

VOICES



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Special Issue 2

Message from Managing Editor & Dean of Academics Madam

Success is no accident... It involves hard work, concentration, perseverance, sacrifice and most of all love for doing what you do. As Institute of Management Study steps into its sixteenth year of operation after completing 15 glorious years is preparing students to face the challenges of the industry, I take this opportunity to thank our Director Dr. T. R. Saha for leading and continuously guiding each one of us, all my colleagues, stakeholders, parents, guardians and never the least students, for whom we are what we are.

At this juncture I would also like to congratulate the Editorial Team of VOICES, our bi annual journal, for completing 1 year on 1st of July. In this regard I extend my thanks to all the students across different streams and semesters for their relentless contribution in giving the online magazine a robust shape and all the faculty members, who have been part of the editorial team in contributing towards making the e – magazine a success. I hope and sincerely believe that VOICES will have many more editions in the coming years and students will continue their contributions in making the e magazine even more successful. Here’s wishing IMS a Happy 15th and VOICES a Happy 1st Birthday!

Dr. Kadambini Ganguly – An Archetypal Woman of Nineteenth Century Bengal

**-By Priyanka Bhattacharya
Master of Hospital
Administration**

Now when Woman’s Liberation Movement is picking up pace in India, Ganguly’s example should guide us. She showed woman’s liberation didn’t exclude males, not the least being anti-male. Her story reveals how men & women walk hand-in-hand in struggle. Breaking social norms was not easy. Her profession demanded visiting patients at night & she attracted criticism from many corners. She was incredibly



confident, determined & multifaceted. She carved a niche for herself as an individual, rather than being enmeshed in the devout domesticity or intimidated by a vehemently-critical society. At times when

Purdah was more norm than exception, this gutsy woman had broken several gender thresholds. She was the 1st working mom, India may have known who neatly juggled her roles as a doctor, mother & social activist. Yes.. she is no other than Dr. Kadambini Ganguly, who smashed the glass ceiling, shattered all stereotypes & became a trailblazer for upcoming generations. Born in 18th July, 1861, as Kadambini Bose; in Bhagalpur; her childhood

➤ **Continued to page. 12**

Music

**-By Aindrila Ghosal
B. Sc Media Science**

Music is a form of art. When different kinds of sounds are put together or mixed together to form a new sound which is pleasing to human beings it is called music. Music is derived from Greek word Mousike which means the art of muses. Muses included the goddess of music poetry art and dance in ancient Greece. Music plays a very significant role in our day to day life. Starting our day with exercise till going to bed we

always need music. Music helps in adding positive vibe energy enthusiasm in a person and refreshes a person’s mind. Music makes learning more enjoyable as it is very effective tool for developing the memorizing capability. We all have seen that we can learn a song very easily and faster than our syllabus. This is because our mind enjoys the music. Music even plays with our emotion. When we are happy in a pleasant mood we love to listen to music which soothes our mind,

when we feel sad, disturbed or broken from within music acts as the best healer because soft music and touchy melodic tunes makes us feel better. Music can change our mood in just few seconds. When we listen to dance beats, we automatically start enjoying it but if someone changes the music track and puts sad tune our mood changes abruptly.

Music can stimulate the minds. There are many things in music to which one

➤ **Continued to page. 12**

PAGE FOR TRADITION

-By Indra Narayan Roy Choudhury
BBA (Accountancy, Taxation & Audit)

Two years ago, I had a visit with my family for our business purpose to Vijayawada for some days. It was a truly exciting tour with my family. We stayed at Hotel Empire for one month and I had to travel everyday by bus from Vijayawada to Guntur. It takes 1 hour to reach at Guntur. Vijayawada also known as Bezwada is a city in the Indian state of Andhra Pradesh. It lies on the banks of Krishna River surrounded by the hills of Eastern Ghats known as



Memory of Kanaka Durga Temple

Indrakeeladri Hills in Krishna District. The entire place was new to me. One day when I was travelling, I made up my mind that one day I would just go around. After reach Vijayawada I asked our hotel manager

what are the places of interest here? At first, he told me about the Kanak Durga temple. The next day I fixed a car to visit Kanaka Durga Temple. Now I am going to reveal the actual story of this temple.

KRISHNA RIVER, KANAKA DURGA TEMPLE

Many mythologies associated with this place is that Arjuna prayed to Lord Shiva on top of Indrakeela hill to win his blessings and the city derived its name "Vijayawada" after this victory. Another popular legend is about the triumph of Goddess Kanaka Durga over the demon king Mahishasura. In the Krithayuga Goddess Durga killed Mahishasura who was a disaster for world. Then Goddess Durga shined on the keela mountain with eight arms (handling the weapons- Chakra, Conch, Bow & Arrow, Sword, Spear, Club, Trident, Thunderbolt and lotus) in the form of Mahishasura Mardini as she had given boon to keela. Later, she made Indrakeela her permanent abode for saving the people of Vijayawada from evil.

Kanaka Durga Temple is a famous Hindu Temple of Goddess Durga located in Vijayawada, Andhra Pradesh. It is Located on a hillock overlooking the Krishna river. After climbing 400+ steps to reach the main shrine (now there is a lift operated for the elderly), one can offer prayers followed by a visit to the Shiva shrine and other sub-temples. The temple is built in the Dravidian style of architecture. Finally, I managed a special ticket to enter into the temple. Though the Camera was not allowed inside the temple but somehow, I managed one person who took some photographs through his mobile camera and gave those pictures later to me. After Darshan of Maa Durga I spent some time there before leaving the temple.

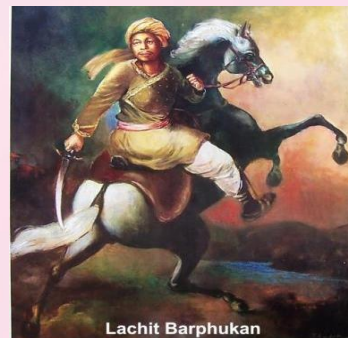
Assam and Lachit Borphukan

-By Kushaljit Dey
B. Sc Media Science

As we talk about the history of Northeast Assam, we usually start with the one of the biggest figures of all Lachit Borphukan 24 November 1622 -25 April 1672 was a commander in chief of the Ahom Kingdom. As we talk about him, we can't forget the Battle's he fought which proved his leadership skills, in the guerrilla warfare tactics and use of the Terrain to overcome tough situation. Such one of those battle was Battle of Saraighat it was a naval

battle fought in the year 1671 between the Mughal led by Mirza Raja Ram Singh head of the Kachwaha Rajput. and the Ahom Kingdom was led by Lachit Borphukan, which also a last major attempt by the Mughal to enter Assam and extended their power. As the Mughal were pushing hard to enter this part of the India There were many battles fought but no real improvements so the Mughal decided to push the Ahom kingdom from the water. As it was the only way at that time period. The Mughals used all their might with a big naval force but

but still failed to win because Lachit Borphukan overcame all those hardships and found the weakness in their naval He used all his might and the people around him to overcome such tight situation. He was a man with many great talents there is a story when the



Mughal were unable to win, they started bribing the higher up such one incident happened with Lachit was offered a bribe of one lakh rupees to abandon Guwahati defences. He refused to surrender. Still they tried to bribe people from his family such as was his uncle they asked him to help over throw Lachit they decided a plan to slow down the moment for Ahom soldier Lachit realised that he was being betrayed by his own so he drew his sword and put end to his uncle life following by the line saying is mother land is important my uncle.

