

Srijan Annual Magazine: 2023 | 8th Edition



Srijan



SRUSTI ACADEMY of MANAGEMENT (Autonomous)

Bhubaneswar, Odisha
Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha, Rourkela
1st B-School in Odisha with 'A' Grade Accreditation by NACC
www.srustiacademy.ac.in



9th May 2023: A Triumph of Business Minds! Hon'ble Union Minister **Shri Dharmendra Pradhan** felicitated the winners of the State Level Business Quiz Competition – 2023.



Celebrated Excellence on May 9, 2023: A memento presentation by **Er. Saroj Kumar Sahoo** and **Mr. Dinabandhu Satapathy** to Hon'ble Union Minister **Shri Dharmendra Pradhan**.



1st October 2023: Inspires Minds at Samarambh 2023, Prof. B. B. Mahapatro, Principal, Srusti Academy of Management (Auto.) giving memento to **Prof. (Dr.) Amiya Kumar Rath**, Honorable Vice Chancellor, BPUT, Odisha.



22nd May 2023: Memento presentation to **Mr. Saumendra Kumar Priyadarshi**, IPS, Commissioner of Police, Bhubaneswar and Cuttack.



16th September 2023 during Arohan Prof. B. B. Mahapatro, Principal, Srusti Academy of Management(Autonomous) giving memento to **Prof. (Dr.) Pradipta Kumar Nanda**, Honable Vice Chancellor of Siksha O Anusandhan, Deemed to be University (SOA), Bhubaneswar.



May 2-3, 2023: **Srusti Radiance 2023**, a mesmerizing blend of talent, innovation, and entertainment. Where dreams were crafted on film, and entrepreneurs stood triumphantly!

Annual Literary Magazine : 2023 | 8th Edition



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SRUSTI ACADEMY *of* MANAGEMENT (AUTONOMOUS)
Bhubaneswar, Odisha

1st B-School in Odisha with 'A' Grade Accreditation by **NAAC**

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Prof. Ganeshi Lal

Governor, Odisha

ପ୍ରଫେସର ଗଣେଶୀ ଲାଲ

ରାଜ୍ୟପାଳ, ଓଡ଼ିଶା



RAJ BHAVAN
BHUBANESWAR - 751 008

ରାଜଭବନ
ଭୁବନେଶ୍ୱର-୭୫୧ ୦୦୮

August 31, 2023

MESSAGE

I am glad to know that Srusti Academy of Management (Autonomous), Bhubaneswar is bringing out the 8th edition of Literary Magazine – SRIJAN.

It is heartening that students of this institution are drawing immense satisfaction in expressing themselves and writing their feelings. The Literary Magazine – SRIJAN has given students the space to show their skill and talent. The magazine, now in its 8th edition means that it is leaving strong impression on students while encouraging them to experience the joy and excitement of writing for their own magazine. I urge students to make student life memorable with their contributions to the magazine.

I wish the publication all success.

Ganeshi Lal

(Ganeshi Lal)

NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR

MESSAGE

I am glad to know that Srusti Academy of Management, Bhubaneswar is publishing its 8th edition of literary magazine 'SRIJAN' this year.

Magazine plays a vital role in the germination of creativity ability of the students. It also gives them an opportunity to express their core values and ideas. I hope the magazine will be enriched with valuable contributions and achieve its desired goal.

I extend my warm greetings to the students, the faculty and the staff of the Srusti Academy on this great occasion and wish the publication all success.


(NAVEEN PATNAIK)

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D.O. No. /MSRDSD&TE.

BHUBANESWAR

Date 06.11.2023


Message

I am happy to learn that Srusti Academy of Management, Odisha is going to bring out its 8th issue of literary magazine named "SRIJAN" this year.

Young students have a lot of potential within them which needs a proper channelization and outlet. It projects the important events celebrated in the college during an academic session. The college magazines provide a wonderful platform for these young potential ones to showcase their talent and express themselves into a conglomeration.

I appreciate wholeheartedly to the principal, faculty and students of Srusti Academy of Management, Odisha for this noble endeavour of publishing such a magazine.

My best wishes for the release of SRIJAN.


(PRITIRANJAN GHARAI)



BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA, ROURKELA
(An Affiliating State University of Govt. of Odisha)

Prof. Amiya Kumar Rath
Vice Chancellor

MESSAGE

It is indeed a matter of immense pleasure to learn that the Srusti Academy of Management (Autonomous), Bhubaneswar is going to bring out its 8th edition of Srusti Literary Magazine "**SRIJAN**". The Magazine hosts a platform for young professionals to show case their creativity and presents a beautiful reflection of multi-talented students' presence in the college. This literary platform is a step towards holistic development of students and colleges as well. The Magazine can work towards creating as well as spreading a shared vision relating to the aspiration and goal of the College. I am quite confident that the **SRIJAN** will serve its purpose and will be highly appreciated among the Readers.

I sincerely wish the "**SRIJAN**" all success.

Amiya kv Rath
(Prof. Amiya Kumar Rath) 31/08/2023.



Principal's Message



Carving a legacy since 21 years, Srusti Academy of Management today is one of the leading Management institutes in Odisha. It has been steadily ranked higher amongst the B-Schools by various credible ranking agencies. The Institute Accredited as **"A" Grade Institute by National Assessment & Accreditation Council (NAAC) since 2003** has been recently, has been recently ranked 147th in India and 15th in eastern India by leading Magazine "The Week" in the B-School ranking 2021. An institutional life member of All India Management Association (AIMA), Association of Indian Management School (AIMS) and member in professional bodies like CMAI and NHRD. Srusti Academy of Management on conferment of autonomy by Biju Patnaik University of Technology (BPUT), Odisha, Rourkela on recommendation of UGC as per provisions of Clause 3.13 and Clause 6.4(i) of UGC regulations dated 12.02.2018 is now adopting updated industry endorsed syllabus with learning emphasis and focused training on soft skill, reasoning and quantitative aptitude, IT skill etc., to prepare students for most challenging job roles in corporate. Students are also encouraged to inculcate professional ethics and values.

Established in the year 2003, Srusti Academy of Management aspires to put its footprints on the threshold of time. The institute has been able to consistently create multidimensional experiences for the students that transform them into becoming the professional assets. The institute has been able to consistently create multi-dimensional experiences for students that transform them into becoming professional assets with quality infrastructure supported by state of art technology and it always endeavor to produce leaders capable of a new hall mark in the world of business. Presently, the institute offers fulltime MBA, MCA & BBA approved by AICTE and also affiliated to BPUT, Government of Odisha.

The Institute strives to set high standards of education by continuously improving the quality in content and pedagogy, promote industry-institution partnership and also promote entrepreneurial ability and skills among the students with promotion of research and publication in the field of management.

It is indeed a great pleasure that, the Srusti Academy of Management (Autonomous), Bhubaneswar is bringing its literary magazine i.e., "SRIJAN", a platform for the students to show case their creativity and present their multidimensional talents. This is a step forward towards holistic development of students. This magazine can help towards creating as well as spreading the vision relating their aspiration and goal of the institution. I, hope the SRIJAN will justify its purpose and highly appreciated.

Prof. Bibhuti Bhusan Mahapatro
Principal
Srusti Academy of Management (Autonomous)





... from the desk of the Editor



As we gather here to reflect on the chapters of our college journey, let us remember that each of us is an author crafting our unique narrative. Our college years are more than a series of classes, exams, and assignments; they are a canvas on which we paint the vibrant tapestry of our growth, resilience, and accomplishments. The pages unfolding before you are a compilation of events and achievements and a testament to the spirit that defines our academic community.

Finding inspiration in the ordinary moments and the extraordinary stories that shape our journey is crucial in a world that often feels tumultuous and uncertain. This year's magazine is a canvas that captures the vibrant hues of our collective endeavours, resilience, and the pursuit of excellence. As you flip through these pages, let them remind you that challenges are not roadblocks but stepping stones to greatness. Each article, photograph, and anecdote is a testament to the incredible tapestry of talent and determination that weaves our college community together. Embrace the diversity of experiences, for it is in the mosaic of differences that we find strength. In the pursuit of knowledge, remember that learning extends beyond the classroom. Cherish the friendships forged, the lessons learned, and the growth experienced. Let optimism guide us as we stand on the brink of a new chapter. Every setback is a setup for a comeback, and every failure is a lesson in disguise.

So, dear readers, as you delve into the heart of this magazine, let the stories within inspire you to reach higher, dream bigger, and believe in the limitless possibilities that await. This is not just a collection of words and images but a celebration of our college community's resilience, tenacity, and unwavering spirit.

Here's to embracing the challenges, savouring the victories, and crafting a future that reflects the brilliance within each one of us.

Ms. Sarita Manjari Prusti

Assistant Professor, Communicative English



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PROSE



Contemporary education

***“Nothing is more purifying on earth than wisdom.”
Bhagavad Gita.***

Education is the act of imparting or acquiring particular knowledge or skills for a profession. It starts in the mother's womb and ends with the last breath. But contemporary education is connecting society, leading to lives that allow for changes with deliberative and conscious intentions. Learning for life has become an essential part of how we will develop the different ways to accept, according to the time, situation, environment, and above all, the attitude of the people, to make a meaningful life. The mission of contemporary education is to transform education to empower students. Because they can make meaningful decisions in their lives, it will impact society both in a direct and indirect manner, making the world natural. Today, society is facing complications as the biggest challenge. Our actions and practices are not properly connected. The unconscious mind is making intentional decisions that lead to multiple problems and affect our precious lives. Environmental hazards and social imbalances with health problems are the major core problems. That is why empowering students with proper knowledge is the actual intention of present education. Education is a vital factor for connecting individuals with their families and, above all, with society for their qualitative lives. An aligned life

can create coherence among the other people in society. Education takes action and normalises our ecosystem. So, contemporary education is a framework for the teaching and learning process based on the fact that our curricula are instituted in the 21st century. Education at present is communicating with the world. It allows people to enjoy a better lifestyle and enables them to make better and more appropriate decisions, promoting democratic values in society. It fuels the national economy and democratic processes, helping to eliminate crimes and terrorism. The role of national and international educational institutions plays crucial roles in bringing society into a changing society. In conclusion, it is said that there are no shortage of reasons why education is playing an important role in changing our society. Moreover, it is better to say that contemporary education connects the world with the utmost care and a collaborative atmosphere to create a better and more productive society. UNESCO and UNICEF are also promoting and upholding the “Right to Education,” tying with the Government of India in particular and the masses in general all over the world. As a result, the youth masses are contributing much to the growth and development of all sectors of the country.

Dr. Bedadyuti Sahoo

Dy. Librarian

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*"The greatest religion is to be true to your own nature.
Have faith in yourselves." - Swami Vivekananda*

Odisha 2030 vision : sustainable development and the responsibility of youth

As we look towards the future, sustainable development is a critical aspect of India's growth and progress. The year 2030 holds great significance as it marks the target date for achieving the Sustainable Development Goals (SDG) outlined by the United Nations. In this transformative journey, the responsibility of shaping a sustainable and inclusive India lies not only with the government and organizations but also with the youth. In this article, we explore Odisha's 2030 vision for sustainable development and the crucial role that the youth play in realizing this vision:

1. Sustainable Energy: Transitioning to clean and renewable sources of energy is a key pillar of India's sustainable development vision. The youth can contribute by advocating for renewable energy adoption, promoting energy conservation, and exploring innovative solutions to address energy challenges.

2. Environmental Conservation: Preserving and protecting the environment is vital for a sustainable future. Youth can actively engage in initiatives such as tree plantation drives, waste management campaigns, and raising awareness about the importance of biodiversity conservation.

3. Digital Empowerment: Leveraging technology for social impact is a powerful tool for sustainable development. The youth can play a significant role in bridging the digital divide, promoting digital literacy, and utilizing digital platforms for education, entrepreneurship, and civic engagement.

4. Social Equality and Inclusion: Ensuring social equality and inclusion is crucial for sustainable development. Youth can advocate for marginalized communities, promote gender equality, support inclusivity in education and employment, and work towards eradicating poverty and hunger.

5. Education and Skill Development: Access to quality education and skill development opportunities are essential for empowering the youth and driving sustainable development. Active participation in education initiatives, mentorship programs, and vocational training can equip young individuals with the skills needed for a sustainable and prosperous future.

6. Responsible Consumption and Production: Promoting responsible consumption and production patterns is key to sustainable development. The youth can embrace sustainable lifestyle choices, support local and eco-friendly products, and raise awareness about waste reduction and recycling.

7. Entrepreneurship and Innovation: Youth entrepreneurship and innovation are crucial for economic growth and sustainable development. By fostering an entrepreneurial mindset, the youth can drive innovation, develop sustainable business models, and create solutions to address pressing social and environmental challenges.

8. Civic Engagement and Policy Advocacy: Engaging in civic activities, participating in policy discussions, and advocating for sustainable development policies are ways for the youth to contribute to Odisha's 2030 vision. By actively voicing their opinions, they can influence decision-making processes and drive positive change.

9. Collaboration and Partnerships: Collaborative efforts between youth organizations, educational institutions, government bodies, and businesses are essential for sustainable development. The youth can foster partnerships, engage in cross-sectoral collaborations, and participate in multi-stakeholder initiatives to collectively work towards Odisha's 2030 vision.

10. Responsible Digital Citizenship: With the increasing influence of digital platforms, responsible digital citizenship becomes crucial. The youth can promote online safety, combat cyberbullying, spread positive messages, and utilize social media to raise awareness about sustainable development issues.

The youth can actively contribute to Odisha's 2030 vision for sustainable development. Through their passion, creativity, and commitment, they can drive positive impact, inspire others, and create a better future for themselves and generations to come.

Mr. Jeetendu Nanda

Asst. Prof. and Student Welfare Officer,
Srusti Academy of Management(Autonomous)

New to the job market? 5 pitfalls to avoid

Navigating the job market for the first time can be challenging, but if you're a recent grad who left college with a mountain of debt, you'll probably want to land an offer as quickly as possible.

1. Not brushing up on your interview skills

Job interviews can be intimidating if you have no experience going in. But that's no excuse for getting tripped up on the spot repeatedly. To avoid blowing your chances of getting a job, spend some time honing your interview skills. Read up on the most commonly asked questions, and practice your answers in advance. You might also enlist the help of a friend or mentor to run through a couple of mock interviews with you. This way, you'll be more familiar with the flow of an interview the next time you have a real one.

2. Not networking extensively

While online boards are a great place to look for work, don't just limit yourself to job-hunting sites. Rather, reach out to the people you know who are already employed, and put it out there that you're looking for work. This includes neighbours, family friends, and even your former college professors. It's estimated that up to 80% of new jobs are either filled internally or via networking, so if you stick to the internet alone, you might miss out on key opportunities.

3. Not tweaking your resume and cover letter

It takes time to create a resume and craft the perfect cover letter, so it stands to reason that you'd rather not have to revisit that process over and over again in your search. The problem, however, is that if you don't tailor these documents to the specific roles you're applying for, you're less likely to get your foot in the door. Therefore, while you

don't need to completely redo your resume and cover letter each time you submit a job application, make sure your resume highlights the skills most relevant to the role in question, and that your cover letter explains why you're the ideal candidate for it.

4. Not reading job descriptions

When you're eager to find work, it's natural to err on the side of not being overly selective. But if you continue applying to the wrong jobs, you're only going to waste your time — especially if you're tweaking your resume and cover letter as you go. Before moving forward with an application, read the job description carefully, and make sure you reasonably meet the associated criteria. If there's a posting that lists eight distinct requirements, and you're solid on six of them, by all means, apply. But if you're missing at least half of the qualifications the employer wants, you're generally better off focusing your efforts elsewhere.

5. Applying to jobs you don't want

If you're coming away from college with a load of debt (which is the case for many new job-seekers), you may reach a point where you start to get a little desperate to find work. But don't let that drive you to apply for a role you know you don't want. If you are hired, you're apt to wind up miserable very quickly, at which point you'll be forced to either stick out that terrible job or leave within a few months, which won't necessarily look great on your resume going forward.

Dr. Arpan Mahapatra

Assistant Professor,

Srusti Academy of Management (Autonomous)

Unemployment in India

It is truly said that ;

The true test of democracy is full employment and social security.

Day by day, unemployment is becoming a very serious and dangerous issue worldwide. It refers to the people who could be gainfully employed but are not. Most probably, unemployment is caused by the lack of education, the requirements of job or job profiles, and the rapidly growing population.

This issue has become critical in the twenty-first century due to the lack of human capital, illiteracy, resource availability, crime rate, mental stress, and even the effect of political considerations. It impacts negatively on individuals and society.

The Indian government is trying hard to help by creating more jobs through schemes like the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and the Pradhan Mantri Rojgar Ptotchahan

Yojana(PMRPY) to provide employment opportunities for people living in rural areas.

To address the unemployment problem, the government should;

- 1) endeavour to regulate population so that the number of new entrants to labour can be controlled
- 2) focus on both theoretical and practical practice in the education system
- 3) create opportunities in diversities of agriculture operations such as fisheries, animal husbandry, horticulture etc.
- 4) encourage the development of colleges and small industries in rural and urban regions. These industries require more labour per unit per capita.
- 5) give importance to skill development

It is stated that avoiding technology use is the greatest method to eradicate state unemployment.

Ms. Kajol Rath

Student (B.Ed)

Acharya Nagarjuna University

A scattered line

As with every kid, she was also unknown to the cruel world. But here, in her case, her surrounding was cruel. She dealt with great pain in many ways but was unable to share. Slowly, she became the most introverted one who only interacted with her father because she felt her father was the one and only backbone to her. One day, a little princess came into her life; initially, she felt a little jealous of her, but that princess taught her the most vital things in her life.

She felt for someone so hard that she was unable to draw any kind of attention to anyone. She has blind trust in that fellow but is left broken. Again, self-doubt came, and again,

she became the most reserved one who just didn't allow herself to feel herself. She got clueless; life gave her the hardest ache.

There comes that little princess who is all grown up and has been taught how to deal with pain. How to let go, and, most importantly, how to forgive yourself. Along with that, her darling angel fellows have made her smile and have never left her alone.

Life will give many challenges and we may lose many and may gain the precious ones.

Swagatika Mohanty

MCA: 2022-24

"You are never too old to set another goal or to dream a new dream." - C.S. Lewis

Chandrayaan-3: a triumph for India's space program

The Chandrayaan-3 mission is a historic moment for India's space program. The lander and rover successfully touched down on the lunar surface on August 23, 2023, after a smooth launch and journey to the moon.

The mission's primary goal is to search for water ice on the moon. Water is essential for life, and its discovery on the moon would be a major breakthrough in the search for extraterrestrial life. The mission will also study the moon's geology and mineralogy, and it will assess the feasibility of future human missions to the moon.

The success of Chandrayaan-3 is a testament to the hard work and dedication of the Indian Space Research Organisation (ISRO). The mission is a major milestone in India's journey to becoming a leading spacefaring nation.

The Chandrayaan-3 mission is also a source of pride for Indians around the world. It is a reminder of India's ancient

scientific heritage, and it inspires young people to dream big and pursue their goals.

The success of Chandrayaan-3 has implications for the future of lunar exploration. The mission has demonstrated that India has the capability to land and operate a spacecraft on the moon. This opens up the possibility of future Indian missions to the moon, including missions to establish a permanent human presence on the lunar surface.

The Chandrayaan-3 mission is a moonshot for the future. It is a bold and ambitious undertaking that has the potential to revolutionize our understanding of the moon and its potential for human exploration. The success of this mission is a major step forward for India's space program, and it is a source of pride for Indians around the world.

Mr. Jyotisman Das Mohapatra

Assistant Professor-Marketing,
Srusti Academy of Management (Autonomous)

"In the silence of space, Chandrayaan-3 roars, telling the world that when a nation dreams collectively, the universe becomes the canvas for extraordinary achievements."

Indian girl power: breaking barriers and shaping society

In the diverse tapestry of Indian society, the “girl power” concept has undergone a remarkable transformation. Historically, India’s societal norms and cultural practices have often restricted the roles and aspirations of women. However, the last few decades have witnessed a powerful surge of change as Indian girls and women continue to challenge conventions and pave their paths towards empowerment, education, and social impact.

Education is one of the most significant factors propelling the movement of girl power in India. While the gender gap in education has been narrowing, there’s still work to be done. Advocates of girl power recognize education as a catalyst for change, not just for individual women but for society. Educated Indian girls are breaking stereotypes and demonstrating their capabilities in every field, from science and technology to the arts and social activism.

Prominent Indian women like **Kalpana Chawla**, who became the first woman of Indian origin in space, and **Malala Yousafzai**, an honorary Indian citizen known for advocating girls’ education, stand as testaments to the incredible potential and determination of Indian girls.

In the realm of sports, Indian women are making their mark both nationally and internationally. **P.V. Sindhu**’s Olympic medal in badminton and the success of the Indian women’s cricket team are prime examples. These achievements are potent reminders that girls have the strength and prowess to excel in physically demanding arenas.

Once dominated by men, the technology sector is now witnessing the rise of Indian girl power. Young Indian women actively engage in coding, artificial intelligence, and other tech fields, shattering the stereotype that these are male-dominated domains. Individuals like **Trishneet Arora**, a self-taught ethical hacker, and **Tanushree Bhatia**, a machine learning researcher, exemplify the trailblazing spirit of Indian girls in tech.

Social activism is another sphere where Indian girls are making their voices heard. Initiatives like the “**Beti Bachao, Beti Padhao**” (Save the Daughter, Educate the Daughter) campaign highlight the importance of girl child empowerment. Young girls’ organisations advocate for issues such as menstrual hygiene, gender equality, and women’s rights.

However, it’s essential to acknowledge that girl power in India is not without its challenges. Deep-seated gender bias, unequal access to resources, and societal expectations continue to impede progress. Child marriage, gender-based violence, and limited employment opportunities are issues that still need to be addressed comprehensively.

Efforts by NGOs, governmental bodies, and activists are contributing to changing mindsets and empowering girls from marginalized backgrounds. The story of **Malvika Iyer**, a bomb blast survivor who became a motivational speaker and disability rights advocate, showcases how resilience and determination can triumph over adversity.

In conclusion, Indian girl power is a dynamic force reshaping the narrative of gender roles in the country. Girls are breaking barriers, pursuing education, excelling in diverse fields, and challenging societal norms. From education and sports to technology and social activism, Indian girls demonstrate their potential and capacity for transformational change. As they continue to rise above challenges, their journey towards empowerment stands as an inspiring example for both India and the world. The transformation from societal constraints to breaking free and flourishing is the true essence of Indian girl power.

Dr. Bhabani Mallia
Assistant Professor,
Srusti Academy of Management (Autonomous)

"The transformation from societal constraints to breaking free and flourishing is the true essence of Indian girl power."

