

***"INDRIYANI PARANY AHUR  
INDRIYEBHYAH PARAM MANAH  
MANASAS TU PARA BUDDHIR  
YO BUDDHEH PARATAS TU SAH"***

***(Bhagwat Gita: Chapter Three verse 42)***

***"Sri Krishna said: The working senses are superior to dull matter; mind is higher than the senses; intelligence is still higher than the mind; and he [the soul] is even higher than the intelligence."***

***So in this way Soul is a mysterious thing & can be understood if you have faith in God & in religious scriptures.***

## **MESSAGE FROM THE PRINCIPAL:**



Greater Kolkata College of Engineering and Management is committed to providing high-quality education for its students and emphasizes the importance of achieving personal standards of excellence in academic, sporting, cultural and recreational activities. The College aims at providing opportunities for its students to experience success both in and beyond the classroom. The College combines excellent facilities and a progressive curriculum and values with high expectations of performance and behavior. These values are reflected in the institution motto 'Semper Contendite' (Always Strive). The institute has well-qualified, enthusiastic teachers and support staff who are committed to helping students reach their potential, and a wide range of co-curricular opportunities, excellent, well-resourced facilities in an attractive environment.

"PRAYAAS" has opened up the doors of young minds who dare to dream. It has given encouragement to the spirit of free imagination for dreams to take shape. It is also an occasion thereby, to rededicate ourselves with renewed vigour to the great cause of nurturing young minds. The committee has tried to realize and demonstrate its best potential and be a winner in life. To set up a good career, a good platform is essential and GKCEM is such an institute where students are given the best platform to exhibit their talents.

**Prof. SUBHASIS SENGUPTA**

**Director cum Principal, GKCEM**

# CONTENTS:

<b>SL NO.</b>	<b>TOPIC</b>	<b>PAGE NOS.</b>
<b>1</b>	<b>Intelligence or emotion- which is more desirable?</b>	<b>6- 8</b>
<b>2</b>	<b>William Blake in Popular culture</b>	<b>9-16</b>
<b>3</b>	<b>Nirvaya....Aparajita....Damini, is it the end? Save (??) and safe girls</b>	<b>17-18</b>
<b>4.</b>	<b>Global sourcing and Indian industries</b>	<b>19-20</b>
<b>5.</b>	<b>If there is no tomorrow</b>	<b>21</b>
<b>6.</b>	<b>Albert Einstein</b>	<b>22-23</b>
<b>7.</b>	<b>Video games –an escape from reality</b>	<b>24- 25</b>
<b>8.</b>	<b>Stop violence against women</b>	<b>26-27</b>
<b>9.</b>	<b>Current News</b>	<b>28</b>

## EDITORIAL

*“Education is the most powerful weapon which you can use to change the world”.*

*-Nelson Mandela*

*I was extremely delighted to find such a wonderful contribution and response as well as active participation of different enthusiasts, faculty members and students with their brilliant articles enriching thoughts and ideas, which inspired me to publish the 6<sup>th</sup> issue of “PRAYAAS”. During this tenure we have also received some valuable articles which will enrich our current issue and is It signifies that “Prayaas” has inspired people a lot.*

*We hope that the forthcoming issues shall be a compilation of even more enriching thoughts and ideas. We invite all enthusiasts to be a part of our team. We also invite all faculties and students to actively participate through articles and suggestions.*

*By*

*Dr. Shiuli Sengupta*

*[Chief Editor]*

*(Asst. Professor, Basic Sciences and Humanities, English).*

## **EDITORIAL COMMITTEE :**

**Dr. SHIULI SENGUPTA -- [CHIEF EDITOR]**

**(Asst. Professor, BASIC SCIENCES AND HUMANITIES, ENGLISH)**

**Mr. R.V.PAI**

**(Registrar GKCEM)**

**Dr. DEBAYAN MONDAL**

**(Asst. Professor, BASIC SCIENCES AND HUMANITIES, CHEMISTRY)**

**Ms. BHASWATI KHASNABIS**

**(Asst. Professor, BASIC SCIENCES AND HUMANITIES, ENGLISH)**

**Mr. RAJIB DAS**

**(System Administrator)**

**Ms. MADHUMITA RAY**

**(Asst. Professor, IT)**

# **INTELLIGENCE OR EMOTION, WHICH IS MORE DESIRABLE?**

Prof.S.Ghosh Mazumdar

Dept of EE

While discussion on “Emotional Quotient” vs. “Intelligent Quotient” , a question often crops up ‘Why being brainy is not enough?’

