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## National Conference Held at DBS

Strategies for competitive advantage

by Harshit Sanghi

On October 18, Doon Business School held a two-day National Conference on "Strategies for Competitive Advantage." Scholars and academicians from across the country participated in it and presented their research papers. The Conference was graced by the presence of Dr. Ashish Uniyal, the Deputy Registrar of Uttarakhand Technical University, who was the guest of honour on the occasion. The keynote speaker, Dr. Surendra P. Tiwari shared his experiences and stressed that the key to survive in business environment is to have a competitive advantage.

The research works of the participants have been published in the form of a book and selected works are set to be published in Doon Business School's research journal "Global Journal of Contemporary Management".

Some of the major themes discussed were:-

Strategic Management, Human Resource Management, Production/Operations, Aviation

The basic objective of the Conference was to share the knowledge on latest trends in management and to provide an opportunity for research aspirants to explore new and emerging fields. The Conference was attended by Prof. Mohit Aggarwal, Chairman-DBS Group, Prof. Pushpa Kataria, Prof. Navjyoti Singh Negi and Prof. Lalit Kumar, Prof. Deepak Chandra Goyal.

"It was a great platform for scholars as well as for the students to share their research work"



Chairman Mr. Mohit Aggarwal discussing at the National Conference at DBS Campus

-Prof. Lalit Kumar

"As we organized the Conference for the first time, it was a learning phase for us. From the next time it would be done in a better way and more such Conferences will be organized in the future."

-Prof. Pushpa Kataria

"It was a good platform for professional development of academicians. Topic of the Conference was in a sync with the requirement in today's globalized world. The papers presented by the scholars and academicians from other colleges gave us insight on different areas of the business world which can lead a business to competitive advantage."

-Prof. Madhu Arora

## National Vendor Development

### Industrial Expo held at Haridwar

A 4-day National Vendor Development cum Industrial Expo was held in Haridwar from October 17 to 20 this year. Six seminars were held in the Expo which were as under:-

1st seminar was:- "Uttarakhand Industries- Engine of Growth" – by BHEL on 17th October  
2nd seminar was:- "Uttarakhand Industries- Eco Friendly Solution" – by Pollution Control Research Institute on 18th October  
3rd seminar was a 3 part event :- "Industrial Relationship- Empowerment of Unions to Minimize Conflicts" on 18th October 2013 at Sidcul Haridwar.

First part was conducted by Small Industrial Development Bank of India. Second was conducted by Wipro Consulting on Human Capital Practice. Third was a presentation on Disaster Management  
4th seminar was:- "Industrial Development- Challenges with Police Administration"-by Police Administration on 19th October  
5th seminar was:- "Direct Tax" by Income Tax Department on 19th October  
6th seminar was :- "Open Session" in which seminars and presentations were given by BIS, Balmer-Lawrie and Ordnance Factory.  
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Participants at the industrial Expo 2013 at Haridwar

We got to know a lot about the professional world, got an insight on the management works and now we can see the practical aspect of the professional world. And it helped us in building our contacts. It was a very well organised event and I gained a lot of experience and knowledge by attending this event. I am grateful to my faculty for choosing me for the opportunity.

-Abhishek Pratap Singh  
PGDM 1st year

A lot of small as well as large companies were present who told their profiles and told us about their company. BHEL told us about the Bhopal gas tragedy, SIDBI told us about bank rates and its value. We were told about the industrial crimes taking place these days. 'It was the first time when I saw the elite class of the corporate world, CEO's of the companies, ministers of Uttarakhand government and other higher management chairpersons. I'm looking forward to many such events.'

Vishal Agnihotri, BAMC 1st Year

## The CHAIRMAN speaks.....

interview by Vaibhavi Tiwari

QUE.1-As we know that the school has made presence of its self among the top business schools not only in Dehradun but in the country? Are you satisfied with its present standing?

ANS-Yes I am satisfied with the present standing of college.

QUE.2-The student's are not satisfied with the menu and the food quality, so what changes according to you should be made and by whom?

ANS- It's already said that the mess provides hygienic, and nutritional food. And the other thing that students decide the weekly menu. Mess staff is very conscious about the cleanliness and there is no limit of food. Person can take as much food as they want.

QUE.3-The time limit is bounding girls. First the timing of the hostel was 7:30 but suddenly it came down to 6:30. The students get free from the college at 4:40, then they take rest for some time and when they want to come down the doors are closed because girls are asked to come in. So what do you think is it fair with us?

ANS- Ok, I was not aware of that and I will try to change the timings to 7:00 pm

QUES.4-It was said that every weekend we will have DJ NIGHTS, BON FIRE etc but it was just said, nothing happened? Why?

ANS-Am I suppose to do the DJ NIGHT?

QUES.5- If the DJ night is supposed to be organized by the students. But the girls are not allowed to come down after 7 pm?

ANS- Have you ever talked to any one? Go and talk to the committee members and organize it and get approval from me. Go for it and there is no time limit for any one, the only thing is you will have to take your own responsibility. If this is said that girls are not allowed to come it is nothing but being stupid. And first of all DJ night is not a college agenda it is students agenda, you have to organize it not us. So you can do anything just take an approval from me.

QUES.6- So do you think that DBS stands anywhere in front of the top colleges of India?

ANS- We need to see to which and where we are comparing. We need to compare "APPLES WITH APPLES" and we cannot compare "ORANGES WITH APPLES" For instance we can't compare Mass Communication, we can't compare our college to 'JAMIA MILIA ISLAMIA' but we try our best to reach at the top and in future we hope our best that we will reach at the top.