My experience sharing at Srusti

In the year 2003, my husband showed me an advertisement for the post of librarian at Srusti, and I applied for the job. During the interview, some candidates showed up. At that time, the late Prof. Abhay Kumar was the principal, and our chairman was present and took our interview. Bishnupriya ma'am was the receptionist. She informed me that if I agreed to work for Rs. 1000, I should call them. I replied that I would inform them later after discussing it with my parents, and later I accepted the offer. On September 8th, 2003, I joined as a librarian. At that time, only 500 books were purchased and kept in only four almirahs. The chairman asked me to start my work, and I first arranged these books subject-wise, made entries in the accession register, prepared book pockets, library cards, 'due date' slips, book cards, etc. Only six students had joined in 2003, and for a special batch, another four students joined, making a total of ten students. Three faculty members—Sarita Dash, Subash Nath, and Sharmila Subhramaniyam—were present. There were only two classrooms, no gate, no drinking water, and only one peon, Nirakar. There were cows and dogs all over the campus due to the lack of a gate. There was no intercom facility, so the pressure on Nirakar was very high. I carried some flowers to festoon the Shree Ganesh statue. Mr. Chairman said that in the future, we will plant many flowers to reap more. In 2004, I joined as a full-time employee. On August 23, 2005, my son Raj was born, but I came to work until August 22, 2005. Then I applied for a three-month leave. At that time, another advertisement was shared in search of a librarian, as 80 students had applied. I was saddened, but due to Patro Sir's involvement, no one joined. I rejoined the college within one month and 12 days since my mother-in-law, brother-in-law, and his wife were very supportive in taking care of my children as my husband worked in New Delhi, Hissar.

By God's blessing, today I completed 20 years at this college. Now our college is NAAC-accredited, autonomous, and offers many courses such as MBA, integrated MBA, MCA, BBA, Ph.D., etc. There are boys and girls hostels, a gym facility, AC classrooms, three blocks (A, B, and C) with five floors, gardens, a Buddha statue, and a lot more. In my experience, Srusti's environment is clean and tidy, and there is good coordination among everyone. All of them behave like family members. In every small and big work, there is the involvement of Mr. Chairman, so the quality of work is good.

1. God is the only guide to make everything from small to big. We pray to him in need but often tend to forget to thank him in happy times.
2. Trust Him and surrender yourself completely.
3. Do not think you are wiser than him.
4. Do not keep any selfishness or pride within you.
5. Have faith in Him even if your plans fail, because his plans are better than ours.
6. Always keep a learning attitude. Knowledge is an ocean! Fill as many bottles as you can.
7. Power lies in unity. A bundle of sticks is always stronger than a single stick.
8. Helping nature is the best. As you sow, so shall you reap.
9. Do not give up easily; keep struggling until you have achieved it.
10. Each one is unique here. Give love to get love.

Ms. Sucheta Pattanayak

Librarian,

Srusti Academy of Management (Autonomous)

"Love is the universal currency that enriches the giver and the receiver, creating a wealth that transcends material treasures." - Maya Angelou

Plantation: bridging sustainability and business leadership

The resplendent beauty of nature and the delicate balance of ecosystems are fundamental to the survival of our planet. As future leaders pursuing an MBA, we must recognize the profound impact that our decisions can have on the environment. The theme of 'Plantation: Save Tree, Save Environment' encapsulates the symbiotic relationship between sustainable environmental practices and effective business leadership.

The Green Imperative

The world's ecosystem is delicately intertwined, and trees stand at the forefront of this delicate equilibrium. They provide life-giving oxygen, serve as homes for countless species, prevent soil erosion, and play a pivotal role in maintaining climate stability. The alarming rate at which deforestation occurs poses a grave threat to our environment, exacerbating issues like climate change, loss of biodiversity, and soil degradation.

A New Paradigm: Business and Environmental Responsibility

In the realm of business, the concept of Corporate Social Responsibility (CSR) has taken centre stage. It is no longer sufficient for companies to focus solely on their bottom line; they are now expected to contribute positively to society and the environment. Planting trees and promoting sustainable practices are not just philanthropic gestures; they are strategic decisions that have tangible benefits for both the environment and the business.

The Benefits of Plantation for Businesses

- **Enhanced Reputation:** Businesses that engage in environmentally responsible activities, such as tree plantation drives, earn a positive reputation in the eyes of consumers and stakeholders. This goodwill can translate into increased brand loyalty and consumer trust.
- **Cost Savings:** Trees act as natural air filters and temperature regulators. By planting trees around a business premise, companies can reduce cooling costs and improve air quality, leading to energy savings.
- **Employee Engagement:** Plantation initiatives allow employees to contribute to a more significant cause, fostering a sense of purpose and belonging. This

engagement can enhance overall employee satisfaction and productivity.

- **Sustainable Resource Management:** Trees can be a valuable resource for businesses that use wood-based materials. Sustainable tree farming practices ensure a continuous supply of resources without harming the environment.

Students: Agents of Change

As MBA students, we are poised to be the change-makers and future business leaders who can integrate environmental stewardship into corporate strategies. By aligning business goals with environmental sustainability, we can set new benchmarks for responsible leadership and inspire others to follow suit.

Action Steps for a Greener Tomorrow:

- **Advocate for Change:** Use knowledge and influence to encourage businesses to incorporate environmental considerations into their strategies.
- **Participate in Plantation Drives:** Join hands with environmental organizations or initiate plantation drives within the college campus or community.
- **Promote Green Innovation:** Explore innovative ways to make businesses more sustainable, such as reducing waste, conserving energy, and adopting eco-friendly technologies.
- **Educate and Inspire:** Use platforms like this magazine to spread awareness about the significance of plantations and their positive impact on the environment and business.

In conclusion, the "Plantation: Save Tree, Save Environment" initiative embodies the interconnectedness of ecological balance and sustainable business practices. As MBA students, let us embrace our roles as future leaders who drive business growth and nurture and safeguard the environment for generations to come. We can reap a greener, more prosperous tomorrow by sowing the seeds of positive change today.

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Key to success

Success comes to those who dare to act. This we have to process with our action based on our study, social background, and implementation reading of our books and literature, which may help to lay the foundation for our action. This becomes the key to our knowledge, which is the resulting fruit of our actions. Every human being desires and calls for success; it may be a good hope for perception to move towards a successful path. Every person of knowledge hopes for success in the said line. With their task, they move towards the successful line for fulfilling the desire and ambition, both for receiving the aspiration of our aim. As we all know, success remains our hope and aspiration for personnel of all levels. For this, we have very fast and important areas of our lives for individuals and also for social fabric. Success depends on the individual and the vast areas of proven success. It becomes difficult to draw a line of demarcation as there are various individuals according to their interests, education, and knowledge, which are key to the successful achievement of their individual lives.

Society everywhere in the universe demands development and a standard of living for the people of the society. This depends on the individual cultural background of the people in the society, which comes from family culture and the social development of individuals by raising the standard of living of the people in the society. This standard starts with the development based on the individual, starting with

business, the necessity of life, and for this development, various businesses, such as businesses and industries, are related to growth for the members of society in line with the necessity of life, including a business of food or a hotel, which calls for the fruitfulness of transport facilities that also provide facilities to the people. Success of Individuals in any area depend on their achievements, which may also help them meet their standard of living. The success of any society depends on the individual development and standard of living of its people. The standard of living starts with government policy, local bodies, and other sectors of society, but

Ultimately, it depends on the individual who comes from the middle level of society, and with their successful and healthy development, they may also improve their standard of living. The key to success is our line. Success is our desire, happiness, prospective goal, energy, ambition, and fulfilment of our desire and action. Irrespective of the social fabric, every individual desires to fulfil their ambitions in their respective areas. The minds of individuals are working in different directions, and the success of their key is for there for personnel, growth, energy, and integrity, covering honesty and sincerity. Human beings are not equal; their family background, individual environment, and social surroundings play a very important role in their growth and development, and we have to view this as part of their destiny.

Mr. Suprit Pattanayak
Managing Consulting, Wipro Ltd.,
USA

"Success is not just a destination; it's a journey of actions, ambitions, and the courage to pursue one's dreams." - Zig Ziglar

Kalam's "ignited minds": an inspiration for the youth of India

"Kalam is a dreamer of great dreams. Ignited Minds will fire the minds of the young to whom it is primarily addressed." – **Khushwant Singh in Outlook.**

The book *Ignited Minds: Unleashing the Power Within India* is written by Dr. A. P. J. Abdul Kalam (Avul Pakir Jainulabdeen Abdul Kalam BR, born October 15, 1931, Rameswaram, India—died July 27, 2015, Shillong) who served mother India as 11th President from 2002 to 2007. The book is one step forward from Dr. Kalam's earlier book, *India 2020: A Vision for the New Millennium* and consists of many inspirational messages for the youth of India. Kalam wrote several books, including an autobiography, *Wings of Fire* (1999). Among his numerous awards were two of the country's highest honours, the Padma Vibhushan (1990) and the Bharat Ratna (1997). Kalam is also known as the **Missile Man of India** for his immense contribution to the field of science and technology as an active member of DRDO and ISRO and the launching of ballistic missiles and spearheading the space research programmes. Kalam always dreamt of a developed nation, and his writings mainly focus on inspiring the youth who are the future of India, and if guided well, they can contribute to nation-building. He loved the company of young people, especially high school students and aimed to shape their minds, characters and destinies and, accordingly, prepared a road map for inspiring the 100,000 youth during the years after his resignation from the post of Scientific Advisor in the year 1999. Kalam is truly a literary genius, as his writings are a blend of science, philosophy and spirituality. In my opinion, *Ignited Mind* is the mastermind of Kalam for preparing the youth, igniting their imagination and making them change agents of society. He wanted to shape the fiery imagination and tap the potential of students to reach greater heights of success and catalyse the transformation of Indian society at large. The book is a guiding star which reflects his vision of building a glorious India by the youth.

Dr. Kalam once shared his experiences during his tour to Anand on 11 April 2002, and while talking to the students, a question came up: 'Who is our enemy?' There were many answers, but the one we all agreed was correct came from a student: '**Our enemy is Poverty.**' It is the root cause of our problems and should be the object of our fight, not our own. However, the book is a motivation for the entire

nation, especially the youth. Throughout his life, Dr. Kalam had a strong belief that India would one day evolve as a great nation, enlightening the whole world. India can prosper in the fields of space, defence and nuclear power. Kalam has inspired and ignited millions of young minds for the development of their conviction and leaving things which hold them back. According to him, we have rich resources in the form of people, talent and natural resources, and we should tap all these for the development of our countrymen. We should not look to the West for any inspiration. Rather, we should try to find out these within ourselves with our sharp minds and innovative outlook. The divine supreme force will always lead us in achieving our goals. We should not run after materialistic pursuits. Rather, peace, harmony, compassion, knowledge, and ethical values should rule our entire being.

In one of his poems called **The Tree of Life**, he cited

'You, the human race are the best of my creations
You will live and live,
And give and give till you are united,
In happiness and pain!
My bliss will be born in you,
Love is a continuum,
That is the mission of humanity,
You will see every day in the Life Tree.
You learn and learn,
My best of creations.'

To conclude with a quote by Gurudev Rabindranath Tagore,
*Where the mind is without fear and the head is held high
Where knowledge is free
Where the world has not been broken up into fragments
My Father, let my country awake.*

Dr. Kalam has thus carried forward the true legacy of Gurudev and ignited millions of minds through his visionary outlook, thoughts, actions, motivations, dreams, sharing of experiences, writings, lectures and dreamt of a developing India through the youth, who should take charge of building the nation with utmost sincerity, dedication, commitment and integrity.

Dr. Kabita Kumari Dash,
Assistant Professor, English
Department of Humanities & Social Sciences,
Siksha' O' Anusandhan (Deemed to be University)

Survival

To live one's life in an ordinary way is one thing, but to live massively is quite different. However, only a person who has learnt to look within himself can lead a life full of excitement. When we say that man should look into himself? It means that he should be free from feelings of love, hatred and detaching of real objects. One who has learnt to look into himself and has become an introvert it will have a sound mind and body; his way of thinking will become virtuous, and he will enjoy a life of sound health. When a man acquires good health, he can be happy, peaceful and delighted.

The present age is the age of problems; a man faces a hundred of them every day with the development of science and technology; no doubt, his problem has multiplied. Violence, corruption, family, relationships, poverty and other

like problems have become practically universal. As a result, man today suffers from mental tension, depression, heart diseases and other such physical and mental health. We withdraw the sense organs inside, but this does not mean that we physically close our eyes, ears and mouth. It only implies that we see also what is worth seeing, listen to what is worth listening and speak what is worth utterance. It helps us introspection, which opens the way to the realisation of God.

There is no justification in blaming the almighty for our present miseries. Since these are of our own making, the best is to bear them with patience and fortitude. We should try to follow the path of our righteousness in the present life for inner peace and happiness in our coming incarnation.

G. Priya

MBA : 2022-24

Successful presentation

Presentation is a tool of communication between the speaker and the audience/ listener. The presenter/speaker can improve his presentation skills through planning, preparation and practice.

The presentation may be formal or informal. It may also be extempore or with advance notice. In this short article, we are concerned more with classroom or seminar presentations.

The important steps to be followed for a successful presentation are:

- Define your topic and the objectives of the presentation.
- Know/Judge your audience/listeners.

- Encourage responses from the audience.
- Use audiovisual aids, if available.
- Take care of your body language
- Conclude

For Classroom presentations, one also has to be careful about his own physique. Make your body relaxed, particularly the face. Don't get tensed or look stressed. Take everything lightly, with a smiling face.

The presentation should be simple, relevant and to the point. A positive attitude, energy and enthusiasm for the subject will speak volumes.

Prof. S.C. Sahoo

Professor Emeritus,

Srusti Academy of Management (Autonomous)

"Prepare like a professional, present like a storyteller, and connect like a friend. A successful presentation is a blend of expertise and empathy." - Carmine Gallo

Pioneering women in Chandrayaan-3 mission: shaping India's space exploration

India's space exploration endeavors have garnered international recognition, and its Chandrayaan missions have played a pivotal role in advancing our understanding of the Moon. Amidst the scientific and technological achievements, it's crucial to recognize the significant contributions of Indian women in the Chandrayaan-3 mission, who have broken gender barriers and propelled the nation's space program forward.

The Indian Space Research Organisation (ISRO) has embraced diversity and inclusivity, fostering an environment where women scientists, engineers, and researchers have been able to thrive. Chandrayaan-3, the third mission in India's lunar exploration series, has been no exception. Indian women have contributed across various stages of the mission, leaving an indelible mark on its success.

In the realm of leadership, women have played instrumental roles. Dr. M. Vanitha, for instance, served as the Project Director of Chandrayaan-2, the predecessor to Chandrayaan-3. Under her guidance, the Chandrayaan-2 mission aimed to explore the Moon's south polar region and make significant strides in lunar research. While the mission's lander experienced a hard landing, the dedication and effort demonstrated by Dr. Vanitha and her team reflected the caliber of Indian women in space science.

Scientific research and data analysis have been areas where Indian women have excelled. In missions like Chandrayaan-3, where precise data interpretation is crucial, their expertise has been invaluable. Women researchers have contributed to understanding the Moon's composition, surface, and mineralogy, providing insights into its history and potential resources. Their work not only enriches India's scientific knowledge but also contributes to the global understanding of celestial bodies.

Engineering prowess has been a hallmark of Indian women's contributions to Chandrayaan-3. Women engineers have been at the forefront of designing, building, and testing critical components of the mission. From propulsion systems to communication modules, their innovation and technical proficiency have been essential in ensuring the mission's success.

In recent years, ISRO's emphasis on promoting women's participation in space research has led to initiatives like the "Women in ISRO" program. This initiative aims to provide mentorship, support, and opportunities to women scientists and engineers, thereby cultivating a pipeline of talent for future space missions like Chandrayaan-3.

Furthermore, women have been strong advocates for outreach and education, inspiring the next generation of space enthusiasts. Their presence in the public eye and engagement in science communication have shattered stereotypes and motivated young girls to pursue careers in STEM (Science, Technology, Engineering, and Mathematics). Initiatives like "Space for Women" have further amplified the voices of women scientists, making their achievements visible and encouraging a more inclusive scientific community.

The involvement of Indian women in Chandrayaan-3 sends a powerful message about gender equality and representation in STEM fields. As the mission continues to evolve, their contributions serve as a testament to their capabilities, determination, and passion for exploring the cosmos.

In conclusion, the role of Indian women in Chandrayaan-3 reflects a broader shift in the landscape of space exploration. These women have not only brought their expertise to the table but have also challenged traditional norms and stereotypes. From leadership and research to engineering and outreach, they have demonstrated their ability to excel in a domain that was once considered predominantly male. As Chandrayaan-3 takes humanity closer to the Moon, Indian women are leading the charge, proving that the sky is not the limit—it's just the beginning of their journey in shaping the future of space exploration.

Ms. Subhamita Mohapatra
Research Scholar in Humanity and Social Science,
SOA University, Bhubaneswar

"As India continues its journey into the cosmos, Indian women are poised to redefine the boundaries of space exploration."

The comedy of errors in social media miscommunication

In the age of smartphones and social media, our thumbs do the talking more often than our tongues. While it's made staying connected more straightforward than ever, it's also opened the door to a world of hilarious miscommunications. Let's dive into some funny anecdotes of how social media messages can go hilariously wrong.

Autocorrect Awkwardness: Imagine you're texting your friend about a party, and you meant to say, "I'll bring the snacks." But thanks to our mischievous autocorrect, it becomes, "I'll bring the snakes." Suddenly, your dinner plans turn into a wild adventure. Instead of suggesting a potluck, it throws in a surprise: "I'll bring the snake!" It's a hilarious turn of events!

Emoji Overkill: Emojis are a universal language of emotions, but sometimes, they can lead to eyebrow-raising situations. Sending a heart emoji to your friend to express gratitude is sweet, but accidentally sending the heart-eyes emoji might give the wrong impression. Suddenly, your innocent "Thanks!" message becomes an unintended declaration of love. Emoji misfires can lead to some comically awkward moments.

The Mysterious "K": Receiving a "K" as a response to a heartfelt message can feel like a punch to the gut. Was it a typo? Did they mean to send more? Or are they secretly mad at you? The mystery of the single-letter response can leave you scratching your head and contemplating your life choices.

The dreaded "K" response is the ultimate digital eye-roll. You pour your heart into a lengthy message, perhaps confessing your feelings or explaining a complicated situation, and the recipient's response is a curt "K." It's as if they've condensed your heartfelt message into the digital equivalent of a shrug.

Group Chat Gaffes: You're in a group chat planning a weekend getaway with friends. You share an exciting

suggestion for a hiking trail complete with a breathtaking view. However, the conversation quickly shifts to debating where to have dinner on the first night. Hours later, one of your friends chimes in with, "That hiking trail sounds amazing!" You scratch your head, trying to recall what you'd shared earlier. It's a classic case of a group chat gaffe, where the timing of responses feels like a comedy act with a fashionably late punchline!

"Seen" But Not Heard: Imagine pouring your heart out in a message to a close friend, only to see the message marked "seen" with no reply. It's like waiting for a phone call that never comes. Your heartfelt message receives a silent acknowledgement, but the ensuing silence leaves you in digital limbo. Have you entered the Twilight Zone of social media, where words are seen, but responses remain a mystery? It's a comical twist in the world of communication, where technology sometimes leaves us pondering the hidden meanings behind those "seen" ticks.

Lost in Translation: You're trying to greet a new friend in Spanish, but a small mistake turns "Nice to meet you" into "Nice to eat you." Suddenly, your friendly introduction takes a hilarious turn, leaving everyone laughing! It's a classic case of a language mix-up.

These miscommunications bring laughter to our digital lives, reminding us that real people with quirks and a sense of humor are behind the screens. So, the next time autocorrect or a language mix-up strikes, embrace the comedic side of technology!

After all, these moments enrich and humanize our online connections. Continue to laugh, type, and, most importantly, connect!

Ms. Sarita Manjari Prusti

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"In the laughter of miscommunication, find the joy that connects us all in our shared humanity."

My father

In a quiet, humble village, there lived a man whose dreams were not for himself but for his children. His name might not be known to the world, but his determination and sacrifice would forever echo through generations - he was simply, "My Father."

"My Father's" dream was singular: to see his son and daughter achieve all the goals he had never experienced himself. He believed fervently that education was the key to unlocking those dreams. To make his dream a reality, "My Father" faced a torrent of challenges. He shouldered the responsibilities of not just his own family but also his brothers and extended family. Yet, instead of gratitude, he was often met with disrespect. But "My Father's" resolve remained unshaken. His children's dreams were the lighthouse guiding him through the darkest storms. And so, he made the heart-wrenching decision to leave his home in pursuit of their dreams.

The capital city beckoned, but all he had was two utensils and a tattered polythene bag. It was a harsh beginning, with him living in a meager mud house. The city was unforgiving, but "My Father" was unyielding in his determination. He started from the bottom, working tirelessly to provide a better life for his children and wife. Every sacrifice he made was a stepping stone toward their success. Yet, his most significant investment was in their education. "My Father" poured every resource, every ounce of energy, into ensuring his children received the best education possible. He understood that this was the ladder

to a brighter future, one he never had the chance to climb. Years rolled by, and "My Father's" struggles bore fruit. The seeds he had sown with sacrifice and watered with tears finally grew into mighty trees. One child became a Software Engineer, a beacon of innovation. The other became a journalist, telling stories that mattered.

The sacrifices "My Father" made were immeasurable. He traded his comfort for their success, his dreams for theirs. It was a life lived in the shadows, but he illuminated their paths. In the eyes of the world, "My Father" might have been an ordinary man, but in the eyes of his children, he was a hero. They saw the world, and their dreams reflected in his eyes, and in his sacrifice, they found their own strength.

"My Father" was not just a name; it was a testament to a love that knew no bounds, a sacrifice that reached beyond the ordinary, and a dream fulfilled through unwavering determination. His legacy would live on, not just in his children's achievements but in the hearts of all who heard his story. Thus, the story of "My Father" serves as a reminder that sometimes the greatest heroes are the ones who sacrifice silently, dedicating their lives to the dreams of others.

Mr. Rashmi Ranjan Biswal
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*"Behind every successful child is a silent, proud father." -
Chetan Bhagat*

Artificial intelligence: a comprehensive overview and future prospects

Introduction:

Artificial Intelligence refers to the simulation of human intelligence in machines that can perform tasks typically requiring human intelligence, such as visual perception, speech recognition, problem-solving, and decision-making. Over the past few decades, AI has made significant advancements, revolutionizing industries and reshaping the way we live, work, and interact with technology.

Historical Development of AI:

The history of AI can be traced back to ancient times when humans attempted to create mechanical devices that mimicked cognitive functions. However, the term "Artificial Intelligence" was coined in the mid-20th century, and AI as a field of research truly began to take shape. This section explores the key milestones in the development of AI, from the early days of symbolic AI to the modern era of machine learning and deep learning.