The question on EQ with possible answer search, can be

- An iphone application
- An equation in mathematics
- Equator in Geography
- Earthquake
- Equinox
- Equivalency in Chemistry

Or something else

The above thoughts lead to thoughts to ponder upon, wonder why people with high IQ struggle in life whereas others with moderate EQ succeed. Emotional Intelligence (EI) describes an ability or capacity to perceive, assess and manage emotions of one’s self and others, and EQ is how one measures emotional intelligence, the elements of which are –Excitement,-Happiness,Sorrow,Anger,-Scariness andTenderness

Considering the process of control of EI, we can consider the following sequence

## **Major Components of EQ/EI**

Self awareness-understand one’s emotions & moods

Self Management-Control own emotions, think before you act

**Social awareness-Develop rapport with new people**

**Relationship Management-understanding others' emotions and treating them as they wish to be treated**

**The choice of what EQ is not included in the following**

- **Being Agreeable**
- **Being Optimistic**
- **Being calm**
- **Giving someone a hug**

**These are good qualities to have but have very little to do with intelligence and emotions and nothing to do with EI.**

**The obvious question then comes up-----What is EQ and the answer is**

**-self awareness**

**-self confidence**

**-interpersonal skills**

**-social competence**

**If the desire to make a competition between EQ and IQ considering practical aspects, it may be as follows**

## **IQ**

**-Helps to get into the door.**

**-Measures one's ability to learn or understand**

**-Trying to convince someone by facts**

**-Being at the mercy of emotion because you do not understand them**

**-Book smart**

**-Get you through school**

## **EQ**

**-Helps you to succeed at job**

**-Measures ability to use your emotions & logical skill**

**-Trying to convince someone by reasoning**

**-Understanding & managing emotions and using them for good reasons**

**-Heart smart**

**-Gets you through life**

Some psychologists believe that standard measure of intelligence IQ are too narrow and do not encompass the full range of human intelligence. Ability to understand and express emotion can play an equal if not even more important role in how people fare in life. IQ is still recognized as an important element of success particularly to academic achievement whereas emotional intelligence has a strong impact in a number of areas including the business world. Research has found individuals with strong leadership potential also tend to be more emotionally intelligent, suggesting that a high EQ is an essential quality for business leaders and managers . The four branches of emotional intelligence are

- **Perceived Emotions**
- **Reasoning with emotions**
- **Understanding emotions**
- **Managing emotions**

As we know ,it is not only the smartest people that are the most successful, as humans we experience myriad range of emotions like joy anger, grief, fear, love, surprise and ending with anxiety which at times overwhelms us and at times scares us.



# WILLIAM BLAKE IN POPULAR CULTURE

By Dr. Shiuli Sengupta

Assistant Professor, English

William Blake's body of work has influenced countless poets, writers, and painters, and his legacy are often apparent in modern popular culture. His artistic endeavours, which included songwriting in addition to writing, etching and painting, often espoused a sexual and imaginative freedom that has made him a uniquely influential figure, especially since the 1960s. Far more than any other canonical writer, his songs have been set and adapted by popular musicians including U2, Jah Wobble, Tangerine Dream, Bruce Dickinson and Ulver. Blake's illustrated books were much imitated in the early twentieth century and the emergence of radical ideas about alternative futures heightened the appeal of Blake's prophetic literature. Aldous Huxley took up the idea of *the Doors of Perception*, in a 1954 book of the same name about mind expansion through ingestion of mescaline. Folk musicians, such as M. Ward, have incorporated portions of his work in their music, and figures such as Allen Ginsberg Bob Dylan, Alasdair Gray have been influenced by him. The genre of the graphic novel traces its origins to Blake's etched songs and Prophetic Books, as does the genre of fantasy art. C. S. Lewis took up the theme of Blake's *The Marriage of Heaven and Hell* in the preface of his book *The Great Divorce*, in which he describes Blake as a "great genius." William Butler Yeats edited a collection of Blake's poetry and considered himself the inheritor of his poetic mission.

Blake's painting *The Great Red Dragon and the Woman Clothed in Sun* (1806-1809) and the poem "Auguries of Innocence" both play a significant role in Thomas Harris' novel *Red Dragon* (1981), in which the killer Francis Dolarhyde has an obsession with the painting. Dolarhyde imagines himself 'becoming' a being like the Red Dragon featured in the paintings. In *Hannibal*, a copy of Blake's painting *The Ancient of Days* is owned by Mason Verger, a reference to Verger's