**"We need to compare 'APPLES WITH APPLES' and we cannot compare 'ORANGES WITH APPLES.'"**

## DOON BUSINESS SCHOOL

by Ananya Pathak

Ranked among top 10 B-schools of northern India by All India Management Association (AIMA), DOON BUSINESS SCHOOL is credited to be the most innovative Business School of India by UTV Bloomberg 2011.

Under the chairmanship of Mr. Mohit Aggarwal, the school provides the students with guided internship in PG as well as UG courses. The school believes in learning by empowering and facilitates the students with international exposures. The school collaborates for faculty exchange, lecture exchange and students exchange along with strong placement cells providing support to students resulting in multiple offers.

Ranked among the top 35 B-School in India by "Business Baron-2011", the school is ranked 2nd amongst the top emerging B-School, Dr. Ashok K. Dubey being the campus director is proud to offer various management courses that include PGDM + SAP, MBA, MIB, BBA, BCA, B.COM along with Mass Communication.

Not only in academics, the school also excels in various non-academic activities like cultural fest-Utsav, Quizes, Manifest, sports, cultural club, techies club, music club. The peaceful and conducive environment of the School. Like a few other institutes the school has a proper transport facility and provides for safety of the students. The campus is developed in an area of about four acres in Selaqui, Dehradun which is an ideal location. Students here not only get full time Government University Degree but also the industry benchmarked certifications in the skill sets expected by the corporate sector.

It also facilitates the students with computing facilities, library and audio video learning aid. The college has a separate girls and boys hostel providing mess facility.

The college for year has been giving excellent results and aspires to continue that in the forth coming years.

### Director's cut

Vaibhavi Tiwari interviews DBS Global Director  
Dr. Sunil Saxena



QUE.1-India today has ranked DBS 66th among B-schools in the country? what proposal do you have, to increase its ranking?

ANS-Of course the good education and good discipline among the students and better placement to increase the ranking of the college.

QUE.2-What efforts should be made to rope in better qualified & better experienced faculty members which will help in improving the standards of the institution?

ANS- We are satisfied with faculty and their teaching. And yes ofcourse we are trying our best

to increase the teaching standards.

QUE.3-Are you satisfied with the existing infrastructure of the school ?

ANS-To an extent of 80% to 90% I am satisfied but since there is always a chance to improve in infrastructure there are skies of no limit. So we are trying our best to improve the infrastructure.

QUE.4-How will you make the school rise in the top charts of the professional institutions?

ANS- We will do better, we are continuously improving in education as well as in other fields and therefore in the coming years we will stand at the top.



# UTSAV 2013

by Diksha Rawat

The wait is now over and UTSAV-13 is finally here. It is a much awaited event in the annual diary of Doon Business School, as it is the time where the students get a chance to show their skills through the two-day cultural festival.

Excitement has already filled the air and one can hear the students discussing what they intend to do during the two-day celebration. As there are a number of competitions that will take place the spirit of competing and doing their best is there.

The two-day UTSAV-13 will take place on Nov 22 and 23. Some of the competitions that have been listed include inter-class case study competition, inter-class product promotion, inter-class singing and dancing competition, inter-class play, inter-class debates, inter-class dumb charades, inter-class band competition, inter-class special talent (Mimicry, clay modeling and poetry), digital collage making, graffiti, etc.

Besides imbibing the spirit of competition, the celebrations also help bring out the hidden talent in the students and instilling camaraderie in them.



## SNOWFALL ATOP THE ROHTANG



Witnessing a snowfall is exhilarating. Lakhs of people throng the hill stations of the country, specially during Christmas and New Year hoping that it will be a 'White Christmas' or a 'White New Year' and more often than not have to return disappointed. But we were lucky. Though we had not gone with the intent of experiencing a snowfall, but mother nature obliged.

It was all courtesy the trip that Doon Business School had planned for Manali. A group of about 30, accompanied by two teachers set out with excitement. As the bus rolled out of the campus there was a cheer that was very visible in the students and it came out in the form of songs that were sung in high spirits till we reached Chandigarh. After a hurried lunch, we all went to see the Rock Garden that left a lasting imagination in our minds of how wasteful products were used to create such beautiful sculptoric forms. From the Rock Garden we went to the Rose Garden and from there to the Sukhna Lake. The lake had its normal crowd as people jostled with each other to get to the boats. After a bit of boating, it was time to proceed to the bus so that we could undertake the overnight trip to one of the most beautiful and well known hill resorts of the country – Manali.

Manali, though the locals claim has been spoilt over the years as constructions have come up along both sides of the Beas river, was once a natural paradise and a favourite haunt of Pt Jawahar Lal Nehru, the country's first Prime Minister. The chowkidar at the Rest House informed that Nehru would often get up early in the morning and avoiding his security would slip out unnoticed (such were those times) to have a cup of steamong tea at the roadside and talk with the number of tribal people from Lahaul valley, who would come down to collect their supplies for the long winter months when the valley is cut off from the rest of the world for six months.

However, on the very first day we decided to go atop the over 13,000 ft high Rohtang Pass, which is also the entry point to the Lahaul and Spiti tribal valley. Hitching rides on local taxis we went past Marrhi and stopped on top of the Pass, where strong winds that were icy cool told us that we were on a height that we had never been on before. Even as we were going about seeing amongst other things, the source of the Beas valley, which is also atop this pass and eating a frugal meal at the eateries that have come up just dhrot of the top of the Pass, the weather took a turn for the worse. We prayed fervently to God that there should be snow for when will we students from various parts of the country, mostly in the plains, get an opportunity to see snow.