Key Concepts in AI:

To understand AI fully, it is essential to grasp the fundamental concepts that underlie its functioning. This section provides explanations of concepts such as machine learning, neural networks, natural language processing, and computer vision, which are central to contemporary AI systems.

Applications of AI:

AI has found applications in various sectors, including healthcare, finance, transportation, entertainment, and more. This section discusses prominent use cases of AI, highlighting how it is transforming industries and improving efficiency and decision-making processes.

Ethical Considerations:

As AI technologies continue to advance, ethical concerns have become increasingly important. Topics such as bias in AI, job displacement, privacy, and the responsible development and use of AI systems are explored in this section, emphasizing the need for ethical AI frameworks and guidelines.

Challenges and Limitations:

AI faces numerous challenges, including data quality and availability, algorithmic bias, cybersecurity threats, and the potential for misuse. This section discusses these challenges and limitations and examines the risks associated with the rapid proliferation of AI technologies.

Future Prospects:

The future of AI is filled with exciting possibilities and uncertainties. This section explores potential advancements in AI, such as explainable AI, AGI (Artificial General Intelligence), and quantum computing's impact on AI. It also delves into the societal implications of AI becoming more integrated into our daily lives.

Conclusion:

Artificial Intelligence has come a long way since its inception and is poised to shape the future in profound ways. While AI offers immense potential benefits, it also presents complex challenges that must be addressed. This paper underscores the importance of responsible AI development, ethical considerations, and ongoing research to harness the full potential of this transformative technology. Artificial Intelligence is a dynamic and evolving field that has the potential to revolutionize nearly every aspect of human society.

Dr. Biswojit Swain
HOD & Associate Professor,
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Gandhi Institute of Technology & Management (GITAM)

"Artificial Intelligence is the canvas where humanity paints its dreams of a better, more efficient future." - Elon Musk

Rediscovering dance: a journey of self-discovery and creative growth

Quitting dance was never an option or my own decision, yet it is by far the worst decision. 4, a tender age when full-fledged preschoolers start to have more opinions and beliefs and begin to get more in touch with the world around them, I was enrolled in the Academy of Classical Dance and Music, and my first reaction to being put in the centre was to stomp my feet in a clumsy attempt to copy what others were doing. Now, looking back at it, I wasn't as thrilled as beginners are supposed to be. Despite the 'no, I don't want to go' and 'my body is aching' tantrums, dancing became my flicker of intellectual and creative curiosity. There are millions of little steps that build up to bigger and more important steps, expressions that can add hundreds of meanings to the same posture, hand movements that can either allure your undivided attention to understand it or welcome you to learn it yourself, rhythms and rhythms of body movement with acute muscle memory. As I began to question and explore a minuscule snippet of these combinations, my mind wanted more of it in different fields. I truly believe this is one of the major reasons I made up my own math formulas to reach an end result. Nonetheless, it contributed to taking the train to Hogwarts from platform 9/11, sailing a raft with Huck and Jim, accompanying Anna Karenina, witnessing a human-sized cockroach have an existential crisis, experiencing being a theatre student involved in murder and a lot more through imagination. Participating in programmes and achieving new levels gave me a deep insight into my culture as well as history. I became confident and grounded, intuitive and logical. Learning to keep a steady hand and mind while dancing vigorously gave me the ability to use a pencil smoothly on a blank canvas, if not better handwriting. Always mixing and matching steps with expressions in secret to invent something new peeked my interest in cooking. Always keeping my composure to judging and understanding the nature of people I encountered all came to me at a young age. Always wanting to learn more and something new became my nature in those seven bittersweet years of sweat, tears and laughter.

All of these passions and hobbies never came to a halt after leaving Odissi. I never longed to go back to that environment again. I became good at making new math formulas that made no sense mathematically, my artistic eye and skills improved, and I achieved a hiked sense of fashion and taste, all while staying in connection with my intuition in the years after.

I was so proud to see my mother on stage. After her performance, I saw other performances. I was aw and mesmerized, wanting to understand the hand movements and expressions and the incredible stability and calmness, and it all came rushing back, the memory, the experience, the first time I had performed and started shivering after going backstage, the hours put into makeup and hair, the emotions and the muscle memory. I realized how I hadn't forgotten my dancing years but had pushed it in the back of my mind, yet subconsciously, I had always wanted to return. I understood how I had developed a fake sense of self and how I was all spitty and conserved, trying to be something I am not as a defence mechanism of not being who I am.

After seven years of break, I again went back to stomping my feet in an attempt to copy what others were doing, but this time better and with a knowledge of what I was doing. Going back there again, starting from nothing after years of becoming so close to everything, was frankly not comfortable for me. At least I learned you can either live your life or let others live it. You'll feel ups and downs either way. Whatever protects your peace.

And to end it, all the possible combinations out of those millions of small steps made me a good storyteller.

Ms. Sheetal Tripathy
IMBA : 2022-27

"Your time is limited, don't waste it living someone else's life." - Steve Jobs

Aloo samosa

In the bustling streets of Mumbai, where chaos and charm danced side by side, lived two friends, Raj and Rahul. They were notorious for their hilarious misadventures due to their lack of listening skills.

One day, while walking through a busy market, Raj's stomach growled like an angry lion. He spotted a samosa stand and excitedly turned to Rahul. "Hey, let's get two samosas!" he exclaimed.

Distracted by the vibrant market, Rahul replied, "Sure, let's get aloo samosas."

Raj, however, was preoccupied with his phone and misheard Rahul. He thought Rahul said, "Let's get solo samosas."

So they ordered two samosas each – Raj with solo samosas and Rahul with aloo samosas.

As they waited for their order, a plate of samosas was placed in front of Rahul. He looked puzzled. "Why do I have only one samosa?" he wondered aloud.

Engrossed in his phone, Raj mumbled, "You ordered solo samosas, remember?"

Rahul's eyes widened as he realized the misunderstanding. "No, I said aloo samosas!"

Raj looked up, finally paying attention. "Wait, you said aloo samosas? I thought you said solo samosas!"

The two friends burst into laughter, drawing the vendor's attention and the surrounding crowd. "Well, it looks like we've ended up with one solo samosa and one aloo samosa each," Raj chuckled.

Rahul shook his head, still chuckling. "Talk about not listening properly!"

As they bit into their samosas, the flavours mixed in their mouths – aloo and solo, a hilarious fusion of misunderstanding. Passersby couldn't help but laugh as Raj and Rahul savoured their unintentional culinary experiment.

From that day on, Raj and Rahul became known as the "Samosa Twins" in the market. Their story of misunderstanding and misordering brought smiles to many faces, a reminder that, sometimes, the funny mishaps make life more entertaining.

And so, in the bustling streets of Mumbai, the "solo samosa" mishap became a legendary tale of how two friends' lack of listening skills turned a simple snack into a side-splitting comedy, proving that in a world full of chaos, a good laugh was the best spice of all.

Ms. Shreemayee Pati

Ph. D. Scholar in Humanities and Social Sciences,
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"Life's mishaps, when seasoned with laughter, become the most cherished tales."

Depression and suicide

DEPRESSION

Depression is defined in different ways by various authors. For instance, depression is defined as an emotion characterized by “**sadness**”, crying, withdrawal from others, and feelings of inadequacy (Morgan, King, Weisz & Schopler, 1986}. In the words of Carson, Butcher and Mineka (2005), depression refers to an emotional state characterized by extraordinary sadness and dejection. However, another very clear and elaborative definition of depression is given by Taylor (2016). According to him, depression is a neurotic or psychotic mood disorder marked especially by sadness, inactivity, difficulty with thinking and concentration, a significant increase or decrease in appetite and time spent sleeping, feelings of dejection and hopelessness, and sometimes suicidal thoughts or an attempt to commit suicide.

Depending on the nature and seriousness of the characteristics, depression is categorized into **two classes**: mild or normal depression and major depression. Normal depressions are almost always the result of recent or present life stresses, which are mild in nature. For example, the death of a loved one, separation or divorce, or the breakup of a romantic relationship. Loss of a favoured status or position, financial loss, retirement, etc., may give rise to symptoms of acute grief or mild depression. Major depression, on the other hand, involves one or more major depressive episodes in which ‘**sad**’ feelings are accompanied by persistent problems in other areas of life-problems such as an appetite change (an increase or decrease); altered sleep patterns (more or less sleep than usual); loss of interest or pleasure in usual activities, including sex; loss of energy; diminished ability to think or concentrate; feelings of worthlessness or self-reproach; or suicidal thoughts or acts.

During a depressive episode, the person’s mood and thought patterns may be strikingly negative. The depressed person often appears lost, vulnerable, detached, and unable to find joy in any aspect of daily life; life seems to have lost its vitality, and a sort of numbness has set in. Often, the person seems constantly on the verge of tears. Thoughts about self are likely to be overwhelmingly negative; the person may feel unattractive, inferior to others, incompetent as a spouse or parent, and unsuccessful at school or work. The future may seem almost completely hopeless, and this, of course, is one reason that suicide becomes a risk.

Bearing in mind that different kinds of depression may have different **causes**, some of the major causes of depression are Life experience, Learning and social interaction factors, cognitive factors, biological/genetic factors, stress factors, and chronic illnesses. However, maximum depression is caused by stressful life events, including chronic workplace stress. People who can cope effectively are able to avoid depression, even with many stressful events in their lives.

American Psychiatric Association (APA, 2000) has reported that during a lifetime, as many as 25% of women and 12% of men may suffer from major depression. Therefore, **treatment of depression** is very important. There are a wide variety of treatments that are available today, and more and more people who experience these disorders are seeking treatment. This is happening in an era where there is greatly increased public awareness of the availability of effective treatments. These treatment procedures or therapies are pharmacotherapy, Selective serotonin reuptake inhibitors, Lithium and other mood-stabilizing drugs, electroconvulsive therapy, Psychotherapy, Cognitive-behaviour therapy, interpersonal therapy, and family and marital therapy.

SUICIDE:

Suicide is defined as a process or attempt to take **one’s own life** (Carson, Butcher, & Mineka, 2005). The risk of suicide- taking one’s own life is a significant factor in all depressive states. There is a significant correlation between depression and suicide. Although it is obvious that people also commit suicide for reasons other than depression, estimates are that about 50 percent of those who complete the act do so during or in the recovery phase of a depressive episode. Depressed people are 20 times more likely to commit suicide than non-depressed people.

Suicide now ranks among the ten leading causes of death in the world. Suicide attempts primarily are actions of young people; at least two-thirds of suicide attempters are under 35 (Hawton, 1992). Women are about three to four times as likely to attempt suicide as men. The story is different, however, for **completed suicides**; three to four times more men than women die by suicide each year. The highest rate of completed suicides is in the elderly (65 and over). Among elderly victims, half or more suffer from a chronic physical illness that can lead either directly or indirectly (through depression) to an increased risk for suicide. Rates

of suicide attempts are also about four times higher in people who are separated or divorced than in any other marital status category. Most attempts occur in the context of interpersonal discord or other severe life stress.

Assessing suicide risk is a challenging endeavour. To do so competently requires an understanding of research on **suicide risk factors** and how to apply it. Risk factors for suicide can be organized into **three** types: demographic, clinical, and psychological (Hecker&Thorpe, 2005). The demographic risk factors include sex, age, race, marital status, living arrangements, living environment, and employment. The clinical risk factors include daily functioning, lifestyle, psychiatric history, medical history, family history of suicide and previous suicide attempts. The psychological risk factors include depression-anxiety, hostility, hopelessness, disorientation/disorganization, suicide plan and final arrangements. In addition to the risk factors of suicide, there are four important **causal factors** such as life-stress factors mainly causing depression and anxiety, psychological factors, biological/genetic factors, and sociocultural factors.

Preventing suicide is extremely difficult. One complicating factor is that most people who are depressed and contemplating suicide do not realize that their thinking is restricted and irrational and that they are in need of assistance. However, currently, the main thrust of preventive efforts is on crisis intervention. The primary objective of crisis intervention is to help a person cope with an immediate life crisis. Efforts are gradually being extended, however, to the broader tasks of alleviating long-term stressful conditions known to be associated with suicidal behaviour and trying to better understand and cope with the suicidal problems in high-risk groups.

Conclusions: People, particularly, the young persons, should try their best to cope with their stressful life events causing severe depression that leads to serious suicide attempts. People should always be positive in their attitudes towards life.

Dr. Banamali Mohanty, D.Litt.

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Dream high

New beginnings !! We can always feel our hearts flutter every time we think about it, an urge to overcome every fear and difficulty within us and to start with a lot of positivity Just like the hands of a clock keep chasing time and never going back, wanna run ahead and cross that line, which leads to a different life

But then again, you wanna resent it and just be lazy, but wait ! Don't

just keep thinking.... be courageous and say,

I can fly in the sky.

Never gonna stay, Never gonna get stuck.

Until I collapse from exhaustion and tiredness, I will try, I will try (no excuses for any reason)

Only me and I can support my own dreams and my own new beginnings, even if it loses its shine.

Just wanna stick to the end and try my level best; even if I jump on one foot as if I was broken, I'll go my way.

I'll have everything I want

-That's my dream

Nothing has changed

Hold on, My dreams will be stronger.

Start over....

Swastik Pati

MBA : 2022-24

"Don't watch the clock; do what it does. Keep going."

- Sam Levenson

Yoga: a holistic approach to health

Yoga originated in ancient India as a physical, mental, and spiritual practice. It has been proven by several experts to be indispensable for a person's personality development and all-inclusive growth. Yoga is not just about twisting and bending the body or holding the breath; its benefits are manifold. Yoga is a mechanism that brings you into a state where you experience reality as it is.

Physical Benefits:

Yoga focuses on enhancing flexibility, strength, and body balance. Regular asana, or postures, helps improve the body's mobility. This makes the muscles and joints less susceptible to injuries. Yoga also aids in boosting physical endurance and muscle tone, promoting a healthier body. Moreover, yoga is instrumental in improving respiratory efficiency. Techniques such as Pranayama teach control over the breath, leading to improved cardiovascular health and increased lung capacity. In addition, yoga can help manage chronic health conditions like diabetes, high blood pressure, and asthma, contributing to overall physical well-being.

Mental and intellectual benefits:

Beyond the physical, yoga has profound cognitive benefits. It is a powerful tool for stress relief. The practice of mindfulness and meditation in yoga helps reduce the levels of the stress hormone "Cortisol". This reduction in stress

and anxiety improves mood and overall mental health. Yoga also enhances concentration; the practice of Dhyana (meditation), or contemplation of thoughts, trains the mind to focus on a single object. This leads to improved attention span and mental clarity. Furthermore, regular yoga practice enhances memory and active learning, making it particularly beneficial for students pursuing higher education.

Yoga encourages self-awareness and introspection, promoting a deeper understanding of oneself. This heightened self-awareness can lead to a better decision-making personality to lead, guide, and motivate a huge group of corporate sectors effortlessly. Yoga also fosters a sense of unity and interconnectedness with all life forms. This sense of oneness can lead to increased compassion and understanding, promoting peace and harmony in associated working groups and society.

In conclusion, yoga is a holistic practice that offers numerous physical, mental, and intellectual benefits. Its emphasis on mindfulness and self-awareness sets it apart from other forms of exercise. While the physical benefits of yoga, such as increased flexibility and strength, are significant, the mental and intellectual advantages are equally profound. The practice of yoga encourages stress relief, improved concentration, and a sense of inner peace.

Incorporating yoga into one's lifestyle is the need of the hour for improved overall health and well-being.

Mr. K V Appa Rao,
Yoga Practitioner,
Bhubaneswar

"Yoga is the journey of the self, through the self, to the self. Embrace the path, and let it lead you to a harmonious existence." - The Bhagavad Gita

Vedvyas: a sacred haven of spiritual significance and historical riches in Odisha

Vedvyas is a famous religious place in Odisha. Vedvyas is situated in Sundargarh district near Rourkela. It is situated at the confluence of rivers: Sankha, Koel, and invisible Saraswati. The place bears the name luminary revolutionary poet Vedvyas. Vedvyas is a religious place that attracts many sages, philosophers, thinkers, poets, and historians.

There are nine temples at Vedvyas. All the spires are pyramidal, and the porches are rectangular in size. Besides Balukeshwar, the spires are all at a low height. So the platform bada, grand eye, and mastaka are not sculparally rich. The presence of Ram, Shiva, Ganpati, Hanuman, and Saraswati temples resembles the synthesis of various religious cultures like savism, baishnaism, and saktism. The Vyas cave, which is in a ruined stage, has kept up the small size of Ganesh perfectly.

Social and religious functions, like marriage, sacred thread, and pindasan, are performed here. People believe that a dip in the holy water of Vedvyas washed away since the cremation of dead bodies is performed here in order to get salvation. Religious discourses are held here.

Swami Brahmananda established a gurukul in 1961 with 35 Brahmachari near Vedvyas.

Cows are called mothers or goumata. Cows' dung and urine are very useful from that point of view. Swami Brahmananda established a goshala at Vedvyas. Every year, Gopashtami Mela is held here for two weeks, probably. This mela started in 1904, and thousands of people from Chattisgarh, Jharkhand, Bihar and West Bengal visited the place during the fair.

There is a Sanskrit college at Vedvyas, also established by Swami Brahmananda. The college produces a large number of preachers, worshippers, and scholars every year. The Kalyan Baba has constructed one old home. The Vedvyas Arya Samaj had played a Dynamic role in the eradication of blind _ beliefs etc.

A beautiful park has been constructed at Vedvyas, which is liked by the children.

Vedvyas is a religious and historical place. But they have not taken any steps to preserve this ancient place. Govt should take effective steps for the development of this place.

Aditya Shukla

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Building relationships

When you visualize the long-term visions with belief, you get inner motivation and hope; motivation is positive energy and the greatest strength of your inner self, which creates joy and inner peace. Your association will decide how you can move ahead towards achieving your goals; if you associate with dreamers, this is a life-changing experience. You must change your life into growth and success. Associate with the people you feel comfortable with, and it is Your responsibility to select people for your life when

you change your associations to new thoughts. Change accordingly, and you set your priorities for further work—people's opinions change according to their associations and state of mind. When you change your association, you change your thoughts and how you do the work in your daily life.

Ms. Draupadi Mishra

Asst. Librarian

Sruti Academy of Management, (Autonomous)

"In the dance of life, your associations are your partners; choose those who complement your rhythm, and together, create a masterpiece." - John C. Maxwell

Bhagavad Gita: song of God and science of life

In a world characterized by rapid change and constant challenges, the wisdom of the ages often holds timeless and universally relevant profound insights. The Bhagavad Gita, a revered ancient Indian scripture, emerges as a guiding light for young generations navigating the complexities of modern life. With its teachings on duty, righteousness, self-realization, and the art of balanced living, the Bhagavad Gita provides a roadmap for youth seeking purpose, resilience, and inner growth.

The Bhagavad Gita, often called the “Song of God,” is a timeless and profound scripture central to Hindu philosophy and spirituality. This ancient Indian text offers deep spiritual insights and imparts practical wisdom for navigating the complexities of life. Combining spirituality, ethics, and philosophy, the Bhagavad Gita guides living a balanced and purposeful life.

The Essence of the Gita:

At its core, the Bhagavad Gita explores fundamental themes such as duty (dharma), righteousness, selfless action, and the pursuit of spiritual enlightenment. The text emphasizes that one must perform their duties without attachment to the results, promoting detachment and equanimity. This concept aligns with the scientific principle of focusing on the process rather than fixating on outcomes, which can reduce stress and improve performance.

Yoga - The Path to Self-Realization:

The Gita introduces various paths of yoga (union) as a means to attain self-realization and spiritual growth. These paths include Karma Yoga (the yoga of action), Bhakti Yoga (the yoga of devotion), Jnana Yoga (the yoga of knowledge), and Dhyana Yoga (the yoga of meditation). Each path is tailored to individual inclinations and serves as a roadmap for harmonizing the mind, body, and spirit. This synthesis mirrors the holistic approach of science, which considers various aspects to arrive at a comprehensive understanding.

Science of Self-Mastery:

The Bhagavad Gita offers practical techniques for mastering the mind and emotions. It teaches the importance of controlling desires and feelings through self-discipline. This aligns with modern psychological principles, highlighting the significance of emotional intelligence and self-regulation for overall well-being.

Dharma and Duty:

The concept of dharma, or righteous duty, is a central theme in the Gita. It emphasizes the importance of fulfilling one’s responsibilities without attachment to results. For young generations seeking purpose and direction, Gita’s teachings on embracing their dharma can help them find meaning in their actions and contribute positively to society.

Mindfulness and Inner Peace:

The Gita’s teachings on detachment and mindfulness provide young generations with tools to manage stress and maintain inner peace. In a hyper-connected world, self-awareness and detachment from external outcomes can help youth navigate the pressures of academic, professional, and personal life.

Balancing Material and Spiritual Goals:

Striking a balance between material pursuits and spiritual growth is a challenge many young people face. The Bhagavad Gita advocates for a harmonious blend of both, promoting the idea that spiritual awareness can enhance productivity, creativity, and well-being.

Self-Realization:

The Gita guides us toward self-realization—understanding our true nature beyond the physical body and mind. By recognizing the immortal soul (atman) within us, we can find inner peace and happiness that is not dependent on external factors.

Control Over the Mind:

Krishna emphasizes the importance of controlling the mind, which is often restless and easily distracted. By mastering the reason, we can achieve mental clarity, make better decisions, and maintain a balanced emotional state.

Disciplined Lifestyle:

The Gita encourages a disciplined lifestyle with self-control, moderation, and restraint. By following a disciplined routine, we can maintain physical and mental well-being, contributing to a happier life.

Overcoming Challenges:

The Bhagavad Gita acknowledges that challenges are an inevitable part of life. It teaches us to face difficulties with courage and determination, believing that challenges are opportunities for growth and self-improvement.

Selfless Service:

Krishna emphasizes the importance of selfless service (karma yoga), where actions are performed for the well-being of others rather than for personal gain. Engaging in service can bring a sense of fulfilment and contribute to the overall welfare of society.

In conclusion, the Bhagavad Gita provides a roadmap to a happy life by guiding us towards understanding our purpose,

cultivating detachment, self-realization, and disciplined living. Its teachings encourage us to overcome challenges, control our minds, and embrace virtues that lead to inner peace and fulfilment. By integrating the wisdom of the Gita into our lives, we can embark on a journey towards a more meaningful and contented existence.

Jayaprakash Prusty

MCA : 2022-2024

*"Controlling the mind is an art, and the Bhagavad Gita is the masterpiece that guides us in this profound discipline."
- Dalai Lama*

Customary morality cannot be a guide to modern life...

