

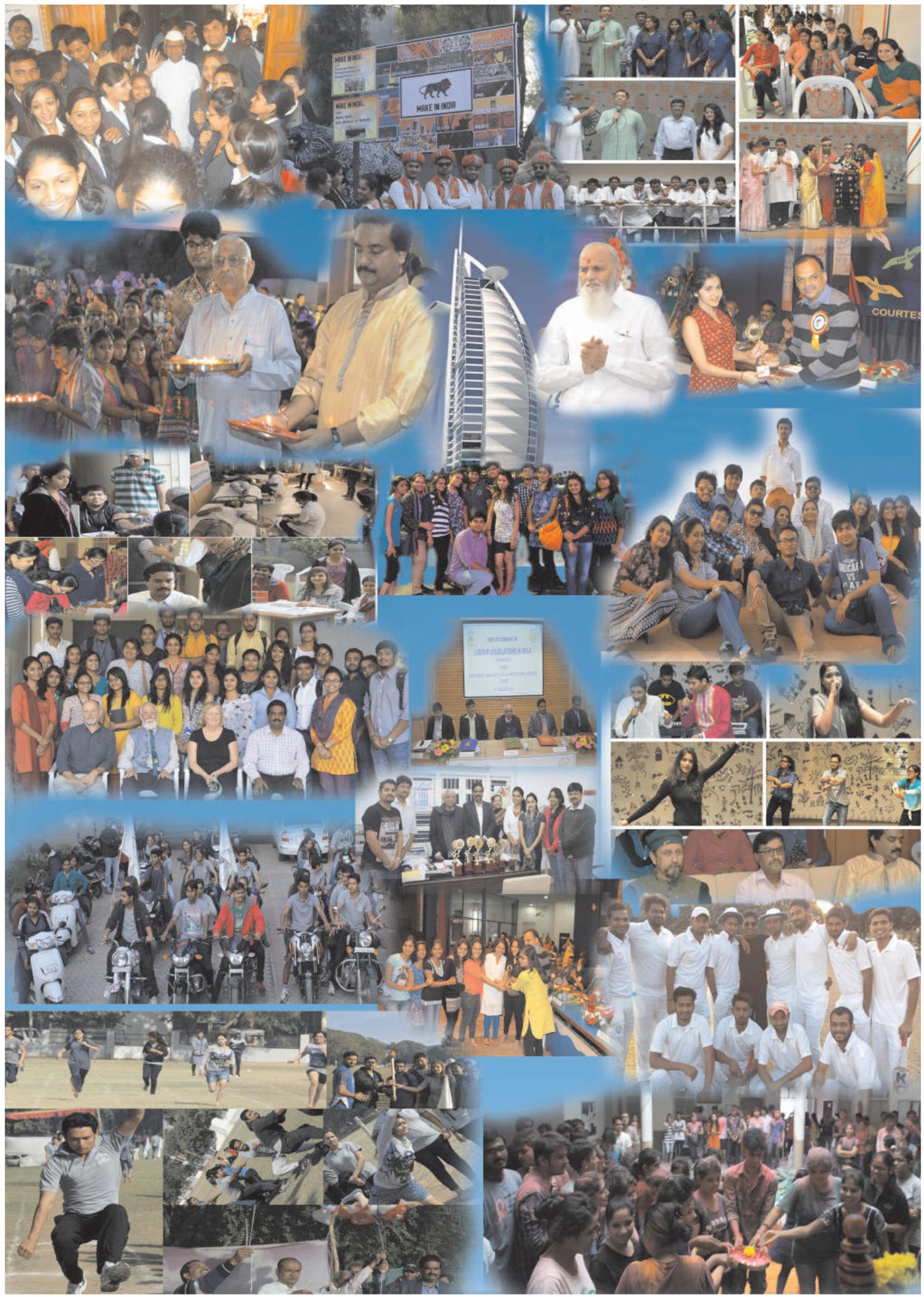


Charutar Vidya Mandal's  
**ILSASS**

*"Win the World with Wisdom"*

*Confluence*  
*2015*

*The Cradle of Creativity...*



# **Confluence**

## **2015**

### **The Cradle of Creativity**

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# **The Cradle of Creativity**

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## EDITORIAL

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Creativity calls for courage.  
The courage to dream bigger dreams  
The courage to form unconventional opinions  
The courage to stand up for those dreams and opinions  
And foremost comes, the courage to express freely and passionately.

This is the kind of courage Confluence2015 aspire to bring forward and inspire in all its readers. “Cradle of Creativity” is perhaps the most accurate subtitle for this magazine because it houses and nourishes a diversity of artistic expression and emotion. With its roots firmly grounded in the traditional values of teaching, ILSASS is a tree with a multitude of branches stretching out in different directions, all aiming to touch the horizon and beyond. At one end there are future social workers and HR managers who are training intensely for the upliftment of the society and on the other side, there are artists indulging into a wide variety of creative pursuits – from textual, visual to performing arts. And in between, blossoms a vibrant mix of intellectual prowess in the humanities and social sciences.

The fourth consecutive issue of Confluence has been composed and compiled in the spirit of creativity and courage. Everywhere around us, we have witnessed some radical changes taking place in almost all aspects of our lifestyle. Innovative approaches are being adopted by pioneers in all walks of our society to bring about revolutionary change – women empowerment, Swachh Bharat Abhiyaan, Mangalaayan, Make In India – these are just the first footsteps in the long road of sustainable progress. In the spirit of this courageous creativity that we experience all around us,

Confluence 2015 brings to its readers an assortment of poems, stories, articles, caricatures and compositions. The entire college – teaching faculty and students – have led to the creation of this unique magazine, which in its truest sense is the place for creativity to thrive and as appropriate mouth-piece for our institute.

We have learnt a lot from our previous editions and editorial teams. The last four years have taught us a plethora of technicalities regarding creating and publishing a magazine, besides all the exposure we got from this inspiring creation. Now, this year we have an amazing new batch of contributors with stunning new ideas and presentations. As the editorial team, we are extremely proud to present Confluence 2015, The Cradle of Creativity. It is our heartfelt gratitude for a college which has provided unlimited opportunities for young explorers.

**Disclaimer:** The Writer/Contributors are solely responsible for the views, data, analysis, conclusions and criticism expressed by him/her in their respective articles, research paper, poem and essay. The authenticity does not vouch for any articles. In no event can be college authority, editors, publishers of this magazine be held responsible/liable in any matter whatsoever for any claims of damages done through this magazine. Also, the pictures, illustrations, caricatures, cartoons, and graphics in this magazine are for representational purpose only.

# Contents

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1. THE RISE OF AN ANARCHIST	11
2. IMPORTANCE AND NECESSITY OF WEB MINING AND ITS USAGES	12
3. FRANCIS BACON ON HUMAN LIFE	14
4. SENSITIVITY, SENSIBILITY AND USING LAW TO BULLY SATIRE	16
5. HYPOCRATIC OATHS EVERYONE SHOULD TAKE	18
6. VIRTUAL REALITY	19
7. FIELD WORK? THE MILLION \$ QUESTION	20
8. ONLY FOR THE NATION	22
9. WHERE RAINBOWS END	23
10. PARENTS	23
11. ENGLISH: AN UNAVOIDABLE PATH FOR SUCCESS	24
12. IDENTITY	25
13. THE PSYCHOLOGY OF SPORT	26
14. A THING OF BEAUTY	27
15. INDIA IN MIDST OF SOCIAL AND CULTURAL CRISIS	28
16. TXTNG	29
17. HUMANS OF VALLABH VIDYANAGAR	31
18. INDIAN AUTOMOBILES INDUSTRY: UPS AND DOWN	32
19. INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTS): A BACK BONE OF SOCIAL WORK DISCIPLINE.	36
20. તત્વનીષ્ઠા તથા અપ્તવાક્ય	38
21. SHRI PRAKASH PAREKH'S VIEWS ON GLOBALIZING GUJARATI MEDIA	39
22. A STUDY ON ABSENTEEISM IN PRIVATE MANUFACTURING INDUSTRY	41
23. 'J' CURVE	43
24. INDIA RISING AS A GLOBAL POWER	44
25. CONFLUENCING SOCIAL WORK AND RESEARCH	45
26. INITIATIVES FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURS	47

# The Editors' Corner



Dr Sunny Thomas



Madhav Astik



Shabnam Lohani



Arpan Raval



Hina Dobariya



Hirva Dutta



Swapnil Thakre



Chandani Sharma



Tanvi Singh



Toral Tangal



Prerna Somani



Shrusti Shah



## Message from the Honourable Chairman

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I am pleased to note that Institute of Language Studies and Applied Social Sciences has taken the initiative to bring out the third volume of the college magazine 'Confluence 2015: The Cradle of Creativity'.