Appeasing Facet of India

-By Shantashree Malakar
M.Sc Media Science

Matrilineal society has very little importance in a country like India where most of the regions are male-dominated or Patriarchal society. Generally, feminine gender is suppressed and made the subject of molestation, assault, the object of gratification, rape. It has been found that women are thought to be inferior to men in many circumstances. Former's ideal role is to take care of family, give birth to the younger ones and carry a huge amount of movable assets with them as a form of dowry to their in-laws. Indians know to worship female deity but not the female present at home.

Crimes against women are heightening day by day. When studied briefly it is found that southern states and north-eastern states of India are much better placed for women than other states. Here women are independent, can take decisions of their own and enjoy a liberal life. This area also records a smaller number of cases against female. In this North-eastern region, Meghalaya is the only state in India which follows matrilineal descent. This is the unique feature of India. In ancient times when Khasi kings used to go to a war handing over all responsibility to run the family to woman this has brought a deep-rooted respect in the society. Women dominate this region. Younger daughter of the family inherits all

ancestral property. Daughter remains in her own home but her husband stays with her, children takes mother's surname. Here women enjoy all rights from inter-cast marriage, independent life, visiting church or engaged in any kind activity that will bring growth in the carrier as market own by only women and many more. Moreover, this place has total security which every female can enjoy. Birth of a baby girl is hugely celebrated. Adultery of women is punished. Taking care of parents and siblings is the responsibility of the younger daughter of the family who inherits the property. This is the only place in India where women feel total security and liberal in all form starting whether it's marriage or economic.

Social Evils Still Prevail

-By, Sayani Sengupta,
Tiasha Roy,
Tiasha Chakraborty
BBA (HM)

Social evils are the issues that directly affect the members of a society and are considered a point of controversy or a problem in regards to moral values. Common social evils include: caste system, poverty, dowry system, illiteracy, etc. This all social evils are present throughout. The world and changes need to be made for oneself. The major problem is gender biased, which is gobbling everyone. Female are discriminated now a thing of life. Whether a dependent or independent woman, but she has been always a victim of vigorous society.

No education for girls

If the female literacy rate is low in a country then the growth of the country is sluggish because when a woman is not educated, it impacts every member of the family. Rajasthan, Uttar Pradesh, Bihar have the lowest female literacy rate. According to 2011 census, Arunachal Pradesh is placed second-lowest in literacy in the country, just above Bihar, which recorded the least literacy of 63.82%.

Domestic violence

Violence against women is highly prevalent in India almost 70% of women are victims of domestic violence. According to national family health survey, one in three married adolescent girls has experienced physical violence from their husbands.

Female infanticide

The deliberate killing of a new born female child is called female infanticide. The patriarchal nature of our society has caused this evil to continue since centuries. According to a report published in India today, nearly 2500 cases of female foeticide of female infanticide take place in the state of Rajasthan every day.

Prostitution

Prostitution is the exchange of sexual services for money. While in some countries like Germany, prostitution is legal, in India owning a brother is a crime. Child prostitution is a major problem in India involving around 1.2 million children.

Shaming

Shaming has been one issue in talks that are being noticed these days. Starting from the body shaming to victim shaming, people think it's their right to judge the other person according to their low standard mentality.



- Drawn by Payel Manna
B. Sc Medical Lab Technology

PAGE FOR **MOTHER NATURE**

"Global warming is a gradual increase in the earth's temperature generally due to the greenhouse effect caused by increased levels of carbon dioxide, CFCs, and other pollutants."

**-By Puja Kumari and Indrani Saha
BBA (HM)**

Global warming is the phenomenon of a gradual increase in the temperature near the earth's surface. This phenomenon has been observed over the past one or two centuries. This change has disturbed the climatic pattern of the earth. However, the concept of global warming is quite controversial but the scientists have provided relevant data in support of the fact that the temperature of the earth is rising constantly. Natural events and human influences are believed to be top contributions towards the increase in average temperatures. Global warming is a rise in the surface and atmospheric temperature of the earth that has changed various life forms on the earth. The issues that ascertain global warming are divided into two broad categories – "natural" and "human influences" of global warming. In order to curb the issues, it is very important to understand the negative impacts of global warming.

One natural cause of global warming is greenhouse gases. Greenhouse gases are carbon monoxide and sulphur dioxide. It traps the solar rays and prevents them from escaping the surface of the earth. This causes an increase in the temperature of the earth. Volcanic eruptions are another reason for global warming. A single volcanic eruption can release a great amount of carbon dioxide and ash to the atmosphere. Increased carbon dioxide leads to a rise in the temperature of the earth. Also, methane gas is another. Human influence has been a very serious issue

now as it is contributing more than natural causes of global warming.