"The only true constant in life is CHANGE". Humankind's evolution and the knowledge base of 7 billion individuals is all a testament to omnipresence of 'change'. From the Big Bang to present times and future, change will continue and only option for 'Lifeforms' is to adapt. This is also true for philosophical ideas like ethics, morality, and values. Customary morality is characterised by deep rooted morals of community members based on age – old customs, traditions, religious practices. For instance, in medieval times, slavery of blacks was custom in world especially American colonies. Most of European nations are created on basis of local heritage, culture or language. These differences led to wars in historical times. However, the modern leaders understood the utility of "cooperation" in globalized world. The subsequent formation of European

Union (EU) and its success, has been a ideal example of 'customs' as source of cultural identity but not the sole GUIDE to modern life. India is also shedding the colonial baggage through striking down of unjust laws by the judiciary. However, it is high time that people participate in process of changing exploitative 'customs'. A continuous effect by all stakeholders is required to eradicate the ill practices of dowry, domestic violence, mob lynching, women safety, caste-based exploitation etc. Only then we will achieve a modern life based on equality and respect. Instead of solely relying on "Customary morality", time has come to apply the more robust principle of: "DO NOT DO ANYTHING TO OTHERS, THAT YOU WILL NOT LIKE TO BE DONE TO YOURSELF"

Tanmay Kumar Mohakud

MCA : 2022-24

*"The greatest religion is to be true to your own nature.
Have faith in yourselves." - Swami Vivekananda*

Reconnecting with my roots: the tale of the bottle gourd vine

I am approximately 35 years old and have worked in Delhi for the past ten years, where I have made my home. About 11 years ago, I got married, and when I got a job, my wife and I moved here. Delhi vastly differs from the small village in Uttar Pradesh where I grew up. It's a bustling city filled with thousands of colonies, and when I first arrived here, I used to visit my village every month.

I used to socialize and mingle with people, but it's been five years since I last returned to my village. This fast-paced city has nearly erased the image of my village from my mind. A few days ago, I purchased a house in a budget colony by pooling resources with three other families. It may not be big, but it's spacious enough for four families and even has a small courtyard.

I've planted some flowers and a Bottle Gourd vine behind the house. Today, when I woke up and looked, I saw that a bottle of gourd had grown from the vine, but it had broken off from the plant. It seemed to have withered away in just a day or two. It felt strange, and my mind became restless. Today is Sunday, so I had the day off from work and sat down to carefully observe the Bottle Gourd vine. Amid this, my peace was interrupted as I had a cup of tea in my hand.

However, my attention was fixed on the Bottle gourd vine. I was excited when I planted the seeds and saw the first leaves sprout. The vine then slowly started to spread. It produced flowers, and eventually, bottle gourd began to grow. I noticed that the bottle gourd that grew directly from the vine was consistently healthy, but those that detached from the plant after breaking off either wilted or rotted away in just a day or two.

I had never watered the fruits directly; I had only given water to the plant. It struck me that the fruits could grow and mature when they remained connected to the vine while those detached withered quickly. Suddenly, a strange feeling began to well up within me.

Have I detached myself from my roots, like bottle gourds that broke away from the vine? Yes, that's the truth. I've lived away from my parents, leaving them in the village without seeing their faces for years. I've disconnected myself from them, and that disconnection has created turmoil.

I feel the urge to go back to the village. I picked up my bag and started walking towards the door. He didn't stop me. It's a 10-hour journey from here to my village, and it feels like my entire life has changed on both sides.

Two shops have opened at the Village bus stop. Before entering the village, there's a statue of a soldier with the inscription "Martyr Captain Ajit Singh, Forever Immortal." A young man from my village had sacrificed his life in the service of our country, and I didn't even know about it. I've seen countless posts on social media about soldiers and their sacrifices, but I didn't know who from my village had become a martyr.

I'm filled with self-realization, and tears want to flow. My steps have become slow as I approach my home. The door is as open as ever, unlike in the cities where people have to lock their doors securely. My mother makes roti on the chulha (traditional stove), and my father tends to the cattle. I approach my mother and say, "I'm hungry, Mom."

My simple mother looks at me and bursts into tears. She doesn't say a word, just holds me close, and I apologize with all my heart. My parents are so forgiving, and they immediately forgive me. How tender the hearts of parents are! I have learned from the Bottle gourd's vine that life withers away when we detach from our parents.

I apologize to my father as well, clinging to his feet. How soft-hearted parents are! They forgive me instantly. I have realized that life loses its essence when we detach ourselves from our parents.

Mr. Pawan Lather
Inspector in income-tax,
Chandigarh

*"Life loses its essence when we forget the faces that nurtured
our beginnings."*

Curse window

Mr. and Mrs. Sharma were carrying a dead body in a suitcase at 2.30 AM in the night. Whose hand, peeping from the cover of the chain, was soaked in its own blood. There were only fingers in that severed hand. There was no thumb in that hand. Somebody cut it, and Mr. and Mrs. Sharma were only worried that no one should see the sweat dripping from their forehead and the blood falling from that hand kept in the bag.

Mrs Sharma said: Listen.

Mr Sharma: "Speaking later." First, we have to get out here.

Mrs Sharma: She is our daughter, at least. "Is it necessary to do this?"

Did you not hear what Babaji told us? This is the only way, and I am doing this for both of us only, said Mr. Sharma.

Before Mrs Sharma could say anything else, Mr Sharma put the blood-strained suitcase in the trunk of his car and drove down a deserted road.

Nisha is the top student in her class. But her stammer has become a problem for her. Often, the children in the class mimic her stammer, make fun of her, and bully her by throwing paper balls at her until the teacher comes to the class.

Nisha, too, could tolerate all this by chocking. This kind of behaviour of children her age made her lonely.

One boy from her class asked Nisha, stammering, "Nisha, what is the time? His name was Rehan. He also stammers like her. Seeing the condition of Nisha, he also started feeling sympathy. Rehan thought many times that he should go and talk to Nisha. But he was also afraid that the children might leave Nisha and start making fun of him.

Nevertheless, gathering courage in him, he tried several times to talk to Nisha but always stopped at the last moment.

Luckily, Rehan is also Nisha's neighbor. The one who always kept looking at Nisha from his window. But these days, I don't know why Nisha closed her door and window for everyone. The days of Nisha and Rehan started passing, but one night, Rehan's dog Moti started barking outside the window, which disturbed Rehan's sleep.

Rehan asked Moti what had happened. Why are you barking today in the middle of the night?

As soon as he said this, Rehan went to Moti and started caressing her, but Moti was still barking as if she felt something strange. Then, as soon as he recognized his senses, he ran out of the room, screaming that Mom and Dad wake up.

Rehan's mother and father also woke up from their sleep after seeing their son's senses blown away. And when he informed them about the matter, they, too, were shocked.

The next day, the rest of society gathered outside Nisha's house. They began to sympathize and talk to each other. It is so bad. Poor girl, was this even an age? Neighbors were saying all these things after seeing Nisha's dead body. When her parents came out of their house, they also had a paper in their hand. Which was Nisha's suicide note. Because her friends were bullying her, she was depressed and committed suicide. Her mother says, You guys, why did you come here? Everything has been taken away from us. What is left now?

Neighbours said we had come to share your sorrows, and you are so cruel. Her father said, This is Nisha's suicide note, where she has written, "Sorry, mom and dad. In school, everybody is bullying me and even doesn't play with me. This loneliness is suffocating. I want to die." After reading this, her father started crying. Nisha's mother said it is not suicide. It is murder, and your children have killed my daughter." Enough...! I don't want your false condolences. Go away and leave us to our fate.

Someone said, Huh, there is no time for goodness, and went away from their house.

Rehan, who was standing and watching all this from the gate of his house, Suddenly, Nisha's voice echoed in his ears. Rehan, you should have saved me. When he looked around fearfully, there was no one. He himself considered it his illusion and went back to his house.

Like every day, Rehan was looking out Nisha's window that night, too, because Nisha's death was eating Rehan inside as if this were the request of his mistake. Now he just used to sit near his window all day long and keep looking at Nisha's house.

Rehan thought that I could have stopped all this. I could have had some more courage on that day.

One night, when Rehan was doing his homework, a slight breeze started blowing his papers. As he raised his eyes to see this, his attention fell on the mirror, which had Nisha and her same lifeless eyes that he had seen that night.

Trembling with fear, as soon as he looked back, he saw Nisha's rotten image on the paper of the register. Whose eyes were staring at Rehan only? Sobbing, he went to a corner of the room and started crying. But before he could recover from this shock, his eyes fell on Nisha's window, where a shadow made of flames appeared. Rehan took out binoculars from his cupboard and saw that Nisha's parents were performing a hawan in her bedroom, and some mantras were muttered after sacrificing blood in the fire pit. But the surprising thing was that both of them were sitting inside a red circle.

"What are they doing so late in the night? I must see, but suddenly Rehan stopped himself and said this their personal matter, saying this Rehan went to sleep." The night had just turned dark. Suddenly, Nisha's scream once again echoed in his ears. Due to this, his blood was about to dry. Rehan, you could stop everything. Stop them. Before this, Rehan woke up in a panic, like before Moti lay down on the bed beside him and started making sounds as if she were scared. "I am also scared, Moti. If you also sleep with me, nothing will happen to us if we stay together," said Rehan.

Moti and Rehan closed their eyes, even though they could not sleep. On the other hand, Nisha's parents were offering oblations in the hawankund while chanting mantras. His voice was clearly heard by Rehan. The chanting of mantras went on for the whole night. And Nisha's parents continued to perform havan for several consecutive nights.

One night, the process of havan was going on, and on the other side, Rehan could hear Nisha's voice day and night. Even Rehan was now scared of his reflection in the mirror. He felt that Nisha's dead body was hanging behind him, and with open eyes, she just kept on looking at Rehan. Then, one day, the chanting of the mantra stopped. He looked at Nisha's house from his window. Her parents were carrying some stuff in the big suitcase.

Rehan had clearly seen the hand that came out of that suitcase and its severed thumb. Seemingly, all these Rehan smells come from a conspiracy. Something is strange. Where are these people going now after so many days of havan? That too, with a big suitcase, and whose hand is this? Is it? He said to himself. Rehan immediately ran towards the door of his house. But before he could go, Rehan's mother stopped him.

Where are you going so late at night? Maa, Nisha's parents are going somewhere carrying a big suitcase late at night. They have been in her room for the last few days. Before Rehan could finish his words, his mother scolded him and silenced him. I am saying, for the first and last time, stay away from those people. First, those people can't talk straight to anyone. If they are carrying a suitcase, then let

them go. It is good that this has been averted. Rehan became silent after listening to his mother and went back to his room with a sad heart.

Rehan woke up one night again to the sound of Moti barking. As he had woken up that night, he saw Nisha's dead body. He caressed Moti and asked what happened to her. But Moti's barking did not stop, and Nisha's window, which was often open, was also closed today. I understood, Moti; there is something in that room; it looks like this time I will have to go and see for myself, Rehan said to Moti. He was determined this time that he had to know the truth about that room and those voices of Nisha.

That's how he first came out of his house with Moti and then entered Nisha's house by jumping the gate. Then I opened the gate for Moti and brought her into the house. But all the doors and windows were locked from inside. Suddenly, Rehan saw a pipe that went to the roof, crossing next to Nisha's window. If I can climb through this pipe and reach the window, I can open the window and go inside. As soon as he climbed through the pipe and entered the house, he saw that he could not have imagined it even in his dreams.

He saw that Nisha's parents had also committed suicide in her room, and on seeing this, a loud scream came out of his mouth. How has this happened? I... I'll have to inform the police. Saying this, he ran to the door. That's when the souls of Mr. and Mrs. Sharma appeared in front of him. You will not go anywhere, Rehan; you should not have come here. But why did you people do all this? Said Rehan.

We died on the same day that our daughter committed suicide. Who better than us can understand the sorrow of leaving the only daughter? Everything in this house has her memories embedded in it. And without Nisha, the house bites. We are not able to understand anything about how to live the life ahead. Someone introduced us to Baba Tirumal. He told us that there was a way in which we could meet Nisha for two weeks. We will have to cut off Nisha's left thumb, keep it under her pillow, and deposit her body in his ashrama. Then he will also have to commit suicide in the same way as Nisha did, and some people from Ashram will come and make us and our daughter alive again. Never again will anyone be able to separate us from our daughter, said Mr. and Mrs. Sharma.

It is all superstition; I'll bring the police, said Rehan.

No one will go to the police. People must be coming from ashrama. As soon as I said this, Nisha's parents attacked him with their powers. He also started throwing everything lying in the room at Rehan. He also tried to escape, but when he started getting tired, he got sore with his own blood due to the injury caused by these things.

Seeing this condition of Rehan, Mr. and Mrs. Sharma lit a big table, laying the room in the air, and were about to throw it at Rehan. Rehan also closed his eyes, seeing his death in front of him, and muttered, Please forgive me if possible, Nisha. But before that table fell, Rehan Nisha's soul came at the last moment and saved him. And with her powers, she made the table into two pieces. When he opened his eyes, there was happiness on his face; he was just looking like Nisha.

Mummy papa, yay! What were you guys going to do? Said Nisha's soul.

Nisha's parents said, My baby, you finally came; we have done all these for you only.

You guys know nothing, said Nisha.

The Baba to whom you gave my dead body molested my dead body, then removed all my organs after the operation and sold him in the black market. He also wanted to do the same thing with you after your death. His people are coming to take your dead body and remove your organs to

sell them on the black market. So that no clue will be left against him, aid Nisha.

I will not leave that Tirumal Baba said, Mr. Sharma.

We can't do anything, Nisha said, and our souls will keep wandering like this.

You will not wander; you people will get salvation, and Baba will also be punished. After this, Rehan did what was right. He called the police and told them the whole story; from beginning to end, police raided ashrama, where not only Nisha but also the dead bodies of young people were found and a lot of black money that he had earned through illegal activities. The police conducted the last rites for Nisha and her parents.

Today it has been 6 years since this accident, and even today, Rehan keeps staring at Nisha's house, sitting by the window. Perhaps his love is true and immortal, too.

Ms. Rosy Barik

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Challenges make us stronger

1. Growth occurs when you embrace challenges, stepping beyond your comfort zone rather than remaining in a state of comfort.
2. Challenges push you to move forward.
3. Confronting new situations or problems forces you to seek new information, gain new perspectives, and acquire new knowledge and skills.
4. Challenges demand that you come up with creative solutions and think outside the box.
5. You will find yourself adjusting to different circumstances and learning how to handle uncertainty, which enhances your ability to change in future.
6. Overcoming challenges builds emotional and psychological resilience.
7. As you overcome one challenge, you expand your comfort zone, making it easier to tackle even bigger problems.
8. Growth often involves pursuing ambitious goals, and challenges are stepping stones towards them.

Ms. Sonali Suman

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Protrainy Pvt. Ltd., Bhubaneswar

"The wings of growth are spread in the storms of challenges. Embrace the winds, and let your spirit soar." - Oprah Winfrey

Achievements and failures as a student : a journey of growth

As a student we embark on a journey filled with ups and downs, achievements and failures . This rollercoaster ride of academic life not only shapes our knowledge but also molds our character . Here we will explore the significance of both achievements and failures in the life of a student.

The Significance of Achievements

Academic Excellence: Achievements in academics such as scoring top grades or winning scholarships are often celebrated. These accomplishments reflect hard work, dedication, and a thirst for knowledge. They open doors to future opportunities and careers.

Personal growth: Achieving academic milestones builds confidence and self-esteem . It proves that with determination and effort. We can overcome challenges. Each success becomes a stepping stone to greater heights.

Recognition and rewards

Achievements are often publicly recognized bringing acknowledgment from teachers, peers and family. This recognition serves as motivation to continue striving for excellence.

Networking: Successes can also facilitate networking . winning a science competition for instance may lead to interactions with experts in the field, potentially opening doors to research opportunities or mentorship.

The Lessons In Failure

Resilience: Failures are a natural part of the learning process. They teach resilience , the ability to bounce back from setbacks . It's a tough failures that we learn to preserve , adapt and improve

Humility: Failures remind us of our limitations . They keep us humble and prevent complacency . Acknowledging our shortcomings is the first step towards self-improvement

Identifying Weakness: Failure often points to areas where we need improvement . its an opportunity to reflect on what went wrong and develop strategies to do better next time.

Character building: How we handle failure speaks volumes about our character. It's a chance to show grace under pressure take responsibility and learn from our mistakes.

The key to a successful academic journey lies in finding a balance between achievements and failures . both are essential for growth . without achievements we may lack motivation and without failures we may never truly learn. Its crucial to view setbacks not as roadblocks but as detours on the path of success.

In conclusion as students our journey is a blend of accomplishment and disappointments. Each achievements and disappointments . Each achievement is a testament to our hardwork and determination, while each failure is an opportunity for growth and self improvement . Together they shape us into resilient humble and ultimately successful individuals ready to face the challenges of the future.

Smrutirekha Nayak
BBA : 2022-25

"The only real mistake is the one from which we learn nothing." - Henry Ford

Reading skills: strategies for enhanced comprehension

Reading Skills:

“A reader lives a thousand lives before he dies. The man who never reads lives only one,” said George Martin.

Of the numerous benefits of reading, the beauty of books offers us with a wide range of attributes. Reading makes us:

More knowledgeable
 More empathic
 More humble
 More knowledgeable
 Smarter
 Creative and Imaginative
 Who's a good reader?

Effective Reader	Ineffective Reader
Creates a purpose for reading	Don't know what they are reading for
Read the directions carefully	Doesn't know where to start from
Gathers materials like highlighters, pencils ,etc	Do not have the required materials
Set reading goals and make predictions based on clues.	Try to read with distractions —phone, music etc.
Monitor their understanding.	Do not monitor their understanding.
Make connections.	Read aimlessly till they are tired.
Troubleshoot their reading	Are not aware that reading is problem solving
Know which reading strategy to use	Fail to recognize the reading strategies
Expand and use content knowledge and vocabulary	Do not pay attention to new concepts and vocabulary
Read the text with complete focus	Allow the mind to wander

Reading Strategies

Concentration: Break up your reading into small sections - the text naturally does this for you by introducing each topic by heading.

Vocabulary: The better your vocabulary, the better your understanding. To improve your vocabulary:

- Read often and vary your reading material to give yourself a varied vocabulary background

Comprehension: Try to recite details and main ideas after each section.

Reading Speed: Increasing your reading speed can help you optimize your study time and help your reading comprehension. Slow readers are usually poor readers. Although each reading type demands a different reading rate, we must atleast increase our reading speed by focusing on 2-4 words at a time and not reading only one word at a time.

SQ3R - SURVEY, QUESTION, READ, RECITE, REVIEW

This is an active reading method that will enhance your reading comprehension and learning efficiency.

- **SURVEY:** Look at the title and all subtitles to know what the chapter is about and how it is broken up into parts.

- Look at the chapter outline - it is the blueprint for the chapter
- Look at the end of the chapter aids - questions and summaries... this will give you an idea of what the author feels is important and help you select the main ideas as you read

QUESTION: Before you begin reading, turn the subheadings into questions so that your mind is actively looking for answers rather than passively reading along. Turn subheadings into questions

READ: Concentration and attention to detail are essential to active reading and comprehension. You must locate the main idea of each paragraph.

RECITE: While reading, take time to paraphrase what you read out loud.

REVIEW: Reviewing is a daily process. The more you review and recite, the better the recall.

- Review your notes and questions created for the chapter daily
- Review the highlighted areas of your text
- Recite the main points of each section of the chapter

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Intricacies of dharma in daily life

The belief in dharma and karma concepts doesn't just have a faith factor behind mass-scale adoption but also an association with the intricacies of Dharma and the business we do in living our daily lives. 'Dharma' implies our ability to hold on to the sense of separation from the absolutely divine, the search for fulfilment of one's individual desires and the notion of syncing our learned space and wisdom enlightenment within the real life we live in. It is the basic framework that holds our life. It connects our soul with the living beings and surroundings together in tranquillity.

The lessons learnt from the teachings of Dharma pertain to the aspects of truth, path and mindfulness. These elements are something that guide our daily life, mostly our career path and the evolved decisions we make at an age in which most of us are in our twenties. Let's delve deep into each one of these.

Truth: The four basic truths in life are that there is suffering, the origin of suffering is having the desire for more, but there is an end to suffering. We feel fulfilled when we realize the reason behind our creation and live truthfully. But till we crave more, we end up suffering. The root cause is our sense of having more and not being truly happy with what we have.

Path: The way to end suffering is definitely there, and it can happen if we follow the eightfold path. The eightfold path takes us through the wisdom factor, ethical conduct factor and concentration factor. Once these basic internal functionalities that guide the thought process of a human being get in place, we reach the verge of attaining a stage where our suffering ends. This is the step just before we are in a stage where Dharma can be practised.

Right understanding and correct intention guide our wisdom. The right form of communication or speech, the right set of actions and the ideal form of livelihood influence how we manage our ethical conduct in life. In addition to these, the right measure of effort in the apt direction, the right kind of mindfulness, and an ideal amount of concentration guide our soul's concentration factors. All these parameters need to be ideally balanced and well-managed in order to end our suffering.

We need to address our inner thoughts with utmost concentration. We must ensure that we have loving kindness for the living soul, have maximum compassion, empathetic joy and a unanimous approach towards equality. And these are the reasons behind our successful existence that are challenged by impermanence, suffering and no self-involvement or selfishness. The last leg to end suffering is ensuring that mindfulness has a strong foundation. Mindfulness directly impacts concentration. Mindfulness of the body via the basic elements like earth, fire, water, air, mindfulness of the tones, mind and objectives hovering in the mind are the critical factors that need strong control to practice Dharma and end the suffering.

In a nutshell, we should take care of speeding our intentions at a desired pace, be honest and land ourselves in a comforting position. So, a well-paced, planned and safe execution becomes a must when it comes to playing with the Dharma and karma of our life on the basis of a daily cumulative effect.

Rajesh Mohapatra

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"In the intricate dance of life, Dharma is the music that guides our steps, and karma is the rhythm of our actions."

- Deepak Chopra

Do's & don'ts for successful digital marketing

As we know that Digital marketing is a type of internet marketing where the promotion of business or product or service takes place through online to attract more customers at less cost.

As we know many organizations now a day's using digital marketing, especially on social media channels such as Facebook, Linked In, Twitter, Instagram, YouTube etc.

These are some simple dos and don'ts of successful digital marketing:

1. We have to find the right channels

We are definitely having a target market or audience and to reach them effectively, we need to find the right channel where we can reach out to them with the content. It will depend on the target audience for the channel we select. For example, in B2C (Business-to-consumer) marketing, we can expect better results on Facebook and Pinterest. Whereas visual-based marketing, we can expect better results on Pinterest or Instagram.

2. We have to Post the original content

We must publish original, high-quality material if we want the audience we are trying to reach to like and remember it. In order to maximize results, we must establish a content strategy that will optimize all of the customer-generated content on our website, blog, and social media. Successful business growth depends on having valuable and pertinent content that ranks highly on Google's SERP page. Content needs to be clear, understandable, and pertinent in order to draw in as many members of the target audience as possible.