A college magazine is an excellent platform for providing creative expression to students studying in the Institute. An excellent mouthpiece for the college, it brings out the highlights of the college and its achievements in the ongoing academic year. It is a noble venture because it instills in students the art of creative writing and originates graphic designing ideas. I wish to congratulate the Principal and the editorial team for their painstaking efforts to bring out the fourth volume on the sixth ongoing year of the inception of the Institute. Confluence 2012, in its maiden year, stood out in its outlook, and the editorial of the last year's magazine have outdone themselves with 'Confluence 2015: The Cradle of Creativity'. I am certain that this year's endeavors will bear sweet fruits.

I hope that the tradition continues and every year the Institute brings out a new edition of this magazine. I hope that the content in the magazine is informative and that it enriches its readers, besides being intellectually satisfying. Once again, I would like to wish the editorial team and the Institution all the very best.

**C. L. Patel**  
**Chairman,**  
**Charutar Vidya Mandal**



## Message from the Honourary Secretary

---

It gives me immense pleasure to send across my heartfelt blessings to the entire team of Institute of Language Studies and Applied Social Sciences for its outstanding academic as well as co-academic progress within the short span of its establishment. ILSASS has truly created a niche for itself, not just in Anand and Vallabh Vidyanagar, but across the state of Gujarat. The expansion and recognition, not only within the campus but also beyond it, signifies the extraordinary commitment of the entire team, faculty and students combined.

I am equally happy that the Institute has introduced its Annual Magazine, again this year as, Confluence 2015, as a wonderful documentation of the academic as well as creative inputs of the students and faculty of the Institute. I had earlier expressed my hope that this endeavor should be a regular practice, and I am very happy to know that this is the fourth edition of the magazine. May this endeavor continue for a long.

I wish everyone good luck for future.

**S. M. Patel**  
**Hon. Secretary,**  
**Charutar Vidya Mandal**



## Message from the Principal

---

*“Everybody born comes from the Creator trailing wisps of glory. We come from the Creator with creativity. I think that each one of us is born with creativity.” - Maya Angelou*

Being the Principal of the College, it becomes my duty to elevate and uplift the enthusiasm of the students. One such innovative step by the students is to bring out the yearly magazine, yet another milestone.

It's a part of the promising institute to provide excellent academic environment, to broaden the horizons and thereby nourish and nurture the students. Apart from imbibing tradition and rich values in students, the college also is involved in enhancing the creativity of students. ILSASS has witnessed a beehive of activities throughout the academic year. It has been our endeavor to cultivate, cherish and nourish the creative energy of our students. This institute has played a cascading role in the career and personality of innumerable students who have brought laurels to the college, state and country alike.

I am confident that Volume- IV of 'Confluence' will send a positive signal to the staff members, students and the persons who are interested in the educational and literary activities. Just like literature is the mirror of the society, a college magazine is like a mirror which reflects the clear picture of all sorts of activities undertaken by the institution.

I, from the bottom of my heart, would like to thank Chairman, Charutar Vidya Mandal, Dr. C. L. Patel and Honourary Secretary, Principal S. M. Patel sir for mentoring and giving us permission to give a shape to our dreams.

I congratulate the Editorial Board of the magazine, who has played a wonderful role in accomplishing the task in record time.

**Sunny Thomas**



## Vice President's Message

---

I'm a lover of my own liberty, and so I would do nothing to restrict yours. I simply want to please my own conscience, which is God.

*Mahatma Gandhi, Young India (21 January 1927)*

At the time when the Indian society is in the process of metamorphosing into a more liberalized nation, when the realization for the importance of gender parity, political awareness and social enlightenment are getting more deeply ingrained in the conscience of today's youth, ILSASS is in the forefront, silently leading this change. The institute helps in nurturing the potential, awakening intellectual curiosity to blossom the personality with vital attributes of leadership, management, aptitude for innovation and organization.

The Institute remains alive throughout the year with a *mélange* of events. New milestones are broken; students win various awards and scholarships, get placed in the good companies, and get selected in prestigious post-graduate schools, in India and abroad.

To acknowledge and encourage this unwavering spirit of all the members of this institution, we gladly bring forth yet another issue of our yearly magazine, '**Confluence: A cradle of Creativity**'. Campus magazines is important not just for capturing the currents and moods of the time, but also because it is an archive we can visit later to view ourselves from the distance that the years will bring. This issue offers a comprehensive visual insight onto all the activities, including showcasing the creative talents of ILSASSians through poems, research articles, stories, caricatures and compositions. I am sure the readers would find it not only informative, but also inspiring.

I sincerely thank the editorial team for their diligent efforts in bringing out this issue. This magazine would not have been completed without the valuable guidance and constant encouragement of our Principal, Dr.Sunny Thomas. On behalf of the Student's Council, I wish you all happy reading and a successful year ahead.

**Dr. Sanjay Kachot**  
Vice President  
Students' Council



## Message from General Secretary

---

In its sixth year, the Institute of Language Studies and Applied Social Sciences (ILSASS) continues to achieve robust heights of glory due to the diligent efforts of its students. The Confluence magazine, that started as an experimental college magazine has now taken shape as a cherished tradition in our college. Since the beginning of our tenure as the Student Council – we realized that the path of doing something good is not a bed of roses. However the Confluence team and students have displayed mesmerizing enthusiasm and splendid devotion that has become the fuel for the magazine's success. I congratulate the entire team as well as the associated professors for working tremendously hard for the fourth consecutive edition of Confluence.

I congratulate Principal Dr. Sunny Thomas and thank him for his constant support and insight. I congratulate the team for developing a creative mouth-piece for the students to showcase their talents and indigenously present their ideas and feelings.

Lastly, a message to my fellow students - “Dare to think the unimaginable, imagine the unthinkable, dream of that which will never happen, yet continue to aspire and to test the limits of your very being and those around you.”

**-Jayveersinh Matieda  
General Secretary, ILSASS**

## THE RISE OF AN ANARCHIST

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The election to the Delhi assembly undoubtedly goes in the annals of history as a watershed election. It was a contest between David and Goliath. Here David is Arvind Kejriwal and Goliath is Narendra Modi our honorable Prime Minister. At the disposal of Bharatiya Janata Party there were legions of foot soldiers, commanders and generals to fight the election. There was money, manpower material power, media domination and muscle power at the disposal of the Ruling Party. All the siblings in the Sangh Pariwar extended their whole hearted support. More than twenty central ministers, nearly 170 members of parliament, Chief Ministers of various states and office bearers fanned out in the length and breadth of Delhi. The Prime minister himself got directly involved in the election by addressing a number of public meetings. The tempo was going in favor of BJP. To add more impetus they have declared Kiran Bedi as the Chief ministerial candidate.

On the other spectrum we had the Aam Admi Party led by Mr. Arvind Kejriwal. The AAP had least amount of election fund, hardly any experience in the electoral battles, weakened by the debilitating blow received by the Loksabha elections, and lack of credibility suffered due to premature resignation after 49 days of governance. The campaign trail was blazed by motley crowd of volunteers drawn from various parts of the country. AAP could not win a single seat in Delhi during loksabha and political pundits have written the political obituary of AAP. However, AAP took an unconventional route in this election by not attacking the political opponents and concentrating on localized meetings and positive campaign.