And then our prayers were answered. It started snowing, slowly at first but as the winds picked up, it almost became a blizzard. The taxi drivers warned us not to spend much time in the snow and try to get back to Manali, for if the snow became heavier the roads would close and it would be hard for us to return back on the snowy roads. Warmed by cups of tea, we returned to our hotel, but the very thought of visiting old Manali was so exciting that we could hardly sleep. Manali gets its name from the sage Manu, who it is said, took a pair of species of all animals and birds on his ark when the gray deluge came. Though this is a part of mythology but the locals are all so convinced about their city's backdrop.

We visited the Hidamba temple. It is perhaps the only temple in the country that has been set up honouring Hindamba, the demon wife of Bhim of Mahabharat fame. The temple is awe inspiring and one wonders who the architect was, for the plaque has no mention of the person who designed it. Interestingly the erstwhile Raja of Kullu, comes to the temple and invites the Goddess to attend the Dussehra celebrations at Kullu. Hidamba goes for the celebrations but only till the palace of the Raja, where she is brought in a palanquin by her priest and pall bearers. We also went to Kullu which was getting ready for the week long Dussehra celebrations and it was a sight to see the number of deities that had been brought from the various villages in and around the Kullu valley to the Paddal Ground. The deities had assembled there with their priests and pall bearers to pay their obeisance to Lord Raghunath, who is the presiding deity of the Kullu royal household. They stay there for the celebrations that last a week and then return to their villages.

Incidentally, why all the deities of the various villages and clans in and around the Kullu valley, collect at the Paddal Ground, Lord Jamlu is conspicuous by his absence. Jamlu is the deity of Malana village, which is said to be the oldest civilisation in the country. There are even reports that the residents of Malana are descendants of the Greek warriors who came with Alexander the Great, but did not return with him.

Jamlu, who plays a very pivotal role in the life of the residents of Malana. Jyst comes down till the Beas river and watched the proceedings from the other bank of and does not cross the river to come to the celebrations on the Paddal Ground. He also returns earlier than the other deities.

## नरेन्द्र मोदी उत्तराखण्ड में

भाजपा के पीएम पद के उम्मीदवार श्री नरेन्द्र मोदी उत्तराखण्ड में अपना विगुल बजाने 15 दिसंबर को देहरादून के परेड़ मैदान में जनता के सामने विराजमान रहेंगे। प्रदेश के भाजपा अध्यक्ष श्री तीरथ सिंह रावत ने मीडिया को रैली की जानकारी दी। रावत ने कहा कि पिछले सालों के चुनाव में भाजपा को उत्तराखण्ड की मात्र 5 लोकसभा सीटों में से एक भी भाजपा के खाते में नहीं गई। इसी को देखते हुए मोदी जी की उत्तराखण्ड में रैली कराने का पार्टी के आलाकमान ने फैसला लिया। जिसका असर भाजपा कार्यकर्ताओं में मोदी जी की रैली को लेकर उत्साह दिख रहा है। समीकरण चाहें जो निकले लेकिन भाजपा सरकार 5 सीट वाले उत्तराखण्ड को भी गंभीरता से देख रही है। भाजपा के लिए तो यह बेहद जरूरी है क्योंकि सन् 2004 में बाजपेयी सरकार मात्र एक लोकसभा सीट न मिलने



से अभी तक देश में भाजपा सरकार नहीं बना पायी। अकेले उत्तराखण्ड राज्य को ही ले तो प्रदेश की बहुगुणा सरकार के लिए मोदी की रैली जखम पे नमक दिड़कने का काम करेगी क्योंकि प्रदेश में हड़तालो कि मानो विभागो ने कसम खाई हो कि तु चल मे आई जैसी होड़ लग गई पहले नर्स ,फॉरमासिस्ट, राज्य कर्मचारियों की हड़ताल रोडवेज कर्मचारी संविदा कर्मियों

आंगनबाड़ी वर्कर्स जैसे गंभीर विभाग कई विभाग तो अभी भी हड़ताल पर हैं। इसके अलावा बहुगुणा सरकार कि चुनोती आपदा प्रबंधन एवं पुनर्निमाण, पलायन से विरान होते पहाड़, सैकड़ों गावों का पुनर्वास,रोजगार के अवसर नहीं,कमजा. र आधारभूत ढाचा,औद्योगिक विकास को गति देना,कृषि और बागवानी बढहाल, पर्यटन एवं तीर्थाटन को बढावा, अछूता ऊर्जा का क्षेत्र, आयुश प्रदेश का सपना अधूरा, बार्डर एरिया का डेवलपमेंट, ग्रीन बोनस बसूलना, पुख्ता स्थानांतरण नीति नहीं जैसे जरूरी कार्य न हो पाने से बहुगुणा सरकार को चुनाव मे गंभीर नतीजे देखने को मिल सकते है। प्रदेश मे भाजपा सरकार आ जाये तो कोई हैरानी की बात नहीं होगी । और मोदी की लहर तो कश्मीर से कन्याकुमारी तक दिखाई दे रही है। तभी तो उमर अब्दुल्लाह ने मोदी पर टिप्पणी करते हुए कहा था। कि मोदी का असर है लहर नही ऐसे बयान मोदी का प्रभाव तो दिखा ही रहें है।

