giving rise to arduous interfaces and abrasive situations. Interestingly, the entire critique of Tiktok not being the best representation of Vlogging content was based on it being short timed and overlapping with popular music tracks. Guess, what???? Instagram incorporated the 'reels' feature which is a direct inspiration from tik- tok format, similarly the 'Youtube shorts' feature is also a direct rip off from Tiktok.

**The internet is supposed to be egalitarian and not carry the same baggages of our civilization.**



# DEPARTMENTAL EVENTS & WORKSHOPS

## 01 | MASQUERADE BALL

An event was conducted by the Department of Media Science to welcome back the final year students after successful completion of their Industry Internship & Training from various parts of the country, which was the last offline event before lockdown 2020. The event was planned and organised by the first years & second year students of the department to congratulate the third year students for reaching & completing the first milestone of their career. Masquerade Ball was the theme of the event and the whole objective of the event was to promote a culture of oneness and togetherness among the students by appreciating and sharing learning and experiences to inspire and help the next batches to accomplish their dreams. A way of expression to appreciate all students' baby steps towards their dreams. At Inspira every student is a source of Inspiration and helps each other grow with collaboration and compassion.



## 02 | LOCKDOWN PHOTOGRAPHY COMPETITION

Education is about growing knowledge and developing skills in students that helps them accept & adapt to any new situation. For adapting to new normal and enhancing skills as the need of the situation and circumstances an online Lockdown Photography Competition was organised and conducted for the students. The objective of the event was to build and develop an attitude of acceptance for change and adaptation of new normal. Indoor Photography competition was conducted to keep the students motivated and engaged with a productive mindset. The medium of learning may change but learning must not come to a pause.



## 03 | INSPIRE WITH PORTRAIT

An event ideated by the students of the Media Science Department. A unique photography competition in which both models and photographers have a challenge to complete. Models have to pose their best and hold their expression but in a limited time frame and same time limit is applied for the photographer as well. Every model has a chance to get clicked & shot by all the photographers, giving each photographer and model an equal and fair chance to perform without biases. A fun event with an exercise to cope up with stress, adapt to work and perform best under pressure.



## 04 | PHOTOWALL BOOK



The Photowall is introduced to provide an opportunity to the dynamic, young and amateur photographers of Inspiria to explore the creative and technical aspects of photography. The photowall inspires the photography students and enthusiasts through its creative compositions and shares it with the world. It is the visual document of the experiences of these amateur photographers. Every volume has a new theme and visual content. The First volume is dedicated to the "Eternal Beauty of Nature" and the Second volume is all about exploring the 'Street Life in Black and White'. This volume of the Photo Wall is a humble attempt to record the life of the street.

This volume comprises 85 photographs capturing the emotions and expressions, actions and objects keeping the street alive. It encompasses the 'beats of the street' captured in every photo. These candid visual statements in the form of photographs are the documentation of the fleeting time by the aspiring shutterbugs. These are 'moments of truth' captured in the 'decisive moment'; the art and action of freezing the moments of life.

## 05 | E-SESSIONS WITH SR JOURNALIST OF NETWORK 18

Industry interaction is an important phase of learning in professional courses and thus having special guest sessions of Industry experts gives students an understanding of what, how, and why they should learn, develop and skill themselves in, with a clarity of how much, by when and for where. An insightful session was taken by the Sr. Journalists of Network-18, Noida on News Anchoring and News Production in a News Channel.

INSPIRIA KNOWLEDGE CAMPUS

Guest lecture sessions on  
**"Newsroom functioning and Anchoring"**

**NEWS 18**  
**ANCHOR & SR. PRODUCER**

**25TH JANUARY 2021**

**Yash Bodai**  
Sr. Producer  
Session at 11 AM

**Syed Suhail**  
Sr. Journalist  
Session at 1 PM

**Mr Swaraj Pradhan**  
Director, Himalayan Network

Organised by School of Media

www.inspiria.edu.in

## 06 | E SESSION WITH MANAGING DIRECTOR OF BLUE ANTZ ADVERTISING

INSPIRIA KNOWLEDGE CAMPUS

LIVE E-SESSION ON  
**Advertising In The Digital Era**

27TH NOV. 2020 | 2:30 PM

**MONOJ K. NATH**  
MANAGING DIRECTOR OF BLUEANTZ  
ADVERTISING PVT. LTD.

WWW.INSPIRIA.EDU.IN

Marketing, Advertising, Public Relations & Events are the backbone of Media Industry, based on which media reaches informative contents to millions of audience. A session with Blue Antz Advertising was conducted to help students get exposure in the new booming field of Digital Marketing & Online Advertising. Managing Director of Blue Antz Advertising addressed the students and answered students' queries about the field and scope. Insightful and session filled with new learnings in the field of Digital Marketing gave students a new direction.



## Delhi trip 2020

The heart of the nation, Delhi, enriched in its culture and heritage is enough to win one's heart from eye-catching historic monuments to finger licking snacks. The visit to the capital is an unforgettable experience for all the students. The first-year media science students of Inspiria Knowledge Campus. On an industrial visit with 15 jovial students, who made this trip enjoyable.



With enthusiasm, the team approached Delhi from Bagdogra Airport. We reached IGI airport at around six o'clock. The energetic group of students by singing and dancing in the bus headed towards the hostel Amigos India in Chattarpur, South Delhi.

The following day, we had dinner in unison and a long talk. The next morning after breakfast students headed towards Adventures Island in Rohini. Now here's a very interesting thing to note that the breakfast which hostel served was available till 10'o



clock only which stood out to be quite challenging to not so active students. Again in the bus, we resorted to singing as it had somehow become a ritual of good luck. As soon as we reached Adventure Island, we rushed in and the first thing we did there was eat till our bellies groaned. Then we scattered around to find our favourite rides. Amused by the different kinds of rides available we tried to avail them all. Taking pictures in bulk was what some people resorted to.

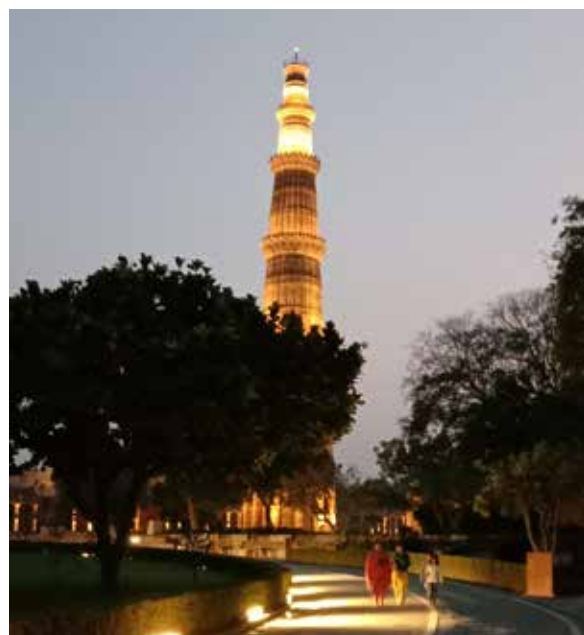
But an unexpected thing followed, a CAA protest long amidst tension had escalated into a street fight and we tried to rush into the hostel. Astonishingly, no one was hurt. Later that evening we retired to our rooms early.

It was a day to visit Agra, Mathura and Vrindavan and we could not hold the excitement in. The morning started with the same hustle and our regular bus ritual. On the way, we stopped at a restaurant for lunch and continued towards Agra. After reaching there we booked ourselves a guide who started explaining the in's and out's of the Taj Mahal, its surrounding and the history. It is a well-known fact that Taj Mahal is one of the Seven Wonders of the World built in the years 1632-53 to house the tomb of Shah Jahan's fourth wife Mumtaz Mahal and named after her. The beauty that the building possesses is splendid and is a jaw-dropping sensation. The ivory-white marble building that gracefully stands to showcase her beauty at the south of Yamuna River. One can hardly shift one's eyes and pay attention to anything else around when the Taj Mahal is in front of you. Being completely engrossed in its beauty we fell unconscious about our other visits the same day and hence, had to cancel our plans for Mathura but visited Vrindavan and listened to the stories of Lord Krishna being recited there. Not favoured by luck, our temple visit wasn't possible because it was already late so we had dinner there and geared up to return.



The third day in Delhi was a day to relax as the visit planned to north Delhi couldn't happen because of the riots and protests in that part of the city. But that couldn't curb the enthusiasm of students to explore the city so the visit to one of the famous market areas in Delhi, Sarojini Nagar was possible. Shopping, engaging conversation and reminiscing past experiences made us release our tension regarding riots. Later we had dinner and went off to bed.

The fourth day, a very important day as it was scheduled for a visit to the Indian Parliament House, entry to parliament was restricted, and hence we could only visit the museum and experience as well as learn a lot.





After leaving from there we had our lunch and headed towards India Gate but we were again restricted as the fear of riots prevailed. We couldn't let ourselves down and be depressed so we enjoyed engaging with other activities around India gate such as boating, eating ice-cream and riding e-cycles.

The fifth day was the last there. We visited a National news channel NDTV and became a part of one of its T.V. shows, "politically incorrect" an English programme and "politics ka champion Kaun" a Hindi programme. The agenda of the show was a panel discussion upon the current riots going on in Delhi. Both the shows were aired the next day in the evening. We got a chance to meet one of the senior journalists and were fascinated by the experiences that he shared. The studio and show inspired all us budding professionals to work hard and get to that level. After the grand experience of "Lights! Camera! Action!" We went back to India gate to satisfy our childly urges for one last time. India gate is a war memorial situated in Rajpath, New Delhi has the name engraved of 70,000 Indian soldiers who were martyred from 1914-1921 in the first world. With balloons in one hand and ice-cream in the other, we witnessed a couple of majestic theatre acts excellently performed by the students of Delhi University. While returning we had our dinner together for the last time which we named in jest "The Last Supper." Then back in the hostel, we packed our bags with many memories and experiences that we had this week.



We realised that all good things come to an end. Carrying lovely memories of Delhi, we glanced at each other and waved goodbye to our well-wishers. We, the students from different communities and walks of life had survived an industrial visit to Delhi during the riots and left unscathed.



# DEPARTMENTAL ACHIEVEMENTS

## BMS 2020 (ODD SEM)



**Archana Shree**  
First Semester

SGPA : 8.82



**Apeksha Agarwal**  
First Semester

SGPA : 8.82



**Arkoprobho Roy**  
First Semester

SGPA : 8.82



**Ashmita Niroula**  
First Semester

SGPA : 8.73



**Ritesh Pradhan**  
First Semester

SGPA : 8.73



**Abhishek Kushawaha**  
First Semester

SGPA : 8.64



**Khushbu Chandak**  
First Semester

SGPA : 8.64



**Bushan Chhetri**  
First Semester

SGPA : 8.64



**Samjhana Bhujel**  
First Semester

SGPA : 8.64

## BMS 2019 (ODD SEM)



**Jeet Bania**  
Third Semester

SGPA : 9.19



**Mallika Grover**  
Third Semester

SGPA : 9



**Kalyan Roy**  
Third Semester

SGPA : 9



**Preksha Jain**  
Third Semester

SGPA : 9



**Ryanshi Chanda**  
Third Semester

SGPA : 9



**Sejal Upadhaya**  
Third Semester

SGPA : 8.81

# DEPARTMENTAL ACHIEVEMENTS

## BMS 2019 (ODD SEM)



**Salini Gupta**  
Third Semester

SGPA : 8.81



**Akriti Dawn**  
Third Semester

SGPA : 8.81



**Rakshanda Shrestha**  
Third Semester

SGPA : 8.81

## BMS 2018 (ODD SEM)



**Kulsum Sheikh**  
Fifth Semester

SGPA : 8.89



**Siddhant Sahu**  
Fifth Semester

SGPA : 8.89



**Sanchayita Murmu**  
Fifth Semester

SGPA : 8.67



**Subham Dutta**  
Fifth Semester

SGPA : 8.56



**Ruchika Agarwal**  
Fifth Semester

SGPA : 8.56



**Rhittick Das**  
Fifth Semester

SGPA : 8.56



**Pratik Sarkar**  
Fifth Semester

SGPA : 8.56



**Grace Jose**  
Fifth Semester

SGPA : 8.56



**Arya V. Nair**  
Fifth Semester

SGPA : 8.56



**Aakriti Dubey**  
Fifth Semester

SGPA : 8.56

# DEPARTMENTAL ACHIEVEMENTS

## BMS 2019 (EVEN SEM)



**Mallika Grover**  
Second Semester

SGPA : 9.62



**Sejal Upadhaya**  
Second Semester

SGPA : 9.62



**Salini Gupta**  
Second Semester

SGPA : 9.62



**Akriti Dawn**  
Second Semester

SGPA : 9.52



**Rakshanda Shrestha**  
Second Semester

SGPA : 9.52



**Agniditya Soni**  
Second Semester

SGPA : 9.43



**Ryanshi Chanda**  
Second Semester

SGPA : 9.43

## BMS 2018 (EVEN SEM)



**Rhittick Das**  
Fourth Semester

SGPA : 9.61



**Ruchika Agarwal**  
Fourth Semester

SGPA : 9.52



**Rashmi Singha**  
Fourth Semester

SGPA : 9.43

# DEPARTMENTAL ACHIEVEMENTS

## BMS 2017 (EVEN SEM)



**Danny Tamang**  
Sixth Semester

SGPA :10



**Dimpi Singhal**  
Sixth Semester

SGPA :10



**Dipmol Lama**  
Sixth Semester

SGPA :10



**Kiran Poddar**  
Sixth Semester

SGPA :10



**Pratiksha Lama**  
Sixth Semester

SGPA :10



**Pratisha Gazmer**  
Sixth Semester

SGPA :10



**Rahul Singh**  
Sixth Semester

SGPA :10



**Ritobroto Bosu**  
Sixth Semester

SGPA :10



**Samiyo Dong**  
Sixth Semester

SGPA :10



**Simran Dalai**  
Sixth Semester

SGPA :10



**Simran Gurung**  
Sixth Semester

SGPA :10



**Soubhik Shubham Ray**  
Sixth Semester

SGPA :10



**Subhrajit Samanta**  
Sixth Semester

SGPA :10



**Tanisha Awasthi**  
Sixth Semester

SGPA :10



**Tulsi Pradhan**  
Sixth Semester

SGPA :10



**Uma Devi**  
Sixth Semester

SGPA :10



# DEPARTMENTAL ACHIEVEMENTS

## FILM FESTIVALS & COMPETITION

### DOCUMENTARY – NATIONAL LEVEL



**Bushan Chettri**  
BMS - 2020

WINNER



**Arkoprobo Roy**  
BMS - 2020

WINNER



**Samrat Sarkar**  
BMS - 2020

WINNER



**Ayesha Sarkar**  
BMS - 2020

WINNER

### IIT ROPAR – AD-FILM



**Bushan Chettri**  
BMS - 2020

WINNER

### i-LEAD – SHORT FILM



**Bhushan Chettri**  
BMS - 2020

PARTICIPANT



**Samrat Sarkar**  
BMS - 2020

PARTICIPANT

# BATCH 2018-21

## FACULTY



## STUDENTS



DEPARTMENT OF

# FILM & TELEVISION



**Overview:** BFT( B.Sc in Film and Television) provides an opportunity for students to understand the intricacies of television,radio and cinema. Students are exposed to detailed practical and theoretical knowledge which will help them make a name in the entertainment industry. The combination of film and television provides ample opportunities for students to explore creative ideas and turn them into a feasible career. BFT offers promising careers in film making, Radio broadcasting, television production and Content creation for OTT platforms.



# UNIQUE STYLE OF TEACHING

**FTTA**

## FILM AND TELEVISION

The entertainment industry needs skilled personnel in the film and television sector today. With the digital revolution this industry is growing rapidly. Through this digital revolution we can see everyone taking photographs, making videos with their own camera. But on the other hand we lack the skilled personnel.

This Film and Television department has the vision to train each individual to hone their skills & craft so that they can achieve the dream what they have dreamt of.

This department is unique in itself as every course is practical oriented. Each student has the opportunity to have hands-on practices. The subject mentors guide the students in every respect in achieving success. Each one is guided for their specialization. The film and television courses are supported by guest lectures, industry



**Sanjay Surin**  
Asst. Professor

professionals so that the students have live interaction with the professionals. The department also organizes seminars and video lectures so that the students are well versed with the current scenario of the market requirement.



# FACULTY THOUGHTS...



Sanjay Surin

Assistant Professor,  
Department of Film & Television

## CINEMA: A DIFFERENT PERSPECTIVE

Nowadays everyone is aware of what a cinema is. In different words we can put it as a movie, talkie or film. Each one in his/her lifetime at least once has come across the experience of a movie. So in a simple layman's language, it's a medium of entertainment where people go for relaxation or enjoy the time.

But exactly what is it? Is it limited to entertainment only? Or is there anything beyond that? Let's examine it.

Right from the experiment of Eadweard Muybridge and George Melies' magical experiment to Christopher Nolan's TENET, there has been a magical journey. From the factual presentation of Lumiere Brothers to the science fiction films of today, there is a tremendous advancement in storytelling style and technological aspect of filmmaking. Cinema is not just a mere medium of entertainment but it is a representation of one's consciousness and aesthetic approach which is put together frame by frame.

In Spite of this development some people do not understand the core of cinema. In some rural places of India when you talk about filmmaking, people immediately refer to the hero and heroine concept. In cinema we talk about protagonists and antagonists; who are just the medium for the advancement of the story.

Today cinema has become a language, a language that is understood by all. But it all depends on the aesthetic approach taken that showcases how the story is being presented. Cinema, is an extensive and august process that embraces and requires different talents and genres, creating an enriching working experience along with delivering unique viewing exploits. To many it's a source of entertainment but it is also a major industry impacting the nation's economic growth.



Amit Baruah

Assistant Professor,  
Department of Media Science

## FILM, A LOVE STORY!

Mass Communication is not just an academic subject but a way of life. Our ability to communicate complex messages effectively has enabled us to become the most dominant animal to ever walk this planet. However, from hairy apes to evolving metro sexuals, the transition has been filmy.

Films are a powerful medium of communication. It reflects life. Right from writing a film to acting a sequence you need to create and feel the setting. It is a world within which there is this other world where you (if you are the director) are the God of the Universe, you just created.

Run your imaginations wild, make it rain, walk on water, wake up the dead, do whatever. But what distinguishes a good film from the average is how relatable the characters and their obstacles are. A character in a film is very strategically built. It is made relatable so as to garner popular relatability. The World's a stage, remember? Situations define reactions. When you relate, it teleports you into that parallel. You emote, relate and feel. Films let you live those moments.

To be fair, it probably isn't humanly possible to be all that you wanted to be from a rockstar, to a cricketer, a doctor and an astronaut, to an activist. But the cinema screen is a different world. Don't get me wrong, there are hours and years of method learning that goes on to playing and scripting these films. The point here is it lets you live moments in an induced and a control setup and you get to be all you ever wanted to be. The Great Gatsby!-It is powerful.

Now understand this, films go through censor board in India (CBFC) after which it is awarded a certificate and is then made available for public viewing. Responsible people decide what we get to watch because films do have a subconscious effect on our psyche. Like they say, you are what you eat. So be careful of what you are digitally consuming.

This phenomenon is what we call Media Induce Learning. Pretty self explanatory but we can discuss. It is for an academic discourse, not the subject of the magazine.

The very fact that we try and imitate how our heroes on screen might have tackled a real life issue comes naturally to us. Or, maybe this is how I have felt. Life hasn't been easy, I am sure it's not different for you. Our lives, our own films. The best part? We are our own directors. Is it a blockbuster? We are in charge of our lives.

Films need motivation. I have felt good films have somewhere been inspired by real life incidents. If not real life incidents but lucid thoughts, an altered parallel. Films and I, we are perhaps a love story that I fail to define or draw parameters with words. Or maybe an escape, finding gratification? I don't know. My film hasn't ended for me to know either, I guess.

You gotta know the rules to break the rules. It's here where the magic begins. Start yours. Tell a story. Your story is yours. The formula is the skeleton, the story, your soul and that is all that makes the difference.

**Live to tell a tale!**

# DEPARTMENTAL EVENTS & WORKSHOPS

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## E- SESSIONS WITH SOUNAK ROY : CAREER SCOPE IN VIDEO EDITING

Video Editing is a vital aspect of filmmaking. With this E-session students learn about the aesthetics of video editing. Through this workshop students are acquainted with the career in video editing and its traits. Students learn about the techniques and rhythm of editing.

The poster features a man in a cap and sunglasses holding a cup, set against a blue and orange background. The text is arranged as follows:

- INSPIRIA** KNOWLEDGE CAMPUS (top left logo)
- Online E-Session on (top right)
- CAREER SCOPES IN VIDEO EDITING** (center title)
- 31<sup>ST</sup> MAY 2021 (date)
- 11:30 AM Onwards (time)
- By **MR. SOUNAK ROY** (speaker name)
- SENIOR EDITOR AT ROADSHOW FILMS (speaker title)
- www.inspiria.edu.in (bottom right URL)

# FILM O FIESTA





# DEPARTMENTAL ACHIEVEMENTS

## FTTA 2020 (ODD SEM)



**Rhitam Soibam**

First Semester

SGPA : 9.1



**Arbin Sharma**

First Semester

SGPA : 9.0



**Yuvraj Singh**

First Semester

SGPA : 8.70

## FTTA 2019 (ODD SEM)



**Deepiksha Pradhan**

Third Semester

SGPA : 9.40



**Shaline Shaw**

Third Semester

SGPA : 9.10

## FTTA 2019 (EVEN SEM)



**Indira Basu**

Second Semester

SGPA : 9.70



**Jasuda Sunwar**

Second Semester

SGPA : 9.20



**Sweta Roy Saha**

Second Semester

SGPA : 8.70

DEPARTMENT OF

# MULTIMEDIA, ANIMATION & GRAPHICS DESIGN



**Overview:** BMAGD( B.Sc in Multimedia,Animation and Graphics Design) is a degree for those who seek expertise in new media. This is a field that allows creativity to bloom in digital format. The students will be provided crucial knowledge regarding machine language, graphic designing, motion pictures and story boarding, and will receive a hands on experience necessary to develop basic skills in designing, VFX, animation, multimedia, interactive applications and publications. In addition to this, students will also be guided in order to develop their communication skills in English which is a must have to excel in this field.

# UNIQUE STYLE OF TEACHING

## BMAGD

### MULTIMEDIA ANIMATION AND GRAPHIC DESIGNING

The aim of this course is to present an advanced primer for graphic design, animation and multimedia. The course derives from the field of study known as Visual Communication. The goal of this course is to help students in cognitive tasks and capabilities while interacting with technological systems. Here at Inspiria, students come from various backgrounds so our first job is to introduce them to the world of Visual Communication. This course consists of multiple projects and assignments, so that students can learn while doing these. The assignments are designed to take the students from one simple task, slowly moving on to more and more complex issues. Most of our subjects are full of practicals be it computer-based or handmade. As creative minds can not be restricted and can have lots of different ways to achieve the same thing, we encourage them in every possible way, most of the time on a case to case basis.



**Prasun Sankar Sanyal**  
Asst. Professor

#### **By the end of this course, students will be able to,**

- a) Recognize the challenges involved in designing for graphics in complex briefs.
- b) Identify the need for a design process to support people.
- c) Use the design concepts and processes for designing.
- d) Ideate, visualize the problems around and give graphical solutions.
- e) Create their own film be it live-action or animation.
- f) Create Motion Graphics, Animation, VFX.
- g) At the end they will be ready for industry to work in teams, work on deadlines and be tolerant.



**FACULTY**

# THOUGHTS...



**Pritam Das**

Assistant Professor,  
Department of BMAGD

**COMIC STRIP**



**FACULTY**

# THOUGHTS...

**COMIC STRIP**



Comic strip, "THE TOTO MAN"  
pen and ink on paper

DEPARTMENTAL

# EVENTS & WORKSHOPS

## Geometric Design Exhibition





## E-SESSION WITH MR. ANUPAM KUMAR

### LIFE OF A GRAPHIC DESIGNER



**“You can have an art experience in front of a Rembrandt... or in front of a piece of graphic design.” – Stefan Sagmeister**

Nowadays Graphic design is turned into Motion Graphics and the path of this transformation has a prominent impact on a designer's life. This e-session has introduced Mr. Anupam Kumar's life and his works as a motion graphic designer worldwide. The students have found the session was quiet interactive and fundamental for a budding Graphic Designer.



## HANDMADE FONT ACTIVITY

In this activity we try to turn our regularly used objects from our everyday world into ubiquitous creative tools. As the borders between design, image making, illustration, art and typography are becoming increasingly blurred today, a prominent development of contemporary design is important. Here we try to show how creative visions are manifesting themselves into material objects and spaces. This module gave students the unprecedented use of materials and innovative ideas – graphics morph into tangible typography - what was intangible is made visual through handmade craftsmanship with a physical experience.





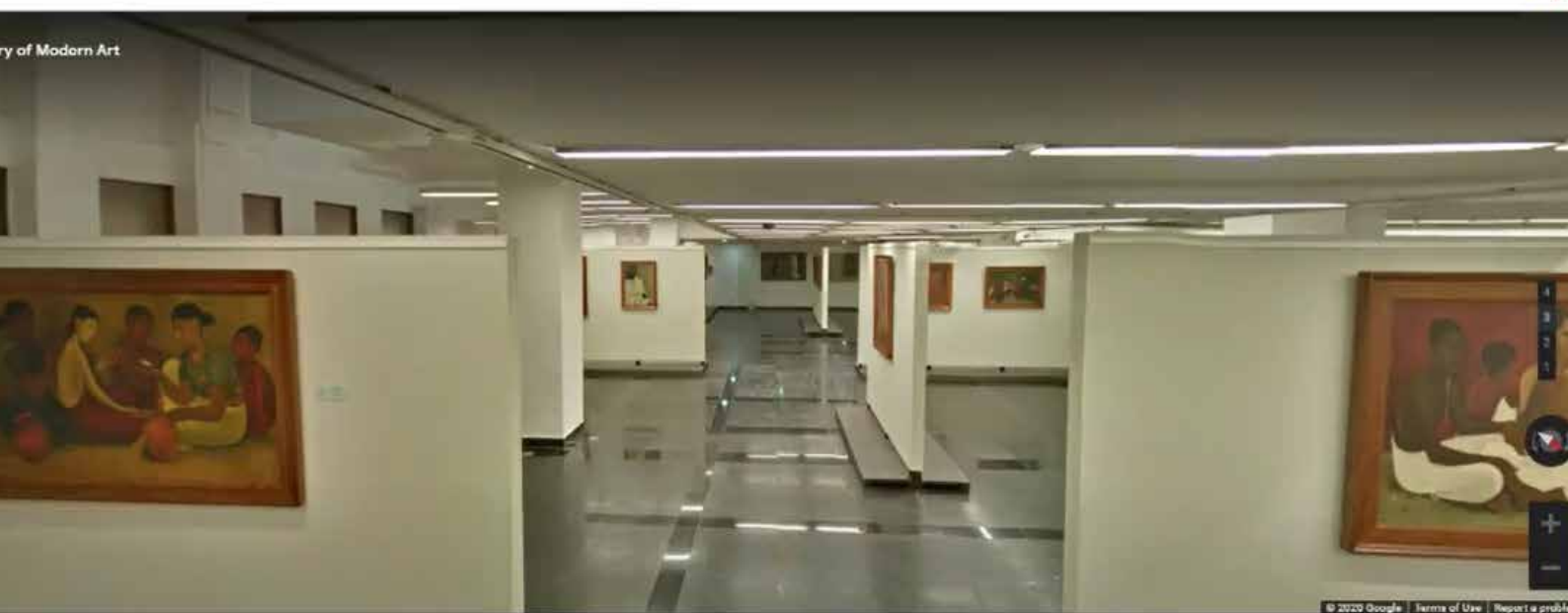
# INDUSTRY VISITS

**BMAGD**

**VIRTUAL TOUR**

## **A virtual visit to National Gallery of Modern Arts, New Delhi**

The aura of art in any society and its importance become prominent when we visit the museum. Museology or museum studies are essential for any culture-related students to understand the visual literature of our own. National Gallery of Modern Art, Delhi one of the leading museums in India and across the country for its versatile collection of art. Through the virtual visit of NGMA with our students, we tried to add some value to our own culture and art.



# DEPARTMENTAL ACHIEVEMENTS

## BMAGD 2020 (ODD SEM)



**Rahul Roy**  
First Semester

SGPA : 9.3



**Aryan Pradhan**  
First Semester

SGPA : 9.2



**Fazle Haque**  
First Semester

SGPA : 9.1



**Ikshahang T. Limbu**  
First Semester

SGPA : 9.1

## BMAGD 2019 (ODD SEM)



**Saswati Majumder**  
Third Semester

SGPA : 9.15



**Baisnovee Gupta**  
Third Semester

SGPA : 8.95



**Rashi Mittal**  
Third Semester

SGPA : 8.95



**Rashica Goyal**  
Third Semester

SGPA : 8.95



**Nikhil Thapa**  
Third Semester

SGPA : 8.9



**Sweety Sarkar**  
Third Semester

SGPA : 8.9

## BMAGD 2019 (EVEN SEM)



**Rashi Mittal**  
Second Semester

SGPA : 9.20

# DEPARTMENT OF INTERIOR DESIGN



## Overview:

Technology has enriched our lives. People love to subscribe to various luxuries in every part of their lives. In such an age of urbanization, home decor is a booming industry. Hence, BID( B.Sc in Interior Designing) is a much sought after course that provides students with intricate knowledge on interior designing, furniture designing and 3D art which will help them build a successful career in this field.

# UNIQUE STYLE OF TEACHING

## INTERIOR DESIGNING

**BID**

Technology plays an important role in enhancing the learning process. The crucial factor in a teaching process is the quality of the lessons given by the teachers. In Inspira Knowledge Campus, the faculties of the Interior Design Department are using modern teaching tools and their own lesson plans for development of the students.

The MAKAUT has designed the syllabus of B.Sc Interior Design more into the 'Interior Architecture'; that needs the classes to be equipped with modern teaching tools such as interactive smart boards, visualizers, response system, educational softwares, drafting/drawing studio and design studios.

The process of teaching-learning in interior design is evolved and now it's depend upon the different types of equipment and aids available in the classroom. We may classify the aids that we adopt to teach in the college.



**Suhina Sarkar**  
Asst. Professor

- 01 Visual Aids**
- 02 Audio Aids**
- 03 Audio-Visual Aids**



## STUDENT DEVELOPMENT :

Some human developments are especially broad and take years to unfold fully, like a child's ever-evolving ability to "read" other people's emotions and moods. The knowledge of cognitive development is useful in planning appropriate activities and in holding appropriate expectations about students. We have studied cognition from several different perspectives, which refers to long term changes, and in the light of several theories, the one that is both the most widely known among educators and the most frankly "developmental" is the cognitive stage theory of a Swiss psychologist named Jean Piaget. We have adopted the following methods to help the students to tell the story behind their designs.

1. Explore
2. Validate
3. Communicate

## TEACHING STYLE :

### 1. Learning by doing

Students need to be able to try new real world skills in a mentored environment. Teachers are available to monitor students and to know when a student is having difficulty, as well as the nature of the difficulty he/she is having.

### 2. Incidental Learning

Implicit instructions allow students to pick up the facts without recourse to explicit instruction about those facts. Rather, the students should be allowed to adopt goals and be given materials that will cause them to pick up the desired information "in passing". It depends on course designers to construct situations in which factual knowledge can be naturally acquired.

### 3. Learning by reflection

The faculties are always there to help their students develop the ability to productively muse about their ideas. Through dialog with our students, student learns to become better understandable and creators, by learning to ask and pursue interesting questions.

### 4. Case Based Teaching

When students are engaged in tasks (i.e. design of the building interior in hand drafting /AutoCAD/3D softwares) and encounter expectation failures, teachers need to make cases available to them that indicate how to resolve those failures.

### 5. Learning by exploring

Learners have access to a variety of industry experts. Students have the opportunity to compare and contrast the different opinions of the different experts.

### 6. Learning By arguing

Teachers adopt multiple point of views. When a student expresses a perspective of his/her thought, a teacher is responding with either an argument supporting that point of view or one understanding it. The teacher never poses the ultimate authority, but only as a source the students can turn to in order to sharpen their own idea.

## FACULTY

# THOUGHTS...



Suhina Sarkar

Assistant Professor,  
Department of Interior Design

## Architecture Vs. Interior Design: How Are the Two Careers Different?

Every building tells a story, a story embedded in its walls, a tale told by its originators. Such stories are crafted by the intricate work of both Architects and Interior Designers.

Such people work in synergy to make a building and its indoor spaces functional, pleasant and appealing. They create spaces in our surroundings that impact our psychology and well-being.

Architects and Interior Designers have a similar work profile that involves designing & implementing, people often get confused between these overlapping professions. For instance, an Architect designs the structure of a building, while an Interior Designer designs what goes inside the building.

Hence, before ambling on to any of these professions you should know the differences between them. I'll take you through all of these differences one by one, and will also discuss how you can pursue a career in either of the two fields.



# Who is an Architect?

Futile spaces built to perfection with a delicate balance between designing & execution is the work of an architect. They create unique, & creative spaces that light up our surroundings with the help of their COA license.

An Architect is a person who designs, reviews, and oversees the construction of buildings with the help of bye laws and National Building Code. He/She creates a structure on a given space that is both functional and pleasing to the eye at the same time. All the details that are present on the exterior of a building are the work of an Architect.

They also plan the basic structure of the building that includes the placement of rooms, kitchen, dining room, garden, and ensure that appropriate space is rewarded to them in accordance with the client's requirements.



# Who is an Interior Designer?

After a building is constructed, the responsibility of accessorizing and furnishing the empty spaces within the building lies with the Interior Designer. As the name suggests, these people design the interiors of a place and internally beautify the site in accordance with the purpose they will be used for.

For instance, if they are given the project of a house, they decide which sofas are to be kept in the drawing room, which curtains would go well with the sofa, what color scheme should be followed in the house, if any woodwork is required, where should the different furniture items be placed, which paintings would enhance the look of the house, what kind of accessories like hangings, clocks, vases, etc. are required to balance the room.

Hence, interior designers fill up the empty spaces within a building to make them complete.

So, as you can see, the work of Architects and Interior Designers is vastly different. Now, let's look at the specifics of their differences one-by-one.

# What are the Major Differences between Architecture and Interior Design?

The two professions differ on the basis of their training, what they focus on, & what they design, as follows:

- **What they Design**– Architects design buildings, while interior designers design the interiors of the building, which includes furniture, fixtures, and other accessories to create a desired look and function for spaces inside the building.

- **What they are trained in**– An Architect is trained in creating a structural building that meets national, state and local building codes. The interior designer is trained in creating a functional and quality interior environment.
- **Requirements they focus on**– Architects are more focused on the technical requirements like form, material, climate, lighting, ventilation, flooring, etc. while interior designers pay attention to the human psychology and emotional aspects of spaces.

For instance, Interior Designers design hospital rooms that affect the psychology of the patient and promote faster healing, such as calm/ healing colours, light in the room, movement, enough windows and scenic view, etc. Similarly, they design spaces that encourage better learning in educational set-ups.

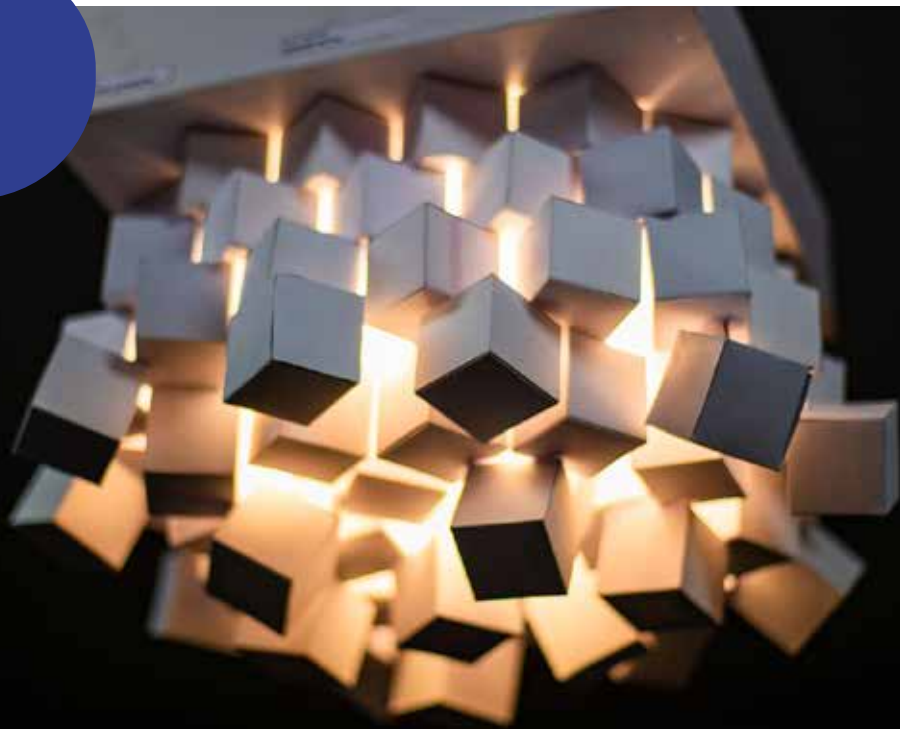
Having gained clarity on how the two professions differ, let's look at the path you should follow in order to become an architect or an interior designer.





# DEPARTMENTAL EVENTS & WORKSHOPS

BID



Human beings are always compelled by a good design and a good design nothing apart from a good composition. In the design field, the term composition is used as a jacket term to define multiple laws of our visual nature in a combined manner. In an initial perspective, the composition seems like an abstract subject but it's truly rooted in our analytical visual nature of perception, our visual laws like Gestalt law, Golden ratio, Golden triangle, and so many. We have considered these laws as our main components of composition but above all of these, the playfulness with design elements is essential to enrich the higher level of it.

The Geometric design exhibition was the first initiative, taken by the School of design (i.e. dept. of BID and BMAGD) with our design students as an introductory session for their long journey of design learning with Inspiria Knowledge Campus. Through this exhibition, we have attempted plenty number of design works, based on various design principles and we also encouraged the student's individuality as per their own design styles. So, our main goal was to introduce our students to the vast notion of aesthetic in design by using limited elements like Geometric shapes and Black & white color, because we believe in Bauhaus, we believe in "Limitation makes the creative mind inventive".



# DESIGN YOUR DREAM HOME

“Building Design technology is one facet of a world that is increasingly virtual and mediated by technology. Whilst these technologies have become essential to the way we live – and design - in this context the physical and real become more, not less, valuable.”

Architectural models have been found in civilizations dating back as far as 4600 B.C.E. They were not likely to have been used to explore construction and design techniques, but rather as representations for gifts and offerings.

When Filippo Brunelleschi designed the Florence Cathedral Dome, he used a model as a way of more clearly communicating his design to the craftsmen involved in the construction.

It was a method of allowing verification and control, ensuring that the structure that was being built had been tested beforehand. It was much later that the objectification of these models gave them a new form of beauty.

Design your Dream Home is the brainchild of the department of Interior Design to showcase the Indian young mind intellectuals through the miniature building model making.





# SUSTAINABLE SENSITIZATION

In today's electronic age, people are starting to consider going paperless. But there's still a long way to go before we lose our dependence on this very important human product.

From our newspapers to table calendars, paper is still everywhere and most of it is ending up in our landfills creating a staggering amount of paper waste. There was a time when paper was a rare and precious commodity. Now it fills our planet. It was initially invented as a tool for communication, but today, paper is used more for packaging.

From 2010 to 2060, the global consumption of pulp and paper is expected to double. The same will be the amount of paper waste. An increased paper production will also add further to the pressure on the world's forests that are already in a critical state - and constantly getting worse.

From 2001 to 2019, a total of 386 million hectares of forest were lost globally (in all forest types combined). This loss represents an almost 10 % decrease in tree cover since 2000.

The Department of Interior Design has come up with the idea of recycling the old calendar papers with sustainable integrity. It is an innovative approach, born in students' minds to utilise their model making skills and also reminds the responsibility to mother nature.





# DEPARTMENTAL ACHIEVEMENTS

## BID



**Bipul Roy**  
First Semester

SGPA : 9.25



**Ushasi Mahato**  
First Semester

SGPA : 9.25



**Anwesa Sarkar**  
First Semester

SGPA : 9.1



**Barsha Ghosh**  
First Semester

SGPA : 8.4



**Sushmita Lepcha**  
First Semester

SGPA : 8.15



**Aparna Lama**  
First Semester

SGPA : 7.95



**Priyanshi Jaiswal**  
First Semester

SGPA : 7.85



**Riya Tibrewal**  
First Semester

SGPA : 7.6



**Raghav Agarwal**  
First Semester

SGPA : 7.4



**Rajdip Pradhan**  
First Semester

SGPA : 7.25



**Bidisha Bag**  
First Semester

SGPA : 6.85

SCHOOL OF

# COMPUTER APPLICATION



**Overview:** Since the advent of digitisation, it has taken control over each and every aspect of our lives. The Computer is a boon to the human lives which has proved to be a necessity and is present in almost every workplace around the globe! The demand for it has been on the rise and so has for the demands of experts in this field and the Bachelor of Computer Application course at Inspiria prepares the young individual minds for the same. The BCA course introduces the Under Graduate students to the field of Computer Science and Information Technology (IT). A perfect course for those who have always been fascinated by the Computer World and its applications.

The course covers varied subjects from programming to database management and some core ones. It is a course which is nearly equivalent to B.Tech/B.E in Computer Science or Information technology and covers variety of topics related to Computer Programming and designing. Within this 3 Year full-time course the students can gain knowledge about the use of computer in the real-world scenario. The objective of the BCA Course is to implant in students, the IT based entrepreneurial skills. Fully fledged professionals handle the job of nurturing and shaping the students within these time period and preparing them for the better future, leaving no stones unturned in developing sound knowledge among the students in theory, programming, communication, team work, organization and management skills. They make sure to deliver a proper guidance and produce competent and innovative professionals for the industry who meet the desired requirements and excel in it. The BCA course opens the gate of opportunities for those who are creative and innovative and have a pretty good sense about aesthetics and helps them grow into Computer Professionals, the need for which are growing day-by-day!

# UNIQUE STYLE OF TEACHING

BCA

## COMPUTER APPLICATION

In the current technical scenario, the use of technology is immensely growing in every aspect, may that be the corporate sector, IT sector, business corporations houses, multinational companies(MNCs). Eventually, the education sector is no exception. With the extensive and on-growing use of technicalities in the field of education, we, the members of the Department of Computer Applications, at Inspiria Knowledge Campus, give our best to provide value education to the fellow students, as we believe in making the students

**EMPLOYABLE** by making them learn the use of current ongoing technologies to the greatest extent.

Along with this, the pedagogical aspects of all the students need to be understood as well, for which we, the faculty members of the department follow the below-mentioned techniques while we are in the field of teaching and learning. may classify the aids that we adopt to teach in the college.



**Saurav Bhaumik**  
Asst. Professor

**01 The Authority method :** also known as the lecture style, involves sitting and listening to the instructor speak about a pre-assigned topic while the students take notes and memorize to the best of their ability what is being said. This method of teaching initiates normally with an icebreaker so that the students actually find out the reason for which they are studying and learn that particular topic or subtopic.

**02 The Demonstrator method :** widely known as the coaching style, is similar to the lecture style. This method tries to maintain authority in the classroom. Even so, instead of using only a verbal lecture to give information and teach, this style coaches students using gateways like multimedia presentations, class activities and demonstrations. However, a downside is that there is little individual

interaction between the teacher and students which makes it difficult to accommodate personalized needs, but this very method makes the students understand the appropriate procedure of an acceptable presentation as such.

**03 The Facilitator style :** recognized also as the activity or action method, tries to encourage self-learning through peer-to-teacher learning. In contrast to the lecture style, teachers ask students to question rather than give them the answer. The goal is for students to develop a deeper understanding of the topic by using self-discovery and develop problem-solving skills. This technique is best used in classroom settings because, as a facilitator, the faculty members need to interact with students on an individual basis, which upscales the way of communication within the students.

**04 The Delegator style :** or group method, is used for practical subjects that require group work, lab-based learning, or peer feedback. This practice upscales the capability of observation, listening, comprehension and execution with leadership qualities within the students. The delegator style of teaching encompasses the concept of HOTS (Higher Order Thinking Skills) and LOTS (Lower Order Thinking Skills) among the pupils.

**05 Last, but not least :** the Hybrid method, also known as blended learning, is an integrated teaching style that incorporates personal preferences, individual personalities, and specific interests into the teaching methodologies.



We at Inspiria Knowledge Campus believe in ***Differentiated Instructions***, which is a student-centric teaching style that aims to meet a student's specific needs. As a fact of the matter, no two students can have the exact same level of intellect, understanding of the subject or topic. Moreover, we can't expect all the students to have exactly the same level of enthusiasm as well for the stipulated topic, as a consequence of which, differentiated instructions make things easier for us to reach to every student and make them understand the same with respect to their specific needs.



# FACULTY THOUGHTS...



Mr. Saurav Bhaumik

Assistant Professor,  
Department of Computer Application

## The wings of AI to fly against COVID-19

The human race was about to celebrate the welcome of the Year 2020, a news started spreading in all the digital platforms regarding a cases of "Pneumonia" at Wuhan, China. After a short while of time it was found that the cases are nothing other than the virus "2019 novel coronavirus" and later named as "COVID-19" by World Health Organisation. The name itself a nightmare for the peoples till this day. Time passes on, Covid-19 started creating history throughout the globe. The number of Peoples getting affected with single digit which rises to thousands per day.

With no delay the research institutes across the globe have indulged themselves towards invention and trial of vaccines. Now the question may arise towards the technology. Its time for AI to play into. Artificial intelligence with its full face tries to cover up the unreachable corner of the facts.

Some of the remarkable impression of Artificial intelligence are in the following ways:

### 01 Early Diagnosis

It is the first and foremost step to stop spreading the virus in real time. Depending on early diagnosis the people get to isolate themselves and start the treatment.

**Clevy** is a French startup that uses augmented assistance to help diagnose COVID-19 symptoms

**Mayoclinic** is another platform that is allowing self-assessment of COVID-19 symptoms and suggest ways to protect oneself during this pandemic.

Some other mobile applications such as "GoCoronaGo", "Arogya Setu" and "Sampark-o-meter" have also been developed for contact tracing by the Indian Institute of Science (IISc), Bangalore, India and IIT's.

**MIT\_WATSON IBM** lab started an AI based project towards an aim to early detection of sepsis in COVID-19 patients. Patients with sepsis are less likely to survive when infected with COVID-19. The researchers plan on using ML to analyze the images of white blood cells (WBC) of COVID patients for an activated immune response against sepsis. This early diagnosis will allow time for physicians to take

necessary and aggressive measures for those high risk patients.

## 02 Tracking and Prediction

It is equally important to track the most susceptible area to get infected by COVID-19.

To compete with this fact different mathematical models were proposed to study the transmission rate of COVID-19. The models are here in the form

### a. SIR( Susceptible, Infectious and Recovered) model

This models the spread of the disease and infection rate among isolated populations. This model can effectively explain why some countries are able to control the spread of the infection while others are still struggling.

### b. GLEaM( Global Epidemic and Mobility) model and TRANSIMS(Transportation Analysis and Simulation) system :

GLEaM and TRANSIMS both account for physical contact patterns due to travel. TRANSIMS even uses real-time modelling by placing sensors in outbreak regions.

### c. IBM ( Individual Based model).

This approach is to use an Individual-Based Model (IBM), that represents each individual as a set of features that change dynamically over time. This allows modeling population phenomena as aggregates of individual interactions.

These models can theoretically predict the number of positive cases and the rate of transmission for the COVID-19 pandemic. Artificial Intelligence can easily identify the most vulnerable regions by tracking the number of confirmed cases and take necessary actions to curb the spread.

## 03 Treatment

During the progression of the coronavirus, AI has facilitated manual repurposing of drugs to treat COVID-19. Indraprastha Institute of Information Technology (IIIT) has developed an AI model that can repurpose medicines according to the highest success probability against the disease, instead of going through the entire process manually. Tata Consultancy Services is also using AI technology to crunch down the large molecule of drugs into highly effective molecules against the disease, thus reducing the time duration of the process.

AI has proven effective in providing Tele-medicines and Tele-consultation, online consultation with health experts concerning a particular disease. In many states, like Chhattisgarh, AI is proven as a success by online training of the medics for controlling the COVID-19 pandemic. The IIT and Stanford Alumni have also come up with a solution for disinfecting public spaces. They have developed a machine called "Robo Sapien", which controls the spread of the virus by ionizing the corona discharge.

MIT is also collaborating with IBM researchers to develop an AI tool to assist physicians to find ventilator settings that will determine how long a patient needs to be kept in the machine.

This is particularly important because shortened ventilation time can reduce exposure to possible lung damage and allow scope for use by other intensive care patients.

## 04 Spreading of Misinformation

With the world wide population this is the common issue for every event /fact -"misinformation".Information is the only source of proceedings but when it turns into misinformation then it turns nature into more infectious.AI is also used to respond to this crisis by controlling misinformation. Social media is now actively using personalized AI technology to mitigate the spread of false information across their platform. This becomes particularly important because a series of conspiracy theories and false medical information are circulating across the media. AI can make the process faster for screening of false information regarding COVID-19.

## 05 Developments of Vaccine

Vaccine is the only solution to the persisting problem AI allows vaccines and treatments to be identified at a faster rate through computational analysis that can be helpful for clinical trials. IBM Watson Health uses a database for determining the right medication for a patient. This is important because patients can have many underlying conditions and AI technology can actively identify the probabilistic medication ideal for the patient.

Artificial Intelligence also used to develop the vaccine and treatment drug. The process is usually labor intensive because of the selection of doses of various drug combinations which includes a series of trials and errors. It reduces the cost and makes the process more efficient.

## 06 Image scan analysis and reduction in hospital staff load

Testing has become a key issue in the fight against COVID-19.Some countries have been seen as successful in handling the virus because of the amount of testing that is done in those countries. The health authorities are keen to increase the numbers being tested but the main testing methods are labour intensive and time consuming. But AI is now assisting with other forms of testing, such as x-ray scanning. Various AI programs are now available for chest screening that can highlight lung abnormalities in a chest X-ray scan and provide a COVID-19 risk evaluation much faster than human radiologists.

## 06 Minimizing contact with individuals

A range of AI-based robots have emerged during recent months that help in the COVID-19 battle by reducing contact between patients and health care workers – minimizing the risk of cross-infections. Even some are found to work with the assistance of Drone for delivery of food items & groceries, dispensing hand sanitizer foam and gel.

In Kerala, Robots are used for delivering hand sanitizers and delivering public health messages at the entrance of the office buildings and in isolation wards, to combat COVID-19.

## 07 Identifying Mask Violators

Many states in India have exercised AI to identify people who are mask violators with the help of AI cameras.In Telangana, due to a surge in the COVID cases, the police department has come up with installing a software tool in the CCTV cameras to identify the mask violators. After identifying it sends a notification to the police headquarters, which in turn sends the update to the patrolling police team. This model is similar to the AI model developed by China for tracking mask violators. This kind of AI technology is initially installed in Hyderabad, Cyberabad, and Rachakonda.