Initially Kejriwal received support from the poor and the lower class. Later on the middle class and the minorities pitched in due to the disappearance of Indian National Congress Party from the election scene. In the course of the election campaign it became clear that there is a direct contest between AAP and the BJP and Congress party being relegated to third position. Opinion polls have predicted clear victory for the BJP. By the time exit polls were out it was AAP and when the final results were announced it was clear sweep for the AAP. The party won 53% vote share and 96% seats. BJP could rustle up only 3 seats and the congress failed to open its account. People of all casts and creed income group opted for a fledgling political party with alacrity. Many people hail the verdict as victory for democracy. I personally feel that Indians are by nature look for alternatives and make mature choice while electing new government. Honestly speaking AAP does not represent any particular ideology. They believe in ANARCHY. Is anarchy bad for the polity? A political scientist would say that Anarchy is a political acronym for creative political thinking. It is not lawlessness as misunderstood by political opponents of AAP.

Are we Indians Anarchists?? The answer is yes! We do not subscribe to political stagnation and status quo. This was seen in the modern history of India. Indira Gandhi was defeated. Rajiv Gandhi was defeated. Manmohan Singh was defeated. The left front in west Bengal was defeated. Therefore, in Indian politics the unchanging factor is change.

**Dr. Sunny Thomas**  
**Principal, ILSASS**

# IMPORTANCE AND NECESSITY OF WEB MINING AND ITS USAGES

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Hi! What is your name? Where are you staying? Where are you working? These questions may have wrong answers. But if that person is having some data on the Internet then he or she will be caught by searching for his or her details. This is called “**Web data mining**”.

There are three major types of the web mining i.e., content (data) mining, usage mining and structure mining. In today’s world where everything is moving on a really fast pace and businesses are growing worldwide with a very large internet marketing potential and new businesses starting out each and every day, one needs to know each and everything about internet marketing and should give a thorough study to the market. This study not only needs to be explanatory but also needs to be equipped with more and more statistical data which may help the person to know the market better in a qualitative as well as quantitative way. For this purpose, web data mining is a very important tool.

The World Wide Web has a lot of information and continues to increase in size and complexity. It is a very herculean task to search for relevant information from huge amount of data. The data used for web content mining includes both textual and graphical data. Content mining is divided into two parts i.e., webpage content mining and search result mining. In webpage content mining, web is searched via content. When you search any specific key word or any web page, a number of links or results are displayed. But all the data which is displayed on the web is not relevant. So, efficient and effective retrieval of required data on the Web is becoming a challenge. The user issues the query terms (keywords) to a search engine and the search engine returns a set of pages that may be related to the query topics or terms. For a page, if the user wants to search the relevant pages further, he/she would prefer those relevant pages to be at hand. Here, a relevant Web page is the one that addresses the same topic as the original page, but is not necessarily semantically identical. On web, data is updated every second so it is not necessary that a data or the web page that is retrieved by the user will be retrieved another time in the same structure or order. The relevant data can be retrieved by some specific techniques.

## **Web Content Mining:**

Web content mining is the process of extracting useful information from the contents of web documents. Content data is the collection of facts that a web page is designed to contain. It may consist of text, images, audios, videos, or structured records such as lists and tables. Application of text mining to web content has been widely researched. Issues addressed in text mining include topic discovery and tracking, extracting association patterns, clustering of web documents and classification of web pages. Research activities on this topic have drawn heavily on techniques developed in other disciplines such as Information Retrieval (IR) and Natural Language Processing (NLP). While there exists a significant body of work in extracting knowledge from images in the field of image processing and computer vision, the application of these techniques to web content mining has been limited.

## Web Structure Mining:

The structure of a typical web graph consists of web pages as nodes, and hyperlinks as edges connecting the related pages. Web structure mining is the process of discovering structure information from the web. This can be further divided into two kinds based on the kind of structure information used.

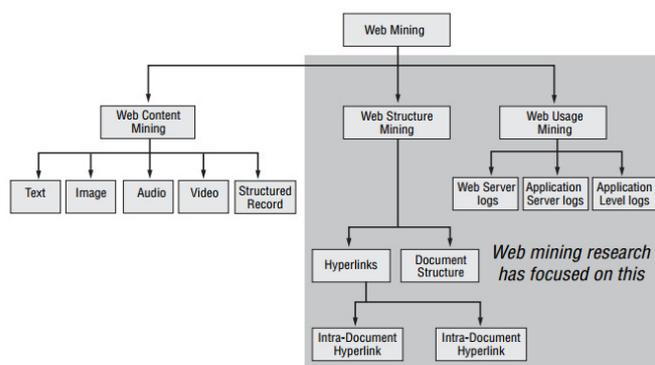
**Hyperlinks:** A hyperlink is a structural unit that connects a location in a web page to a different location, either within the same web page or on a different web page. A hyperlink that connects to a different part of the same page is called an intra-document hyperlink and a hyperlink that connects two different pages is called an inter-document hyperlink. There has been a significant body of work on hyperlink analysis.

**Document Structure:** In addition, the content within a Web page can also be organized in a tree structured format depending upon the various HTML and XML tags within the page. Mining efforts here have focused on automatic extraction of document object model (DOM) structures out of documents.

## Web Usage Mining:

Web usage mining is the application of data mining techniques meant to discover interesting usage patterns from web usage data in order to understand and better serve the needs of web-based applications. Usage data captures the identity or origin of web users along with their browsing behavior at a web site. Web usage mining itself can be classified further depending on the kind of usage data considered: Web Server Data User logs are collected by the web server and typically include IP address, page reference and access time.

## Web mining Taxonomy



Application Server Data Commercial application servers such as Web logic 1, 2 Story Server, 3 have significant features to enable E-commerce applications to be built on top of them with little effort. A key feature is the ability to track various kinds of business events and log them in the application server logs. Application

Level Data New kinds of events can be defined in an application, and logging can be turned on for them — generating histories of these events. It must be noted, however, that many end applications require a combination of one or more of the techniques applied in the above the categories.

**Mr.Arpankumar G. Raval**  
**Lecturer, ILSASS**

## FRANCIS BACON ON HUMAN LIFE

---

Francis Bacon, an eminent figure in the history of English literature is known for his famous 'Essays' and other prose works namely *History of Great Britain*, *De Augmentis*, *New Atlantis*, *The Advancement of Learning*. He is not only known as an author but also as a philosopher, a moralist and a preacher who talks about important aspects of human life and human conduct. His works and especially his essays are related to public life, private life, human values and emotions. Being a keen observer he gives a generous point of view with his clever and witty judgement. His essays deal particularly with the ethical aspects of human life and matters that are related to state and government where human beings play a vital role. Therefore this paper attempts to highlight Francis Bacon's views on human life. To study his point of view four essays have been selected namely *Of Nature In Man*, *Of Friendship*, *Of Death* and *Of Goodness and Goodness of Nature*.

Firstly, highlighting the importance of friendship Francis Bacon presents that a man without a true friend is a man living in wilderness. Friendship plays an essential role in human life as it gives the sense of belonging to a person. It gives an outlet to a person to express his fears, happiness, sadness, joy etc. A true friend acts as a reliever who helps man to get relieved and thus calm down. A true friend not only acts as a healer but also makes man see the things through a clear picture and helps in understanding underlying aspects of a particular thing.

Secondly, Francis Bacon talks about the Goodness of nature to be an important part of human behaviour and life. Goodness as defined by Bacon is an inclination or desire to perform actions that leads to happiness not only of oneself but also others. Bacon here acts more like a preacher who preaches about having noble and good nature for the benefit of entire human existence. 'Feeling of Goodness' is the greatest virtue that brings man close towards God. One who is kind, compassionate, forgiving and benevolent always receives showers of blessing from God. A thorough understanding of human nature is seen when Bacon out of his experiences says that a man who has good nature showers happiness not only on the known but also the strangers. Goodness helps human beings relieve themselves from the suffering and thereby it creates a better world for humans to exist in. For Bacon 'goodness of nature' includes the virtue of charity also. Talking about 'charity' an important value in life of human he says that 'charity' is imbibed in a person who yearns to be good towards others. But it is worth observing that on one hand he believes that man should do as much charity as possible and on other hand he advises human beings not to do so much charity that they ruin themselves completely. Through the sane advice he gives, his wit, wisdom and practicality of life gets reflected. Generalizing about human nature he says:

"The lighter sort of malignity turneth but to a crossness, or forwardness, or aptness to oppose, or difficultness, or the like, but deeper sort of envy, and mere mischief" ( P: 94).