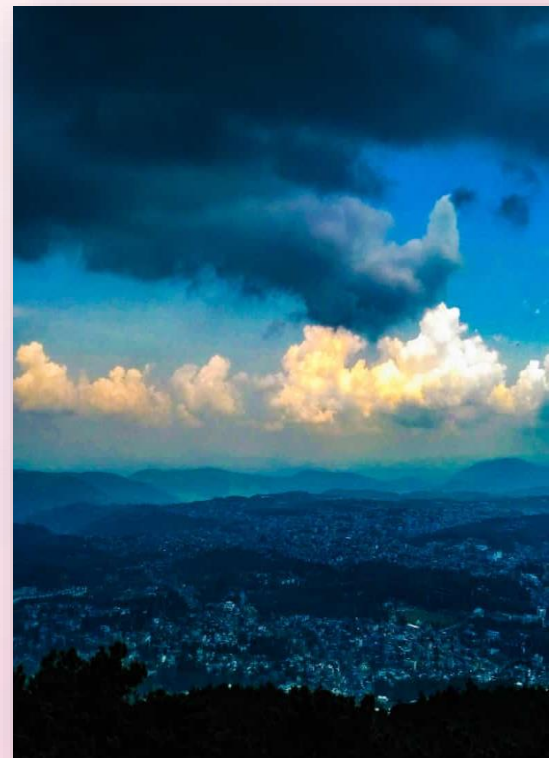
Since human evolution, the earth has been changing for many years until now and it is still changing because of our modern lifestyle. Human activities include industrial production, burning fossil fuel, mining of minerals, cattle rearing and deforestation. Industries, transportation such as cars, buses, trucks burn fuel to power machines, which eventually releases carbon dioxide and monoxide from the exhaust, leading to an increase in a temperature rise of Earth's atmosphere. Another contributor is mining. During the process of mining, the methane gas trapped below the earth escapes. Rearing cattle also causes the release of methane from manure. Another cause is the common but most dangerous -deforestation. Deforestation is a human influence because human have been cutting down trees to produce paper, wood, build houses and more. Trees can absorb carbon dioxide from the atmosphere and their absence can lead to the concentration of such gases.

The impact that global warming is causing on earth is extremely serious. There are many hazardous effects that will happen in the future if global warming continues. It includes melting of polar ice caps, leading to an increase in sea level drowning coastlines and slowly submerging continents. This problem could not be solving easily if people are not very well practice in lowering carbon emission, low and regulations implementation and effective forests and agricultural management. We must try our best to solve the problem and strive as much as possible to reinstate our earth for sake of future generation.



Look deep into nature, and then you will understand everything better...

**-Captured by Madhushree Das
BHM**



"My soul can find no staircase to heaven unless it be through Earth's loveliness."

**-Captured by Arpan Ganguly
BTTM**

Editorial of VOICES (i)

আমার প্রিয় ছাত্র-ছাত্রীরা,

পৃথিবীটা বড়ই একা জানো। অথচ এরকম তো হওয়ার কথা ছিল না, সে আমাদের সবাইকে সব কিছু দিয়েছিলো, আশা, আশ্রয়, আনন্দ, জীবন সব কিছুই দিয়েছিল একরাশ ভালবাসা, বুক ভরা বিশুদ্ধ নিশ্বাস। বিদ্বজনের ভাষাতে খাদ্য, বাস্তু, বাসস্থান সব কিছুই বিনিময়ে কিছুই চায়নি, শুধু চেয়েছিল সবাইকে নিয়ে একসাথে বাঁচতে। কিন্তু এই চাওয়া বোধয় একটু বেশি হয়ে গেছিলো। তাই তো তার নিজের সৃষ্ট শ্রেষ্ঠ জীব, মানুষই তার স্বপ্ন গুলো ভাসতে শুরু করে। তারা গাছ কাটল, আকাশচুম্বী অট্টালিকায় আকাশ হল কালো, নদীর জল হল কলুষিত, বাতাস হল বিষাক্ত, আর এই ভাবে ধীরে ধীরে তারা মেতে উঠল দেখনদারীর খেলায়। পৃথিবী শুধু দেখে গেলো তা বললে ভুল বলা হবে, ঘূর্ণিঝড়, খরা, অতিবৃষ্টি, মহামারীর মতন শক্তিশালী অস্ত্র দিয়ে সেও নিয়োজিত হল আত্মরক্ষায়। কিন্তু মানুষ, প্রকৃতির এক অদ্ভুত সৃষ্টি। সে তার অস্তিত্ব, বল ইত্যাদির কায়ম রাখতে আরও বদ্ধ পরিকর। এ লড়াইয়ে কোনও কোনও ক্ষেত্রে মানুষও বড়ো অসহায়ে, যারা গৃহহারা, সর্বস্বান্ত পরোক্ষে তারা আবার প্রকৃতির উপর নির্ভর। এবং এখানেও ত্রাতা সেই ধরিত্রী। সবুজে সবুজে সাজিয়ে দিয়েছে ফল, ফুল, ভেষজ জড়িবিট। তাই আজ আমাদের উচিত মনুষ্যত্ব বজায় রেখে পৃথিবীর পাশে এসে দাঁড়ানো, তার অস্তিত্বের লড়াইয়ে সামিল হওয়া। তাই চলো আমরা সবাই পৃথিবীর পাশে দাঁড়াই। নিশ্চয়ই আমাদের পৃথিবী আমাদের নিয়ে এই লড়াই জিতে নিতে পারবে। এবং সবুজ পৃথিবী দেখা দেবে বারে বারে।

ইতি,

সৌম্যক স্যার

সহকারী অধ্যাপক

আই.এম.এস, কোলকাতা

Digital Makeover on Indian Rich Contemporary Art Fashion

Written by Shreyasi Mitra
Academic Counsellor of IMS,
Kolkata

India has been one of the major producers and supplier of art and handicrafts products in the world for a very long time. Before industrial development, this art industry was a potential economic advantage for the country. It is highly potential and has a lot of opportunities which are still to be explored. In this genre Art fashion aims to develop marketing strategies to promote businesses in rural areas using social networking websites. This will help the entrepreneurs promote their products through sites like Facebook, Instagram, Google Business, LinkedIn and Twitter, by connecting them to the appropriate audience.

The government is also pushing to bring digitisation and online presence to India's arts fashion industry, Google has now launched a new feature in the Google Arts and Culture app that showcases the traditions and work that goes behind the scene in this segment.

Besides Google, ecommerce giants Amazon and Flipkart have also recently turned their attention to the untapped rural handloom and handicrafts market. While Amazon announced the launch of Amazon Karigar, a store to feature a wide range of authentic arts and crafts from Indian artisans, Walmart-owned Flipkart with the aim to bring India's artisans, weavers,



Sustainable Art Accessories from Indian brand Sajjaa.

and handicrafts producers onto ecommerce.

Apart from Amazon there are several websites like Myntra, Craftsvilla, LBB, Once Upon A Trunk, Scoopwhoop, The Better India and so many others are working and promoting sustainable art fashion and creating a separate base for that.

India is very lucky in the sense that almost every region is identified by its ethnic art thus providing a rich diversity of crafts. From the beautiful Jaipur handicrafts to the mesmerizing Meenakari jewellery, the Tanjore and Madhubani paintings, Dokra, Terracotta, Bandhani, Leheriya, Onx... (the list is almost endless), each one of them displays craftsmanship that take months or even years of mastery. Apart from these traditional art moulds in India, authenticated handcrafted fashion is flying high in the sky. Before 3-4 years handwoven pompoms, mirror crafts, saree

painting, handcrafted accessories were trying to introduce themselves in the market and people welcomed them with open arms. Quirky fashion, playing with the vibrant colours, a special touch not only in India, USA, Philippines, South Africa, Australia, Singapore, Milan, Paris, Dubai people love this kind of art. Lifestyle and Fashion brand Chumbak started their journey and today their yearly revenue is 70Cr.