With the passing of time AI is playing an important role for mankind in different prospects by identifying the disease to delivering the goods during the crisis of this pandemic .The war is still not over,it will last for a period of time and on the other hand AI will also proportionally unfold its wings in all prospect to save the the human race from further deterioration devastation due to COVID-19.

# DEPARTMENTAL EVENTS & WORKSHOPS

## COMPUTING CLUB



Computing club is only the Technical Club of Inspiria knowledge Campus, managed by the students under the Guidance of esteemed Faculty members of Department of Computer Application. The club has been established in 2016 by a group of students which aims to serve as a platform for collective enquiry and exchange of knowledge among students who seek answers, in light of the modern technologies and discoveries, to the age old questions about meaning and purpose of life, the complexity of world around us and the dynamics of universe at large by promoting such obejtorial awareness of technology and its advancements through various activities .This encourages the students to show their passion for technology through this platform.

The Computing club maintains the collaboration with CodeChef under the campus chapter named "Codopia", which is one of the well known National level coding and programming platforms for budding programmers.



The events organised by the Computing Club are listed here below:-

**InCode :** A flagship event of Computing club which is organised nationally once every year for the students having a keen interest towards computer coding in various computer languages. The event has been started with School level which moves onwards to College level too and now on National platform in a mode of online for both school and college .

**Web-Page Design Competition:** An interdepartmental event to enlighten the colour contrast of the web in a competitive way under the name “WEBX-RETRO-DESIGN”. Students build up the web pages with the modern web technological tools to present their thoughts in the form of a web page. This helps them to judge their skill they have learned and also encourages them towards a startup as freelancing.

**Trivia Quiz:** Trivia Quiz is another inter departmental event conducted by Computing Club with focus to nurture the presence of mind in terms of technological aspect. It's a platform where students get an opportunity to prove their IQ level.

**Mobile Mock up Design Competition :** This event is conducted in an interdepartmental form where students can build the mobile interface depending on the current aspect of real world. This event motivates the students to build up the imagination power of representation before designing any kind of web/application page.



**Technical Debate Competition:** Clash of mind will be a better term for this interdepartmental technical debate competition named as “Techno Clash”. The event provides the students to prove their confidence in terms of technological aspect either in a biased or unbiased manner.

**Blind Coding :** A departmental event for the students towards a new way of strengthening their self confidence by executing a coding as a solution for a given problem within a stipulated time without looking towards the screen .

Apart from the above events , Computing club takes an active role in the flagship event of Inspiria i.e “INSVAGANZA” to organize different online virtual events like counter strike, pubg, etc. and also Club drives a workshop on digital literacy for the students well being towards the fondness of technology with better understanding and application.



## E-SESSION WITH MR. PROSHANTA SARKAR

BLOCK CHAIN ENGINEER, HENKEL, GERMANY



The session has been organized on 27th April 2020 live from Germany, as an one of the approach to provide the students with industry exposure. The session starts with an overview of the crisis due to global lockdown along with the new opportunities which have arise due to the same. Further discussion on technological tools to solve the business problems and the digital transform of the industry. The session concluded with the trending technologies and the contribution of IT sectors in broader aspect.

## E-SESSION WITH MR. LOKESH RAJAK

DEVELOPMENT ARCHITECT AT SAP LABS, BENGALURU, KARNATAKA

The Session was hosted by our students through online mode live from Bangalore, which includes The changes in IT brought about by COVID- 19: Challenges and response ,expected of the freshers when they graduate - their preparation & industry readiness, Recent Technological Trends in the industry and the session is concluded by the focusing on the ways that minimizes the gap between Bridging the Industry-Academic gap.



## E-SESSION WITH MR. RAFIQ SOMANI

AREA VICE PRESIDENT, ANSYS INC, PUNE, MAHARASHTRA



The Session was conducted live from Pune, Maharashtra through Online model to bring up the technological prospect in terms of "Future of Technology ": which will be required to know by the students to compete themselves in a futuristic skilful world .



## **E-SESSION WITH MR. AVISHEK CHATTERJEE**

NAVIGATORS SOFTWARE PVT. LTD., SENIOR HUMAN RESOURCES MANAGER, KOLKATA



The session conducted through online mode to enlighten on the current trends of the IT industry, the challenges faced by the students and the gaps that you are noticing in the education industry.

## **E-SESSION WITH MR. JAYANT AHALAWAT**

DATA SCIENTIST FARMERS BUSINESS NETWORK, INC IN SAN CARLOS, CALIFORNIA

The Session conducted through online mode live from California to focus on the paramount importance of Machine Learning and Artificial Intelligence as the futuristic technology.



## **E-SESSION WITH MR ANURAG KIRTI**

CAMPUS LEAD AT WIPRO - HR TEAM



The Session has been conducted as Understanding the Career Opportunities in Wipro after completing your BCA which enables them to understand the positions vacant, the career opportunities one can have after completing your graduation in Computer Science and understanding the specially designed "Work Integrated Learning Programme" for BCA students.



# INNOVATIVE INITIATIVES

## MOCKX-CAMPUSO:

Mockx-Campuso is basically a pre-placement drive specially designed by dept. Of BCA. Main objective of the program is to provide a flavour of real placement drive to the students. The program comprises four phases Aptitude Test, Group Discussion, Technical Interview and Personal Interview.

Aptitude test is the first screening of the program having three sections Quantitative Aptitude, Logical Reasoning and Verbal ability. Through aptitude tests students are getting assessed in terms of their computing skills, logical sense and vocabulary.

The objective of a group discussion is to evaluate certain attributes such as the extent of subject knowledge in a student, whether he or she is able to use that to contribute meaningfully to the discussion and whether they sound logical in their arguments. Panelists also judge how assertive a student is and whether their approach to a discussion is authoritarian or consensual. They may even evaluate students on their body language and level of confidence.

Technical interviews allow interviewers to assess candidates' technical skills, problem-solving skills and critical thinking skills.

Personal Interview is the foremost tool to judge the abilities of a student. In the face-to-face contact between the interviewer & interviewee, it is possible to record more than only verbal responses; which are often superficial. When human beings communicate directly with each other, much more information is communicated. The nature of words used, facial expressions & body language- together contribute in judging a student.

Due to the covid-19 Department of Computer Application has executed those phases of Mockx-Campuso completely online. Team also hired external evaluators from Different renowned Industries to accomplish the event more in a realistic manner. On the basis of evaluation sheet one final performance report was constructed in excel sheet. If one student in green zone in all phases means he/she is ready for Industry; if in yellow zone means he/she can make ready himself/herself for industry with some honest effort and students in red zone signifies he/she needs lots of improvement.

A promotional banner for Mockx Campuso. The left side has a dark blue background with white text. The right side shows a grayscale image of two hands shaking, with the Inspiria Knowledge Campus logo in the top right corner.

**MOCKX  
CAMPUSO**

**Revitalize Your  
Skills Before Campus  
Drive**

**Pre-Placement Drive, Specially  
designed for BCA Students**

1. Aptitude Test & Technical Round
2. Group Discussion
3. Technical Interview
4. Personal Interview

[www.inspiria.edu.in](http://www.inspiria.edu.in)

# INDUSTRY VISITS

## BCA VIRTUAL INDUSTRIAL TOUR

**Euphoria GenX & T-Web Exponent Services Pvt. Ltd on Along with the Session with the following team :**

- Mrs Jyoendrish Thakur - Vice President of T-Web Exponent Services Pvt. Ltd.
- Ms Priyanka Banerjee - Software Developer of T-Web Exponent Services Pvt. Ltd.
- Mr Saumitra Das - Technical Head - Euphoria GenX Pvt. Ltd.
- Mr Tridib Kr. Sinha - HR & Academics Head - Euphoria GenX Pvt. Ltd.

### **Objectives of Industry Visit:**

- To provide you with insight regarding the internal working process of the IT Industry.
- Real-Time Practical Perspective on the world of work in the IT Industry.
- Technological developments in the field of IT.
- Give you a combination of theory and practical exposure which will be helpful in your career and cracking the job opportunities.

# DEPARTMENTAL ACHIEVEMENTS

## BCA 2020 (ODD SEM)



**Rishika Thapa**  
Fifth Semester

SGPA : 8.7



**Rinika Basak**  
Fifth Semester

SGPA : 8.6



**Tanjimun Jannat**  
Fifth Semester

SGPA : 8.5

# DEPARTMENTAL ACHIEVEMENTS

## BCA 2019 (ODD SEM)



**Avkash Maurya**  
Third Semester

SGPA : 9.3



**Nihal Prasad**  
Third Semester

SGPA : 9



**Pinaki Mohanta**  
Third Semester

SGPA : 8.85



**Reeya Choudhary**  
Third Semester

SGPA : 8.85



**Aditya Giri**  
Third Semester

SGPA : 8.85



**Kunal Jaiswal**  
Third Semester

SGPA : 8.85

## BCA 2018 (ODD SEM)



**Bappa Banerjee**  
Fifth Semester

SGPA : 9.74



**Shreea Bose**  
Fifth Semester

SGPA : 9.67



**Gaurav Adhikari Sharma**  
Fifth Semester

SGPA : 9.67



**Asha Kumari**  
Fifth Semester

SGPA : 9.43



**Hansraj Thakur**  
Fifth Semester

SGPA : 9.24



**Muskan Agarwal**  
Fifth Semester

SGPA : 9.24

# DEPARTMENTAL ACHIEVEMENTS

## BCA 2019 (EVEN SEM)



**Shivam Somani**  
Second Semester

SGPA : 9.57



**Avkash Maurya**  
Second Semester

SGPA : 9.5



**Krish Neupane**  
Second Semester

SGPA : 9.26

## BCA 2018 (EVEN SEM)



**Lipika Saha**  
Fourth Semester

SGPA : 10



**Niharika Jha**  
Fourth Semester

SGPA : 10



**Shreea Bose**  
Fourth Semester

SGPA : 10



**Asha Kumari**  
Fourth Semester

SGPA : 9.91



**Sandeep Kr. Chourasia**  
Fourth Semester

SGPA : 9.91



**Parbin Singhal**  
Fourth Semester

SGPA : 9.91



**Kunal Sharma**  
Fourth Semester

SGPA : 9.91



**Hansraj Thakur**  
Fourth Semester

SGPA : 9.91



**Gaurav Adhikari Sharma**  
Fourth Semester

SGPA : 9.91



**Bappa Banerjee**  
Fourth Semester

SGPA : 9.86



# DEPARTMENTAL ACHIEVEMENTS

## BCA 2017 (EVEN SEM)



**Aman Agarwal**  
Sixth Semester

SGPA : 10



**Chetan Jain**  
Sixth Semester

SGPA : 10



**Deeprekha Bhoumick**  
Sixth Semester

SGPA : 10



**Komal Kumari Sahani**  
Sixth Semester

SGPA : 10



**Md Ashraf Ul Huda**  
Sixth Semester

SGPA : 10



**Kirtan Sharma Ghimire**  
Sixth Semester

SGPA : 9.47



**Nikhil Agarwal**  
Sixth Semester

SGPA : 9.47



**Aranya Pradhan**  
Sixth Semester

SGPA : 9.33



**Bindia Tamang**  
Sixth Semester

SGPA : 9.33



**Manish Thapa**  
Sixth Semester

SGPA : 9.33

# BATCH 2018-21

## FACULTY



## STUDENTS



DEPARTMENT OF

# HOSPITALITY MANAGEMENT



**Overview:** Hospitality management and hotel administration is basically an administration of strategies that deals with the aspects of industries of hospitality which includes hotels, motels, airlines, cruise lines, event management, travel and tourism, etc. The hospitality industry is a broad group of businesses that provide services to customers. The Hospitality department includes the fundamentals of the art of catering skills to the student with special stress on the practical aspects of vocation such as food production, food and beverage service, front office operation and housekeeping. It includes the day to day management, operations and trade functions of companies involved with accommodation, food and beverage and travel and tourism. When you work in the management of hospitality, your goal is to make your guests feel at home and make your facility the most pleasant experience.





The hospitality industry as we know is one of the booming industries in India today. By 2029, the tourism sector in India is expected to grow 6.7% to reach Rs 35 trillion (US\$ 488 billion) and account for 9.2% of total economy. In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8.0% of the total employment in the country. The number is expected to rise by 2% per annum to 52.3 million jobs by 2028.

Hotels, resorts, airlines, restaurants, and many other relatable sectors today need qualified and skilled people to thrive and grow their business. This course is mostly focused on personal development and the basics of hospitality service is taught, followed by courses on managerial competency, and eventually on specialisations and advanced management skills. The opportunity around this course is endless and it creates a pleasant and enjoyable environment.

The main focus of this department would be, to introduce students to the basic skills in the hotel and catering management sector while budding them to become competent hospitality management professionals. It also enables them to be independent service providers in the sector. Other benefits include the ability to meet and engage with new people on a daily basis. You will fit into it as a hospitality manager if you are a “people person.” In addition, the management of hospitality is always in demand and ensures greater job security.

Candidates who wish to make their mark in the field of hospitality management should be able to do many tasks because, in this field, their boundaries are constantly tested and regularly expanded. One must be having a good background in organisation, excellent communication and interpersonal skills and an interest in self-discipline. They need to have an outgoing and pleasant personality, a collective, friendly and respectful person, and also have to be patient to take the criticism in a positive way.



# UNIQUE STYLE OF TEACHING

**HHA**

## HOSPITALITY MANAGEMENT

Over the years, teaching has been enriched by an array of helpful theories and professional practices that contribute to all fields in higher education. Fry, Kitteridge and Marshall elegantly state that learning is not a single thing; it may involve mastering abstract principles, understanding proofs, remembering factual information, acquiring methods, techniques and approaches, recognition, reasoning, debating ideas, or developing behaviour appropriate to specific situations; it is about change. Effective teaching involves students engaging in an understanding of the logical relations of knowledge rather than teachers' simply delivering facts and content to the students. Teaching in hotel management can be divided into two broad areas: the first is theory and the second is practice. Theory is discussed during lectures and practice takes place in the areas where the industry exists.



**Anjani Nandan**  
Asst. Professor

School of Hospitality believes in Industry Oriented Teaching to make the students employable from all aspects. Here equal importance and focus are provided to both theory and practical learning considering the theoretical knowledge builds the base in the students and the practical inputs sharpen their skills to make them confident. Adaptive teaching is the major focus of the department where custom learning experiences address the unique needs of an individual through just-in-time feedback, pathways, and resources. The crossover learning process, where a blend of formal and informal learning environments are provided to the students to make them comfortable with their preferred learning. With the sudden impact of Covid-19, when the entire country went under lockdown and the normal

concept of classroom learning got halted, we inculcate the concept of blended learning. The course contents and materials are placed on an online platform for the students to learn and interact with faculties through the portal and physical presence of both faculties and students through a portal at the same time enhance the learning experience. Not only theory lectures but full fledged practical exposures are provided with hands-on training at the training labs of the institute with industry oriented infrastructure. Industrial Visit, Workshops, Guest Sessions with Industry Leaders are conducted on a regular basis to make the student's learning industry oriented and more visualise. Guiding the students towards open learning in these stages to get additional knowledge through online portals and moocs to complete their learnings in all aspects. Beyond all these the department continuously focuses on the Mentorship of students. These mentorships are categorised in stages with small groups distribution to faculty members and then one-to-one counselling of students to find out their problems and challenges facing them and guiding themselves to overcome them.

Teaching is not only a structured process which can be done inside the classroom, we believe that learning has no end and it can be done with many possible ways. With different approaches and innovation, the School of Hospitality is making their teaching and learning more interesting with each passing day and is dedicated to continue the same in future.



## FACULTY

# THOUGHTS...



Anirban Chakraborty

Assistant Professor,  
Department of Hospitality Management

## MEDICINAL BENEFITS OF HERBS & SPICES



## MEDICINAL ROLE OF SPICES

Spices and herbs have been in use for centuries both for culinary and medicinal purposes. Spices not only enhance the flavor, aroma, and color of food and beverages, but they can also protect from acute and chronic diseases. There is now ample evidence that spices and herbs possess antioxidant, anti-inflammatory, and cholesterol-lowering activities as well as properties that affect cognition and mood. Spices and herbs such as clove, rosemary, sage, oregano, and cinnamon are excellent sources of antioxidants with their high content of phenolic compounds.

If spices are consumed in moderation you can derive health benefits, but an overdose of any spice can lead to indigestion or even ulcers. Media portals are flooded with the health benefits of turmeric or haldi, but today we list out other Indian spices that are healthy and are kept under wraps.

**Herbs:** Something which can be grown in our own locality, even if it is not native to the area. It can be dried and include the seed of the plant. Mainly used in continental cuisine. Example- Thyme, parsley, sage, oregano.

**Spices:** Plant parts that could not be grown at home. "Spice" covers dried roots, bark and berries and refers to any dried aromatics, nearly all parts of plants which grew in the tropical East. We will also be looking at some herbs that are used in Indian cuisine as well as spices and even essential oils that help define Indian cuisine today.

**Saffron:** Kashmir is synonymous with the production of the best quality of saffron in India. This ingredient adds colour and spice to biryani or dessert. Saffron is expensive but the health benefits are priceless. Saffron has the ability to treat depression, prevents loss of vision, and improves memory. The stigma of the flower can relieve you from digestive issues with the help of anti-inflammatory, antioxidant and anti-depressant properties.

**Asafoetida (Ferula asafoetida):** While it's native to Afghanistan and Iraq, asafoetida is commonly used in Indian cuisine where it's dried, ground into a spice, and referred to as hing. Technically a gum-resin, asafoetida is a hard substance that's extracted from large, carrot-shaped roots of the Ferula plants. Once extracted, it's commonly dried, ground into a coarse, yellow powder, and used for either culinary or medicinal purposes. As a spice, asafoetida is known for its strong, pungent odor, which is due to its high concentration of sulfur compounds. In fact, due to its unpleasant smell, this seasoning is sometimes referred to as stinking gum. However, when cooked, its flavor and smell become much more palatable and are often described as being similar to leeks, garlic, and even meat. For example, in Ayurvedic medicine, hing is used to aid digestion and gas, as well as treat bronchitis and kidney stones. While during the Middle Ages, the dried gum was sometimes worn around the neck to help ward off infection and disease.

**Cinnamon:** This spice is aromatic and has a refreshing taste. Research on this woody spice tells us that it is also diabetes-friendly and if you show symptoms of insulin resistance, cinnamon will help reduce it. Besides, cinnamon is used to give you relief from indigestion, common cold, diarrhea, poor blood circulation and tension during menstruation.



**Cloves:** Every Indian knows that clove is the spice to treat tooth problems since it contains anti-inflammatory and anti-bacterial properties. Due to these healthy characteristics, cloves are an important ingredient in natural tooth pastes. Perfumers use the oil extract from cloves but it has its health benefits. If you are feeling queasy after indulging in too much food or alcohol, cloves have the properties to put you at ease. Cloves can relieve you from vomiting, indigestion, an upset digestive tract and loose motions.

**Black Cardamom:** Do not confuse it with green cardamom; black cardamom is a common spice in biryani. Apparently this spice is also used as anti-venom for snakes and scorpions, but try it out at your own risk. Black cardamom eases out digestive problems and reduces flatulence, it is known to relieve you





from throat problems, chest congestion, and gum infection. Due to its anti-inflammatory properties and the fact that it can alleviate muscle spasms, black cardamom is a saving grace for asthmatics. It is a great ingredient for respiratory problems.

## Sage for dementia and Alzheimer's disease:

Salvia, which we call sage, comes from the Latin word for "to heal." Sage has traditionally been used as an antioxidant and for its abilities to improve mental function and memory, "quicken the senses," and delay age-associated cognitive decline. Science bears this out. "In vitro, animal and preliminary human studies have supported the evidence of Salvia plants to enhance cognitive skills and guard against of a literature review published in the Drugs in R&D. Researchers have tested the cognitive-enhancing effects of different sage species in at least five randomized, double-blind, placebo-controlled human trials. In one small but notable trial, researchers gave a daily dose (60 drops) of *Salvia officinalis* (common sage) extract to patients with Alzheimer's disease for 4 months. Compared with patients on placebo, those given sage extract showed significant cognitive improvements in measures of the Alzheimer's Disease Assessment Scale and the Clinical Dementia Rating Scale.



## Black Pepper:

Once upon a time, black pepper was considered gold, a precious commodity for trade. A dash of pepper can create an explosion of flavours to a bland dish. Black pepper has the ability to increase the production of hydrochloric acid that the stomach needs to help in digestion. You can save yourself from digestive problems, flatulence and constipation. It is also anti – bacterial in nature, reduces blood pressure and contains iron that is beneficial for the body. Research suggests that piperine – the same substance that is used to treat vitiligo – also helps fight depression, improves memory, and ameliorates brain functions. Black pepper seeds break down fat cells into easily digestible components which are then used for other bodily functions and reactions, preventing them from settling down in an unhealthy manne.

## Turmeric for fighting cancer:



Turmeric is a main ingredient in curry powder and is found on the spice rack in all Indians' kitchens. A major component of turmeric is curcumin, which gives turmeric its yellow color. Curcumin also has anti-inflammatory and antioxidant properties, and is showing promise as a potential cancer treatment. "Curcumin (CUR)...was demonstrated, both in vitro and in vivo, to have significant anti-inflammatory effects, thus potentially counteracting cancer-promoting inflammation, which is a hallmark of cancer," wrote the authors of a review article in the International Journal of Molecular Sciences. "Although CUR has a low bioavailability, its role in advanced cancer treatment and supportive care was addressed in numerous clinical trials, they added. "After promising results in phase I-II trials, multiple phase III trials in different indications are currently underway to test for direct anti-cancer effects. In addition, CUR exerts beneficial effects on cancer treatment-related neurotoxicity, cardiotoxicity, nephrotoxicity, hemato-toxicity, and others."



## Saptarshi Haldar

Assistant Professor,  
Department of Hospitality Management

# MOTIVATIONS AND CHALLENGES FACED BY THE HOMESTAY OWNERS IN INDIA

Homestay by definition is the stay at a residence by travellers hosted by a local family (Thapa, Malini, 2017). Oxford Learner Dictionary describes it as an arrangement that provides accommodation to tourists and students in exchange of a payment (Oxford University Press). While staying with the others, travellers can experience the life of those locals along with the places of attraction. These homestays can be a haveli, a normal house, rural cottages, farmhouses, bungalows where the services are provided by the locals. Along with the accommodation, fooding also has to be included in the package of the guest as per new rule of homestay established by Govt. of India. Govt. of India has already released a guideline for the homestays with the name "Incredible India Bed & Breakfast / Homestay Establishment Guidelines" where the categories, rates and criteria are mentioned to get the authorisation of running a homestay business. Government is taking this initiative to promote this emerging trend of sustainable tourism in India. Along with the Government, different multinational private companies like Airbnb, OTAs like yatra, make my trip and small organisations established by the local homestay owners are promoting these homestays and through which travellers can make their booking. There are different types of homestays available. They are as followed:

**Community homestay** – It is one type of homestay, commonly used in foreign countries organised by registered communities accommodating in hostels, farm houses, community homes etc in exchange of very nominal charges for the community organisation.

**Communal homestay** – It is another type of homestay where individual homes or apartments with additional furnished guest rooms are provided for accommodation against affordable charges and enlisted under a registered authority. This type of homestay is popular in India and expanding in numbers nowadays.



The homestay business in India is now a kind of package offered to the travellers which includes accommodation, food or cuisines, basic amenities, local activities and sightseeing.

As communal homestay is getting popular in India, there is not much requirement of initial investment required to set your own homestay because it's just to accommodate the guests into your house. There is less chance of facing financial loss as if it will not work, it will not affect as a loss of huge investment. Concept of homestay is to facilitate the basic facilities to the guests as used by the household of the locality so infrastructural cost is also comparatively very low. It is also a source of additional income where you can involve your family member to serve the guests and for their care. So, it reduces the investment in the field of labour cost. The food which is served is also local so cost of operation is very low. It is developing the economic condition of the entire locality by creating job opportunities for the locals through secondary ways like transport operators, shop owners, representing cultural dance, music and arts performing organisations etc. Homestay creates job opportunities among the females in the locality. Whenever guests will come, preparation and serving of foods, taking care of them etc can be easily performed by the females of the family as the services are the same as they do in their daily life. It will financially make the women of the locality strong. Homestays situated in the remotest areas are preferred by the travellers to explore the natural beauty and peace. The homestay owner's motivation towards making their business successful, make them responsible to protect the beauty of nature and the environment of the place and maintain the biodiversity properly. Proper utilisation of available resources is another motivation for the owners. Those who shift to other places for a job or other purpose, utilise their home as a homestay which creates the opportunity of additional income to meet the financial need.

Like the motivational factors, challenges are also faced by the homestay owners which are from different aspects. The major challenge is insecurity of profitability. Profit making is the ultimate goal of all the business. Due to lack of promotion sometimes many of the owners become unable to reach the tourists. As a result, they lose their motivation and also face financial challenges to run the business. Variation in demands and the natural condition also work as key factors. Most of the homestays in India are situated in the remotest areas. Natural disasters like landslides, heavy rain, floods, cyclones - in the peak tourist seasons create a barrier to the travellers. Many of the owners find it a risky one to operate their business due to chances of loss. Security of the owners, their families and the guests are also a major challenge. Many of the guests misbehave with the hosts. At the same time, owners have to ensure the safety and security of the guest. In the case of single lady traveller's security is the biggest threat. Same for their family members as most of the cases females of the families who stay in the house serve the guest. So, their security becomes a concern for the owners. Malpractices by and towards the guest; Many of the guests come and do an addiction of illegal items, also influence the family members and locals to involve with them. This is a major threat for the owners as their young generation get affected by it. Sometimes it is vice versa where the guests are influenced by the locals and get involved in these malpractices. Promotion of their homestay is also a challenge for the homestay owners in India. Lack of initiative by the government and least interest of OTAs to promote this segment make their job tougher. Being not financially strong, most of the owners depend on their previous visited guests to promote their homestays through their social media accounts. Many of the owners who have designed their own booking website still struggle to reach the potential market due to lack of promotional platforms.

Motivations and challenges exist simultaneously and for the long run and success of a business it requires the owner's motivation must always cover up the challenges. Challenges are there but with the hope and motivation number of homestays are increasing in India and more people are opting this opportunity to start their own business.



**Shama Baa**

Assistant Professor,  
Department of Hospitality Management

## ESSENCE OF FLOWERS IN OUR LIFE

*"WHERE FLOWERS BLOOMS  
SO DOES HOPE"*



Flowers are an integral part of daily life. Whether in their natural state right from the garden, flowers come in many types and have various uses. Flowers are the seasonal symbol of joyful emotion. Many people share a similar appreciation of the beauty of flowers. They are not only beautiful and eye appealing but play an important role in the health of our plant.

A house with decorations of flowers is always radiant and it keeps the surrounding calm and relaxed. They are used to decorate the house for special occasions and for festivals. The presence of flowers can trigger happy feelings and affect our mood. Apart from this, the presence of flowers around hospital can cure a patient naturally by reducing their stress level and anxiety.

The biggest advantages of flowers is that they offer completely natural medicinal properties. In ayurveda various different flowers are used as healing properties. For several centuries, medical practitioners have long acknowledged the therapeutic properties of certain flowers. More than just spanning time, this knowledge also spans many cultures around the world. One of the greatest advantages is that flowers and plants offer completely natural medicinal properties, often without the scary side effects that modern pills and medications

Flowers Used for Medicinal Purpose

Lotus, Sunflower, Morning glory, Jasmine, Begonia, Chrysanthemum, Dandelion etc.







Another significance of flowers is that flowers have the capability to freshen up any room, but some flowering plants can actually filter and clean the room air as well.

Peace lilies, gerberas and Bromelia, according to the study, can help remove harmful toxins from the air and even improve a night's rest, as they give off large amounts of oxygen. So it is not only that they look fresh, but they also really freshen the air! In addition, the flowers often use fragrances, such as roses, to help improve people's mood and maintain a comfortable environment for their aromatic powers.

The flower signifies purity, strength and selflessness. They inspire the entire human race to follow the path of righteousness. The sight of beautiful fresh flowers has a calm and positive effect on the recipient, which is why they hold a special place in the history of humanity since ancient times.

Amidst all this, the lotus is also known as the **Padma**, which is revered in the Indian tradition. The flower is also known by names like "Indian Lotus," "Holy Lotus," and "Bean of India"



**Soumya Sengupta**

Faculty Associate,  
Department of Hospitality Management

## CAREER OPPORTUNITIES IN BAKERY & CONFECTIONERY

Bakery and Confectionery, though considered to be a part of the kitchen, stands out to be a different world in itself. All the hustle and bustle of the kitchen finishes off at the door of this section. A cold room where highly creative Chefs of the world practice and innovate new desserts everyday to meet the innermost desires of the customers. On the other hand the Bakers are constantly producing the best quality of breads daily, which since the ancient times is considered to be the most important staple for human beings. In modern day Bakery and Patisserie, application of art, science and commerce simultaneously is required to achieve something called Greatness. When someone chooses this section as a career to earn his/her livelihood different directions or we can say modes of earning a living opens up. Just after finishing the hotel management course or a diploma in Bakery and Patisserie one can join a 5 star hotel or a standalone pastry shop to enhance his/her skills. The more one person can learn in this phase the more the opportunities open up in the later stage for him/her. The world is already watching great development in quality and creativity of desserts and cakes, usage of finest quality ingredients and ultimately meeting customer delight.

A dessert, cake or even a bread is related to the emotions of human beings. A successful Baker or Patisserie always tries to win that particular emotion of the customers through his/her skills. Cruise liners, Airline Kitchens and Railway Catering also has a pastry and bakery section. The payscale is higher in these sectors. There are high chances a person might find to travel outside India, and join a hotel, restaurant or pastry shop and work to earn more.



The opportunities in this section is more outside India, though the country and its people has already seeing a knack towards good desserts and an increased consumption of chocolate products as well. Indian Patisseries are making fusion desserts to meet both the ends to delight the guests. Nowadays, the biggest trend and surge that has come into limelight is the increase in the number of Home Bakers from different corners of the country. The lockdown period due to Covid 19 has given people opportunities to learn and implement their baking skills and turn them into profitable businesses like ghost kitchens or a virtual bakery. A virtual bakery and confectionery only displays its products through photographs and the delivery of the same is taken care by a third party service provider. So this business has also becoming a part of a promising career in Bakery and Confectionery. Also home bakers are making fresh products with good quality ingredients which are preferred more nowadays. Opening up a Pastry Shop in actual with a display counter and a production and storage area at the back is always there as an option. Though the initial investment is a bit high but the creativity of the Chef along with marketing strategies can make a huge profit annually. Other than this lectureship in different Hotel Schools is always there where the need of skilled industry professionals with good knowledge in the subject is desired. One has got the highest of the chances to move and practice Bakery and Confectionery in South East asian countries ( other than India ) and ofcourse the European countries where Paris to be the epitome of the entire gastronomical world. Thus it can be derived that a person who wants to continue earning through this career has a lot of opportunities all over the world, just that he or she needs to love the the art of making breads and cakes. Time cannot be a constraint in establishing oneself's career, as the desire to create and deliver something magnificent shall overcome every thought of an obstacle.



# THE VALUE OF A HAPPY CUSTOMER

What's the secret to a happy customer and generating more word-of-mouth referrals that you ever imagined? Improve customer satisfaction and you'll have raving fans who tell the world about your business. No customer satisfaction = no retention; No retention = shrinking customer base. And bad word-of-mouth. And plummeting profits.

Yes, you need a great product. Yes, you need a competitive price. But the future belongs to the experience around your product or service, through each stage of your sales funnel. Happy customers are cheaper to service, less price sensitive and less likely to churn. Customer happiness goes beyond customer satisfaction by creating an emotional connection with a brand's products and services.

The challenge lies in understanding what makes customers happy and how much value this brings to the business.

Most organisations have developed extensive surveys and tools to analyse and assess customer satisfaction. CSAT and NPS provide time tested metrics for assessing satisfaction from customers willing to participate in a survey. CSAT surveys typically ask customers to rate experiences by the following criteria:

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

But customer happiness is very different to customer satisfaction. The ability to define and measure happiness is far more challenging, though the potential benefits far exceed the benefits gained from customers who are merely satisfied.

Here are 10 easy ways you can build customer loyalty and satisfaction:

## 01 Ask for Customer Reviews Regularly

Google uses social sentiment as a ranking factor in their search results. Your prospects will use recent reviews with high ratings as an indicator of whether to buy from you. Whatever your preferred review site, such as Google Reviews, Facebook, Yelp or others, encourage your happy customers to share their positive comments. Monitor review sites so you can reply if needed and respond to unhappy customers.

## 02 Acknowledge Customers Quickly

Answer phone calls right away. Response time to emails is critical – you should reply within an hour or two at most during work hours. When you are near a customer, use eye contact and say “I’ll be right with you.” Acknowledging your customers immediately goes a long way in improving customer satisfaction. Simple gestures show you care. Train your team regularly to make sure they show your company’s best side.

## 03 Ask Customers for Their Opinions

Do you really know what your customers want? It never hurts to ask customers about their experience and what improvements they would like. This can provide valuable information on how you can improve products and your service delivery. In addition to asking the NPS question above, send a post-sale survey to a Google Form or SurveyMonkey survey



#### **04 Measure Customer Happiness with Net Promoter Score (NPS)**

Customer satisfaction metrics is an important part of creating a happy customer. You might be measuring CSAT, or customer satisfaction, or other metrics to gauge a happy customer.

Another, and many would say more important, metric is NPS, which stands for net promoter score. It tells you exactly where you stand with your customers.

#### **05 Send Birthday Offers & Build Reward Program**

Know your customers. Find out their names and greet them by name whenever possible. Get birthday information and send them a special offer or treat ahead of their birthday.

Email marketing tools can automate this process for you. One proven strategy to make a happy customer is to reward them for loyalty. Many businesses have a “buy 3 – get 1 free” offer or something similar. While this is good, you can also reward customers unexpectedly. After a repeat customer visits, you a few times, give them a complimentary drink, an added service, or a special discount.

#### **06 Creating an emotional connection**

To establish an emotional connection between a customer and the brand, means designing customer experiences that tap into emotional motivators such as a desire to feel a sense of belonging, to succeed in life, or to feel secure.

#### **07 Follow Up Proactively**

Customers don't want to be made to follow up to get updates. While it may be easier for you, it's not easy for them. If you tell a customer you are looking into an issue, follow up with a status update. A phone call or email can make the difference in a happy customer and a discontented one.

#### **08 Product Samples**

If you have a new product, it can be a good source of market research. Give free samples to existing customers and ask their valued opinion.

Keeping your existing contented customer satisfied is the best way to maintain your company's revenues.

#### **09 Build a Relationship Through Social Media**

The relationship between businesses and customers has evolved a great deal with the rise of social media. If your company posts nothing but sales pitches, it's not likely you'll build a great relationship, but if you engage with fans and share valuable, entertaining, or informative content that is suited to the platform, people will be more than happy to have you on their timeline next to friends and family.

#### **10 Have a world class customer care service**

Customer Care is one of the most popular ways to retain customers by addressing queries, issues, and other aspects of customer care via social media, calls or any other mediums of communication. Happy customers who get their issue resolved tell 5 to 8 people about their experience. Don't act as a nameless or faceless business; genuinely talk with your customers as a person representing the business.



**Souvik Sarkar**

Assistant Professor,  
Department of Hospitality Management

## PASSIONATE BULL

### Ingredients :

Redbull Yellow Edition –	100 ML ,
Fresh Lemon Juice –	15 ML,
Mint Leaf –	4-5 Pieces
Triple sec –	5 ML,
Blue curacao –	5 ML
Sprite -	35 ML
Fresh Orange slice –	2-3 Pieces
Dehydrated orange slices –	2 Pieces
Ice Cubes -	As required .

### Preparation time : 3 minutes

### Method :

In a boston shaker add four to five cubes of ice , then followed by fresh lemon juice ( 15 ML), triple sec ( 5 ML ) , mint leaf & Sprite ( 35 ML) , and Blue curacao (5ml) now gently stir it and slowly pour red bull on top of that . Finally strain & pour the drink into bulb shaped glass and place it on the top of the bed of crushed ice , finishing it off with dehydrated orange slices.

### Glassware :

Bulb shape glass

### Garnish :

Dehydrated orange slices .



# DEPARTMENTAL EVENTS & WORKSHOPS

## E- SESSION WITH CHEF MANISH CHANDNA



**Chef Manish Chandna**, who has 20 + years of extensive & varied experience in the field of Food & Beverage, former Executive Chef and headed different luxury hotel kitchens, an alumni of Oberoi Center of Learning and Development (OCLD) and presently a successful entrepreneur interacted with the students of the BHM department through an online session from Dubai on 1st of May, 2020. The purpose was to provide motivation to the students as they are the future of hospitality. The interaction and the outcome after the session was purely dedicated to the students who are aspiring to take up Culinary Arts & Sustainable Business as their career in life. The Chef discussed about the present work culture of the hotel industry and the future prospect of Hospitality Management studies. He even shared personal experiences of the struggles behind his success. At the end of the session questions from the HHA students were promptly answered by him.

## E-SESSION WITH MR. SANCHAYAN JANA



**Mr Sanchayan Jana** is another bright name in the field of Mixology. Glenfiddich announced Sanchayan as one of the six shortlisted contestants who will compete for the India leg of the World's Most Experimental Bartender competition. Sanchayan was selected for his cocktail, The Valley of Fiddich..

Sanchayan has participated in cocktail competitions like Bacardi Legacy, World Class, Monin Cup and has won competitions like Monin Cup, War of Spirits 2014, Most Innovative Bartender 2015 and has finished as the national finalist at Glenfiddich Most Experimental Bartender 2018 and Bacardi Legacy India 2019. Our students of Hospitality Industry, those who are focused in Bartending more so over Mixology get the clear idea about the trends in that field and enlighten them with the knowledge of service Industry. Mr Jana conveyed his perception about entrepreneurship and thus motivates the young generation of Hospitality aspirants.

## E-SESSION WITH MR. SOHAM PODDAR



**Mr. Soham Poddar**, Marketing & Tasting Head of Eastern India, Sula Vineyard has an interactive online session on Thursday 10th June with students of HHA department of Inspiria Knowledge Campus. He gave inputs on different types of wine, their differences and service procedure along with accompaniments & wine tasting techniques. At the end of the session questions from the Bhm students were promptly answered by him.

## E-SESSION WITH MR. G. RAGHUBALAN

**Mr. G Raghupal**, a renowned Author, Hospitality Academician and reputed skill trainer had an interactive session on an online platform with students of HHA department of Inspiria Knowledge Campus on Friday 2nd July 2020 where he gave the inputs on recent trends of Hotel industry and the future post covid-19. Post lecture a very interactive and enthusiastic question answer session was organised where Mr. Raghupalan satisfied all the student's questions and doubts with his versatile knowledge and experience.



## E-SESSION WITH MS. ANUPRIYA NAG



**Ms. Anupriya Nag**, HR Director, Holiday Inn Bengaluru, Awarded "Best Hospitality Hr of The Year 2019" had an interactive session with students of HHA department of Inspiria Knowledge Campus on Friday 3rd September on the interview skills and future of job opportunity in the hotel industry post covid-19 scenario. At the end of the session questions from the HHA students were promptly answered by the speaker.



## E-SESSION WITH MR. SOURAV SINGH



**Mr. Sourav Singh**, renowned mixologist and winner of “Mixologist of the year 2019 awards”, shared experiences with students of HHA department of Inspiria Knowledge Campus on Wednesday 15th September 2020. The speaker addressed the students on the recent trends and career prospects in the field of bartending and mixology. Blending of theory and practical knowledge and how to create a smile on the face of guests was highlighted through this session.

## WINE PAIRING & TASTING SESSION CONDUCTED BY MR. SOUVIK SARKAR

This was the first time in Inspiria Teaching & Non Teaching members got an opportunity to attend the cross-learning session on different types of wines, their differences and service procedure along with accompaniments & wine tasting techniques in detail.

The Session was conducted by Mr. Souvik Sarkar Assistant Professor from school of hospitality on Friday 19th November 2020.



## HOSPITALITY TRIVIA 2020



Hospitality Department Organizes the Intra-Departmental Quiz Competition in Hybrid Mode for the students of HHA department on 26th November 2020. Due to the current scenario we try to reinvent the education system and give students a break from traditional classroom learning to Hybrid Learning.

The main purpose is to bring the academic benefits by expanding a student's knowledge. Where students can interact to gain knowledge and seek opportunities to excel beyond academics and secure their future.

## LECTURE WITH MR. DEBASISH DAS

Hospitality department of Inspiria Knowledge Campus, Siliguri organized an interactive session with Indian Hospitality veteran Mr Debasish Das on 7th December 2020. Mr Das was the Principal(I.C) of Institute of Hotel Management Kolkata with teaching experience of over 30 years in the Food & Beverage Production. Mr Das shared his experiences on sustainability strategies in Hospitality Industry and the new normals we have to adhere for cope up with situation. After this pandemic Hospitality Industry have suffered a lot in the context of economy. Students who are passing out in upcoming years got an overview of upcoming challenges so that they can prepare themselves. It was an informative session for the students of Inspiria Knowledge Campus.



## CAKE MIXING CEREMONY



The Ceremony was held on 12th December 2020. This was the first time that Inspiria hosted the Cake Mixing Ceremony to mark the beginning of the New Year and Christmas Celebrations. The ceremony was held to bring everyone to celebrate the togetherness of the Inspiria Family on the verge of the Birth week of Jesus Christ and following that the New Year. The history of Cake Mixing actually marks the start of a new harvest season. Different dry fruits and nuts were mixed together with alcoholic beverages, which were kept for fermentation, until used in baking fresh Christmas Plum Cakes for everyone. The occasion of Cake Mixing was also a symbol of happiness and bonding in the middle of an ongoing pandemic, maintaining all Government protocols.

## KITE FESTIVAL

The kite flying festival in India falls on 14th of January every year, marking the arrival of spring and the transition of the sun into the Makara Rashi (the Capricorn zodiac sign). In quite a few states in India, Makar Sankranti is considered as a major harvest festival. It's significance lies in it's commemoration of Goddess Sankranti's triumph over evil and the brutal Rakshasa Sankarasur (demon), who would torture and kill humans.

It is also a festival where people come together in celebration and bury their hatchets, offering each other sweets in a joyous atmosphere. In this article, you will read all about the kite flying festival in Inspiria Knowledge Campus Siliguri.

The Event was started with the lighting of the lamp by our Institutions Head of operation





and Academics Mr Rahul Gupta and Mr Indrajit Chatterjee respectively along with all the HODs. Followed by the flying of kites in our collage ground and distribution of sweets to the teachers and the students. It is a tradition during this festival to offer a til-gud Laddoo (sweets made of sesame seeds and jaggery) to your close ones. It was a great success and fun over all.



## GUEST E- SESSION WITH CHEF PRIYAM CHATTERJEE

Since Covid -19 engulfed the Indian subcontinent ,we have seen each and every sector including Education have an adverse impact .School ,collages were the first thing to close.

In that situation E sessions became an important part for imparting knowledge. Hospitality department of Inspiria Knowledge Campus, Siliguri conducted E session with Chef Priyam Chatterjee on 1st February 2021. Chef was live with us from France, that's the benefit of E session we can ignore the demographic barrier as well.

Mr. Priyam Chatterjee became the first Indian chef to be awarded the 'Chevalier de l'Ordre du Mérite



Agricole' by the government of France to recognise his contribution towards reinventing the gastronomic scene in India. Chef Priyam (30) is best known for revisiting the traditional dishes from his native state of West Bengal and giving it a French twist.

Chef Priyam Chatterjee explained the philosophy of gastronomy and expressed his feelings towards cooking with our students of the Hospitality Department, motivated them with his experiences. Cooking is a combination of art, science and philosophy and that was reflected in his session thoroughly.



## LOCKDOWN CHEF COMPETITION

Inspiria Knowledge Campus organised Lockdown Chef Competition which was an online event, based on participants' video of making food or beverage preparations. We have seen the interest from students to housemakers for cooking and creating new things during this lockdown period. Cash prize and E certificate have been awarded to the winner along with tips and counselling from the jury members. Ms Dolly Thapa & Mr Gundip Singh Saluja (Chef & Entrepreneur) judged the participants video presentation. It was a great success and liked by the students and the people of North Bengal.



## WINE TASTING SESSION BY SULA VINEYARD INDIA WITH MR. SOHAM PODDAR

Inspiria organised an enriching session on Wine training & Wine Tasting by Sula Vineyard for Hospitality Management Students. The workshop was conducted on 16th march 2021 by Mr. Soham Poddar (Manager testing & marketing) at Inspiria Knowledge Campus, Siliguri. Enthusiastic undergraduate Hospitality Management students of the college attended the workshop to get an in-depth knowledge and learning about different types of wines, their characteristic, food pairing with various wines, & taste of each variety of wines (including white, red, sparkling). The Session convened from 2.00pm onwards and continued till 3.30pm with various basic knowledge about the wines, hands on training on the uncorking of different wines like red and white sparkling & their service techniques. Wine tasting procedure by following 5s



thumb rule, food pairing with different wines and interactions with the students about modern industry trends of wine culture. Mr. Poddar also added that the main active ingredient of wine is alcohol. Since drinking small quantities of wine is good for health, there will be a decreased risk of heart disease, cancer etc on drinking wine.

Mr. Poddar also spoke on how the term "Sula" became popular as a brand. He then went on to give a brief description of the wine making process with different brands that are currently on offer in the market for sale and consumption.

## INDUSTRY ACADEMIA RELATIONSHIP DEVELOPMENT PROGRAM

The Department of Hospitality always believes in industry oriented teaching and learning. As a step towards it, the department has taken an initiative to develop the professional relationship with the Hospitality Organizations. Mr. Saptarshi Haldar and Mr. Souvik Sarkar from the department of Hospitality Management visited multiple hotels in Siliguri. They had met with the General Managers, Directors of Human Resource and Head of Operations of Courtyard by Marriott Siliguri, Mayfair Tea Resort Siliguri, Royal Sarovar Portico Siliguri, Lemon Tree Siliguri, Saffron Crest Siliguri, Milestone Hotel & Banquet. This program will develop the relationship between the Institute and these organizations on job and trainee recruitment, sessions with Industry Experts.



Meeting with

**Mr. Sougata Guha Roy,**

HR Manager,  
Royal Sarovar Portico Siliguri

Meeting with

**Mr. Pulakesh Das,**

HR Manager,  
Lemon Tree Siliguri



# INDUSTRY VISIT

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## COURTYARD BY MARRIOTT SILIGURI

Inspiria organized two industry visits at “Courtyard by Marriott” in Siliguri West Bengal for the first year students’ of Hospitality Management Department on 11th and 13th March 2020 . A total of 40 students along with faculty members Mr. Saptarshi Haldar, and Ms. Shama Baa from the Hospitality department attended the enriching visit as part of the practical exposure programme to witness the first hand experience from the industry. The students had a tour of the entire property to have a glimpse of the whole organization and its overall functioning.

The visit consisted of a motivational session by the Training manager of the organization Mr. Johnny Alexander where he enlightened the attendees about the property and its operation. The Heads of the respective departments also interacted with the audience and shared the success story of the property. Even the rich history of the organization was shared with the participants who were enlightened on different aspects of working in the industry along with the challenges that they would encounter and need to overcome.



# DEPARTMENTAL ACHIEVEMENTS

## HHA 2020 (ODD SEM)



**Siddhartha Awasthi**  
First Semester

SGPA : 9.57

## HHA 2019 (ODD SEM)



**Rohan Diyali**  
Third Semester

SGPA : 9.57

## HHA 2018 (ODD SEM)



**Anirban Biswas**  
Fifth Semester

SGPA : 9.27



# DEPARTMENTAL ACHIEVEMENTS

## HHA 2019 (EVEN SEM)



**Laxmi Kumari**  
Second Semester

SGPA :10



**Ritesh Joshi**  
Second Semester

SGPA :10



**Rajen Singha**  
Second Semester

SGPA :10



**Amit Yadav**  
Second Semester

SGPA :10



**Anshu Chhetri**  
Second Semester

SGPA :10

## HHA 2018 (EVEN SEM)



**Srijana Pradhan**  
Fourth Semester

SGPA :10



**Rohan Paul**  
Fourth Semester

SGPA :10



**Manoj Kr. Kanmu**  
Fourth Semester

SGPA :10



**Chetan Sharma Pareek**  
Fourth Semester

SGPA :10

# DEPARTMENTAL ACHIEVEMENTS

## HHA 2017 (EVEN SEM)



**Vishal Dorjee**  
Sixth Semester

SGPA :10



**Sumana Das**  
Sixth Semester

SGPA :10



**Sudha Tamang**  
Sixth Semester

SGPA :10



**Soumitra Paul**  
Sixth Semester

SGPA :10



**Jay Bansal**  
Sixth Semester

SGPA :10



**Diksha Sharma**  
Sixth Semester

SGPA :10



**Barsha Thapa**  
Sixth Semester

SGPA :10



**Ayndrila Das**  
Sixth Semester

SGPA :10



**Ambika Thapa**  
Sixth Semester

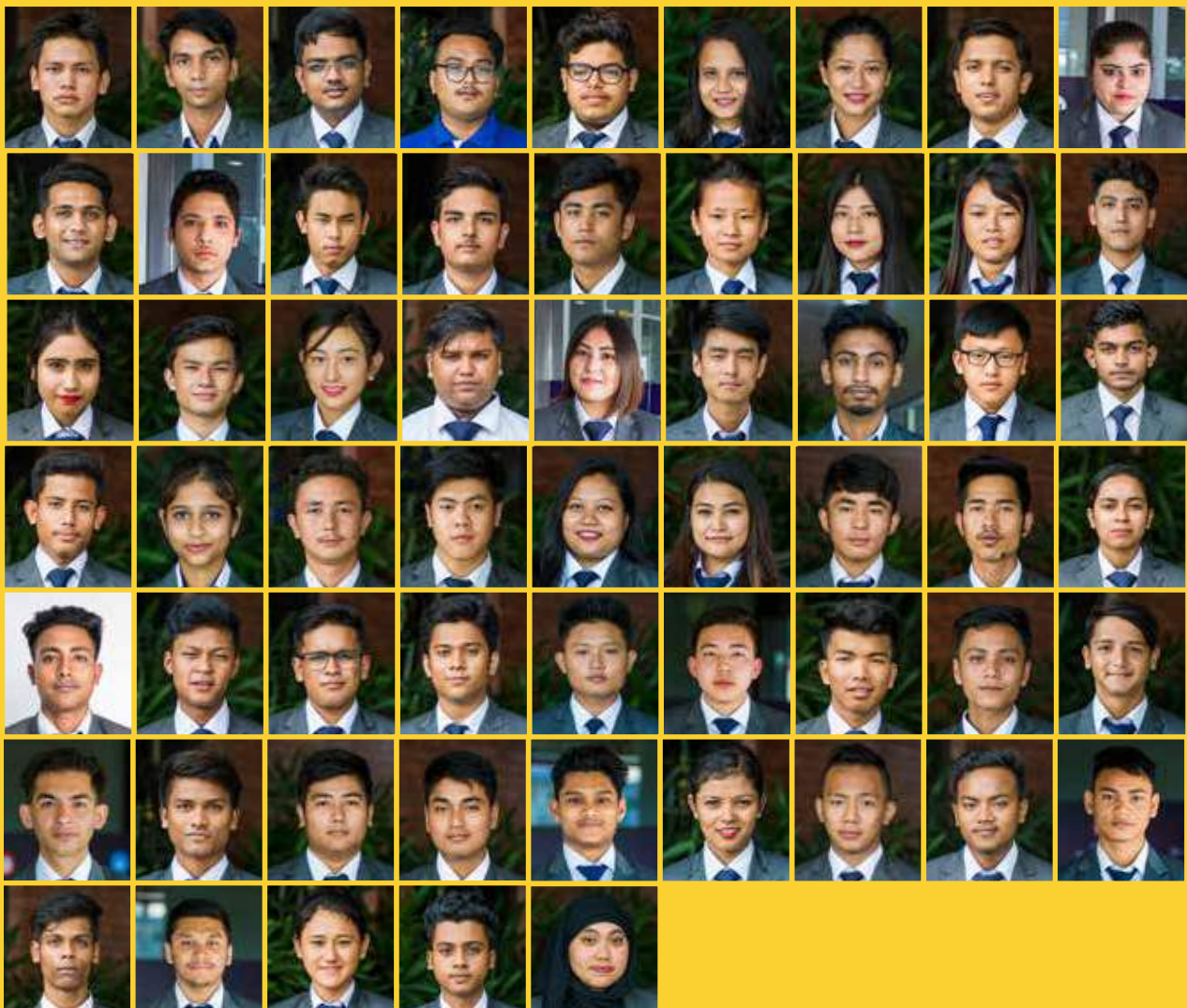
SGPA :10

# BATCH 2018-21

## FACULTIES



## STUDENTS



# SCHOOL OF MANAGEMENT

Department of  
Business  
Administration

Department of  
Hospital  
Management

Department of  
Sports  
Management

Department of  
Global  
Business

Department of  
Entrepreneurship

Department of  
Accounting,  
Taxation &  
Auditing

The School of Management is a coalescence of different business and management departments guided by a set of extraordinary faculty members. The students are polished by faculties who are industrial experts from across the globe. The school of Management is one of the most flourishing schools, providing students with a vast range of business courses, thereby opening doors of success for them. The faculty of the school of management give equal importance to the theoretical and practical aspects of management, making sure that students graduate as young leaders with the power of creating a difference in the globe.