The ill will in human which is not so strong towards the other human leads man to oppose and to a extent be obstinate but strong ill will and hatred in human leads to jealousy, hostility and mischief that harms the human life. Keeping this in mind Francis Bacon advises the readers not to allow intense ill will enter their heart and mind as it brings sorrow and misery to fellow human beings.

Youth and old age are also an important part of human life. Talking about youth and old age Francis Bacon points out that many a times young people considers aged people to be useless and youth considers old people to be a burden. But Francis Bacon tries to show how both youth and

old age are equally important. He highlights both the merits and demerit of old age as well as youth. About youth he puts forwards that it is the stage where person possess vitality and vigour to carry out adventures in life and thereby take up new enterprises. It is a stage where person is more energetic, bold and ambitious. These qualities are not only good for individual but also the country as a whole as the country can benefit from the service of the youth. But this does not mean that people who are old are useless or of no importance. The experience and the element of maturity that is present in the old people are of great help. Old people possess wisdom and discernment that many a times in not found in youth. But old age people are more timid and reserved and are unwilling to take risks. Thus through the above mentioned points Francis Bacon puts forward that since youth and old age have both merits and demerits it is wrong on human part to wholly admire youth and wholly condemn old age. Bacon's distinctive style is seen in the essays when puts forwards facts and illustrations to put forth his point of view. In the essay 'Of Youth and Old Age' he refers to Julius Ceasar and Augustus Ceasar to support his ideas about the youth and old age.

Lastly talking about 'death', Francis Bacon believes that human's should not fear death. In fact death should be seen as an entry into the new life. It should be perceived as a natural end. Through the didactic essay 'On Death', Bacon like John Donne intends to drive out the fear of death from human lives. John Donne in his famous poem 'Death Be Not Proud' writes

“ One short sleep, we wake eternally,  
And death shall be no more.  
Death, thou shalt die”

Donne in his poem advices man not to fear death and in fact welcome death as it is gateway to another life. Francis Bacon also like John Donne asserts that death should be considered as a natural end of life. He concludes the essay by saying that death paves way for man to become famous because it is after death people value and appreciate the virtues and actions of person dead.

“Death has this also; that is openeth the gate to good fame, and extinguisheth envy”

Death puts an end to jealousy people have for the person dead. Thus death should be perceived as blessing and not dreadful or a punishment from God. It can be observed that the essays by Bacon and his thought about human life have a popular and universal appeal. There is nothing impossible or false about what he highlights in his essays. His thoughts are grounded to reality.

Stuffed with wit and wisdom, Bacon's essays are highly philosophical that philosophies about several aspects related to human life and existence. His essays give a direction to human beings as to how to live the life, how to become rich ethically and morally and how to be successful and reach elevated heights.

Thus Francis Bacon's essays have made a valuable contribution not only to the development of English prose but also to humanity through his thoughtful and clever expressions.

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**Shabnam Lohani**  
**Lecturer, ILSASS**

## SENSITIVITY, SENSIBILITY AND USING LAW TO BULLY SATIRE

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### **A culture that includes the right to offend the ‘other’ also need to understand the “other”**

Of the *Navrasas* (nine moods), *Hasya* (Humour) is considered the most difficult to master, especially when a person is catering not to a niche, but to larger audience. Here, let me take an example of Indian comedy collective AIB’s Knockout Roast. I did not take offence to the very act, which as a way of pushing the envelope in comedy in India, by introducing “insult hum our”. However, even within that, the jokes that stayed with me longer were the ones that were subtle, the ones that did not bank on expletives and gossip alone. In other words, the ones where some intelligent writing was involved. These were the ones which dependent on script more than tomfoolery. Actually, satire needs to be premised not only on just liberty but also equality and fraternity. A culture that includes that right to offend the ‘other’ also needs to understand the “other”. An equal opportunity offender can also be an equal opportunity aesthete. Hum our without context remains mere hot air. And satire without sensibility remains soliloquy, where the artist caters merely to an echo chamber. Did AIB Roast attempt to do that? Was its satire baked by some sensitivity? No, probably not.

That’s the reason why Dr.Sharmila Ghuge, a law teacher has joined the league of self-appointed censors after watching the controversial AIB Knockout Roast video. She has petitioned the Bombay High Court asking that YouTube videos be monitored for offensive content before they are uploaded. Her demand for a censored public sphere echoes Kamlesh Vaswani’s plea to the Supreme Court that intermediaries should be made to filter out all online pornography. These well-meaning citizens may wrench the online intermediary liability debate back by a decade.

The online intermediary liability debate in India began in 2004 when a sexually explicit video of two minors was sold on Baazee.com. This led to the arrest of Avnish Bajaj, CEO of the company that owned the website, triggering a conversation about the implications of bolding online platforms-intermediaries that enable circulation of other people’s information – responsible for user-generated content that they host.

Now, let me connect to the original issue that I raised here: The AIB Knockout video begins with a warning that it will be offensive. People with a predisposition towards being offended, like the laws teacher Dr.Sharmila Ghuge, could easily have avoided it. But Dr.Ghugue said her primary concern is that other people are watching this video.

Both Dr.Ghugue and Mr.Kamlesh Vaswani fret about the effects of speech on the youth of this country. Dr.Ghugue finds the language in the AIB video “unbearable for any cultured and reputed person of civilized background.” She worries about the effects of the roast on women and “gays” (term used in her petition) and wants the video banned so that the morality of society is affected adversely. Mr.Vaswani is concerned about the effects of pornography on

youth and advocates that immediate blocking of all obscene content based on a connection that he draws between obscene content and sexual violence.

Both need to ask themselves whether they can reasonably expect everyone in this diverse country to have consistent views about what is offensive or obscene. The universal human right to freedom of expression is not about the protection only of speech that is palatable to everyone. In fairness to Mr.Vaswani and Dr.Ghughe, it is not always clear whether certain kinds of controversial speech have constitutional protection or not. It can be difficult to decide whether a particular portrayal of religion in a film is deliberate and malicious act intended to outrage religious feelings, or whether a book meets the fairly ambiguous legal standard for obscenity under Indian penal code Forms of expression ranging from the film “The Da Vinci Code” to D.H. Lawrence’s “Lady Chatterley’s Lover “ and Shekhar Kapoor’s film “Bandit Queen” have been difficult to classify-It has taken judicial intervention to determine whether they may be regulated or whether they be shielded by the freedom of expression right in Article 19 of the Constitution of India. It is for our judiciary to make the final determination about whether speech is constitutionally protected or not. In Ranjit Udeshi v. State of Maharashtra, which dealt with questions of constitutional protection of allegedly obscene, speech, the Supreme Court suggested that the court must “apply itself to consider each work at a time”. The necessity of judicial review was stated more badly in Chandrakant Kalyandas Kakodkar. State of Maharashtra in which the Supreme Court said, “whether the book or article or story considered as whole panders to the prurient and is obscene must be judged by the courts and ultimately by this court.”

Mr.Vaswani and Dr.Ghughe’s demands would involve either the government or private parties making these critical decisions about speech. This would undermine the right to freedom of expression. The Indian government already has a questionable track record in the context of blocking online content. The system followed to block content under the IT Act in opaque- it neither notifies speakers and readers that content has been blocked, nor permits intermediaries to disclose what content the government has asked them to block. If speakers and readers have no way of finding out that the government has ordered the blocking of particular speech, they will not be able to challenge the government’s decision to censor before the judiciary. This means that the judiciary will not be able check whether the government is using its power to block online content consistently with the Constitution. This lack of accountability leaves the system open to government misuse to block politically threatening speech.

