

# Miroir de la societe

AN INITIATIVE OF DOON BUSINESS SCHOOL BY MASS COMM. DEPARTMENT

## [IN BRIEF]

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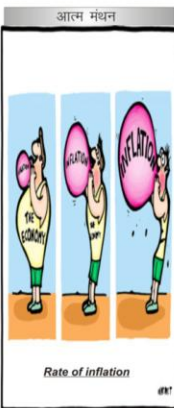
Nukkad kone se

## BOL INDIA BOL



**Does Sachin Tendulkar Deserves Bharat Ratna?**

SEND YOUR OPINION ON:-



## WIPRO PLACEMENT DRIVE IN DOON BUSINESS SCHOOL



**DBS organized a campus placement drive in selaqui ,dehradun,more than 147 students of 22 colleges participated. Colleges like dit, tula's, dav pg college from dehradun and from other states like rajasthan college for women, rajasthan, oimt, rishikesh, bit and radha govind engineering college, meerut were present. After a long selection procedure, 8 students were short-listed. The entire placement drive was managed by the dbs students enthusiastically.**

## INDIA DECLARE WORLD CUP SQUAD

DEHRADUN, HARMINDER SINGH

The Indian world cup cricket team has very few surprises, The selection committee, headed by Krishnamachari Srikant, taking over an hour to finalize the 15 member team that comprised an extra spinner than what was expected. These are the selected player: MS Dhoni(captain) V sehwaag(Vice-captain) Sachin Tendulkar, Gautam Gambhir, Virat Kohali, Yuvraj Singh, suresh Raina, Yusuf Pathan, Harbhajan singh, Zaheer khan, Munaf Patel, Praveen Kumar, Ashish Nehra, R Ashwin, and Piyush Chawala. Former Indian skipper Dilip Vengsarkar said 'It's a good team and what I expected. It's a good mix of youth and experience. I am specially happy over the selection of piyush chawala as leg spinner can make the difference,'.

## ADARSH DID A LOT?????

DEHRADUN, RAHUL KUMAR

In an unprecedented order, the union Environment ministry on Sunday, declared the controversial Adarsh housing society in colaba in south Mumbai "illegal" and asked the project developers to demolish the structure and restore the site to its original form within three months. If the society fails to raze the structure, the ministry said it would get it demolished. The ministry said the 31 story building, the scam around which cost former Maharashtra chief-minister Ashok chauhhan his job,

END OF THE STORY?



Adarsh society complex.

**Scandal flashback**  
Sept 1996: First proposal to construct Adarsh reaches Maharashtra government  
January 2002: Adarsh gets letter of intent despite not having environmental clearance  
2002-07: Many more irregularities are overlooked

**What lies ahead**  
Adarsh housing society will move the Bombay high court against the environment ministry's order  
If it is stayed, the status quo will remain till a final verdict. If it is not and the society fails to raze the building, the ministry can get it done. Society members could also face five years in prison and ₹1 lakh fine.

**Oct 2008:** Irregularities are highlighted by the media  
**Nov 9, 2010:** Ashok Chavan resigns as chief minister after it is found out that his relatives were allotted flats in Adarsh

notification 1991, by not even acknowledging the need for clearance under this notification ignorance of law can never be an excuse for non-compliance. Ramesh said in a statement it is unlikely that the building will be demolished immediately because the society plans to challenge Ramesh's order in the Bombay high court. The minister had two other option asking the government to take over the building for public use and declaring only unauthorized parts illegal. The notification allows the construction of six floors. violated the very sprit of the CRZ

## 84 THOUSAND NEW JOBS IN UTTARAKHAND

DEHRADUN, VARUN RAJ

Uttarakhand Chief Minister Ramesh Pokhriyal Nishank today announced a series of sops, including the promise of a whopping 83,700 new jobs within the next one year.

"The new jobs include 33,700 openings in government sector and the remaining 50,000 in the private sector," Nishank said at a function, marking the completion of the first decade of the formation of Uttarakhand.

In another significant announcement, Nishank said education in the state would be free up to the graduation level.

Nishank also announced a series of sops for the BPL families and said that they would now get wheat and rice at Rs 2 and Rs 3 per kg respectively.