**The School of Management includes the following departments**



DEPARTMENT OF

# BUSINESS MANAGEMENT



**Overview:** Bachelor of Business Administration BBA provides a broad knowledge of the basic fundamental aspects of modern day business management. The students are introduced to a wide range of core management subjects and the degree is designed to give a broad knowledge of the functional areas of a company, and their interconnection. The program exposes the students to a variety of “core subjects”, helping them develop practical managerial skills, communication skills and business decision-making capability. The programs thus incorporates training and practical experience, in the form of case studies, projects, presentations, internships, industry visits, and interaction with experts from the industry.

# UNIQUE STYLE OF TEACHING

## BBA GENERAL

### BACHELOR OF BUSINESS ADMINISTRATION - ABOUT THE COURSE, TEACHING STYLE

The objective of the students taking up this course is to become future entrepreneurs or to run socially responsible business organizations. The department takes utmost care in imparting the basic knowledge and understanding as to how the various fields like politics, economic and society are inter related in the field of Business.

Students are given a global view of the functions of industrial and organizational establishments which support the business system. The various branches of business and its holistic aspect toward the functioning of an organization are elaborated to the students through various case studies, role plays, simulation games, workshops etc.

Students are encouraged to specialize and pursue the areas of their interest like Human Resource, Operations, Logistics, Marketing & Sales, Finance, retail, supply chain, e-commerce, digital marketing etc.



**Sherry George**  
(Asst. Professor)

Along with the major, the micro level management concepts are also inculcated into the students. Through the various industrial visits and exposures students get a first-hand knowledge about the working of the various industries and the roles played in the various departments. "Insignia" the Management club run by the students of the department organise various event and other activities that play a major role in the practical development of each student. Students are given the opportunity to come with their own events and at the same time organize it under the guidance of the mentors. Students are given opportunities too discuss and vocalize their opinions through activities like debate, group discussions etc.

Keeping the present and the future scenario in mind digital learning has been encouraged to bridge the gap in the educational system. Online class learning, online events, online sessions with eminent personalities in the respective fields etc are conducted. Students are encouraged to participate in research activities in various fields of study and internships to enhance their skills. Soft Skills is another aspect which is take care of by conducting regular sessions for the students. The department keenly functions in understanding each student and helping them enhance their hard and soft skills, so that they become employable at the end of their three years of study.

# FACULTY THOUGHTS...



Geetanjali Rathore

Assistant Professor,  
Department of Business Administration

Lord Gautama says, "when the words you speak are both true and kind, it has the power to tchange the world". Since we don't live in his age it may not hold true for us.  
We are Millennials!!

We are Millenials. We are the ones who trudged through our righteous way into the translucent digital age where sensibilities and numbers overlap. Sounds incomprehensible, but it is the fact. Apparently, milleni-als are quite up-to-date with the increasingly rapid changes that are transforming our lives.

Many of us are educators. There must be a common story that inadvertently connects us all. Needless to say from our thoughts to our life philosophies, from our belief to what we practice, from our set goals to receiving the rewards, from our role as an inspiration to becoming a performer, all has been a tumultuous journey.

The demographic cohort we are entrusted to educate, influence and guide proudly claim to be the proprietor of the information age. And, it is true indeed. By far the 'Gen Z' are the most privileged of all the generations. The accessibility of information on their fingertips undoubtedly makes them the most advanced.

But, we must take a pause to ponder - isn't this an irony ?  
That they lack the curiosity to know because - they know it all.

Have we ever wondered "if ignorance is bliss then why do we seek knowledge".

Individuals today seem deluded. They fail to seek meaning to their emergence. What we should realise is that for life to synthesize we must add meaning to the four stages of our life emergence, sustenance, existence and the departure.

Because our's is not an accidental birth. It has rather been our prerogative.

We should no longer ignore that the learners must develop the capability to discern between reality and facade. The life we live is actual. The life we lead is fraught with challenges that turn our life square at every given opportunity . And it is vividly evident.

Therefore, this makes it pertinent that we prioritize our approach to life to stay congruent. This will create semblance and harmony in our life.

Nevertheless it is equally undeniable that we should be able to enjoy the benefits of technological evolution and advancements without forgetting that we should balance real and virtual. '

Let's admit that the learners of today have been sadly misguided and also misled to a certain extent by one of the discoveries of technological advancements. One such dilemma is social media. Users of social media have been charmed by the instant gratification model.

Psychologically it keeps you in an elated state. In reality it functions to incapacitate the user in distinguishing between the real and virtual. The numerical value of 'likes' , 'hearts' and emoticons of the same ilk has taken precedence over humility.

It can be said that any valuable insight or an opinion when shared with the generation of today unfortunately tends to retain the information far too less. By habit they follow the social media pattern. And mostly these models are short lived.

That is why learners of today must wear the accoutrement of humility to stay closer to reality. They must make efforts to stay present in the learning environment. Mentors and teachers today are constantly devising ways to make the learning environment conducive to their learning styles. And it must be reciprocated.

The journey of a teacher has far transitioned from being a mentor, facilitator, guide into becoming a performer, deliverer, engager and over the course of time I am afraid they will turn into an entertainer. Learners must inculcate the characteristics of asking questions. If you gain humility, it will give impetus to curiosity. And if you are curious you will ask questions . And if you ask questions, education will germinate.

We cannot deny that you belong to the age of information.

We cannot deny that you are more technologically advanced than us.

But what you know is not what you know full.

If you strive to seek knowledge ; you must learn to have faith in your teacher

If you want to seek wisdom ; you must trust your mentor.

Humility is the hope.

Practicing humility is wisdom.

If you accept, what you know is not enough then you open your doors to learning.

If you accept gowing is unsurmountable then you welcome learning.

Rudyard Kipling's lines from his ever cherished poem "If" will cast an indelible impression if you read it with humility

" if you can dream and not make dreams your master

If you can think and not make thoughts your aim

If you can meet triumph & imposter

Yet treat these two imposters just the same"

Then you have the humility to walk on the enlightened path of learning.

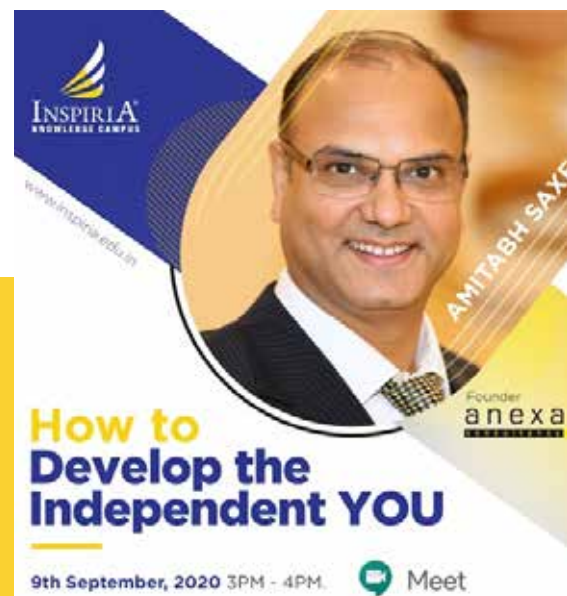
**My best wishes to my students.....**



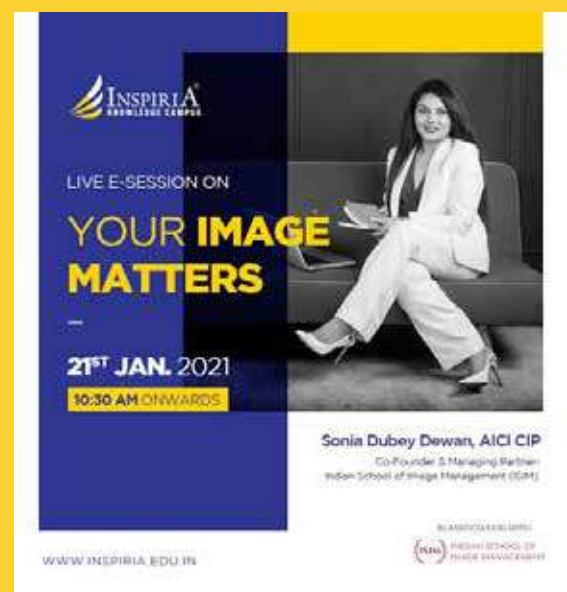
# DEPARTMENTAL EVENTS & WORKSHOPS

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HOW TO DEVELOP THE  
INDEPENDENT YOU BY  
**AMITABH SAXENA**



E-SESSION ON  
**YOUR IMAGE MATTERS**



## E-SESSION ON DEMYSTIFYING DIGITAL TRANSFORMATION WITH RPA, AI & BLOCKCHAIN



## E-SESSION ON EFFECTIVE PR- THE KEY TO CORPORATE SUCCESS



## SESSION ON INVESTMENT PLANNING



# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2020 (ODD SEM)



**Yeshu Bajoria**  
First Semester

SGPA : 9.1



**Sakshi Jaiswal**  
First Semester

SGPA : 9



**Muskan Maheshwari**  
First Semester

SGPA : 9



**Piyanshi Khetawat**  
First Semester

SGPA : 9



**Kunal Kr. Jain**  
First Semester

SGPA : 9



**Nisha Kumari Sahu**  
First Semester

SGPA : 9



**Kunal Prasad**  
First Semester

SGPA : 8.8



**Shubhi Chaudhary**  
First Semester

SGPA : 8.8



**Raushan Kr. Jaiswal**  
First Semester

SGPA : 8.8

## BBA-GEN 2019 (ODD SEM)



**Sharmila Gupta**  
Third Semester

SGPA : 9.6



**Alisha Garg**  
Third Semester

SGPA : 9.6



**Rakshita Sharma**  
Third Semester

SGPA : 9.4



**Sraddha Kishore**  
Third Semester

SGPA : 9.4



**Sumana Ghosh**  
Third Semester

SGPA : 9.4



**Piyush Agarwal**  
Third Semester

SGPA : 9.4

# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2019 (ODD SEM)



**Annu Bhutra**  
Third Semester

SGPA : 9.4



**Muskan Choudhary**  
Third Semester

SGPA : 9.4



**Ishita Sharma**  
Third Semester

SGPA : 9.2



**Sourav Paul**  
Third Semester

SGPA : 9.2



**Jay Kumar Jain**  
Third Semester

SGPA : 9.2



**Rachita Mahapatra**  
Third Semester

SGPA : 9.2



**Himalaya Das**  
Third Semester

SGPA : 9.2



**Sneha Prasad**  
Third Semester

SGPA : 9.2



**Sara Basu**  
Third Semester

SGPA : 9.2



**Dhruv Kandoi**  
Third Semester

SGPA : 9.2



**Prasenjit Bhattacharjee**  
Third Semester

SGPA : 9.2



**Diksha Agarwal**  
Third Semester

SGPA : 9.2



**Rahul Gupta**  
Third Semester

SGPA : 9.2



**Shayani Paul**  
Third Semester

SGPA : 9.2



**Priyal Agarwal**  
Third Semester

SGPA : 9.2



**Ronak Jain**  
Third Semester

SGPA : 9.2



**Amisha Sarawagi**  
Third Semester

SGPA : 9.2



# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2018 (ODD SEM)



**Srishti Dokania**  
Fifth Semester

SGPA : 9.6



**Preeti Dokania**  
Fifth Semester

SGPA : 9.6



**Kriti Chhetri**  
Fifth Semester

SGPA : 9.4



**Karandeep S. Chawla**  
Fifth Semester

SGPA : 9.4



**Anubhav Agarwal**  
Fifth Semester

SGPA : 9.4



**Ankush Mondal**  
Fifth Semester

SGPA : 9.4



**Harman Kaur**  
Fifth Semester

SGPA : 9.4



**Hemant Bothra**  
Fifth Semester

SGPA : 9.2



**Ujjwashree Das**  
Fifth Semester

SGPA : 9.2



**Rahul Sah**  
Fifth Semester

SGPA : 9.2



**Pritam Thakur**  
Fifth Semester

SGPA : 9.2



**Pooja Adhikary**  
Fifth Semester

SGPA : 9.2



**Nikhil Gupta**  
Fifth Semester

SGPA : 9.2



**Mayukh Das**  
Fifth Semester

SGPA : 9.2

# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2019 (EVEN SEM)



**Alisha Garg**  
Second Semester

SGPA : 10



**Sourav Paul**  
Second Semester

SGPA : 10



**Ishita Sharma**  
Second Semester

SGPA : 9.8



**Khushi Agarwal**  
Second Semester

SGPA : 9.8



**Prashank Sinha**  
Second Semester

SGPA : 9.8



**Sandip Kr. Ghosh**  
Second Semester

SGPA : 9.8



**Rachita Mahapatra**  
Second Semester

SGPA : 9.8



**Subina Rijal**  
Second Semester

SGPA : 9.8



**Himalaya Das**  
Second Semester

SGPA : 9.8



**Sneha Prasad**  
Second Semester

SGPA : 9.8



**Sraddha Kishore**  
Second Semester

SGPA : 9.8



**Sara Basu**  
Second Semester

SGPA : 9.8



**Bipra Saha**  
Second Semester

SGPA : 9.8



**Prasenjit Bhattacharjee**  
Second Semester

SGPA : 9.8



**Rahul Gupta**  
Second Semester

SGPA : 9.8



**Annu Bhutra**  
Second Semester

SGPA : 9.8



**Priyal Agarwal**  
Second Semester

SGPA : 9.8



**Ronak Jain**  
Second Semester

SGPA : 9.8

# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2019 (EVEN SEM)



**Amisha Sarawagi**  
Second Semester

SGPA : 9.8



**Shriya Chetri**  
Second Semester

SGPA : 9.6



**Sumana Ghosh**  
Second Semester

SGPA : 9.6



**Sakshi Sharma**  
Second Semester

SGPA : 9.6



**Diksha Agarwal**  
Second Semester

SGPA : 9.6



**Muskan Choudhary**  
Second Semester

SGPA : 9.6



**Komal Agarwal**  
Second Semester

SGPA : 9.6

## BBA-GEN 2018 (EVEN SEM)



**Ujjawashree Das**  
Fourth Semester

SGPA : 10



**Srishti Dokania**  
Fourth Semester

SGPA : 10



**Preeti Dokania**  
Fourth Semester

SGPA : 10



**Kriti Chhetri**  
Fourth Semester

SGPA : 10



**Harman Kaur**  
Fourth Semester

SGPA : 10



**Paridhi Thapa**  
Fourth Semester

SGPA : 9.8

# DEPARTMENTAL ACHIEVEMENTS

## BBA-GEN 2018 (EVEN SEM)



**Karandeep S. Chawla**  
Fourth Semester

SGPA : 9.8



**Subham Agarwal**  
Fourth Semester

SGPA : 9.8



**Subham Singhal**  
Fourth Semester

SGPA : 9.6



**Ridhima Singhania**  
Fourth Semester

SGPA : 9.6



**Ravi Gautam**  
Fourth Semester

SGPA : 9.6



**Prashant Prajapat**  
Fourth Semester

SGPA : 9.6



**Pooja Adhikary**  
Fourth Semester

SGPA : 9.6



**Hemant Bothra**  
Fourth Semester

SGPA : 9.6



**Harshit Kujur**  
Fourth Semester

SGPA : 9.6



**Rishab Mantri**  
Fourth Semester

SGPA : 9.6



# BATCH 2018-21

## FACULTIES



## STUDENTS



DEPARTMENT OF

# HOSPITAL MANAGEMENT



**Overview:** This under-graduate degree course offers its students an in- depth knowledge of the way the hospital and health care industry functions, delivering theoretical and practical expertise.

Since the nature of work in healthcare industry is strikingly different from that of other organizations, the demand for professional administrators with relevant training and skills is growing briskly. This is a sector that delivers 24 x 7 x 365 services. Students are specially trained to effectively exploit the optimised use of physical and financial resources of the hospital. They are responsible for education, overall patient care, research and community health care delivered by the organization. Students from both medical & non-medical background can pursue a career in Hospital Management/Administration.

# UNIQUE STYLE OF TEACHING

## BBA – HM

### HOSPITAL MANAGEMENT

- The department of Hospital management was started in Inspiria knowledge campus with the aim to create an environment of learning for the students aspiring to enter the healthcare industry. Subjects like Public Health, Hospital Quality, Hospital Operations management, Medical Terminology, Medical Law & Ethics are taught in addition to training in strategic planning and its implementation. Management of the different departments in the hospitals, the strategies needed to tackle the problems that arise while overseeing them and the expertise which are needed are imbibed in the students as a part of the curriculum. The lectures are delivered through new and improved methods like google classrooms, cross-over teaching, classroom simulation, flipping classrooms and other various techniques.

- The Department of hospital management is an employment-centric course hence it is infused with practical teaching exposure in addition to theoretical learning. Many outdoor experiences are ingrained into the student curriculum by means of Industrial visits & tours to leading hospitals like Apollo Gleneagles Kolkata, Desun, Medica Cancer hospital to name a few. Apart from that internship opportunities are provided in the 3rd & the 5th semester respectively with the coursework.



**-Dr. Anil Raj Chettri**  
(Asst. Professor)

- Many Social outreach programs like female menstrual hygiene, old age home visits, tree plantation drives are organized at frequent intervals this increases the social interaction of the students making them more responsible citizens in the future.

- Many in campus activities are organized under the banner of health club like Yoga awareness camp, Eye & General health check-up camp, Blood donation drive in association with Lions club, Awareness talk on female breast cancer, Menstrual hygiene, Sleep deprivation awareness, Mental Health awareness under the guidance of experienced doctors & trained professionals are conducted which leads to the overall holistic development of the students.



# FACULTY THOUGHTS...



Anil Raj Chhetri

Assistant Professor,  
Department of Hospital Management

## THE ADVENT OF AI IN THE HEALTHCARE INDUSTRY

Artificial intelligence in healthcare is an inclusionary term used to describe the use of machine-learning algorithms and software, or artificial intelligence (AI), to mimic human cognition in the analysis, presentation, and comprehension of complex medical and health care data. Basically, the newly built algorithms can review, interpret and even suggest solutions to complex medical problems at your fingertips.

How is AI remodelling today's healthcare industry ?  
There are various scenarios where AI is emerging as a game-changer for the healthcare industry. Let's look into a few health care areas as an e.g.

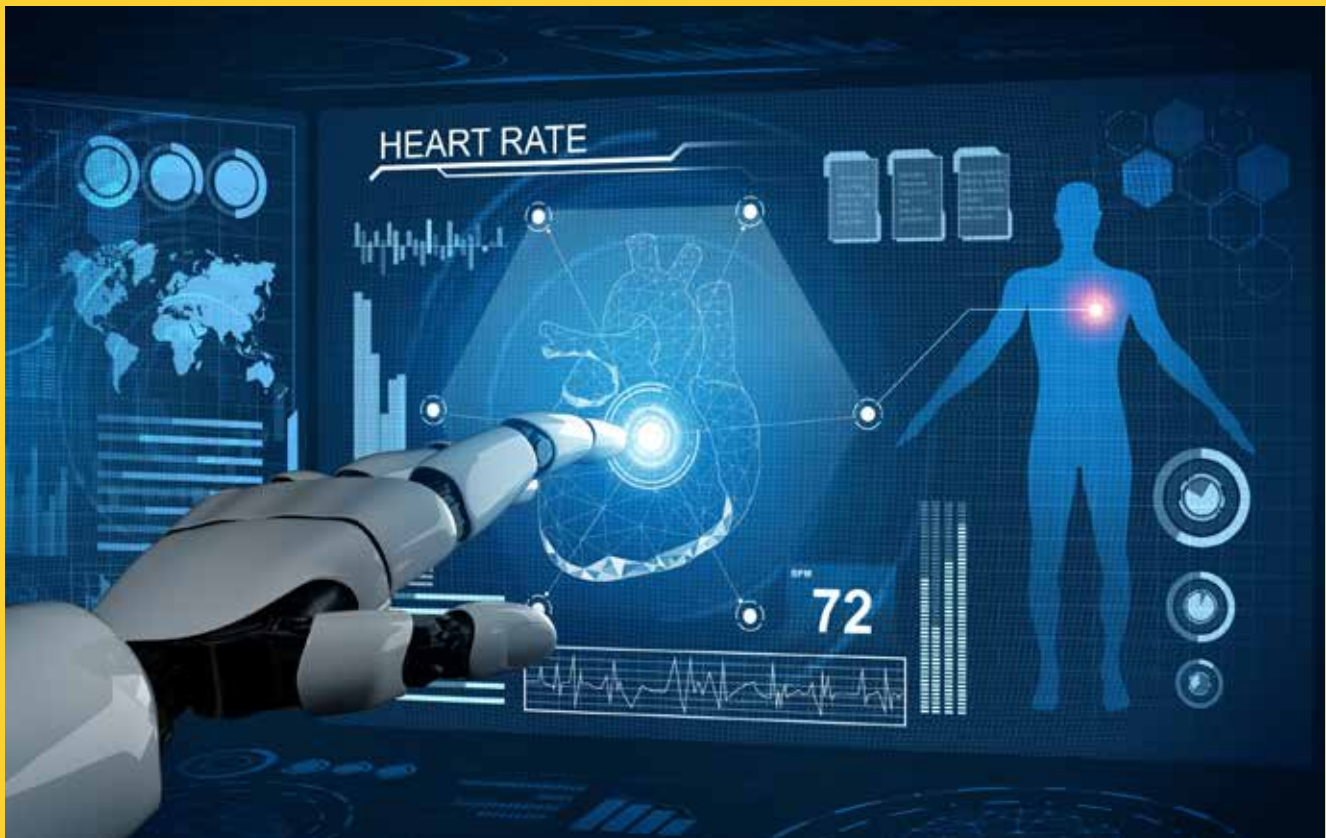
### **In the Hospital industry:-**

AI can be used to retrieve information from medical records. Provide information on doctor scheduling, sometimes a lot of precious time is spent by the patient while waiting for the Dr's appointment to reduce the waiting time in the O.P.D. AI plays a pivotal role by confirming appointments timings and follow-ups. AI helps in removing extra load from doctors' work by facilitating the administrative routine in the hospital.

### **In the field of Radiology :-**

AI helps open doorways for improved tumor detection on MRIs and CT scans paving the way towards early cancer detection which translates to better prognosis outcomes for Oncology patients while fighting with the dreaded disease. AI solutions are being developed to automate image analysis and diagnosis. This improves the physician's efficiency and reduces human error.





### **In the field of newer Drug Discovery: -**

Since the onslaught of COVID-19 researchers have been working round the clock to create the vaccine for stepping up mankind's defense against the epidemic. In the future, we would have had AI solutions that can identify new potential therapies from vast databases of information on existing medicines, which could be redesigned to target such critical threats. This could help in accelerating the process of bringing new drugs to market in a shorter span of time frame.

### **Utilizing A. I in health screening:-**

As a lot of industries are taking the leap towards a data-centric approach, the health care industry is not far behind by analyzing vast amounts of historical patient data, AI solutions can provide real-time support to clinicians to help identify at-risk patients. A common example includes readmission risks and highlighting patients that have an increased chance of returning to the hospital within 30 days of discharge. Another remarkable application of AI has been to demonstrate the ability to predict the risk of cardiovascular diseases & stroke cases & eye diseases of the patient through their complex neural networks & machine learning incorporated in the system. Based on certain facial cues, AI systems can identify patients who are at risk of developing mental health diseases in the future. Wearable health care techs like Fitbits & smart-watches can analyze data to alert users & healthcare practitioners on potential health risks.

### **In the field of Primary Health Care in rural India -**

Organizations around the globe are working on providing direct patient solutions via a voice or chat-based interaction. This system combined with the technology of Telemedicine could help to avoid unnecessary trips to the Physicians, further helping the medical fraternity in dealing with manpower shortage & improving accessibility of health care in far-flung areas.

The challenges of AI implementation in healthcare

### **The issue of Patient privacy and confidentiality of health care records:-**

The success of AI rests on receiving a vast amount of patient data to train and optimize the performance of the algorithms. But in the healthcare setting, getting access to these datasets poses a wide range of ethical issues related to patient confidentiality.

The role of A. I hover around the grey area of Liability:-

Developing regulations for a technology that is cloud-based and constantly in the process of evolving through learning poses challenges.

It generates an obvious question of bearing the liability should anything go wrong. When the diagnosis or treatment is controlled by the A. I technology, does the AI company assume liability for the patient's wellbeing?

#### **Lack of human touch:-**

The human touch of interacting with a doctor can be lost with these types of tools. In the near future A. I can perform flawlessly even though are patients willing to trust a diagnosis & treatment from a software algorithm rather than a human?

As we meander through these challenging questions looking at the future outlook for A.I in the healthcare industry. The best opportunities for AI in healthcare over the next few years are hybrid models, where clinicians are supported in diagnosis, treatment planning, and identifying risk factors, but still, retain ultimate responsibility for the patient's care. This will result in a win-win situation resulting in augmented health care delivery.

There is a lot of unknown & a lot of research to be conducted but there is hope & potential in the future of AI in solving real-life situations in health care. The purpose of Artificial intelligence is to re-engineer human minds.



## Jennifer Gurung

Assistance Professor  
Department of Hospital Management

# BUILDING BETTER RELATIONSHIPS.

### **“Humans are social beings and we are happier and better when connected to others ”**

In this quote by Paul Bloom he has captured the essence of how man was formed for and from society. The concept of society was established long before the word society was coined. To look at the etymology, the word society is derived from the Latin word *societas*, which means a “friendly association with others,”. We do not know as to how and why the first instances of societies came into existence (it was likely due to the vulnerability of individuals) but through years of trial and error methods, we know that society is important for an individual's growth. While earlier, societies were limited to just tribes coming together, now, with globalisation, the world has become a society in itself.

Ideally, humans, being social creatures, should thrive in such an environment but the reality is much more convoluted. Evolution in the concept of society brought about a wide range of problems associated with it.

If we look at the change in statistics, we see that there is a huge change in the way people built, handled, maintained relationships with people. We've forgotten the pros of living in a society and are more focused on what cons it brings. We would rather stay alone in a room than go and interact with a person. We would rather live alone than go and make an effort of actually talking to people. Maybe this is one of the reasons for the rapid increase in suicides induced by relationship problems, breaking up of families and also an abrupt increase in psychosocial illnesses. While we crave relationships, we've forgotten how to build and nurture them.

Just take Japan for example. Keeping aside the fact that their legal marriage and birth rates are declining, concepts like “Hikikomori” or acute social withdrawal, where a person refuses to interact with anybody while spending long periods of time (6 to 12 months) in their room, are increasing. Being an introvert myself, I am thrilled with the idea of sitting in my room the whole day, chilling with my books and gadgets, but I cannot do that. I realise that while this may seem “fun”, that's not how life works.

Because of all these and many more factors, the concept of social wellness is gaining immense momentum. According to the University of California, “Social wellness refers to the relationships we have and how we interact with others. Social wellness involves building healthy, nurturing and supportive relationships as well as fostering a genuine connection with those around you,”. The whole idea of social wellness finds its basis in the fact that our relationships can offer support during difficult times and any toxic relationships can destroy our mental and physical health.

Social wellness has been getting due attention not because of just one but multiple reasons. First of all social wellness is a gateway to your emotional wellbeing. You form relationships with your surroundings right from the moment you are born. These relations define your feelings, your conscience and it ultimately leads to a proper development of your Id, Ego and Superego. Lack of relationships will be a dead end for your emotional wellbeing.

Secondly, it's no rocket science that social wellbeing is connected to your mental wellbeing as well. You gain your cognitive abilities from your surroundings. Our thinking capacity, our performance abilities and our ability to withstand mental pressure is developed from an early age by observing the people around us. The past decade has seen a rapid increase in depression, panic disorders, selective mutism etc and unsurprisingly they all find their premise in social infirmity. From the relationships we build so choosing the right type of people for you and communicating with them in a proper way will prove helpful to a person's mental health over the long haul.

Thirdly, studies have shown that your social wellbeing affects your endocrine health. You must have noticed that you feel happy after you have a heartfelt conversation with your parents or your closest friends. Why do you think that happens? It's your hormones (serotonin to be precise) at play. That's why it's always a good option to keep good friends nearby when you are feeling low. The better relations you have with the people around you, the happier you are and there are lesser chances of hormonal imbalances.

Now what can we do to ensure better social wellbeing? To begin with, Know yourself. Understand your psyche and your nature. What kind of person are you? What kind of person would you like to be around? These will help you to filter out the people with whom you should actually spend your time.

Then, make an effort to socialise. After you know the type of person you need, start building relations. However, socialising over the internet is different from socialising in real life and the latter may require more caution. Also, keep in mind that the quality of relations is always above quantity so do not fall into the mass followers trap.

Next, start reconnecting. I'm sure you have many people whom you've had great connections with but lost on your life's journey. They may be friends, families or even romantic interests. Would you want them in your life again? Would it make you happier? If yes, then this article is your sign to go and re-connect. Finally, while doing all this don't forget about the most important relationship in your life. The one relationship which is your paramount commitment and responsibility. The relationship with yourself. Treat yourself once in a while, learn to respect and love your emotions and don't ever disregard it. Love, prune and build yourself because a wise person once said, "Your relationship with yourself sets the tone for every other relationship you have".



## DEPARTMENTAL

# EVENTS & WORKSHOPS

## BREAKING BARRIERS TO HEALTH

“Menstruation is not a problem, poor menstrual hygiene is”.....

Menstruation is an aspect unique to females. In several parts of the country especially in non-urban regions, girls are not ready and are not knowledge ready about menses so they encounter many struggles and challenges at home, schools, and places of work.

Education about menstrual health and hygiene can help to defeat these barriers, preserve dignity, develop trust, and encourage sexual and procreative health, especially among youngsters.

INSPIRIA KNOWLEDGE CAMPUS

ONLINE E-SESSION ON

**MS. SMITA GUTGUTIA**  
(Gynecologist)

**BREAKING BARRIERS TO HEALTH: LET'S TALK ABOUT MENSES**

Thursday | 20<sup>th</sup> MAY | 11:30 AM

www.inspiria.edu.in

## WEBINAR ON

### EMOTIONAL WELLBEING BY MRS. SUZANNA BHUTIA

Emotional or mental health is connected to individual wellbeing – feeling confident concerning yourself. Emotional health is an indispensable ingredient of overall happiness. Emotionally healthy people are in control of their opinions, outlooks, and behaviour. They're capable to cope with life's challenges. They can grasp problems in prospect and spring back from hindrances. Possessing a healthy emotional health is a crucial phase of promoting flexibility, self-awareness, and overall happiness.

INSPIRIA KNOWLEDGE CAMPUS

Live E-Session

**EMOTIONAL WELL BEING**

**Suzanna Bhutia**  
(Psychotherapist & Pursuing PHD in Counselling Psychology)

**25<sup>th</sup> NOV.**  
2:00 PM Onwards

www.inspiria.edu.in

# INDUSTRY VISITS

## VISIT TO MEDICA CANCER CARE CENTRE

To witness the unveiling of the most advanced radiotherapy machine in North Bengal the Halycon machine that offers 3 D intensity modulated radiation therapy & image guided therapy with students of hospital management batches of 1st year & 2nd year.



# DEPARTMENTAL ACHIEVEMENTS

## BBA-HM 2020 (ODD SEM)



**Shreyashi Deb**  
First Semester

SGPA : 10



**Debojit Roy**  
First Semester

SGPA : 9.7



**Bristi Biswas**  
First Semester

SGPA : 9.4

## BBA-HM 2019 (ODD SEM)



**Puja Jaiswal**  
Third Semester

SGPA : 8.52



**Janvi Singh**  
Third Semester

SGPA : 8.39



**Pratiksha Singh**  
Third Semester

SGPA : 8.35

## BBA-HM 2018 (ODD SEM)



**Partha Pratim Das**  
Fifth Semester

SGPA : 9.47



**Sima Thapa**  
Fifth Semester

SGPA : 9.11



**Nancy**  
Fifth Semester

SGPA : 9.11



**Sourav Gupta**  
Fifth Semester

SGPA : 9.05



**Sayam Chettri**  
Fifth Semester

SGPA : 9.05



# BATCH 2018-21

## FACULTIES



## STUDENTS





# DEPARTMENT OF **SPORTS** **MANAGEMENT**



**Overview:** The Sports Management course is specially designed to provide comprehensive understanding of the various aspects of Sports Management and Physical Education. Specialization in Sports Management provides the students an insights about various administrative tasks, marketing & promotion, sponsorships, negotiations, governance of sports, technologies involved, facility planning and sports event management. On the other hand, the Physical Education portion helps get a holistic understanding of coaching, anatomy & physiology, sports science, tackling injuries, strength & conditioning, kinesiology and biomechanics. As a specialization in Management Studies, the course offers a unique amalgamation of both of the aforementioned aspects which leads to an overall development of learners as prospective professionals in the field of sports

# UNIQUE STYLE OF TEACHING

## BBA – SM

### SPORTS MANAGEMENT

Understanding the fact that each student is unique, our teachers alter their teaching techniques via the methodology of directing, delegating and delivering the subject matter to encourage and motivate students to do their best throughout the semester. We inspire to be student-centred to create equanimity between the teacher and student, with each playing a role in the learning process.

The curriculum ensures that the sport and business functions, the most elaborate exercises are conducted out in a reasonable, cost-effective and productive approach. The course modules are outlined to encompass all facets of sports management. Students are acquainted with the sports business as a profession from academic theories to practical expertise helping them to kick-start their career in sports management. Students embrace the BAP technique wherein Blended, Active and Problem based learnings are introduced and students acquire information interest and the impetus to learn through traditional classroom



**Neerjang Lama**  
(Coordinator)

teaching coupled with online learning and independent study by exploring teaching and learning techniques that place the student in charge of their learning through meaningful exercises. In this student-centred approach, the students study a subject through understanding and solving problems. This focus increases the capability of teachers to develop instruction for students, and this eventually enhances the experience for all.

At Inspiria we inspire our students to verbalise their ideas and acknowledge the ideas of others to others to strengthen their self-confidence, as well as improve their communication and critical thinking skills which are essential throughout the lives of the student

## FACULTY

# THOUGHTS...



Sukriti Bhardwaj

Faculty Associate  
Department of Sports Management

## IMPLICATIONS OF THE CODE ON THE INDIAN OLYMPIC ASSOCIATION

A recent memory that was etched into every Indian's mind during the Rio Olympics in 2016 was the ceremonial walk of the largest contingent of players that the country's sent, riding on the hopes of outperforming their previous medal count of six in the London Olympics. To paint a more accurate picture, Michael Phelps in his illustrious career has won as many medals as Team India since its entry into the Games in 1900 (Chandran, 2016). Despite the favorable odds in 2016, Jamaica won almost

three times as many medals as India, with less than 1 percent of the population of the latter. In corporate governance, a poor performance of such standards would have had devastating consequences on the top management and Board members. However, such a terrible display of performance was greeted with the appointment of Suresh Kalmadi and Abhay Singh Chautala as honorary life presidents of the Indian Olympic Association (IOA), despite facing court charges of corruption. The IOA was also previously banned by the International Olympic Committee (IOC) on grounds of government interference in its elections and non-adherence to the Olympic Charter (Making Kalmadi, Chautala IOA Life Presidents unacceptable: Goel, 2016). With the fundamental principles of sports governance —accountability, transparency and democracy — threatened by the mode of operations of the IOA in recent times, it begs us to question the autonomous privilege and credibility of such self-regulating sporting associations in India.

For almost a century, the traditionally closed sporting world was able to exercise its self-governing autonomy without any government or stakeholder interference (Geeraert, Scheerder and Bruyninckx, 2012). This can be attributed to the conceptualization of modern sport on the foundation of classic liberalism, specifically in the freedom of association (Szymanski 2006). In India, the IOA was established as a society in 1927 and is defined as an association of people assimilating by mutual consent to deliberate, determine and act jointly for the promotion of charitable activities like sports (Societies Registration Act, 1860). The IOA's primary responsibility is ensuring the Indian contingent's participation in the Olympic Games, Commonwealth Games, Asian Games and South Asian Games. In addition, it has also created a

distributed network of self-governing bodies in the State level to promote Olympic Sport (—The Role of IOA', n.d.). However, with the increasing globalization of sport leading to its commoditization and multi-billion dollar valuation, the autonomous status of such associations has come under public scrutiny (Andreff 2000, 2008; Sugden 2002; Henry and Lee 2004), and has exposed governance failures such as organizational corruption, doping and match-fixing.

Stoker (2006) discusses in his fourth proposition of governance that the emergence of selfgoverning networks creates a dilemma of accountability, driven by the self-interest of the members. This can be tackled by an indirect influence of the government, without holding a sovereign position and hampering the autonomy of the governing body. Through sanctions and monetary incentives as well as greater transparency of information and reduction in costs, an effective system of governance can be implemented. An example of the same is A Code for Sports Governance published by UK Sport and Sport England (2016) to provide clarity and transparency on the institutional make-up and regulations which the governing bodies funded by them should adopt.

This has been partly based on the elements of best practices in corporate governance. The Core Principles of the Code – Structure, People, Communication, Standards & Conduct and Policies & Processes – need to be incorporated into the constitution of the IOA and can be effectively implemented on the affiliated National Sports Federations (NSF) in India which seek public funding for the promotion of their respective sports.

An implication of the Code on the 'Structure' of the IOA will be changes in the composition and term limit of the Board. The IOA will be required to set maximum tenure limit of twelve years and retirement age for its Chair and other members at 70. It will also be required to make the profiles and the appointment dates of its members as well as number of meetings held in a year available to the public to improve transparency. Implications on the principle of 'People' would require IOA to mandate an increase in women representation in the Board from 4% to at least 30% and involvement of former players with relevant skills and experience in the Council to ensure diversity. The IOA will also be required to appoint an independent Nominations Committee to handle free and fair elections which preserves the essence of democracy in sports governance.

In terms of compliance with the principle of 'Communication', the IOA will be obligated to publish an Annual report of its operations and an Audit Report of its finances within six months of the year ending. Moreover, the remuneration of all of the key members of the Board should be published to provide clarity in the internal workings of the organization. To ensure the principle of 'Standards and Conduct', the IOA will have to make information accessible to the public in the case of a Conflict of Interest or Related Party Transactions, if any, between key Board members. This ensures greater accountability of the IOA to the key stakeholders of the sport. Moreover, like the Olympic Agenda 2020 which is a yearly action plan to effectively utilize financial resources and sustain the Olympic Movement (The International Olympic Committee, 2014), the IOA should also devise a similar three-year or a five-year strategy plan which can be strictly monitored and disclosed on a regular basis. This is a direct implication of the final principle of 'Policies and Processes' of the Code. It also makes it essential for the IOA to have an independent Audit Committee as well as a reputed statutory auditor to overlook the financial accountability of the organization (Subramanian, 2016).

Therefore, in order to ensure better governance of sports in India, the IOA needs to be in agreement with the Code and restructure itself within a stipulated timeline to uphold the principles of accountability, transparency and democracy, thereby inviting greater investment and funding for its sustainability.





**Amitav Singh**

Faculty Associate

Department of Sports Management

## SPORTS EDUCATION IN INDIA

SPORTS what does it mean? I know many of you have your explanations for sports. Generally, if a group of people is discussing sports. Mostly it includes supporting their team, players or club, but do they know how to value the true spirit of sports. So let me define sports in a simple way. It is an activity involving physical exertion and skill in which an individual or team competes against each other for entertainment.

Today different kinds of sports are played all over the country and with passing days a huge amount of money; followers, glamour, and media attention have become an integral part of the sports industry. As we know that games and sports are an essential part of a child's life. Involvement in games and sports can have numerous advantages for kids. It offers the possibility for youth to improve their physical and social abilities. A balance is required to be maintained in investing time in academics as well as sports to ensure proper development in terms of physical aptitude and mental abilities.

But in our country, many of the schools and colleges lack a proper sports facility which makes a barrier for children who have the potential to become a successful sportsperson and are seeking a career in sports. Physical education and sports are an integral part of our curriculum, still only half of the primary schools have playing fields even in secondary schools access to sporting fields have also declined lately. The problem is there is no proper sports ecosystem in schools like other subjects. While making school investors mainly focus on technical labs for proper classrooms instead of utilizing space for playgrounds.

Don't you think the current situation is lagging promotion of sports, for example, promoting collaboration between physical education and classroom teachers can bring a change in the teaching culture in schools? By providing an extra co-curricular physical activity program different kinds of intra-mural competitions once in a week can attract students towards sports.

By educating children about the various career aspects in the field of sports can lead to a bright future of the sports industry in the country.

Hence, physical activity is vital to the holistic development of young people, fostering their physical, social, and emotional health. The benefits of sports reach beyond the impact on physical well being and the value of the educational benefits of which should not be underestimated. Nowadays it can be seen that in spite of the growing interest in sports many people are not well acquainted with the various aspects of the sports field like Sports coach, Physical education teacher, Sports physiotherapist, a Sports lawyer, Sports event manager, Sports journalist, Sports analyst, and the list goes on.

At last, I would like to focus on the advantages which can raise awareness among those who think sports and recreation are just for fun and don't give them much importance in life. Continuity of practicing sports can develop motor skill development and performance, psychological development and also helps in character building of the child. There is much more to explore in the field just to develop the sports ecosystem in the country so that common people can also choose sports as a profession.

# DEPARTMENTAL EVENTS & WORKSHOPS

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## INSPIRIA SMASH

(INTER – DEPARTMENTAL BADMINTON CHAMPIONSHIP)



## INSPIRIA TOPSPIN

(INTER – DEPARTMENT TABLE TENNIS COMPETITION)



# WEBINARS:



**SPEAKER**

Ignacio Sabate Lobo

(Costa Rica, Central America) ,

Talent development or sports initiation:  
taking a long-term approach using  
knowledge management

**SPEAKER**

Geoff Wilson

( Northern Ireland)

Sports Marketing and Fan  
Engagement







**SPEAKER**

**Ravi Sahu**

(Sports after Covid- 19)

Head of Sports Management at MIT-WPU, Member of UNESCO, President of Indian Association of Sports for All, Director of the TAFISA Regional Center for TSG at HVPM, Amravati.

## INDUSTRY VISITS

### INTERNSHIP AT MINERVA PUNJAB FOOTBALL CLUB (CHANDIGARH)

**October 2020 to December 2020**



## VIRTUAL VISIT TO WORLD BIGGEST CRICKET MUSEUM (BLADES OF GLORY)



## INTERNSHIP AT INDIAN FIGHT NIGHT (PALZOR STADIUM) GANGTOK, SIKKIM



# DEPARTMENTAL ACHIEVEMENTS

## BSM 2020 (ODD SEM)



**Aswin Rajak**  
First Semester

SGPA : 8.50

## BSM 2019 (ODD SEM)



**Sonali Munda**  
Third Semester

SGPA : 8.80

## BSM 2019 (EVEN SEM)



**Debraj Sharma**  
Second Semester

SGPA : 10.00

# DEPARTMENT OF **GLOBAL BUSINESS**



**Overview:** This course primarily prepares students to get ready for the world of tomorrow and develop a global mind-set in order to be successful in business. It deals with the premise of international trade and the modifications in strategy crucial to stay competitive in a global environment. The course reflects current trends in the industry; promote global responsiveness by exploring the diverse environments, financial issues and marketing issues faced by international business organizations and also to sensitize future entrepreneurs to the field of international business and the ways to manage associated risks.



# UNIQUE STYLE OF TEACHING

## BBA –GB

### GLOBAL BUSINESS

The department of BBA global believes in teaching its students about the global dynamics and interplay between political, economical, social and human conditions. and how one can use it to leverage one's own business venture. The opportunities that lead to an expansion of a business on a truly global scale can only be harnessed if the students understand the macroeconomic phenomenon like global trade, inflation, employment, but also with geo-political factors like trade wars, trade barriers, supply logistics, regime change, etc...

Through live case studies, simulation games, role plays etc., the students get to understand the real world practical applications of the theory. Leading industry experts are usually featured throughout the course as Guest speakers who with their practical realities help in combining theory and practical knowledge.

It is paramount that students get an opportunity to actually see and experience the workings of a global company and the many myriad and complex laws and regulations that they have to work with. Keeping this



**-Anil Phillip**  
(Asst. Professor)

in mind, the Department also has plans for an International visit for the students to understand the true impact of globalization has on global trade.

As education has shifted to digital /hybrid mode of learning the department has tried to bridge the gap between virtual learning and classroom participation by introducing online events and activities. Online business plan competitions, stock market simulations, trade simulations are the new tools in the arsenal of the department's digital learning. The department is also looking to provide online internship opportunities with global companies that can be done at home itself, so as to utilise their time effectively and thereby giving them a platform to launch a career that spans boundaries. Many of the students have already availed this opportunity and the department hopes to provide it to all the remaining students as well.

# FACULTY THOUGHTS...



Anil Philip

Assistant Professor,  
Department of Global Business



Angela Sarkar

Assistant Professor,  
Department of Global Business

## MONEY, SAVINGS & THE SIMPLE TRUTH !

Do you remember your childhood days, when you used to save money in piggy banks, with a hope to buy stuff that you desire ? With the progress of time and age, this deposit box has definitely evolved. However, what remains constant is the idea and importance of savings. According to SEBI's report, only 27% of adult Indian is financially aware and literate.

The whole game of money management through investment and returns initiates with financial awareness and knowledge. Money matters are only taught at home and not in school. Most of the population attains financial awareness post entering adulthood. Financial Literacy can empower and equip young people with the knowledge, skills and confidence to take charge of their lives. Thus attaining financial knowledge and its applications in the real world is inevitable. With countries like Russia and Australia embedding financial literacy in the school curriculum, it's imperative to follow the lead for other developing nations.

Money management can begin early enough if you know when is the right time to start saving money. I know, saving money as a youngster is a difficult and arduous task when your peers and friends alike are buying up the latest designs in fashion and accessories, gadgets, etc..BUT...There is a way out- BE FINANCIALLY RESPONSIBLE! To turn the old adage on its head, it is never too early to become financially responsible and it's a million times better than being financially dependent. How long can you continue asking your parents for money for buying that new phone, a bike or even a piece of jewellery that you have desired for long.

Saving your money and buying these items from your savings is a much more rewarding and fulfilling experience than just getting it bought for you. There is a sense of achievement and accomplishment. Savings can be used for Emergencies and for meeting future consumption expenditure, goals and aspirational expenditures. Ideally your monthly savings should be divided into three parts with different weightages given according to your needs. For instance, if buying a phone or a bike takes priority over essentials and emergencies, then your monthly savings can look like this - Aspirations/Goals - 60%, Essentials - 20% and Emergencies- 20%. These can be changed according to the needs and desires of the individual. Below is an illustration that shows you how savings can be an important tool for an Individual's budgeting

and personal finance. Let us take the example of a salaried individual - Ravi (a totally fictitious person). Ravi's monthly income is Rs 50,000/-. Expenses include a Rs 15,000/- rent, a Rs 3000/- EMI , a Rs 3000/- student loan, a Rs 5000/- credit card payment, Rs 3000/- for groceries, Rs 3000/- for utilities, Rs 1500 for internet and finally for Electricity and gas, a Rs 1500/- payment. Hence the total monthly payment comes to Rs 35,000/- . So, technically Ravi can save  $Rs\ 50,000 - Rs\ 35,000 = Rs\ 15,000/-$  monthly for his emergencies and aspirational expenses. And if Ravi now wants to buy a car worth Rs 5,40,000/- , all he needs to do is take a loan assistance plan that will help him pay the EMI from his monthly savings of Rs 15,000/- which looks highly probable with his spending and saving pattern. However, if Ravi is not buying a car, then this sum can be saved for a rainy day either by depositing the amount in a savings account or by keeping a recurring deposit.

This simple illustration above elucidates the open fact that Savings represents money that is otherwise idle and is not being put at risk with investments nor is it being spent on consumption. This leads us to another term Investment - which is nothing but Savings itself. Think about it...Today's savings is nothing but tomorrow's investment. When you are investing in a property or a degree tomorrow, you are in fact dipping into your savings to fulfill that expense. However, savings can be contrasted with investments in the sense that investment involves seeking to grow wealth by putting the already existing money at hand (savings) at risk! The reward for this can be a huge growth in savings and if not careful in choosing the right investment, the penalty for it can be a huge loss/dip in your savings, sometimes even wiping out your entire savings..Yikes!

To summarise, money management at an early age is a good habit in the sense that it lets you have financial security and independence which has become very important now. It also teaches you that for planning an expense in the future, goals have to be set and met as well. Indeed saving for a better future and taking care of emergencies from within one's savings will make sure that one becomes financially responsible. In the process, you will also start having familiarity with the banking systems, financial products and assets, and lastly but not the least how to budget and plan one's expenses accordingly. But where does a student or a youngster like me get the money to save from...you ask? Well, it is understood that as teenagers and especially students, you will not be having a steady monthly income like your parents or elders, but you do get money from your relatives and possibly parents on festivals, birthdays, pocket money earned for doing chores around the house, money from paid internships, money from part time jobs, small investments, etc... It is this money that you need to put to good use. However, this definitely arouses our interest as in - in what form should we save our money? Is it the same age of fixed deposits and savings accounts? Well, financial instruments have extensively widened over the course of time. Hence, this calls out for a diversification of financial instruments in our own investment portfolios.