Handicraft and sustainable fashion also help to empower the rural artists in India. Nowadays fast fashion brands are rising like mushrooms and for that reason slow fashion or handcrafted fashion has not been able to be in the race in these years due to lack of investment and structure. But in these 4-5 years these slow fashion brands are blooming beautifully and nowadays people are aware of using sustainable products. The fusion of wearing art is becoming the new trend in India. Whether from the dress to a statement art accessory; from a Bollywood celebrity to a regular girl is actually enjoying this trend. And in the upcoming era of slow fashion, art fashion will actually stake the market, as per research says. Looking at the importance of slow fashion and art fashion, in the pandemic situation of 2020 a campaign on social media "Vocal for Local" was a great success.

Editorial of VOICES (ii)

মনিময়

লিখেছেন শ্রেয়সী পাল

টেকনিক্যাল সদস্য, আই.এম.এস, কোলকাতা

একদিন হবে--- হাতে হাত রেখে চলা

একদিন হবে--- মন খুলে কথা বলা

খুলে দেবো সব --- বন্ধ বাতায়ন যতো

উড়ে যাবে ভাবনারা খাঁচা খোলা পাখিদের মতো

আসবে সেদিন যবে অরণ্য ফিরে পাবে অধিকার

নদীপথ পাল্টাবে না গতি তার, গলবে না গ্লেসিয়ার

কোনদিন রোজ রোজ হবে সব শুভদিন

আশাতেই থাক--- পথহারা পথিকের ভরসা

আসবে সুদিন---গ্রীষ্মের পরের ওই বরষা

দুর্যোগ তবেই--- ফিরে যাবে তার ঠিকানায়

কাটবে পাপ--- খাপখোলা তলোয়ার যেখানে মানায়।

কেন তবে--- জীবনের এতো অপচয়!

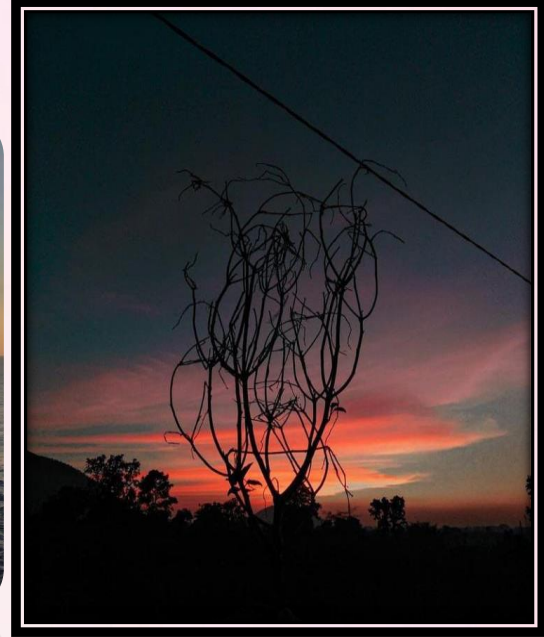
কাটুক আঁধার---

পৃথিবীটা হোক মনিময়।।



“Sunrise paints the sky with pinks and the sunset with peaches. Cool to warm. So is the progression from childhood to old age.”

-Captured by Prof. Anusuya Das
Assistant Professor, IMS, Kolkata



“The sky takes on shades of orange during Sunrise and Sunset. The color that gives you hope, that Sun will set, only to rise again.”

-Captured by Dr. Rahul Kr. Ghosh
Assistant Professor, IMS, Kolkata

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Page for **MEMOIRS**

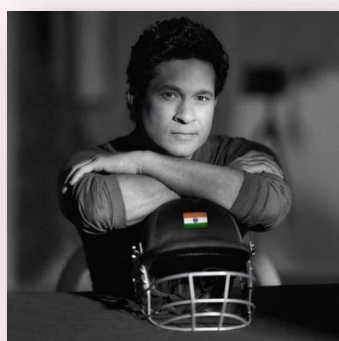
Successful people without formal education

“If Destiny throws a stone at you, don't let it become a millstone. Make it into a milestone.” — Sachin Tendulkar

-Written by Pallabi Bardhan & Siuli Mondal BHM

Higher education is useful but self-education is essential if you desire to do exploit in life. Many people have achieved success without a complete University and debating themselves to their favourite business or career. Let's see how the Indian person, who achieved success despite being the collage dropouts. Sachin Tendulkar, the master blaster, is the name that continues to inspire many, not only in India but also all over the world, to take up the sport. Very few cricketers, bowlers or sportsmen have gained such type of imagination, popularity as Tendulkar has. God of cricket Tendulkar is the most suitable example that if you are passionate enough for your dreams, then you didn't need any formal education. The study was not helping Tendulkar. So, he decided to left his school after 10th.

Tendulkar took up cricket at the age of eleven, made his Test debut on 15th November 1989 against Pakistan in Karachi at the age of sixteen & went on to represent Mumbai domestically & India internationally for close to twenty-four years.



In 2002, halfway through his career, Wisden Cricketer' Almanack ranked him the second- greatest test batsman off all time, behind DON Bradman & others ODI batsman of all time. He had been named “Player of the Tournament” at the 2003 edition of the Tournament, held in South Africa. In 2011 he won World cup, his first win in six World cup

appearances for India. Tendulkar received the Arjun Award in 1994 (sporting achievement), the Rajiv Gandhi Khel Ratna award in 1997 India's highest sporting honour, & the Padma Shri & Padma Vibhushan awards in 1999 & 2008 (fourth & second highest civilian awards). In 2013 16th November, the Prime Minister's Office announced the decision to award him the Bharat Ratna (highest civilian award & 2010 Sir Garfield Sobers Trophy (ICC award). In 2012, he was nominated to the Rajya Sabha, the upper house of the Parliament of India. He is the first sportsman & person without an aviation background to be awarded of honorary rank of group captain by The Indian Air Force. In 2012, he was named Member of the Australia. In 2010, Time magazine included Sachin in its annual Time 100 list as one of the “Most Influencing People in the World”.