3. We have to know our brand and know our competitors

We need to maintain an active and efficient branding strategy which will differentiate our business from our competitors. We need to build a strong brand. We have to know about our competitors' products and services to create a strategy that will help make our business stand out in the market. We can use our competitor's weaknesses and strengths to improve our marketing strategy.

4. Engagement and personalization are essential

As we know, Digital marketing is customized. We have to know our target audience and estimate how and which

way we work so that we will get better results. We can't be a bullhorn. We need to go for engagement – We require people to talk on our page, like, and share their feedback, which will help us to grow our business.

5. We need to have our digital house in order

We need to have a website, and a regular newsletter is essential. We need to engage with the social community to build social capital through our website, newsletters and social media channels.

6. Don't spam

As we know that the best way of digital marketing reaches to its target audience by consent. We shouldn't try for clogging and hitting social media feeds on every few minutes. Consistent effort and spamming shouldn't be the line in between. As we know for most firms, the digital marketing should be targeted to increase specific events can be a sales promotion. And slowed down to a consistent but mostly unassuming pace on the rest of the time.

7. Don't put all your eggs in one basket

The outcome is important in the long run of digital marketing, but it shouldn't determine what you do or where you do it. Digital marketing has several avenues, some of which will work better for your company than others, as we are all aware.

As we all know, some people choose to write monthly newsletters or blog posts for affiliated websites.

While other people choose the more casual but consistent engagement of Twitter, Facebook, Instagram, etc.

8. Don't "sell"

Now a days people don't want hard sell any more. If you want a healthy interaction and engagement with your targeted audiences then you don't require to sell your product, you need to post about ideas, promote concepts and answers to solutions to get their trust with your content first. And then they will be interested enough to want to know more about what it is that you have to offer.

Mr. Satyaprakash Naik

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Human behaviour and deeds of kindness

In a world filled with tremors and uncertainty, acts of kindness and human action serve as beacons of hope, illuminating the path to a more compassionate and peaceful existence. These gestures, no matter how small or seemingly trivial, can set off a chain reaction with far-reaching consequences.

Kindness is the core of our shared humanity in its most basic form. It is a worldwide language that cuts beyond countries, ethnicities, and religious beliefs. A smile, a helping hand, or a word of encouragement form links that remind us of our inherent interconnection. A single act of kindness can start a chain reaction, prompting others to do the same and perpetuating a circle of generosity. Humanism aspires to build a more compassionate, rational, and equitable world by emphasizing human rights, creativity, and the quest for knowledge.

Human action promotes growth and change because it is motivated by desire and purpose. We affect the world through our activities, leaving imprints that will influence future generations. Kindness, as a subset of human activity, demonstrates our ability to make conscious decisions that improve the human experience. Volunteering for a humanitarian cause, fighting for social justice, or simply being present for someone in need all show our dedication to building a more compassionate society. The impact of

acts of kindness and human action extends beyond the immediate recipients. Empathy establishes connections, builds trust, and promotes a feeling of community, all of which contribute to a more harmonious and caring society. Kindness, whether shown via tiny gestures or greater efforts, can boost moods, restore relationships, and inspire positive change in the world.

In a world riddled with division and strife, the collective force of kindness and conscious action provides a solution. It reminds us that change is the product of numerous modest activities and decisions rather than huge gestures. Every action, every word, every decision has an impact on the world in ways we may never completely realize.

Let us then acknowledge the great power we have in our hands and hearts. Every day brings new opportunities to plant seeds of kindness and engage in activities that reflect our values and objectives. Let us select the route of empathy, compassion, and good change as we negotiate the intricacies of reality. It is in these choices that we redefine the narrative of our shared humanity, leaving behind a legacy woven with threads of kindness and human action.

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"Small acts of kindness are the seeds we plant today, destined to grow into a forest of positive change for generations to come."

Chandrayaan-3: a pride of India

Chandrayaan-3: ISRO's Next Leap in Lunar Exploration

India's space agency, the Indian Space Research Organisation (ISRO), has been at the forefront of space exploration, consistently achieving remarkable milestones. One such ambitious endeavour is the Chandrayaan series of lunar missions, with Chandrayaan-3 being the latest chapter in this journey of discovery.

Chandrayaan-3 aims to build upon the successes of its predecessors, Chandrayaan-1 and Chandrayaan-2, and further contribute to humanity's understanding of the Moon. The mission is particularly focused on achieving a successful soft landing on the lunar surface, a feat that would showcase ISRO's expertise in precision landing technology.

The Importance of Soft Landing

A soft landing on the Moon is a complex manoeuvre that involves gently touching down on the lunar surface without causing damage to the spacecraft or its scientific instruments. Chandrayaan-2, launched in 2019, experienced challenges during its landing attempt, which unfortunately resulted in a loss of communication just minutes before the intended touchdown.

Learning from the experiences of Chandrayaan-2, ISRO is determined to demonstrate its prowess in soft landing technology through Chandrayaan-3. A successful landing would pave the way for enhanced scientific exploration, enabling the spacecraft's instruments to gather valuable data about the lunar environment.

Key Objectives

Chandrayaan-3 is designed to achieve several key objectives:

- **Soft Landing:** The primary goal is to achieve a safe and accurate soft landing on the Moon's surface, particularly in the unexplored South Pole region.
- **Scientific Exploration:** The mission aims to deploy a suite of scientific instruments that will analyse the lunar soil, composition, and environment, shedding light on the Moon's geological history and potential resources.
- **Technological Advancements:** Chandrayaan-3 will incorporate advanced technologies to ensure a successful landing, showcasing India's capabilities in space technology and engineering.

- **International Collaboration:** ISRO's lunar missions have historically encouraged international collaboration. Chandrayaan-3 may foster partnerships that lead to shared knowledge and data.

The mission objectives of Chandrayaan-3 are:

1. To demonstrate a Safe and Soft Landing on the Lunar Surface
2. To demonstrate Rover roving on the Moon and
3. To conduct in-situ scientific experiments.

Chandrayaan-3 is a follow-on mission to Chandrayaan-2 to demonstrate end-to-end capability in safe landing and roving on the lunar surface. It consists of Lander and Rover configuration. It will be launched by LVM3 from SDSC SHAR, Sriharikota. The propulsion module will carry the lander and rover configuration till 100 km lunar orbit. The propulsion module has a Spectro-polarimetry of Habitable Planet Earth (SHAPE) payload to study the spectral and Polari metric measurements of Earth from the lunar orbit.

Lander payloads: Chandra's Surface Thermophysical Experiment (ChaSTE) to measure the thermal conductivity and temperature; Instrument for Lunar Seismic Activity (ILSA) for measuring the seismicity around the landing site; Langmuir Probe (LP) to estimate the plasma density and its variations. A passive Laser Retroreflector Array from NASA is accommodated for lunar laser ranging studies.

Rover payloads: Alpha Particle X-ray Spectrometer (APXS) and Laser Induced Breakdown Spectroscope (LIBS) for deriving the elemental composition in the vicinity of the landing site.

More Details

Chandrayaan-3 consists of an indigenous Lander module (LM), a Propulsion module (PM) and a Rover with the objective of developing and demonstrating new technologies required for Interplanetary missions. The Lander will have the capability to soft land at a specified lunar site and deploy the Rover, which will carry out in-situ chemical analysis of the lunar surface during the course of its mobility. The Lander and the Rover have scientific payloads to carry out experiments on the lunar surface. The main function of the PM is to carry the LM from launch vehicle injection to the final lunar 100 km circular polar orbit and separate the LM from the PM. Apart from this, the Propulsion Module also has one scientific payload as a value addition, which will be operated post-separation of

the Lander Module. The launcher identified for Chandrayaan-3 is GSLV-Mk3, which will place the integrated module in an Elliptic Parking Orbit (EPO) of size ~170 x 36500 km.

To achieve the mission objectives, several advanced technologies are present in Lander, such as,

1. Altimeters: Laser and based Altimeters
2. Velocimeters: Laser Doppler Velocimeter & Lander Horizontal Velocity Camera
3. Inertial Measurement: Laser Gyro based Inertial referencing and Accelerometer package
4. Propulsion System: 800N Throttleable Liquid Engines, 58N attitude thrusters & Throttleable Engine Control Electronics
5. Navigation, Guidance & Control (NGC): Powered Descent Trajectory design and associate software elements
6. Hazard Detection and Avoidance: Lander Hazard Detection & Avoidance Camera and Processing Algorithm
7. Landing Leg Mechanism.

To demonstrate the above-mentioned advanced technologies in earth conditions, several Lander special tests have been planned and carried out successfully, viz.

1. Integrated Cold Test - For the demonstration of the Integrated Sensors & Navigation performance test using a helicopter as a test platform

2. Integrated Hot test – For the demonstration of closed-loop performance test with sensors, actuators and NGC using a Tower crane as a test platform
3. Lander Leg mechanism performance test on a lunar simulant test bed simulating different touch-down conditions.

Looking Ahead

Chandrayaan-3 reflects ISRO's commitment to continuous improvement and its unwavering pursuit of scientific knowledge. While the challenges of space exploration are formidable, each mission contributes to a deeper understanding of our universe. The lunar missions not only advance human knowledge but also inspire the next generation of scientists, engineers, and dreamers.

As ISRO continues to prepare for the Chandrayaan-3 mission, space enthusiasts around the world eagerly anticipate the outcome. A successful soft landing would mark a significant achievement for India's space program and a notable step forward in unravelling the mysteries of the Moon.

In conclusion, Chandrayaan-3 stands as a testament to ISRO's determination to explore new frontiers and overcome challenges. It is a beacon of innovation and a symbol of India's aspirations in the realm of space exploration, captivating imaginations and uniting humanity in the quest for knowledge.

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"Two things are infinite: the universe and human stupidity; and I'm not sure about the universe." - Albert Einstein

Indian patriotism: a new definition

The great Indians willingly accepted the gallows in the name of their principles, making them martyrs, where each drop of the freedom fighter's blood fought for the country rather than for itself. Instead of being a nation that was born with "patriotism," such a nation is now impoverished. In India, where patriotism needs to be renewed and reinvented, I am indeed referring to India.

We all remember our patriotism when there is an Indo-Pak cricket match or when terrorists bomb our trains. Nevertheless, we undoubtedly forget it when we cast our ballots in elections when a week-long beggar pleads for a rupee, when we shambolically litter the roadways, and so many other instances. It is said that patriotism is "pain at the prick of a pin." Instead, it is thought to be a formality of saluting the flag and 52 seconds of frozen posture during the national anthem. Even a frozen heart devoid of appreciation for the martyrs who made our lives possible may exist.

More often than not, domestic disturbances threaten the country's tranquillity and peace more than exterior assaults. Unfortunately, the vast cultural diversity of its subjects is the primary source of hostility in India between rival religious groups. Even though they are Indian, there are so many differences between them that an ordinary guy of one faith finds it challenging to relate to another man of a different religion. India is home to people practising various religions, each with organisations that promote the virtues of its adherents' chosen faith. Such groups play a critical role in building a strong and patriotic India, as their goal is to consider the requirements of their followers. This will benefit every Indian in some way. As some of the largest organisations in India, it should be crucial for these institutions to promote patriotism. But alas, it never actually does. Even without religious hostility, casteism still serves as a barrier between us. India wants to forget castes and the divisions they generate while commemorating Independence Day. But, likely, the politicians do not want it to occur. Politicians have made every attempt to advance their vile political interests rather than working to resolve issues, such as reservations for members of lower castes.

We cannot imagine the racial and religious discrimination that permeates society and violates all humane standards. As a result, politicians, who pose as having the support of religion, brilliantly arrange communal disturbances. Although there is a minority that works to create a more socially stable India, one cannot blame them all. While

the majority engaged in the construction of comfortable, opulent heavens on the ruins of human holiness while seeking to profit from every social crack in the system, only four words, "We shall fight back," were repeated for each soldier who gave their life in service of the country. Yet they have no place in that "we"!

The familiar Indian person is perceived as a puppet in the hands of the politicians, but in truth, he benefits from every action they cause. Patriotism is once more lost in this "unethical symbiosis." One significant class of individuals can hardly ever be neglected when discussing India. This class is backward and powerless in social and economic terms. The adage "an empty stomach cannot blow the seditious sound of the battle bugle" is true. So, expecting them to play a significant part in reviving patriotism is unrealistic. This situation needs to be resolved gradually, not all at once. Patriotic feelings must be ingrained in fragile hearts that will remain calm in the face of the unknowable future's storms since a windfall cannot inspire them. As a result, it's necessary to examine and change our educational policies. The academic curriculum must include more lessons on respect for and awareness of the nation. The accessories could be a genuine desire to create a patriotic India.

Let's now explore what true patriotism should entail. Patriotism does not have to be national or motivated by the common good. Patriotism is defined as small deeds and behaviours encouraged by the desire to help one's fellow citizens. We should instil a sense of patriotism in our daily actions. According to the "Divide and Rule," division is the way to subdue an empire; as a result, we will have to let go of the uncivilised outlook on the society we have fostered. That is, we must eliminate the social divisions we have created. Maybe the new British Empire will soon put us under pressure.

Patriotism is a facet of the diamond that includes honouring the sentiments of our adversaries' countries and your own. Patriots talk about giving their lives, not taking them, for their nation. Patriotism involves not just attack but also defence and counterattack. Finally, I believe this best sums up patriotism: patriotism is like a needle that attaches and unites rather than a scissor that cuts and divides.

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Navigating a financial system in the face of rising inflation and interest rates

1. Unpacking Financial Stability Risks:

Financial stability risks have witnessed a significant surge following the release of the **October 2022 Global Financial Stability Report**. In the aftermath of the global financial crisis, amidst an environment of remarkably low-interest rates, subdued volatility, and abundant liquidity, market participants substantially expanded their exposure to liquidity, duration, and credit risks. Often, they resorted to financial leverage to amplify returns—vulnerabilities that have been consistently highlighted in prior editions of the **Global Financial Stability Report**.

The abrupt collapses of Silicon Valley Bank and Signature Bank in the United States, alongside the erosion of market

confidence in Credit Suisse, a globally significant banking institution in Europe, serve as a stark reminder of the intricate challenges arising from the interplay between stricter monetary and financial conditions and the accumulation of vulnerabilities. Fueled by the rapid dissemination of information through social media and propelled by emerging technologies, what initially seemed like isolated incidents within the US banking sector swiftly reverberated throughout global banks and financial markets. This cascading effect triggered a widespread selloff of risk assets as depicted in Figure 1. Furthermore, it prompted a notable reevaluation of expectations surrounding monetary policy rates, a shift in magnitude and scope akin to the events of Black Monday in 1987 as illustrated in Figure 2.

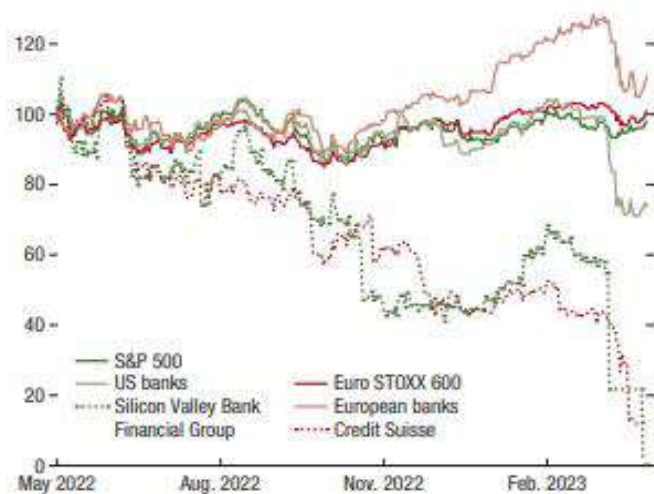


Figure 1: Growth Trends in US and European Equities¹

Data Origins:

¹Bloomberg Finance L.P.

²Bloomberg Finance L.P. and IMF Staff Computed Figures, (Estimations Utilizing Near-Term Money Market Forwards with a 9-Month Maturation)

Policymakers' swift and decisive response to curb systemic risks has effectively curbed market unease. In the United States, banking regulators took proactive measures to secure uninsured deposits in the wake of the two failed institutions and introduced a novel Bank Term Funding Program to stave off potential bank runs by ensuring liquidity. Meanwhile, in Switzerland, the Swiss National Bank provided crucial emergency liquidity assistance to

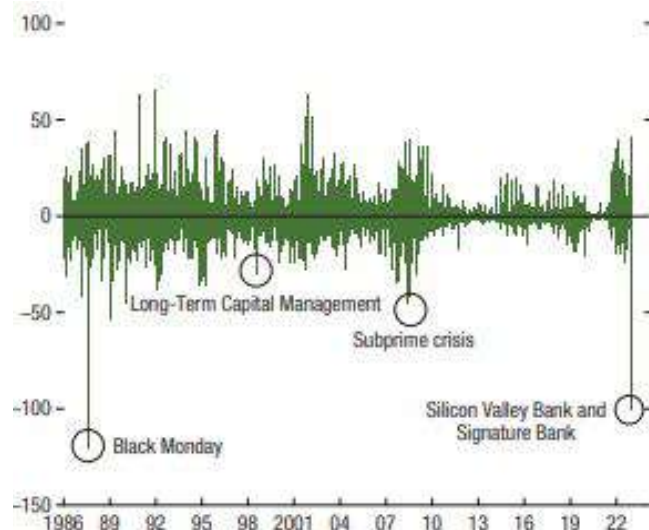


Figure 2: Anticipating Short-Term Policy Rate Outlook²

Credit Suisse, ultimately leading to its acquisition by UBS with state support. However, despite these efforts, market sentiment remains fragile, and stress continues to ripple through various institutions and markets. Investors are reevaluating the underlying health of the financial system.

The pivotal question looming over both market participants and policymakers is whether these recent events foreshadow more widespread systemic stress that will put the global financial system's resilience to the test—a proverbial canary in the coal mine—or if they are merely isolated challenges stemming from the adjustment to tighter monetary and financial conditions after more than a decade of abundant liquidity. While regulatory changes

enacted since the global financial crisis, particularly within the largest banks, have undeniably bolstered the overall resilience of the financial system, concerns linger regarding latent vulnerabilities. These concerns extend not only to banks but also to nonbank financial intermediaries (NBFIs).

In the US, investor apprehensions regarding potential losses on interest rate-sensitive assets triggered a notable sell-off in the banking sector. This impact was particularly pronounced for banks with concentrated deposit bases and significant mark-to-market losses, as illustrated in Figure 3. In Europe, the repercussions were most deeply felt by banks trading at substantial discounts relative to their book values. These institutions have long-term concerns about profitability and their capacity to secure capital.

Emerging market banks, on the other hand, seem to have

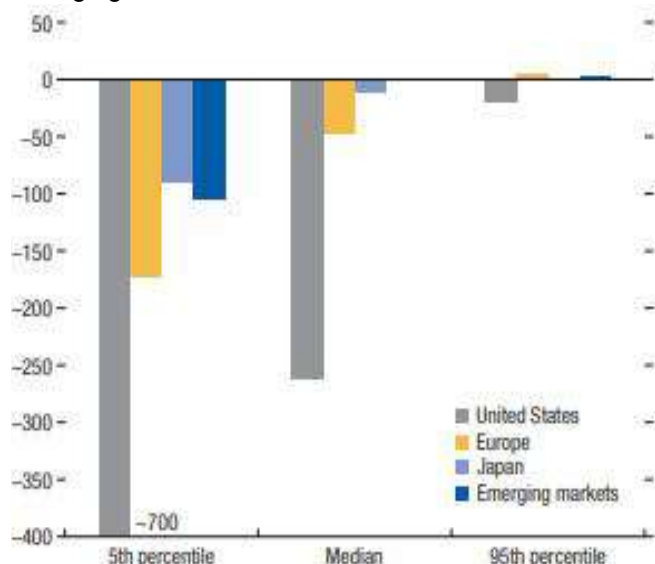


Figure 3 : Impact on Equity Due to Unrealized Losses on Held-to-Maturity Securities: A Select Sample of Banks

Data Origins:

SNL Financials; and IMF staff calculations.

Bloomberg Finance L.P.; European Central Bank; national authorities; US Federal Reserve; and IMF staff calculations

These recent events serve as a stark reminder that funding can evaporate swiftly in a pervasive erosion of confidence. The shifting dynamics of deposits among various institutions have the potential to elevate funding expenses for banks, which, in turn, may curtail their capacity to extend credit to the broader economy. These concerns hold particular relevance for regional banks in the United States. Given the recent decline in bank equity prices, it's conceivable that the lending capacity of U.S. banks could contract by nearly 1 percent over the coming year. This

thus far avoided substantial losses in their securities portfolios, with deposit funding remaining stable. IMF staff estimates indicate that the influence of unrealized losses in held-to-maturity portfolios on regulatory ratios for the median bank in Europe, Japan, and emerging markets would likely be modest. Nevertheless, for some other banks, the impact could be more substantial, as depicted in Figure 4. It's worth noting that many countries have limited deposit insurance coverage, and emerging market banks generally possess assets with lower credit quality compared to their counterparts in advanced economies. Furthermore, emerging market banks often hold a more prominent position within the financial system, potentially amplifying the consequences of distress within the banking sector.

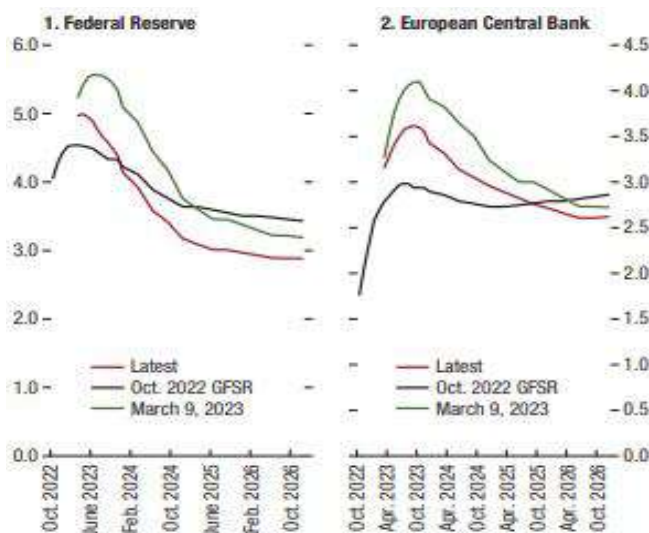


Figure 4: Net Issuance of Treasury Debt and its Absorption by the US Federal Reserve

reduction could, all else being equal, translate to a 44 basis point impact on real GDP.

2. Navigating the Path Forward: Challenges on the Horizon

- **Interest Rates and Inflation:** Interest rates in advanced economies had risen significantly, but they have recently been revised downward as investors anticipate earlier monetary policy easing despite persistently high inflation.
- **Central Bank Balance Sheets:** Central banks, after expanding their securities holdings during the pandemic, are now reducing their balance sheets. This normalization could challenge sovereign debt markets due to poor liquidity, high debt levels, and the need for

private investors to absorb additional sovereign debt.