Diversify your financial portfolio to mitigate risk. Start your investment early. Initiate the process early enough to widen your time span of investment and returns. - Use your money efficiently and effectively to create more money for you and this my dear readers is the Simple Truth!

# DEPARTMENTAL EVENTS & WORKSHOPS

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**The Department of Global Business on 25th November and 2nd December 2020 at 10:00 a.m, at the Open Air Theatre and Seminar Hall.**

A hypothetical market was set up in the workshop. There were four rounds of trading sessions in which the group of students were further divided into two subgroups of sellers and buyers. A maximum price from the consumer's end and a minimum of the seller's price was revealed to each group without the knowledge of the opposite. The buyers and sellers had to bargain well against each other for maximising their surplus. At the end of round two the equilibrium price was identified from both the ends. Enhancing the simulation game, in the following rounds, the supply and demand of the good was hypothetically reduced. The effects on price and quantity of the goods in the market was well demonstrated by the added stimulation activity.

The workshop was a fun filled simulation activity where grey cells of the students were tested. The workshop was designed to enhance the concepts of economics required in business and trading sessions. The students were amused to be part of the practical activity and have expressed to be a part of such events in future.





# DEPARTMENTAL ACHIEVEMENTS

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**Raja Chowdhury from BBA global 2019 batch** is the first boy ever from India to get the **Asian Excellence Award** for the best and most creative makeup artist from West Bengal.



# DEPARTMENTAL ACHIEVEMENTS

## BBA-GB 2019 (ODD SEM)



**Ashis Adhikari**  
Third Semester

SGPA : 9.3



**Mahesh Adhikari**  
Third Semester

SGPA : 9.3



**Akshat Agarwal**  
Third Semester

SGPA : 9.3



**Aayush Tamang**  
Third Semester

SGPA : 9.15



**Ankit Agarwal**  
Third Semester

SGPA : 9.1



**Sourav Verma**  
Third Semester

SGPA : 9.1



**Vanshika Agarwal**  
Third Semester

SGPA : 9.1



**Kiran Dalal**  
Third Semester

SGPA : 9.1



**Sourav Adhikari**  
Third Semester

SGPA : 9.1



**Deebeja Chhetri**  
Third Semester

SGPA : 9.1



**Sinu Prasad**  
Third Semester

SGPA : 9.1



**Sainayan Chamling Rai**  
Third Semester

SGPA : 9.1

# DEPARTMENTAL ACHIEVEMENTS

## BBA-GB 2020 (ODD SEM)



**Ruchi Agarwal**  
First Semester

SGPA : 9.4



**Abhilasha Rathi**  
First Semester

SGPA : 9.4



**Souvik**  
First Semester

SGPA : 9.4



**Harsh Bhardwaj**  
First Semester

SGPA : 9.4



**Rohan Agarwal**  
First Semester

SGPA : 9



**Yogesh Agarwal**  
First Semester

SGPA : 9

## BBA-GB 2019 (EVEN SEM)



**Kiran Dalal**  
Second Semester

SGPA : 10.0



**Ankit Agarwal**  
Second Semester

SGPA : 10.0



**Sweety Kumari**  
Second Semester

SGPA : 10.0



**Garima Agarwal**  
Second Semester

SGPA : 10.0



**Deepshikha Das**  
Second Semester

SGPA : 10.0



**Deebeja Chhetri**  
Second Semester

SGPA : 10.0



**Akshat Agarwal**  
Second Semester

SGPA : 10.0

DEPARTMENT OF

# ENTREPRENEURSHIP



**Overview:** BBA in Entrepreneurship is a three year undergraduate course in business management that specializes on developing the skills, resources, the business and financial acumen required to become a successful entrepreneur. Moreover, it helps students understand that what one really requires is the capability of executing the right business decisions to translate viable business concepts into reality. entrepreneurship looks to explore new business ideas and markets, always innovating and experimenting. This course nurtures talented minds with great ideas and business visions, thereby instilling entrepreneurial capabilities in the students.



# UNIQUE STYLE OF TEACHING

## BBA – E

### ENTREPRENEURSHIP

The syllabus in BBA Entrepreneurship course as designed by MAKAUT is academically quite advanced since it is the current need of the industry. However, we, the faculty of BBA Entrepreneurship, strongly believe that the students must first have a strong basic foundation, and therefore we start by providing all the basic knowledge that a student requires to excel further. Once the basic knowledge is imparted and we feel the students are confident, then we start with our regular course as designed by MAKAUT. Every faculty in our team has sets of real life case-studies ready which are used as brain-storming sessions in the class once we complete each topic. These sessions will give the students not only better understanding of the topics but empower them with possible real time experiences.

We also use videos and latest technology such as smart board to aid the teachings in the class. In addition, we conduct workshops, seminars and video conferences where industry experts are called upon to share their

**-Uttam Karki**  
(Asst. Professor)

formidable knowledge. This creates an ecosystem for our students to interact with these industry experts and to further excel in their subjects.

## FACULTY

# THOUGHTS...



Sharon Chandy

Assistant Professor,  
Department of Entrepreneurship

## THE CHANGING LANDSCAPE OF EDTECH SECTOR- FROM SUPPLEMENTAL TO MAIN-STREAM

The Edtech sector in India is set to permeate the lives of 360 million learners of the country. The injection of technology into education is nothing new now. India's tryst with EdTech has been continuing for over a decade now. It is slowly and steadily reaching its peak and gradually we are seeing more maturity and convergence coming in. With the pandemic around, the adoption of Edtech platforms for routine and mainstream learning has also skyrocketed. This shift has led to a few of the EdTech companies becoming unicorns with the investment that has come in in this sector.

Most of the EdTech titans are now household names and have made a killing in terms of their turnover. The adoption rate among students has accelerated considerably especially in the Tier II and Tier III cities possibly because of many unmet needs of the students related to studies. This is also a sign that Edtech is a tool for level playing field for those who may have not had the opportunity of good schooling. Finally! The democratisation of education is here.

The trends of mergers and acquisitions will also continue for some more time. For each Edtech company to survive, finding the niche segment is the need of the hour. Some emerging trends in the country on select niche areas are-vernacularisation of content, content related to life skills, skills oriented courses which can be converted to a profession and monetised- are the need of the hour. In this regard many universities are also having tie-ups with EdTech companies for supplying content and for the purpose of bringing some standardisation.

On the technology front - cloud infrastructure has catapulted Edtech to a new level. Now scaling up is easier than before and not to mention the cost effectiveness. India's prowess in IT is coming as an asset to

the Edtech companies. Also data security is most important because of two main reasons. Firstly, that the data handled by these companies is of the minors and secondly the data also comprises that of financial transactions. Data that is gathered from the learners can also help in further refining the learning experience of the students especially in - designing personalized content, designing the assessments, career guidance and so on and so forth. Content is more crucial to beat competition. Learning needs to be interactive. When the human touch or the teacher is taken out of the learning process the introduction of elements like 3-D pictures, gamification of the content are key to keep the child active and attentive. In addition, encouragement also needs to be built into the content by ensuring that the tests in between the content are not too tough in nature. We are moving to an era where there will be no dearth of content. In this regard, EdTech companies have created the appropriate platform for the faculty also to post content and thereby providing the students with a plethora of options to choose from.

However, an area where Edtech companies are not focussing on is the -faculty-student interaction. There are many challenges which a faculty faces when preparing and delivering the content. For example, there need to be tools that help the faculty in extracting text and diagrams from various sources and archiving it at a single place, all from a physical textbook. There could be voice assist devices which help faculty in delivering that content and most of all, devices that capture the attention of students in a physical class so that faculty can pace the classes accordingly. Another niche area is software that can extract MCQ's from a given text so that designing assessments are easy and less time consuming. The scope in this space is limitless and also the need of the hour. We as a country must know and understand that quality faculty is an emerging challenge and in such a scenario the applications of technology are most relevant.

Conclusion- The future beckons to those startups who will be able to identify the niche and scale up the business faster than the giants. In this context the application of technology can prove to be an effective tool. India is a large market with almost 360 million learners and this should be motivating enough for early stage startups to really scale up their business, and deliver value.

India being a demographically large and diverse country, there have been many challenges faced with respect to the brick-and-mortar schools and colleges. The spending on education by the government is decreasing as there are other critical areas for the government to be concerned about like defence and healthcare. Hence, to bring employability and knowledge to our youngsters, we need to leverage EdTech in order to convert our current disparities in education to a global powerhouse of knowledge. As is witnessed since independence the literacy rates in the country have always tottered. Edtech presents that golden opportunity where we can offer the level playing fields for our youngsters especially from remote locations to strive for getting better education and employment.

The mantle to shape tomorrow's India now not only lies with the various boards of education and the universities but also with the EdTech companies of today. The impact which the children are having and will have, with the content will be most telling when it comes to India becoming a global hub of knowledge and its application in future.

# BBA ENTREPRENEURSHIP

# EVENTS & WORKSHOPS

We in BBA Entrepreneurship have embedded several activities in our course as we believe the course should motivate our students to learn new things, acquire new skills and become confident in themselves. An elevator pitch is a short, persuasive speech used to pique people's interest in what your company does. This is a basic skill an entrepreneur must possess in order to excel in the industry. To give them hands-on experience, we conducted two such events named "Elevator Pitch" and "Pitch Contest".

On an average, a successful entrepreneur reads around 15 business novels. With that idea in mind, we organized two events, the first is "Book Exhibition on Entrepreneur/Startup/ Leadership" followed by "Introduction to Best Business Novels for Critical Thinking". Here we provided information about all the best business novels. The students were asked to choose one business novel and read it within a stipulated time and write a single page gist on it.

We all have one source of inspiration, one who we aspire to become in the future. In order to nurture that zeal in them, we held "Talk about your Favourite Entrepreneur". Here, students have to talk about their favourite entrepreneur, what they like about him/her, and why they are their role-models.



We conducted two sessions on "Introduction to Indian Financial System" and "Session on Sports Entrepreneurship". We invited various subject experts and they gave their valuable knowledge on various important topics. In BBA Entrepreneurship students must have knowledge about the booming "Sports" industry and also must possess the foundation knowledge of "Indian Financial System".

After being done with the above events/activities, we level up the difficulty level of our activities. We conducted an activity on Labour Market Economics named "Job Jungle", followed by another event called "Productivity" which imparts knowledge along with a lot of interesting activities on Market Dynamics.



# DEPARTMENTAL ACHIEVEMENTS

## BBA-ENT 2020 (ODD SEM)



**Sourav Gupta**  
First Semester

SGPA :9.2



**Sahil Kumar Jha**  
First Semester

SGPA :9.2



**Yogesh Agarwal**  
First Semester

SGPA :9.2



**Md. Nayeem Shahbaz**  
First Semester

SGPA :9.2



**Sakshi Daga**  
First Semester

SGPA :9.2



**Shruti Agarwal**  
First Semester

SGPA :9.2



**Suraj Kumar Dey**  
First Semester

SGPA :9



**Abhay Agarwal**  
First Semester

SGPA :9



**Aditya Agarwal**  
First Semester

SGPA :9



**Tanisha Agarwal**  
First Semester

SGPA :9



**Subham Gupta**  
First Semester

SGPA :9



**Anubhav Bothra**  
First Semester

SGPA :9



**Suraj Roy**  
First Semester

SGPA :9



**Adarsh Rizal**  
First Semester

SGPA :9



**Sneha Raj Purohit**  
First Semester

SGPA :9



**Deep Raj Dutta**  
First Semester

SGPA :9



**Kushal Agarwal**  
First Semester

SGPA :9



**Anshvir S. Saluja**  
First Semester

SGPA :8.8

# DEPARTMENTAL ACHIEVEMENTS

## BBA-ENT 2020 (ODD SEM)



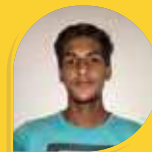
**Hrithik Nandi**  
Second Semester

SGPA : 8.8



**Abigail N. Jamang**  
Second Semester

SGPA : 8.8



**Deepraj Gupta**  
Second Semester

SGPA : 8.8

DEPARTMENT OF

# ACCOUNTANCY, TAXATION & AUDITING



**Overview:** Accounting is the most important & integral part of any business. No business can stand alone without proper accounting. BBA AT&A offers thorough knowledge in accounting and financial subjects by different means like classroom teachings, seminars, projects, practical training, industrial visits, conferences, expert talks etc. This course helps students in acquiring knowledge in the world of finance and aims to increase self-employment and to help companies by providing them with suitably trained professionals with decision-making capabilities for maximum value creation in cost, investment, corporate governance, tax and risk management related areas.

# UNIQUE STYLE OF TEACHING

## BBA AT&A

Education today is not just text and classroom learning. Over and above it should stress on practical learning to face the challenges in the dynamic society. Inspiria's BBA in accountancy, taxation, and auditing helps students in getting exposed to real-life challenges and being competent enough to appreciate the nuances of the world of finance. The program includes both finance and management subjects which will prepare students for measuring and analyzing financial statements and how to report financial information in an ethical manner.



- Classroom teaching by eminent professors having international exposure using smart-boards.
- Workshop and guest lecturers from industry for students to emphasize problem-solving through interaction and exchange of information
- Role Plays and simulated situations games to give students an insight into the understanding of responsibilities of various professionals involved in the finance industry.
- Compulsory internship program for all the students of the department.
- Students have access to institute computers and internet facility enabling them to work on accounting software packages. A well-stocked library with the latest books, periodicals, newspapers, and journals are

### **Dr. Arti Khatnani** (Asst. Professor)

- available for students for reading and references.
- Help students with the preparation of Chartered Accountancy which opens the doors for future opportunities.



**FACULTY**

# THOUGHTS...



**Dr. Arti Khatnani**

Assistant Professor,  
Department of Accountancy, Taxation & Audit

## REALISING INDIA'S FINTECH POTENTIAL : OPPORTUNITIES & CHALLENGES AHEAD

Technology has been playing a critical role in the financial sector and fintech is completely changing the financial landscape in multiple industries by bringing out various innovative offerings across payments, transfers, financing, banking, capital markets & personal financial management.

FinTech refers to technological revolution in the field of finance by providing financial solutions that are significantly more efficient and effective than those provided by traditional financial institutions

Over the past couple of years, especially post Covid India along with the global community has seen tremendous growth in Fintech. Fintech in India is pursuing multiple targets by tapping new segments and exploring foreign markets. The cash dominant Indian economy (during pandemic) captured well the Fin-tech opportunities triggered by a surge in e-commerce, and Smartphone penetration. With more than 2000 fintech start-ups operating , India is the second largest FinTech market with the highest FinTech adoption rate of 87% in the globe.

Digital payments and lendings are at the forefront of leading India's FinTech sector. Over the past few years, India regulation authority issued several guidelines and reforms such as granting multiple licenses for differentiated banking to small finance banks, payment banks and introduced the unified payment interface to include the unbanked population of India in the formal financial net. Initiatives like demonetization, Jan Dhan Yojana, Aadhaar, etc. by the government, aided by the growing internet and smartphone penetration, has led to the adoption of FinTech.

Increase in the number of customers on the digital board, FinTech's will have to focus on consumer trust and security issues. Especially when cybersecurity is extremely vulnerable which includes data breaches, malware risk, third-party security risk, cloud-based security threats and even digital identity risks. India will be witnessing deep structural changes in the coming decades as digital transformation will completely reinvent the way business is done. FinTech growth will ultimately create outsized opportunities for firms and reshape the job market by offering a wide range of career options to both freshers and experienced professionals

# BBA ACCOUNTANCY, TAXATION & AUDITING

## EVENTS & WORKSHOPS

### AN OVERVIEW OF BUDGET 2021

Mr. Mrituka started the session by highlighting the importance of the Budget as a fiscal policy tool which should be more outcome oriented.

He talked about the importance given to health infrastructure and agriculture in the budget and the key role these factors play in the Indian economy. He also mentioned about the uniqueness of the Budget for the coming financial year by everything going digital and introduction to the Atma Nirbhar Package (self-reliance). He mentioned the problems faced by migrant workers during the pandemic. The major focus was put on the growth of GDP which is estimated to rise by 10 to 10.5 percent. In short, it was an interactive session with enlightening thoughts and perspective of the speaker. The speaker answered all the queries of the students and also brought to their attention many brow raising facts regarding the making of the budget.

The poster is for an event titled "AN OVERVIEW OF BUDGET 2021". It features a portrait of CA Aditya Mitraka, a practising Chartered Accountant, in a suit and tie. The text on the poster includes the Inspira Knowledge Campus logo, the name "MEET CA ADITYA MITRUKA", his title "A practising Chartered Accountant", and the event title "IN CAMPUS". Below this, it says "An overview of BUDGET 2021". The date and time are listed as "9TH February" and "1:30 PM TO 2:15 PM". The website "www.inspiria.edu.in" is at the bottom right.

**INSPIRIA**  
KNOWLEDGE CAMPUS

MEET  
**CA ADITYA MITRUKA**  
A practising Chartered Accountant

**IN CAMPUS**

An overview of  
**BUDGET 2021**

**9TH February**  
1:30 PM TO 2:15 PM

www.inspiria.edu.in

# DEPARTMENTAL ACHIEVEMENTS

## BBA-AT&A 2020 (ODD SEM)



**Namandeep Singh**  
First Semester

SGPA : 9.6



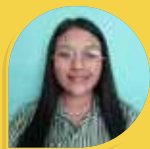
**Debanshu Bhagat**  
First Semester

SGPA : 9.2



**Shruti Poddar**  
First Semester

SGPA : 8.9



**Da Gayimu Sherpa**  
First Semester

SGPA : 8.9



**Yeswant Rai**  
First Semester

SGPA : 8.9



**Nitu Kumari Bhagat**  
First Semester

SGPA : 8.9



**Rohit Bhagat**  
First Semester

SGPA : 8.9



# **EVENTS & ACTIVITIES**

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**2020– 21**



# ESPERENZA 2020

"Growth is a never-ending journey. With each passing day, we strive to grow as individuals, grow together as a team, and do our little towards the growth of our organization". We at Inspiria TV, have always been strong adherents of growth. Every step that we as a team take is aimed towards growing us as individuals and our organization. However, with time we have learned, we can never really anticipate what lies ahead but all we can do is work each day to mould our tomorrow.



**ESPERANZA<sup>★</sup>**  
UNLEASHING TALENTS . UNITING INDIA



Like the year 2020 hit the shores of every workplace adversely, it had a similar impact on ours too. Moreover, we as a team tried our best to remain hopeful in unprecedented times. After all in life, 'We are all sailing in the same boat- called hope'. Hope for better and brighter times.

As Covid-19 knocked on the doors of our country; at the advent of the lockdown, the situation did crack the doors of our media house. Being away from the team, it was difficult for us to work with the same potential as we did earlier. Just in the times when we were at the brink of losing hope, our mentors reignited it within all of us. Soon, our team committed to staying glued in this together; it was then that we decided to organize 'Esperanza' a nationwide Online E- media fest.

From the month of April, we as a team regained our vitality and worked closely together with full dedication even if we were miles away from each other. Esperanza is a Spanish word, meaning Hope. Henceforth, through this one-month-long event, our objective was to unite Unleashing talents of young India, provide a platform for students from across different universities to showcase their potential and sparkle Hope within every individual during the grey hours. During Esperanza, We conducted a series of competitions revolving around the media industry and live interviews of some prominent micro-influencers. It was delightful to have 'Save the Children' as our cause partner. As students, we felt glad to be able to unite for a cause and contribute our little towards those in need.....

# INSPIRIAQ 2020

InspiriaQ is one of the biggest Inter-School Quiz Competition held in North Bengal Region. The annual quiz competition is an initiative taken by Inspiria Knowledge Campus with an intent to open the young minds towards better learning.

Back in 2020, when the pandemic impeded the gatherings, this manual event took off to a digital version and became the first online quiz in North Bengal. The contest was conducted in 2 phases with more than 20,000+ participants from all over the nation.







Top 6 quizzer battled out at the Grand finale with each other which gave InspiriaQ 2020 its top 3 winners





# YOUTHRUN 2020

This year Inspiria Sports management department was on a new high of achievements that were celebrated nationwide for 8 long days. Making it a virtual challenge was a bit daunting in the start as Indian market is still not fully matured to accept and explore the concept of virtual running. But the task was undertaken and the team set out on a mission to make a small dream come true.

The Sports management department was on a two fold mission, on one side were pre-registered runners who had invested in an on-campus experience and then to attract runners from all across India to join in. For both situations



above there was only one answer, 'experience' of the runners, matter. Inspiria Youth Run Club was formed on the popular activity site - Strava, this provided a common platform for all runners to interact and take part in regular challenges.

Runners were given 8 long days to complete and log their runs on our technical partner's website - HDOR. On 21st October, leader board will be finally announced. The technical partners help in evaluating the entries to maintain a fair ranking.

Commenting on the mega success of Youth Run Atul Gupta, Former Race Director of Airtel run for Education & Managing Trustee of Inspiria Knowledge Campus commented "We see a bright light at the end of the tunnel, runners once again have proven that sportsman spirit supersedes any pandemic. Ours was a dedicated effort to bring Siliguri on the map, but the love and support received

from the running community across was rather unexpected. We have received requests to introduce more categories in the race and runners now are eager to get the taste of North East by coming to Siliguri to experience the onground race. Team is working on creating a revamped version of the race, where Inspiria Knowledge Campus opens doors to runners from across the nation"



# FILM-O-FIESTA 2020

Participating in a film festival is the final stage of what the Industry calls the “film process”, that is, exhibition. It offers the filmmakers an opportunity to screen alongside their peers, often students embarking on the first stages of their screen careers.

Film-O- Fiesta was designed to offer a platform for our young filmmakers to present their creative ideas; their singular stories and storytelling; their talent and skill in their making and, not least, their passion to communicate how they feel and think about the world they live in. These are things they







share with us, the audience, and with other filmmakers, whether they are making more familiar live action drama or provocative experimental film.

At the moment we can enjoy film festivals online, watching in the comfort of our own homes. But in a world no longer controlled by Covid, there will be a time not far in the future. When this is so, film festivals will once again become thriving, buzzing, eclectic forums of watching in cinemas, high spirited and engaged networking for the makers. Film-O- Fiesta was conducted to give them an insight and introduce the idea of film festivals. Networking and awards offer our students and their films the chance to get noticed; the producer who will champion them in the early stages of their career; the writer and director who will become their most



dynamic collaborative partner; the sound designer who will open the ears of the 200 people packed into a cinema screening of a poetic documentary.





# FARE O LASTA 2020

Fare-o-Lasta is one of the most awaited events of Inspiria Knowledge Campus. It is not just an event but a roller-coaster ride of emotions. Fare-o-Lasta marks the farewell of the final year batches, fondly organised by the junior batches. Fare-o-lasta is a peek at the three years of college life, the twists and turns of it, stories of heartbreaks, new love and innumerable moments that are etched.

Fare-o-Lasta 2020 would be remembered as an unique and stand out event for years. When the world was fighting its worst time for months, the students came in small batches to bid adieu to their college life.





The event was different from all the past year celebrations with social distancing, masks and the other health protocols in place.

The event was a much scaled down affair with less students, less events but the fervor, the excitement and the nostalgia stayed at its peak. The past academic year was a tough one, with lot of uncertainty, transitions and adjustments, thus making this all the more special and endearing.

Finally the journey from Freshers to Farewell was over and the little birdies were ready and competent to fly off to their goals.





# INSPIRIA TV AWARDS 2020

Second Inspiria TV awards was observed on 1st August 2020. Witnessing a rendezvous of talent and creativity under one roof with countless achievements of the crew, the presence of the college and media fraternity imparts a vision of fair reporting and infotainment. The Award's ceremony started with the opening by Mr Atul Gupta (Managing Trustee), Mr Rahul Gupta (The Head of Operations), Mr Indrajit Chatterjee (Head of Academics) and the Department Faculty Team. This was followed by a grand award's eve that had it all in store for its audience – poised and fun-loving hosts, spill poetry, mimicry, quiz, funny memes, soulful songs to thundering raps

accompanied by  
the ever-grace-  
ful awards.



**MOST POPULAR  
PERSONALITY**

**AWARDS  
2020**

# The winners of the nominated category awards 2020

## Sl. No. Team Excellence Awards

- 1 Best Team of the year - **Marketing team**
- 2 Best Team Spirit - **Programming**
- 3 Execution Champion Award - **Designing Team**
- 4 Best Content Strategy - **Blogs Team**
- 5 Most Outstanding Programming - **Kuch Aaach Karen**
- 6 Best Fiction - **Subham & Team**
- 7 Best Non Fiction - **Garbage Disposal**
- 8 Most Entertaining Video - **Types Of Girls In College (Indian Bollywood Style)**
- 9 Most Viewed Video - **Types Of Valentines**
- 10 Marketing Campaign of the Year - **Save water**
- 12 Best Strategic PR Campaign - **PR Team**
- 13 Viral Marketing campaign of the Year - **Esperanza**
- 14 Best Event - **Masquerade Ball**
- 15 Most viral post (min time duration) - **Sreya & Surya**

## Sl. No. Individual Excellence Award

- 1 Best Blogger - **Samiyo Dong**
- 2 Best Researcher & Analyst - **Uma Devi**
- 3 Marketing Professional of the Year - **Pratisha Gazmer**
- 4 Creative Professional of the Year - **Rahul Baipari**
- 5 PR Professional of the Year - **Simran Dalai**
- 6 Social Media Icon of the Year - **Kritika Gupta**
- 7 Best Creative Genius Award - **Susmita Mallick**
- 8 Emerging Talent - **Aashis Gurung & Aryandra Khan**
- 9 Emerging Social media Icon - **Sreya Roy & Surya Roy**
- 10 Anchor - **Tanisha Awasthi**
- 11 Reporter - **Salini Gupta & Sejal Upadhaya**
- 12 Best Content Creator - **Sourav Gupta**
- 13 Most Entertaining Character Male - **Aniket Sharma**
- 14 Most Entertaining Character Female - **Shweta Singh**
- 15 Most Famous Couple - **Kritika Gupta & Yeshraj Gurung**
- 16 Best Cinematographer - **Sanchayita Murmu**
- 17 Best Editor - **Sthitadhi Banerjee**
- 18 Best Actor Male - **Soumodip Saha**
- 19 Best Actor Female - **Rashmi Singha**

## Leadership Category Awards

- 1 Emerging Leader of the Year - **Salini Gupta**
- 2 Best VP Award - **Rhittick Das**
- 3 Best TL Award - **Sejal Upadhaya**
- 4 Most Promising Member - **Subhrajit Samanta**



- 5 Most Upcoming Promising Member - **Jeet Baniya & Kalyan Roy**
- 6 Most Popular Personality - **Rashmi Singha**
- 7 Excellence in Leadership Award - **Simran Dalai**
- 8 Outstanding Leader Award - **Tanisha Awasthi**

The day ended filling everyone with cherishable memories and the entire year long efforts were celebrated to the fullest. All efforts were appreciated & talents were recognised helping them realise their fullest potential 'Self Actualization'.



# NATIONAL SEMINAR 2021

## Inspiria Organises National Seminar-IRES 2021

Inspiria Knowledge Campus, Siliguri has organised the third Annual National Seminar Inspiria Research Excellence Series (ires-2021) on 9th and 10th of April, 2021. The seminar brought together twenty two delegates across the country to present research papers under the diverse theme of 'Comprehending Interdisciplinary Spheres in the Digital Age'. The seminar provided a platform for academicians, scholars and industry professionals to understand and disseminate the contemporary paradigms, recent innovations







and research practices in management, information technology, media and literature.

The seminar was inaugurated on 9th April, 2021 by Head Academics prof Indrajit Chaterjee, Head Operations, Mr. Rahul Gupta; Department Coordinators and the key note Prof. J. K. Das, University of Calcutta. Prof. Das graced the occasion by sharing his research experiences and a brief lecture on Research Methodology. The sessions were chaired by Dr Deependra Sharma Professor & Dean at Karnavati University, Gandhinagar, Gujarat; Prof. Dr. Pankaj Gupta Dean, Career Services, JGU and Professor, JGLS, Sonipat, Haryana and Dr. Sheela Srivastava, Director – Nehru School of Management, Thrissur. The two day event was organised in a hybrid mode where academicians and scholars presented the research papers through video conferencing. The sessions ended with inspiring words of Dr. Sheela Srivastava and the valedictory session by the Academic head of the organisation.

**STUDENT**

# CONTRIBUTION

## ARTICLES



**Aman Gupta**

BCA  
2<sup>nd</sup> Year

## LI-FI (LIGHT FIDELITY)

Almost a decade ago in March 2011, digital wireless communication was introduced by Harald Hass, a German Professor from Mobile Communication University of Edinburgh. The technology was similar to Wi-Fi (wireless fidelity) which used radio frequency to transmit data, which also emitted harmful radiation. But Li-Fi technology is a light communication system that is capable of transmitting data at high speeds over the visible light, ultraviolet, and infrared spectrum. It was a hypothesis but now it is being used as its bandwidth is wider and the data transmission is faster compared to Wi-Fi. Li-Fi is a derivative of Optical Wireless Communication technology (OWC).

It is considered more secure than Wi-Fi. Li-Fi has the advantages of being useful in electromagnetically sensitive places like hospitals, aircraft cabins, nuclear power plants, etc. Li-Fi technology is fast and is a bidirectional communication system capable of data rate up to 224 gigabytes per second. Though the requirements of special LED bulbs have made it difficult to implement Li-Fi on a large scale as these bulbs are not yet produced in mass quantity.



Recently a pilot jointly conducted by the Indian Institute of Technology (IIT) Madras and lighting company Philips India, aimed to replace Wi-Fi by using lights to transmit internet signals. The Indian IT Ministry has successfully tested Li-Fi and has started implementing these communications.

This technology is idyllic for high-speed wireless communication in a restricted region. This system can communicate with an autopilot car using its headlights. Talking about the mechanism of the system Li-Fi, the system mainly consists of two parts: the transmitter and receiver. The input signals at the transmitter section can be modulated with a specific time period for sending the data using LED bulbs in 0's and 1's. The flashes of the LED bulbs are denoted with 0's and 1's. At the receiver, a photodiode is used to receive the LED flashes which strengthen the signal and gives the output data. Again talking about the security of Li-Fi, it is protected and hacking is not possible. As it runs through the visible light it has more security. Also, the data transferred receive more protection.

Over a wide range of advantages of Li-Fi, there are some drawbacks of the Li-Fi system. It requires LOS (Line Of Sight), as well as the receiver, would not be inside. The major problem is how the data can be sent back to the transmitter section. The interference of external light sources like bulbs, sunlight will cause an interruption in the transmission. It requires clear atmospheric conditions to be used in an open area. It fails to work in dim areas or in foggy weather. To work properly, a whole new infrastructure for Li-Fi needs to be constructed.

Li-Fi router applications over Wi-Fi are promising to give unlimited wireless communication such as in transportation, aviation, sensitive areas, in military organization, and medical applications. The cost of Li-Fi technology is much higher than the Wi-Fi system. The concept of Li-Fi is attracting numbers of wireless internet users in a huge amount. It will be an innovation for e-gadget users. In an overview, the Li-Fi technology is the most ideal solution for effective data transmission because of its building blocks. One can assume that the Li-Fi system or wireless communication with light could potentially be the successor of Wi-Fi in the upcoming days.





ANSHU CHHETRI

HHA  
2<sup>nd</sup> YEAR

# BE IN CONTROL OF YOUR LIFE

It's a known fact that it takes rain and sunshine to create a rainbow. Our lives are no different. There is happiness and sorrow, good and evil, dark and bright spots. If we are capable of handling any situations and problems, it only strengthens us. In one's path, hurdles are bound to occur, but this doesn't imply one should give up, instead one should rise above such hurdles. We cannot control all the events that happen in our lives but what we can control is the way we choose to deal with it. People who have overcome obstacles are more secure than those who have never faced them. We all have problems and we feel discouraged sometimes. Most of us give up but there are very few who keep on going and they don't quit. Life is not just party and pleasure, it is also pain and despair. And one must learn to digest this truth.

Unthinkable things happen sometimes. Bad things happen to good people and people have to deal with arduous situations. Some things are beyond our control such as physical disabilities and birth defects. We cannot choose our parents or the circumstances of our birth. So if the ball bounced the wrong way, Sorry, but what do we do from here, cry to take the ball or run? The choice is what we have to make. Choices have consequences. We are forced to make our own choices, no one else can make them for us, we can decide for ourselves better.

We have equal opportunity to be unequal. We can mould our lives into whatever shape that we desire. We can choose our attitude even though we can't always choose our circumstances. The choice is to either act like the victor or the victim. It is not our position but our disposition that determines our destiny. Success is like baking a cake. Until and unless you have the right recipe, it is not going to work out. The ingredient must be of the finest quality and in the right proportion. You can neither over bake it nor undercook it. Once you have the right recipe then with practice and the occasional disaster, it becomes a lot easier.

Trials in life can be tragedies and triumphs depending on how we handle them. If nature gives us a lemon, we have a choice, either you cry or you make lemonade! Being misunderstood and misjudged is a part of growing up and facing life. Believing in yourself, no matter what, is what life is all about. A purposeless life is no better than death. It appears that the greatest challenge that arises is in the unending search for the purpose of life. You have the power and the right to choose your fate, to use it is your choice and you are entitled to it. You see, it is up to you to dare to begin your journey of life and be your own master.





Laxmi Kumari

HHA  
2<sup>ND</sup> YEAR

# “REASONS WHY INTERNSHIP IS IMPORTANT IN ANY INDUSTRY”

Many people are confused between Industrial Training and Internship. And it is quite obvious, considering that both industrial training and internship help us fine-tune our skill set while giving us some exposure to the corporate world. However, there is a lot of difference between the two.

## Internship

An internship is like a job before the actual job where the student gets to work in a real corporate setting, several times in a real project. It allows the candidate to put their overall gained knowledge in a practical workplace setting while experiencing what it is like to pursue a given career field.

## Industrial Training

Industrial training is more like classroom training where current employers train you in a specific skill-set or domain where you are needed to work on a given project or to keep them updated. Although candidates attend training sessions and theory classes in industrial training, the emphasis is more on practical usage of the given skill-set.





# Importance of Internship in one's career

## 01 An Internship Provides Real Life Experience and Exposure:

An Internship enables us to gain first-hand exposure to working in the real world. It allows us to gain experience and knowledge. One of the greatest perks of internships is that it teaches young and budding professionals about the specific industries and companies they are interested in.

## The Opportunity To Learn More About Yourself:

02 The experiences that we go through are what shapes us. Our internship will not only encourage personal development but will also provide us a greater understanding of ourselves. We will be getting more opportunities to learn about ourselves as we will be working in different circumstances. One of the many ways to discover your true self and learn about the limits of yourself.

## Prevent CV From Going To The Trash:

03 Internship acts as a highlight to our CV as we have worked beforehand in the industry that we want to enter. During our internship, we can acquire new skills and abilities and refine them which can help in improving ourselves as young professionals, and in addition to that, it will enhance our resume.

## Build network:

04 The internship offers us great networking opportunities. We will meet colleagues and team members, take part in meetings and get to know new people in a professional environment, and an opportunity to build connections. We come across people who belong to different backgrounds and of mixed mindsets which will help us in learning and growing together. If we distinguish ourselves during our internship, we can make life-long connections that can help us find positions, meet clients, or even make recommendations.

Therefore, from the above-stated points, we can observe that internships do play a very essential role in one's life. It serves as the ladder to success and it is advised to opt for an internship for a better future. Internships prepare us like the soldiers that are trained before they enter the battlefield, giving us hands-on experience about the Industry that we are going to enter into.



REJBIN CHETTRI

HHA  
2<sup>ND</sup> YEAR

# SKINNY SHAMING IS A THING TOO!

What comes to your mind when you hear the term “body shaming”?

I bet the image of an overweight person being made fun of popped up in your head, right? How did I guess that? No, it's not because I'm some mind reading wizard nor did I cast some spells -if that was the case, I would be way richer by now! It's all because of what our society has taught us. For a very long time, being “fat” or “curvy” was deemed wrong in society. The seed of looking perfect and the preset definition of perfect was implanted into us from the start and everybody desired to fall under that definition and they still do. If one failed to come under that particular category then they would be the victim of body shaming and something that society could glue their eyes upon

**But why is it we see only fat-shaming as bullying and not skinny shaming?**



Whether someone is thin or curvy, tall or short, fair or dark, we are all beautiful in our own way. We all are unique and let's not forget there's no other individual like you! If you've ever been body shamed, my advice to you is to love yourself just the way you are. As long as you are healthy and are taking care of yourself and you enjoy being who you are then there is nothing to change. What the world says should be none of your concern and irrelevant to you and never let it affect you in any way. Do not let futile comments hamper your inner peace. To Quote Rachel Pate, **'Your weight does not define your worth'**

But this doesn't mean that you stay silent, when someone passes some hurtful comments to you, politely explain to them the errors of their ways. Odds are, they might not have realized their words have hurt you and implant in them the seed of Love over Hatred. Educate them in your own way, make them see the consequences of their actions through your eyes. And at last, if you ever feel the need to comment on someone's weight or appearance, take

A deep breath and think "Is this comment helpful?" Regardless of the answer in your head, Don't say it. Unless you are advising a friend about their health, it is never ok to make any comments on their appearance.

In the end, there's only one thing we must remember:

### **We are all beautiful in our own way**

And don't forget, beauty comes from within. No amount of Abs or curves can match a beautiful and kind personality. Judging someone based on their outer appearance is absurd. The outer beauty fades away with time and what remains- the personality of that person, who they are. We must learn to accept people in their natural form, loving someone isn't about making the person change according to your wants, it's about helping them to be confident in the way they are.





Zainab Shahidul

HHA  
3<sup>rd</sup> YEAR

# KUWAITI CUISINE A COURSE TOP TO BOTTOM.

Food without a doubt is a crucial part of every man or woman's life. A hearty good meal will always pull at a person's heartstrings and instantly give a good boost to a person's day. With that being said, each country brings a different set of flavors to the table and has its own tinge of uniqueness to its dishes. Kuwait nestled between Iraq and Saudi Arabia, a country filled with Arabian hospitality which can be seen through its local food, for the hearty fill and its fusion of spices will leave you satisfied to the brim. Since Kuwait's food is diversified with a lot of foreign influence we can find a lot of variety and fusion of taste.

Before going to the dishes, let us know some methods used to prepare them- One of them being **Tabeeekh** which is a famous cooking method that is used for preparing many Kuwaiti dishes. In this method, the entire meal is cooked overheat after being placed in a single container. And another cooking method is known as Marag, in which all the important ingredients are first fried and prepared and then added to the final meal and cooked over light heat.

So the first dish that might pop up in an individual's head thinking of Kuwait's dish would likely be '**Machboos**'.



It's the country's national dish made with chicken or fish (as preferred) and is accompanied with fragrant rice that has been cooked in a well-spiced broth often served with a red gravy known as 'Da-kooos'. The chicken, meat, or fish is slow-cooked over the rice once done therefore would be tender when served to eat.

Since Kuwait has a good source for attaining its seafood they also enjoy a variety of fish, shrimp, and so forth accompanied by their rice.



For example '**Murabyan**' is another rice dish but this time, it is full of shrimp. The dish is flavored with sautéed onions, turmeric, coriander, and dried loomi (a dried black lime).

And as for their fish, local favorites are Hamour (**grouper**), which is typically served grilled, fried, or with biryani rice because of its texture and taste, **Zbaidi** which is served fried with white rice for it has a well-flavored texture or else with fragrant rice and red gravy to accompany it.



Kuwait's sweet options are no less either for there is **Samsamiya** which are little balls of sweet and chewy sesame and molasses

You also get Bars of **Rahash** -thick sesame paste- and halwa -sugary and sweet concoction with nuts.

And at the end of the meal or as an accompaniment with the sweets, tea or coffee or in other words 'Gahwa' which is made from roasted coffee beans and cardamom, and is a traditional beverage and is often served with dates, dried fruit, candied fruit or nuts.

So far all that has been mentioned is just a glimpse of a vast variety of possibilities to indulge our taste buds in Since Kuwait is diversified with many cultures and has a lot to offer.



As for desserts, you can have **Qors Oqaily** which is basically a Kuwaiti sponge cake traditionally made of eggs, flour, sugar, cardamom, and saffron with sesame seeds sprinkled on top. The result is a dense yellow cake that is spectacular especially with a cup of tea with milk.





Shreea Bose

BCA  
3<sup>rd</sup> YEAR

# ERROR 404

[ Genre – Horror ]

*“The page you are searching for is not found.”*

Soham was sweating profusely, droplets trickling down from his forehead to his cheeks with every heavy breath. His heart pounded hard against his chest. He looked around. The air conditioner which had stopped working a week back had suddenly sprung to life. How was that possible?

His phone buzzed once, breaking the eerie silence in the room. A message chimed in from an unknown number :

**It said, “ERROR 404: NOT FOUND.”**

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Soham was a fresh college graduate when he just got a job in one of the smaller IT firms. The pay was meagre - so meagre that his father couldn't boast about his son being an engineer, meagre enough for his long-term girlfriend to find someone else who earned twice as much as him. Soham was not a dumb student either. But he lacked confidence and a good extra-curricular sheet to support his grades. So there he was, stuck in a small company with a salary worth peanuts, working a nine to nine desk job.

“Keep your salary to yourself. We made so much investment and all you could do is get a salary worth your pocket money,” his father said as Soham returned from the office with his first paycheck. That night, Soham opened his social media to find his ex-girlfriend posting a new picture - “You know your worth when he treats you like a queen.”

Soham felt angry, so angry that he wanted to break everything and scream at the top of his lungs. But he kept quiet. The storm was building inside him, he couldn't let the world know what he felt. He didn't like the job either, but as they say - ‘that's life!’

The next morning, Soham stood at the bus stand, looking at his watch time and again. He was running late. He stepped forward and looked at a distance, only to find the bus approaching.

Out of nowhere, something came flying and fell right in front of his feet. On other days, he might have ignored it. But there was something which he could not overlook - a yellow leaflet with a question mark drawn in black on one side. He hesitated, picked it up and turned the paper

‘Job at the call centre. Payment - 70,000 per month. Added bonus if you work well.  
For details, send us an email. Mail address at the bottom.’

Seventy freaking thousand rupees a month! Soham felt the ground beneath him slipping. He could read further, the bus had arrived by then.

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Sitting on his office chair, Soham read the leaflet again and again. Only an email address was given for further inquiry. The company did not even have a logo! What if it was a fraud? For sure, it was a fraud! How else can a company pay its employee seventy thousand rupees, that too for working at a call center? But then, it was easy to cash! How hard would it be? If this leaflet was true enough, all he had to do was answer some calls. Or maybe reply to some emails. Wasn't that what he was doing here?

Without wasting any time, he opened his desktop and typed a letter adjoining his resume. After all, he had nothing to lose, right?

The reply came to him at night.

"Mr Soham,

Please be present at our office at the enclosed confidential address."

Soham quickly checked the address on his map. One hour from his home. Great! Soham felt happiness blooming inside him.

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The office was not exactly a corporate office. A dingy worn-out house with a board read "Nilam enterprises". Soham pushed the dingy gate and walked inside. The stairs led him directly to the first floor. An old man was seated in front of the desk with loads and loads of paperwork around him. Soham knocked at the door.

"Your name please?"

"Soham. Soham Das!"

"Please come with me."

The old man gave a firm look at Soham before guiding him inside.

Once he entered, he saw people working on desktops. It did not look like any corporate work because most of them were on social media. Were they getting paid to be on social media? They stopped in front of a door. The old man knocked the door, and said -

"Sir, He is here."

"Send him in," a grungy voice came up from inside.

Soham entered. A man with a receding hairline sat on a chair. In front of him was a laptop and a mountain of files scattered across the table.

"Hello, Mr. Soham."

"Hello, sir," Soham said, a bit confidently.

"So, why do you want this job?" the man flatly asked.

Soham was not prepared for that. He couldn't answer the man that it was the money that attracted him. He felt uneasy and shifted in his chair. The man looked at him with his keen eyes.

"Money, right?"

Soham looked at him with big surprised eyes.

"Please sign here. This is a confidentiality form."

Soham nodded and signed.

The man took the paper, checked it and kept it in his drawer. "So, Mr. Soham, have you catfished anyone before?"

Catfished? Did it include the pranks he had played on his friends in college? Before Soham could speak, the man continued, "It is not hard to get catfished nowadays. It is even easier to lure people and earn easy cash, if one knows the art."

Soham was surprised. No one had called catfishing an art before!

"Look Soham, the thing is simple, you catfish a man, you earn a certain amount. The amount gets deposited here, at our bank accounts. At the end of the month, you receive your cash. If you earn more, you get the incentive."

Soham was sweating. Now, where did he end up? On one hand, there was an irresistible urge of earning easy cash and making his life better. On the other hand, it was the fear of doing something illegal. But the dreams of getting easy money and easy life overtook his sense of doing something just. He wrote his day of doom on that day itself.

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The next few months went by in a blur. Soham had first agreed to work there as a part-timer, but when the money started flowing into his pockets, he quit his previous job and dedicated his whole day catfishing people. Since he was fluent in English, it was easy to trap rich college going students, middle-aged businessmen, and other technologically challenged or naïve people. The entire chats and phone calls revolved around one certain private server. At a certain point of time, when the job was done the only thing they would see when tried to connect to him, was a message displayed in the server - ERROR 404 : NOT FOUND

The cash department was handled by Ravi Ahuja, the boss, who was indeed very happy with Soham's work. But Soham was not satisfied. He had money flowing into his pockets, his family was happy and quiet, he was revered by his friends, but he lacked the interest to work. Things were becoming monotonous.

So he decided to spice up his game. He posed as an eligible person to elope now. What's more interesting than a chase? The results were over the top. Responses flew in like never before! But by the end of the month Ravi came up to him and said, "Soham, I think you should stop this."

Soham laughed, "Seriously? Weren't you the one who told me cat fishing is an art? So I am an artist now!"

"Soham! We were looting people who were naïve and had excess money! But this? This is playing with emotions! Imagine what happens when the women actually get to know that the man they were supposed to run away with doesn't exist in real life? What happens to the men who deposited all their life savings to get married to a woman who is not even a woman?"

"What happens?" asked Soham, mockingly. "Something you can't even imagine!" Ravi looked worried. "Come on Ravi! I had not signed that paper of yours to deal with human emotion. All I need is money. If you don't want it you can give them all to me. Don't taint your black heart with drops of goodness."

Soham packed his laptop in disgust, and walked out of the office, irritated.

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Soham was having dinner when his eyes fell on the news.

A man had committed suicide after he found that the woman he was chatting with was a fraud. He had deposited all his life savings into a fraud account and that morning, on getting to know the truth he hung himself. The police couldn't trace the account. Nor could they find any substantial evidence in the room.

Soham stopped eating as soon as the face of the man flashed. He knew the man! His name was Rajat Bagchi. He had started talking to the man a week back. It was easy to lure him. All alone in the world, the man needed some company. It was an easy bait. The man got so overwhelmed that someone wanted to talk to him, and that too, a woman.

Soham's phone rang. He looked at the screen. An unknown number. He picked it up.

"Hello?"

No one replied. But he knew someone was there, whose silent breaths hit his ears, loud and clear. And before he could ask further, the line went dead with a tone. Soham tried not to pay any heed to it. He finished his dinner and slowly made his way to his room.

As he put his foot in the room, his eyes went straight to the desktop set right at the corner of the room. It was off till then, he clearly remembered. But now, it was not. The screen blinked with a message:

'Error 404 : The page you are searching for is not found.'

Something didn't seem right, for sure.



He closed his bedroom door and walked towards the screen. The screen showed one of his photos. It was him working on his desktop at the Nilam Enterprise office. He clicked the arrow button. To his surprise, it zoomed and showed him working on social media.

Soham was now sweating profusely. He clicked again. It showed him texting Rajat Bagchi. The next photo showed the love chats exchanged between them. The next, showed him closing the desktop. The next to him getting up and leaving. The next one..

Wait! Was that his home?

Yes. It was for sure.

The next one showed him eating and watching the news!

How could that be possible? The visuals were clear. But, how could someone be clicking his photos while he was eating?

His throat was dry now.

The temperature had dropped down, even if it was just April. With shaky hands he clicked on the arrow again. This time it showed him standing near the desktop.

He clicked again. But what was that?

That was the man! The man who committed suicide! Rajat! Standing right behind him. He screamed and turned around. But there was no one. His phone chimed, he opened it. Unknown number.

The message read - "ERROR 404 - NOT FOUND?"

Puzzled, he turned towards the screen, and clicked the arrow again. He was not ready to see what awaited him. Something, which pushed him to the edge. Something which forced him to scream at the top of his voice which no one could hear.

It was a photo of him lying on a pool of blood - eyes filled with terror, with blood running out of his veins.

How could that be? How's that possible?

He clicked on the arrow again, but the cursor did not move this time. The screen freezes for a bit. And, suddenly it turned yellow..

A question mark flashed.

Down below, there was only one line written -

**'ERROR 404 : NOT FOUND.'**

The next day, his dead body was all over the news channels.



Namandeep Singh

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1<sup>st</sup> YEAR

## WHY ARE WE MISSING OUT IN ADDRESSING PERIOD POVERTY?

Society has put an untouchable encompassing period and feminine wellbeing, as though we ought to be embarrassed about this essential concept that keeps the human species alive. Period poverty is regularly portrayed as insufficient access to menstrual items, and schooling around cleanliness has been a genuine hindrance in the running after feminine uniformity. Moreover, our general public regularly neglects to accept ladies who bleed proudly.

The period itself is an exceptionally implicit and quieted subject in our general public. Yet, every day, many menstruators endure lasting results in light of these marks of disgrace.

It is likewise imperative to recognize in discussion around the time frame, not all menstruators are ladies, and not all ladies bleed. There are ladies across the globe not encountering the menstrual cycle because of different ailments. We need to participate in a conversation around periods past sexual orientation.

In 2017, the Indian government named feminine items as luxurious items; however, in July of 2018, the Indian government eliminated the expenses to make them more open and easily affordable to everybody. India's drive of excluding administration charges on sanitary napkins has not been affected to a great extent because of the absence of assets. As per the report of India's service of wellbeing, just 12% of menstruators in India have openness to appropriate period items. The rest of 88% is anyway generally reliant on risky materials like clothes, hay, sand, and debris as their own elective, which risks their health opening them to irresistible urogenital disease like urinary tract infection (UTI), bacterial vaginosis with skin bothering, vaginal tingling, white and green release, etc.

An average of more than 40 percent of students in India resort to missing school while menstruating due to social stigma, isolation, embarrassment, and inaccessibility of products. As a result of such ineffective, unhealthy measurements and lack of education and awareness, young girls are exposed to physical health risks early.

The shortfall of a female-friendly climate in educational establishments adds to the emergency further. The restricted and non-accessibility of female instructors in the nation, particularly in distant territories, can be recognized as a difficult issue that remains unattended. Moreover, the social stigma connected to menstruation prevents male educators from participating in any such conversation. Consequently, in India, on many occasions, feminine items are not viewed as essential. In many parts of India, bleeding ladies are seen as dirty, impure, untouchable, or a shame due to social and cultural norms. This mindset needs to change soon.