The government would also provide a special incentive of Rs 10,000 for the marriage of all girls in the BPL category, he said.

Launching a new "Ashirvad Yojna" for poor children, Nishank said the government has tied up with major industrial houses like Hindujas to provide technical education of national and international standards.

Every year 1,000 children will be selected from the state under the scheme.

Out of the 33,700 jobs promised in government sector, 12,000 would be in class III category, 4000 in police department, another 4000 teachers, 490 instructors of various ITIs, he said.

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An initiative of DOON BUSINESS SCHOOL by mass comm department



ये सफर बहुत लंबा न होते हुए भी काफी अनुभवों का समागम सा प्रतीत होता है . एक महीने पूव की बात है , मैं भी एक आम विद्यार्थी

की तरह था। वही सोच , काय करने का सामाज्य स्तर , जीवन की वोड्डल पसंद और नापसंद क चक्कर और वही उच्च कार्यकलाप .

पर अतत: मेरी पसंद ने मेरे अंदर अपने आप को जुनून के रूप मे परिचयत किया और परिणाम आप सब के सामने है

व्यथ समूह अक्सर अपने गुफ्तगू मे जुनून की बातें करते हैं , की वो सभी जुनून शब्द से जागृक है पर कमी है उसे अपने अंदर पैदा करने की.

अगर जुनून हो तो काय काफी सरल हो जाती है या बहुत ही सृजनात्मक स्तर पर चली जाती है

मनोविज्ञान के प्रायापक (प्रोफेसर) क्रिस्टोफेर पेट्रेसन की माने तो , जुनून एक दिन न नहीं आता है ।

हमें सबसे पहले जुनून को अपने भीतर ही ढूँढना होता है और फिर उसकी अनुकूलतानुसार उसकी परिवर्तन करनी पडती है।

अब यहाँ हम जुनून की बालवस्था की बात करें तो यह पसंद कहलाती है .इस समय यह काफी कोमल और लचीली होती है इसमें स्थिरता की कमी होती है

और यह काफी उच्चरूखिल होता है इसकी तुलना हम बचपन मे खेलने वाले खेल से कर सकते हैं जब हम समयानुसार अपने खेल बदलते रहते थे

जैसे - सुबह को अगर हम बॉल से खेलते थे तो शाम मे हम छुपा-छुपाई खेलते थे , स्थित हमारा कोई श्याई खेल नहीं होता था ,

और ना ही हमें कोई खेल ज्यादा देर तक अपने साथ बंध कर रख सकती थी , क्योंकि हमारा मन बहुत ही आदरल हुआ करता था हमें किसी तरह का बंधन नहीं बंध सकता था।

ऐसा ही कुछ हाल हमारे पसंद की होती है , लेकिन जब यह अपनी पहचान जुनून के रूप मे दुनिया के सामने अवगत होती है , तब यह काफी कठोर व सरल होता है ।

फिर यह दिग्भ्रमंत अथवा पथभ्रंस्त नही हो सकता ।

जैसा की ग्यातव्य है , जुनून का सफर पसंद से शुरू होता है और जुनून पर आकर खत्म हो जाता है ,

पर असली परीक्षा और क्षमता की गणना तो इसके बीच के सफर मे होती है , जहाँ लाखों दम तोड़ देते हैं ,

लेकिन जुनून उस महामारी स्वरूप सागर को पार कर के इस पार आते है , और अपने जुनून को मूर्त रूप देते हैं , जो की इससे पहले अमूर्त था ।

तो क्या इस अमूर्त को मूर्त स्वरूप देने के लिए तैयार है हम !

अपनी पसंद को जुनून बनाने के लिए तैयार है हम!