Urizenic qualities. Blake and his wife Kate are the major characters in Ray Nelson's science fiction novel *Blake's Progress* (1975), which subsequently was extensively rewritten and republished as *Time quest* (1985). William Blake's mapping of London in *Jerusalem* inspired London psycho geography in the work of novelist Iain Sinclair, biographer Peter Ackroyd and poet Aidan Dun, and his epic *Milton a Poem* was adapted by J. G. Ballard's 1979 novel, *The Unlimited.Dream.Company*. Blake is described by Philip Pullman as one of three major literary influences on *His Dark Materials*, along with Heinrich von Kleist and John Milton. Pullman's stated intention was to invert Milton's story of a war between heaven and hell in the light of Blake's famous comment that Milton was "of the Devil's party without knowing it" Pullman stated that he "is of the Devil's party and does know it."Ed Bemand's novel *Beheld* (2006) refers to both "The Fly" and "The Tyger" and describes ideas of perception inspired by Blake's work. The Blakean city Beulah is featured in Angela Carter's *The Passion of New Eve* (1977) as an underground site for a female religious cult. Blake is a character in Tracy Chevalier's novel *Burning Bright* (2007), which centres on a family who live next door to him in Lambeth while he is writing *Songs of Experience*. Salman Rushdie's novel *The Satanic Verses* (1988) contains a brief episode in which the characters discuss Blake's *Marriage of Heaven and Hell*. Many of the names of characters from Blake's myths are used in Philip José Farmer's World of Tiers books, including Urizen, Los, Orc, and Anana. This mythology is referred to by the characters in the stories (mainly in *The Gates of Creation*, *Red Orc's Rage*, and *More than Fire*). There is also a character based on Blake's painting "The Ghost of a Flea". Alfred Bester's 1956 science-fiction novel "The Stars" My Destination was originally titled *Tiger! Tiger!* after Blake's poem "The Tyger" - this also appears on the first page of the book. In Orson Scott Card's series *The Tales of Alvin Maker*, William Blake was depicted under the name "Taleswapper David Almond's Carnegie Medal-winning children's novel *Skellig*, a story about a 12-year-old boy named Michael and his meeting with a strange, angel-like creature, refers to Blake often. In the novel, the child Mina and her parents are proponents of Blake. Mina has a strong relationship to animals and "The Tyger" is quoted.

Similarly, in Crawford Kilian's novel *The Fall of the Republic*, when a gateway is found to a parallel world equivalent to 18th-century Earth, it is named 'Beulah', and other worlds at different points in the timestream are named for other Blake entities, such as Orc, Ahania, Los, Urthona, Thel, and Tharmas. In particular, a future world whose atmosphere has been devastated by unknown forces is called Ulrol.

## Visual arts, comics, and graphic novels

Blake is often cited as an inspiration in comic literature. Alan Moore cites Blake's work in *V for Vendetta* (1982-5) and *Watchmen* (1986-7). As an apparent homage to Blake's importance in Moore's work, a framed copy of Blake's watercolor "Elohim Creating Adam" can be seen when Evey first explores V's hideout in the film version of *V for Vendetta*. Blake was particularly influential on the young generation of early twentieth-century English landscape painters, such as Paul Nash and Dora Carrington. Grant Morrison, R. Crumb, and J. M. DeMatteis have all cited Blake as one of their major inspirations. Comic designer William Blake Everett claims to be descended from Blake. Blake's Urizen appears in an early issue of Morrison's *Invisibles*, as well as Todd McFarlane's occult superhero comic *Spawn*. Abstract painter Ronnie Landfield dedicated a painting to Blake in the late 1960s. Gull appears to Blake in two visions over the course of Moore's comic, and becomes the inspiration for "The Ghost of a Flea." *Angel Passage* was performed at the 2001 Tate Gallery exhibition of Blake accompanied with art by John Coulart. Garth Ennis also cites Blake's work in the *Punisher MAX* one-shot titled "The Tyger." William Blake also becomes an important figure in Moore's later work, and is a featured character in *From Hell* (1991–98) and *Angel Passage* (2001). In *From Hell*, Blake appears as a mystical and occultic foil to William Gull's aristocratic plot to murder the prostitutes of White chapel in London. Nancy's book of poetry *A Visit to William Blake's Inn: Poems for Innocent and Experienced Travelers* won the Newbery Medal for excellence in American children's literature in 1982. The book combines verse with large gouache

illustrations by Alice and Martin Provensen which are whimsical and iconic, making great use of the architecture of Blake's England. Blake has been quoted in comic strips as well. In a weekday strip of *Calvin and Hobbes*, Calvin recites a line from Blake's "The Tyger", while viewing a sleeping Hobbes (a tiger), lightheartedly alluding to the lines "Tyger, Tyger, burning bright..." Calvin's reaction to the poem is a confused one, however, as he assumes Blake was literally writing about an immolated tiger.