It is essential to develop a development without rejection of any powerless menstruators that are young ladies with physical and mental handicaps, trans-men, juvenile young ladies living on roads, youngster workers, and people in regulated adolescent places. There is a solid limitation among guys to find out about these issues as a repercussion of disgrace and shame related to the cycle. It is significant that both women and men should be considered equally important for conversations around the period as this can set up a scaffold of comprehension past friendly shame. Because of the phonetic variety, the nation over it is fundamental to underscore how much training must be defined in vernacular delicately to connect with the grass root.

It is essential to include menstrual products as part of our everyday essential commodities and discuss how bleeding every month is not a luxurious experience. However, the compulsory



availability of vending machines in schools and public toilets in the country can only be successful if proper funding for the constant availability of enough resources is provided and proper monitoring of these advocacies.

It is time that we uproot this stigma and create a healthy, safe bleeding space for women. It's time to celebrate Women.



Abhilasha Rath

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1<sup>st</sup> YEAR

# A QUITE: SOLITUDE IS THE AIR WE BREATHE!

**“Solitude matters, and for some people, it’s the air they breathe”-SUSAN CAIN.**

Sadly, the harsh truth is, Most of us are afraid to be alone. I’m talking about the ‘no cell phone’, ‘no Wi-Fi’, ‘ALONE.’

When was the last time you were by yourself and didn’t try to sweeten, avoid, or super-change the moment? Were you fearful, anxious, or hungry for something more?

Many of us have gotten closer to experiencing the kind of solitude long sought by monks, nuns, philosophers, and misanthropes during the pandemic. This lockdown time has not just been about enhancing culinary skills, learning new languages, or about art, music, books, films, plays. Instead, a discovery that life is- quite literally- about BREATHING.

However, modern society has developed some negative associations with the idea of being alone. We live in a culture that celebrates extroversion and sees introversion as a weakness or something that one needs to overcome. In an article, The Atlantic, Brent Crane correctly observed, “Humans have stigmatized solitude. It has been considered an inconvenience to avoid punishment in a realm of loners”. Maybe that’s why some fear being alone so much that they would opt for electric shocks rather than focus on their thoughts. Well, I am looking into this as a significant issue.

“Loneliness is the poverty of self; solitude is the richness of self.”

-May Sarton.

There is an important distinction to be established right off the bat. There is a world of difference between solitude and loneliness. However, the two terms are often used interchangeably because solitude and loneliness look a lot alike from the outside. Many people are likely to confuse Loneliness with Solitude. Solitude is something you choose to restore the body and mind. Loneliness depletes them. The context of solitude is the attainment of pleasure from within, but this does not necessitate complete detachment from the external world. Solitude carries with its vitality, fullness, and contentment.

I’m sure there’s a happy balance between being alone and being in the company of others. But for me, I prefer to err on the side of solitude. This might sound anti-social to many, but it is just a different way of being social for me. Solitude is my magic elixir. I love my time alone, when I can think, write, plan and reflect. I prefer a more subdued ballad for life; solitude strikes the perfect silent cord. I like nothing better than meditating and writing, both quite solitary endeavors.



While I meditate, I can relate to the calm feeling that overcomes me when I focus only on my breathing. Nature is my medicine; it fills my bank, it heals my heart it listens and never judges, gives me space to BREATH and let go, slows my mind, and wakes me... so I run to nature's lap, over and over again for stillness, to play, to dream, to create, to listen. For me, it is transformational. Each time I'm closer to nature, I feel an immediate sense of relaxation as if an enormous burden is lifted from my shoulders.

I often relate to a quote by Nikola Tesla, "BE ALONE-that is the secret of invention: be alone, that is when ideas are born."

Why do we struggle with solitariness?

Setting aside time to be alone is an essential component of building mental strength and living a rich and whole life. Just 10 minutes of alone time, each day could be enough to help you rejuvenate from the daily grind. Whether you decide to meditate, practice journaling, or go for a walk, it's up to you. But whatever you do, keep aside your electronics and allow yourself to be alone with your thoughts. Setting time aside to be alone can help you reflect on your goals, dreams, and aspirations. It will help you introspect, improve your relationships, boosts creativity and productivity, improve psychological wellbeing, and allow you to plan your life.

As a teen, don't you feel the need to set time aside to be alone?

"Silent time, a bit of sanctuary is all too infrequent for our teenagers. The vast majority of their awake hours are filled with external noise," says John Duffy, clinical psychologist and author of parenting the New Teen in the Age of Anxiety. "They need to be able to generate the emotional sophistication to sit with and process their thoughts."

Some alone time can help. Teenagers who choose to spend time alone aren't necessarily signaling that something is wrong. According to research, solitude can be beneficial in the age of constant social media interaction. When adolescents and young adults choose to spend time alone, solitariness can provide an opportunity for self-reflection, creative expression, or spiritual renewal.

Alone time can help focus on interests and goals without the influence of social pressure, such as those from parents and peers. Alone time can help adolescents become more authentic and even improve their social wellbeing.

Our spiritual energy requires its nourishment. Solitude is one way to foster the spiritual realm of life and renew our spiritual power.

Overall, it may be said, "The human way leads through both human relationships and inner transcendence"; it involves, in essence, a balance between encounter and solitude. We need to build our cultural understanding so that we don't have to be social all the time. Sometimes some alone time is a 'good time.'

So

**STOP AND TAKE A DEEP  
BREATH  
I PROMISE YOU; IT'LL BE**

**OKAY!**





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3<sup>rd</sup> YEAR

## HELPING HANDS ARE BETTER THAN PRAYING LIPS

*"I cannot come to see you, but I'll definitely pray for your health and life."*

*Quite often, this is said by our so-called loved ones' right?*

*Well, let me tell you some facts.*

'A 6 year old kid, hit by a car and fell on the road. He was looking from his tiny little eyes toward hundreds of people watching him die. With a hope that a savior would come and save his life. But not a single hand reached to help him at the scene.'

'A 25 year old software engineer is hit by a truck on the busy roads of Bangalore. Tons of people are watching the scene, and again not a single hand reached to help him, resulting in his death.'

Most of them were busy taking pictures, making videos of his dead body, participating in the misery and blood. But not a single hand reached to help this person, to save his life.

There is no single hand that reaches a begging kid on the streets by offering some books to study. Instead, what a human being does is pull out a few coins, throw them towards the kid and satisfy themselves, quoting that they have contributed something.

There is not a single hand that reaches a hungry kid on the streets by offering some food to eat; instead, what we do is throw away our leftover food, rather than providing it to someone in need.

I believe that we have two hands, one to help ourselves and the second to help others.

So what actually did inspire me to be the helping hand for others, without asking anything in return?

A few days ago, I went to a fruit shop and approached the fruit vendor, asking him how much were the bananas for? To which he replied 100rs, Sir. "And how much for the apples?" I enquired. "200rs, sir," he replied.

In between this conversation, an old lady with a wrinkled and pale face wearing a torn saree approached the shop and asked the same question to the shopkeeper. How much for bananas? He says 10rs. And on asking the price of the apples, he replied 50rs. So she took out a few bucks, handed it to the shopkeeper, took a few quantities of fruits, and left.

As soon as she left, I was in a state of articulation.

With a confused tone, I asked the shopkeeper why he's charging me a higher price for the same quantity of fruits than what he charged the lady.

With a heavy heart and watery eyes, the shopkeeper replied, "Sir, this old lady is all alone in this world, and no one is there to take care of her. I would have given the fruits for free, but she would have never accepted it because of her dignity and self-respect. That's the reason I told her the price, as low as possible, so she could at least afford it with whatever money she has."

With this powerful message within me, I left the shop.

Dear Readers, as you know, we human beings are blessed with the following three gifts by nature: the first is the ability to speak, and no other social animal on the earth can speak their minds. But we humans can do that.

The second is the ability to smile. We humans can smile, loud and bright. While there is no other animal who can smile and express its feelings.

The third and the most essential is the ability to move your hands. No other animal on this planet can use their hands as we do.

Well, we human beings are blessed with essential motor skills. But do we really use it wisely?

The famous activist A.D. Williams once said, imagine what 7 billion humans could accomplish if we loved and respected each other. Just imagine.

Imagine if there was no greed. Imagine if there was no comparison. If everyone was running in their own racecourse but cheering for others at the same time. Trust me, in this life journey; I came across hundreds of situations where I could really help someone. But, instead, all I heard was prayers. Prayers can surely do miracles but in this race, do we consider making an effort to help one another.

Maybe we will never see this in our lifetime; a planet where every individual is equally kind, generous, and helpful. But what we all can do, is start with ourselves. So, start with yourself. Choose to lift others. Choose to be an example. The example of kindness and integrity. The example of compassion and understanding.

"No matter how educated, talented or rich you believe you are, how you treat people ultimately tells all".



Integrity is everything.

Who you are is far more important than what you have, and it will always be. Because who you are is measured by how you make others feel.

And in a world where you can be anything. Be kind.

So, by using these three essential gifts gifted by nature, let's talk to each other properly, let's smile at each other every time, and let our hands be the helping hands. Because the day when we will have someone offering books to the beggars and the day when we will have someone offering food to the needy will be the day when we will see the real evolution of the human being.

So, if you really want to be a well-wisher, try to bring change in someone's life and try being the helping hand.



Rahul Gupta

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2<sup>nd</sup> YEAR

# MYSTIQUE OF THAT SMILE

**Mona Lisa** was painted by **Leonardo da Vinci** in approximately 1503 AD. It features the figure of a woman identified as Mona (or Madame) Lisa La Giocondo, the wife of a wealthy Florence businessman. The painting initially included a column on either side of the Mona Lisa, which framed a mountainous background. It was painted on wood, and after Leonardo da Vinci's death, the panels were cut down on either side resulting in the panel we see today.

Mona Lisa's beautiful smile appears to change, and her eyes seem to follow you as you move about her. Her proportions have been examined extensively, and Leonardo appears to have made extensive use of the golden ratio (PHI) in its creation. We have outlined some of the more obvious benefits of PHI in the painting here. In the overall portrait, the distance from the bottom of Mona Lisa's right fingers to the top of her forehead is 1.618 times, and the distance from the bottom of her right fingers to the base of her neck. The right side of her face is then in smaller proportion to the original golden rectangle.



**Some other ratios that are in golden proportion (1.618: 1) are as follows:**

- The distance starting from the base of the neck to the center of the pupil and the base of the neck to the top of the forehead.
- The distance from the right side of the face to the right side of the top of the nose and the width of the face at that point.
- The bottom of the chin to the bottom of the lips, and the bottom of the chin to the bottom of the nose. There are other examples of the use of the golden ratio throughout this and other of his masterpieces. Leonardo da Vinci believed there was an aesthetic link that connected humanity and nature in the Golden Proportion.

## Now, what is the golden ratio?

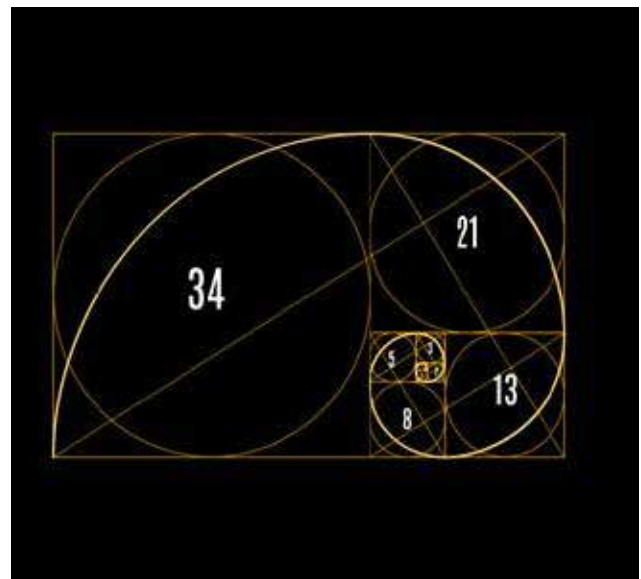
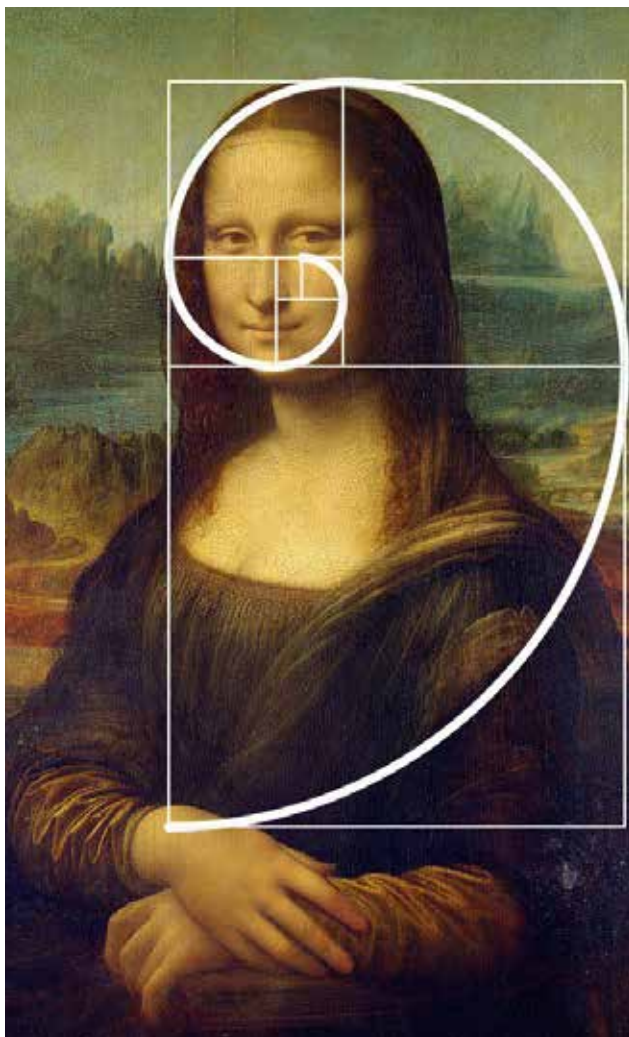
The golden ratio is also known as the Golden Section, Golden Mean, Divine Proportion, or the Greek let-



ter Phi; the Golden Ratio is a unique number that approximately equals 1.618. The ratio itself comes from the Fibonacci sequence, a naturally occurring sequence of numbers that can be found everywhere, from the number of leaves on a tree to the shape of a seashell.

The Fibonacci sequence is the sum of the two numbers before it. It goes: 0, 1, 1, 2, 3, 5, 8, 13, 21, and so on, to infinity. The Greeks developed the Golden Ratio to express better the difference between any two numbers in the sequence from this pattern.

Today, the Golden Proportion is prevalent in art, architecture, music, nature, photography – and some say even in the stock market. The balance and harmony achieved using this ratio can be readily transferred into your home's design and décor. It can be incorporated into one of our customized rugs - ensuring a naturally pleasing addition to your home. It is essential that you take the time to ensure your new rug will suit your setting. With Coastal Style, your new carpet can be custom crafted to meet your needs to the inch.





Rakshita Sharma

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## NEW BEGINNING

Every day is a new beginning, and beginnings are beautiful. Every day when we wake up, we have a new chance to prove ourselves. It's not just the first day of the year or the first day of the month. We can make resolutions every day and any day. Regardless of how bad yesterday was, when we start a new day, we get the opportunity to start afresh and learn from our mistakes and make the best use of them to achieve our goals.

Every beginning comes from another beginning's end. With every beginning, there comes an opportunity. For instance, it could be starting a new semester, moving to a new city, starting a new relationship, or quitting a bad habit. It will always be different from our usual daily routine, and it can be excruciatingly difficult to walk through the doorway of a new chapter in life. However, there is a feeling of happiness and the anticipation that great and wonderful things will happen.

In some cases, even though a new start can also mean bidding farewell to someone, we don't want to, ending a career, leaving our home, etc. But that's how life is, and the future is unpredictable. We don't always get to choose what we want. We are unaware of when our life is switching gears. All we can do is accept what comes in our way and face every problem with bravery, keeping in mind that everything ends for something new to start.

The thing with new beginnings is the start and end all the time. We are too captive in our world to notice them. But changes do occur, and it is because of those small changes that we are able to make big changes. We usually don't like to think out of the box or go out of our comfort zone. However, in order to start something new, we have to let go of the need to control the future and take risks. Taking risks is scary, but we need to challenge ourselves and take that step; we need to come out of our comfort zone. A new beginning does not happen overnight. There is no magic; one morning, we won't wake up and find changes everywhere. So to achieve something, we have to be determined and keep pushing for the change we want to see. It is up to us if we're going to see the glass as half full or half empty. Indeed, there are few things out of our control in life, but there are also things under our control. It often said,

"We are always one decision away from a different life." So, we should be bold enough and take that decision. The past is gone; the future is uncertain, but it is the present that we are gifted with. So each day, we should wake up and treat it like a fresh start, be bold, take the steps, and the chances that we always wanted to.

As Marsha Petrie Sue once said, "Every day is a new beginning. Treat it that way. Stay away from what might have been, and look at what can be."





Sraddha Kishore

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## “THE ADULTING JOURNEY”

Young adulthood is a period of maturation and change. The changes are not just physical but also mental. The majority of the college students are young adults who go through the transition from being just a school student into someone introduced to a new world of responsibilities and decision making.

The adulting journey for young adults is quite challenging; From being teenagers who are showered with parental love and care to someone who has to now shoulder responsibilities. In this adulthood process, one must be optimistic about their decisions and learn from their mistakes. As the whole journey from adolescence to adulthood would be a lifetime experience.

Adulting is centered around time management, learning life skills, and maintaining interpersonal relationships. Also, we must work hard and learn to take risks when an opportunity is before us and be confident about it. With the gradual changes, we need to make certain social, professional, and lifestyle choices.

During adulting, one devotes most of his time to being productive and advance his skills for shaping a stable career and meet the expectations of the family and society. Unfortunately, in the race of fulfilling the expectations of society, people lose hope and confidence. The race is tough, and if they can't match their pace, they curl into a ball of self-doubts. However, having a reasonable timetable will help one manage work easily and reduce stress.

These examples would help in maintaining balance in time management and would benefit in work. Further, learning daily life skills such as cleaning the house, cooking is all part of adulting routines. For professional works, basics on report writing, team dynamics are essential. These basics are crucial to our success as adults and foster balance in all aspects.

Also, self-care and mental health must be one's priority. These processes establish internal and external balance. For healthy interpersonal relationships, you should be able to self-reflect, empathize, and motivate each other to ensure a balanced relationship.

Altogether, adulting is tough. However, it is essential to focus on balance and efficiency. Adulting is a gradual process, with every day being a small measure of progress. Remember not to be hard on

yourself as we all are learning as we go through these changes, and by helping each other, we can go faster along the road to adulting.

Life is about enjoying every minute to the fullest. This phase is crucial but should be enjoyed. It is a journey where you can walk only once. Make sure you make it a memorable one. We often find people around us quoting, 'Adulting is hard, but honestly, what comes easy in life? Nothing right. So, it is important that we do not let such statements affect us. We all have different minds, different goals, and different ambitions. Hence, we will have different experiences around the same.

It is important for us to remain deep-rooted in our values and belief system. It is our ethics and morals that take us a long way. So live every phase of life wholeheartedly and embrace what life brings to you. Moreover, age is just a number; always be a kid full of life.





Subina Rijal

BBA  
2<sup>nd</sup> YEAR

# DIGITAL MARKETING AND SOCIAL MEDIA INFLUENCER

## DIGITAL MARKETING

**“Don’t push people to where you want to be; meet them where they are”- \**  
**MEGHAN KEANEY.**

A perfect example of digital marketing, isn't it? I never thought that I would stay at home and get world-class services at my doorstep one day. But look, it is no more a dream since everything has turned digital now. Almost everything has turned digital, from schools and colleges to businesses and events, making this new world a global village. Who would have thought that a mere pandemic will stop the world from moving out of our house? But the real question here is who cares? Nobody, right? Because we are all blessed with great technology, and it has made everything possible to us, and maybe it has a lot more to offer in the future. We are getting all the services sitting inside our home, be it food, products, or salon treatments, and they are possible with a single touch. Since I am talking about technology, it has blessed us in all the factors, or let's say in terms of goods and services. While we had to wait for months to get letters today, we get every piece of information within a matter of seconds. Also, there are a lot of other examples. But the real revolution started after the worldwide lockdown due to Novel CoronaVirus. All the businesses, offices, and schools were shut down for the sake of people's safety worldwide, and then as always, technology showed us the way to the new normal. Businesses were blessed with technology, and everything shifted to work from home. Services such as schooling, products, and services were served through an online medium.

HERE, the thing that promoted works and services in the online medium is digital marketing. Yes, digital marketing! Digital marketing is a concept where the advertisement is done through digital means such as search engines ( Google, yahoo, bing, etc.), websites, social media (Facebook and Instagram ), apps, and email. 3-5 years ago, maybe we were not aware of the term digital marketing. We only saw ads on broadcast media and newspapers, but today, we can see thousands of ads on social media, search engines, apps, and websites from morning to evening. One such example can be our college itself; 2-3 years back, it gave ads about admissions through banners, broadcast media, newspapers, and so on, but after the pandemic, it's ads on traditional means as well on social media, websites and search engines too.

It is said that digital marketing was introduced a few decades back, but it was not as trending as it is now. Today the digital marketing industry is a billion-dollar industry. People can choose the goods and services after doing good research on their devices from wherever they are, and that's how easy



digital marketing has made access to things to people. Digital marketing, also known as non-linear marketing, is multiple channel marketing as it shows ads in almost all channels and makes it easier for consumers to reach out to them, solve their queries, and helps them get the product or services of their wish within a few times, unlike other one-way advertising.

A new trend of online courses is leading the market digitally, where thousands of courses on digital marketing are available worldwide. Some of them are free while some take charges, mostly they charge. Few such examples are unschool and udemy. But, of course, it is free.

While there are many advantages of digital marketing, there are also some disadvantages to it; some of its examples can be the concept of digital marketing can be copied, and also they are time-consuming.

## WHY DIGITAL MARKETING ONLY?

- We don't have to pay in bulk within some thousands of rupees; we can successfully promote our business in the digital market.
- Also required a very few items such as our own PCs and mobiles etc.
- Needs less time in marketing; we are not required to invest all our time in marketing.
- There are various ways of doing digital marketing, and all the ways are accessible to us with few clicks.
- More income compared to other ways of marketing.
- This is the future due to the rapidly changing world depending on digital means slowly and steadily.

## SOCIAL MEDIA INFLUENCER

Among all the options available in digital marketing such as social media marketing, search engines, websites, and apps, social media marketing is the most famous and very influential. Social media influencers are playing a very important role in promoting that. Like I did mention previously that every information is available to people



worldwide within a matter of seconds. This is one of the reasons why that thing is possible. Social media influencers are those people who influence people on social media with their work or the people having a vast number of followers on social media. When they show people the services and products they like, their followers get influenced by them, and they tend to buy them as well or use them. In this way, social media influencers are promoting digital marketing and helping businesses grow. Let's remember when our favorite superstars used to do the advertisement or still do promotion, through which we got to know about various products, and those products have become a brand today. This is how social media influencers connect people from multiple brands and help businesses set milestones.

## WHY SOCIAL MEDIA INFLUENCER?

Let's suppose I am doing a business of a clothing line. I am very new to the business world. I have no knowledge of the audience I am supposed to target so, I will think of paying some amount to an influencer with 10-15k followers and a few of my friends with high followers so that they will promote my business in their accounts and all the people in their accounts will know about my business. Then my business will start growing slowly or steadily. Also, let's say your business is doing wonders but still if you want to succeed in it, you can ask a big celebrity to promote your business by paying them, for example, these days Netflix is doing so, despite growing so much they are still promoting their brand on social media be it Facebook, Instagram, youtube or Twitter. They are appointing individual content creators of youtube such as Kusha Kapila and giving them a show on youtube to host in which they create their own humorous content about the movies and tv shows of Netflix and review them. This way, they are attracting their followers to take subscriptions on Netflix and watch them. I think these examples are enough to know the roles of social media influencers in digital marketing.

To start something new, we have to let go of the need to control the future and take risks. Taking risks is scary, but we need to challenge ourselves and take that step; we need to come out of our comfort zone.

A new beginning does not happen overnight. There is no magic; one morning, we won't wake up and find changes everywhere. So to achieve something, we have to be determined and keep pushing for the change we want to see. It is up to us if we're going to see the glass as half full or half empty. Indeed, there are few things out of our control in life, but there are also things under our control. It often said, "We are always one decision away from a different life." So, we should be bold enough and take that decision. The past is gone; the future is uncertain, but it is the present that we are gifted with. So each day, we should wake up and treat it like a fresh start, be bold, take the steps, and the chances that we always wanted to.

As Marsha Petrie Sue once said, "Every day is a new beginning. Treat it that way. Stay away from what might have been, and look at what can be."





Surbhi Kumari

BBA  
1<sup>st</sup> YEAR

# THE BEAUTY OF LITERATURE.

**“Literature is one of the most significant and interesting expressions of humanity  
- P.T. Barnum.”**

A perfect example of digital marketing, isn't it? I never thought that I would stay at home and get world-class services at my doorstep one day. But look, it is no more a dream since everything has turned digital now. Almost everything has turned digital, from schools and colleges to businesses and events, making this new world a global village. Who would have thought that a mere pandemic will stop the world from moving out of our house? But the real question here is who cares? Nobody, right? Because we are all blessed with great technology, and it has made everything possible to us, and maybe it has a lot more to offer in the future. We are getting all the services sitting inside our home, be it food, products, or salon treatments, and they are possible with a single touch. Since I am talking about technology, it has blessed us in all the factors, or let's say in terms of goods and services. While we had to wait for months to get letters today, we get every piece of information within a matter of seconds. Also, there are a lot of other examples. But the real revolution started after the worldwide lockdown due to Novel CoronaVirus. All the businesses, offices, and schools were shut down for the sake of people's safety worldwide, and then as always, technology showed us the way to the new normal. Businesses were blessed with technology, and everything shifted to work from home. Services such as schooling, products, and services were served through an online medium.

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Shreyashi Deb

BBA-HM  
1<sup>st</sup> YEAR

# THE ROLE OF A WOMAN IN A SOCIETY

Woman. A small five-letter word that holds the world in her gentle and caring arms. From the beginning of life till the end of life, the importance of a woman can't be defined in words or any mere language. Hands that guard the world against the pain and harshness of reality. Since the beginning, women have been the backbone of society as well as the universe itself. Managing the world as a mere human and holding the weight of the whole world as a goddess. She is extraordinary, swapping roles as necessary to help and comfort.

A woman in our society is treated in the most derogatory way possible, often referred to as the weak and fragile. But that is not the case when you consider how strong she can be outside and within. She is not just an ordinary human. She is a fighter and a survivor, to say the least. Everyday she fights against people trying to bring her down, people who don't believe in her, people who just want to see her fail for their own amusement. But no! She fights back each and every time, fighting for what's right with confidence and ease because that's what makes her a real woman. A real woman does not back down. In the role of a mother, she is like a lioness in the wild, she is the fiercest thing you'll ever know with emotions and feelings. She protects her children like a gentle giant and stands like a guardian angel protecting her kids by any means necessary. She is affectionate yet bold because that is what she learns from this world. There's no place for the weak. There's no looking back.

No, we don't kill her before she's born. No, we don't scar her childhood by marrying her off to reproduce. We don't stop her growth, we don't retard her beautiful mind. From birth to death, we see her achieve the crescendo of glory, we see her stumble, we see her stand, we see her soften, we see her ferocious, we see her live. We see her fly, fly so high that she conquers the vast and limitless sky and paints it with her colour of choice.

A woman plays several roles in her lifetime. Once she fixes up her mind, there isn't a thing that a woman cannot be. She has smashed every shackle of patriarchy and made her place in society. She has earned every bit of it. With every passing day, women of our society, roar success. They are fearless, they are determined and they are opinionated. Above all, they are independent.

To quote from a book by the famous Indian-American author, Chitra Banerjee Divakaruni ~ "Wait for a man to save your honour, and you wait forever", and needless to say I have never come across another more empowering statement than this. Women today are extremely aware of their need to stand up for themselves and to be honest, they need nobody else to be their staff.

The status of women has undergone a gradual yet dramatic transformation over the years. No longer are women confined to their households. With time we have seen a revolution in society regarding women. The era of male dominance has been shattered by the new era of equality, an era where a woman is not discriminated against for being a woman. An era that recognizes and respects the





contribution of every woman, an era that even acknowledges and empowers the selfless and unpaid contribution of every housewife in every household. This is the era of liberation and growth.

A woman juggles her life like a pro. She manages her outer world and the personal world in a state of equilibrium. She is aware of her strengths and weaknesses but they don't make her weak. They motivate her to push through the barriers. She is not just a daughter or a wife or a girlfriend. She is so much more than that. She breaks the walls of patriarchy and rises up to her full glory showing her skills and talents that the world wanted to bury down. She is a role model to all the women who don't feel so confident about themselves and are shunned by the darkness of people. She is the light that shines through the break of dawn, enlightening the flicker of hope to thousands and thousands. She falls but she never breaks down. She builds herself up in such a way that she is even better than she used to be. Words can never hurt her because her ambition is strong enough inside her soul. She is a dreamer with the power to grow and nurture. She is a phoenix, born from the ashes of pain but destined to fly high showing her graceful exuberance in a manner of delightful glory that would give rise to thousands of symphonies of hope inside millions of hearts.



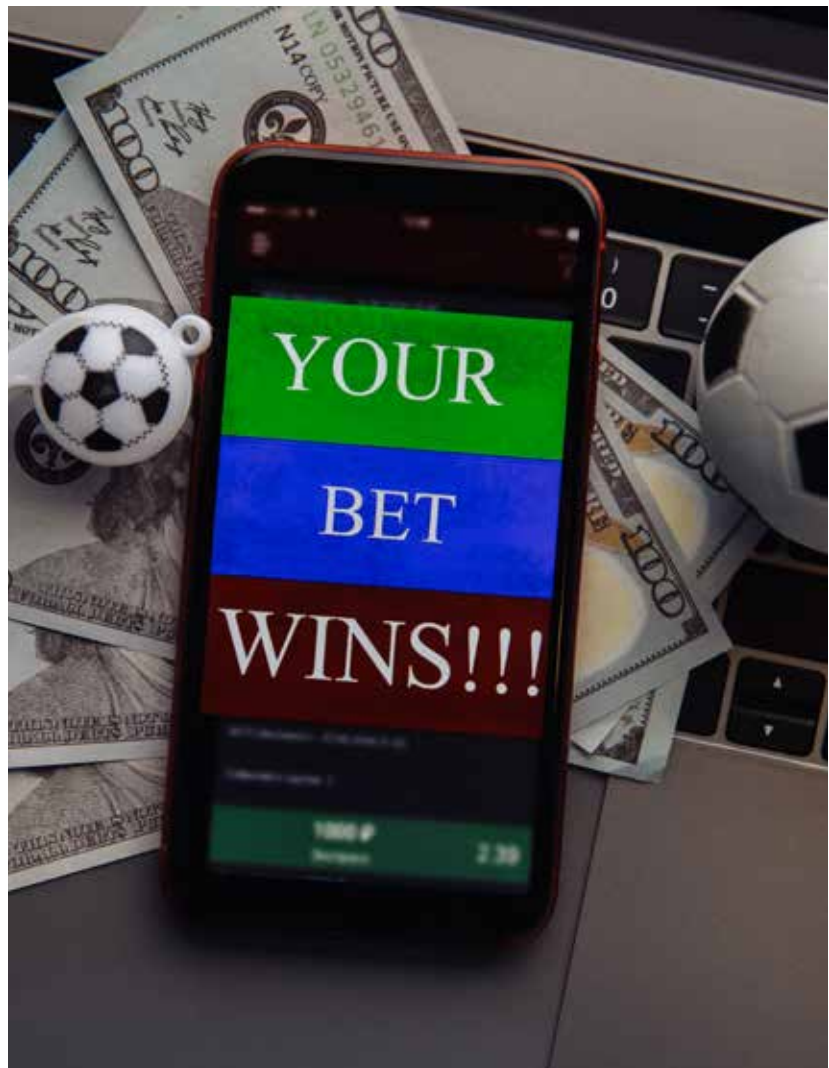
Debraj Sharma

BSM  
2<sup>nd</sup> YEAR

# CORRUPTION IN SPORTS: A SERIOUS THREAT TO GAME

Sports have been an integral part of human lives. Today the popularity of sports in every part of the world is gradually increasing. Sports like football, basketball, cricket, volleyball, tennis, etc., have become very popular worldwide. In many countries, worshipping sports is common, and people often call players the God of the games. The fans are crazy about the game and their players.

In European countries, football is the most popular sport, while in South Asian countries, cricket is common. Fans cheering for their favorite teams and favorite players is a sight worth watching. Sports events like FIFA World Cup, UEFA Champions League, ICC Cricket World cup, and Olympics bring the fans closer to the game. They get to watch their favorite players play and win for their respective countries or clubs. People travel across cities, countries, stadiums to watch their teams play and win. However, over the years, the morality of the games are deteriorating. Players have started using sports as a tool to earn a hefty amount of money. As a result, they care about their team and fans less and are



instead indulging in wrongdoings, affecting the spirit and overall image of the game.

Crimes such as spot-fixing, doping, etc., have become very common. Spot-fixing or match-fixing negatively affects the spirit of the players and competitiveness in the game. For some amount of money, players tend to cheat on the game and their team; it is usually prevalent in cricket, but there have been incidents of match-fixing in other sports as well. Sadly, not only players but sometimes coaches and even referees/umpires are also involved in match-fixing.

Moreover, I strongly feel strict action should be taken against players or coaches found guilty of match-fixing. They should be penalized and forbidden from the game for a lifetime. Another common crime is doping. It's not a new term in sports. Players, for good performance and to win medals, take certain drugs, medicines, or injections which would give them extra energy or stamina. Again this is a crime and should be considered a punishable offense as this leads to an unfair game. The practice of racism has also become very prevalent in sports. This is one of the growing concerns currently in sports. Players are discriminated against based on their skin color and religion, too, to an extent. Especially the blacks who are abused. In European football leagues, there have been many instances of racism in recent times. If a black player is playing better than a white player, he is criticized and abused, affecting the sportsmanship spirit.

All the sports federations and event councils should look after these major crimes and must take strong actions to maintain the game's ethics.

The love for sports among fans should not fade away, and the spirit of sportsmanship should remain the same for the years to come. Players should have mutual respect towards each other and the game. Sports should always be played fairly and with utmost honesty.

"True Heroes are made of Hardwork and Integrity."





Ayesha Sarkar

BMS

1<sup>st</sup> YEAR

## BEAUTY STANDARDS

Did you ever notice someone's scars?

And asked her "what is happening with your face..eww, you should use turmeric and a besan face pack. It reduces the scars, please remove these otherwise no one is going to marry you"

Have you ever asked someone "why are you having so many dark circles, don't you sleep at night? It's looking like sunglasses/ panda eyes"

Did you ever pointed someone and said "hey nigga come here" or "black bull is here" "turn on all the lights otherwise we can't see you"

Did you ever ask someone "from which atta u make your chapati?" "Don't eat so much, just eat vegetables" "don't sit on that chair, it's going to break by your heavyweight"

Have you ever said to someone "why do you wear pink and florals even after being a boy?" "Why do you put on makeup like girls?" "You should go to the gym for being a little more masculine" "why you so fair" "why you so short" "why you so dark" "why you shaved your head" "why you such a tomboy" so on and on.....

Did you ever ask that girl with scars on her face that how's she feeling with so much acne pain, to that girl with dark circles that how's she doing and tried to make her comfortable? Have you ever tried to notice how that guy with a dark skin tone tries to hide whenever his friends ask him to be in a photo with them?? Did you ever ask that fat girl how much pain she





suffers in her periods because she has PCOS? His metabolism is so slow that he can't get fat, he'll be skinny even if he eats the whole canteen and no skinny person flies during a storm. Maybe that guy you bully because he loves to wear pink and florals just feels confident in his own choices of clothing and you need to appreciate him by saying "you look good in this colour". Why always they need to answer if they're different from your beauty standards and social standards.

These people are already suffering from their insecurities and anxiety. Every morning they fear to get out of their house so that they don't have to answer your questions. Now on if you consider someone "UGLY" then please avoid them if you can't appreciate them instead of bullying them.

Beauty can never be defined and explained by how a person looks from the outside.

The standard of beauty has been hung high in fair and clear skin. But in the end, the only thing that matters is what's inside of a person. The way they treat people around them. The vibe they set. And while going through all of these the only thing that matters the most is "self-acceptance" It's all about how you see the person in the mirror.

Never let the negative comments, judgements and criticism affect you instead believe in your worth and accept yourself for who you are.

Be kind, humble and keep spreading positivity.





Gargi Sharma

BMS

2<sup>nd</sup> YEAR

## FOR ONCE I WAS THAT KID

I see kids running around, playing, jumping, laughing and just having the time of their own oblivious to the harsh realities of the world. Not a single one shackled by the heavy chains of responsibilities or threatened by the sharp knife of expectations. Not a care in the world. The wind blowing in their hot rosy cheeks and tiny pigtails bouncing up and down as they skip. Toothless grin spread across their face and the scraped knees make them the winners of the day. Racing and competing with each other, these little ones', win some while lose the rest but enjoying every single of the game. My heart gets heavy even by thinking that these little chippers are yet to run in the race of life. Toddlers taking uneven steps, their mother rejoicing in their small achievements. The sweet and innocent laughter ringing in my ears reminding me of the laughs I haven't laughed in many years. Stumbling to the walk to falling and crying, and their mother coming to pick them up, reassuring their young brave knights who don't lament.



It's getting dark now yet their energy doesn't seem to exhaust. Only if the time would be a little gentler and freeze so they could play on forever. Their names echoing in the winds now, just five more minutes is what they want. With hands and feet covered in dust and mud with sweat dripping down their foreheads, unwillingly, they make their way back to their homes. Even as they are being dragged, they yell, promising each other to come back the next day. Oh! If only their gullible minds were unaware of the fact that these promises will be broken in times to come.

And then reality hits me, these kids wouldn't be the same for long. These friendships won't last too long. Some will drift apart because of the choices they make and some will break because of misunderstandings they never intended to create. Those laughs will lose their sweetness and innocence; the pigtails will be cut to bobs and puffs; those hands would be stained by inks and the feet will be tied by a heavy chain of responsibilities. The sharp knife of expectations will sting like a bee, hundreds of small cuts left out to bleed; the race of life will have them breathless and tattered without giving them the option to run back home when they are tired, shattering some of the confidence to the core; their ones straight shoulders will then slouched back with burden, trying to hide their emotions behind the curtains. They will fear the sun rays as each ray will bring them rays of responsibilities and expectations that will take away their moonlit smile.

You might be inquisitive and ask me how I know all these things well in advance. Well, for once upon a time I too was that kid whose life was full of beginnings with no ends and everything was forever.







## Rakesh Prasad Sau

BMS  
3<sup>rd</sup> YEAR

# EYES NEVER LIE!

"The eyes are the mirror of the soul and reflect everything that seems to be hidden; and like a mirror, they also reflect the person looking into them." I couldn't agree more when I came across such an enchanting moment, after a toiling day, which made me capture it in a photograph. So captivating, as if it was etched in my head with a sharp knife, scored in the deepest part like some strange work of art.

I have walked these streets my whole life and have seen every corner of it grow with me. Today too, as I walk, I look but with a higher intensity for all I do these days is Stare; stare at the people who have a life not necessarily a motive. It's not that difficult to differentiate as the ones with an aim, a motive have an urgency, a quickness in their steps. while the other one, that I specifically look for, has a blank stare and if looked closely, one will be able to see the turmoils through the sockets. I fix my gaze on the passers-by, imagining a conversation between us that we will never have.

It was not long ago that I met this man walking by the street. This man particularly had a gaze that could stare

right through you. That unblinking, melancholic look on his face is the most captivating thing you can remember seeing. His woeful pupils peeped through his time-worn skin and you could feel your entire body being hit by a gush of sadness. I don't know what that man went through, or what stories and secrets those scars hold but I felt an attachment, a relation to that sadness. and I only wished to comfort him. You could see the time that had gone by had been tabulated on those old round spectacles that he wore which only reminded me that the time is fleeting and there is no time to stand and stare.

The world is a terrible place and there's so little time left; even though you can see him and feel that reflection of sadness, you need a reason to walk over there, and because there aren't any good reasons the world that's good enough, you won't. The contemplation of this given thought ate me up all the time I had and the only thing I saw next was how he simply turned and walked away leaving me with a void in my chest. The sounds of the crowd grew louder and I had snapped back into this horrible reality. Heading back home I tried to decipher the reason behind the void which turned out to be my emotional and mental state. Being a college student I was going through a lot of changes inevitably feeling like I did not have enough time to do everything I wanted. Now that I look at this picture, everything falls into place and it's true to say that the eye sees what the soul feels.

It is also true that every picture tells a story and for me, this particular picture sums up the story of current life.







Ruchika Agarwal

BMS  
3<sup>rd</sup> YEAR

# CONSCIOUS CONSUMPTION

With the increased rate of environmental abuse and social abuse, Conscious Consumption is now the need of the hour. The movement started in Boston, in the year 2003, has brought into light the urgency to protect our Mother Earth from collapsing. We are all aware that every product we buy, every purchase we make has an impact on both the environment as well as humans associated with it, directly or indirectly. Think about the products you use, how many of them, you think, have been made following the safety of the environment as well as its workers? If you were made to witness the production process, would you use it ever again? Do the products you use fall under your ethics and moral conduct while it's made or is it just another money-making business that resorts to inhumane ways to maximize its profits?



## WHAT IS THE NEED FOR CONSCIOUS CONSUMPTION?

We live in times where things happen with the click of a finger. Anything we want is delivered to our doorstep. This convenience has triggered heedless consumption to a great extent. We all have, at least once, ordered a product that came to no particular use and got wasted away. When we make such careless purchases, it's just not the product going to waste but the hard work of labour, the raw materials and natural ingredients all put together. When we think in the broader aspect, heedless consumption has led to two major issues:

**VICIOUS CIRCLE OF WORK-EARN-SPEND:** Today, the product we use defines our identity and our status. Companies manoeuvre rigorous advertisement and publicity to influence their consumers to buy the product, which may or may not be necessary. Our decisions tend to be guided by the popularity of the product and the status it promises in society. The thirst for such products makes us work overtime and spend less time with our family. Little do we think that it's not the product that is important but the family that matters at the end. Children have seen craving for time from their parents while they work overtime for the overpay for the "sake of their children" only to get distanced at the end. And yet, the continuous and unnecessary demands never seem to end.

**ENVIRONMENTAL DAMAGE:** Companies, on the other hand, keep extracting materials and labour to meet these endless demands. This brings us to the graver side of our purchasing conse-

quences. Environmental Issues, like Global Warming and Pollution, are no hush-hush to us. Be it water pollution, Air Pollution, Land Pollution, Radiation, Solid and non-degradable waste, we humans have conquered the ultimatum of all pollution. There isn't a single spot that is not stained with the dirty hands of industrialization, urbanization and globalization. The impact is so high that we can see and feel the pressure on the environment around us. Digitalization has just increased the pace of wide-spread destruction.

## IS THERE A SCOPE FOR IMPROVEMENT?

Yes! There is a "Conscious Consumption" is one of the answers. The term may seem alien to some but the concept isn't. Most of us practice conscious consumption to some extent without even knowing about it. Think about the time you made an effort to

Find out which brand is more Eco Friendly

Which are the products that are made using natural ingredients

Taking a mental note of the quantity of a product required before purchasing it, thus avoiding the waste of any extra bucks or products.

- If you have even once thought of any of these, you have been acting as a conscious consumer.
- 
- Millennials and Gen Z are now turning scrupulous when it comes to making purchases. Studies show Asian Countries like India, Indonesia and Malaysia practice more conscious consumption than western countries like New Zealand or America. Consumers from these Asian countries prefer Carpooling and public transportation rather than personal vehicles to get to a certain spot which saves fuel and lessens pollution. Whereas, In America, since luxury products are cheaply available, everybody desires to acquire those, hence increasing the unnecessary demands.

## HOW TO BE A CONSCIOUS CONSUMER?

To be a conscious consumer is far more profiteering and promising in terms of socio-economic as well as environmental wellbeing. One can use their consumer rights and demand transparency from the producers and governments. Social Media has made it easier to get the attention of the people far off in post or place. Many past instances have shown consumers stirring the internet, demanding the transparency of the product. Producers and manufacturers are bound to answer the questions and prove product decency. A conscious Consumer will find out the answers to the following few questions before making any purchase decision.

Are the products being made according to socio-cultural norms?

Is it environmentally friendly?

Is it promoting child labour or humiliating labourers in any way?

Is it a green product?

What chemicals are being used?

How are the waste materials being disposed of?

- Is the environment being taken care of?
- Is it being produced ethically?
- Is the money worth spending?
- Are there local vendors who produce the same product?
- Studies have found out that "both general environmental knowledge and eco-label knowledge positively influence consumer attitudes towards the environment in driving ecologically conscious consumer behaviour." Companies like Patanjali, which promotes and takes pride in its naturally produced goods have captured a larger market in a very small amount of time.
- 
- We live in an Ecosystem. Everything that happens near or far has an impact on us. The recent outbreak of CoronaVirus is a live example of it. Therefore it is necessary to make wise and sensible decisions. If the present scenario of heedless decisions continues, it would not be long before we destroy our only living planet. Every decision has a price to pay, so make yours wisely.



Samrat Sarkar

BMS  
1<sup>st</sup> YEAR

## WEAPON

Goods were transported from one state to another through transportation like trains. Among all the materials and goods, a very huge amount of coal was supplied from eastern India to Western India. The main train line which was a connector between East and West passed through a region in middle India called 'Bundelkhand'. Jalaun (a village of Bundelkhand region) was the main station where all the trains, coming from the Eastern region, generally stopped the engine for a while.

Jalaun was known for its huge group of dacoits. They were underground freedom fighters in the mid-'40s. Due to a lack of recognition for sacrifices, they started to hate Indian media and started to lose their trust in the Indian government in the late '60s. But after the decline of the Indian economy after the '60s, they couldn't continue their protest with a due to lack of resources and become a type of slave of today's (70's) Bundelkhandian ruler. But those rulers were the last hope of their protest.

Coal which came from Eastern India became the main source of income for them. When all trains stopped their engine in Jalaun, they started stealing coal from those trains and packed them over in a 'Thaila'. After stealing coal they gave it to the local ruling party and in return, the ruling party gave them the "weapon" for their protest over Indian government. The protest was not with as high intensity as it used to be in the '60s. With those weapons, they killed government officers, police, and media persons who refused to come to Bundelkhand to cover their story. Weapon slaves of the ruling party and the slave of their rights to the Indian government, their life started to reach an existential crisis. In the '90s globalization started in India, in terms of business, education and politics. And the coal which was used to be exported from eastern India to Western India saw a decline. Because of globalization, all Industrial companies decided to move from east to west and start a direct business of Oil with UAE. With time, Oil became a more useful material than coal. For globalization in terms of ed-

ucation, educational channels started broadcasting their program throughout the nation. Bundelkhandian dacoits then decided it was time to move ahead with the world and started educating their children. But the rendition of the weapon was still there with small changes. They started making money by selling weapons in the form of machines to the Industrial companies of western India. Gradually with time, they started leading a normal life. Their children became more educated day after day. Somehow, they could find their meaning in life.

Education brought about a wave of change in them as they sold weapons in the right manner. But had it been just weapons, they wouldn't be able to excel so well in life. Nelson Mandela has rightly said, "After all, education is the most powerful weapon that you can use to change the world"

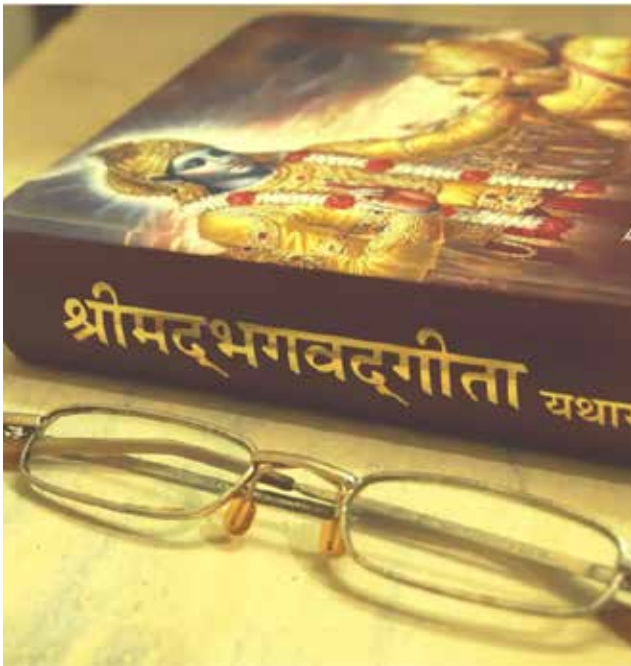




Sejal Upadhaya

BMS  
2<sup>nd</sup> YEAR

# WHY READ BHAGAVAD GITA ?



Last year i.e. 2020 did bring a lot of changes in everyone's life, but above all, it gave a lot of time to people to introspect. And all the overthinkers reading this might understand why this free time was torture. And to the ones who didn't understand why I termed it as torture is because the Year 2020 gave us all a lot of free time to think, and question many things going around. It was then the idea of re-reading the Bhagavad Gita struck my mind. We all have heard people say and I quote "Bhagavad Gita holds answers to every question and solution to every problem in life" which is indeed true and adding to this what I realised is every time you read Bhagavad Gita it will add different meaning. Though the words, the sentences and the phrases in the Gita are the same, every time you read it you will discover something new or it answers some of your new questions.

Now, many might argue over Gita being a religious text, but we can always read it as a book.

The pretext of Bhagavad Gita introduces itself as a "historical literature" and "philosophical reading" while the content of Gita describes the whole scenario of the great battle of Mahabharata on the battlefield of Kurukshetra. The words of Bhagavad Gita are believed to be spoken by Lord Shri Krishna to his friend and devotee Arjun during the battle. I pity the fact that Gita is often seen as a religious text. This limits the knowledge and wisdom that Gita provides to one individual. Much before social media platforms started telling us that our biggest enemy lies within ourselves and that we have to love ourselves first, Gita already got it covered. Much before Hindi movies told us that "paisa kya hai, Aaj hai, Kal Nahi hai" Gita had already enlightened us about "moh-Maya". Much before body fitness was popular, Gita had introduced us to YOGA, and not only physical yoga but different forms of yoga like 'Gyan yoga', 'bhakti yoga' and 'karma yoga'. And guess what? Who was the one telling you not to drown in self-pity and face your fears and said "darr ke aage jeet hai" before mountain dew? yes, the teachings of Gita. And thus considering many such facts I have now decided against seeing Bhagwad Geeta as a religious text book.

Diving deep into the teachings we realize that we daily are fighting our own battle of Kurukshetra. Now in this battle, There may be people, family, friends, teachers supporting us during the battle but in



the end, it is us and only us who have put on that armour, carry our swords and get ready to fight that battle. While here the family, friends and well-wishers symbolize Shri Krishna who even after being the almighty refused to fight the battle but rather chose to be the charioteer of Arjuna, and Arjuna here represents us fighting the battle. All the doubts and all the questions that Arjuna is dealing with are answered flawlessly by Shri Krishna. Which can help you to overcome self-doubt. Now speaking from the perspective of professional life Gita helps you there as well, there is no better decision management program than the teachings of Gita.