अंकित काला

## जलियावाला बाग है

कैसे मीठे गीत सुनाऊ  
कैसे सुन्दर छन्द बनाऊ  
बेबस लोगों के गीतों का  
दर्द भरा ये राग है  
ये जलियावाला बाग है।  
अमृतसर की खुषहाली को  
कोलाहल ने घेरा है  
भारत माता की भूमि पर  
अंग्रेजों का डेरा है  
मौन निहत्थे इंसानो पर  
क्यूँ गोली चलवाई है  
षर्मसार सारा संसार ये  
मानवता पर दाग है  
ये जलियावाला बाग है।  
अफरा तफरी उस जालिम

ने

चारों तरफ मचाई है  
रिष्टों के गहरे बंधन भी  
एक बार में टूट गये  
अपनी जान बचाने को

अंधे कुँए में कूद गये  
बाहर जनरल डायर है  
अन्दर काले नाग है  
ये जलियावाला बाग है।  
भरी भीड़ पर उस जालिम ने  
इतनी गोली चलवाई ह  
नन्हे मुन्नो के हिस्से भी  
दस दस गोली आई  
ये कैसी सुबह है जिसे  
अन्धकार ने घेरा है  
उजड़ गई है कोख किसी की  
बुझा कहीं पर चिराग है  
ये जलियावाला बाग है  
देश पर मर मिटने वालों की  
कैसी हालत होती है  
दुष्मन की करतूतों पर तु..  
बहा रही क्यूँ नीर है  
तेरी गोद में माँ जननी  
अभी भगत सिंह से वीर है  
जनरल डायर तु कायर है  
दिल में दहकी आग है  
ये जलियावाला बाग है.....।



कवि-रामेश्वर कण्डवाल

## गये तो बस इतना

दरिये में तैर कर हमने जिंदगी से लड़ना सीखा है  
हमने कौंच से सिमटे सपनों को हाथ में टूटते देखा है  
हमने हवाओं के ज़ोर से पपिहे को रूख बदलते देखा है  
हमने धरमा कर खिले फूल को कली में बदलते देखा है  
हमने बैरन ज़मीं पर फसल कटते देखा है  
देखते-देखते रह गये तो बस इतना  
हमने इस लहराती बयार को महफूज़ नही देखा है।

हमने दो प्यार करने वालों को बिछड़ते देखा  
हमने बूढ़े बाप के हाथों जवान बेटे को मुखाग्नि मिलते देखा है  
हमने भाई-बहन को तड़प कर मरते देखा है  
हमने विधवा को आस का रास्ता टेरते देखा है  
हमने माँ की ममता से भरी आखों में ईश्या को पनपते देखा है  
देखते-देखते रह गये तो बस इतना  
हमने होठों से सच्चे लफज़ फूटते नहीं देखा है।  
हमने गालिब की गज़लों पर हँसते लोगों को देखा है  
हमने लाषों को बेझिझक सड़कों पर सड़ते देखा है  
हमने सफेद कुर्ते में छिपे काले मन को देखा है  
हमने तिरंगे में लिपटे षहीद के चेहरे में ज़ज्बे को देखा है  
हमने षरीफों को नोटों में बिकते देखा है  
देखते-देखते रह गये तो बस इतना  
हमने सच्चे मन से निकली दुआ को नहीं देखा है।

हमने लबों से निकले अपषब्दों को अमृत बनते देखा है  
हमने नन्हे कदमों से छिनते बचपन को देखा है  
हमने बेरंग सपनों में रंग भरते देखा है  
हमने खोखले समाज में उम्मीदें बंधते देखा है  
हमने चंद पंक्तियों में रिष्टे सिमटते देखा है  
देखते-देखते रह गये तो बस इतना  
हमने जिंदगी को करीब से नहीं देखा हैं।

अनन्या पाठक

## वो मन्द-मन्द बूँदे

वो मन्द-मन्द अम्बर में बादलों का  
मंडराना  
वो मन्द-मन्द अम्बर से पानी की  
बूँदों का गिरना  
वो मन्द-मन्द बूँदों का फूलों पर  
गिरना  
वो मन्द-मन्द बूँदों में बचपन का  
खिलखिलाना  
वो मन्द-मन्द बूँदों का सूखी ध  
रती पर गिरना  
वो मन्द-मन्द बूँदों का चिड़ियों का  
घोसलों में छिपना  
वो मन्द-मन्द बूँदों का रात को  
गलियों में गिरना  
वो मन्द-मन्द बूँदों का गिरते ही  
किसानो का हँसना  
वो मन्द-मन्द बूँदों का मुझ पर  
गिरते ही इन ख्यालों का मन में  
आना  
वो मन्द-मन्द बूँदे वो मन्द-मन्द  
बूँदे!