## Television

In the episode "Full Frontal Nudity" (episode 8, season 1) of *Monty Python's Flying Circus*, produced in 1969, it is "Jerusalem" that must be sung to get a salesman to remove a bag over his head. Also, it is used repeatedly in the episode "Owl-Stretching Time" (Episode 4, Season 1) as Eric Idle sings it from the Cardiff rooms, Libya (although he replaces the word "feet" with "teeth"). After singing the line about "England's mountains green...." it cuts to a "Rustic monologue", which is broken up by the Colonel. Also, in the sketch "Salvation Fuzz/Church Police", when they arrest a man for murder, they "conclude this arrest with a hymn", and they proceed to sing this song. The song is also used in many other episodes of Monty Python's Flying Circus, and appears in *The Fairly Incomplete And Rather Badly Illustrated Monty Python Song Book* as "Jerusalem".

Jack Shepherd's stage play *In Lambeth* dramatized a visit by Thomas Paine to the Lambeth Home of William and Catherine Blake in 1789, first performed at the East Dulwich Tavern in July 1989. The play was later adapted for television in the BBC *Two Encounters* series - which featured similar fictionalised meetings between historical figures - and was first broadcast on 4 July 1993. It was directed by Sebastian Graham-Jones, and featured Mark Rylance as William, Bob Peck as Paine, and Lesley Claire O'Neill as Katherine (sic).

In "Red Sky in the Morning", the May 2010 second-season finale of *The Mentalist*, the hero Patrick Jane's nemesis Red John quotes Blake's poem "The Tyger". "Red Sky at Night", which opened the third season in Sept. 2010, finds Jane reading a text-only version of Blake's *Songs of Innocence and of Experience*, specifically the poem "The Divine Image". The Songs collection contains both poems. One of Blake's illustrations of the Great Red Dragon was used on the October 7, 2013 episode of the *Sleepy Hollow* television show to illustrate a demon antagonist, Moloch.

## Films

In his movie *Mean Streets* (1973), Martin Scorsese refers to Blake's poem "The Tyger" when a young pet tiger makes Harvey Keitel and Robert De Niro take refuge atop a couch, paralleling the grit and innocence of life in the city. 1988's "Bull Durham" includes a scene showing Kevin Costner and Susan Sarandon arguing over a line ("the road of excess leads to the palace of wisdom") from Blake's "Hell Francis" as portrayed by Tom Noonan in the film *Manhunter*, wearing a tattoo based on one of Blake's Red Dragon paintings."A variation on a verse from Blake's *America a Prophecy* appears in Ridley Scott's science fiction film *Blade Runner* (1982), spoken by Roy Batty (played by Rutger Hauer). This has been interpreted as a way of linking Batty to Blake's mythic regenerative hero Orc

In Jim Jarmusch's 1995 western *Dead Man*, the central character, played by Johnny Depp, is named William Blake and allusions to Blake's poetry appear thematically as well as explicitly. A Native American, called "Nobody", saves William Blake's life, and actually thinks that the person whose life he has saved is, in fact, William Blake the poet.<sup>[17]</sup>

Blake or his work has also featured in other American independent films since 2000. Hal Hartley's *The New Math(s)* (2000), in which two students fight with their teacher over the solution to a complex mathematical equation, takes as its inspiration Blake's *The Book of Thel*, with music by the Dutch composer Louis

Andriessen. Similarly, Gus Van Sant's *Last Days* (2005), which is loosely based on the final hours of Kurt Cobain, has a central character called Blake. The Blakean allusions are subtle throughout the film and include Hildegard Westerkamp's "Doors of Perception" soundscape, itself a response to *The Marriage of Heaven and Hell*. At the end of the film, having committed suicide, Blake's soul ascends from his body in a scene that directly references the illustrations to Robert Blair's *The Grave*, which was illustrated by Blake in 1808. The film versions of the novel *Red Dragon*, *Man hunter* (1986) and *Red Dragon* (2002), include images of Blake's "The Great Red Dragon and the Woman Clothed in Sun". In the first film the character played by Tom Noonan sports a tattoo on his chest based on Blake's image of the dragon hovering over the woman. The second film has the character (played by Ralph Fiennes) display a stylized version of the dragon tattooed on his back. Blake's work resides in the background of Peter Care's 2002 film *The Dangerous Lives of Altar Boys*; a copy of *The Marriage of Heaven and Hell* was a gift from an orphan boy's father and a central symbol in this film about boys who narrate their lives through comic book characters they create and draw. Blake's poem "The Garden of Love" is quoted in a scene in *The Wind That Shakes the Barley* (2006), directed by Ken Loach. The image of V escaping the fire at Larkhill in the Wachowski brothers's *V for Vendetta* (2006) is very similar to Blake's images of Orc from the *Illuminated Works* (cf. Urizen plate 16; America plate 12), and an almost exact reproduction of plate 5 (V, had Blake used Roman numerals to number his plates) of "The Gates of Paradise," titled "Fire."