Tendulkar retired from all forms of cricket on 16th November 2013 against the West Indies in Mumbai's Wankhede Stadium. In 2019, Talukdar was inducted into the ICC Cricket Hall of Fame. Tendulkar has been associated with UNICEF for more than a decade now and has supported various of the organization's causes. In 2003, he put his weight behind an initiative to create awareness about polio and promote polio prevention in India. Since 2008, he has been significantly involved with UNICEF in creating and promoting hygiene and sanitation in communities. In 2013, he was appointed UNICEF Ambassador for South Asia to advocate this important cause all the region. Tendulkar sponsors free education for 200 underprivileged kids every year Through the NGO, Apnalaya. He also sponsors various school stationary materials for the students.

Pamulaparthi Venkata Narasimha Rao

-Written by Aniket Shaw B. Sc Media Science

Former Prime Minister P.V. Narasimha Rao was a “great son of the soil” and he can truly be called the father of economic reforms in India as he had both the vision and the courage to push them forward. Rao was an active

freedom fighter during the independent moment, joined the political party (INS Indian National Congress) after the independence. His rise to the seat of prime minister was really significant because as he was from a non-Hindi speaking region south India. Adopted to avert impending 1991 economic crisis, the reforms

progressed furthest in the areas of opening up to foreign investment, reforming capital markets, deregulating domestic business, and reforming the trade regime. Rao's government's goals were reducing the fiscal deficit, privatisation of the public sector and increasing investment in infrastructure.

introduced to open India to foreign trade while stabilising external loans. direct investment was introduced to open India to foreign trade while stabilising external loans.



The Guitar Legend

Page for **Self-Exploration (i)**

3d Character Model

- Shared by **Joheb Chowdhury**
M.Sc Media Science

The idea behind creating this image was to portray Rock star playing his favourite song. A song that he loves, that gives him immense pleasure, but at the same time makes him a bit sad. I didn't want to show his mood in a very obvious way.

Why Rock Star? Because my friends are challenge me to try my hand at it for Maya 3d and I am totally convinced for this CG challenge. They thought it would be a great idea to show the guitarist, who is undeniably a LEGEND. My inspirations were mainly sourced from Google. My biggest motivation came from a friend who would constantly remind me to do it nicely and quickly, which I now thank her for. I wanted to achieve a good, final effect for the image, ensuring that all the elements of the scene complement each other, e. g. The colours had to be just right as they add to the colours had to be just right as they add to the depth and mood of the image.

Lighting

Global illumination in itself wasn't good enough, so I added one backlight to add more depth to the scene. That apart, I also added some small lights with multiplier settings about 0.2 which illuminated particular fragments of the model like back of the calf, shoulders, chair, guitar etc.



The main Rock star model was done in Maya 3D, according to me the best modelling programme that human civilization ever created. I started with a quick sketch of an average human head. Next looking at reference, I wanted to make the sketch look like Rock star by adding some of his typical facial traits. The main goal was to portray Rock star lips big nose and cheekbones were crucial and the small nose fits there perfectly. The guitar was designed in a similar fashion. I found good reference photos and them to create a model that correspondence with the original.

Textures

Texturing is one of those things I hate to do. I wanted to execute the project using the simplest methods available. To start with, I sourced good photos in the biggest resolution possible. Next, I mapped Rock star after posting him properly and rigging his figures. To map the models, I also used Maya 3D's unwrap option. The corrections were made in 3D studio Max in places where the texture had a tendency to stretch. I knew that the only spots that would be visible in the final image would be his hands and head. So, I scaled up the rest of the body on the texture, just to gain more space for the visible models. After that I baked the UV map using Unwrap and opened it in Photoshop. To start texturing I established the skin tone. Next, I copied the details from the sourced photographs and added some extra details by myself.



Materials

When I started my work, I don't have an exact plan for rendering the whole image so I decided to compose render elements in Photoshop. Firstly, I made a few skin shaders tests indifferent rendering engines including Mental Ray, final render and Vray. Renders that I liked the most were done in Mental Ray and Vray, so I decided to render the final piece in those two, Mental Ray was used to render skin and ambient occlusion pass, while Vray helped me in rendering the rest of the image. As mentioned earlier, compositing was done in Photoshop. The beat way to quickly achieve interesting skin shader was to use Mental Ray's fast skin shader. I made some option adjustments, mainly for lighting purpose. The final image was a combination of Mental Ray 's render and skin render in Vray.

I think the final effect is a good one. I am very happy with the mimics of the character. It's the exact facial expressions I wanted and It's all in there. But I think there are some details that I would like to change, re do. The image could gain a bit more details that I would like to change, re do. The image could gain a bit more because as we know, the devil is in the details.

Page for **Self-Exploration (ii)**

Ek Aam Zindegi...

**-Experience shared by
Arkokiran Guha
B. Sc Media Science**

Mango, dictionary says it. But we Indians says it 'Aam'. We have a special season for it. In west Bengal from April to July and August partially it took a place in our daily routine. As a kid, I used to watch my grandmother make mango pickles & mango bars. alas! those recipes are flown away with grandmother. Anyway, in this summer i went to Malda (Pukhuriya) my grandmother's village after a decade. As we know Malda is one of the cores of export of mango industry in India. So, I discovered how a mango comes from the tree to your basket through my lens.



This is the warehouse where all the mangoes are brought for sorting. After that the good mangoes will be selected and ready for export.



This is a mango garden. The branches are supported by Bamboo So that animals can't eat mango.



Mangos plucked by Jogandar.

A Jogandar is taking mangoes in a basket to the warehouse.



And here ends the story of the mango from the market to your basket.

**I want to say something from my personal experience ~
" As long as you live, enjoy until the last drop of your mango "**

জেগে ওঠো

**-কলমে আসরাফুল সেখ
বি.এম.এল.টি**

কী আছে বর্ণপাড়ের নিঃশ্বাসে?
জেগে আছি আমি কত মাস হলো
তোমাকে প্রবল আঘাতে জাগিয়ে তুলব বলে,
ফিনফিনে পাতার বৃকে শিহরণ জাগিয়ে।

কত মেঘ চলে গেছে শরতের ঘরে,
সাদা পায়রার দল উড়ে যায় উল্কাপাতের আশঙ্কায়,
দূরে, নির্জনতার রূপোলী আশ্বাদে।
সুগন্ধি বাতাসের গান জেগে ওঠে বারবার
বিস্মৃতির পথে যেতে যেতে...