कवि रामेश्वर कण्डवाल

उत्तराखण्ड राज्य के केदारघाटी क्षेत्र में आयी प्राकृतिक आपदा को 5 महीने गुजर जाने के बाद भी वहाँ किसी प्रकार के विकास या सुधार की स्थिति नहीं देखी गई। केदारनाथ मन्दिर में पूजा-अर्चना को शुरू करवाने के अतिरिक्त किसी भी तरह की कोई गतिविधि सरकार द्वारा होती हुई नजर नहीं आ रही है। इस आपदा के कारण जहाँ आपदा ग्रसित क्षेत्र के निवासियों को मुष्किलों का सामना करना पड़ रहा है वहीं देश विदेश से आये श्रद्धालुओं पर भी इस घटना का गहरा असर पड़ा। इस आपदा की चपेट में आये लोगों के लिये वह लम्हा उस गहरे जख्म की तरह है जिसकी भरपाई शायद ही कभी हो पाये। इस आपदा में किसी ने अपने अपनो को खोया तो किसी ने अपना घर-परिवार। कहा जा सकता है कि उनके हाथों से सब कुछ ऐसे फिसला जैसे मुट्ठी में बन्द रेत फिसलती है। राज्य में आयी इस आपदा को इतना समय बीत जाने के बाद भी राज्य सरकार के कान में जूँ तक नहीं रेंग रही है। आपदा से ग्रसित लोगों के लिये पुनर्वास और अन्य सहायता उपलब्ध करवाने का कहीं नाम-ओ-निषान नहीं है। इस दुर्घटना में घर से लेकर बच्चों के स्कूल तबाह हो गये जिसका सबसे नकारात्मक प्रभाव बच्चों की शिक्षा पर पड़ रहा है। जहाँ एक और लोग आसरा पाने के लिये भटक रहे हैं वहीं विद्यार्थियों को भी अपनी पढ़ाई से हाथ धोना पड़ रहा है।

ऐसी स्थिति में उनके आने वाले भविष्य पर इसका क्या असर दिखेगा इसका अनुमान लगाना मुष्किल नहीं है। राज्य सरकार जहाँ केन्द्र से उम्मीद लगाये बैठी है कि कब फण्ड पारित होगा और काम शुरू हो वहीं केन्द्र सरकार अपनी सत्ता बचाने के लिये जद्योजहद में लगी है।

समय की मार झेल रहे लोगों की रातें अभी भी राहत षिविरों में ही गुजर रही है, ऐसे में शिक्षा की और सरकार का ध्यान जाये यह तो बहुत दूर की बात है।

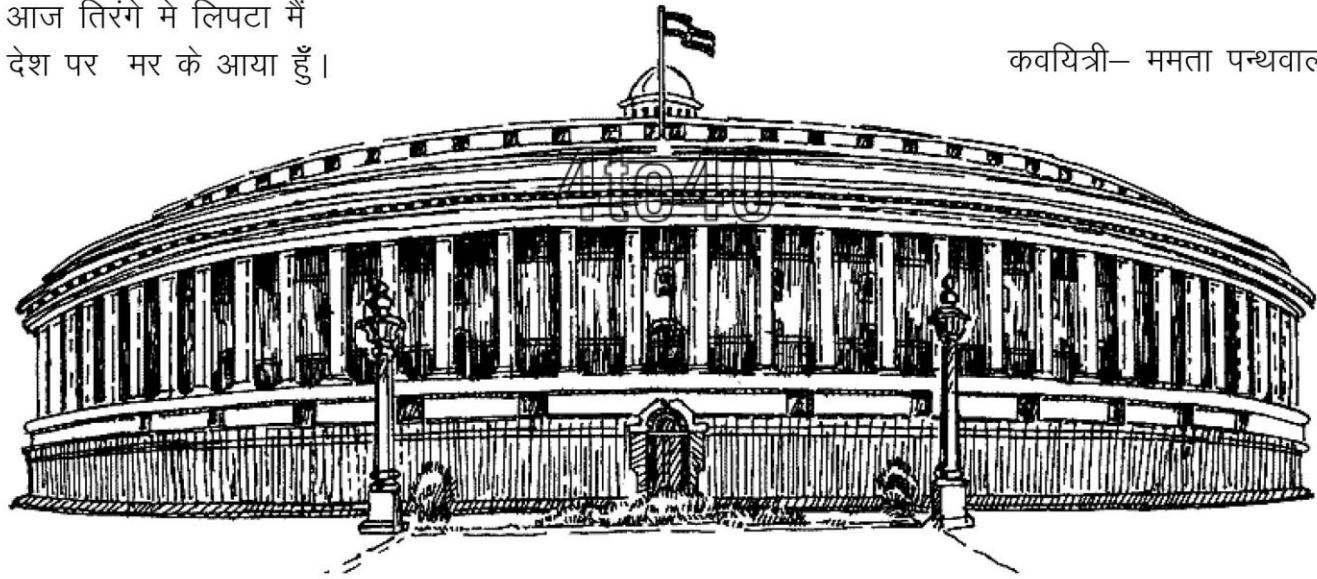
आपदा ग्रसित क्षेत्र में 150 स्कूल और कॉलेज थे जो पूरी तरह से विध्वंस हो चुके हैं हालाँकि इनके पुर्ननिर्माण के लिये राज्य के शिक्षामंत्री श्री मन्त्री प्रसाद नैथानी ने 15 करोड़ धनराशि की माँग केन्द्र सरकार से की है इसके अतिरिक्त स्कूलों में अन्य सुविधाएँ उपलब्ध कराने के लिए भी उन्होंने 39.94 करोड़ रुपये की माँग की है। परन्तु इस विषय में कुछ कहा नहीं जा सकता कि शिक्षा का स्तर इस वर्ष उठ पायेगा क्योंकि केन्द्र अभी आषासन दे रहा है। ऐंसें हालातों को देखते हुए यही कहा जा सकता है कि केदारघाटी की शिक्षा का भविष्य अब वक्त के हाथों में है, देखना यह है कि भविष्य इसे उजाले की और बढ़ायेगा या अन्धकार में ढकेलेगा।