## Music: Classical

Blake's poems have been set to music by many composers, including Ralph Vaughan Williams and Britten. Contemporary classical composers have also continued to set Blake's work. Composer William Bolcom set the entire collection of the *Songs of Innocence and of Experience* in 1984, a recording of which was released in 2006. John Mitchell has also set songs from the *Poetical Sketches* as

"Seven Songs from William Blake".<sup>[21]</sup> Eve Beglarian has written a piece called "The Marriage of Heaven and Hell" inspired by and using quotations from Blake's work of the same name. In the early twentieth century British Classical song writers regularly set his work for voice or choir. The most famous musical setting is Hubert Parry's hymn *Jerusalem*, which was written as a patriotic song during World War I. A number of musicians have identified Blake's *Songs of Innocence and of Experience* as being of special importance. Greg Brown released an album of selections from the *Songs of Innocence and Experience* (1986), and several Blake songs were included in Tangerine Dream's album *Tyger* (1987). The American progressive-rock band Mastermind released a song called "Tiger! Tiger!", which uses the poem "The Tyger" as lyrics, in their third album "Tragic Symphony" (1994). Finn Coren's two albums of "The Blake Project" sets his songs, as does Jah Wobble's album *The Inspiration of William Blake*.

With the emergence of modern popular music in the 1950s and 60s, Blake became a hero of the counter culture. Dylan's songs were compared to Blake. Dylan also collaborated with Allen Ginsberg to record two Blake songs. Atomic Rooster used Blake's painting "Nebuchadnezzar" for the cover of their 1970 album, *Death Walks behind You*. English progressive rock group Emerson, Lake & Palmer included "Jerusalem" as the first track on their 1973 album *Brain Salad Surgery*. Van Morrison mentions Blake in the song "You Don't Pull No Punches, But You Don't Push the River" on his 1974 album, *Veedon Fleece*. Blake is also mentioned, along with T. S. Eliot, Samuel Taylor Coleridge, and William Wordsworth, among others, in the lyrics of "Summertime in England," a song loosely based on Blake's poem, "And did those feet in ancient time" and from Morrison's 1980 album, *Common One*. The 1984 album, *A Sense of Wonder*, includes "Ancient of Days," possibly referencing Blake's famous painting. On the same album, the song "Let The Slave" incorporates Blake's 1797 poem, "The Price of Experience." Morrison also mentions Blake in his song "Will I Ever Learn to Live in God?" from his 1989 album, *Avalon Sunset*, and "Golden Autumn Day" from his 1999 album, *Back on Top*. Ginsberg himself performed and recorded

many Blake songs, claiming that the spirit of Blake had communicated musical settings of several Blake poems to him. He believed that in 1948 in an apartment in Harlem, he had had an auditory hallucination of Blake reading his poems "Ah, Sunflower," "The Sick Rose," and "Little Girl Lost" (later referred to as his "Blake vision"). The lines "Some are born to sweet delight, Some are born to endless night" from Blake's poem "Auguries of Innocence" are quoted by Jim Morrison in the song "End of the Night" from The Doors' album. The set several of Blake's songs, and performed a "Homage to William and Catherine Blake, "celebrating their sexual freedom. U2's *The Joshua Tree* album was originally intended to open with a track entitled "Beautiful Ghost," in which Bono recites "Introduction to Songs of Experience" over a somber instrumental; the song was ultimately cut from the final album, but appeared seventeen years later as an unreleased and rare track in *The Complete U2* set on iTunes. Daniel Amos performed the song *William Blake* on their album *Vox Humana* in 1984. Manchester group The Fall had a track on their 2000 album *The Unutterable* entitled "WB," a song about Blake's visions, taking several lines from his work. Singer Mark E. Smith had expressed his admiration for Blake on many occasions previously. The Fall also recorded a version of "Jerusalem" on their album *I Am Kurious Oranj*. The cover of *The Chemical Wedding* by Bruce Dickinson, depicting Blake's painting *The Ghost of a Flea*.