## आखिर जिम्मेदार कौन ??? जनता या सरकार



Lalit Kumar (Editor In Chief)

भारत की राजनीति में सशक्त भूमिका निभाने वाले राजनेताओं मे हमारे माननीय प्रधानमंत्री मनमोहन सिंह एक अहम स्थान रखते हैं। साथ ही प्रधानमंत्री मनमोहन सिंह को देश के सर्वाधिक ईमानदार राजनेताओं में शुमार करने पर शायद ही किसी को ऐश्याज हो। उनके विरोधी भी इतना तो मानते ही हैं कि वे न सिर्फ स्वयं ईमानदार हैं, अपितु दूसरों से भी ऐसी ही व्यवहार की उम्मीद रखते हैं। लगभग एक वर्ष पूर्व अपने मंत्रियों को उन्होंने अगर अचल सम्मिल, सेयर्स, नकवी य आपूर्णों की सार्वजनिक घोषणा करने की शिपयत दी थी, तो

इसके पीछे उनकी सोच भ्रष्टाचार को रोकना ही माना जा सकता था। देश को चलाने वाले राजनेताओं से उम्मीद तो यही की जाती है कि वे अपने पारदर्शी कामकाज से ऐसी आशय प्रस्तुत करें, ताकि उन पर अंगुली न उठई जा सके। प्रधानमंत्री की नवीनतम वाच्यकारी तो नहीं थी। अलवला मंत्रियों से सखी से इसकी पालना की उम्मीद जबर की गई थी। परन्तु हील ही में हुए कुछ काल कारनामों में उनकी के खेमे के कुछ बहुप्रतिष्ठित ने उनकी छवि घुमिल कर दी। देश में भ्रष्टाचार के बहुत नासूर के इलाज के लिए प्रधामंत्री की इस नई पालन का स्वागत तो नहीं हुआ बल्कि उसे मानो एक विरो नकार दिया गया हो, लेकिन इससे उनकी मंशा पूरी हो पाएगी, इसमें संदेह है। विपक्ष नेता और प्रधामंत्री पर के पूर्ण दावेदार रहे दिग्गज भाजपा नेता सालकृष्ण आडवाणी भी भ्रष्टाचार पर अपनी विंता सार्वजनिक रूप से जाहिर कर चुके हैं। उच्चम न्यायालय के मुख्य न्यायाधीश के.जी. बालकृष्ण और कानून मंत्री वीरगा मोहली भी समय-समय

पर भ्रष्टाचार को जड़ से खत्म करने का संकल्प दोहराते नजर आते रहे हैं।

इतने बड़े पदों पर बैठे लोग यदि भ्रष्टाचार को खालव में मिटना चाहते हैं, तो समझ में नहीं आता कि अदृचन क्या है। रियल के नाम पर काला धन कैसे राजनेताओं की जेबों में जाता है, सब जानते हैं, लेकिन इस नासूर को खत्म करने की इच्छाशक्ति किस में नजर नहीं आती।

मंत्रियों को पत्र लिख देने या गोष्ठियों में विंता जवा देने से इस समस्या से निजात मिलने वाली नहीं है। चीनी भोटला, टेलीकॉम भोटला, चुराट लॉटरी भोटला, चारा भोटला, स्टाय भोटला, बुरिया भोटला, सेचर भोटला। और न जाने कितने भोटलों में कितने राजनेताओं के नाम सामने आए, लेकिन हुआ क्या? दिल्ली में सरकारें बनती और बदलती रहती हैं, लेकिन अंतुले, रामपाल, शिपू सोरेन, मायावती, लालू चारुय, अर्जुन सिंह और ए. राजा जैसे आरोपी नेताओं में से कितनों को सजा मिल पाई? आज्ञा की चार से ही भ्रष्टाचार इटने की लम्बी-चौड़ी खाँटे हो रही है, लेकिन भ्रष्टाचार इटने की बजाय एक संगठित तंत्र के रूप में और मजबूती से जड़ जमाता जा रहा है। नैतिकता और मर्यादा भी घोषणा पत्रों तक निमट कर रह गई जान पड़ती है।