- **Tighter Conditions and Amplified Effects:** Financial conditions tightening may have amplified effects due to factors such as financial leverage, liquidity mismatches, and interconnectedness, both within the non-bank financial institution sector and with traditional banks.
- **Emerging Markets:** Large emerging markets have coped relatively well with tightening monetary policy in advanced economies but could face significant challenges if financial market strains persist, leading to potential capital outflows and threats to sovereign debt sustainability.
- **Sovereign Debt Concerns:** Globally, sovereign debt sustainability metrics have worsened, with some sovereigns trading at distressed spreads and many facing hurdles in accessing markets.
- **Frontier Markets:** Debt issuance in frontier markets decreased significantly in 2021 and may not fully recover due to ongoing issues related to sovereign defaults and macroeconomic vulnerabilities.
- **Low-Income Countries:** Low-income countries are grappling with high food and energy prices, limited access to market financing, and concerns about obtaining official concessional financing. Many of them are at risk of debt distress.
- **Household Finances:** Households accumulated savings during the pandemic but now face higher debt-servicing burdens, raising the risk of default.
- **Housing Market:** Rising residential mortgage rates have cooled global housing demand. Many emerging markets have seen average house prices fall, particularly in areas with more adjustable-rate mortgages.
- **Valuation Risks:** Housing market valuations in many countries are stretched, increasing the risk of a sharp price correction if interest rates rise rapidly.

3. Recommendations for Policy Action

- **Inflation and Interest Rates Challenge:** The financial system is facing a significant challenge due to higher inflation and rising interest rates, especially when

inflation remains above central banks' targets.

- **Central Banks' Role:** Central banks face complexity in their tasks due to emerging stress in financial markets. They need to have tools to manage financial stability risks while maintaining their focus on monetary policy objectives, including addressing inflation.
- **Trade-Offs and Communication:** If financial strains escalate and pose a threat to financial system health amid high inflation, policymakers may need to navigate trade-offs between inflation and financial stability goals. Clear and effective communication about central banks' objectives and policy functions is crucial to minimize uncertainty.
- **Supervisory Practices:** Recent issues in the banking sector have highlighted failures in internal risk management practices regarding interest rate and liquidity risks, as well as supervisory lapses. Supervisors need to ensure that banks have appropriate corporate governance and risk management aligned with their risk profiles, including robust risk monitoring and stress testing.
- **Non-Bank Financial Institutions (NBFIs):** Policymakers should focus on closing data gaps, incentivizing proper risk management practices, setting suitable regulations, and enhancing supervision in the context of NBFIs.
- **Capital and Liquidity Requirements:** Ensuring adequate minimum capital and liquidity requirements, even for smaller institutions not considered systemic individually, is essential to mitigate financial stability risks. Prudential rules should address interest rate risk and hidden losses that could materialize during liquidity shocks, given the current environment of persistent inflation and high-interest rates.
- **Asset Classification and Provisions:** Authorities should pay specific attention to bank asset classification and provisions, especially in the ongoing environment of persistent inflation and high-interest rates, to safeguard financial stability.

Ms. Jyotiprava Sahoo
MBA: 2022-24

"In the end, we will remember not the words of our enemies, but the silence of our friends." - Martin Luther King Jr.

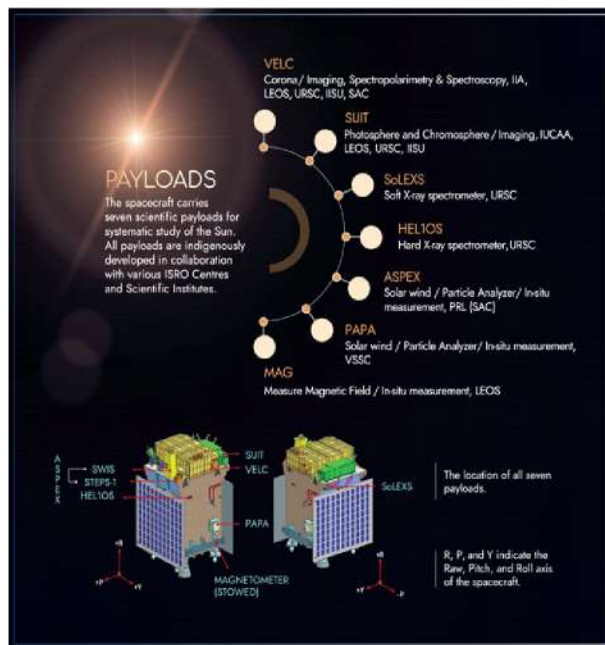
Aditya-L1 mission

what is Aditya-L1 mission?

About:

- Aditya-L1 shall be the first space-based Indian mission to study the Sun. The spacecraft shall be placed in a halo orbit around the Lagrange point 1 (L1) of the Sun-Earth system, which is about 1.5 million km from the Earth. A satellite placed in the halo orbit around the L1 point has the major advantage of continuously viewing the Sun without any occultation/eclipses. This will provide a greater advantage in observing solar activities and their effect on space weather in real-time. The spacecraft carries seven payloads to observe the photosphere, chromosphere and the outermost layers of the Sun (the corona) using electromagnetic and particle and magnetic field detectors. Using the special vantage point L1, four payloads directly view the Sun, and the remaining three payloads carry out in-situ studies of particles and fields at the Lagrange point L1, thus providing important scientific studies of the propagation effect of solar dynamics in the interplanetary medium.
- The suits of Aditya-L1 payloads are expected to provide the most crucial information to understand the problem of coronal heating, coronal mass ejection, pre-flare and flare activities and their characteristics, dynamics of space weather, propagation of particles and fields etc.

Payloads:



Objective:

The major science objectives of Aditya-L1's mission are:

- Study of Solar upper atmospheric (chromosphere and corona) dynamics.
- Study of chromospheric and coronal heating, physics of the partially ionized plasma, initiation of the coronal mass ejections, and flares
- Observe the in-situ particle and plasma environment, providing data for the study of particle dynamics from the Sun.
- Physics of solar corona and its heating mechanism.
- Diagnostics of the coronal and coronal loops plasma: Temperature, velocity and density.
- Development, dynamics and origin of CMEs.
- Identify the sequence of processes that occur at multiple layers (chromosphere, base and extended corona), which eventually leads to solar eruptive events.
- Magnetic field topology and magnetic field measurements in the solar corona.
- Drivers for space weather (origin, composition and dynamics of solar wind).

UNIQUENESS OF THE MISSION:

- First time spatially resolved solar disk in the near UV band.
- CME dynamics close to the solar disk (~ from 1.05 solar radius) and, thereby, providing information in the acceleration regime of CME, which is not observed consistently.
- On-board intelligence to detect CMEs and solar flares for optimized observations and data volume.

What is the Significance of Exploring the Sun?

- Understanding Our Solar System:** The Sun is the **centre of our solar system**, and its characteristics greatly influence the behaviour of all other celestial bodies. Studying the Sun enhances our understanding of the dynamics of our solar neighbourhood.
- Space Weather Prediction:** Solar activities, such as **solar flares and coronal mass ejections**, can impact Earth's space environment.

- Understanding these phenomena is crucial for **predicting and mitigating potential disruptions to communication systems**, navigation, and power grids.
- **Advancing Solar Physics:** Exploring the Sun's complex behaviour, including its **magnetic fields**, heating mechanisms, and plasma dynamics, contributes to advances in **fundamental physics and astrophysics**.
- **Enhancing Energy Research:** The Sun is a **natural fusion reactor**. Insights gained from studying its core and nuclear reactions can **inform our pursuit of clean and sustainable fusion energy on Earth**.
- **Improving Satellite Operations:** Solar radiation and solar wind affect the functioning of satellites and spacecraft. Understanding these solar interactions **allows for better spacecraft design and operation**.

Samarjit Pradhan
MCA: 2022-24

From struggle to triumph: sangram's inspirational journey through education

Sangram was a dedicated student who approached his studies with passion and determination. From a young age, he exhibited a natural curiosity and an insatiable hunger for knowledge. His study life was a journey filled with ups and downs, challenges and triumphs.

During his early years of schooling, Sangram struggled to find his footing. He faced difficulties in grasping certain subjects and concepts, often feeling overwhelmed by the workload. However, his perseverance shone through as he sought help from teachers, spent extra hours in the library, and engaged in group study sessions with his classmates.

As he progressed to higher grades, Sangram's hard work began to pay off. His grades improved steadily, and he discovered a particular affinity for mathematics and science. With time, his dedication to his studies became a source of inspiration for his peers, who admired his unwavering commitment to learning.

Sangram's study routine was a well-crafted balance of discipline and creativity. He meticulously planned his days, allocating time for focused study, breaks, and extracurricular activities. He believed in the power of a

healthy mind and body, and thus, he devoted time to sports and hobbies, recognizing their role in maintaining his overall well-being.

As graduation approached, Sangram faced one of the most challenging periods of his study life. The pressure to excel in his final exams and make important decisions about his future weighed heavily on his shoulders. But with the support of his family, friends, and mentors, he navigated through this challenging time, reminding himself of his journey and the progress he had made.

Ultimately, Sangram's hard work and determination paid off. He graduated with honors, a testament to his dedication and perseverance. He went on to pursue higher education, studying Master of Business Administration at a prestigious College at Srusti Academy of management. Along the way, he continued to inspire others with his story, proving that with passion, hard work, and a resilient spirit, anyone can overcome obstacles and achieve their dreams.

Sangram's study life was a tale of growth, learning, and transformation—a reminder that the path to success is not always easy, but the journey is what truly shapes us.

Sangram Mohanty
MBA : 2022-24

"The only limit to our realization of tomorrow will be our doubts of today." - Franklin D. Roosevelt

Life of a street dog

Hey, I'm a dog—not a fancy dog, just a street dog. I have a family like yours. I, too, have a heart. I do feel hurt, but no one cares.

Not exactly, I remember because I just saw the world. Playing and fighting with my brothers and sisters was all I knew at that time, when I saw humans, Ohhh, how big they are! They must have a big heart. I think so, but actually, it's not. I just wanted to play and have fun with them, but they stoned me and kicked me, but I did nothing. I just want to ask you what you would do when someone stoned you or kicked you when you did nothing.

I just love to sit beside humans and make friendships with them. It makes me happy, but I don't understand why they hate us. Is it just because we are street dogs? Children love us, and we love to play and have fun with them, but we don't know what's the problem with their parents. If one dog bites, then they kill 1000s of dogs, but they don't know if one human feeds us. We love 1000s of humans all over again.

"Once," a little girl saw us while returning from school. She loved us, played with us, and fed her tiffin. We are following her foot, but we don't know how she disappeared. One day, she kept me with her. I live in her home and eat new, delicious food. I was happy, but when I didn't find my mom, brothers, and sisters, it was too difficult to serve. I searched here and there and cried but didn't find them. Then I'm accounted for with her family. They loved me as their child, and I loved them back. I'm becoming a member of this family. I play, eat, and live happily there.

Suddenly I saw them sad and came to know that they would be moving to their new house. I don't understand why they are sad. They should be happy with the new house.

One day, I went somewhere, and when I returned, I saw a lot of luck in our house. I think they may go to market and will return soon. I slept in front of the house and waited.

The day is going to end. I'm so hungry, but they haven't returned yet. Where should they go? I went for a search and searched the whole market, but I didn't find them. I return home, sleep, and wait for them to come. Day by day passed, but they hadn't returned yet. I searched every possible place, but...

Maybe they shifted to a new house, but I can't accept the truth. It's hurting me too hard. How could they leave me in such a way? Is it possible?

Oops, I forgot I'm not a fancy dog. I'm a street dog. I was born on a road site and will die there. They are humans, and they have self-respect when they take a street dog with them.

I try to understand myself very well, yet I can't eat anywhere. I keep searching for their new house but can't. Then I leave this area because I can't control my tears seeing this lucked house.

In a new area, no one knows me, so I try to make friends, but no one accepts me. But hit me, stone me... Whatever, I still love humans, but they forgot humanity.

You humans don't understand how we survive without food or shelter in the winter and rainy seasons. Let it be.

Then, I gave birth to four puppies. Out of 4 babies, one died under the wheel of a truck in front of my eyes, but I did nothing. A child died in front of his mother. What would be his mother's situation? I know I'm a street dog, yet I'm a mother. And this happens with dogs each day, so humans don't care about this. You may forget that we, too, have a heart like you, and we do.

Like this, all my puppies separate from me, but I still live. Still, I wagged my tail at humans just to make them happy, but they hit me and stoned me. I changed myself, but they didn't. Why? Can you tell me what our fault is? Why do we, the street dogs, punish in such a way? Why? Why? Why?

Ranjib Kumar Sahoo
MCA : 2022-2024

"The measure of a society is how it treats its animals, for in the eyes of a dog, we find the truest reflection of our humanity." - Mahatma Gandhi

“Echoes of solitude: embracing the uncharted journey”

In the quiet corners of solitude, she walks a path known to her alone. Surrounded by the embrace of family, yet sometimes feeling like a lone traveller on an uncharted journey. In these moments, she learns the strength of her own heart and the resilience of her spirit.

Through the open windows of her soul, she watched laughter and shared moments drift by, aching to be part of the vibrant tableau of connection. Yet, within her, there's a gentle flame, an ember of hope that reminds her that her story is still being written.

She finds solace in the pages of books, in the company of her thoughts, and in the embrace of creativity. In the stillness, she discovers the depths of her dreams and the treasures of her imagination.

Remember, dear girl, that though the road may feel solitary, you're not alone in your journey. There are stars above that have witnessed the stories of countless souls, and in their distant glow, there's a reminder that you're a part of this grand tapestry of life. Your story matters, your feelings are valid, and there are connections waiting to be woven into your narrative.

Rupali Dash
MCA : 2022-24

*"The path to enlightenment begins with the truth of our existence and the wisdom to follow the righteous way."
-Buddha*

Life is a journey

Life is a journey, a canvas waiting for your brushstrokes of determination and resilience.

In the pursuit of your dreams, you'll encounter challenges that might seem insurmountable. But remember, the tallest mountains are conquered step by step. Embrace those challenges, for they are the crucibles in which your character is forged. It's through adversity that you discover the true extent of your capabilities.

Fear not failure, for it's merely a stepping stone on the path to success. Michael Jordan once said, "I've failed over and over and over again in my life. And that is why I succeed." Each setback is a lesson, a chance to recalibrate and approach your goals with renewed wisdom.

Surround yourself with those who believe in your journey, those who uplift and inspire you. However, remember that your belief in yourself must be unwavering. The world may doubt you, but as long as you have faith in your potential, you possess an unstoppable force.

Dream big, but don't forget the importance of hard work. The journey to success requires relentless dedication. It's the late nights, the extra effort, the sweat and tears that ultimately propel you forward.

As you stand at this crossroads of opportunity and uncertainty, remember that your journey is unique. Comparing yourself to others only limits your potential. Your path might be different, but it's equally valid and promising.

Sujit Kumar Patra
MCA : 2022-24

"Success is not final, failure is not fatal: It is the courage to continue that counts." - Winston Churchill

Cybercrimes in internet

Abstract

Cybercrime is emerging as a serious threat. Worldwide, governments, police departments and intelligence units have started to react. Initiatives to curb cross-border cyber threats are taking shape. Indian police have initiated special cyber cells across the country and have started educating the personnel. This paper is an attempt to provide a glimpse of cybercrime in India. This paper is based on various reports from news media and news portals.

Introduction

Cybercrime is a term used to broadly describe criminal activity in which computers or computer networks are a tool, a target, or a place of criminal activity and includes everything from electronic cracking to denialofservice attacks. It is also used to include traditional crimes in which computers or networks are used to enable illicit activity. Computer crime mainly consists of unauthorized access to computer systems, data alteration, data destruction, and theft of intellectual property. Cybercrime in the context of national security may involve activism, traditional espionage, or information warfare and related activities.

Cyber Stalking

Cyberstalking is the use of the Internet or other electronic means to stalk someone. This term is used interchangeably with online harassment and online abuse. Stalking generally involves harassing or threatening behaviour that an individual engages in repeatedly, such as following a person, appearing at a person's home or place of business, making harassing phone calls, leaving written messages or objects, or vandalizing a person's property.

Cyberstalking is a technologically-based "attack" on one person who has been targeted specifically for that attack for reasons of anger, revenge or control. Cyberstalking can take many forms, including:

- Harassment, embarrassment and humiliation of the victim
- Emptying bank accounts or other economic control, such as ruining the victim's credit score
- Harassing family, friends and employers to isolate the victim

The term can also apply to a "traditional" stalker who uses technology to trace and locate their victim and their movements more easily (e.g. using Facebook notifications to know what party they are attending). A true cyber stalker's intent is to harm their intended victim using the

anonymity and untraceable distance of technology. In many situations, the victims never discover the identity of the cyber stalkers who hurt them, despite their lives being completely upended by the perpetrator.

Hacking

"Hacking" is a crime which entails cracking systems and gaining unauthorized access to the data stored in them. Hacking has witnessed a 37 per cent increase this year. A case of suspected hacking of certain web portals and obtaining the residential addresses from the email accounts of city residents had recently come to light.

Crackers are people who try to gain unauthorized access to computers. This is normally done through the use of a 'backdoor' program installed on your machine. A lot of crackers also try to gain access to resources through the use of password-cracking software, which tries billions of passwords to find the correct one for accessing a computer. Obviously, a good protection from this is to change passwords regularly.

In computer networking, hacking is any technical effort to manipulate the normal behaviour of network connections and connected systems. A hacker is any person engaged in hacking [9]. The term "hacking" historically referred to constructive, clever technical work that was not necessarily related to computer systems. Today, however, hacking and hackers are most commonly associated with malicious programming attacks on the Internet and other networks.

M.I.T. engineers in the 1950s and 1960s first popularized the term and concept of hacking. Starting at the model train club and later in the mainframe computer rooms, the so-called "hacks" perpetrated by these hackers were intended to be harmless technical experiments and fun learning activities. Later, outside of M.I.T., others began applying the term to less honourable pursuits. Before the Internet became popular, for example, several hackers in the U.S. experimented with methods to modify telephones to make free long-distance calls over the phone network illegally. As computer networking and the Internet exploded in popularity, data networks became by far the most common target of hackers and hacking.

Phishing

Phishing is just one of the many frauds on the Internet, trying to fool people into parting with their money. Phishing refers to the receipt of unsolicited emails by customers of financial institutions, requesting them to enter their username, password or other personal information to

access their account for some reason. Customers are directed to a fraudulent replica of the original institution's website when they click on the links on the email to enter their information, and so they remain unaware that the fraud has occurred. The fraudster then has access to the customer's online bank account and to the funds contained in that account.

Phishing is the act of sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The email directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, that the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information.

For example, 2003 saw the proliferation of a phishing scam in which users received emails supposedly from eBay claiming that the user's account was about to be suspended unless he clicked on the provided link and updated the credit card information that the genuine eBay already had. Because it is relatively simple to make a Website look like a legitimate organization's site by mimicking the HTML code, the scam counted on people being tricked into thinking they were actually being contacted by eBay and were subsequently going to eBay's site to update their account information. By spamming large groups of people, the "phisher" counted on the email being read by a percentage of people who actually had listed credit card numbers with eBay legitimately.

Phishing, also referred to as brand spoofing or carding, is a variation on "fishing," the idea being that bait is thrown out with the hopes that while most will ignore the bait, some will be tempted into biting.

Phishing is an email fraud method in which the perpetrator sends out legitimate-looking email in an attempt to gather personal and financial information from recipients. Typically, the messages appear to come from well-known and trustworthy Web sites. Websites that are frequently spoofed by phishers include PayPal, eBay, M.S.N., Yahoo, Best Buy, and America Online. A phishing expedition, like the fishing expedition it's named for, is a speculative venture: the phisher puts the lure hoping to fool at least a few of the prey that encounters the bait. Phishers use a number of different social engineering and email spoofing ploys to try to trick their victims.

Cross-Site Scripting

Cross-site scripting (XSS) is a type of computer security vulnerability typically found in web applications which allow code injection by malicious web users into the web pages

viewed by other users. Examples of such code include HTML code and client-side scripts. An exploited cross-site scripting vulnerability can be used by attackers to bypass access controls.

Cross-site scripting attacks are a type of injection problem in which malicious scripts are injected into otherwise benign and trusted websites. Cross-site scripting (XSS) attacks occur when an attacker uses a web application to send malicious code, generally in the form of a browser-side script, to a different end user. Flaws that allow these attacks to succeed are quite widespread and occur anywhere a web application uses input from a user in the output it generates without validating or encoding it.

An attacker can use XSS to send a malicious script to an unsuspecting user. The end user's browser has no way to know that the script should not be trusted and will execute the script. Because it thinks the script came from a trusted source, the malicious script can access any cookies, session tokens, or other sensitive information retained by your browser and used with that site. These scripts can even rewrite the content of the HTML page.

Vishing

One emerging threat called vishing has already affected thousands of people in the Midwest. In these cases, criminals use the power of Voice over Internet Protocol to spoof caller I.D.s and prey on unsuspecting financial institution customers. Believing the information displayed on their caller I.D.s is accurate; customers are willing to share their private personal and financial information with the caller who is not, as their caller I.D. claims, a financial institution employee.

Vishing (voice or VoIP phishing) is an electronic fraud tactic in which individuals are tricked into revealing critical financial or personal information to unauthorized entities. Vishing works like phishing but does not always occur over the Internet and is carried out using voice technology. A vishing attack can be conducted by voice email, VoIP (voice over I.P.), or landline or cellular telephone.

Vishing is difficult for authorities to trace, particularly when conducted using VoIP. Furthermore, like many legitimate customer services, vishing scams are often outsourced to other countries, which may render sovereign law enforcement powerless.

Consumers can protect themselves by suspecting any unsolicited message that suggests they are targets of illegal activity, no matter what the medium or apparent source. Rather than calling a number given in any unsolicited message, a consumer should directly call the institution named, using a number that is known to be valid, to verify all recent activity and to ensure that the account information has not been tampered with.

Bot Networks

A cybercrime called 'Bot Networks', wherein scamsters and other perpetrators of cybercrimes remotely take control of computers without the users realizing it, is increasing at an alarming rate.

Computers get linked to Bot Networks when users unknowingly download malicious codes such as Trojan horses sent as email attachments. Such affected computers, known as zombies, can work together whenever the malicious code within them get activated, and those who are behind the Bot network attacks get the computing powers of thousands of systems at their disposal.

Attackers often coordinate large groups of Bot-controlled systems, or Bot networks, to scan for vulnerable systems and use them to increase the speed and breadth of their attacks. Trojan horse provides a backdoor to the computers acquired. A 'backdoor' is a method of bypassing normal authentication or of securing remote access to a computer while attempting to remain hidden from casual inspection. The backdoor may take the form of an installed program or could be a modification to a legitimate program. Bot networks create unique problems for organizations because they can be remotely upgraded with new exploits very quickly, and this could help attackers pre-empt security efforts.