## REFERENCES

1. *Blake, Modernity and Popular Culture*, Steve Clark and Jason Whittaker,(eds), Palgrave, 2007, Introduction: Blake, Modernity and Popular Culture; S. Clark & J. Whittaker.
2. William Blake, in *The Bob Dylan Encyclopedia*, by Michael Gray.
3. Jay Shukla , *William Blake - The Divine Image*
4. Gompf, M. "The Silence of the Lamb and the Tyger: Harris and Blake, Good and Evil", in *Blake, Modernity and Popular Culture*, Steve Clark and Jason Whittaker,(eds), Palgrave, 2007
5. "In the forests of the night, Tracy Chevalier moves on from Vermeer to Blake in *Burning Bright*", by Clare Clark, the Guardian, 10 March 2007
6. Jason Whittaker, "William Blake and film"



# NIRVAYA.....APARAJITA.....DAMINI, IS IT THE END? SAVE (??) AND SAFE GIRLS

**DR. SUBHRANIL SOM**

Asst Professor, Department of Computer Application, GKCEM

---

**“A woman is the full circle. Within her is the power to create, nurture and transform.”**

**~Diane Mariechild**

Death through rape, a paramedical student (Nirvoya), a school student (Aparajita) and a journalist (Damini) is not the end. We don't know where the end of the story of tears, fears and loss is. We should not forget that, we all have seen the sunshine due to our mothers who is also a woman.

Shocking records of India is that over 32000 murders, 19,000 rapes, 7500 dowry deaths and 36500 molestation cases are the violent crimes reported in India against women. There are many instances of crime especially against women go unreported in India. These are figures released by the National Crime Records Bureau recently.

Rape is the fastest growing crime in the country today and as many as 18 women are assaulted in some form or the other every hour across India.

In India even in the 21st century, women cannot step out of their house at any given time, assured of her physical and sexual safety. Everyday women in this society face more problems than men. The fear of violence and teasing restricts a woman's anatomy, curtails her mobility and her ability to work and participate in social activities. Hundreds and thousands of incidents of physical / sexual abuse and culturally justified violence happens every day to women in this country

Today India is listed as 4th dangerous country for women to live in. Is this the achievement we gift our motherland? Is this what we are going to gift to our

daughters, friends, wives and mothers? Raise your voice and join hands to curb this menace. Every man should encourage and empower your daughter, sister, wife to follow their dreams confidently.

Heard of Save Tiger, Save Trees, Save Water & Petrol. But Save Girl Child? Seriously (Save a Girl Child) these words are wrong. A Girl child shouldn't be saved; they should be born proudly as a Male Child would.

For me women's safety is not just about safeguarding her from sexual harassment; it also includes safe spaces, freedom from poverty and access to all basic amenities, safe public transportation, financial security and autonomy and safer healthier community. Building such a nation is everyone's job. It's a mandatory duty of government and judicial system to perfectly ensure women safety and most important duty is to take severe actions against culprits and to give a strong warning.

# GLOBAL SOURCING AND INDIAN INDUSTRIES

**Bhaswati Khasnabis**

**Assistant Professor**

**Basic Sc & Humanities**

Globalisation of the world economy under WTO had opened abundant opportunities for Indian industries in terms of cost cutting, gaining competitive advantage and saving time for industries world wide. Global Sourcing is described as “the practice of sourcing cost effective and best goods and services across geopolitical boundaries in order to cater to global markets.” Global sourcing strategy is aimed at exploiting “global efficiency” in all areas of manufacturing trading and services to enable offering clients and customers the best possible product or service. Usually efficiencies that prompt firms for global sourcing are low cost skilled labour, low cost raw material, proximity to key markets, time zone differences and other economic factors such as tax exemption and low trade tariffs.

Indian industries have successfully levered global sourcing strategies in their global trade operations and sourcing has been the driving force behind the development of Indian foreign trade in the recent past. As we know manufacturing costs vary from country to country due to factors like currency conversion and cost of living. Due to different factor endowments of countries the cost of labour and material may differ, for example, labour cost is much lower in developing countries like India than in North America and Europe. For companies that have labour intensive work this difference in costing results into significant savings in terms of salaries, wages, post-retirement benefits fringe benefits and other benefits. India is thus emerging as a global hub in gems and jewellery, oil refining, engineering equipments, textiles, sports goods and auto components specially due to the availability of cheap labour.

Global sourcing has both benefits and risks for Indian industry. Global sourcing has helped Indian companies in the generation of more revenue and profits, precious foreign exchange, scalable business operations and employment. Brand India is widely recognized in the Silicon Valley and the Indian Government's bargaining power has increased due to the dependence of many companies for Indian services. On the negative front risks from global sourcing such as cultural and language related issue always crop in.

Some of the reasons why global sourcing have grown in India apart from cheap labour are the reduced regulatory costs in business. For example Attorneys in India charge a fraction of the cost compared to that in US which is the reason why foreign law firms based in US get their law related work done in India. The other reason is developing countries like India offer tax breaks for new entrants thus offering cost-saving for these countries. The dedicated outsourced labour force in developing countries too are an asset as they get the same work done as compared to their foreign counterparts at a miniscule cost. The job too gets done faster with reduced time and more accuracy. Last but not the least in an era of globalization firms outsource their business operations close to their key markets. For example it is always cheaper to manufacture goods in Thailand and China and ship them to Japan than to ship them from America or Europe.