खाले खाल अग्रत में सीबीआई और राज्यों के भ्रष्टाचार निरोधक ब्यूरो के सम्मेलन में प्रधानमंत्री ने अपनी पीढ़ा जलाने हुए कहा था कि भ्रष्टाचार के मामलों में कमजोरों के खिलाफ तो करंवाई हो जाती है, लेकिन बड़ी मालियां बच जाती हैं। इन बड़ी मालियों को पकड़ने का साहस आखिर जुटाया कौन? मनमोहन सिंह से ही यह उम्मीद की जा सकती है। उनमें यह इच्छाशक्ति है, तो उस पर सखी से अग्रल करने का बीड़ा भी उठई उठाना चाहिए। ये एक मजबूत सरकार का नेतृत्व कर रहे हैं। ये आगे आएं और भ्रष्टाचारियों के सफाई की शुरूआत करें। तमाम भ्रष्टाचारी उनके खिलाफ एक साथ खड़े नजर आ सकते हैं, लेकिन देश को जन्ता अपने ईमानदार प्रधानमंत्री के साथ खड़ी नजर आएगी।

### Yes We can change the world

One of the living legends by whom I am very much inspired is Mr. Barack Obama. Definitely he is the biggest inspiration not just for me but for the millions of the people across the globe. Starting his journey from Africa to entering into Harvard and then becoming one of the most powerful person provides motivation to do something differently in the world. He proves the very famous quote.. "Kaun kehata hai aasman mein suraakh mahi ho sakti... ek pathar tho tabiyat se uchaalo yaroon..."

Last year, when I heard him speaking at the UN it was his first official speech in UN and believe me it was very strong. The ideas, the beliefs are just incredible. He is living proof that dreams can do come true with the help of hard work and persverance. He possesses an earnest light which somehow manages to draw people in. When Barack Obama speaks, you

cant help but listen. Not all people born leaders, but Barack Obama projects the possibility and hope that we all can be leaders if we want to be. He has delivered a message of optimism that anything is possible. Barack Obama is an attestation to this statement with out his strong sense of conviction and hope he would not have been able to be the man that he is today. He was blessed with leadership traits and through education and experience he has fine tuned these assets and used them to become a better person. This person is not just the first black president, he is a father, a son, a husband, a brother, a friend and a messenger. In short I think that Barack Obama is the voice of our generation . I am indeed much inspired by the good work he is doing for the betterment of planet with his simple line "Yes We can change the World".

### Desi Obama

It often said that agenda is the best way to win election in Bihar but it surprised Nitish Kumar has changed all customs' and tradition of election in Bihar negative complaining do not work any more . The voters are seeking a message of hope. If we talked about few year back, when "Barack Obama" wins a historic election. but now a days "Nitish Kumar" came up as 'desi Obama' he is the person who made his own way in world . we can say he is the self-made politician and a symbol of hope .

Exports says "he has cleverness like 'chanakya' because he brings together a larger collection of identifies, such as Muslims , mahadalits , and mahila under one umbrella . so he is the person who who has given hope to the Bihar .

Always aware about the awareness of Indian voters, may be you can say that the biggest change in the voters thinking, so negative campaign don't work any more Varsha semwal(BAMC)

### Public Diplomacy: Started well but miles to go

The 21<sup>st</sup> century is characterized by globalization, public opinion, ever present media and Web technology, which is a deadly combination.

India started well but the tasks ahead is not very easy. The good examples of public diplomacy are given by Barack Obama, when he told the Indian Parliament that he was "mindful" he might not be standing before it as U.S.President. Michelle Obama did dancing with Indian children, the first lady of U.S. what is the need of doing this just to win hearts. Carla Bruni, the

French President's wife, did the perfect Namaste. Our guests were using perfect tools of diplomacy nothing else to connect with India.

Public diplomacy is a bunch of mechanism through which a country's foreign policies are transmitted to its target audience. The term Public Diplomacy is first used by U.S. diplomat Edmund Guillian in 1965.

Indian diplomats are also learning skills, they know how to do with both foreign and domestic audience.

We need initiations to do so. The task begins at home! Saakshi Negi(BAMC)

### Akbar-Birbal Ke



Emperor Akbar's court was famous for its witty question and answer sessions.

On one of these occasions, the Emperor asked Birbal if there was anything that the sun and the moon could not see. Birbal's reply was 'darkness'. Akbar was pleased.

Next, he asked what was the difference between a truth and a lie. To which Birbal replied that it was the distance between the ears and the eyes because what you see with your eyes is true, but what you hear with your ears is generally false. Akbar was satisfied.