But on the same battlefield, our roles can be changed. Sometimes you have to be a charioteer and pull your chariot, sometimes you have to be the Arjuna and give little push to realize your self-worth but sometimes you play the role of Kauravas and fail to differentiate between right and wrong just because of your ego. But one thing we need to understand is it's not the battle outside but within yourself, it's not about winning or losing it's about discovering yourself in the process.

Another most influential teaching of Gita that is even remembered by the schools going kids is:

**कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।  
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि ॥ 47 ॥**

*BG 2.47: You have a right to perform your prescribed duties, but you are not entitled to the fruits of your actions. Never consider yourself to be the cause of the results of your activities, nor be attached to inaction.*

One of the most powerful and meaningful quotes from Gita reminds us about the 'Karma Yoga'. It teaches us to fulfil our duties and do our work with dedication without fearing or concerning its consequences. We often fear or do our work thinking about the outcomes, which creates expectations and when such expectations are not met we get disappointed. But when we do our duties without the fear of outcome we learn to embrace both success and failure without getting demotivated. This was an example of what Bhagavad Gita offers you. I repeat Gita is not just a religious text but a way of discovering yourself. You might not remember everything written in Gita but when you read it, it will change you inside out.



Shalini Gupta

BMS  
2<sup>nd</sup> YEAR

## FOOD BLOG

**Do you miss your favourite momo place? or your go-to “golgappe wale bhaiya”? or let's just say the pizza place or the biryani adda dearly during the lockdown?**

The lockdown due to Coronavirus has led to people staying at home. They can't set their foot out of their houses and are confined within the four walls. But if looked at from a wider perspective this lockdown can serve to be the best way to polish and share your creativity. We all have gotten ample amounts of time to spend on ourselves and our hobbies, we all must be craving such opportunities. I present to you one of my talents i.e. cooking.

Well if you are a foodie like me then this second lockdown has certainly washed away all your excitement about exploring all the cafes and restaurants in vain, leaving the foodie within you craving! We are certainly unaware of the future, and we don't know what it holds in terms of the lockdown, therefore I thought why not motivate our readers to cook their favourite delicacies at home by sharing a step-by-step recipe.

It's obvious, I can't write about all the recipes but I can certainly present you with one of my and your favourite recipes for healthy homemade pizza.

This cheesy Italian delight can easily be a comfort food on a game night. But what to do when your favourite pizza place can't deliver?



It's simple!

Bake your healthy pizza with this super easy pizza recipe at home. Have fun with your favourite veggies or choice of meat, seasonings or oodles of cheese! Find the recipe for pizza here.

## Ingredient :

Wheat flour (for healthy readers )  
Sugar powder- 1tbs  
Salt-½ tbs  
Baking powder- 1 tsp  
Baking soda - 1/2 tsp  
Curd- 85 gm  
Olive oil  
Cheese  
Onion  
Capsicum  
Corn  
Oregano  
Chilli flakes  
Water



## Procedure: (2 pizza )

Take 2 cups of wheat flour

Add Sugar powder- 1tbs

Then add Salt-½ tbs

Baking powder- 1 tsp

Baking soda - 1/2 tsp

Curd- 85 gm

After adding all the dry ingredients knead a soft dough

After the dough is ready let it rest for 30 min

After 30min add 1tbs of olive oil and knead a soft and smooth dough.

Take a portion of the dough and make a circular ball out of it

Then start making it in the shape of a pizza base

After you do that take fork and pierce it

Take a pan add 1 teaspoon of oil and cook only one side of the base

Take off the base and spread pizza sauce on the cooked side and add your fav toppings as (onion cap-  
sicum, corn or golden brown cooked chicken )

After adding the toppings grate the cheese as per your liking

Spread oregano chilli flakes

Put the pizza on the pan at low flame and cover it with the lid and let the cheese melt

After 3-4 min turn off the heat and take off the pizza cut it into pieces

Serve it hot

**Your favourite healthy homemade pizza is ready. Enjoy.**



Sugato Chakroborty

BMS  
3<sup>rd</sup> YEAR

# THE GAME OF CHESS

**“LIFE IS A GAME OF CHESS AND CHESS IS A GAME OF LIFE, CHESS IS EVERYTHING ART, SCIENCE AND SPORT”**

Chess is a war which is played between two ignited minds, the battle is all about strategy, tactics, outplaying your opponent and boom Checkmate. For me chess is a passion, Chess is a way of expressing my power, wisdom. It makes me visionary, expands my thinking capabilities and gives me an immense execution power.

My experience of chess:- In the State tournament students from 192 colleges



participated, out of 320 players top 6 players were to be selected, the top 4 players permanent, and the other 2 players to substitute. It was held on 23rd April 2019, the tournament started at 9 am and there were a total of 5 rounds, and after 3 rounds luckily I was playing in 1st position, the 4th game was very tough as the player against me had much more experience in Chess. At the start, I was so tense that I made some blunders but managed to win the game in the end. The final round opponent I faced was a final year medical student and was university champion, he played very well, after the end of the middle game I was one rook down, and he had a clear winning position, but then the twist came. I offered him a sacrifice of my queen, which he instantly accepted, and in the next couple of moves it was over: I gave a checkmate with a rook and queen down from my side, that last game was memorable and was one of the hardest matches I have ever played, I finished the tournament by winning all 5 rounds, with 5 points but with Buchholz calculations, I became 2nd as two players finished the tournament with 5 points.

In the district chess tournament held on 21st February 2020, Salesian college, 120 students participated from different colleges, the tournament consisted of 5 matches, All the matches were very complicated, but specifically, the last two matches were pretty tough. In the second last match I was playing in 4th table(position) it was a good match, I had one pawn down but still managed to win it and the last match was very much interesting we both were in equal positions and the match could have been a draw, but I did a little mental calculation and came to the conclusion that if the match finishes in the draw and I would stand in the third position. So it was a do or die match but anyhow I pulled the last string and became “THE UNBEATABLE CHAMPION OF NORTH BENGAL”. After that in many media houses and several newspapers, it was published.

## ONE OF THE NEWSPAPER CUTTINGS



Chess makes one unique gives them the strength for following their passion, and on the other hand Inspiria helps in improving concentration and focus, increases IQ, build problem-solving skills,

improves planning and thinking ahead and taking independent decisions by logical reasoning, visualization and calculations.

Inspiria not only provides academic guidance but also provides non-academic guidance as well. Inspiria builds each student in such a way that any industry requires. It gives the best practical experience to one, which most of the colleges in India lacks behind. The degree is just not good enough for being successful, but having practical knowledge, experience, wisdom gives one success, which Inspiria believes. Starting from providing grassroots knowledge to making one truly employable is just the process for Inspiria contributing towards building Our nation.

For me Losing never makes me unhappy, as Till date I have never lost anywhere, "Either I have won or I have learned" it's all about enjoying life (game) from the heart, just play your best, and your works(Chess pieces ) will do the rest.





Purajit Mandal

BMS  
3<sup>rd</sup> YEAR

## STORY OF MY MEMORABLE ACHIEVEMENT IN MY LIFETIME

In the year 2018 I was part of an expedition where I attempted to scale Jagatsukh Peak (5100 m) and cross Gwaru Pass (4800 m) in Himachal Pradesh.

My team and I had started our journey from Siliguri and reached New Delhi by train. Then from New Delhi to Manali by overnight bus. From Manali, we moved by SUV to AD Hydel Project and started our trekking from 11th June 2018.

The trek winds through Kullu valley and the beautiful meadows streams, pastures and the forest of Oak, Deodar and Conifer.

In this trek I have seen a very panoramic view of the Pir Panjal range and some of the very popular peaks in Lower Himalaya like Indrasan (6120Mts), Deo Tibba (6001 Mts).

The trek passes over Jagatsukh glacier and I had a wonderful experience of the Glacier walk. After Crossing the Gwaru Pass (4800Mts) I descended down to the most remote village of Kullu District "Malana". And on 22nd June 2018 I came back to Siliguri.



# POEMS



Annesha Dey

BCA  
3<sup>rd</sup> YEAR

## HEAVEN

The little girl was crying away,  
She didn't want to go to school, it was her first day,  
But little ones like her wiped her tears,  
She broke into a smile, got rid of her fears.  
Then began her journey for the next seven years,  
In the place called a school, her "Heaven".  
Years passed by and each moment was like a special one,  
In each of those fleeting moments, she revealed –  
With the rainbow of feeling.  
She lived every day like the phase never ends.  
But as each day ends it gives way to the night.  
The little girl now a lady, stands in the traditional light.  
And as she looks down on those seven golden years,  
Wiping a stray tear she says, "Here was my 'Heaven'."



Suman Rajbanshi

BCA  
2<sup>nd</sup> YEAR

## THE DREAM

There is a happy land  
far far away .  
She tells him where  
You and I can stay .  
There lies a home for two  
To live in a bliss that is true .  
A land with gold sand beaches  
With gardens of grapes and peaches.  
A place where she finds peace in his embrace  
He finds his lost heaven  
when he looks at her face.  
He tells her I love you with all my might  
You are the one who makes all my wrongs right.  
She stays there in silence  
Listening to his heart's chime.  
And realizes she ran out  
Of her borrowed time  
She wakes up in tears  
With heart so blue  
From an alluring dream  
That can't come true.





Aisuni Rai

HHA  
1<sup>st</sup> YEAR

# AWAKENING

The light touched my window,  
When the dawn arrived.  
There are thousands of thoughts  
that ponders in my mind.  
This morning brings high hopes along with it  
I'm ready to start,  
Smile in my face is all I need.  
When the flair is low and agitations are high,  
When I want the world to listen but my words are shy.  
The mistake I made yesterday will not be the reason of my failure  
And yet with a tight grip of hope,  
a small frail smile can prevail.  
The words that have remained unspoken,  
One day the world will be hearing  
It's never too late,  
as Today is always a new beginning.



Pratiksha Diyali

HHA  
1<sup>st</sup> YEAR

## GIRD UP YOUNGSTERS

Let no one despise you for your youth.  
Have you ever had a dream where you actually felt it?  
Don't let anyone look down on you because you are young,  
Don't let anyone think less of you because you are young,  
Let no one despise you for your youth because you are helpless.

Fighting anyone seems to slight you,  
Constantly trying to prove yourself slights you,  
But what is required here has nothing to do with what others do.  
"Looking down on you" is the problem of the one looking down!  
Let no one despise you for your youth, by looking down on yourself.  
We can be no good to anyone until.....

Let's accept ourselves for what we are intrinsically.  
We dishonor ourselves by looking at others..  
Youth is not in itself a barrier to responsibility  
Let no one despise you for your youth, for making a barrier yourself  
Find out ..., someone else is there to follow Your Examples  
Wonder how many times you love yourself,  
Wander for your love,  
Someone you care about hurts you before you finally care for yourself  
Love yourself and accept who you are.

Secure yourself  
Tap into your true inner being.  
Believe in yourself, trust yourself  
Deepen your connection with ..... self-love,  
Connect on a deeper level with others too.



Ishaak Sharma

HHA  
3<sup>rd</sup> YEAR

## ONE DAY

You loved me, but my father didn't love you  
He always came back home drunk and used all his strength to beat you.  
And one day,  
He snatched your only child from you,  
Cause he thought he was always above you.

So now you were giving up,  
you took a rope and you were about to end your life,  
but as soon you were about to take your second step  
there was something that you saw which made your heart delight!

It was me, sleeping next to my father  
And I believe it was always me,  
Which gave you strength to live but not for yourself now,  
So, you decided to live for me.

So, here I am today tired and weary, wanting to give up,  
Not knowing where to go, not knowing what to do,  
Maybe I am in the same place, where once you had been in your life,  
And I was your only hope so now you are mine  
And I look up to you Mother, and rise,  
Because one day, soon your child is going to shine,  
And yes, one day, soon I am going to shine.



Ritesh Joshi

HHA  
2<sup>nd</sup> YEAR

## NEVER LOSE HOPE

There may come a turn full of strife,

A dark corner without any light.

When the sun sets on the horizon and darkness engulfs the earth.

When the flicker of sunlight dies out and mysterious darkness opens forth.

But never forget that a new day always begins...!

The route of life may be twisted and turned, Crossing hills with feet burnt.

But never forget spring always has to come.

There will be Blossoms and Autumn and summer will be very bright.

Thus continues our beautiful life.

There will always come a time to plant and to pluck.

So be patient And never lose hope!!"





Shruti Giri

HHA  
2<sup>nd</sup> YEAR

## MON DOUX ENFANT LUMINEUX~

As I look from my balcony, I can see the sea of jewel right before my eyes,  
enchanted I am,  
those charming balls of light disco-ing across me, make it seem like it's almost a  
dream.

The faint clouds are drifting, making it hard to see all those twinkling stars.  
It seems like they are giggling and whispering to me, almost impishly about what hap-  
pened earlier.

I took my glass of wine and leaned on the balcony rail and gazed below at the shadows  
of my kins enjoying this lovely evening ;  
dancing, partying, and singing loudly with a big smile painted on their faces.

As I was pondering,  
a gust of wind came, roughly blowing my short wavy hair and slightly touching my  
skin, giving me faint goosebumps on my arms.

The evening was cold, but something made me feel alive yet why do I feel so dull in-  
side.

With all these uncertain feelings and emotions I have harbored,

I bid you fare thee well,

Mon doux enfant lumineux.



Khushi

HHA  
1<sup>st</sup> YEAR

## I'M ME

I'm mature, but you'll find a doodle on my hand after a boring lecture be-

cause my maturity doesn't confine me.

I'm brave, but I freak out when I watch horror movies.

Because being brave is being you.

I am funny, but I do crack lame jokes all the time. Because being lame is my

kind of funny. I'm smart, but I give high fives on the jokes that I cracked on

me because laughing at yourself is not

that bad after all. I'm strong, but I do break down on some nights. All of us do,

but we just hide it like

it's shameful. I'm confident, yet there's a little part of me that needs valida-

tion. I guess I'm gonna blame that one on society and

its opinions. I am Me, and I'd love to stay that way.



Rohan Rai

BBA - AT&A

1<sup>st</sup> YEAR

# OBLIVIOUS

When life drags you down to the corner  
Shatters you into places  
And at times doesn't even let you find yourself  
Amongst the group of people you're with  
Remember it's okay to go through that way  
Close your eyes for a minute  
And feel everything that you're feeling closely.  
It'll be all gone in the author minute



Yeswant Rai

BBA - AT&A

1<sup>st</sup> YEAR

## LIFE

You aren't weak until you give up.

You aren't dead until you're breathing.

You aren't blessed with only an emotion

but by as many it'd confuse you.

You aren't sad until you're aware of

what makes you feel so.

If you're asking for death at the moment

You aren't supposed to do so.

You are supposed to live still with the

tiniest amount of happiness you carry.

Just like life has countless hurdles for you,

It has a beautiful destination ready for you.





Kalyani Roy

BBA-GB  
2<sup>nd</sup> YEAR

# BLISS OF GOD

Art of God with full of Creativity,  
Showers down to bless Humanity.  
May it be called Royal,  
But known to us as Loyal.  
Caring with the abundance of its Presence.  
To thunder and wreck nature's Silence.  
It thrusts down to the Ground.  
And emits a lot of Sound.  
I descend into mother nature's arms.  
So that the farmers are away from harm.  
I give birth to rejuvenating Flowers.  
Which later showers fragrances for hours.  
Rain is like a heavenly smoke that loves back the pleasant smell,  
That brings out animals from their shell.  
It never expects any thanks.  
As it clitter - clatters, clitter - clatters to the banks.



**Mahesh Adhikari**

BBA-GB  
2<sup>nd</sup> YEAR

## **LIVE A THOUSAND LIVES.**

I carry a new world in my hand,  
I sit in my chair and visit new land.  
I open the doors to -  
Westeros, Hogwarts, and Middle-Earth.  
Each time I open a book,  
I get lost in its looks.  
It's the feeling that excites me,  
To see my hero's journey,  
And to meditate on the lessons it taught me.  
I read books and encourage you to read them too.  
But remember don't read to show up,  
Read to grow.  
For you can change yourself  
And the world within you



Priyanka Rajbanshi

BBA-GB  
2<sup>nd</sup> YEAR

## UNTIL I DIE

Until I Die

Don't put me down,

Don't take me high,

Just love me here,

Until I die...

Don't buy me a ring,

Don't buy me cars,

Just hold my hands,

And give me your scars.

You will be good,

You will be fine,

But till my ends

I want you to be mine.

Take all my laugh,

Give me your cries,

Just love me here,

Until I die

Until I die.



Saurav Adhikari

BBA-GB  
2<sup>nd</sup> YEAR

## ALL YOUR SMILES ARE FAKE

I know you are feeling low,  
You don't have to lie to me.  
The only thing that scares you more  
Then a heartbreak is a sobriety  
Now you are always lost  
And numbing your pain entirely,  
And you want no one to see you,  
So you are doing it quietly  
Because you think no one can relate to you,  
Breaking up with someone that you  
Always thought was made for you.  
Now you are going crazy because  
He forgets about young day or night  
So now you are praying to god  
Hoping that you will make it though  
Making sure the hole inside your  
Heart is never replenishing  
Because you don't want to feel the pain again,  
Because nothing is meant to be.  
Eventually, you have to pickup  
Every single piece,  
While you can barely breathe,  
So even if its bad,  
You will be too scared to leave,  
Although you smile today  
I can see all your smiles are fake





Ayush Gupta

BBA-E  
2<sup>nd</sup> YEAR

# CHILDHOOD

Yelling the names of friends,  
We dared to be impudent  
for the sake of dance under the sun. Yelling the names of friends,  
We stole them from their mothers and duties.  
Richest we were among all,  
for we boasted a crescent of smile  
and eyes free from rules,  
brimmed with a tearful lust for colours. Our greedy ears musing  
in the music of the festive fairs.  
Most powerful we were among all, for our papa hero was our horse  
and we owned the most comfortable lap pillow of our momma hero,  
gifted to us with the ecstasy of lullabies.  
Then was it the currencies of etiquette that caged your child?  
Or was it the civilised control? Or might it be the curious climb up the stairs  
smelling individuality?



Sangeeta Chhetri

BBA-E  
2<sup>nd</sup> YEAR

## IF ONLY

If only those unicorns were a reality

And not a myth as it is

I would climb on its back

Then fly away to a faraway land

Away from the world and its reality

If only my mom was alive

My story would have had a different introduction

Inside it would be filled with colors and love

Not just a blank empty space.



Sourav Gupta

BBA-E  
2<sup>nd</sup> YEAR

# PERSEVERE TO LOVE

In the world so cruel and gnarled  
I chose again to relish in the love so ensnared.  
Questioning my soul to the fullest  
So won't I regret later for a spirit upset.  
I know we would hold our destinies up bright  
But not together to celebrate the light.  
Because our life paths are covered to different poles For which I wish there  
exist some loopholes.  
Why then in it do I still dwell??  
For the positivity being painted so well.  
That would remind me of the times of my jaw trembling  
That I once held a love so rumbling.  
If only my world was more  
Of love and less of hatred  
So much would have been better  
So much would have changed



Alisha Garg

BBA  
2<sup>nd</sup> YEAR

## THE ENLIGHTENED BUDDHA

Looking at all the problems, in search of peace,  
He walked away to find the solutions, not letting his curiosity cease.

The same question ran in his mind, "Why do people suffer?"  
The answer that refused to come to his mind made it even tougher.

Tried ascetic practices, learned meditation techniques, transformed himself  
into a bag of bones,  
Still, all these efforts went in vain that made him leave all his knowns.

Thinking about a new path, he decided to meditate under a fig tree,  
After six years of penance, he found a mind that set all the impurities free.

He was now the 'Buddha', the enlightened one,  
As he had found the 'Four Noble Truths' that was known by none.

The 'Fully Awakened One' asked himself if the world was ready for his deep  
teaching,  
But then, in the end, for the rest of his life, he gave others' existence a true  
meaning.





Annu Bhutra

BBA  
2<sup>nd</sup> YEAR

## SOCIAL AWARENESS!!

Practically we never think,  
but practically we do mind.  
We welcome all the ways,  
but rare enough to share.

Being socially responsible and aware,  
Not adding another regret,  
helpful to each and every,  
little we all surely can.

Sharing is always caring,  
Let's discuss the workings,  
to improve the coming tomorrow.

Exterior the experiences,  
a bit more experimental ,  
Let's get together into.

If anything else changes,  
Let's not blame anyone.  
Appreciating each other  
as a whole let's be there.



Paridhi Thapa

BBA  
3<sup>rd</sup> YEAR

## ESPOIR (HOPE)

There are times when one cannot breathe,  
when faced with formidable times.

The world now has nothing to offer  
But he has a little spark of optimism from within.

There is still a hope from inside,  
Where he can live and thrive.

This little beam of sun rise  
makes him a man, worthy and wise.

There may be times when he wants to give up,  
Thinking this isn't his cup of tea  
But what lies within him that he fails to see.

He is capable of many achievements to make  
But fails to understand what does it takes

To survive in a world full of greed where  
there are times one cannot breathe.



Pratyum Pradhan

BBA  
1<sup>st</sup> YEAR

## ANGRY MOTHER NATURE

Yeah! It's scary.

It's Mother Nature, and she's angry.

Anger is a kind of energy,

Moving within it with unpredictable activity.

It's not a planned action,

But a reaction to an inner emotion.

Eventually, it's the pressure increase condition,

More likely to have an angry outburst leads to frustration.

We were destroying Mother Nature every day,

Since the last few decades just for comfort, nay!

Unknowingly, in million different ways,

And now it's time for us to pay..

As a result natural disaster is inevitable,

In which that involves a strong discomfort.

To the people of this world and to repress anger is impossible,

Yet to express it impulsively for momentary relief to cause many troubles.



Rahul Gupta

BBA  
2<sup>nd</sup> YEAR

## WONDERFUL MEMORIES

As I walk on the gravel path under the blue sky,  
I remember those wonderful moments of life.  
The endless talks at night,  
The midnight parties,  
The uncountable things we did,  
Those special people with whom we had such wonderful memories.  
The small fights which made us realize the importance  
The little secrets we shared,  
Those wonderful memories would never be complete without those special  
people,  
They are the real treasures of our life.  
They are our FRIENDS!





Rakshita Sharma

BBA  
2<sup>nd</sup> YEAR

## JOYOUS HOMETOWN.

There's something in my hometown  
Which has my heart  
It's in its prettiest form in the dawn  
Which looks nothing less than an art  
What shall I talk about first  
The petrichor emanating from the grass  
For me it's a topic well versed  
It's a place where people don't talk about their class  
In my hometown memories are fresh  
You can still smell the innocence in the soil that  
Pradesh Where people still use that coil  
Where simplicity is the only common thing,  
Where I feel happy and not pretend it  
Where mother's smile is the only bling  
Where diwali is lighted up and not "lit"  
Where ice cream comes in the streets  
Where no one talks about skin shade;  
white and brown,  
Where mothers love is the only treat  
Well, there's something in my hometown.



Ravi Gautam

BBA  
3<sup>rd</sup> YEAR

## IT ALL BEGAN

It all began  
At an academy  
In a confined town  
Still to be verified  
It all began  
With the little talks  
Knowing each "residence"  
Yet to go someday  
It all began  
with the little awkwardness sharing some "snacks"  
Concluding the last munch  
It all began  
By small travel myth  
Marvellous joy "untold"  
Awaiting for that travel again

It all began  
Gossiping mischievous idioms Uncounted time "rolling"  
Lips still awaits that to eventuate  
It all began  
Having different destination Unseen paths "ahead"  
Yet to meet someday .



Ronak Jain

BBA  
2<sup>nd</sup> YEAR

## THE DAY WHERE IT ALL BEGAN

The earth turned on its axis  
The sun rose for the day  
But the planes, the trains, the taxis?  
They chose to stay away

The roads became much calmer  
The streets were quieter  
Because amidst this force of beauty  
The world was getting ill

The flowers still grew their petals  
The trees they danced away  
The sky was blue, the grass was green  
And we all rose to see the day

But the days for us looked different  
Something wasn't quite the same  
No long commutes or morning rush  
And a virus was to blame

All the parents taught their children  
Kitchen tables turned to desks  
But playtimes were without their friends  
The rule was clear: no guests!

Hands sanitized with the mask on  
Areas were divided into the zones  
Classes were online work from home  
Life back to normal, just the hope..



Sourav Paul

BBA  
2<sup>nd</sup> YEAR

## TWINKLING LOVE

On a lovely evening, in the shadowy light  
I sit expectant of the night  
I sit under a cloudy sky,  
And watch a bright twinkling star up high.

So lonely, so sad, and yet so proud  
With even the moon behind the clouds,  
The star winks merrily, happily at me,  
But lonely me couldn't share its glee.

So lost I feel, when I'm not by your side,  
But when I am, true feelings I hide  
I could not share the joy of the star,  
I could not because you are so far away from me.

when you bask in the day,  
I stare at the sun's last shining ray  
And now I wait for the hours to roll into the night,  
When sweet dreams of you would help me sleep tight.

The star still wrinkles, happily at me,  
But listen, in the night sky, what is this I see?  
Another twinkling bright star's glee,  
Shared with the former, so merry and free.

Now when I see those two stars shining so happily,  
Strumming the strings to the chords of euphony  
All the sense of loneliness removed.  
My love for you has been renewed.





Subina Rijal

BBA  
2<sup>nd</sup> YEAR

## DEAR GLEAMING SKY!

Whenever I have lost myself,  
I find myself into you,  
looking at those boundless stars  
and the never ending you.  
I find art among us,  
the reason to live,  
to understand,  
Without conditions and misunderstandings.

I admire the way ,  
how you're capable enough to understand me ,  
without uttering a single word.

At times, I at a single glance of you,  
I am again lost into the world  
that knows no boundaries  
to love and understand me,  
At the end,  
I am relieved that I am loved .



Surbhi Kumari

BBA  
1<sup>st</sup> YEAR

## TRAPPED IN

She's Trapped In!  
Away from the world,  
Away from everyone.  
Where she's forced into being in,  
Where she's being shouted and scolded at, Where she's suffocating every  
second !

Her desire to explore,  
To roam,  
Is being killed!!  
She's tired of being in.  
She's irritated of being in  
She tries to escape  
Every now 'n' then.  
She longs to break open her chains, And fly high.  
She wants to be free.  
All because,  
She's Trapped In!!!!



Taukeed

BBA

2<sup>nd</sup> YEAR

## ENVIRONMENT PROTECTION

Our earth has no mouth  
No tongue  
No teeth  
Yet it speaks to us  
But we fail to comprehend it  
Or rather choose not to  
As it's easier not to know  
Easier still not to care  
Not to change  
Not to hear  
Drowned by the rising noise  
Of vehicles and machines  
Blinded by the smog  
Of destruction and greed.  
We have the facts and data  
Piled up high  
We see the earth crumbling  
Collapsing  
Melting  
Yet we exploit her  
Deform her  
Choke her up  
Watch the glaciers collapsing  
Into the burning ocean of human destruction  
We want convenience.  
We don't want hassle  
And we still want more,  
And yet don't want consequences,  
Of what we choose.  
That's inconvenient.  
Right?  
We are busy!  
We have got things to do,  
We have got a job and a family,

And we don't care about much more than that.  
Except, most notably, ourselves.  
As a result  
The Earth is warming up  
But our hearts turning cold  
We can see her cry for help  
And yet we find it easy to turn a blind eye  
And leave footprint of carbon  
Like a open scar  
Engulfing it  
But now I will stand up for her  
I will be her voice  
I refuse to live in ignorance  
I will shout from the top of the mountains  
Until I turn blue  
And I will carry  
These bruises with pride.  
I will carry the knowledge  
Of my actions with pride.  
I will do my best for the future,  
I will not regret my caring.  
-For it starts with me.



Yeschu Bhajoria

BBA  
1<sup>st</sup> YEAR

## LAMENTATION

The insults that you showered on me,  
The abuses that you clouded me with,  
Will never fade away,  
Since it has pierced my heart  
Till the very core!  
I bleed so much,  
but the only thing oozing out is  
The goodness which you have killed in me.  
You know the entity which is left back  
The evil part of me.  
Beware of the Satan in me  
You will regret every moment in your very life As I do now! Since the very  
death of yours You will rue my absence in your life,  
Which, now seemed to me as a blessing in disguise For in this very world,  
Those who are our dearest ones Are the folks to betray and befool our trust.





Pratiksha Singh

BBA - HM  
2<sup>nd</sup> YEAR

## I AM THE PRINCESS OF MY DAD!!

No more pain I will get  
I am not going to forget,  
The world, the pain given by you,  
It's time for me to repay you.  
No more fare is nearby,  
Cause I am going to fly up high.  
The way you treated me in the dark.  
It's time for me to show my part.  
No more tear in my eyes,  
Cause I am heading for the skies  
The life I have been waiting for.  
Is just standing behind the door.  
I am the princess of my dad,  
And you treated me so bad.  
Get ready to face the time,  
Cause each second is now mine.



Shreyashi Deb

BBA - HM

1<sup>st</sup> YEAR

## A LITTLE BIT OF EXUBERANCE.

Someday, we will lose it all,  
Every inch, every piece,  
Every promise, every memory,  
Maybe the forever will be completely lost,  
But for now, each fragment is a forever to me,  
Every moment is a blissful feeling,  
Each moment fills me with an ecstasy,  
As if it knocks me to my senses,  
Telling me it's just a myth,  
But there I lay on the ground,  
Falling from the sky as mother embraces me,  
I realize the euphoria of peace,  
Into mother's arm, is my solace,  
Speaks the fallen leaves of autumn.



Aswin Rajak

BSM

1<sup>st</sup> YEAR

## IT'S DARK.

I saw the darkness lurking behind,  
With nothingness filling it,  
Voiceless wanderers straying around,  
My mind started drifting away,  
Deep endless voices from ahead,  
I fear I've strayed from my path,  
My sorrows reflect upward,  
Showing me the hollow spaces,  
Where my fear waits for me,  
I know not why I am here,  
But my mistake it had to be,  
Standing still with no thought in mind,  
Breathing deeply I shut my eyes,  
With my fingers, I block my hearing,  
Bit my tongue to shut my voice,  
Waited for the nightmare to end,  
Only to face it another day.



Aswin Rajak

BSM

1<sup>st</sup> YEAR

## DAMAGE UNDONE

"Something to think about "  
When you count your sorrow,  
It's more than enough,  
Why is it so?  
That problems arise so easily,  
In instant happiness turned into a memory Will being loved never be  
enough?  
Sadness in every corner of our life,  
With options provided being only two,  
Either to run away or face it,  
It does not seem fair,  
But it's how our life works,  
A sad future might lie ahead,  
But it is how it is,  
As our development is such,  
Life may be short,  
But it's a blessing,  
Or so we are told by society,  
Nothing compares to life,  
But it's valued less than a vulnerability,  
Confined in our mind we stay away,  
Freely were grown and thrown away,  
Something needs to be changed,  
And thing's having to be done,  
Only then the problems all around,  
Will come to an end and damage undone.





Anubhab Subba

BMS  
2<sup>nd</sup> YEAR

## SUNFLOWER

In the midst daylight began a tale,  
That nature confesses and never fails.  
The story of the graceful sunflower, and the ever glowing sun,  
It goes on till this very day, and is never done.

There's not a day the flora turns towards the sun,  
She reddens as she watches him run.  
And her yellow petals gradually go peach,  
As he gently passes like a white fume of bleach.  
All day she spreads her petals and she sways and she sways,  
As she watches the sun show the ways of his rays.

And each day the same thing would go on,  
The sunflower would dance with her glow on.  
But the sun would depart without a glimpse luminously ahead,  
Ruefully she would sleep with her petals towards her bed.

And as a new day would come after every night,  
She would never lose hope and think that was right.  
She would gaze towards him and bloom,  
Like he was the only one present in the room.  
Her ever glowing love was never over little did she know,  
That the sun had already fallen for the rainbow.



Debarshi Basak

BMS

3<sup>rd</sup> YEAR

## BEYOND

I have been on this surface for years,  
Cheerful, a tireless pedestrian.  
Happy I have been in this span of time.  
Sadness, filthy lust invaded my soul,  
Sometimes I overcame it, sometimes I couldn't.  
Suddenly.....I met a creature  
Indefinite colour, of indefinite soul  
Indefinite shape and indefinite as a whole.  
It not only spoke to me  
but also took me to a surface of eternal pleasure where I could feel every-  
thing....everything. And Suddenly I came back to my prison-like body...  
As it was all a dream.  
I tried to find that creature across the river  
But the only thing I could feel was the birds chirping  
Merrily.



Kalyan Roy

BMS  
2<sup>nd</sup> YEAR

## HOPE

The days when you just don't want to get out of bed, When the world feels like a bit too much for your head  
All the responsibilities, all the stress.  
Lying there on the bed,  
You hope this gets better -  
The pain in your chest,  
The voices in your head,  
Your legs hurt as if you ran a mile;  
But all you do is get up and put on your "I am brave" mask, And hope you feel better as the day goes on, And the day goes on.  
And the day goes on,  
You ride a roller coaster of feelings -  
Happiness, Sadness, Agony, Joy, Anger,  
At times you are scared that you don't lose control, You hope that others don't see you breaking down, Not able to take it anymore.  
You come back home exhausted,  
Not able to hold yourself till you find peace, Peace in the comfort of your bed;  
It's bliss, amidst the chaos in your head.  
You hope this is how it stays,  
And while you slip into slumber,  
You hope that all these ends,  
You hope you wake up better.  
But it never does,  
And the misery continues.  
To the one who made this far,  
Hey love! I know you are doing your best  
To keep up with this world  
You are brave! You're strong!  
You are amazing my love!  
Don't give up. You got this.  
Just so you know,  
You are not alone.  
We are here with you,  
By your side, love.  
Stay strong. We love you.



Mallika Grover

BMS  
2<sup>nd</sup> YEAR

## CONFLICTS

Conflicts come with a damaging value.

They form graveyards,

Graveyards for living breathing humans.

Living Breathing humans forming burials of fading emotions. Fading emotions free-flowing into streams of toxicated togetherness. Toxicated togetherness griping people despite knowing how the song ends. The song ends when you leave.

When you leave,

you leave behind our song,

play it in a loop for me.

I keep playing it in a loop,

replaying the conflicts that formed withering melodies.

withering melodies; withering us.

You bring in a new song this time.

This time you promise to hold the hand tighter.

Hold the hand tighter, you said.

But you see,

Conflicts come with a damaging value.

A damaging value which ends up often,

engulfing the love value.





Sonali Kumari

BMS  
1<sup>st</sup> YEAR

## SEEKING ADULTHOOD

I'm getting older now,  
No longer a child,  
Not yet an adult,  
But a girl trying to carve a path for herself!

I'm learning to make my own choices,  
Molding a future with my bare hands,  
Learning how to step out,  
Despite the shaky ground!

I no longer need to be held tight in your embrace  
But live an Independence,  
One that lets me explore my hunger for the world .  
A world full of hidden meanings!

But sometimes I fall,  
As I struggle to take in the world before me  
That overwhelmed by the bigger picture  
The Adulthood that lies ahead!

And that must be hard for you to accept,  
That I'm building a life for myself,  
Making mistakes that you cannot cure,  
Choices you never dreamed I'd make.



Supriya Chettri

BMS

1<sup>st</sup> YEAR

## RETROSPECT

I want to tell you this story without divulging the scars,  
Make it as perfect as the moon and stars.  
I've collected memories, a bundle of them now.  
From the skinned knees to the stitches,  
And the desired pearls and riches.  
Magicians with their tricks,  
Oh, what a wonderful world did they build.  
Tiny little dolls, standing tall,  
Fairies and their tales,  
Cinderella's shoe and the pirate's detail.  
Remember the times you suddenly fell asleep,  
And you're woken up just to eat?  
Ugh, we hated that didn't we?  
Dismally, you outgrew everything,  
Your dresses and your shoes,  
Daddy's powerful shoulder and mum's cozy lap too.  
There's certainly something amiss in growing up  
I prefer going back than hitting clubs.



Arbin Sharma

FTTA  
2<sup>nd</sup> YEAR

## LITTLE THINGS

Let's say that it happened and we got through it.  
Not a clue as to what was going on,  
Nobody knew how they were to feel.  
Something we can't quite figure out  
Seems like it's all coming back to  
what we usually consider normal.  
as better selves, cleaner selves and wiser selves.  
It has made us realise that in a matter of days things can turn deplorable,  
which has the strength to scare even the strongest of humans,  
considered to be the smartest beings in the world.  
So, in these confusing times what matters are the Little Things.  
Little Things like spending much needed time with your family.  
Acquiring new skills, new hobbies.  
Taking a break from the hustle and bustle of this ever so busy world.  
And at these difficult times  
Not losing hope and living each day as it came  
Not giving up, just holding on.

# STORIES



ANNAPURNA DAS

HHA  
1<sup>st</sup> YEAR

## DREAM

It was another normal day of my life. I was enjoying my lunch along with watching my favorite cartoon Doraemon. At around 4 pm my mom told me to get ready. I questioned my Mom, “Where are we going?”.

My mom told me to finish my lunch quickly as she was planning to take me to a place. I was inquisitive about the place so I kept nagging her to disclose the secret. But my mom kept the secret to herself. Hence, increasing my curiosity!

While I was getting ready, my tuition teacher had come to teach me but my mom requested her to join us. I was very happy and excited as there was no study and we were going to a place which I assumed to be an entertaining place.

To my surprise, we did not go to any mall or cinema hall or park. It was a normal three-storied building.

As my mom was opening the gate I could hear the tinkling sound of 'GHUNGROOS'. As I entered the room, I saw a few girls of different ages wearing a particular type of uniform and standing in a particular formation and a particular posture. Seeing us enter the room a lady approached us with a beautiful bright smile on her face . I was mesmerized by her big beautiful eyes and I started walking towards her without me realizing it . She is my Guru JOYEETA GHOSH BHADRA .

My Guru introduced me to my Soulmate, that was 'DANCE'. I was totally engrossed in learning the different forms of dance for the next 15 years . I took lessons on Bharatnatyam , Odissi , Kathak, Rabindra Nritya.

My mom was quick to understand my growing love towards dance and so one day she took me to a Western Dance Institution. At first I was least interested in western dance forms . But slowly and grad-

ually I grew my interest in this form too . I learned contemporary , zombie, Bollywood dance styles .

I have completed my 5th year in Bharatnatyam in first class with Distinction, kathak 3rd year with 1st class with Distinction, Odissi 3rd year with 1st class with Distinction . I also achieved second position in Sarb-abharatiya Sangeet sanskriti Parishad . I have also done plenty of stage performances. My first stage performance was at the age of 3.

When I was in class 8, I had participated in a reality show audition . I had cleared all the rounds but in the end I faced the harsh reality of the world . The show organizer asked for Rs.30,000/- so that I could reach the TOP 10 . I was very heartbroken and taken aback by this bribing incident! Nevertheless, I was quite confident about my talent, so I did not provide them with the money and as it's result, I was out of the show .

However harsh the practical world might be, it is my dream to fulfill my mother's dream as she always



wanted to be a dancer, and I want this dream of hers to be fulfilled through me.





ANNAPURNA DAS

HHA  
1<sup>st</sup> YEAR

# THOUGHTS AND TALKS.

“Don’t turn your back on me” Mr. Bhagwat yelled at his son who seemed to be in a desperate evasion from his father’s constant nagging or least junior Bhagwat thought it to be so. This patriarchal was now a daily thing for Mrs. Bhagwat, trying to subtly instill empathy in her spouse and respect for authority on the son’s part. Maybe it might be money, might it be the adolescent impudence or it definitely has to be Hriday’s weed addiction.

Whilst these verbal battles were enveloping the Bhagwat’s the Sandhu’s were battling silence as if it would suffocate them to insanity one day.

Mr. Sandhu is sitting at the tea stall he visits every evening secretly longing to be there forever, as returning to home meant walking with a heavy heart and feet to the suffocating and growing silence. But it’s my home after all he thinks and makes up his mind once again this evening and reaches home after a ten-minute walk, hoping in his heart that tonight will be different. But to his dismay, he sees the wrist-watch he gifted to Mrs. Sandhu unwrapped from its gift wrap. After taking a shower he eats his dinner with his daughter Mana, constantly staring at the empty chair that his wife should have occupied.

‘When will mom be like before again?’ regretting not appreciating the normal days when they were still normal, Mana thought to herself as she was doing the dishes.

Neither did Hriday nor did Mana ever wonder that they would be balancing each other’s contradictory life conditions for the good as they had a passionate dislike for each other.

It was Saturday evening and to avoid his father’s angry gaze Hriday decided to find a quiet place near the jogging area and finish his last cigarette and listen to some music. Hriday found the ideal place and played, *Roses are Red* and as he plugged the earphones it felt like a kiss to his ears. Above the ninth floor, Mana decided to start telling her heart to her notebook which was accumulating dust from three years at the top of the bookshelf.

Mana writes 'Is it true when people say money can't buy happiness, now I find an excuse for my greed for money invalid. I wondered how seeing one's parents as their ideal couple feels like, I feel mom has found somebody more loving than papa. Now I hate that thought but I have watched enough movies to consider that thought at least, just to end the uncertainty, you know? Shall I talk to my mom about this or papa, but I fear hearing ' Beti ho beti jese raho, serious bate sirf ladko se kiya jata hai. Why is this society so patriarchal? I ask, are we not competent enough to be given the same respect at least, let's begin with that for now and later we shall prove ourselves further.'

Mana folded the paper and threw it out the window with rageful energy giving her a way out of her frustration. Hriday was in the middle of his sixth song when that letter landed on the grass in front of him. He tried to ignore the letter for some time but his addiction had rampaged his willpower anyway, so he picked up the letter and started reading it.

Folding the paperback, his eyes were flooded with tears of regret and anger for his ignorance of the gift of the normal. But he held his tears as ' Mard nahi rote'. Hriday, now aware of his ignorance asked himself "Was this letter destined for me to read, everything written in it addresses me in some way'. Waiting for the lift to reach the twelfth-floor Hriday now makes up his mind to be grateful for the harmony between his parents, as he realized only when we have lost something then we realize its true value, even if it is normalcy. The letter also planted the idea of him being a hyper-masculine person, and perhaps for the first time, he questioned his ideals. At the dinner table Hriday after a very long time laughs, smiles at a joke his father cracked at his mother, the two males then share eye contact of affection and understanding, devoid of egoism.

It's two o'clock in the morning, Hriday is sleepless and so is Mana, both tormented by their conditions and longing for balance, longing to speak up but fearing judgment, because words from a young mouth are words of inexperience and impulse, isn't it?

' I'm going for a walk ma', says Hriday to his mom as a goodbye and sets off for yesterday's spot where his hope takes him in pursuit for another letter today as yet another revelation by a mortal. And to his absolute joy, drops another letter while on his second song which reads ' God please God, tell me what shall I do, this silence makes my heart heavy, making it incompetent to love, to feel, to hope, to drink the nectar of youth. Am I so worthless, who can't even shed my tears now in front of the same people, because of whom I cried my first cry in their arms? End this turmoil for me, for I am your helpless Mana, your child, part of your divine creation. A small ray of hope is all I ask today'.

this is it, this is all it took Hriday to burst into tears and feel an affection for her, whom he hated just for a petty reason of ' wearing short dresses and being over-competent.' Being a devotional person, Hriday sees this as a sign perhaps that God has assigned him a duty to blossom the divine's love for his children by helping his child in need for his grace. ' I cannot let him down, how lucky I am to be able to help him' Hriday prides. He tears the unused section of the paper and goes to the Kirana store to grab a pen and he writes ' You are enough, you are the voice that will save your soul from the silence,

‘I want to apologize to you for my ill behavior; the way I looked at you with jealousy for your confidence as I was blinded by my worldview that was webbed by the threads of masculinity. You asked for divine help and it seems they heard your prayer, please I urge you to speak your heart out to your parents, ending the darkness of the abyss with the torch of courage.’ The store owner now is looking at him with a cringe look as he is sure that Hriday is writing a desperate love letter. If only his judgemental eyes could see the emotional depth, right?

The lift door opens up on the ninth floor, he exhales his nervousness slowly, his breath synchronizing with the door opening. Now, uncertainty envelopes Hriday’s mind as he is on the doorsteps of the Sandhu’s. But asking himself in frustration ‘Kaha gaya tera himmat abhi’, he once again makes up his mind to slide the letter from beneath the door and rings the doorbell, and runs downstairs as if his life depended on it. Mana reads the letter and for a moment is in disbelief but soon feels a gush of reassurance flood her soul. Reading the letter once again she realizes who it might be, it might be that boy who looks at me as if he would eat me up, looks as if he is troubled by contradictions. Yes, it is him. Sometimes it is a person’s internal turmoil that builds up hostility in him, she thought and felt sympathy.

It’s Sunday today and both Hriday and Mana have decided to talk with their moms and dads, secretly hoping it doesn’t turn awkward. Mr. Bhagwat has his favorite Shahi Pulaw cooked today and seems to be in a good mood, his son jumps at this opportunity to ice break a conversation with his dad about his favorite Pulaw, at first the talk obviously seems awkward to Mrs. Bhagwat but until the meal is finished she realizes that her son has somehow realized. After his lunch, Hriday goes back to his room feeling the lightest he has ever felt as if a heavy bag was removed from his shoulders again. He thanks God for giving him the courage to speak up and making him realize that no matter what, parental





Sazid Ali

BCA  
1<sup>st</sup> YEAR

# ARPANET AND THE DARK WEB

There is an unseen veil that separates the internet that most of us use from the one that is frequented by a smaller population. This less visited side of the veil is known as Dark Web. A section of the internet that can not be accessed with your usual browsers. The first thing you would require in Tor browser and for added security a VPN connection is highly recommended.

However, this article isn't about accessing the dark web but to briefly explain what ARPANET was and how it laid the foundation of the Internet and ultimately the Dark Web.

ARPANET which is also known as the Advanced Research Projects Agency Network was an experimental computer network created in 1960. It was the predecessor of the Internet and later on, the Dark Web.

The desire to share information across great distances without the need of phone connections between each computer on a network sparked the creation of ARPANET. It was a computer communications system that evolved into a tentacle-like structure that allowed devices to communicate with one another.

ARPANET was initially started out for academia but during the Cold War the US military found another use for it. The Advanced Research Projects Agency (ARPA), an arm of the US Defense Department, needed a computer-based communication system that would be immune to enemy attacks on the central core that posed the risk of disabling the whole network.

Despite being privatised by the government over the years, they still allowed researchers who primarily worked in the universities to perform experiments with it. This may be observed in the early 1970s when ARPANET was used to facilitate the first unlawful online transaction. Stanford students used their ARPANET accounts at Stanford's Artificial Intelligence Laboratory to conduct a marijuana business transaction with their MIT peers.

In 1983, the ARPANET founders split into two parts: MILNET, for the military and ARPANET for the civilians. The civilian version later laid the foundation of the Internet. At their core, both ARPANET and Dark Web are ingrained with the desire of secure communication. Without a question, the 1990s were the era when the World Wide Web became mainstream.

The internet gained a sudden mainstream appeal thanks to web technologies like HTTP and FTP, along with graphical computers capable of running a web browser. The Onion Router, the most important Dark Web development of all time, was released in 2002. It was established by none other than the US government to aid in the untraceability of its own operations. It's no exaggeration to suggest that without this technology, the Dark Web as we know it today would not exist.







Shristi Sharma

BBA  
1<sup>st</sup> YEAR

# A SECRET THAT CHANGES IT ALL!

Is everything in your life perfect? Or do you wish you could change something or maybe have more of something or a little less of something?

Well, Most of us may need some or other change to satisfy ourselves and our needs.

So, I shall share a small story that will help us reflect on how we can change our lives.

Once upon a time, there lived a Queen. The people of her kingdom loved her. However, despite having a perfect life, she had a problem, and that problem was so significant to her that she wasn't happy. There was a deep sadness that wasn't understood and was stuck in her heart. Hence she visited a doctor to discuss the same. The doctor then analyzed the problem and said, "ma'am, if you want to be happy, make sure that you only see the color yellow in your life." This advice confused the Queen. However, she was so desperate to find happiness in her life that she decided to follow what the doctor said.

From the very next moment, the preparation started. For the next twelve days, the entire kingdom proceedings were put on hold. Everyone was asked to dress in the color yellow. People loved her so much that they even painted themselves yellow and their houses too. The Queen also started wearing yellow dresses and was served only yellow vegetables and fruits like golden beets, yellow potatoes, bananas, and capsicums. Soon, the Queen painted herself yellow as well. She did all the possible things she could.

Twelve days later, the Queen finally stepped out of her palace and saw her new yellow world. Everyone around her was excited, and all the people were ready to see her after a long wait of twelve days.

The Queen came out; she was looking around and was very happy to see that people have put in so

much effort for her, but the sadness in her heart still existed. However, she was hoping that soon everything would be okay and she would feel happy.

Things were going well, and then suddenly, there was a bolt of lightning. Being afraid, the Queen looked up; she saw the rich blue sky, she immediately screamed and shouted, “the sky is blue; everything is over.” She instantly called for a meeting. All the important counselors sat together, discussing the ways they could color the sky yellow. One of the counselors had come along with her little son, who was quietly observing everything.

One of the counselors suggested, “maybe we could make a tent and cover the whole kingdom with it so that wherever you go, you can only see the color yellow when you look up in the sky.”

Another one said, “maybe we can have an umbrella so that whenever you look up, the umbrella would be there to make the sky look yellow.”

Then the little boy raised his hand and said, “ma’am, I have an idea if we want you to see yellow everywhere, why don’t you wear yellow-tinted glass? That’s going to solve the problem”.

Hence, a small solution to a big problem was, “if you want to see yellow everywhere, why don’t you wear yellow-tinted glass?”.

So, “if you want to be happy, why don’t you tint happiness in your eyes? And why don’t you see the world from the lens of happiness?”.

What we see and experience depends on our perspective, and it’s our perspective that is the one secret that can change it all.





Deep Gurung

BSM  
1<sup>st</sup> YEAR

# ONE LIE LEADS TO ANOTHER

“One lie leads to another”- a very actual fact which goes for everyone. Therefore, telling a lie does not simply mean telling a single lie. If you have to prove fake or duplicate something, you will have to construct pillars of lies to sustain the foundation of falsehood. I want to share a similar personal experience. Reading my personal story will help you realize the futility of telling lies and the horrible consequences of a lie.

It was a spring morning. I was relaxing on my bed watching my favorite comedy show, “Big Bang



Theory". I was feeling sluggish and lazy; my mind was not willing to work. It instructed me to take a leave for the day -after all, everyone loves having day-offs, especially when you have a hectic office schedule.

I made a movie plan with my friends-the newly released Salman Khan's Sultan. But a fear struck my head. The first significant work pending was hunting an excellent excuse that would sound genuine to my boss for wanting a leave. Unfortunately, the boss was no better than Hitler. I did not like him at all. I thought of telling him I was not well, but it was too lame an excuse that he may refuse to believe. So I thought it over for some time, and after a good brainstorming session, I picked up my phone and rang up my boss. In a timid and low voice, I spoke: "Hello Sir, I am extremely sorry that I cannot attend office today due to some family problems. My Mom and Dad had a fierce quarrel last night, and my mother ran away from home. So my father has to go to the police station and file a missing person report. Please excuse me." My boss firmly replied, "OK"!