In conclusion it can be said that though global sourcing is extremely beneficial for developing nations it is not free from disadvantages. It results in loss of managerial control, hidden costs, threat to security and confidentiality, quality problems, financial dependence on another country and bad publicity to sourced city/countries. Thus inspite of the advantages one has to make a trade-off between advantages and disadvantages before arriving at 'outsource' or 'not to source decisions.'

# IF THERE IS NO TOMORROW

Shilpa Satpathi

Dept.:Civil Engg.

There is always tomorrow for some people but not for everyone. Not everyone gets to witness the beauty of a new sunrise or a new day to learn, work, laugh, play or love. One of my late heroes, OG MANDINO was fond of saying "work like you are going to live forever and live like you would die tomorrow". I find it interesting that so many people put off things and push them into their future when they have no guarantee that they have a future or another tomorrow.

Life in the end is not about money, fame, power, achievements, success or any temporary element. Life is about the relationships you forge with family, friends and anyone who crosses your path while you are there.

Tomorrow is an illusion, a fantasy, an unknown and expecting to do anything tomorrow is well great, if you get it, but what if you don't?

Too many people end each day with regret, anger, resentment, guilt, blame or any other negative emotion. I ask you if you knew you would die tonight in your sleep what would you do today.

If I suddenly get to know that I don't have any tomorrow to rely on then I will do certain things like- I will tell my beloved ones that what they really mean to me, I will hold their hands and tell them how much I love them, I will spend time looking at the pictures in my scrap book, I will also cherish each and every common memories with them, I will write a letter to my parents thanking them for being in my life and making me the person who I am today instead of doing work or searching websites or reading or sending e-mails or shopping.

I just want to make the people happy who made my life so happening that if I die today I won't be having any regrets except the fact that I have to go very far from my beloved ones and won't be able to see them again.

So, what will you do with the day if there is no tomorrow?

# ALBERT EINSTEIN

Sayantana Das  
Cse 1<sup>st</sup> year

"The important thing is not to stop questioning. Curiosity has its own reason for existing."

Albert Einstein, often regarded as the father of modern physics, credited his breakthrough discoveries to his imagination and curiosity. "I have no special talents" he claimed. "I am only passionately curious." One of the greatest minds in human history, Einstein was deeply interested in a pocket compass. It was this celebrated compass that mesmerized him with the invisible forces that caused the needle's invariable northward swing. This curiosity paved the way for his lifelong fascination with invisible forces. He encountered the second wonder at age 12 when he discovered a book of geometry and was fascinated by it. Born on 14th March 1879 in Germany. Einstein grew up to become one of the most influential physicists of the twentieth century. In 1902 he got his first proper job as a clerk in the Swiss Patent Office. He worked in the patent office for seven years. While working there he published many papers on theoretical physics. However, it was the publishing of a series of important papers in 1905 that brought him fame as a scientist. In the year 1905 which is called Einstein's 'miracle year', he published four landmark papers that contributed substantially to the foundation of modern physics, and change the way we understood our world and Universe. In 1909 he was able to get a teaching job at a university. Einstein moved through a number of teaching jobs at several universities and also continued to write about his ideas and researches on physics. In 1922 his General Theory of Relativity was proved. That same year he won the Nobel prize but surprisingly not for his famous theory. The 1921 Nobel Prize in physics was awarded to Einstein in 1922 for his services to Theoretical Physics, and especially for his discovery of the law of the photoelectric effect. Einstein was a remarkable theoretical physicist. Among his many ideas, the equation  $E = MC^2$  which is related mass and energy, is by far the most widely known. In recognition

of the hundredth anniversary of the papers he published in 1905, the year of 2005 was named the 'World Year of Physics.' Albert Einstein is considered one of the greatest scientific thinkers of all time. In fact the ninety-ninth element in the periodic table was named 'einsteinium' after this German-born American physicist Albert Einstein, one of the greatest scientist that walk the planet, was considered to be so extraordinary that some craters on the moon were named after him!

"Imagination, is more important than knowledge" - Albert Einstein

# VIDEO GAMES –AN ESCAPE FROM REALITY

Raunak Guha  
1<sup>ST</sup> year CSE

Many people believe that video and computer games help them to be stress free and even enhance their skills in knowledge and brain development. But could they be true? Could they be useful?