Lastly, Emperor Akbar drew a line on the floor and asked Birbal to shorten it without wiping out the ends. Birbal drew a longer line below the line drawn by Akbar and remarked that though he had not rubbed off the original line he had definitely succeeded in making it shorter.

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## Mass comm @ work

### VEDIC ASTROLOGY WEBSITE LAUNCHED

A vedic astrology website developed with assistance from uttarakhand astrologers has been launched by a US-based company here "we are hopeful that astrologers from all over India will be able to utilise the benefits of our website" "ZoTally Inc's chairman Naresh Belwal told to the press. The website named WWW.zotally.com will also help in match making and for social networking. Belwal also said. The users will also be able to get the daily prediction on the basis of their birth charts and astrology compatibility match, he said.

Rahul Kumar (BAMC)

### TATA MOTORS LAUNCHES PRIMTA CONSTRUCT.

Tata motors launched the Tata prima construct range in India , comprising Tata prima 3128.K and tata prima 2528.K The Tata prima 3128.K tipper has been specially developed for road construction and irrigation projects. Powered by 270 HP engine , it has enhanced capacity . To ensure optimum vehicle usage, the Tata prima 3128.K is equipped with a data logger that elps measures vehicle performances and driving practise along several parameters.

Vishu saini (BAMC)

### I AM READY FOR MEGA : LEE

Brett lee is all set to travel with a bag full of tricks to the sub-continent. as Australia looking ahead to clinch the fourth successive World cup , little shortly next month, Brett lee is confident and excited for the World cup , he is planning for every type of bowling line for fast , slower, and bouncer,he has looked to add variety to his existing aarmoney. As Australia hope so much from him. varsha semwal(BAMC)

### 40,000 LITRES OF OIL DESTROYS IN FIRE

AT last night in navi Mumbai in Indian oil corporation depot , destroying about 40,000 litres of lubricant oil . The fire will caught at around 1am ,the officer said that the blaze of container containing lubricant oil with thousand of drum of 200 litres of capacity have been stored in the godown and fire is caught it there and destroyed about 40,000 litres of lubricant oil . He also said that about 25-30 fire engine were rushed to the spot and fire will under control .There is no casualties have been reported the fire officer are fighting operation have been succeded and no body will be injured. Mohan yadav (BAMC)

### RAHUL ASKS STUDENTS TO ENTER POLITICS

Lucknow: Congress general secretary Rahul Gandhi was looking as he was on a mission to mobilize students in UP's assembly elections. He had an interactive session with them at Banaras Hindu University(BHU).

Mr.Gandhi, laid emphasis on clean and spotless politics and said it should be more accessible to common man. And this would happen when enterprising boys and girls from good families come forward to take the responsibility.

He said that he believed that India can become a powerful country if students's energy is properly channelized with proper access to education. His visit to BHU faced resistance from students belonging to Bhartiya Janta Yuva Morcha(BJYM). Besides visiting BHU Mr.Gandhi also had their session with students of Motilal Engineering College in Allahabad on Monday. Reports from Allahabad said the police used force to disperse the congress workers and activists of the Samajwadi Chhatra Sabha(SCS).

Sakshi negi (BAMC)

### ALLOW FLAG IN J&K OR FACE CONSEQUENCES:

#### BJYM's

The jammu and kashmir government and the BJP are on collision course over the state's decision not to allow the party to hoist the national flag at Lal chowk in Srinagar on Republic day. The party embarked on a srinagar-bound flag hoisting Rashtriya Ekta Yatra from Kolkata on January 12, urged the J&K government on Friday to reconsider the decision, which otherwise could "lead to bigger problems " for it.

Nitin Naveen , the BJYM's national general secretary , said: "We caution the strate administration to beware of the surging sea of humanity which is approaching J&K from all states of the country to hoist the tricolour in kashmir"

And also challenging the separatist in the valley to try any resistance . They will definately feel the heat.

Anupam (BAMC)

### STUDENTS LEARN ABOUT WILDLIFE

Society of population and Environment Conservation Scientists (SPECS) kicked of f a four days nature activity workshop at Government Post Gradute (autonomous ) college in Rishikesh on last week to inculcate scientific temprament among the students , who who want to continue their career in science stream .