In a first-of-its-kind initiative in India to tackle cybercrime, police have taken the initiative to keep an electronic eye on the users of the various cyber cafes spread over the city. The Kerala State I.T. Mission has launched a Web portal and a call centre to tackle cybercrime. [The Hindu Business line, Tuesday, Jul 31, 2007]. The Central Bureau of Investigation (C.B.I.) and the Mumbai police have recommended the issuance of licenses to cyber cafe owners.

Many countries, including India, have established Computer Emergency Response Teams (CERTs) with an objective to coordinate and respond during major security incidents/events. These organizations identify and address

existing and potential threats and vulnerabilities in the system and coordinate with stakeholders to address these threats. Policy initiatives on cybercrime are as yet lethargic because of a general sense that it is nothing more than juvenile hackers out to have fun or impress someone. Prateek Bhargava, a cyber law expert, says, "There is huge potential for damage to national security through cyberattacks. The Internet is a means for money laundering and funding terrorist attacks in an organized manner.

Conclusion

Net surfing by youngsters lures them into dangerous domains. The need for a conscious effort to checkmate the undesirable fallout of youngsters accessing and using the Internet is of concern. The print media has a duty to educate unwary parents and youngsters about the dangers inherent in treading dangerous areas in the cyberworld. Cyberspace security Management has already become an important component of National Security Management, Military-related Scientific Security Management and Intelligence Management all over the world. Future intrusions threatening our national security may not necessarily come from across the land frontier, or in air space or across maritime waters but happen in cyberspace. Intelligence operations and covert actions will increasingly become cyber-based. It is important that our intelligence agencies gear themselves up for this new threat. It is, therefore, necessary to put in place a 'National Cyber Space Security Management Policy' to define the tasks and specify the responsibilities of individual agencies with an integrated architecture. It is a well-known fact that terrorists have been using the Internet to communicate, extort, intimidate, raise funds and coordinate operations. Hostile states have highly developed capabilities to wage cyber wars. They have the capability to paralyze large parts of communication networks and cause financial meltdowns and unrest. The degree of our preparedness in the face of all these potential threats does leave much to be desired. The Government should also take note of this slow but worrying development and put in place a proper mechanism to curb the misuse.

Rohit Kumar Samal

MCA : 2022-24

"The battleground of the future is not just physical; it's digital. To secure our nations, we must not only protect our borders but also guard the virtual gates against cyber threats." - Richard A. Clarke

Big Data and Artificial Intelligence: Shaping the Future of Technology

In the annals of technological progress, two seismic forces have emerged to redefine the very essence of innovation and human capability: Big Data and Artificial Intelligence (AI). In this age of rapid digital transformation, where data is often described as the new oil, and AI as the new electricity, the synergy between these two phenomena is steering the course of our future.

The Era of Big Data:

The story of Big Data begins with the exponential growth of information in the digital realm. With each passing second, a torrent of data flows through the arteries of the internet, stemming from an ever-expanding array of sources – social media posts, e-commerce transactions, sensor readings, and much more. This deluge of data has created an intricate tapestry of information, rich in insights, waiting to be unveiled.

Big Data is not merely about the size of this information trove; it encompasses the three Vs – Volume, Velocity, and Variety. Volume reflects the sheer amount of data; Velocity signifies the speed at which it is generated and must be processed; and Variety acknowledges the diverse formats of data, from structured databases to unstructured text and multimedia.

The Rise of Artificial Intelligence:

Concurrent with the era of Big Data is the ascent of Artificial Intelligence. AI represents the culmination of decades of research and development in machine learning, neural networks, and cognitive computing. It brings the promise of imbuing machines with human-like cognitive abilities – to understand reason, learn, and adapt.

What's remarkable about AI is its adaptability across domains. From natural language processing that can understand and generate human language, to computer vision that can decipher images and videos, AI exhibits a versatility that knows few bounds. It is the technology behind chat bots that provide instant customer support, recommendation engines that suggest personalized content, and autonomous vehicles that navigate complex environments.

Shaping the Future of Technology:

This article embarks on a journey through the realm where Big Data and AI intersect, exploring their symbiotic relationship and how together, they are shaping the future of technology. We will delve into specific applications

across diverse fields, from healthcare and finance to transportation and entertainment. We will also examine the challenges and ethical considerations that arise in this era of data-driven decision-making.

As we navigate this digital landscape, it becomes evident that Big Data and AI are not mere tools but transformative forces that hold the key to solving some of humanity's most pressing challenges and unlocking untold opportunities. The fusion of data and intelligence is reshaping how we live, work, and interact, promising a future where technology empowers us in unprecedented ways. Welcome to the world of Big Data and Artificial Intelligence, where the possibilities are as boundless as the digital universe itself.

Another area where big data and analytics are transforming technology is in cyber security. With the growing threat of cyber attacks, organizations are turning to big data and analytics to identify and prevent security breaches. By analyzing large volumes of data in real-time, organizations can quickly detect anomalies and potential threats, allowing them to take immediate action to prevent or mitigate any damage.

The field of healthcare is also benefitting greatly from big data and analytics. By analyzing patient data, healthcare providers can gain Big data and analytics are playing a crucial role in shaping the future of technology. With the rise of the digital age, businesses are generating massive amounts of data that can be used to gain insights and make informed decisions. The ability to analyze this data effectively can lead to significant improvements in various fields, from healthcare to manufacturing to finance.

One of the key areas where big data and analytics are making a significant impact is in the field of artificial intelligence (AI). AI relies heavily on data to learn and improve its algorithms. As such, the ability to analyze large volumes of data quickly and accurately is critical to the development of more advanced AI systems. With big data and analytics, we can improve the accuracy and speed of AI algorithms, making them more efficient and effective.

Insights into patient behaviour, identify patterns, and predict potential health risks. This information can be used to develop personalized treatment plans and improve patient outcomes. Additionally, the ability to analyze large amounts of medical research data can lead to the discovery of new treatments and cures.

The manufacturing industry is also being transformed by big data and analytics. By analyzing data from sensors and machines, manufacturers can optimize their production processes, reduce downtime, and improve quality control. This can lead to significant cost savings and increased efficiency.

Finally, big data and analytics are playing an essential role in the development of smart cities. By analyzing data from various sources, such as traffic sensors, weather stations, and social media, cities can improve transportation systems, reduce congestion, and enhance public safety. Additionally, the ability to analyze data on

energy consumption and waste management can lead to more sustainable and eco-friendly cities.

In conclusion, big data and analytics are transforming the future of technology in various fields. From AI to healthcare to manufacturing to smart cities, the ability to analyze large volumes of data quickly and accurately is critical to making informed decisions and improving efficiency. As technology continues to evolve, big data and analytics will continue to play a vital role in shaping its future.

Sujit Behera
MCA: 2022-24

"The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life." - Bill Gates

Women empowerment

Women empowerment has become the buzzword today with women working alongside men in all spheres. They profess an independent outlook, whether they are living inside their home or working outside. They are increasingly gaining control over their lives and taking their own decisions with regard to their education, career, profession and lifestyle. With steady increase in the number of working women, they have gained financial independence, which has given them confidence to lead their own lives and build their own identity. They are successfully taking up diverse professions to prove that they are second to none in any respect.

But while doing so, women also take care to strike a balance between their commitment to their profession as well as their home and family. They are playing multiple roles of a mother, daughter, sister, wife and a working professional with remarkable harmony and ease. With equal opportunities to work, they are functioning with a

spirit of teamwork to render all possible co-operation to the female counterparts in meeting the deadlines and targets set in their respective professions.

Women empowerment is not limited to urban, working women but women in even remote towns and villages are now increasingly making their voices heard loud and clear in society. They are no longer willing to play a second fiddle to the male counterparts. Educated or not, they are asserting their social and political rights and making their presence felt, regardless of their socio-economic backgrounds.

Women empowerment, in the true sense, will be achieved only when there is attitudinal change in society with regard to women folk, treating them with proper respect, dignity, fairness and equality. The rural areas of the country are, by and large, steeped in a feudal and medieval outlook, refusing to grant women equal say in the matters of their education, marriage, dress-code, profession and social interactions.

Pratyasha Priyadarshini
MBA: 2022-24

"Don't let anyone tell you you're weak because you're a woman." - Mary Kom

Beyond romance : the universal force of love that binds us

Love, often associated with romance and relationships, is a profound and universal force that transcends the boundaries of time, culture, and individual experiences. While romantic love is undoubtedly captivating, it's important to recognize that love extends far beyond the confines of romantic relationships. It is a dynamic and binding force that unites us in ways that are both tangible and intangible, forming the very essence of our human connections.

A Multifaceted Expression:

Love manifests itself in myriad ways, from the deep affection shared between family members to the enduring camaraderie among friends. The love between a parent and child, the loyalty of friends, and the compassion shown towards strangers all reflect the universal nature of love. This diversity of expressions underscores love's ability to connect people from different walks of life, forging bonds that enrich our existence.

Empathy and Compassion:

At its core, love is synonymous with empathy and compassion. It's the innate capacity to understand and feel for others, irrespective of our differences. This empathy encourages us to stand by our loved ones during challenging times, to lend a helping hand to those in need, and to contribute positively to the global community. The universal force of love motivates us to be kinder, more considerate, and more tolerant towards each other.

Shared Experiences and Memories:

Love not only forms connections, but it also creates shared experiences and memories that become the tapestry of our lives. From celebrating milestones together to supporting one another through adversity, these moments

of connection forge unbreakable bonds. Love weaves a web of memories that connect us, serving as a reminder of the joys and challenges we've faced together.

Cultural and Spiritual Dimensions:

Love's universal force extends to the realms of culture and spirituality. Across cultures, love is revered as a fundamental human emotion. Whether it's the compassion emphasized in Buddhism, the devotion highlighted in various religious teachings, or the celebration of love in festivals and rituals worldwide, this force is a common thread that weaves through the fabric of human beliefs and practices.

Resilience and Unity:

In times of crisis and upheaval, love's power becomes even more apparent. Communities come together to support one another, demonstrating the resilience and unity that love fosters. The recent global challenges have highlighted the importance of love and compassion, showing that even in the face of adversity, the universal force of love can bring people together to overcome challenges.

Conclusion:

Beyond romance, love is a universal force that binds us in remarkable ways. It's the invisible thread that weaves connections among individuals, families, friends, and communities. It's the empathy that fosters understanding, the compassion that fuels acts of kindness, and the resilience that unites us in times of hardship. Embracing this universal force of love enriches our lives and strengthens the very fabric of our shared human experience. As we celebrate the various forms of love that exist, let us remember that love is a bridge that connects us all, reminding us that we are part of a greater whole, united by an emotion that knows no boundaries.

Soumyaranjan Pradhan

MCA : 2022-24

"Empathy and compassion are the wings of love that lift us to the highest expressions of our humanity." - Dalai Lama

Rules for life

7 Rules that can attract people and add value to your presence.

1. Don't reveal everything:

Guard your innermost thoughts and plans, as even the closest friend can turn into a formidable foe when the need arises.

2. Fear of losing:

Cultivate skills that instill a fear of losing you within individuals or management. Let your absence be felt rather than you feel their absence.

3. Self-Happiness:

Pursue activities that bring you self-happiness, such as enhancing your skills, taking advanced courses, and embarking on solo trips. This will pique people's curiosity about your endeavors.

4. Be precious:

Value your time by not always being readily available. Your helpful nature should not be taken for granted; let people seek your time and be willing to wait for it. ***Remember this is only possible once you have the***

most required skills to run the show, so, build the skills first and then bring this attitude.

5. Center of life:

Prioritize yourself and your personal needs instead of making anyone else the center of your life. Surround yourself with individuals who respect and value their own time, as well as yours

6. No emotion:

Live with purpose and focus on your goals rather than letting emotions dictate your life.

7. Move out:

Distance yourself from toxic environments, discussions unrelated to you, and individuals who engage in negative talk about others, recognizing that if they speak against others, they may speak against you as well.

Mr. Asish Mohanty

MBA : 2005-07

HR Manager, Metromax Group, Bangalore

Don't give up

A long time ago, a boy named Roney lived in a village. He was pleased with his family. But his happiness could not last for long. Roney and his fellow villagers faced a severe drought. They desperately waited for rain but with no luck—all the crops land. And even trees dried up. The cattle started dying. As there was no rain, the Stream was drying Slowly.

One night, during a meeting with the villagers. Roney Said, Friends, we all have heard tales from our brand- parents

about an underground river flowing through our Village. Why don't we dig and See?" The villagers agreed and started digging. They dug for Some days but gave up Soon.

Roney kept on giving up. He said, digging. When people told him to, "God is helping and Guiding my way. One day, when he had dug deep enough, Roney saw water.

His attitude of not giving up saved the whole village, now they are never short of water. And whenever any problem arises, all the villagers come up with a Solution.

Pranati Jena

MBA: 2022-24

"Your victory may be just one more dig away. Don't give up when you are inches from success." Jack Hyles

The tempting offer

In a small village, a struggling farmer named Peter found himself on the brink of bankruptcy. His crops had failed, and his debts were mounting. One day, a wealthy merchant named Mr Thompson arrived and offered Peter a proposition: if he agreed to sell his ancestral land to make way for a profitable development, Mr. Thompson would provide enough money to clear all of Peter's debts and secure his family's future. Peter faced a moral dilemma. On one hand, accepting the offer would save his family from financial ruin. On the other hand, it meant sacrificing the heritage and traditions passed down through generations. After much contemplation, Peter realized that his family's legacy was more valuable than any monetary

gain. He declined the offer, determined to find an alternative solution.

With renewed determination, Peter sought assistance from his fellow villagers. Together, they pooled their resources and helped him revive his failing farm. Eventually, their collective efforts led to a prosperous harvest, and the village thrived. Peter's decision to prioritize his moral values not only saved his heritage but also united the community in a shared sense of purpose and integrity.

Mr. Rohit Purohit
Dept of Performing Arts,
Pondicherry University

My hostel memory

Have you ever had a chance to experience hostel life? If not, then you ought to realise those moments that hostellers cherish forever in their lives.

Do you remember the first time you entered the unknown doors of your hostel room? Mine was "610". The slight awkward look that you gave to your new roomies? Little did you know then that they were going to become an indispensable part of your life. A family outside your genetic family.

There are many fond memories. Like that early morning rush... the packed bathrooms... the banging of doors... The midnight birthday celebration... those little fights... that extra vada in breakfast, future discussion, sharing clothes,

getting scolded by the warden ma'am, steering when parents come to see us, group study, counting days to get back home again.

That late-night Maggi and gas-melodious tunes are perfect to avoid stress.

No matter how different they were, they would always be there for each other.

Today, we can see fewer students opting for hostels. Many mostly prefer to stay in a mess. Well, for the students having apprehensions about hostels, I would say give it a try. Everything has its positives and negatives. Let's see the positive side first and have a wonderful hostel life!

Anshika Priyadarshini
MBA : 2017-19

"Hostel doors may open to strangers, but they close with friendships that echo in the corridors of the heart." - Helen Keller

Perception : a direction towards destination

Psychology says “perception” means successful interpretation of sensation. Sensation comes from sensory receptors, which lie in our body. Then perception is linked with sensation and comes after it; if it’s true, then how does it decide the direction towards the destination? Before going to find the direction, we have to find out what the destination is and what the perception is.

PERCEPTION

1. The way in which our brain thinks about something
2. The moment when something strikes our brain
3. The process that gives a signal to our eyes to look
4. The manner in which our brain reacts
5. The summary that we used to find after receiving signals

INNER SOUL

Soul, which is always there but in an intangible form, can’t be touched and can’t be seen but can be felt. To feel it, we have to understand it. The soul is something that always tries to guide us internally, but we are not able to find it. It may be sometime or every time. The soul can never be the devil; it’s always another form of God. One should always listen to one’s soul to become a good person in the future and to decide one’s direction towards one’s destination.

RELATION OF SOUL WITH PERCEPTION

If perception is a driver, the body is a vehicle, and the soul is a traffic sign. It will always tell you to go in the proper direction and follow the guidelines, rules, and regulations, but the driver wants to go on an adventure. He or she will definitely go for the opposite or intend to go for that.

But to go towards our destination, we have to have control over the rope that is tied to the horse (perception). It’s not too difficult and not too easy; it’s difficult and easy too, different for different creatures. But the solution is one, i.e., the connection between the soul and perception, and that is to be strong.

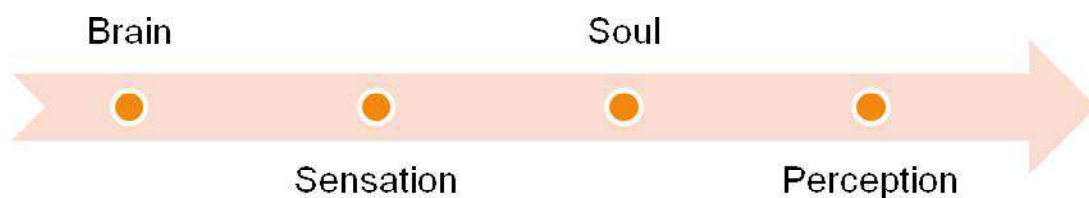
SOUL-PERCEPTION GAP

If there is a gap between the soul and perception, one will have different psychological disorders. Depression, stress, anxiety, strain, and tension are very easy to describe but difficult to express. These things happen due to the soul-perception gap. This gap can’t be bridged by others but can be connected by yourself. To connect these two dots, one should have lots of mental strength.

MENTAL STRENGTH

The brain is a regulator, as it regulates the whole body, including 206 bones, muscles, nerves, blood, cells, and so on. Physical strength can be achieved through exercise and dieting, but mental strength can only be achieved by having good vibes, imposing good vibes on our bodies, and blindly following what our soul says and nothing else. Once mental strength is achieved, there will be no worries about physical strength or stamina; it will be automatically done.

So there are a few station points that should be connected to drive the train towards the destination.



Until and unless these points are not connected properly, the destination can’t be achieved.

Chandan Barik
IMBA : 2019-24

POETRY



Uniform civil code

Humans without humanity,
"Like a race without solidarity.
"Love and compassion are fulfiller the best,
"Joy of giving replaces all the rest.
"Hipocracy overshadows the power of love,
"Humanity now at crossroad, human's greed all-above.
"People of one dominion follow diverse roads.
"Can you restore humanity without a uniform civil code?
"Values and morals are pledged to buy selfishness,
"Nothing seems real for what we're blessed.
"Draconian laws handcops the freedom of the women,
"Exploit them like a vampire, suppressed all-time within.
"Love and to be loved is the ancient tradition of this land,
"Nither you deny nor can you oppose, placing your
absurd stand.
"The country is one and so also it's governance code,
"To foster equality among all it's the best to have a
uniform civil code.

Prof.(Dr.) Umakanta Dash
Vice Principal,
Srusti Academy of Management (Autonomous)

A timely love story

Noon fell in love with midnight,
but they lived twelve hours apart.
They wanted to get together so bad
to discuss matters of the heart.
But every time midnight came around,
noon was fast asleep.
And when noon was ready to get together,
midnight's sleep was deep.
They could never figure out how to meet
to hug and to kiss and to talk,
till they realized they share the very same space
on the place called the face of a clock.

Rudra Madhab Pani

MBA : 2021-23

I love my India

I love A land of India so great & so fine, Communities and Creeds
A land of many religions , but no Same distinguished,
All are same Singing The national Rhyme - I love my India So great & so fine .
It's land are So rich in fertility , gives plenty food for living and Smiling .
Its culture rich in Values , speaks volumes of past glories of spiritually .
Highlighting The Spirit of non-violence unity and humanity .
It's Science rich in Values of , moon-space .
Pragya and Bikram' are in the moon - Now Searching and laughing .
I Love my India so great & so fine .

Shiva Prasad Tripathy
Teacher,
Ranpur, Khordha



The dance of life

Life is a dance of rhythm and grace,
A symphony of moments, an ever-changing space.
We sway and twirl, in steps unknown,
Embracing the highs and the lows we've sown.

Sometimes, we stumble, our feet out of line,
But we rise again, stronger, refined.
For life is a partner, forever in flow,
Guiding us forward, helping us grow.

So let us dance with passion and zest,
Embrace every beat, and give it our best.
For in the dance of life, we find our true worth,
A tapestry of experiences, our journey on Earth.

Subhalaxmi Dash
MA, Ravenshaw University

My mother

In this world,
Only one is very beautiful
She is my mother.
Whom I am very grateful
She is my teacher
She is my friend
From birth to death.
Her lovers never to end
She is very Sweet
She is my dear
She is my Strength
So why do I fear.
She is my Sunshine.
When I have a cloudy day
With her single Kiss
All of my pain goes away

Mr. Jitendra Sarangi
Programmer, MCA Dept.
Srusti Academy of Management (Autonomous)

“Embarking on the canvas of life: a journey of courage and light”

In life's grand tapestry, we find our way,
A journey of wonders, both night and day.
With challenges faced and mountains climbed,
We forge our paths with hearts aligned.

Through valleys of sorrow, we learn to rise,
Gathering strength from deep within our eyes.
Each setback is a lesson, a chance to grow,
In the face of adversity, our spirits glow.

Embrace the unknown, with courage as your guide,
For within your soul, dreams and hopes reside.
With each sunrise, a chance to start anew,
To paint your world with a vibrant hue.

Dance through the storms, let resilience be your song,
In the face of doubt, prove them all wrong.
Life's canvas is vast, an art to be created,
Fill it with love, with moments celebrated.

Cherish the laughter, the tears that fall,
For their part of the journey, one and all.
With gratitude in your heart, let kindness be your creed,
In helping others, you'll find the fulfillment you need.

So let your spirit soar, embrace the unknown,
With unwavering faith, let your seeds be sown.
For in life's great story, you're the author, the sage,
Crafting a legacy for every age.

Inspirational whispers from stars above,
You are a masterpiece, a testament to love.
Embrace each moment, let your light shine,
For in this wondrous journey, your life intertwines.

Ms. Debadeepti Jagaty
Assistant Professor-Marketing
Srusti Academy of Management (Autonomous)

The tapestry

Life is a tapestry woven with care,
Threads of joy and sorrow are intricately rare.
Each stitch a moment, both vibrant and grey,
Creating a masterpiece in its unique display.

In the darkest corners, we find lessons profound,
Through trials and hardships, resilience is found.
Yet, colours of laughter bring warmth to our soul,
Love and connection, making us whole.

The tapestry of life, a mosaic of grace,
Reflecting our choices, at its own pace.
Embrace every thread, the light and the strife,
For in this grand tapestry, we find our life.

Mr. Gourab Nayak
MA, Pondicherry University

The canvas

Life is a canvas, blank and serene,
Waiting for colors to paint the scene.
With brushes of hope and strokes of despair,
We create our stories, each one so rare.

Bold and vibrant hues, expressing our dreams,
Soft and subtle shades, unveiling life's themes.
Each stroke holds meaning, a moment in time,
Layer upon layer, our lives intertwine.