Through some recent studies by the scientific community it was discovered that people who play video games are much smarter than those who don't. Author Steven Johnson in his book ".Too Many Bad Things Can Be Good for you" remarked that 'video games make people more intelligent and smarter due to their complexions, as result raising their IQ level.'

In addition computer games help in improving the hand and eye coordination and their reflex. For an instance the U.S.Military and Navy had installed video games to train their recruits; that since the world is raised so much by these video games, training recruits by these exercises was an obvious option which fortunately obtained better results. Even more than that it helps in handling diverse condition and taking fast decisions in life.

For some people video games are a time of relaxation. A world of imagination where they can do almost anything without following any protocol. "A place where they can pursue their passions." But despite all these good facts video games have their dark side, they have their semen.

Video Games are known to deteriorate the communication skills of people. More indulging results in less communication with the outside real world thus using meaningless comments and expression in a simple communication. Since they become worse in conversing with people they often turn to their 'online friends' to fulfill the camaraderie they lack in their life. But could these virtual communications be useful for them? Are they truly beneficial?

Violent behavior of children correlates directly with violent practices in these video games like murdering, killing stabbing people. Parents need to be more



cautious while exposing their children to such violent scenes at such a tender age or else they are leading them to a tragic end.

Being addictive in such gizmos is quite common nowadays, getting intrigued so much that one can't stop himself/herself from stop playing neglecting their personal lives, personal hygiene, where the consequences bear frustration or even worse 'death'

Hence the current state reveals that world is progressing into self deceit. This curse which had spread so immensely needs to be cured for the betterment of the human lives and for the betterment of the world.

# STOP VIOLENCE AGAINST WOMEN

Sangita Dhara  
ECE1<sup>st</sup> year

Today India is considered as a developing country or 7th largest country. Achieving development is a great dream of every nation. The status of women in India has been subject to many great changes over the past few millenniums. But now a day, for a very sensitive issue, we Indians are feeling ashamed. And the issue is-

## "VIOLENCE AGAINST WOMEN RESULTING IN SEXUAL HARASSMENT"

### What is sexual harassment?

Sexual harassment if broadly classified is a form of violence against women and discriminatory treatment.

### How common it is?

Now a days it's common everywhere-

1. At work place: 88% of women in IT companies face sexual harassment. The Tarun Tejpal case (29th Nov, 2013) is a great example.
2. At bus: All citizen have the fundamental right to live with dignity. 6th Dec,2012 in South Delhi, a 23 year old female was raped by six people in a private bus. She was traveling with a male friend, the friend died, 13 days later the girl died.
3. At colleges: 5% women harassment in India is done in the college campus.(like hostel,classroom,canteen,library etc)
4. At slum areas: Slum areas are the main place where this type of bad things happen. On 7th June, 2013 a 20 year old B.A college student was raped and murdered in Kamduni near Barasat, Kolkata. She was walking home along the Kamduni BDO office road in the afternoon.

### Why do the women face this harassment?

Every 20 min in India, a women is raped. The causes of this is, the lack of self confidence which causes them to suffer silently. The other reasons are the rude behavior or rather the violent behavior of the street boys.

□ Why are women silent?

When the women do have legal recourse the fear of being fired, penalized or else, the promise of a much wanted promotion, keeps many women silent.

□ Effect:

For only this reason most of girls are still uneducated. Due to the fear of rape parents do not send their girl child to schools and colleges. Due to which they remain uneducated.

Women are getting demoralized and due to which in every field there is decrease in number of women working.

□ Prevention:

After the Delhi rape case silent protest at India Gate was held and following this, Parliament passed the sexual harassment of women act.

□ What can we do?

Prime Minister Narendra Damodar Das Modi says in this Independence Day's speech-

**"INDIA IS SHAMED BY RAPE"**

It is easy to say "what's wrong with this country?" but it is not easy to change our country.

We are the next generation of India, so we have to change.

## **CURRENT NEWS**

### **1.CIVIL ENGINEERING AND MECHANICAL ENGINEERING INTRODUCED:**

Our college already had five streams of B.Tech, like EE, CSE, ECE, IT and AEIE. This year we have introduced two more streams Civil Engineering and Mechanical Engineering.

### **2.DIPLOMA IN ELECTRICAL ENGINEERING AND ELECTRONICS AND TELE- COMMUNICATION INTRODUCED:**

This year our college also introduced Diploma courses in EE and ETCE.

### **3.DEBATE AND CREATIVE WRITING COMPETITION:**

This semester our college had also conducted a Debate Competition based on the topic “Social networking sites do more harm to the society than good.” where the three best speakers were awarded.

We also had a Creative Writing Competition, where the best writers were awarded and the best articles given by students were displayed in the College Wall – Magazine.