The controversy surrounding the AIB Roast video makes it clear that the Indian law is still very prone to abuse by those who wish to exercise the heckler’s veto. Entertainer who gave viewers every opportunity to avoid potentially offensive speech are being bullied using the law. Everything ranging from the infamous 66A of the IT Act to Section 294 of the IPC (which criminalizes obscene acts and songs) is being thrown at them. Worse still is that the law is being used to intimidate those who helped them, so that outrageous speakers will find it difficult to find venues and audiences.

**Edited by**  
**Dr.Sanjay Kachot, Assistant Professor, ILSASS**

# HYPOCRATIC OATHS EVERYONE SHOULD TAKE

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All new doctors today still pledge to do no harm, which may be Hippocrates' most famous legacy. But much of the ancient Greek physician's wisdom applies to everyone. Here are five of his health rules that have stood the test of time {about 2000 years}

## 1. *Walking Is Man's Best Medicine*

"Hippocrates did the first clinical studies by observing people and comparing their health habits, says director of Hippocrates health institute. He noticed that "bodies grow relaxed and squat... through their sedentary lives," which leads to various illness.

*Today's Translation:*

Dozens of studies show that even 30 minutes of walking cuts down your risk for Diabetes, Heart disease, Osteoporosis and certain cancers.

## 1. *Know what person the disease has rather than what disease the person has*

Hippocrates meticulously examined his patients urine, stools, pus and sweat. But he also observed their personalities, home, environment, relationships, diet and even their facial expressions before diagnosing and treating them. He believed that it was impossible to understand illness without understanding the whole person.

*Today's Translation:*

Some leading doctors treat a lot of patients and of the first thing they ask is whether they have toxic relationships, a stressful job or poor sleep. There's no way to heal until one fixes these issues, you've got to find out what's setting a problem in motion, then reverse engineer it.

## 2. *Let food be thy medicine*

Hippocrates observed that "those who are constitutionally very fat are more apt to die quickly than those who are thin" and recognized that when people ate mainly a fresh plant based diet, they developed a very fewer diseases.

*Today's Translation:*

No matter what eating style we follow, if it's based on unprocessed foods, colourful plants, and little sugar, you are likely to be healthier and live longer says most cardiologist. The link between food and health has to do with epigenetic, the study of how lifestyle and environment influence the expression of our genes. Processed foods with sugar animal saturated fat and trans fat with synthetic food can activate disease-causing genes that might have stayed dormant otherwise.

## 3. *Everything in Moderation*

“Everything in excess is opposed to nature.” He recognized that the same remedy could heal in one dose but harm in a greater one.

*Today’s Translation:*

“We all love to take good things to the extreme” says Dr. Katz .” But exercise, water, supplements, and sleep can all be damaging if you overdo them. ”

#### 4. *To Do nothing is also a good Remedy.*

In ancient days, many quacks convinced sick people to undergo dangerous, unnecessary, and expensive procedures. “But Hippocrates believed that unless you had real evidence that a medicine treatment was helpful, you should not use it.”

*Today’s Translation:*

In this age of advanced medicine, it is harder than even for doctors to resist ordering tests, procedures and treatments even if they are unnecessary. I often point out that the best diagnostic tool we have is time. If we do not know what to do, let us not just do ‘something.

**-Chandni Sharma**  
**FY BA JMC**

## VIRTUAL REALITY

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Every  
day the same story all over  
Gone are the days of being sober  
A generation of phones which are smart  
Human emotions bullocked away in a cart  
Technology can never replace love  
And yet, to touch the display is our vow  
Every caress of the virtual life  
Slowly stabbing in deep like a knife  
We are trapped in a world where  
Emotions and feelings are tools to  
compare  
Friends have drifted far, never to be back

While we sit and indulge in this social  
shack  
Are we turning into slaves to inventions  
we made?  
Whilst wishing that the fun times stayed  
The clarinet of time goes on  
Touches and hugs are long gone  
What happened to playing till its dark?  
The mud baths and laughter in the park  
Let's shut off the display and look out in  
the sun  
And remember what it was to have fun.

**-M. Abhinandan,**  
**FY BA JMC**

## FIELD WORK? THE MILLION \$ QUESTION

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The nucleus of social work education is the field work programme which is a fundamental component of the curriculum. The field work practicum is the central mechanism for transmitting theoretical knowledge into the practical level of work. Practice learning in social work training plays a pivotal role in providing the students with an opportunity to explore, learn and develop professional skills necessary for working with people, the essence of the profession. It has several components that help the students to develop a holistic understanding of the problems, situations, their causative factors and the possible strategies of intervention. The broad aim of field work is to provide opportunities for students to apply the knowledge learnt in the classroom situations and to plan, implement and evaluate these experiences while working with individuals, groups and communities. These will be in keeping with the placement agency's philosophy, policy and goals and use of guided supervision.

### **Objectives of field work**

The field work programme in social work and social work blended courses has been designed to achieve the following objectives:

1. To help students understand the socio-economic, cultural and political milieu and develop capacity for critical examination of causative and maintenance factors of social problems and their consequences
2. To provide students with an opportunity to apply theories in practical situations for problem solving with individuals, groups and communities
3. To help students identify, plan and implement social work interventions through the application of the methods of social work and to assess their impact on different client systems in various field settings.
4. To help students appreciate the role of social work profession empowering individuals, groups and communities and in facilitating social change, ensuring human rights and social justice
5. To help students develop skills and appropriate personality qualities required for professional social work practice
6. To provide opportunities to accept challenges and respond to them
7. To understand the nature of social work practice in different specializations

In social work, field work is the training process for the students, through which they learn to develop and execute intervention strategies for bringing about a positive change in the society. The purpose behind field work training in social work is to develop practical knowledge in light of the theoretical knowledge obtained in the classroom and devise models for practice. In other words, the focus of field work and classroom teaching in social work is to develop a knowledge base for application. In social work, field work means the on-field training process that the students undergo along with classroom teaching. There are different components of the field work practicum that are continuously supervised and evaluated. In social work, field work is not simply about understanding different aspects of the society but

to develop and execute intervention strategies for on-field practice. Fieldwork gives to a social work curriculum the indispensable opportunity to provide supervised practice in the application of theoretical methods of the discipline so that the students are able to practice effectively with human beings in different social situations (Kapoor, 1961). Thus, the focus in social work is more on doing rather than understanding. According to I. S. Subhedar (2001), *Fieldwork in social work education refers to training and education. It consists of accumulating knowledge in different situations. It is a dynamic process of observing, amassing and implementing creative and innovative ideas. Moreover, it fosters the development of intellectual and emotional processes and attitudes. Fieldwork programme provides an opportunity to the students to apply their theoretical knowledge taught in the classroom appropriately in different practical situations.*

The benefits that accrue to the social work student through field work are mentioned here under :-

1. Through the field work, the students can learn how to apply social work methods in the situation of given individuals, groups or communities problems.
2. They are exposed to agency practice in which they are in systematically, pre-planned approach to solve problem process such as study, diagnosis and treatment.
3. The students achieve self-awareness and discipline to use them as a helper and as agent of change in an individual and group situation.
4. The students develop facility in the use of organizational structure. They come to know foster and use relationship within a structure and gain insight regarding his/her network of relationship in the organization.
5. It helps the students to apply the theory and principle of social work into actual practice.
6. The students acquire social work knowledge and are given an opportunity to try variety of social work methods, skills and technique.
7. The students become familiar with administrative procedure and process. They learn how to run an office, what kind of routine needs to be established, how to facilitate administrative arrangement, relevant to the discharge of the responsibilities of their own assignment.
8. The students have an opportunity to learn the organizational framework of services. They understand structure and policy and how to facilitate such policy through practice. They become familiar with difference institutional styles and tempos of agencies associated with various field practices.
9. The students acquire significant substance substitute knowledge in the specified field of practice characterized by the agency. They become acquire with causes of the problem and with social welfare programs, agency structure, laws, and policies, related to its solution.
10. The students acquire knowledge regarding community structure and process. They know the kinds of formal and group and force that a community. They should have to ability to utilize community resources in support of social welfare.