ममता पन्थवाल

## खेल ना खेलो सत्ता का

मंत्री जी के निवास पर जाने क्या संयोग हुआ मंत्री जी का व्यस्त षिड्यूल तभी पीए महोदय का प्रवेश हुआ मंत्री के कान में पी ए फुसफुसाया पास के गाँव में एक से. निक का शव है आया मंत्री जी ने आदेश दिया गाँव की तरफ गाडी का रुख मोडा जाए ताकि हम से पहले कोई अन्य पार्टी का नेता ना पहुँच जाये देखा तो वहाँ नेताओं में होड सी लगी थी श्रद्धाजंलि देने की बारी कब आये इस बात पर निगाह टिकी थी वैसे मुर्दे बोला नहीं करते पर अगर ऐसा होता तो एक शहीद की अर्थी उन नेताओं से क्या कहती	मुझ पर खेल ना खेलो सत्ता का आज तिरंगे मे लिपटा मैं देश पर मर के आया हूँ कुछतुम क्या जानो देश प्रेम और देश की इस आजादी को बाँह खुली हैं बन्द हैं आँखें खामोश होठों से फरियाद ये लाया हूँ मुझ पर खेल ना खेलो सत्ता का आज तिरंगे मे लिपटा मैं देश पर मर के आया हूँ।	पलभर की देरी फिर अग्नि मुझको मिल जायेगी बीवी का सिन्दूर ममता माँ की जल जायेगी एक पल आँखें बन्द करो देश को फिर से याद करो मुझ पर खेल ना खेलो सत्ता का आज तिरंगे मे लिपटा मैं देश पर मर के आया हूँ।	स्मरण करो उन शहीदों को जन्होने आजादी दिलाई थी उन्होने भी देश के लिये अपनी जान गवाई थी सपना देखा था राम राज्य का उस का अब तो ध्यान करना मुझ पर खेल ना खेलो सत्ता का आज तिरंगे मे लिपटा मैं देश पर मर के आया हूँ।	सुन सको तो सुन लेना बन्द धडकन की इस थी आवाज को अब तो बुझा दो तुम भ्रष्टाचार की इस आग को जल रहा ये गुजारिश करके देश को फिर से आबाद करना मुझ पर खेल ना खेलो सत्ता का आज तिरंगे मे लिपटा मैं देश पर मर के आया हूँ।
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कवयित्री- ममता पन्थवाल



# Entering the college world

by Sanjog Walia

I've learned one thing and that is to stop worrying about stupid things. Three months ago when I entered Doon Business School various thoughts were there in my mind that how it feels like to be in college and what will be my future in three years.

When I look back now, DBS was the right choice because I have learnt the meaning of "Life" here. I am friends with Raunak who motivates me and boosts my self confidence. I participated in various shows like talent hunt, singing competition and other programmes which are essentially important for a person to develop some skills which would help in the long run.

A student of mass communication requires many skills in different fields like photography, anchoring, production work and many other activities which help a student in his all-round development.

We made an ad film on facebook addiction which is my first step in the field of production.

For the first time in my life I visited a printing press- Dainik Jagran. I learnt many things which are of interest to a mass communication student. This visit has made a special place in my mind. I saw the whole process of how a paper is printed.

These three months have taught me that working hard and being passionate is the only so called FUNDA of life to achieve our goals, taking admission in DBS was a right choice for me and I hope that my stay here would be a learning experience for me.

# Farewell to the legend of cricket



Sachin Tendulkar or Sachin Ramesh Tendulkar an Indian Cricketer also known as the "God of Cricket" was born on 24th April 1973. Sachin is widely acknowledged as the greatest batsman of his generation. Sachin Tendulkar took retirement from the ODI's in 2012 and played his last ODI against Pakistan on 18th March 2012 and now he is also retiring from the Test Cricket after playing his 200th Test match against West Indies at the Wankhede Stadium, Mumbai. Sachin Tendulkar played his first test match against Pakistan on 15th November 1989 at the age of sixteen and his first ODI against Pakistan on 18th December 1989.

Sachin Tendulkar is the first active player who was made the member of the Rajya Sabha. He is the richest cricketer in India and the only cricketer who has made 34000 runs in International Cricket. Sachin scored 100 International centuries and the first cricketer to score 200 runs in an ODI match which was against South Africa.

	TEST	ODI
Matches	199	463
Runs Scored	15,847	18,426
Average	53.71	44.83
100's/50's	51/67	49/96
High Score	248*	200*

He announced his IPL retirement when Mumbai Indians won the IPL 2013.



by Vibhuti Thakkar

Addiction is the continued repetition of a behavior despite destructive sequel. People with an addiction do not have control over what they are doing, taking or using. Their addiction may reach a point at which it has adverse effect on the body. Addiction can include drugs, food, sex, alcohols and others. It is not physical things but may include abstract things as gambling.

An estimated 7.5 crore Indians are drug addicts and the number is going up significantly. About 63.6% of drug addicts were introduced to drugs at the age of 12 to 25 years. So many causes are there to become addicted to a drug as psychological problem, such as depression, peer pressure, anxiety and loneliness, amongst others.

Dependence of drugs can create a number of life changing complications. They can include short and long term mental and physical health problems. Taking high doses or combining them with other drugs or alcohol can be particularly risky.

If you are addicted to a drug, you are more likely to drive unsafely. Behavioral changes may cause marital or family strife. Spending money to support your other needs could put you into illegal or unethical behavior.

"Drugs addiction is not a choice of lifestyle, It is disorder of the brain and we need to recognize that."