I was stunned that I succeeded in fooling him and could get a leave approval. But this ecstasy did not last long. What followed was truly horrible. It was 3 pm, and I had just enjoyed seventy-five percent of my holiday, and then our landline rang. It was my stubborn Boss. He said in a hoarse voice, "Mr. Chud-dar, I have complained to the police about your problem. Please come to the office right now for an urgent meeting." My face turned pale when I heard this. Now I realized that I shouldn't have lied to my Boss. But, in the next moment, something scarier happened. The doorbell rang, and when I opened the door, I was startled to see my mother arrested by the police and brought back home. I could hardly believe my eyes. Her face was full of anger, and she was arguing with the policeman. I could not imagine my mother's reaction when she came to know the root cause of her ordeal. Mom grudgingly went towards the kitchen. I felt terrified deep inside my heart.

I rushed to the office.

On reaching my boss asked me about my family problem. I felt disgusted as he was constantly interfering in my personal matters. But as he was my Boss, I was entitled to give a reply, so I again crafted a new lie, - "The quarrel between them is over. Mom has returned home." He again questioned me asking the reason for their quarrel? I was annoyed. Having no option, I lied again, "because of a necklace." Now the Boss asked for elaboration. My cooked-up story went on. I said, "Mom and dad had gone to the market. There my mother saw a beautiful necklace in the jewelry shop and she wanted to buy it. Dad being a stingy person. He scolded her ruthlessly and told her not to waste money on unnecessary things and this led to an argument." Boss believed in my words and seemed satisfied, but who would know he would post my false story on social media.

When I returned back home, Mom opened the door herself. She had a stick in her hand. She had come to know about my lies. She demanded an explanation and merely said, "What is all this stuff?" I Cursed Boss from the bottom of my heart. I could not understand how he could publish someone else's problems on social media. Was he crazy? Although it was true that I had told him a lie, I did not foresee the situation deteriorating to such an extent. So true is the saying, "power corrupts: absolute power corrupts absolutely. The person who wields power often misuses it." My Boss was a living example.

I feared my mother. So I lied again. “Mom, I was just kidding with my boss, and that stupid idiot believed my words and posted my false story on Facebook.” I knew in advance that my mom would be annoyed with me. So I bought an apology card for her. Before she could say any more, I gave her the card. Despite this, I got a few shots and a good scolding. The next day I disclosed the actual matter to everyone.

I learned a lesson that day and promised myself to never lie. It is better to admit mistakes beforehand than tell lies.

“

**FOR ONE LIE LEADS TO ANOTHER. So my dear friends, the moral tag of the story is “NEVER TELL A LIE, FOR SUPPORTING ONE LIE YOU WILL HAVE TO SPEAK THOUSANDS OF SUCH LIES. BE HONEST.”**





Abigail Jamang

BBA - E  
1<sup>st</sup> YEAR

## MY STARTUP

All my life, everyone supported my fancy in a career in education as a professor and i was sure that that was the direction I wanted to go. When my board exams were over and it was time for big girl decisions, the satisfaction I felt with my marks was severely dampened by the thought of dedicating the next 7 or so years of my life on a subject that I realized I wasn't passionate about. One day, I was hit in the face out of nowhere with the conviction that I should study business and not what I had planned since forever. Long story short, I sent applications and got accepted into two of my favoured colleges in Chennai and I was stoked. And then lockdown happened. The new inconvenience made me re-evaluate my decision. I considered taking a year off until my friend who was already in Inspiria, told me about things worked around here and I considered another change in plan. Another long story short, my mother and I visited the college the very next day and I was enrolled that very day. In hindsight, this was the best spontaneous decision I've made in my short 19 years of living even though at that moment, I was very unsure because all my life I've been such a planner. So now that this was my new reality, I realized that I felt a little left out with all my friends going out of state and with my 4 year old plan to live in Chennai out the window, I felt like I needed to have something in Siliguri that would make me feel motivated to stay. I had a passion for baking from a young age so I told my mother I wanted to start a small home bakery. My aim was to create custom cakes that were pleasing to both the eye and palate. I launched Pixie Cream on the 14th of November, 2020. In December, my goal was 50 cakes in the next 6 months and I surpassed that goal in the first 2 months. The response and feedback have been so supportive and positive and I've never felt such fulfilment in anything else. Now I am currently working on expanding my business and I am so grateful for the teachers I have who are so willing to help me in my little journey.



Alisha Shraff

BMS  
1<sup>st</sup> YEAR

# LIFE LESSONS

Rahul Sharma and Rohit Roy were best friends since childhood. Rahul had lost his parents in a car accident when he was just 5 years old following which Rohit's parents had taken him in as their own child. And since then Rahul and Rohit were always together. He lived happily with Rohit's parents. Mr and Mrs Roy never discriminated between the two kids.

The duo studied in the same school. Rahul was intelligent while Rohit was just an average student. As time passed, they completed their school and Mr & Mrs Roy decided to send them to one of the finest colleges in Delhi. This was how they both ended up taking admission in the most prestigious university of the country: The Delhi University.

Rahul was ambitious and with a dream to become a great businessman, he took admission to the BBA Course. But Rohit was an average student and he never focussed and concentrated on his study. He took admission in an Arts course with the wrong notion that it would be a less difficult course to tackle. This was a turning point for the best buddies as they got separated in different courses and also in different classes.

Rahul used to spend his time studying and focusing on his dream and goals which he had set in his mind before taking admission to the college. Rahul being introverted had just one friend, Rohit, from his childhood. With time he started to miss his company in college. On the other hand, Rohit only used to study in the time of examination just to pass and also he never attended his classes, neither he made his notes. He took college for granted. To him, college was nothing more than "a timepass".

Rahul used to miss Rohit but Rohit started making new friends in the college completely forgetting about Rahul. He started hanging out with his new friends, slowly forgetting his childhood friend. He had already started smoking, drinking and doing drugs with his new friends. And hiding all this fact from his best friend Rahul.

Rahul was focused on his dream which, according to Rohit, made the former boring. Rohit thought, "If I stay with him now my cool friends will make fun of him." Rahul also started to notice the change in his friend's behaviour. Whenever Rahul used to visit Rohit, Rohit denied talking to him and always ignored him. Slowly and gradually Rohit spent all his money on buying drugs and stuff.

Rahul started to wonder why was Rohit behaving with him in such a manner. "What have I done to him?", he always used to think. He now started to feel lonely.

One day Rahul was so depressed by thinking that why his friend was not talking to him like earlier days and why he was ignoring him that he at once went to Rohit in hope of some answers.

Rahul shot his questions to Rohit, "Why are you ignoring me? What's your problem? Share with me."

Rohit shouted at him with disgust, "you're not cool as my friends and if I start talking to you all my friends will start making fun of me so stay far from me go away."

Therefore after listening to these words of his best friend Rahul was shattered and disheartened. He pleaded with his friend "Then tell me what do I need to do for you?"

Rohit started laughing at him and told him to go away. Rahul again said "Tell me? at least I will try. I can do anything to stay friends with you. I have lost my mom, dad in childhood. I don't have anyone in my life."

Then Rohit said "will you be cool like my friends and go to a party as we guys do?".

Rahul said, "if this will bring my friend back to me then it's ok I will do it to make you happy." Rahul and Rohit started to party together.

Rahul also started to enjoy partying like Rohit and his friends. Now between all this, Rahul also stopped focusing on his dream. At one time, they were engrossed like always, in a party, at their friend's place. That was also the evening Mr and Mrs Roy were to come back home from their business tour. Rohit stayed the night but Rahul, out of respect or compulsion, returned home.

Rohit partied all night and lost his life at the same party due to a drug overdose. Mr and Mrs Roy received the grave news after some time. Mr & Mrs Roy regretted and took all the blame on themselves. They thought it was all because of them that they lost their son because they couldn't give him the time that he deserved from both of them. Rahul also cried but learned his life lesson. He again focused on his dreams and studied well turning into a great businessman after five years. So, always take the lesson from others' lives and do not destroy your life for someone else's. Find what's right or wrong or it is worth it for me or not. Please make the right decision because it is your life and that should be your choice.





Nisamma Limbu

FTTA

1<sup>st</sup> YEAR

# I DON'T REMEMBER

I could see dust like clusters of stars like the whole Universe was looking down at me, it reminded me of how tiny beings we are and how empty we can feel and nothing can make us feel complete at that moment and how tinier that feeling of emptiness must be.

After a long struggle trying to open my eyes, I found myself sitting on a seat in an empty bar with an uninspiring interior and weirdest of all I don't recall ordering the drink. I was 15. I shielded myself away from the lights as my eyes refused to adjust. My body ached in such pain.

A man sat down next to me, he smelled of cigarettes. He banged the wooden table and ordered a drink. I glanced over at him, trying to study him. He turned and smiled "My Name is Mabuz" he said.

I felt cold and weary as the temperature of the room dropped one degree at a time... Nervous, shaky and with a trembly voice, I told him my name. The pain found its way back and it climbed right through my chest struggling for air. I could hear different voices none I could fathom.....

When I opened my eyes. A tall lean bartender brought his drink over, with hollow eyes, He gave me a quick look right before he left.

"Are you ready?" asked Mabuz, as he swirled his drink. Our eyes met and I felt as if he could stare right into my soul. "Yes, or no?"

Frozen and half numb I asked "I don't understand. What are we –" the pain ....it started again. I couldn't breathe...

Mabuz took a deep breath and touched my shoulder. I felt at ease, the pain took its way out calmly, I could breathe again. A smile flickered on his face. He looked way older than I had thought, the hairs on his chin were more grey than black.

Confused, I asked, "Then who are you?". Taking a deep breath he stared at his drink. "From infinite days I have existed, I have learned one thing and only one thing; - we fear endings"

I leaned on the wooden table with restless arms and waited for him to continue. "I need you to know that I am in no way more powerful than you are. Who am I to play God? I'm not a creator. I am just a side effect"

"A side-effect of what?"

"Of life, my dear. I am a side effect of life. I pick up audiences for the Universe. The "beings" to start with. He said this with his eyes fixed on the lights above us. "If humanity is an epic story filled with beaming hope and efforts, then the universe is an untold tragedy, a sadness with no end."

"but that's not what I asked for.. who are you exactly?" I said.

I lost all my hopes that he'll even give me a straight answer just then he said "I have been given many names. I don't believe I was born, or even created. Now I can't even say I exist, that's an error in itself. I simply am." He leaned in closer to me and said-"I am Death"



I could feel him watching my reaction and taking pleasure in it. "I hate to say it, but I was expecting a little more like a pair of wings and pale face and a little less alcohol. But I'd say this is a nice change." I looked at him. He laughed with his shoulder shaking.

"I like you," said Death, finishing the rest of his drink in one gulp "I do but hey don't let me keep you. Places to go, people to see, right?"

Not knowing what to respond I just nodded. "Until next time, dear," he said, giving me a wink. He raised his arms. The lights flickered and there it was, the wings I could see its shadow fell on the wall behind him.

He came forward, his leather jacket dangling on his shoulder and touched my face. His hands were icy cold and I could feel the pain coming back and I was bleeding again..... I was gone!

Or I'd say I woke up in a sweaty bed I screamed not knowing what that thing on my bed was. "Mom... Mom?"

My mom with her rolls on from last night shocked said -"Honey what's wrong?... oh that don't worry that's just period. YOUR FIRST PERIOD Honey"

That last sentence echoed on my ears and I realised how dramatic girls are and their dreams even crazier.

-Inspired by my favourite novel "Dead Beautiful" & "The strange haunting of Model High School" and some Coming of age movies "The breakfast Club" & "The clueless" bit of inspiration from almost everywhere ;))



# | CLUBS OF INSPIRIA

# COMPUTING CLUB

Computing club is the only Technical Club of Inspiria knowledge Campus, managed by the students under the Guidance of esteemed Faculty members of Department of Computer Application. The club was established in the year 2016 by a group of students, which aims to serve as a platform for collective enquiry and exchange of knowledge among students who seek answers, in light of the modern technologies and discoveries, to the age old questions about meaning and purpose of life, the complexity of world around us and the dynamics of universe at large by promoting such obetorial awareness of technology and its advancements through various activities. This encourages the students to show their passion for technology through this platform. The Computing club maintains the collaboration with CodeChef under the campus chapter named "Codopia", which is one of the well known National level coding and programming platforms for budding programmers.

## The events organised by the Computing Club are listed here below:-

01

**InCode** : A flagship event of Computing club which is organised Nationally once every year for the students having a keen interest towards computer coding in various computer languages. The event has been started with School level which moves onwards to College level too and now on National platform in a mode of online for both school and college .

**incode 2021**

## ONLINE CODING CONTEST

Participate and win cash prize worth **Rs. 22,000/-** in total!

 **12 February 2021**

POWERED BY



02

## Web-Page Design Competition:

An interdepartmental event to enlighten the colour contrast of the web in a competitive way under the name "WEBX-RECTRO-DESIGN". Students build up the web pages with the modern web technological tools to present their thoughts in the form of a web page. This helps them to judge their skill they have learned and also encourages them towards a startup as freelancing.



03

## Trivia Quiz: Trivia Quiz is another inter departmental event conducted by Com- posting

Club with focus to nurture the presence of mind in terms of technological aspect. It's a platform where students get an opportunity to prove their IQ level.



**04 Mobile Mock up Design Competition:** This event is conducted in an interdepartmental form where students can build the mobile interface depending on the current aspect of real world. This event motivates the students to build up the imagination power of representation before designing any kind of web/application page. V. Technical Debate Competition: Clash of mind will be a better term for this interdepartmental technical debate competition named as “Techno Clash”. The event provides the students to prove their confidence in terms of technological aspect either in a biased or unbiased manner. VI. Blind Coding : A departmental event for the students towards a new way of strengthening their self confidence by executing a coding as a solution for a given problem within a stipulated time without looking towards the screen .



**05** Apart from the above events , Computing club takes an active role in the flagship event of Inspiria i.e **“INSVAGANZA”**, to organize different online virtual events like counter strike, pubg, etc. and also the Club drives a workshop on digital literacy for the students well being towards the fondness of technology with better understanding and application.





# CULTURAL CLUB

In this extreme time amidst the Corona Virus pandemic, we are advised to distance ourselves from our loved ones. In times like these, many of us depend upon music for therapy, innovation, inventiveness and to escape reality. Physical events must be adjourned for now, but that is not stopping Inspirians from performing.

Inspiria is yet out with another event **INSPIRIT 2020** which took place on 4<sup>th</sup> of June at 2p.m. It was a virtual event, which means performers and the audience will interact with each other in a virtual environment on the web. Virtual events present a new opportunity for overstepping the hurdles of social distancing and engaging audiences. There were eighteen performances in the event where sixteen performances were by the students and two by the faculty members which included fifteen melodious singing performances, two energetic dance performances and one humorous drama.

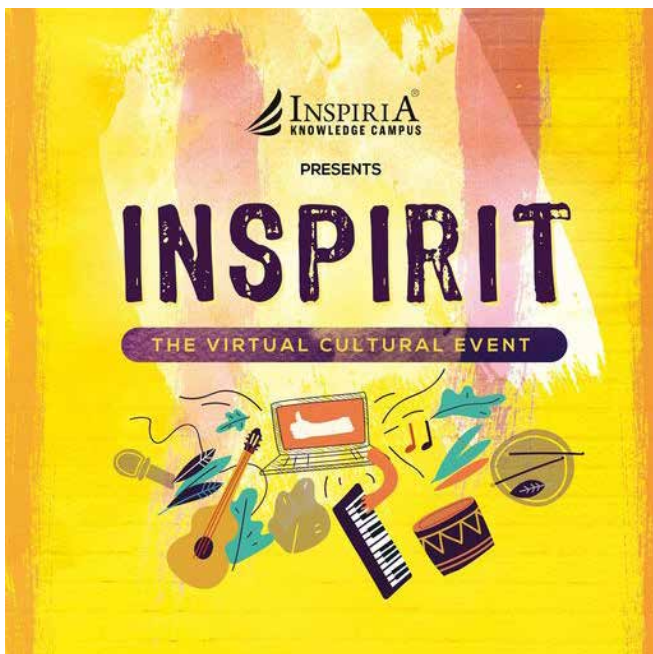
All the participants worked strenuously for this event. They must have had a challenging time learning the lyrics, practicing the song, dance and drama, reworking pitches, overcoming performance anxiety and tackling many more. In the event, each of them took their turn and the mike to do their best possible performance which in turn bore its fruit and the event was a successful one. College is literally a transformation portal which is responsible for completely changing the life and personality of students.

To bid farewell to the seniors (2017 batch) amidst the coronavirus pandemic was a significant task for the students.

Firstly, the farewell was divided into two days, 10<sup>th</sup> of November and 11<sup>th</sup> of November.

The programme began with dance performances and melodious songs after which the highlight of the day which was a speech by a representative from each department began. They shared their funny, emotional stories that happened while they were in college.

There were a lot of problems that came its way as it was an event which happened for the first time amidst the pandemic. Nevertheless, the farewell was a successful one.





# DRAMA CLUB

Rang Manch - Drama club of Inspiria Knowledge Campus, Siliguri. It was established to promote the creativity and innovation of students through the art of drama & theatre and help the budding artists, the growing craftsmen accomplish a superior dominance of language, create balance and fearlessness, and acknowledge emotional writing and its strategies. Today the Drama club students feel an immense amount of changes within themselves. The drama club has helped us boost their confidence level and helped to enhance their personalities. Joining the Drama club has enhanced students' public speaking skills. But nothing comes easily, it all took so much hard work to achieve desired goals. Hours and hours of practice. The entire team has always put in their hearts a soul to make their performance successful and memorable. Drama club won many awards and prizes for their incredible performances from the different colleges and also have scored 1st position.



# ACHIEVEMENTS

- 01** 2018 – Street play 1st position -  
Salesian College Fest
- 02** 2019 - Street play 1st position -  
Salesian College Fest
- 03** 2020 - Online Performance -  
Real Super Heroes - Dedicated to Covid Warriors

The Dramatic Club encourages dramatic presentations by students in the form of plays. Drama and theatre club provides theatre training and positive mental relationships to the students throughout each step in their journey of life. This club includes play acts which improve youth to tell the stories in the way they want. It builds leadership skills in young students in working as team communication, listening and responding story building and presenting which make them vulnerable providing an opportunity to laugh, play and cultivate life skills.

The idea behind this initiative was to expose the students to different opportunities in the world of art and culture. But as it has said nothing is possible without proper guidance. Asst prof Mr. Taqui Haider has always supported and motivated his students for the best. It's him who made us realize the importance of drama. It is not only we who have only worked hard but the credit also goes to him for always standing behind his students and to provide them the art of drama all the way possible.

From writing our own script to have a proper set design we have come a long way. It is an immense pleasure and a matter of pride that belongs to **'Rang Manch'** Inspiria Drama Club and also has been exposed to different opportunities. We feel lucky and fortunate enough to get this platform.

# GAVELS CLUB

## Youth Leadership Platform

Inspiria Gavel Club was founded on 7th December, 2019 under the tutelage of Toastmaster Geetanjali Rathore. It was the vision of Mr. Atul Gupta, Managing Trustee, Inspiria Knowledge Campus to bring the youth, aged between 12-17yrs under one umbrella with a mission to instill communication skills and leadership skills.

Inspiria Gavel Club is affiliated to Toastmasters International which is a non-profit public speaking organisation. This club is the first and only gavel club in the east & north-east region to have been established so far. It prides itself with 22 active members who come from diverse cultural backgrounds.

At its inception, members consisted of students from different schools across Siliguri and Darjeeling district in West Bengal. Sessions were held on the college campus. Today, it's been more than a year that the sessions have been taking place online through zoom. This is due to the current pandemic that has opened the opportunities to grow. This opportunity gave impetus to the vision of Mr. Atul Gupta. Current members of Inspiria Gavel Club are from different parts of India ( Delhi, Punjab, Kolkata) and from the neighbouring countries Nepal and Bhutan.

The objective of Inspiria Gavel Club stems from the branches of communication skills and leadership skills thereby transforming its members into confident and effective speakers. This is ensured through peer learning and sharing models. Members inculcate the habit of practice. Inspiria Gavel Club members have been fulfilling their aspirations of becoming excellent communicators by following one mantra i.e., learning by doing, learning by practicing.

Today Inspiria Gavel Club has joined a conglomerate of 150 gavel clubs from across 30 countries and together contributing in fortifying the aims & ambitions of Gavel & Toastmaster fraternity. The goal is to bring as many opportunities and as much exposure to its members.

In a short span our members have soared high and beyond to bring recognition to the club. On 30th May 2020 Inspiria Gavel Club participated in a collective session where 10 gavel clubs came together. These were clubs from Dubai, Oman, Sri Lanka, Sharjah and Pakistan. All the participants well represented the clubs with astronomical victory in all the three categories.

Gavelier Tamanna I Chatterjee was the winner of Table Topics ( Impromptu speech) Evaluation Competition.

Gavelier Aex Manglawmsanga was the winner of the Table Topics Speech Competition. Gavelier Tejas Gupta was the winner of Inter-clubs Group Debate Competition. Consequently Gaveliers have



made a mark for themselves and for the club in the subsequent competitions as well. Time and again they have been consistent with their performance.

On 31st October 2020 another collective session took place for debate competition. Once again Inspiria Gavel Club competed with 10 other clubs from different countries. And the participant gaveliers did not budge to keep the flame of victory burning.

Gavelier Arpan Sinha was the Runner-up winner as the closing speaker.

Gavelier Muskan Sharma was the Runner-up rebuttal speaker.

Gavelier Rehmat Singh Chawla was the Runner-up opening speaker

And as a team Inspiria Gavel Club was awarded the Runner-up Debate Team.

During the debate competition supporting the role as a Timer was performed by Gavelier Jasmeen Chawla. Without her dedicated support the debate competition on a world level would not have been a success.

In the international speech competition which was organised on 16th January 2021, more than 150 gavel clubs came together on a single platform. It was a spectacular moment and a phenomenal experience.

Gavelier Rhangdol Golay had participated in a supporting role as a tech master. And, Gavelier Muskan Sharma represented our club as the speaker.

Inspiria gavel club is striving to bring every opportunity to help its members receive international acclaim as a speaker.

Our next Inter-club speech competition is next due on 29th May 2021. Inspiria Gavel Club is looking forward to yet another beautiful experience that is coming along its way.



# MANAGEMENT CLUB

The Management Club of Inspiria Knowledge Campus - Insignia, was formed with the aim of giving the students (or Inspirians) a business world experience of how certain simulations, games and events might play out in the real world. Each and every BBA student (all streams) is automatically enrolled as a member of the Management Club at the start of every new academic year. Each year the club selects office bearers from its members for the posts of President, Secretary, Treasurer, PR Head and Events Head. Event volunteers are chosen according to the events held, with each volunteer group taking ownership of their respective events and conducting them in a competitive yet fun filled atmosphere. Now, in its third year of its inception, it has expanded that aim into increasing the general skillset of the Inspirians in terms of soft skills, networking, teamwork and leadership skills along with the added goal of increasing and sharpening their business acumen. Keeping this in mind, year round events are organised by Insignia to test and further nurture these skills. For instance events like Business Plan, Trade Bustle, Debates, Business Quizzes, Logo Motion are taken up enthusiastically by the students. The events are open to all the students of Inspiria, irrespective of their stream or year.

With changing times, comes changes in the functioning of the club activities as well. This year has seen more online and hybrid events and activities keeping in mind the current testing times. But with a total number of 6 online/dhybrid events carried out within a span of 9 academic months, it is fair to say that the transition to this model has been smooth. Some of the online/hybrid events taken place during the academic year 2020 - 2021 are mentioned below:

SL NO	Event Name	Dates
1.	REVERBERATE - Business Plan Competition	24-04-21
2.	QUIZZARD - Management QUIZ	10-02-21
3.	PRVR (Public Relations in Virtual Reality)	29-09-20
4.	Student Speaks	26-06-20
5.	Clash of Minds - Debate Competition	30-04-20
6.	Logo Motion	19-04-2020



**01 REVERBERATE**  
Business Plan Competition



**02 QUIZZARD**  
Management QUIZ



**03 PRVR (Public Relations in Virtual Reality)**



**04 Student Speaks**



## 05 Clash of Mind Debate Competition



## 06 Logo Motion



For the academic year 2021- 22, the Management Club will continue with the present model of conducting club activities and events in a hybrid model, with events like Stock Market Simulation, Hunt and Earn, Growathon, MAD ads, Simulation games etc... to name a few. There will be renewed efforts to engage with the industry and business leaders to understand the best business and management practices that are being followed now in the changing times and the goal will be to apply them practically in the club events and activities so as to nurture the upcoming new generation of hybrid learners in the club.

# OASIS CLUB

**“ Coming together was our beginning. Keeping together was our progress. Working together was our success”.**

In Inspiria Knowledge Campus, Oasis club is taken care by BHM department and run by the students of BHM. Oasis club guide to learn and help one another team members realize their true potential, and create an environment that allows everyone to go beyond their limitations. It has been said that there's always a hidden potential and Oasis club has given this opportunity to the students to be a part of this club and show their creativity to the world.

## OBJECTIVE

- To improve complementary skills.
- To maximize their strengths and minimize their weakness, students can improve their leadership quality.
- To create a strong sense of mutual commitment, thus it helps to generate performance greater than the performance of its individual members.
- Taking all the challenges and giving a good outcome, and helping them to be more relevant to the Hospitality Industry.
- Make them learn the importance of team work and appreciate each effort for being a part of the team .
- 

## SOME OF THE EVENTS ORGANIZED BY STUDENTS ARE:

01

### Cake Mixing Ceremony (December 2020)

Cake mixing has become a celebratory event across India in recent times. In this event students tried to come up with the decoration and created the setup for the same.





**02 Kite Festival (14<sup>TH</sup> January 2021)** 'kite Festival' as we tried to recreate the famous Kite fest of Gujarat where we used Lai ke ladoo, kites, Threads, bangles and paper-work to celebrate the famous "Makar Sankranti" festival of India.



**04 72nd Republic Day (26<sup>TH</sup> January 2021)** It is a historic day when the Constitution of India came into effect on 26TH January 1950. The same students tried to show by decorating the college reception with rangoli reflecting the tricolour of our Indian flag and making some crafted decoration items.



**03 Saraswati Puja (16<sup>TH</sup> January 2021)** Vasant Panchami or Saraswati Puja is a popular Hindu festival dedicated to the goddess of learning Saraswati who is the deity of knowledge, art and music. This festival has been celebrated in our college every year and students tried to come up with the proper arrangement of puja in the form of decoration.



**05 Poila Boishakh (14<sup>TH</sup> April 2021)** Bengali people of India have historically celebrated Poila Boishakh, and it is an official regional holiday. The day is also called Nabo Barsho. In this authentic festival students come up with their unique ideas of decoration for theme lunch, organized by BHM Department. For the decoration students choose to go with the proper theme by using kalash, Narkel, kula, Dhunuchi and Pankha for decoration.



# POUR CLUB

'Atithi Devo Bhavo'. Service and satisfaction is the key to a competent hospitality professional. A good service is often contemplated as the heart of a business or an establishment because it leaves the consumer feeling valued and respected. With this very intention in mind, an official club titled as 'Pour House' was formed on June 2018. This club gives an opportunity to be groomed and to learn the art and skills along with the latest trends and practices via the practical approach. The club has been hosting various events and is the major part of the occasions happening in the college since the last couple of years and aims to continue as the same in future too.



The majority of the events in the first half of 2020 were impacted by the global pandemic and many of the tasks were postponed. Gradually when the situation was progressive, The Club decided to make a head start to the upcoming festive season with fresh and unique events. On 12th December 2020, Inspiria hosted its first annual 'Cake Mixing Ceremony' at the campus. The ceremony was special because it was a harbinger of good tidings and happiness and it brought everyone in the campus together after a long period. Similarly, 14th January 2021, on the auspicious occasion of Makar Sakranti, Inspiria celebrated its first "Kite Festival" at its premises, filled with sweets, enthusiasm, and tons of bright faces. Some events which are hosted annually every year by the club were also successfully conducted which included festivals such as Saraswati Puja, Wine Tasting session by Sula Vineyards and the list goes on where the team has been involved in the best possible manner.

In April 2021, the club took the initiative of hosting the first Bengali theme lunch "Baisakhi Bhoj" in the campus premises. The event was to fill the upcoming year of the entire Inspiria family with prosperity and joy. Some of the hospitality professionals were also invited to be part of the event. The service was operated by the senior members of the club along with some enthusiastic fresher's.

The Pour House club is not just about performing in the events and executing them, it is also about



creating hospitality and service based ambience, attitude and culture among the team members. It teaches us how a right attitude towards your work and your colleagues can build a humble and generous person within oneself.

Inspirians with enthusiastic mindsets, mutual commitment and co-ordination have been a part of this club from the very beginning and the numbers are increasing gradually. Pour House has always been backed by the administrative members who have been guiding the club as a whole in an ambitiously right direction.



# SPORTS CLUB

01

**Inter college Cricket Tournament by SIEM**



02

**Alpha Premier League (Club Level Cricket Tournament)**



03

**Inter College Basketball Tournament by Salesian College , Sonada**





# TOASTMASTERS CLUB

## The Journey So Far; The Journey of Learning

March 2021, the world faced an unprecedented challenge that came as a shocking wave to almost every particle, keeping us paralyzed, captured within the four domestic walls of oneself.

When Toastmasters was all about being in person, present physically with the audience and other peers, it seemed difficult to adapt to online during the initial days, but Inspiria Toastmasters Club did overcome the lockdown with a great zeal among the fellow toastmasters to learn and develop their leadership skills. Not only making the digital world turn into a vivid one but our members also took active participation in the International Speech Contest, Table Topics Contest & Evaluation Contest and bagged winning positions for the same.

The club celebrated its 100th session in the midst of the lockdown on 16th August, 2020. The theme of the session was 'Magic Moments' and what the magical element to it was? It was our keynote speaker, Sarah Khan (featured in Forbes, Toastmasters Magazine, Muslims of America, Al Jazeera, TEDx Speaker), who gave an insightful session to us. Be it the 100th session, any special session held during Christmas, onset of Spring or any normal session, we ensure that the learning remains same and with creative leadership skills being developed every session. Sessions that are not only about learning, but about the overall development of an individual that moulds them to perfect leaders.



## Some of the notable achievements the club received are:

- Design Wizards: First Place
- Pronouncer A Curtain Raiser: First Place
- The Distinguished Ahead Of Time Award
- Golden Gavel (Highest Award)
- Rising Star
- Fantastic Five Award
- Accelerators Award
- Transformation Award

We achieve and we continue to learn, setting examples for students & other clubs too. We are proud



of having built us as the same we are described as “Energetic, Vibrant, Young & Best”. It is of no doubt that the members & their ideas are the reason behind the club being recognised as the most vibrant club in the area. We are proud Toastmasters of Inspiria Toastmasters Club and we have successfully completed our 128th session amidst all challenges.

Well, when we communicate it's not only about being loud & clear to the entire mass but to focus on individuality and the urge to connect with your audience. Communication without connection is incomplete. So first let's start connecting, let's start networking. Let's call in for the leaders in ourselves, as we stand as a member of the Toastmasters fraternity 'Where Leaders Are Made'.

## Connecting is the call to communicate!

Rhittick Das  
Former VP-PR  
(Inspiria Toastmasters Club)

# **VISUALS, COMIC STRIPS, 3D ART**

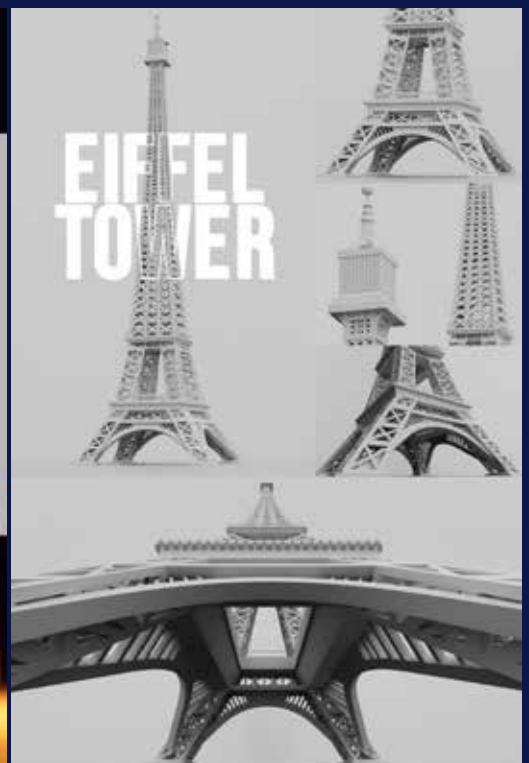
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Ankit Ghosh

BMAGD  
2<sup>nd</sup> YEAR



# 3D WORKS



Nikhil Thapa

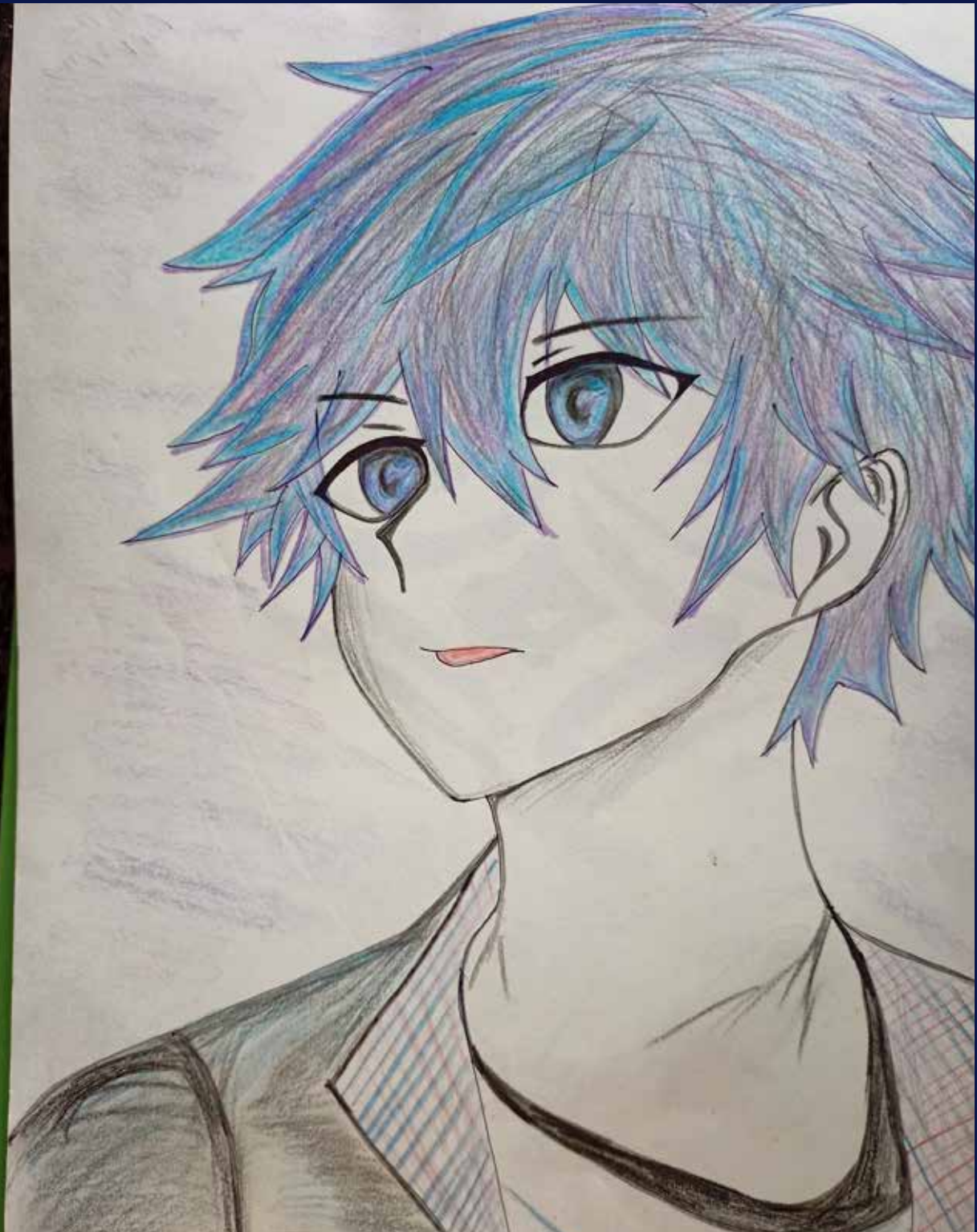
BMAGD  
2<sup>nd</sup> YEAR





Arkadeep Mondal

BBA  
1<sup>st</sup> YEAR

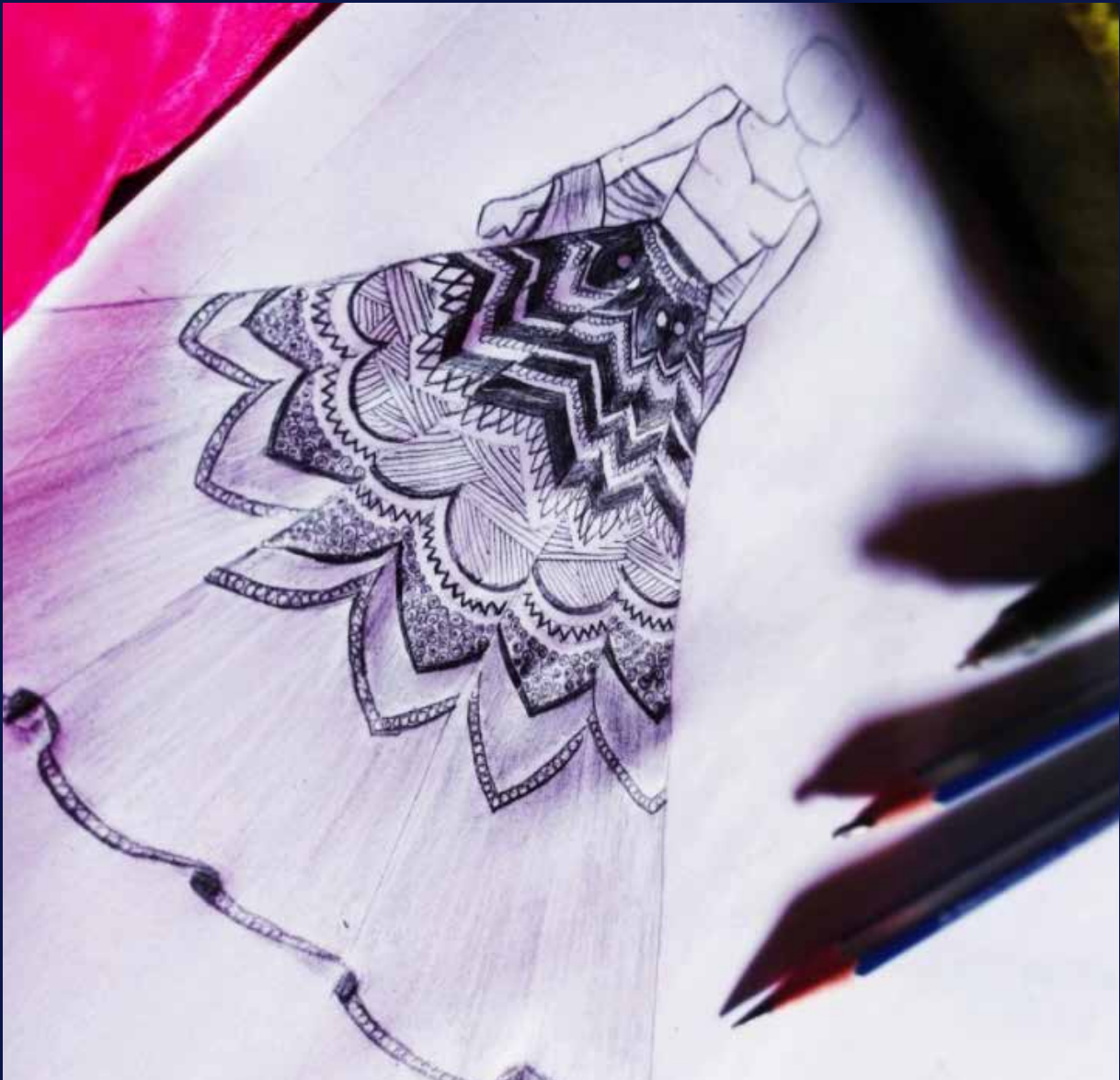






Sejal Gupta

BBA  
2<sup>nd</sup> YEAR



## ETHNIC DESIGN INSPIRED BY MANDALA

This design is inspired by mandala. Just to give a short brief what “MANDALA” is, it’s a geometric design that holds a great deal of symbolism in Hindu and Buddhist culture. Also, lesser known fact is that drawing mandalas also reduces anxiety, tension and overall stress. This designs appeal the authenticity and it also focuses on our culture.



Lipika Saha

BCA  
3<sup>rd</sup> YEAR

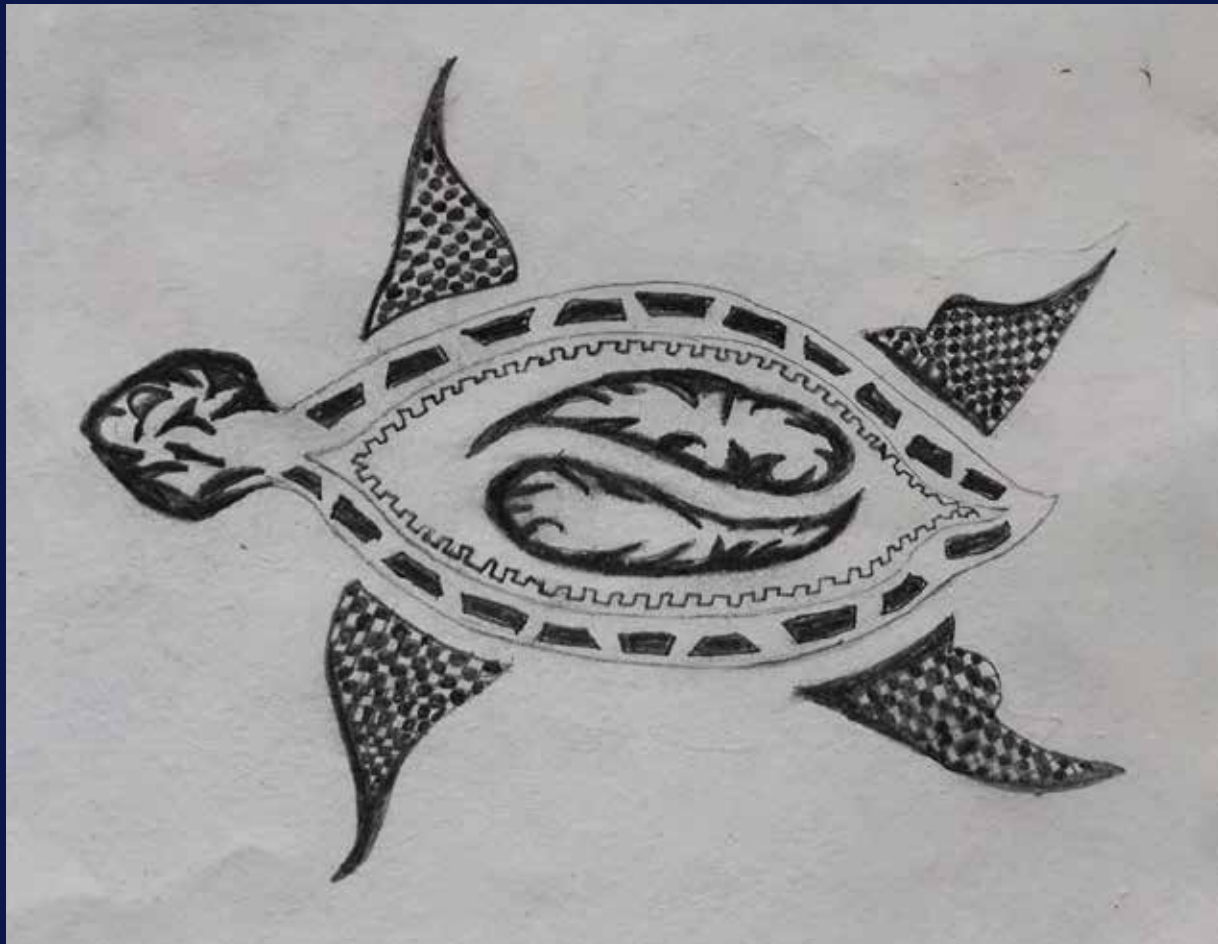






Sneha Prasad

BBA  
2<sup>nd</sup> YEAR



## LIFE

Life is about one aspect and that is living and  
living to the fullest is everything

Life is a gift, created by god

Life is a lesson, which teach's alot

Life is a question mark, which is never the  
same

Life is a path towards fame or shame

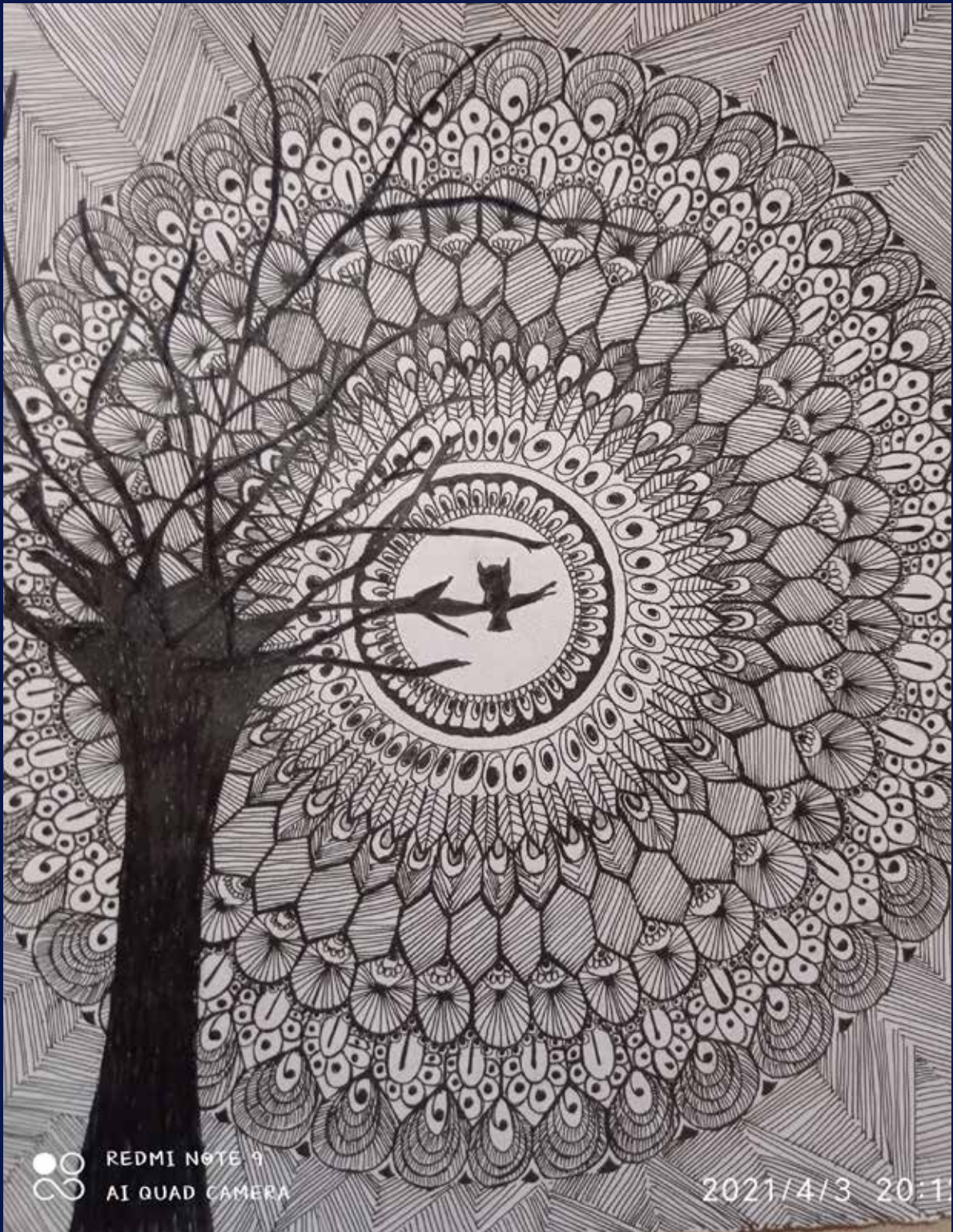
Cease the moments and make it yours so that  
there is no space for tears.