**Dr. Ninad Jhala**  
**Assistant Professor, ILSASS**

## ONLY FOR THE NATION

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Politics is not about joining a party or getting elected, it is only about serving nation for the progress of common man in the interest of the country. As everything under state comes under politics, one can start by being a moral citizen just by abiding to fundamental duties.

We may have a huge youth population but we are losing nationalistic approach in nation building. Since 1947 and till date, there has been a decline in direct involvement of public in national movements except for in two cases – Jaiprakash Narayan's and Anna Hazare's movements. During the independence struggle, our freedom fighters did tremendous, selfless hard-work to free this country from the ruinous shackles of foreign domination and rebuild it with humanitarian and non-aligned interests.

Our youth should be the centre of political changes, but the young population of today is merely an instrument of political change. India does not need youth to create mobs, instead the country needs the massive youth power to channel its prowess into leading the country towards a progressive future. What we see today is youth on roads with bikes and scooters on 26<sup>th</sup> January and 15<sup>th</sup> August to show their patriotism while they keep spoiling and violating rules and regulations for the rest of the year. It will lead towards the betterment of the nation if its people will be more educated and aware about the political reforms in the nation's interest. It is not only for good but it must be the duty of every modern citizen to think and show their active participation in political changes as well as in law making and prepare oneself for adjustment with upcoming updates.

People, especially youth should show more enthusiasm during national events like the success of Agni Nuclear Missile, Indians winning the Noble Prize, the success of Mangalaayan, parliamentary elections. 'Make in India' is not only a slogan but we, the citizens have to recognize the products and preferably buy the ones which are not only assembled but also grown and manufactured in India. If we take this firm step towards boosting our economy, it won't take that long for India to become the best place to live in. It is not a matter of choice but it is purely a matter of priorities towards our approach to nation building.

During the beginning of this century, youth was believed to be the game-changer in revitalizing Indian way of living and feeling of Indian-ness. But what we see now is that the youth is eager to follow western ways of living which in fact have failed in their own system. Youth should celebrate national holidays with more spirit, passion and meaning. In the end, it is not the caste, religion or age of an individual that matter but what really matters is the country one belongs to.

It is high time that the youth wakes up and contributes in initiatives like 'Swacch Bharat Abhiyan', cleaning not only the country's streets but also the country's system which is littered with corruption and poor governance by protesting against exploitation and undemocratic situations, by taking the charge for bringing more developmental initiatives,

engaging in productive and meaningful discussions for the nation's sake and active participation in administration.

Youth should not feel upset or demoralized by what has happen wrong in previous efforts and in past government functioning but youth should be optimistic and hopeful for better ideas, better life and better days. We should talk more about political ideas and progress than we do about bollywood and unnecessary controversies. India can and India will, only if we do not miss this chance of giving a hand for the country.

**Bharat Patel**  
**FY BA, Politics and International relations.**

## WHERE RAINBOWS END

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Where the face doesn't shy to smile,  
Where the heart is not afraid to love a mile.  
Where everything and anything can be mend,  
Is the place where the rainbows end.  
Where people aren't afraid to envisage,  
Where desires aren't closed in a cage.  
Where the seven colors extend,  
Is the place where the rainbows end.  
Where nothing in the galaxy seems to be asinine,  
Where everything seems to fall perfectly in a line,  
The place where the paradise will bend,  
Is where the rainbows end.  
Where happiness crescendos,  
Where joy is. Conspicuous and it echoes,  
Where everything has a happy end,  
Is the place where the rainbows end.

**Mansa Srivathsa**  
**FY BA JMC**

## PARENTS

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Mom, it would be you,  
No other person can be so pure and true  
I have never seen God but he must be like dad,  
Who always makes me smile and can never bear to see me sad.  
Thanks to both of you for being so wonderful  
I love you both for making my life so and incredible beautiful.

**Toral Tungal,**  
**MSW (Seniors)**

## ENGLISH: AN UNAVOIDABLE PATH FOR SUCCESS

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English is primarily a west Germanic language that originated from the Anglo-Frisian dialects and was brought to Britain by Germanic invaders or settlers from what is now called North West Germany and the Netherlands. It was first spoken in early medieval England and is now a global *Lingua Franca*. It is an official language of almost 60 sovereign states and the most commonly spoken language in sovereign states including the United Kingdom, the United States, Canada, Australia, Ireland, New Zealand and a number of Caribbean nations. It is the third-most-common native language in the world, after Mandarin and Spanish. It is widely learned as a second language and is an official language of the European Union and of the United Nations, as well as of many world organizations.

Originally, the British Empire helped to spread the English language across the world. There may be question why only English is succeeded and accepted by large number of people. It is perhaps the language is an amalgamation of many other languages like Greek, French, German, Spanish, Arabic, Indian etc. Or it has its roots in many other languages of the world. It is easier to learn compare to French, Spanish or Greek due to its quality of flexibility. However, like British Empire, other Empires tried to spread and establish their languages but they didn't succeed quite like the British did.

For example, the French have fought a brave battle to expand and establish their language around the world. But they failed. Finally, the French have selected English as their second spoken language. Only in Africa and French colonies does French prevail. Yet in the Far East their ex-colonies now prefer to speak English only. Spanish is spoken in Spain and across the Americas. German is spoken where Germans go on holiday. Russian was forced on the people of Eastern Europe. When the wall came crashing down its people kicked it out opting for English. Then there is China... Twenty years ago English wasn't spoken in China much - except in Hong Kong! Today, Chinese business has recognized the importance of English and adopted it. It was again due to British Raj English was introduced in India.

Initially, the introduction of English language had created the atmosphere of some resentment from locals or non-natives because being 'forced' to learn a foreign language was not fun. However, slowly and gradually they accepted the language although unwillingly. Now-a-days, English has become global language and window to the world. There is no way out from learning and accepting English at least as a second language. There may be question why English is 'a must' to learn. There are many answers to this question. Some of them are as below:

- It is only language which connects all countries and creates possibilities for communication and thus reduces the sense of alienation.
- It is language of power.
- English is accepted as medium of instruction in schools at large scale.
- English is only medium of teaching and learning at higher education level.
- English is the language of trade and commerce.
- English is must to know science and technology.

- English is required when one deal with political and economic affairs.
- English is accepted in media and mass communication.
- English is only option for communication when one lends to foreign countries.
- English facilitates an individual to cope-up with changing course of time.

The list for such answers is quite long. What could be said at the end is that under the force and flow of globalization, we are not away from the day when English will take place of our first language.

**Hina Dobaria**  
Lecturer, ILSASS

## IDENTITY

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Who am I really?

The question hits and blows my being.  
Staining my hands in ink,  
I look for answers in bibles and books.  
I knew so much of who I am,  
Yet, very less came as a relief.  
I shuffled through feelings, emotions,  
Events, failures, faith and beliefs.  
And I wanted so badly- so badly  
To have an answer  
That with hands that are stained,  
I stripped down the emotions I cradled  
And ripped apart the imperfections of a  
human.  
I wanted to see the color of my soul.  
Unadulterated and pure.  
And that is exactly when I knew  
That this name, skin and face are a bait.  
A cage – captivating your infinite being.  
For the day I summoned the courage to  
break free,  
I knew who I really am.  
I am not a name, a height, a weight,  
A collage of scars or a spotless face.

I'm not those achievements  
I'm so not the failures  
I'm not a code of DNA  
Or a mere work of genetics  
I knew,  
That if there is anything that I am,  
Then I am a part of this universe,  
Playing my role I the balance of yin and  
yang.  
Oh Lord!  
I am a creation, a purpose  
And so far beyond these earthly fears.  
I am beyond death  
And lived before I took my first breath.  
I am here since ever  
And I'm staying even after I die.  
And the day I knew this thing  
And the things that I am beyond  
That day, this body felt trivial.  
For I now knew who I am.  
I knew my journey.  
I knew my destiny.  
And that is when I got my identity.

**Tanvi Singh**  
TYBA (Applied Psychology)

# THE PSYCHOLOGY OF SPORT

---

ONE of the most popular interest in sports. Football and cricket attract ever-increasing crowds.