More than 40 students from the different schools of the temple town are participating in the workshop . Addressing Workshop , SS Rasaily has given tips about the wild life of the hill state and talked about the basic information of the Rajaji national Park to encourage the participants to know about the area.

He also appreciated the initiative of the SPECS and said the workshop was the milestone for the society and this would encourage the students for basic knowledge of science.

Rahul (BAMC)

## नुककड़ कोने से

अखिल भारतीय मंहगाई संघ के द्वारा वर्षों से आयोजित की जा रही मंहगाई बढाओ।

प्रतियोगिता मे एक बार फिर यू पी .ए . सरकार , पूर्व एन .डी .ए . सरकार को पछाड़ते हुए अपनी जीत का परचम आम जनता के सीने पर चढकर फहरा रही है। जिसकी जयजयकार बडे ह्णोल्लास से लड्डू बाँटते हुए गायी जा रही है ! मानो भारत की विवश जनता के भविष्य निर्धारण ,अभी से अपने सपनो में संजो रखा।

अपति वह दिन दूर नहीं जब यू .पी .ए अध्यक्ष सोनिया गाँधी जी अपने नाती -पोती को प्याज और लहसून के क्स्मुल खिलाएँगी , और यह भी कोई आशचर्यजनक बात नहीं होगी , कि वे उन्हे प्याज और लहसून तथा अन्य खाद्दय -सामग्रीयो से बने संग्रहालय का भ्रमण करवाती नज़र आएगी ,जिसका अपनी आदत से मजबूर माने जाने वाली मीडिया अन्य खबरों को तरजीह व तत्वजो न देते हुए इस अनोखी घटना को कवर करते हुए नज़र आएँगे !

अब मैं सोच मे पड़ गया , की अगर ऐसी सू -दशा उन राजनीति के महारथियों की होगी जो आम जनता को एक मात्र कठ पुतली की तरह देखते हैं , तो वह दुर्दशा दूर नहीं जब आम जनता अपनी भूख मिटाने के लिए इंजेक्सन लगाएगी ,और तब पर भी भारतीय सरकार अपनी सुरसा रूपी मुख को बढाते हुए उस इंजेक्सन पर कर लगाकर अपना सरकार होने का विस्वास दिलाएगी और जनता का खून जो की अब रासायनिक हो गया है उसे भी चूस रहे हैं !

और राजस्व बढाने के नाम पर अपनी निजी संपत्ति को बडाकर कुबेर जी से प्रतियोगिता कर रही हैं !

अचानक ही किसी की आवाज़ देने से मैं जाग गया और यह दू : स्वपन पूरा होने से पहले ही मेरी आँख को खोल गया और एक प्रश्न चिन्तन के लिए छोड़ गया क्या वाकई मेरी आने वाली पीढी ऐसी दुर्व्यवस्था

और भुखमरी का सामना करेगी!

श्राहुल कुमार , संपादक



# Miroir de la societe

An initiative of DOON BUSINESS SCHOOL by mass comm department

## LIFE BEYOND CLASS

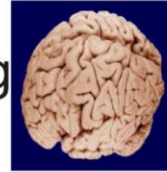


Student's with hounrable director and Chairman sir during activity.



Maintaing the silence and having study.

### Amazing facts



Brain studies indicate that thinking uses more energy . Although the brain represents Only 2%of the body weight, it recieves 15%oof the cardiac output, 20%of total body oxygen consumption and 25%of of total body glucose utilization. The energy consumption for the brain to simply survive is 0.1calories per minute,while this value can be as high as1.5calories per minute (100W) during crosswords.



Student,s playing while recess

Do you know ?



The pyramids were originally covered with a highly polished white limestone so they would glisten from a distance. Some of these (albeit worn) are still visible at the top of the Pyramid of Khafre (pictured above).



Some percentage of child labour comes from brutality/ harassments by parantes or step-parents. They are mainly from urban areas poors .This percentage is too less and easily controllably penalties to such parents and children rights for rural poverty and lack of employment and illitracy has given birth to majority of child problem.



Students donating the blood While IMA camp in college.



Doctors giving direction during donation Camp.