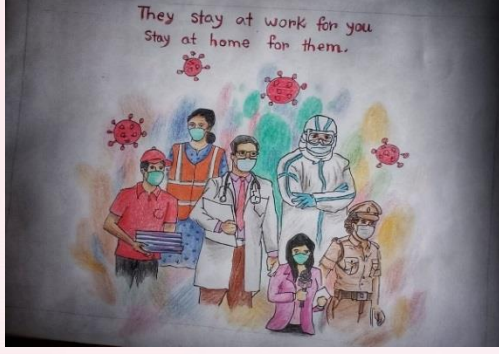
নীল তেপান্তরে কিছু নেই,
গরম ধুলো তোমাকে অন্ধ করে রেখেছে
নরম দুধলি হাতখানা কমহীন।

বৃকে কয়েকগুচ্ছ কাশফুল নিয়ে অপেক্ষায়।
অল্প রোদের ভিতর থেকে গলে পড়ে চিৎকার,
"জেগে ওঠো, জেগে ওঠো"।



"Roses fall, but the thorns remain"

**-Captured by Riya Naskar
BBA (HM)**



মৃত্যুপুরী

ভারত যেন আজ এক মৃত্যুপুরী
নিস্কর পৃথিবী আজ মৃত্যু অভিমুখে
অনুতপ্ত অনুশোচনা সকলের চোখেমুখে
করো ক্ষমা প্রকৃতি
বাঁচার দাও অনুমতি
বাঁচার জন্য মানুষের অবিরত প্রচেষ্টার
হাহাকার
জয়ী হবে কি তবে
মানব জাতি এবার ??

-Painted by Dipanjan Majumder, BCA
&

-Written by Monalisa Parvin, BMLT

Pandemic Free World

-By Abhishek Roy
B. Sc Media Science

Covid! A word that plays vital role in all of our lives now. Let's just think about the days we used to have before Covid-19 pandemic. Let's just stop and take a moment and imagine how it was when we could actually go out and actually taste the first burst of a golgappa in our mouth. That juicy balls bursting in our mouth with all the water and flavours coming out of it. Not only that but bhelpuri, pav bhaji kachori singara well they are available on delivery but still I would count all the other tele bhajas out like aloor chop, beguni, peyaji and all. Also remember when we could actually go out and meet our friends without thinking that we might be

Affected.

The world isn't the same anymore. It will not be for at least next 5 years. In this new world we are depressed. But then we do keep up the hope. Hope that one day we will be able to do all of the things which we used to do before. And life will be same as before. Because we don't want anything new but just the same as it was before. Where we could eat all the street foods without thinking of getting affected. Having to go to school, office and college on a regular basis. Getting to wear all fancy clothes and go out on a party. And the most essentially "BREATHE without Masks"

#Stay Happy, Stay Healthy...

করোনা মহামারী

উত্তর টা জানে সেটা হলো "ঈশ্বরের দেশ"...যাকগে এতো কিছু না বললেও চলতো, আসল কথায় আসি...এরপর কে? আমরা কেউ জানিনা; আমি আপনি যে কেউ হতে পারি...এখন শুধু করোনার ভয়ই নয়, কারণ একটা জিনিস স্পষ্ট দেশের প্রথম সারির হসপিটাল গুলোতেও করোনা ছাড়া অন্য কোনো রোগের সঠিক মূল্যায়ন, ও প্রপার চিকিৎসা হচ্ছে না, আর হবেও না...কারণ "করোনা" যত বেশি না রোগ, তার থেকেও বড় একটা 'ইমোশন', হ্যাঁ, ঠিকই পড়ছেন ইমোশন...সাধারণ মানুষ থেকে ডাক্তার সবার মনেই এই ইমোশন টা ঢুকে সবাইকেই মেন্টালি ও ফিজিক্যালি দুর্বল করে দিচ্ছে, আর এতটাই সংক্রামক যে সেটা আজ পলিটিক্যাল চর্চার মধ্যেও ঢুকে গেছে। আর সেই জায়গায় দাঁড়িয়ে সাধারণ মানুষ সত্যিই অনেক অসহায়, নিরুপায়, হতাশ ও মানসিক ভাবে দুর্বল হয়ে পড়ছে দিন দিন. এই অবস্থায় শেষ একটাই কথা বলবো "Be strong, Be positive, Don't be depressed & Don't be panicked. যে যেটা করে পজিটিভ থাকতে পারে তার এখন সেটাই করা উচিত। উদাহরণ হিসেবে যেমন বলতে পারি আপনার বাড়ির বয়স্করা যদি এই ভয়ঙ্কর পরিস্থিতিতে একটু নাম-সংকীর্তন করে, তো করতে দিন; আপনার

মা যদি সকাল-সন্ধ্যা ঠাকুরের নামে ভোগ রান্না করে পাড়ার দশটা অভাগা ছেলেকে খাওয়াচ্ছে তো তাঁকে সেটা করতে দিন - দয়া করে আপনার বিজ্ঞান মানসিকতা নিয়ে তাদের আটকাবেন না, আপনার বাবা যদি সকাল বেলা পাড়ার ক্লাবের ছেলেদের সাথে হাতে হাত মিলিয়ে গরিবদের কিছু চাল-ডাল ত্রাণ দিয়ে আসছে তো তাঁকে সেটা করতে দিন। প্লিস আপনি ঘরে বসে আঁতেলগিরি দেখিয়ে বলবেন না "এতো ছোয়াছুঁয়ি করবে না বাবা, প্লিস বলবেন না ঘরে চুপটি করে বসে থাকো, দান কর্ম বেঁচে থাকলে অনেক হবে, প্লিস বলবেন না এসব". ডাক্তাররা সারাক্ষণ বলছেন শরীরের immunity বাড়ানোর কথা, কিন্তু আমি বলবো এই অবস্থায় সবার "mental immunity" বাড়ানোও খুব জরুরি। কারণ সর্বোপরি আপনাকে সুস্থ থাকতে হবে, সে যে ভাবেই হোক। সবাই মানসিক ভাবে শক্ত থাকুন, করোনার ভাবনা ভেবে যেন অন্য কোনো রোগ শরীরে বাসা না বাঁধতে পারে, সেদিকে খেয়াল রাখুন। সত্যি বলতে সারাদেশে এমনকি সারা বিশ্বে করোনা ব্যাভীত "অন্য কোনো" রোগের চিকিৎসা হচ্ছে না ঠিক করে, আসলে সম্ভব হচ্ছে না! এ দায় কারোরই না... তাই নিজে ভালো থাকুন, সুস্থ থাকুন।।

-মেহেদী আজিজ মোল্লা

বি.এইচ.এম, হসপিটাল ম্যানেজমেন্ট

দেশ জুড়ে করোনা আতঙ্ক, তারসাথে উপরিপার একটা করে এরকম দুঃসংবাদ...গোটা দেশ আজ সত্যিই বিষণ্ণ, বিধস্ত! জানিনা এর শেষ কবে? আমার আপনার স্বাভাবিক অবচেতন বলে উঠছে বারবার বিশ বিশ(২০২০)-এর এই 'বিশ' পান করতে হয়তো আরো একবার মহাদেবকেই অবতীর্ণ হতে হবে। সত্যি বলতে ভাবলে অনেক কিছুই...কারণ ব্যাপারটা অতিমারী, অর্থাৎ প্যান্ডেমিক; সেই পুরাকালের আখ্যানের মতোই হয়তো, হতেই পারে, হতেই পারতো...