When seventy-five thousand people attend a football match, a psychological reason greater than simply interest in the game itself is at work. This psychological reason is the need of empathy with success - that is, close association with the successful conquest of obstacles.

Since the days of the Roman circus, mass attendance at athletic contests has been a constant phenomenon of civilization. Modern man pressed by the drabness of the machine age, needs more frequent opportunities for identifying himself with Successful power, both to glory in vicarious compensation for his own weakness and to encourage and identifying himself with the popular hero or heroes of the day.

You will remember that the Roman circus was originally a spectacle for the slaves and the poor of Rome. It was a sop to the hunger and plague-ridden population, designed to make their lives more tolerable, a gesture on the part of those who had security to those who were without it. Whenever the conditions of human life become especially burdensome, the human spirit invents a device for strengthening and encouraging its resistance to adversity. The spectacle of super football is born from the discouragement of the machine age.

When the human race gets into difficulties that can no longer be faced with equanimity it has developed a saving technique which can be crystallized in the phrase: "Let's change the subject."

Sometimes the change of subject becomes a real Frankenstein's monster and elevated into a secondary goal. History tells us of the bestiality and debauchery of the Roman circus.

Both active and passive participation in sport play an important role in the good life. They are closely related to avocations and hobbies; they serve as a means of increasing our knowledge of the world, of extending the sphere of our activities, and of enlarging our opportunities for identification and emphatic training.

The chief value of sport lies in the fact that it offers an opportunity of being both a spectator and a participant.

Human being should take interest in some athletic sport which will give them not only the opportunity of identification with successful power but the opportunity of establishing a new arena in which he can gain diversion.

The business of "Let's change the subject" is one of the emergency devices of the human mind. A great deal of significance and happiness may be attained by participation in a sport appropriate to your physical constitution and your available time.

We can find a sense of goodness and happiness by playing games like golf, tennis, horse riding, boat sailing etc. The more de-centralized and depersonalized our civilization becomes the less each individual is granted the opportunities for achieving significance and a sense of goodness in his work or social relations.

The importance of having some athletic activity, in which one can experience the goodness of one's body in action and a sense of wholesome fatigue, has become all the more essential in our machine age when robust physical struggle is almost unknown.

**Dr. Pallavi Trivedi**  
**Assistant Professor, ILSAS**

## A THING OF BEAUTY

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Here is an article which talks about the vast change in the mindsets of today's social animal. Where we have marked the beginning of an era which places a great emphasis on physical appearance. Our television, movies, magazines and billboards all display attractive people. We see men and women going insane to attain beautiful faces and bodies, running to dermatologists, having many kinds of procedures done simply to enhance their appearance. Our society is obsessed with physical beauty and many women are falling prey to the obsession as well. As a result of this beauty epidemic burst worldwide most of us are more concerned with the looks rather than the outlook.

But should beauty really be that important for a woman? A woman whose mental assets stack heavier than the physical ones should be ideally considered as desirable. The women who continue to grow while developing her abilities is a woman of value, she is one who is able to contribute to others through these abilities and will prove to be resourceful to her family in developing their potentials is an attractive woman.

A beautiful woman is not only admired for physical appearance, she is admired for her inner qualities as well. There are many inner qualities that makes a woman beautiful. A woman should be kind she should be gracious, benignant, courteous and tactful and qualities such as these will always score more on the grounds of beauty.

**Vaidehi Gadhavi**  
**FY BA JMC**

## INDIA IN MIDST OF SOCIAL AND CULTURAL CRISIS

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The Sun of culture is moving towards dusk in India. India is said to be the land which marked the birth of culture, customs, and values. But it seems like these are only a part of the history books in our country. The feeling of nationalism, “I am a citizen of India” this feeling is no longer be observed in most of the youth. “India has unity in diversity”, this seems to be a Hippocratic sentence now. Is this what our ancestors fought for? They gave us this land and we, the youth of independent India does not even want to live here. Working to bring the change is a distant talk. We just want to fly to other countries and help in developing their economy and criticize the condition of our country but we do not want to take initiative in order to bring the change. I am not emphasizing that change will be brought but let us follow the words of J.F Kennedy, he states that “ Change cannot be brought in first hundred days, nor in first thousand days, not even perhaps in our lifetime on this planet, but let us begin”. There is no doubt that people are willing to change the situation but most of them are waiting for someone to take initiative. They do not want to take a step ahead by themselves. Talking about film industry which has a great impact on society, its condition is deteriorating day by day. There are some really good and intelligent filmmakers who are making realistic films but many of them are just catering non-sense. Recently, I saw a child singing a song and dancing on it. It goes like “Naach meri bulbul tujhe paisa milega, khalifokat baithegi toh kaisa milega”. Is this what we are going to teach our next generation? Movies are said to be the reflection of the society. But seriously, are these bollywood movies the reflection of our society?? Recently, in the opening ceremony of Cricket World cup 2015, the song “Dhating naach” was played. Is this the showcase for our culture on the international platform? The person who talks about the filthy and unhygienic conditions of India is the same person who spits and litters the road. There are people who are taking necessary steps and trying to bring about a change but they are not getting proper support from government and the general crowd. Yes, we are a crowd because mass is united, goal oriented but here in India we have a crowd and it is diversified. They all want to bring change but in their own manner and not by co-operating with others. Our social structure is getting destructed due to this and it is because most of us are looking for personal growth and not the growth of our country. Something should be done. We all have to come forward and get united to bring the change. We must not wait for another Lokmanya, Bose, Bhagat Singh to take birth. We all can become “Agents of Change” and put Nation at front.

**-Swapnil Thakare**  
**FY BA JMC**

## TXTNG

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“Hi, Was up? Gm, Ge, Gn, Tc, Sd, Jsk, Grt, Wlcm, Lv u, TTYL...”

We are using text message language as per our convenience and so ‘scholars’ are worried for the language. Here are eight headlines taken from a single page of research reports found on the Web in 2007.

- Texting fogs your brain like cannabis
- Texting does not influence literacy skills
- Texting replaces speech for communication among teenagers
- Texting deprives children of sleep
- Texting linked positively with literacy achievements
- Texting helps shy teenagers communicate
- Teenagers to get free mobiles to improve literacy standards

Mobiles prove effective in getting NEETs ('not currently engaged in employment, education, or training') back into learning

The SMSs (Short Message Services) have started in early 80s and 90s as a part of GSM(Global System for Mobile Communication) network. The first experiment message was sent in 1992-3 in Finland which started replacing the pagers. Gradually it has started taking a popular form of communication among people. As a style as well as phenomena of 21<sup>st</sup> century, Texting/Messaging are of highly distinctive graphic style, full of abbreviations and deviant uses of language, used by a young generation that doesn't care about standards. Many Scholars and Linguists are worried about the literacy and about the future of language. Some of them believe that we are spoiling language and that is why it is on the verge to spoil its standard usage. The ever burning debate about language and its abbreviated use put forward few questions like- Does texting language really spoil language? Does it cause Dyslexia? Students are using this language in exam answers how far it is acceptable? Does it make people's memory weak for remembering/reminding the spellings? Does texting cause a complete absence of vowels from written form?

David Crystal, the honorary secretary of Wales, answered this in his book *Txtng: The Gr8 Db8*. The book is the result of his painstaking and meticulous research in the text language. He did not lament on the new short and abbreviated logograms and pictograms (emoticons). Rather, he celebrates the way of this kind of writing and puts forward new horizons for language. According to him this telephone keypads have lots of possibilities. Crystal picked 11 language's abbreviation and assessed carefully with the effects of abbreviations on the language (Textisms).

Drowning into discussion would not lead us to the answers of the questions mentioned above. While one is sending other message “C U L8r” and it is conveyed to the receiver then the cycle of communication is over without any barrier of language. What is wrong in messages like this: b4, @oms, 2day, ZZZ..., if they are conveying the sender's intended message, what is lacking

in it if 2day is not misunderstood with 'two day'? Nothing, No sky is going to fall, No language would be destroyed or spoiled. On the other hand, these are the logograms and pictograms which provide us with faster communication speed. While we are rushing crazy after the speed of everything and living in a hasty world, why Language shouldn't be speedy which can serve us with the faster communication.