# STUDENT

I remember the first day when I crossed the gates of DBS; these were mixed emotions of apprehension and hope and zillion butterflies in my stomach. There was no known face, no friends and smile seemed voluntary. However over the past four months the apprehension has converted into hope, the smiles have become involuntary and life yet another pleasant chapter in my journal.

-Bidisha Paul  
MBA 1st year

A very good learning experience where in we got loads to learn fun did not lack behind.

DBS rocks

-Sankalp Singh  
MBA ++

Coming to DBS was a great decision .I look after my under graduation. So for the college's ambience, people, faculties and the curriculum has been really great

-Nidha Khan  
MBA ++

DBS has so far been successful in teaching me the real meaning of education. I feel grateful to the faculty and the management for the same.

-Ravi Muchhal  
PGDM

A very student friendly environment with a lot of challenges to take up. Good industrial real time exposure creating awareness for current requirements of manager

-Venkatesh  
MBA

# SHE!

by Vishesh Tiwari

She often wanders through the wilderness of my heart, She has lightened the places those were cold and dark.

She's magic, a mystery, a secret so untold, She's a thought, a memory that will forever rest in my soul.

She's alive, she ....., She breathes within me, She laughs, She cries, She sleeps in me.

She sings melodies, so ancient, so pure, so old she showers her affection to heal my wounded soul.



## Fresher's Party

THE GLITTERING FRESHER'S STAGE

by Preeti Gaur

Our freshers party was held on August 31, 2013. The dress code for freshers was western wear. Seniors graced the party by wearing traditional wear. The program started with the introduction of the juniors and was followed by a group dance. Later various dance and singing performances were put up by the freshers. To add to the fun, juniors and seniors were coupled together for a balloon dance. The announcement of the names of Mr. and Ms. Fresher was breathtaking. Vishesh and Divya deserved the accolades they were honoured with, as they gave truly enthralling performances.

After the celebration ended we were offered some refreshments. We enjoyed a lot that evening and are thankful to our seniors who made it happen.



Students who donated blood at DBS Blood CAMP 2013



## DBS Blood Donation Camp 2013

by Hare Ram Patel

Doon Business School in collaboration with IMA Blood Bank organized a blood donation camp on September 5, 2013 in the college campus.

Many students and faculty members donated their blood for a noble cause. Every year our nation requires about 4 crore units of blood out of which only 40 lakh units are available. Donating one's blood is a safe process and a medical checkup is conducted before letting a person donate blood which ensures that the person is healthy and it is safe for him to donate blood.

There is a constant need for regular blood supply because blood can only be stored for a limited period of time. Regular blood donation by sufficient number of people is needed to ensure that safe blood is available for the needy at any given time.

Blood is the most precious gift one can donate as it saves many lives. A decision to donate blood can save a life and sometimes many as it can be divided in several components like red blood cell, platelets, plasma etc. which can be used individually for patients with specific requirements. Around 100 units of blood was collected in the camp.

Mohit Agarwal, Chairman of Doon Business School who has always been an inspiration for everybody at any point of time believes that blood donation is one of the biggest charities. He added that this act of kindness not only helps in serving the society but also saves the lives of people.



Students Participating at Dusshera celebration

## A visit to the Dainik Jagran Printing Press



by Viabhavi Tiwari

On October 26th 2013, the students of the mass communication department got a chance to visit the Dainik Jagran printing press at Selaqui. They were accompanied by the respective teachers.

With a readership of 16.429 million readers, Dainik Jagran is the number one newspaper around the globe, according to IRS 0222002. It was jointly founded by Shri Puranchandra Gupta and Shri Gurudev Gupta in Jhansi. Later the headquarter was shifted to Kanpur.

It was in the CPT room i.e. the control room that we got to know about the aluminium plates that are used to make the negatives of the newspapers. Before a newspaper is printed, the matter is engraved on the plates that is four coloured- CMYK. We were told that over 6000 plates are consumed in a month that are put to waste after the use and handed over for recycling by counts. The maximum temperature of the machine that costs over Rs.80 crore, should not exceed 23 degree Celsius and the humidity being 40 degrees. We were exposed to the machines that were well equipped to deal with these plates, treat them with chemical and then forward it for the printing purpose.

It is then put into roles and printed. The paper used is brought from Rajasthan and Meerut. The first and the last page is exported from Russia in sealed tanks. The paper is then processed through the machines, that contain ink of four colours. The processing is done and the bundles of newspapers are collected manually.

It was a learning experience wherein we could get idea as to how the newspaper which is delivered to our houses every morning is printed, covering every news upto 3 a.m. and then distributed by the hawkers.

## 2013 RAVAN Effigy

WINNING OVER THE EVILS

by Shreya Tiwari

Every year in the month of October the Hindu's celebrate Dusshera. Every year it is celebrated with great enthusiasm in the campus of DBS. This time, management of DBS decided to do something new. They decided to organize a proper traditional Ravan Dahan by burning the Rawan effigy. There were three teams participating for the competition which were BBA, BAMC and BCA. As the idea struck, excitement level peaked and the teams set off to work. The competition took place for around four hours and the excitement could be seen all over the field. After all the teams completed their work, it was then time to declare the results. BBA group who made the effigy of Kumbhakaran won the competition. Ba Mass Communication group made the effigy of Meghnath and stood second and BCA group though made the effigy of Ravan stood third. After the results were declared the main event took place i.e. Ravan Dahan. All the teams got ready with their effigies and lit them up. The crackers went up coloring the sky in hybrid hues. It was good to see the evil burn down to the ground!