Rajshree

BCA

1<sup>st</sup> YEAR







Rinika Basak

BCA  
1<sup>st</sup> YEAR





# ART PIECE



Shreea Bose

BCA  
3<sup>rd</sup> YEAR





# ART PIECE



Sumana Ghosh

BBA  
2<sup>nd</sup> YEAR







Twinkle Sarkar

BBA  
2<sup>nd</sup> YEAR



# ART PIECES



Abhay Agarwal

BBA - E  
1<sup>st</sup> YEAR







Adarsh Rizal

BBA - E  
1<sup>st</sup> YEAR





## ART PIECES



Anwesa Sarkar

BID  
1<sup>st</sup> YEAR

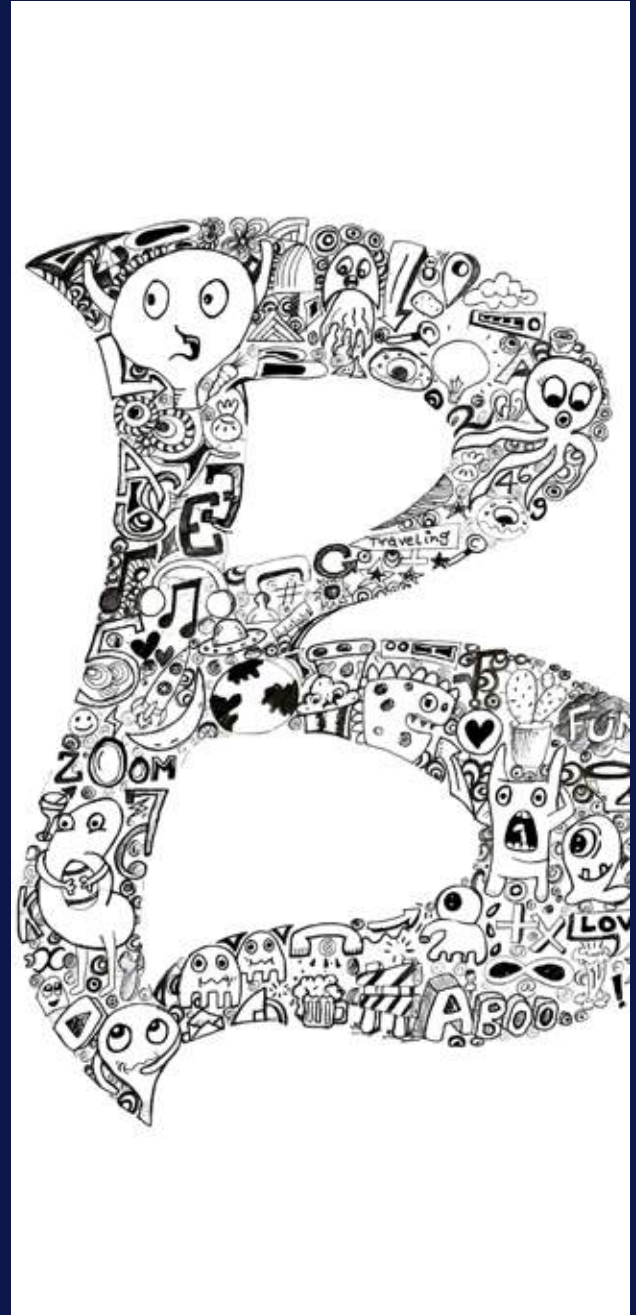


# ART PIECES



Bipul Roy

BID  
1<sup>st</sup> YEAR







Bristi Biswas

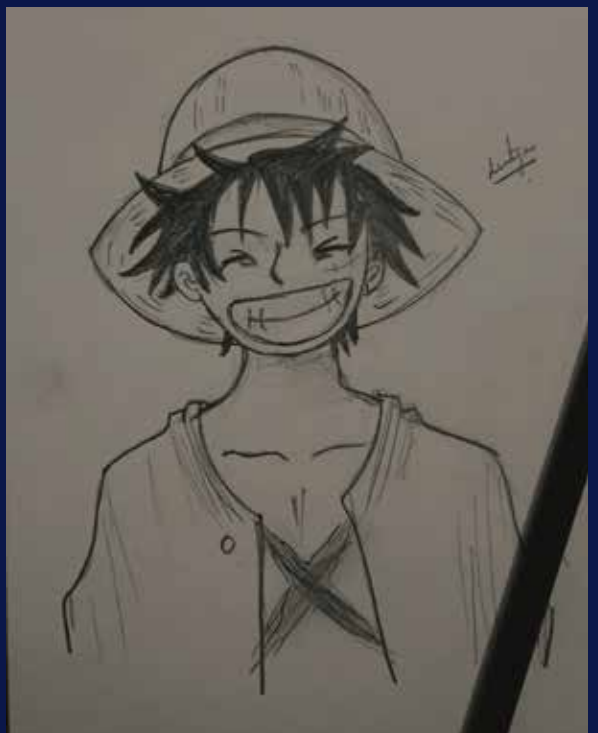
BBA - HM  
1<sup>st</sup> YEAR





Deebeja Chhetri

BBA - GB  
2<sup>nd</sup> YEAR

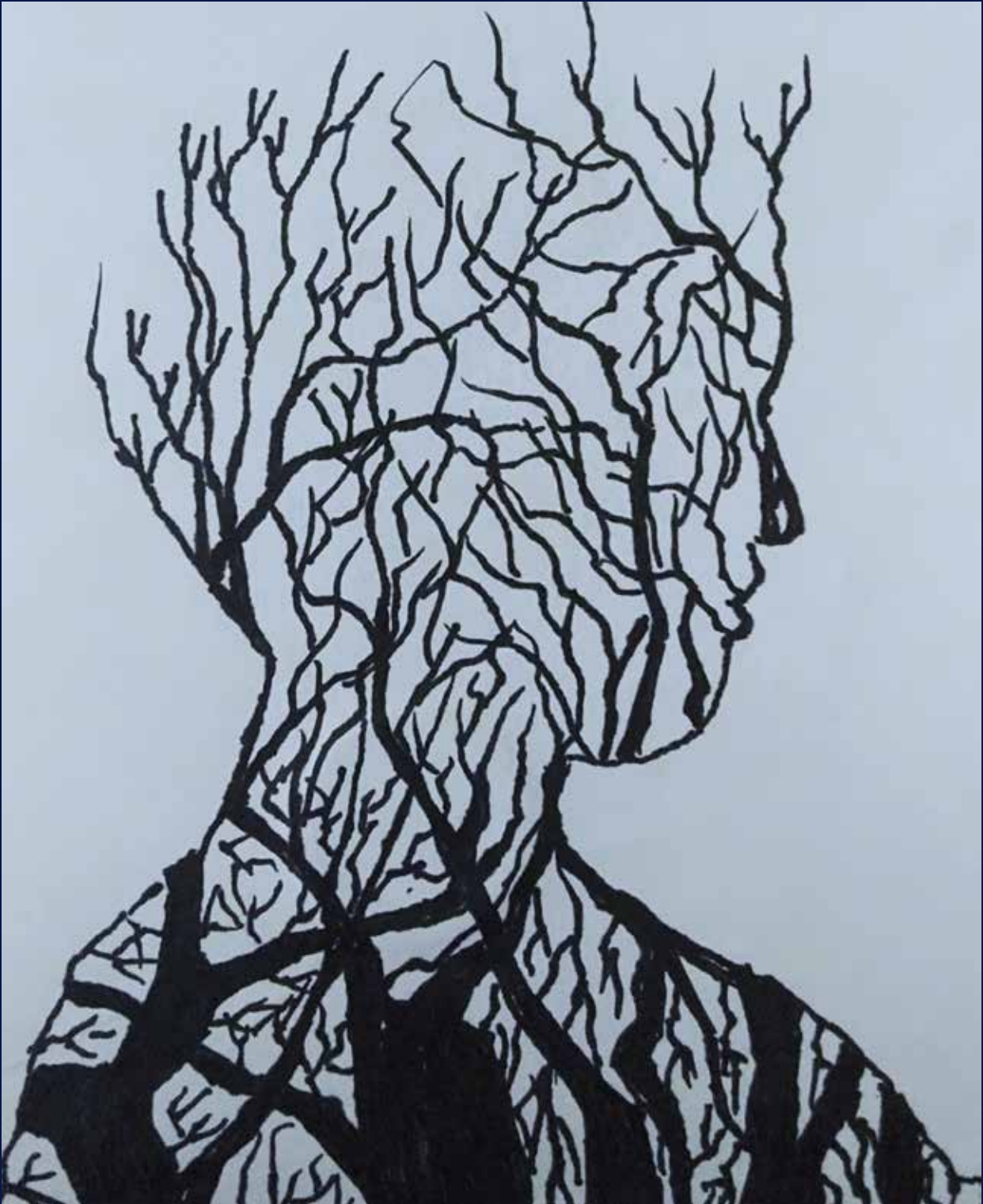






Govind Singh

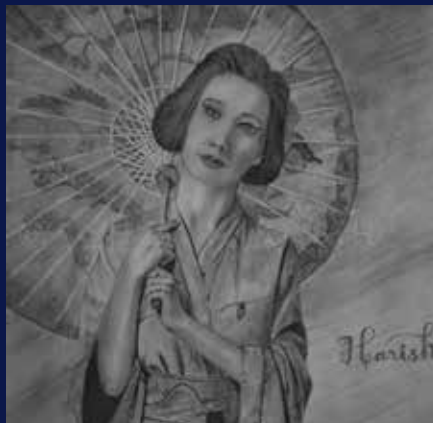
BBA - E  
1<sup>st</sup> YEAR





Harish Darnal

HHA  
3<sup>rd</sup> YEAR



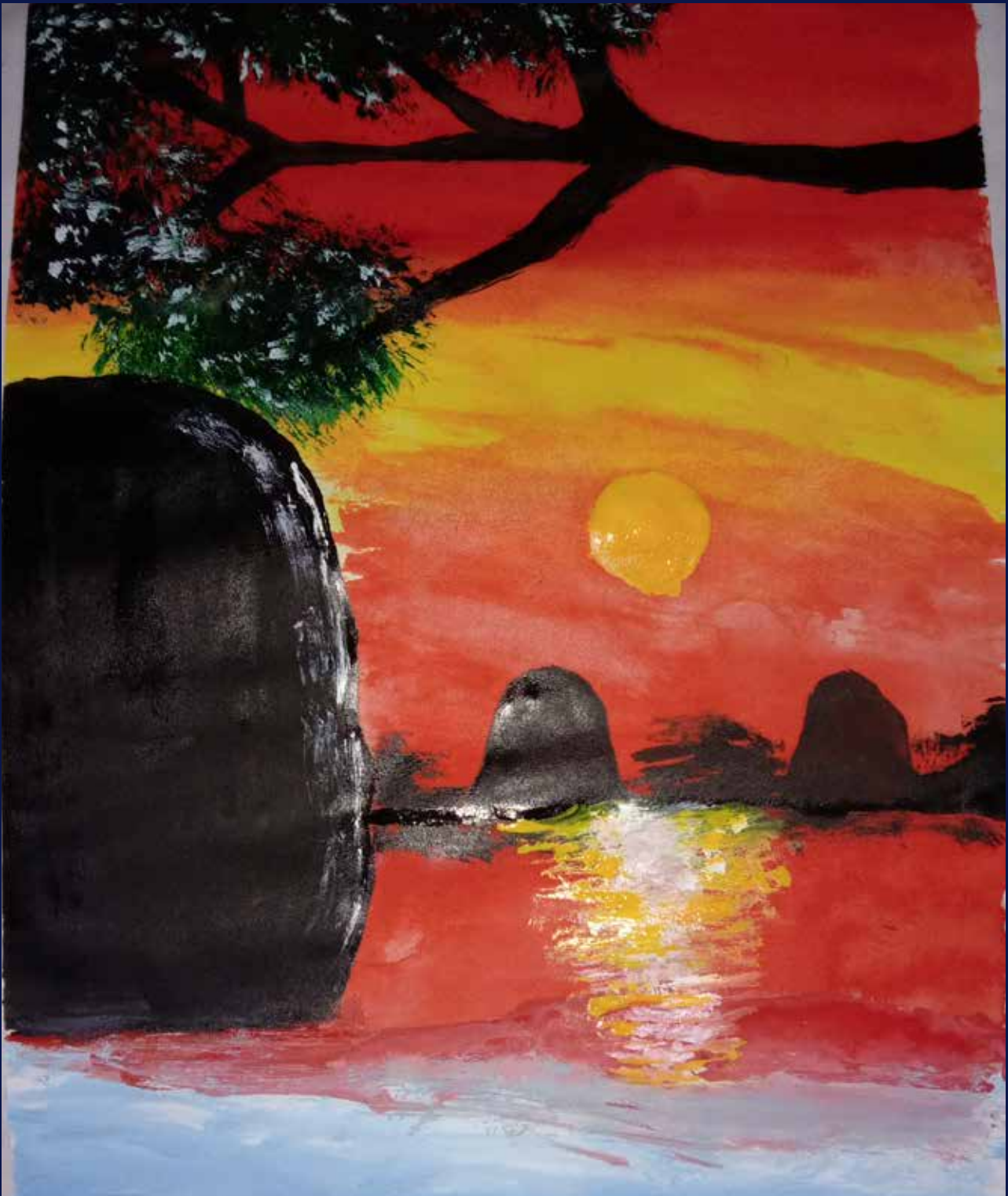


# ART PIECES



Krishika Gurung

BBA - GB  
2<sup>nd</sup> YEAR



# ART PIECES



Mahesh Adhikari

BBA - GB  
2<sup>nd</sup> YEAR







Md. Nayeem Shahbaz

BBA - E  
1<sup>st</sup> YEAR





Neha Sen

BBA - GB  
2<sup>nd</sup> YEAR







Prabash Gajmer

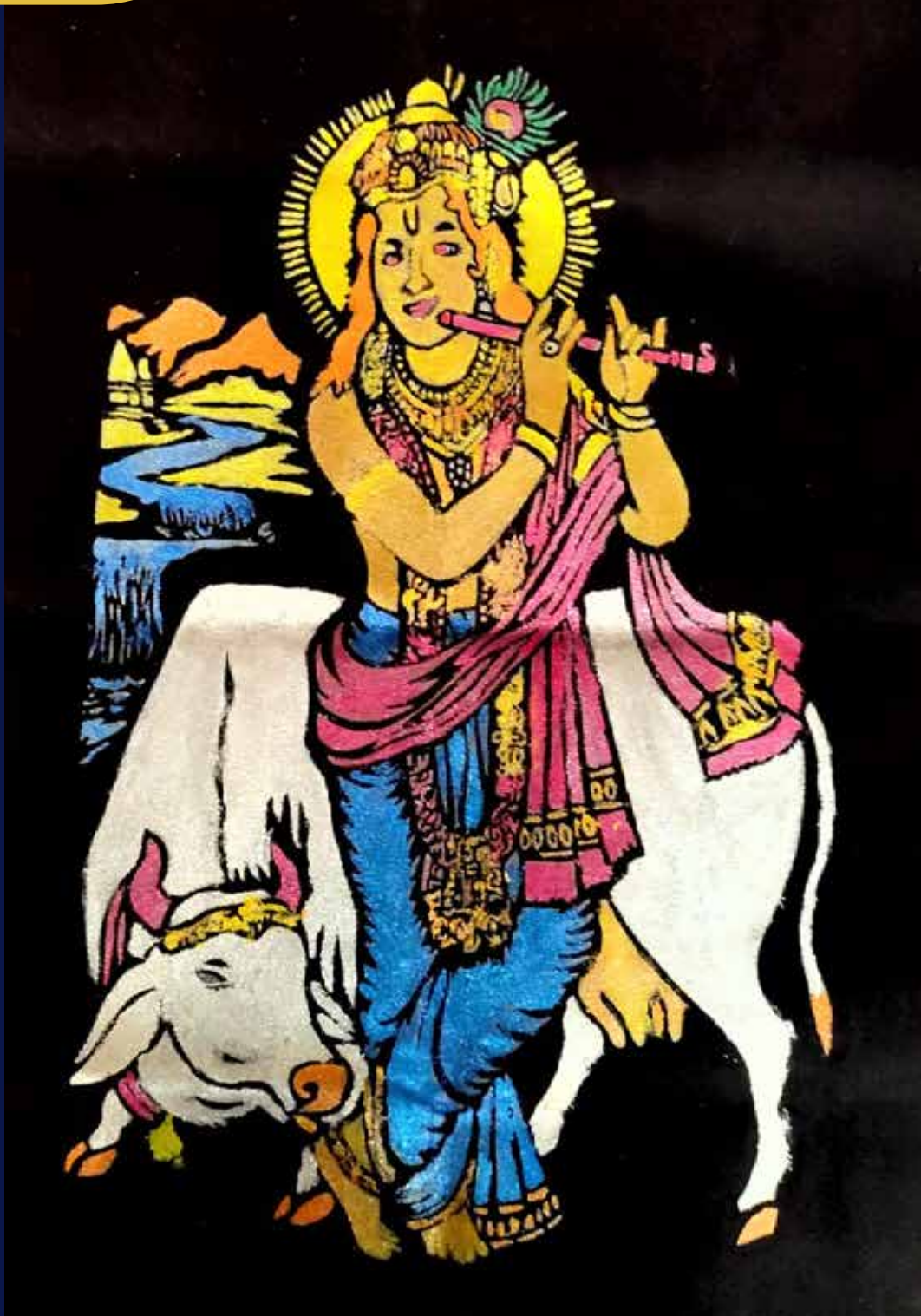
BBA- AT&A  
1<sup>st</sup> YEAR





Priyanshi Jaiswal

BID  
7<sup>th</sup> YEAR





# ART PIECES



Puja Banik

BMAGD  
2<sup>nd</sup> YEAR





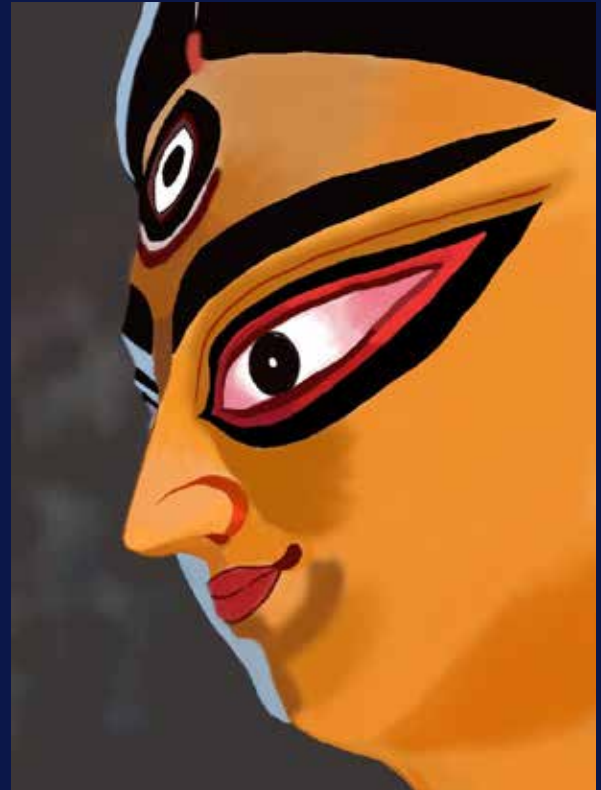
# ART PIECES



Rajhrita Singha

BBA-HM

1<sup>st</sup> YEAR





Rashi Mittal

BMAGD  
2<sup>nd</sup> YEAR





Rashica Goyal

BMAGD  
2<sup>nd</sup> YEAR



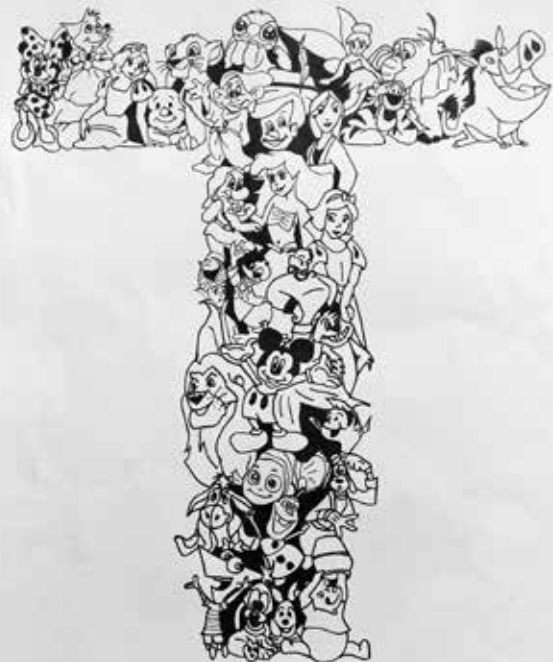


# ART PIECES



Rupshikha Barman

BMAGD  
2<sup>nd</sup> YEAR





Sakshi Daga

BBA - E  
1<sup>st</sup> YEAR





# ART PIECES



Saswati Majumdar

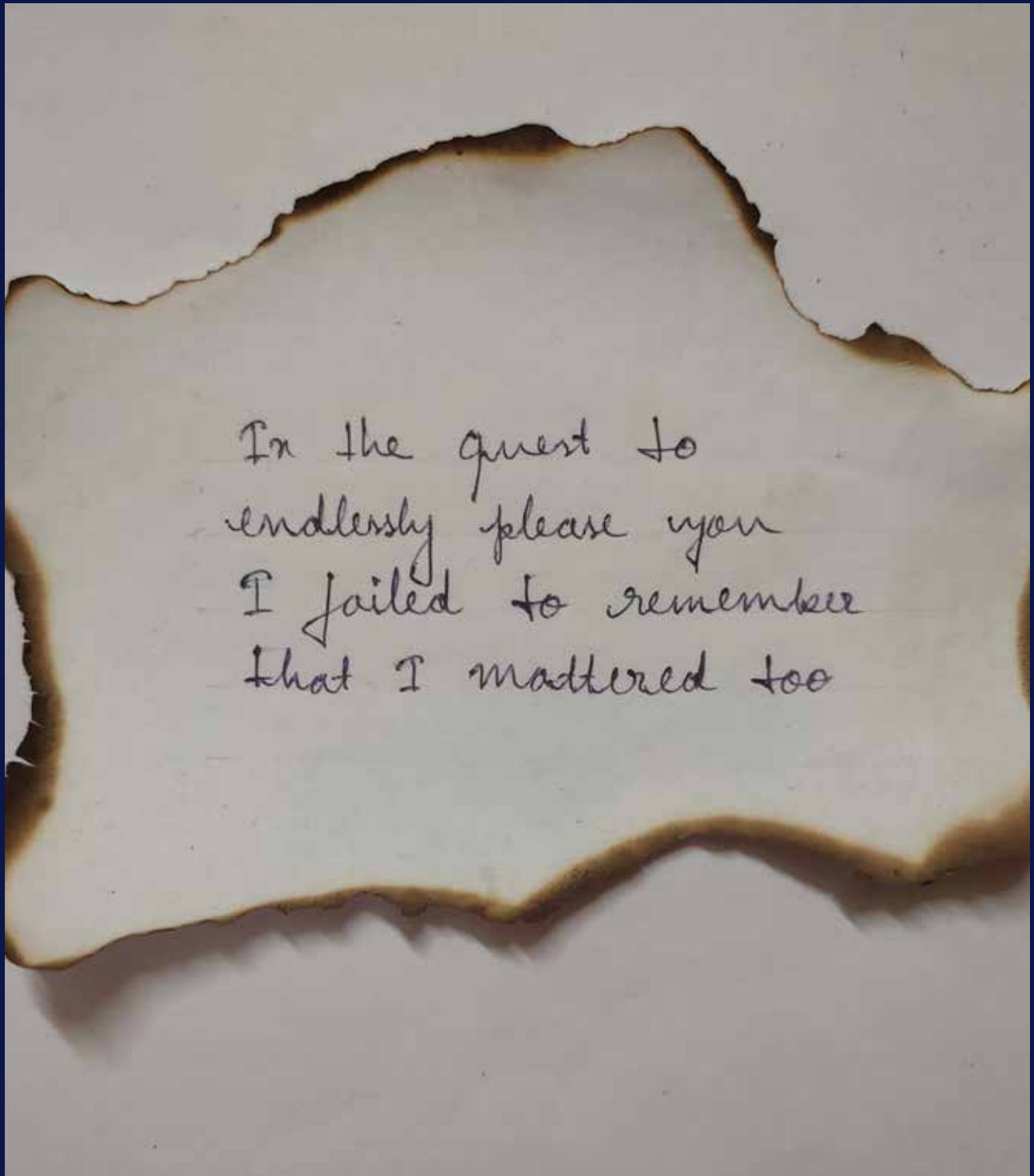
BMAGD  
2<sup>nd</sup> YEAR





Shayan Singha

BBA - AT&A  
1<sup>st</sup> YEAR





# ART PIECES



Shreyashi Deb

BBA - HM  
1<sup>st</sup> YEAR





Sourav Rai

BBA - HM  
3<sup>rd</sup> YEAR



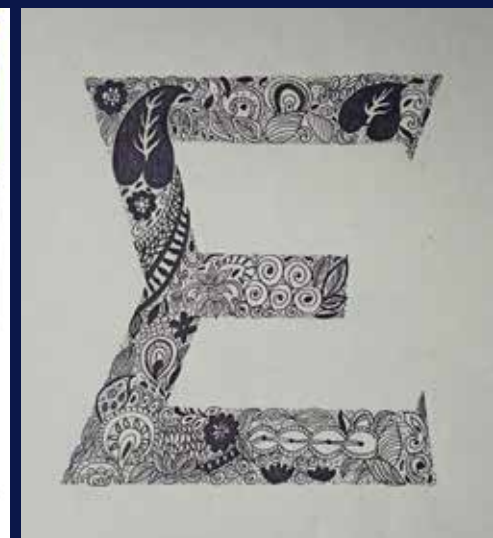
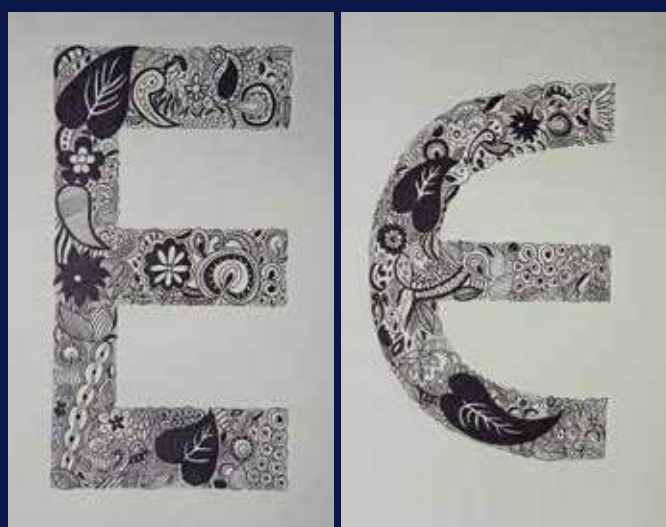
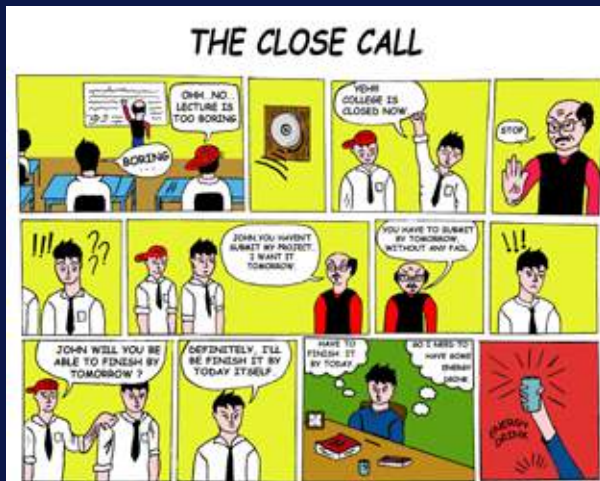


# ART PIECES



Souryendra Barua

BMAGD  
2<sup>nd</sup> YEAR



( BY SOURYENDRA BARUA )





Subham Mandal

FTTA  
1<sup>st</sup> YEAR



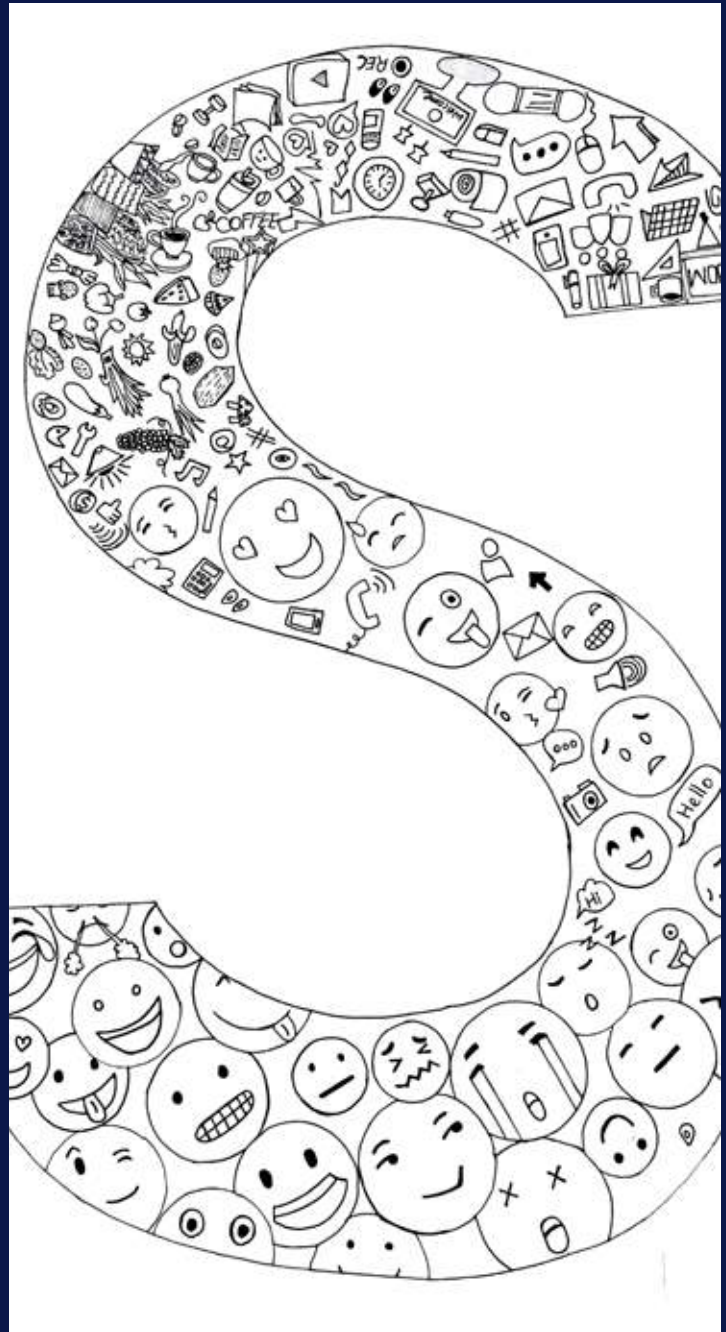


# ART PIECES



Sushmita Lepcha

BID  
1<sup>st</sup> YEAR

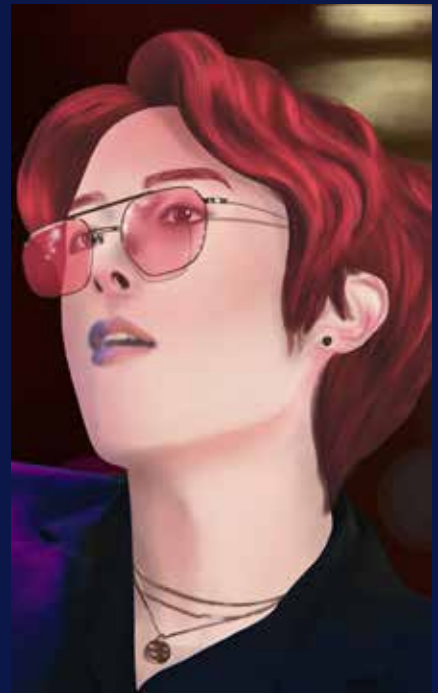


# ART PIECES



Sweety Sarkar

BMAGD  
2<sup>nd</sup> YEAR





# ART PIECES



Ushasi Mahato

BID  
1<sup>st</sup> YEAR



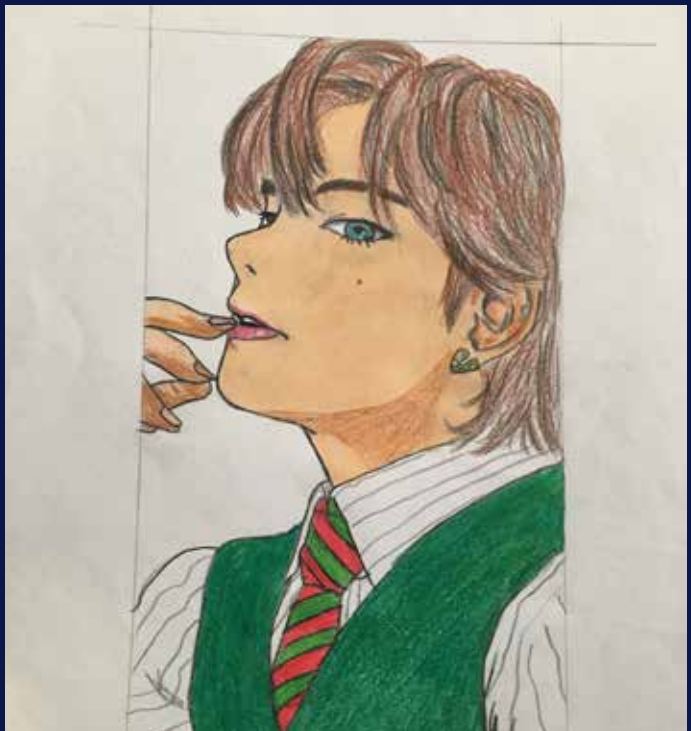
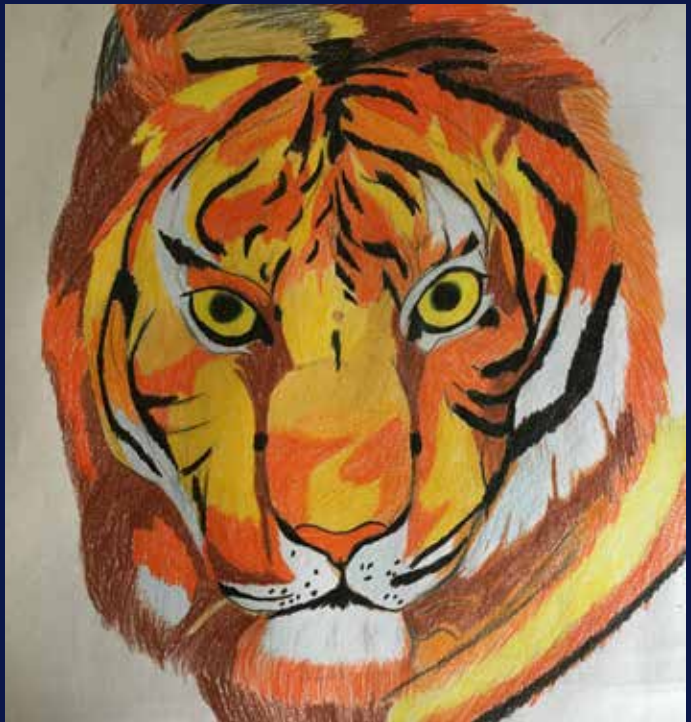


# ART PIECES



Vaishnavi Prakash

BBA - E  
1<sup>st</sup> YEAR





# ART PIECES



Vanshika Agarwal

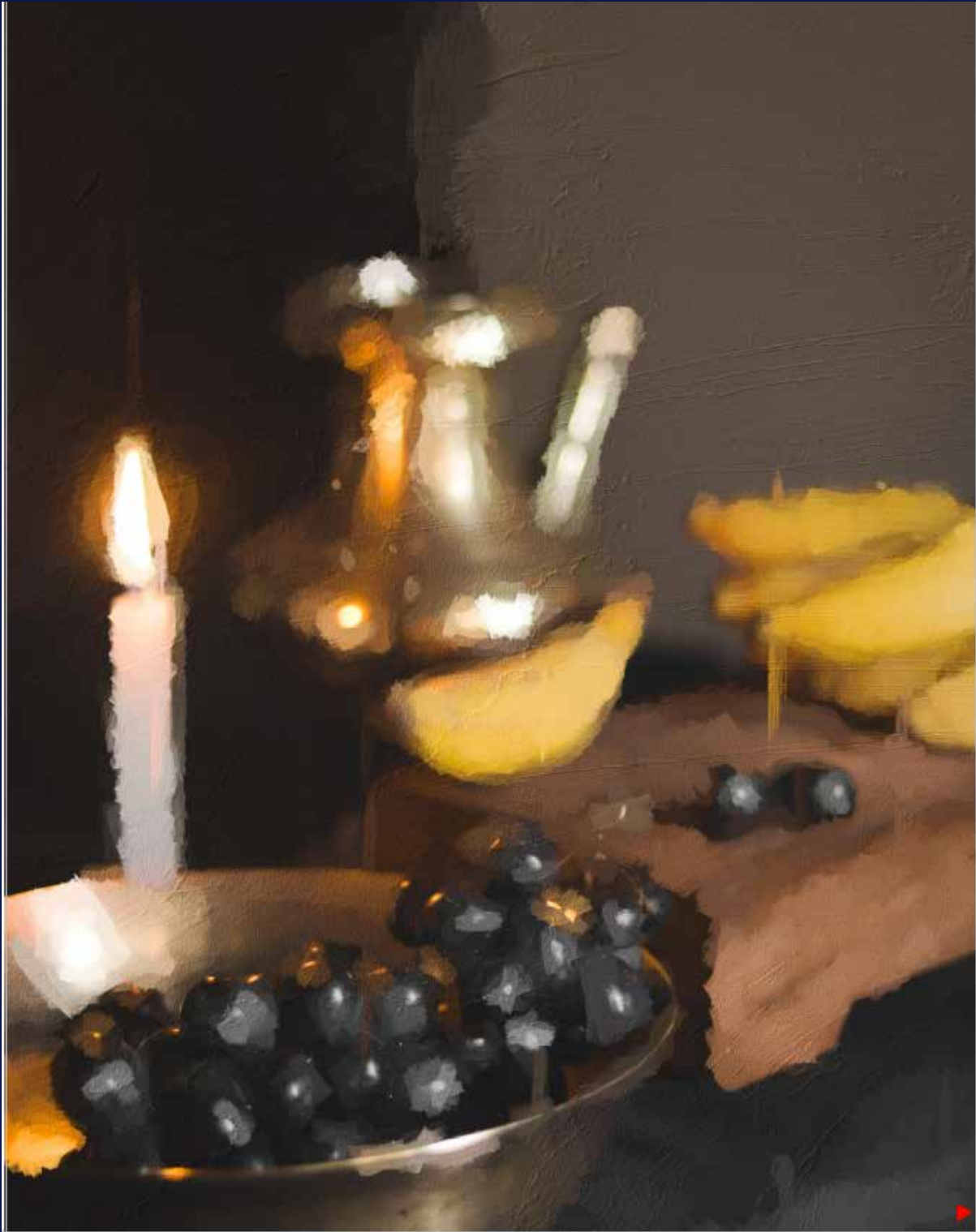
BBA - GB  
2<sup>nd</sup> YEAR





Rhitam Soibam

FTTA  
1<sup>st</sup> YEAR







Shrutiraj Mallik

BBA - GB  
1<sup>st</sup> YEAR





Zainab Shahidul

HHA  
3<sup>rd</sup> YEAR







# PHOTOGRAPHS



Abhishek Kumar

BCA  
1<sup>st</sup> YEAR





# PHOTOGRAPHS

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Abhishek Pradhan

HHA  
1<sup>st</sup> YEAR





# PHOTOGRAPHS

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Arbin Sharma

FTTA  
1<sup>st</sup> YEAR





# PHOTOGRAPHS



Ashis Adhikari

BBA - GB  
2<sup>nd</sup> YEAR



# PHOTOGRAPHS

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Bipana Thapa

HHA  
1<sup>st</sup> YEAR





# PHOTOGRAPHS



Da Gyalmu Sherpa

BBA - ATA  
1<sup>st</sup> YEAR



# PHOTOGRAPHS



K Naveen Rao

HHA  
1<sup>st</sup> YEAR



on OnePlus



# PHOTOGRAPHS

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Madhumita Balmiki

BCA  
1<sup>st</sup> YEAR



# PHOTOGRAPHS



Mrigendra Kr. Sharma

BBA - AT&A  
1<sup>st</sup> YEAR





# PHOTOGRAPHS



Nehal Prasad

BBA - AT&A  
1<sup>st</sup> YEAR





# PHOTOGRAPHS



Nono Sherpa

HHA  
1<sup>st</sup> YEAR





# PHOTOGRAPHS

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Payel Ghosh

BBA - AT&A  
1<sup>st</sup> YEAR



# PHOTOGRAPHS



Sagar Bal

HHA  
3<sup>rd</sup> YEAR





# PHOTOGRAPHS



Sahastranshu Ranjan

BBA - GB  
2<sup>nd</sup> YEAR



# PHOTOGRAPHS

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Surjana Tamang

HHA  
1<sup>st</sup> YEAR





# PHOTOGRAPHY

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Rupshikha Barman

BMAGD  
2<sup>nd</sup> YEAR



# PHOTOGRAPHY



Aashis Gurung

BMS  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY



Abigail Jamang

BBA - E  
1<sup>st</sup> YEAR

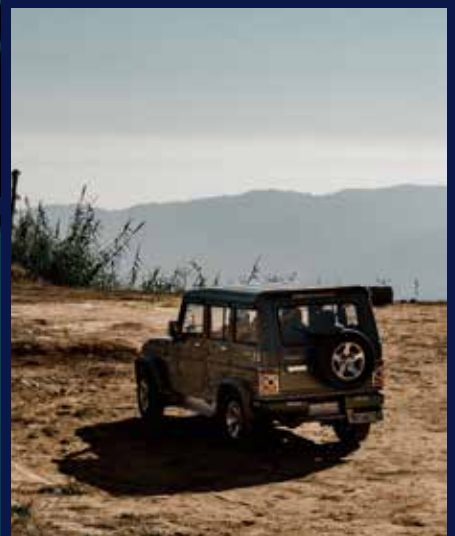


# PHOTOGRAPHY



Aishani Ghosh

FTTA  
1<sup>st</sup> YEAR





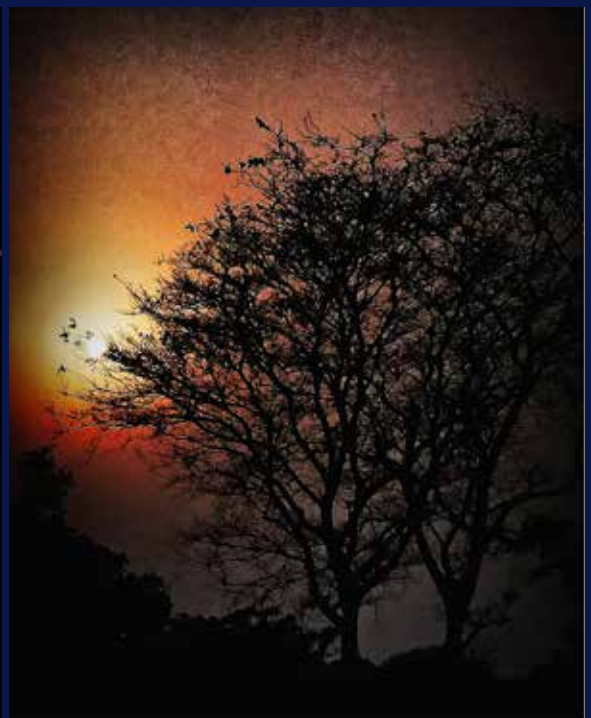
# PHOTOGRAPHY

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Barsha Ghosh

BID  
1<sup>st</sup> YEAR



# PHOTOGRAPHY



Bristi Biswas

BBA - HM  
1<sup>st</sup> YEAR





# PHOTOGRAPHY



Chirag Gurung

BBA  
2<sup>nd</sup> YEAR



# PHOTOGRAPHY



Ester Pariyar

BMS  
1<sup>st</sup> YEAR





# PHOTOGRAPHY

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Hemlata Verman

FTTA

1<sup>st</sup> YEAR

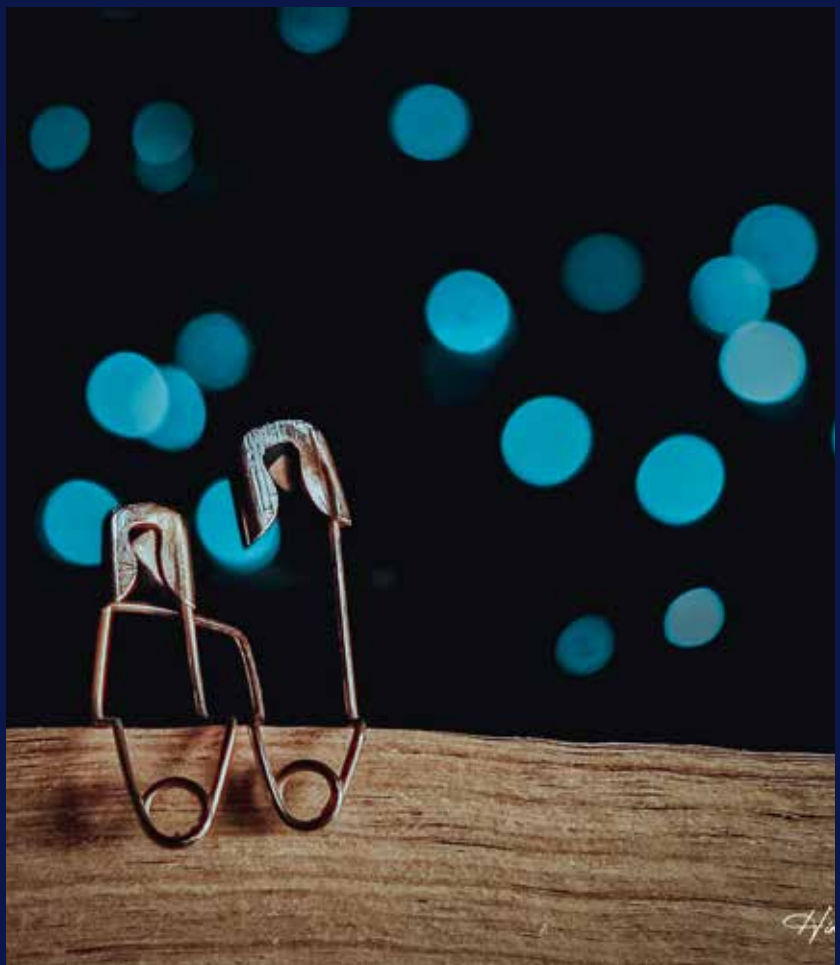
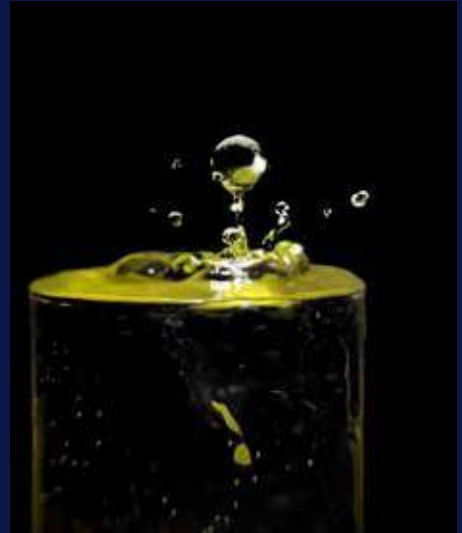


# PHOTOGRAPHY



Himalaya Das

BBA  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY



Nitin Kumar

BBA  
2<sup>nd</sup> YEAR



# PHOTOGRAPHY



Puja Banik

BMAGD  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY



Rakshanda Sreshtha

BMS  
2<sup>nd</sup> YEAR



# PHOTOGRAPHY

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Sara Basu

BBA  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY



Saswati Majumder

BMAGD  
2<sup>nd</sup> YEAR



# PHOTOGRAPHY



Shaline Shaw

FTTA  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY

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Shreyashi Deb

BBA - HM  
1<sup>st</sup> YEAR



# PHOTOGRAPHY



Soumyadipto Saha

BBA - HM  
2<sup>nd</sup> YEAR





# PHOTOGRAPHY



Sourav Rai

BBA - HM  
3<sup>rd</sup> YEAR



# PHOTOGRAPHY



Yuvraj Singh

FTTA  
1<sup>st</sup> YEAR







# HALL OF FAME

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## Tribute to Inspirians who positively impact our campus community

The Hall of Fame is reserved for Inspirians who have demonstrated integrity and achievement through leadership activities, community involvement and participation in campus life, as a result of their exceptional impact on the campus community, these student leaders distinguish themselves from many other outstanding students.





# INITIATIVE OF INSPIRIA

## INSPIRIA CAFE

It is an initiative by the students of Hospitality Department. They menu, food and managing the outlet is the sole responsibility of the students and in this way they get real world experience of operating a Food and Beverage outlet which in turn will help them to be a successful entrepreneur once they finish the Hospitality course.



# INSPIRIA TV

## A student media platform!

The first of its kind in the North-East zone, this student media platform for budding industry professionals was introduced on 9th July 2018.

With the motto of creating media professionals to cultivate a hub of creators and makers, the students are trained to work as professionals with first-hand experience of working in a channel.



It is an Inspiria initiative- a learning platform for the Media Science department but now in three years, has student members from all departments of Inspiria Knowledge Campus helping, developing and training budding industry professionals.

There are more degrees, more qualifications, and more capabilities than there are jobs. The channel's inception was a step towards allaying that problem. Hence, comes the birth of Inspiria TV, a boon for the media science students of this college and an open platform for all other departments. The platform focuses on getting students industry ready and making them employable.

Inspiria TV is the brainchild & initiative of Mr Atul Gupta, the Managing Trustee of Inspiria. With the assistance & execution of Asst. Prof. Steffi Prasad (Prog. Coordinator, Media Science), it ushers in an opportunity to gain first-hand experience and a brilliant source of encouragement for budding professionals in the media and entertainment industry & corporate field. In three years, it has witnessed the emergence of promising Journalists, Public Relation & Communication professionals, writers, photographers, film-makers, video editors, graphic designers, marketers, digital & social media marketers/



managers. An institution that believes in making its students 'industry-ready' professionals with employability skills', Inspiria continues to polish these gems by pushing them towards the zenith of success.

Here the students work as professionals learning to balance their personal (friendship) and professional (Inspiria TV team) life. Teamwork is the basic foundation of Inspiria TV which helps students understand leadership as partnership (empathy, kindness and helping each other towards growth). Students are trained to cope up and manage stress and pressure smartly without being affected.

Students run the platform by setting objectives and goals in a strategic manner for the growth of the student media, Inspiria TV and grow along with it by creating contents, managing social media handles, blogging, content marketing, conducting various events, ect.

**Website link :** [www.inspiria.tv](http://www.inspiria.tv)

**Social media links :**

**YouTube:** <https://www.youtube.com/c/InspiriaTV>

**Facebook:** <https://www.facebook.com/inspiriatelevision/>

**Reference Events:**

1. Masquerade Ball Party 2020.
2. Esperanza 2020
3. Inspiria TV - Awards 2020
4. Inspire with Portraits II

Inspiria TV is a culture where seniors working in the industry take on the advisors role and guide the next batch of students to develop as the latest industry requirements. An ecosystem of students helping grown students make this platform a unique place for students growth at Inspiria Knowledge Campus.

# SPECIAL INITIATIVE

## INCOV- STANDING UNITED

The world is facing a global health crisis unlike any in the last century; one that is spreading human suffering, infecting the global economy and upending people's lives. A global recession perhaps of record dimensions is impending. The International Labour organization has reported that workers around the world could lose as much as 3.5 trillion U.S. dollars in income during this period.

As put forth by the United Nations, "This is, above all, a human crisis that calls for solidarity."

Current responses at country, state or district level are inadequate to address the scale and complexity of the crisis and this is precisely that many amongst us have stepped up in our small ways to mitigate the crisis around us.



We at Inspiria Knowledge campus have also tried to do our bit. The IKC community helped in increasing awareness about vaccination. We got close to a 100 students and family vaccinated in Birla Divya Jyoti vaccination drive and more than 200 plus vaccinated at IKC's vaccination drive.



During the time of second wave, with the rise in covid cases, IKC took care of the nutritional needs of our frontline warriors across various hospitals like Neotia Getwel Healthcare, Kins Hospital, North Bengal Medica, Dr. Chang's super speciality hospital and many more in Siliguri. Food packets were also provided to covid-affected patients during this time period. More than a 1000 meals were served across the city of Siliguri.



IKC also initiated the Incov App

## INCOV TASK FORCE

**“Inspiria Knowledge Campus launched an invite-only app for doctors to help them manage the data of their COVID-19 patients”**

Earlier in april 2021, doctors across India were currently in a race against time. Dealing with an increasing number of patients every day brought in front of them a challenge of data mismanagement. Keeping tabs on patients the old way was no longer ideal in a panic-stricken situation like that

To help better doctors manage their time during this battle, Inspiria Knowledge Campus, an educational institute developed an application that let doctors/healthcare warriors:

1. Manage all their covid patient's data at their fingertips.
2. Helps to monitor data for teleconsultation
3. Generate an overall health report of all the patients

This application was available FREE to all the front-line workers. This service was made available to doctors and health workers PAN India.

Undoubtedly these have been tough times and our human family is stressed and the social fabric is being torn. There has been a lot of suffering, fear and tragedy but as history stands witness, every dark night gives to a bright sunrise we hope that the current times become a distant past leaving us with the memories of a world that stood tall and united.





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