So pick up your brush with courage and might,
Let your imagination take flight.
For in the canvas of life, you hold the art,
A masterpiece was unfolding, a reflection of your heart.

Ms. Hushna Begum
PhD, Central University of Punjab

The journey

Life is a journey, winding and long,
Filled with adventures, where we belong.
We tread on paths, both smooth and rough,
Learning evolves when times get tough.

Destinations may change, plans may unwind,
But it's the journey itself that truly defines it.
The people we meet, the stories we share,
They shape who we are, showing us we care.

So embrace the unknown with open arms,
Explore the possibilities and uncharted charms.
For in the journey of life, we discover our might,
A tapestry of moments, shining so bright.

Mr. Subhranshu Sekhar
BA, Ravenshaw University

Pinky promise

In the halls of learning, strong and true,
Srusti Academy stands on a bright avenue.
Where knowledge blossoms, minds ignite,
Guiding students to futures so bright.

With dedicated teachers, a guiding light,
Chasing dreams, reaching for heights.
Campus alive with laughter and thought,
Srusti Academy, where the potential is sought.

Friendships forged, memories made,
In every corner, an adventure cascade.
From lectures to projects, each day anew,
Srusti Academy, where aspirations grew.

So here's to the days that we hold dear,
Srusti Academy is a place so sincere.
May your legacy live on ever so grand,
A beacon of education across the land.

Pipsa Plabani
MCA: 2022-24



Life of street dogs

In the life of street dog poetry, we see,
A reflection of humanity's empathy.
For in these verses, we come to understand,
The shared struggles that unite us, hand in hand.

Through the poet's pen, the streets come alive,
With the sights and sounds of a dog's daily strive
Their tales are woven with compassion and care,
As the poet captures their essence, raw and rare.

In the life of street dog poetry, we witness,
The power of words to inspire and address.
The poet's voice becomes a beacon of light,
Guiding us through the darkness, day and night.

Through their verses, we learn to see,
The beauty in every creature, wild and free.
No longer are these dogs invisible and ignored,
But heroes in their own right, forever adored.

So let us celebrate the life of street dog poetry.
And embrace the lessons it imparts so beautifully.
For in these words, we find a common thread, A
reminder of our shared humanity, widespread.

Simri Simon Mohapatra
BBA: 2022-25

Of life

Life is a melody sung with delight,
A harmonious blend of day and night.
In the chorus of moments, we find our voice,
Expressing our essence, making our choice.

The notes of laughter they dance in the air,
Easing our burdens, showing us care.
But even the minor chords have their place,
Adding depth and wisdom, weaving through space.

So let your heart sing with passion and grace,
Compose your own verses, and embrace the embrace.
For in the song of Life, you'll find your own key,
A symphony of purpose, forever set free.

Christina John
MA, Pondicherry University

Symphony of moments

In life's embrace, a journey unfolds,
A tapestry is woven with stories untold.
From dawn's first light to dusk's twilight hue,
We find our purpose, both old and new.

Through struggles and triumphs, we learn to be strong,
As time's river flows, it carries us along.
Each moment a gem, precious and rare,
We gather them close, a life to declare.

With every heartbeat, a chance to explore,
To dream, to create, to open each door.
Embracing the lessons that come our way,
We paint our own colours on life's canvas, they say.

So dance to the rhythm of life's gentle song,
Embrace all its melodies, both short and long.
For in every breath, a story takes flight,
A symphony of moments woven in light.

Priyanka Priyadarsini
MBA :2022-2024

A love to remember

The world is a beautiful place,
Full of wonder and grace.
From the mountains to the sea,
There's so much to see.

But the most beautiful thing in the world,
Is the love that we share.
It's a bond that can never be broken,
No matter what life throws our way.

So let's cherish this love,
And let it grow stronger every day.
Let's make the most of every moment,
And never take each other for granted.

Because we are lucky to have found each other,
And we should never forget that.
We are meant to be together,
And I will love you forever.

Mir Faizan Ali
MCA: 2022-24

Being woman

At times, you may feel dissatisfied with your existence
even though many people throughout the world wish they could live as you do...

A country child sees a plane go past and dreams of taking it to the air.
Nevertheless, a pilot aboard the aircraft notices the farmhouse and longs to go back home.

That is life. Enjoy your own...
The wealthy should be dancing in the streets if wealth is the key to happiness.
But only underprivileged children act in that manner.

If security is ensured by power,
then officials should stroll around unwatched.
But those who have simple lives sleep peacefully,

Celebrities should have the best marriages if fame and attractiveness prevent ideal unions.
All good will come back to you if you live simply, walk humbly, and love truly.

Mr. Dattatrya Mohanty
RM, HDFC,
Bhubaneswar

The street where you left

I am alone on this street where you left.
Even the owl and other birds have gone.
I miss your beautiful smile the most.
You were like a spring in the desert to me.
Even your front voice made me smile.
Now that you have left,
only the street lamp is lighting on me.
The moments of laughing together
and crying together are flashing in front of me.
If I had not done it for a short period,
then I could have made most of it.
I'm hoping you will come back
before another season comes.

Savitri Gupta
MBA: 2022-24

My childhood

I born, I cried,
After 6 months, to walk, I tried.
Time flies, I am here,
With tons of flaws and lessons,
yet they are only mere.
I missed growing up,
When to stop me, just an ice cream is enough.
I missed my school days,
Where even walls and plants are my friends.
I say "Wall! why are you so big",
"I can't jump over you with my small feet".
I missed my playmates and the endless talk,
Wish I could revive those.
No matter how big and rich you become,
There's definitely a small child that will never gone.
In this world where money matters,
Where in every moment, thousand of heart scatters.
Yet I look for this inner child,
When I know I can never find.

Mousumi Panigrahi
MBA : 2022-24



Life

Life is a journey, full of twists and turns,
With moments of joy, and lessons to learn.
It's a tapestry woven with colours so bright,
A symphony of emotions, from morning till night.

We start as a bud, fragile and small,
Nurtured by love, we begin to grow tall.
With each passing day, we blossom and bloom,
Discovering our passions, chasing our dreams.

Life can be tough, with challenges to face,
But with strength and resilience, we find our own grace.
We stumble and fall, but we rise once again,
Learning from failures, embracing the pain.

In the depths of despair, we find our own light,
Guided by love, we conquer the night.
For life is a gift, meant to be cherished,
With every breath we take, our souls nourished.

We find joy in laughter, in friendships so true,
In the beauty of nature, in skies painted blue.
We dance in the rain, sing songs of delight,
Embracing the moments that make life so bright.

Family and friends, our pillars of support,
They lift us up when life feels too short.
Their love and their presence, a comforting embrace,
A reminder that we're never alone in this race.

So let's cherish each moment, hold dear what we hold,
For life is a story waiting to be told.
With love as our guide, we'll navigate through,
Embracing the beauty of life, me and you.

Gitanjali Mohanty
BBA: 2022-25

Teacher

Oh, teacher, you guide us through the storm,
With knowledge and wisdom, your lessons transform.
You ignite a flame within our hearts,
And help us navigate life's intricate parts.

With patience and care, you mould our minds,
Nurturing curiosity that oftentimes blinds.
You open doors to worlds unknown,
Teaching us to think, to question, to hone

In your presence,
we find solace and support A mentor
who motivates, never to abort.
You believe in our dreams, our aspirations,
Encouraging us to reach for the constellations.

With every word you speak, every lesson you impart
You shape our character, igniting a spark. You teach us not
just facts and figures. But how to be resilient,
courageous, and bigger.

Through your guidance, we learn to believe,
That we can achieve what we truly conceive
You instil in us values that we'll hold dear,
And inspire us to overcome every fear.

Oh, teacher, your impact is immeasurable,
Your dedication and passion are truly incredible.
In our hearts, you'll forever reside,
For you've shaped our lives with love and pride.

Riya Pradhan
BBA: 2022-25



Family

Family is the foundation of society.

It is a unit that provides love, support, and guidance to its members.
A family consists of individuals who are connected by blood, marriage, or adoption.
They share a common bond and have a sense of belonging to one another.

The importance of family cannot be overstated.
It plays a crucial role in shaping our lives and shaping our character.
From the moment we are born,
our family is there to care for us, nurture us,
and teach us the values and beliefs that will guide us throughout our lives.

Family provides us with a sense of identity and belonging.
It gives us a place where we can be ourselves and feel accepted for who we are.
In a world that can often be harsh and judgmental,
our family is a safe haven where we can be vulnerable and know that we will be loved unconditionally.

The family also teaches us important life skills.
From an early age, we learn how to communicate,
how to resolve conflicts, and how to cooperate with others.
These skills are essential for our personal and professional development.
They help us build strong relationships and navigate the challenges that life throws our way.

Furthermore, the family provides emotional support during difficult times.
Whether it is a personal loss, a failure, or a setback,
our family is there to offer comfort and encouragement.
They provide a shoulder to cry on, a listening ear,
and words of wisdom that help us get through tough times.

Family is also a source of joy and happiness.
We create lasting memories with our loved ones through shared experiences, celebrations, and traditions.
These moments bring us closer together and create a sense of unity and belonging.

In addition, family plays a vital role in the upbringing of children.
Parents are responsible for raising their children, teaching them values,
and instilling in them a sense of right and wrong.
Children learn from their parent's example and look up to them as role models.
A strong and loving family provides a stable environment for children to grow, learn, and thrive.

However, it is important to note that family does not necessarily have to be limited to blood relatives.
Family can also include close friends or individuals
who have become like family through strong bonds and shared experiences.
What matters most is the love, support, and sense of belonging that is fostered within these relationships.

In conclusion, family is the cornerstone of society.
It provides love, support, and guidance to its members.
Family shapes our lives, teaches us important life skills,
and provides emotional support during difficult times.
It gives us a sense of identity and belonging and creates lasting memories of joy and happiness.
Family is an essential part of our lives,
and we should cherish and nurture these relationships to ensure a strong and healthy society.

Stitha Pragyan Nanda
BBA: 2022-25

In halls of learning

In halls of learning, where dreams take flight,
A tapestry woven, in colours so bright,
Collage life, a journey, we embark on,
With open minds and passions sparked.

Lectures and books, fill our eager minds,
Knowledge expanding, in infinite finds,
Professors guiding, with wisdom profound,
Nurturing curiosity, that knows no bound.

Classrooms alive, with vibrant debates,
Ideas exchanged, as we contemplate,
Challenging conventions, questioning norms,
Seeking truth, amidst life's storms.

Friendships forged, like pillars strong,
Through late-night talks, and laughter's song,
Shoulder to lean on, through thick and thin,
A support system, that forever will win.

Library whispers, secrets untold,
Pages turned, as stories unfold,
Lost in the realms of fiction's embrace,
Imagination soaring, at its own pace.

Experiments conducted, in labs so grand,
Unravelling mysteries, with steady hand,
Chemical reactions, like magic unfurled,
Unveiling the secrets of the scientific world.

Art studios alive, with colours ablaze,
Canvas transformed, in mesmerizing ways,
Brushstrokes dancing, to an artist's tune,
Creating masterpieces, under the moon.

Sports fields echo with cheers and roars,
Teamwork and passion, as victory soars,
Sweat and determination, fuelling the drive,
Collage spirit alive, as champions arrive.

Late nights spent in study's embrace,
Caffeine-fuelled nights, to keep up the pace,
Essays written, with thoughts profound,
Unlocking ideas, that astound.

Collage life, a tapestry divine,
Where passions ignite and talents shine,
A chapter cherished, forever in our hearts,
A college life's journey, where knowledge imparts.

Akash Gope
BBA : 2022-25

Dear mom....

I am writing to tell you that I love you,
something I hardly ever do.
I never tell you enough how much I love you....

It's something I must do.

I need to let you know Mom....,

How much you really mean to me....,

I'm I telling you now you mean the world to me,

I need to thank you for all, that you do for me.

You filled my days with rainbow lights.

Fairy tales and sweetdream night

A Kiss to wipe away my tears...

Gingerbread to ease my fears.

You gavethegift of life to me.....,

and then in love, you set me free.

I thank you for your tender care....

For deep warm hugs and being there.

I hope that when you think, what, think aboutyou..

You always see....I LOVE YOU.

Itipragyana Narendra

MBA: 2022-24

A friend

If one day if you feel like

Enjoying call me

I don't promise you that

I will make you laugh

But I can only be with you

Don't be afraid to call me

I don't promise you to stop

But I can run with you

If one day you don't go to listen to

Anybody I call me, I promise to be very quiet

But if one day you call the end

There is no answer

Come first to see me

Perhaps. I need you

Sharon Shreya Masih

MAM: 2013-16

Step to my degree

As the day of graduation approached, the halls of BBA were filled with excitement and anticipation.
Students were buzzing with nervous energy as they prepared to take their final steps
as college students and enter the business world.
The ceremony was held in a grand auditorium filled with family, friends, and faculty.
The graduates marched in, dressed in their caps and gowns, to the sound of thunderous applause.
The speeches were inspiring filled with words of wisdom and encouragement for the future.
The valedictorian spoke about the lessons they had learned during their time at BBA,
thanking their professors and classmates for their support and guidance.
As the diplomas were handed out, cheers erupted from the crowd.
Tears were shed as students hugged their friends and family, proud of all they had accomplished.
But as they walked out of the auditorium, the reality of the future hit them.
They were no longer students but business professionals.
They had to navigate a competitive world filled with challenges and opportunities.
But they were ready. They had been trained by the best
and had made lifelong connections with their classmates.
They knew that they could rely on each other for support and guidance
as they embarked on this new journey.
And so, with heads held high, they walked out of BBA,
ready to take on the world and make their mark in the business world.

Smruti Ranjan Satapathy
BBA: 2022-25

Ankita's odyssey: love's triumph through strife

Midst books and halls, where dreams take flight,
A girl of twenty finds love's pure light.
One year complete, their bond holds strong,
In life's intricate dance, they both belong.

IMBA challenges, a demanding quest,
He's her solace, her heart's own rest.
Amidst studies and parental dreams,
Their love's the anchor, or so it seems.
In collaged chapters, their story thrives,
A duet of hearts with shared drives.
Within a hundred words, let it be told,
Love and learning, a tale of gold.

Ankita Subhalaxmi Behera
IMBA : 2021-26

The pain

Hello, it's me-the pain.

I once hoped to bring warmth to others, but in doing so
I found myself burnt. I tried to make other's lives
colourful, yet my own life became black and white.

My heart is healing, even though I never voiced it's
suffering. During my toughest days, I yearn for the sun's
endless rays. The pain of my rejected heart can often
feel like an elusive art.

But behind my enigmatic smile lies a mystery, and there
is a hidden guile to my story. Despite the pain, I still have
hope for a brighter tomorrow.

Baishakhee Mohanty
MBA : 2021-23



Friendship

Amid life's vast and varied sea, Friendship blooms like a timeless tree. Its roots entwined in trust so deep, A bond that our souls will forever keep.

Through moments of joy and storms that roar, Friendship's embrace is what we adore. A hand to hold in the darkest night, A beacon of hope, a guiding light.

In laughter shared, and tears that fall, Friendship stands strong, through it all. A symphony of souls, in harmony, Writing a tale of togetherness, so free.

Through the chapters of our lives we weave, Friendship is the thread that helps us believe. In moments big and small, it's the glue, Binding us together, me and you.

A friend's embrace, a comforting word, In the book of our lives, a chapter stirred. With every memory, a treasure we find, Friendship's bond, an eternal bind.

So let's raise a toast to the friends we hold, In the tapestry of life, they're worth more than gold. With hearts full of gratitude and cheer, For the gift of friendship, forever near.

Chandrakant Barik
BBA: 2022-25

Love to you

The purest of my soul
As it is the dark night
I looking the sky its full
being spotlight of many lights
I wish it could be near to me
So ,I'll be there to feel you
I am in love never knew
What love was until met you

In peace of mind peace of softening my eyes
I look at you in the lighting sky
You are there cheers to me
With my shaden fare
I hold your hand be with you
In your sorrow at night
I am here I am there
As far as light

The way whitening moon
Is comes up with white scarf
I am your mirror
Let me tell you what you are
Here is our love and jimmy too
What or things heaven than our love.

G. Priya
MBA : 2022-24

Enchantress

You look like hope in the dark forests of everyday. Distant, yet there and I struggle alone to reach that light.

You look like balm in an ocean of pain I sail across. You call my name as I brave all storms across the night.

Why deny me of your paradise oh enchantress. Light up my hope cast one more spell call me again.

Let me feel your tears on my chest for one more time. When we steal love from dark nights and no veils remain.

Sunanda Jena
MCA : 2022-24

I am with you

From start to the end,
From Earth to the Heaven;
From wound to the aid,
From sunbeam to the shed;
From the Path to Destiny,
From hindrance to the ecstasy;
From tears to smiles
From young to the age miles;
From the shroud to the coffin,
From life to the grave;
From start to the end,
From Earth to the Heaven.

Shaista Begam
MBA : 2022-24



Chandrayaan

In the land where dreams take flight,
Underneath the starry Indian night,
Chandrayaan, with all its might,
Achieved success, a brilliant light.

A mission born of hope and grace,
India's pride, exploring space.
Chandrayaan, on its lunar chase,
Wrote history at a rapid pace.

With scientists and engineers so keen,
A journey to the Moon, a cosmic dream.
Chandrayaan, like a laser beam,
Lit the way with its lunar gleam.

Through challenges and endless night,
You persevered with all your might.
Chandrayaan's success, oh so bright,
A beacon in the moon's soft light.

You've shown the world what we can do,
When hearts and minds are joined in crew.
Chandrayaan, we applaud you,
For making India's dreams come true.

In lunar orbits, you found your way,
Mapping craters and terrain gray.
Chandrayaan, we proudly say,
You've made India's spirit sway.

A symbol of our nation's pride,
Chandrayaan, you've reached the tide.
To the Moon and back, you glide,
In your success, we all confide.

So here's to India's cosmic quest,
To Chandrayaan, we're truly blessed.
With success, you've passed the test,
In space, you've put us to the best.

Sasmita Behera
MCA: 2022-24

A silent tear

Just close your eyes and you'll see
All the memories that you have of me
Just sit and relax and you will find
I'm really still there inside your mind.

Don't cry for me now I'm gone
For I'm in the land of song
There is no pain, there is no fear
So dry away the silent tear.

Don't think of me in the dark and cold
For here I'm, no longer old
I'm in that place that's filled with love
Known to you all as up above.

Sai Samarpita Das
MCA : 2022-24

Always take name of God

Always take name of God for stable mind
Always take name of God for peace of heart
Always take name of God for divine peace
Always take name of God for healthy life
Always take name of God for supreme love
Always take name of God for ideal family
Always take name of God for selfless sympathy
Always take name of God for valorous move
Always take name of God for heavenly environment
Always take name of God for pure soul
For patience, devotion, search of divine knowledge
Always take name of God.

Ms. Sucheta Pattanayak
Librarian,
Srusti Academy of Management (Autonomous)



Form of Declaration Form – I

Declaration of "*Srijan*" the Annual literary magazine of Srusti Academy of Management(Autonomous)

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I Er. Saroj K. Sahoo hereby declare that the particulars given above are true to the best of my knowledge and belief.

Sd/-
Er.Saroj K. Sahoo
Signature of Publisher

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Campus Moments



MOU Ceremony between IIBF & Srusti Academy of Management (Autonomous) on 18.05.2023.



Alumni Meet, Sangam, 2023 at Srusti Academy of Management (Autonomous) on 28.01.2023



Conduct of **Arohan : 2023 - Student Induction Programme** of MBA students in Srusti Academy of Management (Autonomous) on 16.09.2023.



District level Study-cum-Training camp-2022-23 organised by YRC unit of Srusti Academy of Management (Autonomous) in association with Indian Red Cross Society, Odisha State Branch, Bhubaneswar on 31.01.2023 to 02.02.2023



Initiative of **"NASHA MukT Bharat Abhiyan"** on **World Red Cross Day - 2023** on 08.05.2023.



Cycling Towards a Greener India: Srusti Academy Hosts Dr. Kiran Seth's Enlightening Talk on 05.10.2023.

Campus Moments



Srusti Academy of Management (Autonomous) conducted an **HR Conclave** in association with Odisha CSR Forum on 08.04.2023.



MOU Ceremony between CII & Srusti Academy of Management (Autonomous) on 07.06.2023.



Industry Visit of students to **CIPET - IPT** on 28.06.2023.



Awareness Programme on “**Cyber Crime & Responsible Use of Social Media**” was conducted in presence of **Mr. Saumendra Kumar Priyadarshi, IPS**, Commissioner of Police, Bhubaneswar and Cuttack, **Ms. Anjana Tudu, ACP**, Commissionerate Police, Bhubaneswar, **Mr. Lingaraj Sethi**, Cyber Forensic Expert, Bhubaneswar on 22.05.2023.



Post celebration of **21st Foundation Day** of Srusti Academy of Management (Autonomous) on 07.08.2023.



Celebration of **Sensation : 2023**, the annual fest on 19.04.2023.

Campus Moments



Srusti Academy's **Crossfire 2023**: Where Knowledge, Rhythm, and Reels Collide on 17.12.2023.



LOU between **IBM Skill Build** and **Srusti Academy of Management (Autonomous)** on 19.12.2023.



On 09.12.2023 Srusti Academy of Management (Autonomous) celebrated **Merit Day 2023**: Where brilliance meets discipline. Kudos to all winners and the lessons learned on this journey!



Charting New Frontiers: **Srusti Academy of Management (Autonomous)** and **CDAC** Sign **MOU** to Elevate Big Data Technology Skills on 05.12.2023.



MCA students are captivated by Mr Aswini Rath's wisdom in exclusive **Face-to-Face Talk** on 04.11.2023.



Autographs of Hope: Srusti's YRC Club Leads the Charge Against HIV Stigma on **World AIDS Day** on 01.12.2023.



9th Jan 2023: Striding Towards Glory! Srusti Academy Walkathon for the **Hockey World Cup** kicks off from Srusti Academy to Infocity.



11th November 2023: Minds at Battle! Srusti hosts the **B-Quiz Competition** at **BPUT Tech Carnival - 2023**.



24th and 25th February 2023: a 2days **National Conference** on Industry 4.0: "Reinventing Business Management Practices for Organizational Effectiveness"



3rd to 5th November 2023: Journey to **XLRI Jamshedpur!** Srusti's enlightening visit, where academia meets excellence.



19th February 2023: A Monument of Wisdom! Srusti Academy of Management (Autonomous) proudly **inaugurates the Buddha's statue**, a timeless symbol of enlightenment and tranquillity.



9th Dec 2023: **Face-to-face meeting with global author** Lana Derkac, Sonja Monojlovic, Tsippy Levels, and Rabin Byron at Srusti Academy of Management (Autonomous), illuminate the day with shared stories and captivating poetry.

We are proud of our students

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