All that was left in the end was ashes and debris and the good prevailed over the evil once again like it always has.



The quiz competition, held at the survey of india's auditorium saw participation of almost 60 schools and around 7000 enthusiastic participants.

## BIZ QUIZ 2013

The innovative minds at work

The inaugural ceremony started with Mr. S.K Agrawal (Founder-Doon business school) lighting the lamp and honourable chairman (DBS) Mr. Mohit Aggrawal welcoming the guests.

After the first round of the quiz top three schools were selected for the final round of the competition. The honourable chairman of Doon business school Mr. Mohit Aggrawal welcomed the chief guest Mrs. Satyadevi ji (Secretary -S.K educational trust) and presented her flowers.

The winners for the quiz competition 2013 were DPS Haridwar, Doon international school Dehradun stood second, and Kendriya Vidyalay Uppercamp stood third. The winners were rewarded with

trophies, cash prizes and certificates.

The Chief guest appreciated the participants and the organisers of the quiz and even encouraged the students to work hard in the future and to keep on participating to polish themselves and to work for the welfare of our nation.

Dr. Monika Suri, Mr. Navjyoti Singh Negi, Prof. Lalit Kumar and Mr. Naveen Bharadwaj were the representatives from the college

Report by-  
Ankit Kala  
(BAMC 2nd year)  
Translation by:-  
Vishesh Tiwari

## INFERNO book review by Kriti

In his international block-busters The Da Vinci code, Angels & Demons and The Lost Symbol, Dan Brown masterfully fused history, art codes and symbols. On this riveting new thriller, Brown returns to his element and has crafted his highest –stakes novel to date.

In the heart of Italy, Harvard professor of symbology Robert Langdon, into a horroving world created one of the history’s most enduring and mysterious. Dante’s inferno. Florance came to life as seen through the eyes of the artist who preserved it’s history sculpture mosaics, mural and master pieces.

Against this backdrop, Langdon battles a chilling adversary and grapple with an ingenious riddle that pulls him into a landscape of classic art, secret passage ways and futuristic science. He teams up with an attractive, smart and capable foreign woman who helps fill in the gaps, and challenges him and the two bond to undergo a hair raising adventure to save the world. Drawing information from Dante’s darkest epic poem Langdon races to find answers and decides whom to trust before the world is irrevocably altered.

If there is something I have to criticise , it would be that Brown has put some much details in the book that it almost turns into a tourist guide, and not only that in addition to the medieval theme its about biology, there are sci-fi elements and the idea of the new world order. Trying a bit too hard here is exciting, I think, and eventually landing on the slightly absurd side. But we shouldn’t think too much of it, there are other writers for that.

Personally, I had a great time learning about viruses and checking out on Wikipedia for the beautiful mention of the book. It even adds a futuristic achievement to the field of science and that leaves u guessing page by page and then leaves you thinking about mankinds future.

## DARLING

Darling Doon...  
Why did you let me live  
So peacefully  
That my heart pounces out  
When it comes to leaving!  
The bed of vallies  
The current of the flow  
Had wrapped me elegantly-  
My soul was connected  
To the winters  
And the little droplets of the dew  
That sang the lullabies to me.  
Dancing gracefully on the  
crowdy Streets  
My mind was so free.  
I moved to you  
You hugged me back  
And the rhythm of the thunder  
followed  
The peaks bent to kiss  
My forehead  
The trees clad my body hard  
Merry did the greenry effect!

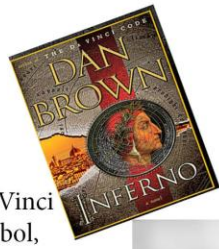
**D  
O  
O  
N**

by Ananya Pathak

I loved, I hated  
I cried, I wept  
But all in you was I lost  
The high’s, the low’s  
My life greeted  
The glimpse of sun-took them  
away.  
The mother in you made me  
walk  
Down the streets to you  
Here I lived the very way  
I had seen living a very few.



And then had I to move away  
Fareforward sailor-  
Its time for the hands to unfold  
The wraps to end and to  
Move out of the cocoon.  
The womb is over  
Life begins  
A final goodbye- Darling  
Doon.



## Photo Competition Held on WORLD PHOTOGRAPHY DAY



## WHY NOT IN

### HINDI? by Ananya Pathak

I sat there shuffling through the collection of Justin when a timid boy stood there holding out a piece of paper.

‘Help me out making a paper boat’

‘Sure’ I offered my help.

With that innocent smile he paid me a sweet thank you turned to move off. But all of sudden he turned and said ‘Wear a shirt with an Indian flag tomorrow’.

A little shocked I peeped down on my blue shirt with an American flag neatly printed on it.

Did he just say that? I was late again. He was out of sight.

I sat there-Dumb!

I immediately rushed to my almirah just to notice a few more pretty dresses with flag but none of India. I dug deeper to find my class 8th geometry box ‘Made in China’. Second later I caught hold of a Hanker chief but alas!

Not the Indian flag again. Where was India? Just in my dreams?

Or was it that I had bought an Indian flag only on Republic Day or Independence Day in my primary school?

Wasn’t Indian flag worth buying?

Wasn’t I shuffling through a collection of Justin?

Why couldn’t it be of Indian music?

Was I ashamed of being an Indian?

Died that small Kid just Teach me a lesson?

In deed he did! The Best of all.

And as I write, I think, why is this in English? Why not in Hindi?