ভাবছেন তো বিজ্ঞানের যুগে দাঁড়িয়ে কেনই বা বলছি এসব? কারণটা খুব সোজা আপনিও চোখ বন্ধ করে ভাবুন দেখুন বুঝতে পারবেন। আমরা কি সকাল বিকাল প্রার্থনা করছি, একটা ডাক্তার কি শেষ অবস্থায় রোগীটিকে দেখে মনে মনে ঈশ্বর বা আল্লার কাছে দোয়া চাইছেন না? নাকি দিনের শেষে ইরফান, ঋষি বা চুনীর মৃত্যু সংবাদটা শুনতে শুনতে গরম নিশ্বাস ফেলে বলছেন না "May God bless him", বলছেন নাকি "Rest in peace sir"...peace কি? শান্তি কি? আমাদের সবার অবচেতন

Miscellaneous

A book review on YOU CAN WIN

-Dipanjan Majumder, BCA

Author: Shiv Khera
Publisher: Macmillan Publishers India Ltd.
Pages: 290
Price: ₹365

"You Can Win" is a book by Shiv Khera, the renowned author, educator, business consultant and successful entrepreneur. This book is an international best-seller with two million copies sold in 16 languages.

It has eight chapters which deal with topics such as importance of positive attitude, success, motivation, self-esteem, personality, habits, goals and the importance of interpersonal skills. It is written in simple and lucid style with real life examples and step by step strategies for achievers.

The book has a common sense appeal and induces the reader to refer to it again and again. This book is the not the 'read and forget' type but a kind of a building manual helping the reader build his life into a successful and fulfilling one. It makes one ponder on what one's ultimate goal in life should be and how one is going to achieve it. It gives the message that one is not expected to win every battle but the ultimate war has to be won. The author takes the reader through his own as well as other leaders' insights to keep the reader's mind fresh and enthusiastic throughout the book. He reminds the reader that the winner is always part of the answer and the loser is always part of the problem.

The book has simplified deep philosophies to make the reader realize its true worth. As Washington Irving said, "Great minds have purposes, others have wishes," and the author goes on to explain goals, dreams, desires, and fears. As one goes back to the book and again, one is bound to get more and more deep insights into the author's view that winners don't do different things do things but do things differently. The book is a 'must read' for all those who want to be winners.



"Painting is just another way of keeping a diary"

-Painted by Sumana Parvin
 B. Optm

আশীর্বাদ

-জাসমিনারা খাতুন মেডিক্যাল ল্যাবরেটরি টেকনোলজি

মাসির বাড়ি যাওয়ার পথে জিয়া প্রতিফালয় এ বসে আছে। এমন সময় ডান পাশ থেকে কিছুটা স্নেহ মেশানো কণ্ঠে আওয়াজ এলো- "কিগো মামনি, কেমন আছো? চা খাবে?"

ঘাড় ঘুরিয়ে জিয়া দেখলো- একটা চায়ের কাপ হাতে, মাথাভর্তি সাদাচুলওয়ালা, খুরখুরে এক বৃদ্ধ লোক। কিন্তু মুহূর্তের মধ্যে জিয়ার চিনে নিতে অসুবিধে হলো না যে উনিই ট্রেনের সেই হকার দাদু। নিয়মিত

ট্রেনে কলেজ যাতায়াতের কারণে উনার সঙ্গে জিয়ার পরিচয়। চা খাবে কিনা সেটা বলার আগেই জিয়া ভাবতে শুরু করল, এই লক ডাউনে তো ট্রেন চলছে না ঠিকমতো। তাহলে এই বৃদ্ধ লোকটির দিন চলছে কিভাবে? এসব ভাবতে ভাবতে বেশ কিছুক্ষণ কেটে গেল। হটাৎ, আবার সেই আওয়াজ। "কিগো মামনি, খাবে না নাকি? তাড়াতাড়ি বলো। এখন তো পৌনে ১০ টা বাজে। বাড়ি ফিরতে হবে আমাকে এবার।"

জিয়া চমকে উঠল। তারপর আর ভাবনাচিন্তা না করে ৫০০ টাকার একটি

নোট দাদুর হাতে জোর করে গুঁজে দিলো। বৃদ্ধলোকটি প্রথমে একটু ইতস্ততবোধ করছিল বটে কিন্তু জিয়া হকারদাদুর অশ্রুসিক্ত চোখদুটি লক্ষ্য করলো।

একমুহূর্তের জন্য চারিদিক যেন স্তব্ধ হয়ে গেল। কিছুক্ষণ পর ফোকলা দাঁতের সেই হাসি ও কৃতজ্ঞতা মেশানো হাত দিয়ে প্রাণভরে জিয়া কে আশীর্বাদ করে চলে গেল। এরপর জিয়া মনে মনে একটা অদ্ভুত তৃপ্তি অনুভব করলো আর ভাবলো হকার দাদুর এই আশীর্বাদ কে সামান্য ৫০০ টাকা দিয়ে মূল্যায়ন করা সম্ভব নয়। এই আশীর্বাদের মূল্য অপরিমিত।

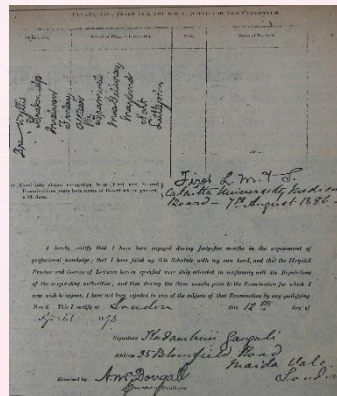
Continuation of page 1...

Dr. Kadambini Ganguly...

...was strongly influenced by her father Braja Kishore Basu (renowned champion of the Brahma Samaj & dedicated to female emancipation, co-founded Bhagalpur Mahila Samiti in 1863). Young Kadambini completed her formal education from Banga Mahila Vidyalaya (later named Bethune School). She was the 1st candidate from Bethune to appear for CU Entrance Examination & created history becoming the 1st woman to pass in 1878. Her success encouraged Bethune college to introduce FA (First Arts) & graduation courses in 1883. She & Chandramukhi Basu was the 1st 2 female graduates in the entire British Raj. She married her teacher & prominent Brahma Samaj Leader, Dwarakanath Ganguly, who was 20yrs older to her, but their marriage wasn't accepted by any Brahma member.

He encouraged her to study medicine which received severe backlash in uppercaste community. The road to become doctor was difficult, Calcutta Medical College refused to admit her despite her merit, as she was the 1st but later allowed after legal threatening. She was the one who made CMC open its doors to women students. Some doctors couldn't even bear it One was Dr. Rajendra Chandra Chandra. Being a conservative physician, he openly protested Kadambini's studies & later dropped her by 1 mark in his medicine paper! Physician JM Coates (then Principal of Medical College) understood the injustices done to Kadambini & granted her LMS (Licentiate in Medicine & Surgery) after syndicate discussion. After reading LMS for 2 years, she was dropped in the finals again by Dr. Chandra. Then

Dr. Coates in his own right gave Kadambini GMCB (Graduate of Medical College of Bengal) degree & she got the license to practice as a doctor. She even left for UK in 1892 to get more experienced & obtained "Triple Diploma" in LRCP (Edinburgh), LRCS (Glasgow) & GFPS (Dublin). She returned India & worked in Lady Dufferin Hospital, later started her private practice undergoing regular surgeries, becoming the leading women practitioner



Form filled up by Dr Ganguly

of Hippocratic medicine in Asia. Ganguly's persona & achievements drew attention of many people, including Florence Nightingale, Annie Besant. Kadambini proved the proverb "She who cooks also ties her hair" literally, subdued time & criticism. The skill with which she operated the knife in surgery, could also create wonderful designs of laces. Bidhumukhi's daughter, Punyalata Chakraborty, mentioned in her book, Childhood Days'-She was very brave, energetic & would smile to make stories absolutely intoxicating. On 3rd October, 1923, after returning from a complex surgery, she was tired but satisfied that no one can say that she had no hand in operation. She went upstairs & suffered heart attack! The moment became numb. The end is unprecedented life of an exceptional guide.

...can listen and bring attention to. Music can raise someone's mood by either getting them excited or making them calm and relaxed. We require music in every phase of our life. While exercising music stimulates us to carry out hard workout with ease. While driving it helps in making the journey more enjoyable, while

sleeping or relaxing it freshens our mind by infusing beautiful thoughts produced from the melody even while doing work music helps in reducing boredom due to monotonous work schedule. Not only composed tunes but nature has gifted us immense variety of music around us but we seldom feel its magic due to busy life.

Music

Amidst the nature the tune of waterfall, gushing wind, flowing river water, roaring of waves, pitter patter sound of rain drop, chirping of birds rejuvenates our mind and body and helps in easing all our worries, anxieties. It purifies us from within and takes us close to nature's lap. Sounds of nature can help create a calming environment and lower stress level.

Nature can help regenerate and heal our soul in the best possible way, so why not listen to music of nature while we are trying to sleep. Soothing sounds at night like forest sounds, the gentle flow of water can help us detach from everyday stress and rest easy.



Miscellaneous

Internet

**-By Arpita Biswas
BCA**

The term Internet means International Network. It is a network of computers connected globally. The concept of Internet started with ARPANET devised for the US military force. It was used for sending and receiving of information between different military installations of the US army across the globe in 1970s. Very soon this facility was open to the public for sending and receiving of mail across USA and gradually elsewhere around the globe.

The advancement in the field of computer science led to the invention of faster and smaller microprocessors which also reduced the time and cost of using this facility. Therefore, it gained much importance in developed countries as well as developing ones.

The use of internet right now does not restrict to e-mail but it has turned into a powerhouse of knowledge. The world wide web (www) has opened the gates to websites for commercial purposes as well as educational ones. The GPS or Global Positioning System has further enhanced the telecommunication system, which has further helped the use of internet among the common people, which is sometimes turned as 'Pocket Internet'. The companies like Nokia and Samsung are giving such facilities in mobile phones which has made internet handy and portable.

The use of internet has crossed the boundaries of mails and websites. Now it is used as an integral part of remote-control systems for the running of newspaper industries, washing machines to aircrafts which need no manual handling whatsoever.

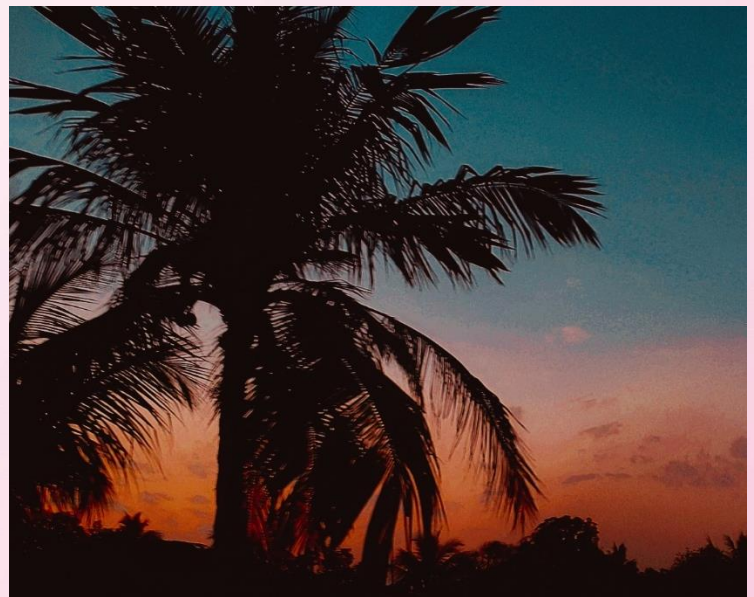
The concept of smart house to smart vehicle have become possible because of the use of internet. The use of Internet has changed the communication system of the developing world, where mills with attachments can be sent to the recipient across the globe in no time and at cheapest rate. The use of Internet in bank has facilitated the core banking services and ATMs due to which the common man is now able to withdraw cash anytime and anywhere. It has become very easy to book railway tickets and get the information regarding running of trains.

The social networking sites have linked people and giving them advantages of sharing their views regarding many aspects of life. In all, Internet has revolutionized trade and commerce, education, communication etc.



"Look deep into nature, and then you will understand everything better."

**-Captured by Monalisa parvin
BMLT**



"Beautiful things don't ask for attention"

**-Captured by Riya Das
MHA**