We accept acronyms very casually without thinking too critically like NGO for 'Non Government Organization', BBC for 'British Broadcasting Corporation', 3G for 'Third Generation mobile telephone system', 4D for 'Fourth Dimension' and many more, then why can't we accept NP for 'No Problem' FTF is for 'Face to face', OMG for 'Oh My God', ASAP for 'As Soon as Possible', Thn for 'then', VL for 'will', Coz for 'Because' and many more.

The language is autonomous and can perform many roles according to its wish. It depends on the user as to where to use it and how to use it. The user who knows about the difference laid between formal and informal communication can be a successful communicator. The mixture of both would result in a futile use of language. Ultimately Language is not going to be destroyed or shattered and no Big Bang is going to occur.

Vthout worryin 2 mch abt the lang. let's njoy d new varity of languge. B smrt 2 use it, 'DO NT SPOIL IT' jst 'PLAY WTH IT'

Edited from: Textng: The Gr8Db8. By David Crystal

**Madhav Astik**  
**Lecturer, ILSASS**

## HUMANS OF VALLABH VIDYANAGAR

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Juxtaposition; of a cult-like attraction towards Western education and a deep emotional attachment with their own nativity; of a torn up and highly colloquial brand of ‘English’ and the vibrancy of authentic Gujarati traditions; of a wild variety of adolescent talent and a rich and experienced educational support system. That is Vallabh Vidyanagar.

This place isn’t as hi-tech or massively popular as educational hubs of Delhi or Bangalore. But this place has a soul of its own. Vidyanagar possesses this benevolent simplicity that makes every newcomer feel like the place is welcoming them to settle in. The place is obviously overcrowded with students of all kinds; there are two-wheelers which honk like trucks and four-wheeler which cut through the traffic like two-wheelers. Tea-corners and GRE/GMAT coaching classes are always granted with superfluous audience and the streets are buzzing with countless pedestrians and shuttle rickshaws at all times. In spite of this, Vidyanagar makes plenty space for everyone to fit in and find a niche for themselves.

One can choose to dislike this place and everything that it has to proffer, but it becomes impossible to do so once they begin to see this place for what it is. Vallabh Vidyanagar is a storybook. It has stories weaved into its very breeze. Everyone walking and talking around here is a story – of success or of failure, but mostly of fight. There are stories of people who struggled to get here and stories of people who struggled harder to get out of here. The cobbler who sits outside your college was a cook in the Indian army during the Indo-China war; the owner of the pizza shop near your hostel calls his father at 10am every morning and they discuss Tarak Mehta ka Ooltah Chasma; the cleaning lady at your hostel just had a grandkid and she’s not sure if naming him ‘Panduranga’ will be modern enough; that one richshaw-wallah, who gave you a free ride till the station because you lost your wallet, is hoping that you’d come to watch his movie when he becomes a Bollywood star and the girl at your college, who you caught crying in an empty classroom the other day, is being asked to give up higher education by her in-laws. Vidyanagar is not pretentious. There is real, unsophisticated and raw transfusion of emotions here. Maybe the fake American accents seem to be trending high, but people here are not afraid to be real. The diplomacy and hypocrisy of bigger places is happily missing here. By age, this place is old but its people keep it young. A friend of mine likes to say this about Vidyanagar - “Aged by years, un-aged by peers”. Youth is celebrated here, not just in Youth Festivals (which are pretty great by-the-way) but as a spirit. This town gives you the freedom and the space and the permission to be young and independent; it gives you a sincere chance to choose your future, a chance which other places are unable to give because they readily make your decisions for you.

It’s a brilliant coincidence, or rather confluence, of hope, simplicity, greatness and opportunity. And that makes Vallabh Vidyanagar one of the most beautiful places ever.

**Prerna Somani**  
**SYBA ELL**

# INDIAN AUTOMOBILES INDUSTRY: UPS AND DOWN

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Auto industry marketers have their jobs cut out for them in 2014. In 2013, for the first time since 2002, passenger vehicle sales numbers actually dropped, close to 10 percent, from those of the previous year. Year-on-year drop in commercial vehicle sales was seen for the second year. Three-wheelers were down close to 6 percent. Among two-wheelers, mopeds sales were down and motorcycles held flat. Only scooter sales significantly bucked the trend and grew about 20 percent. Overall volumes have grown by a marginal one percent, but the greater skew towards two-wheelers has ensured that in financial terms the market has shrunk.

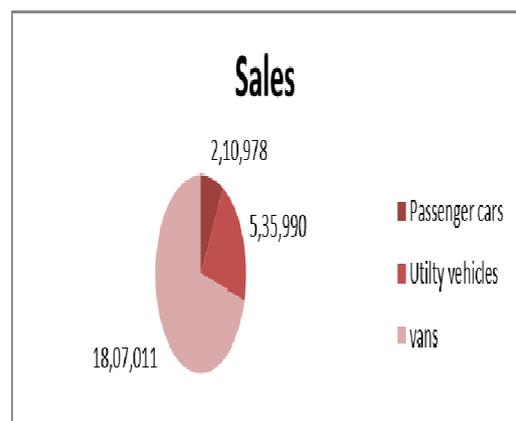
So, how do marketers keep the cars and buses and trucks and motorcycles and so on, moving out of the showrooms?

## **SURGE AND SLUMP**

After a quiet period during the global financial crisis of 2008, around July-August 2010, automotive sales started racing up all of a sudden and kept growing at 25 to 30 per cent year-on-year every month till it suddenly went off a cliff in April 2012. The good times went as suddenly as they had come and took automakers by surprise both times. If making enough cars from July 2010 was a problem, selling them after April 2012 was an even bigger one. Now, after nearly two years of continuous contraction, companies have cut back on production and reduced the number of contractual laborers working in the plants (there have been no official layoffs from the rolls yet, although Tata Motors has instituted a voluntary retirement scheme, or VRS) to keep inventory in check.

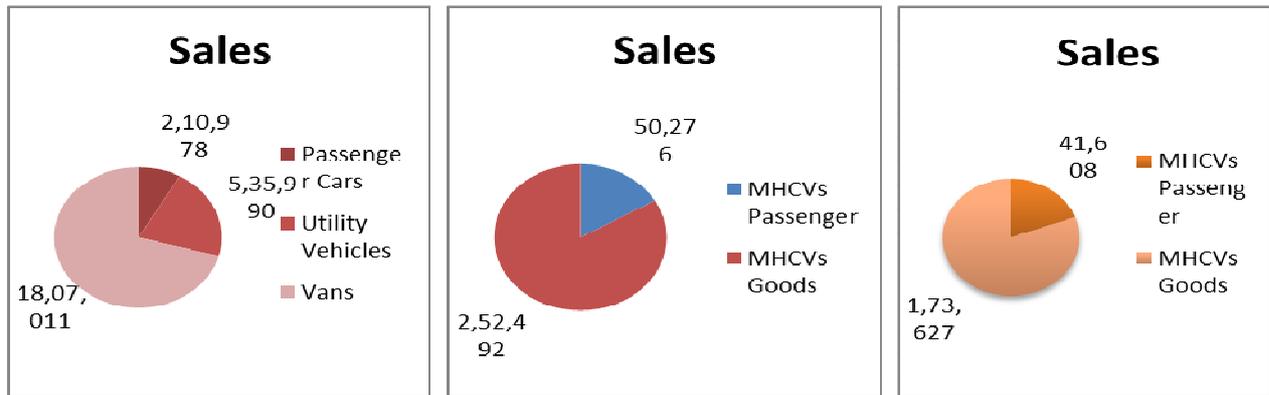
## **THE ECONOMY OF GROWTH**

The blame for this long period of downturn has been laid squarely at the doors of high interest rates and high inflation particularly of food items. Then, there has been the framing of laws with retrospective effect (it has made investors, especially foreign ones, very jittery) and delays in project clearances. The Supreme Court has also imposed bans on specific mining activities, a few of which it has eased. Everything put together has resulted in economic growth slowing down to under 5 per cent in the first



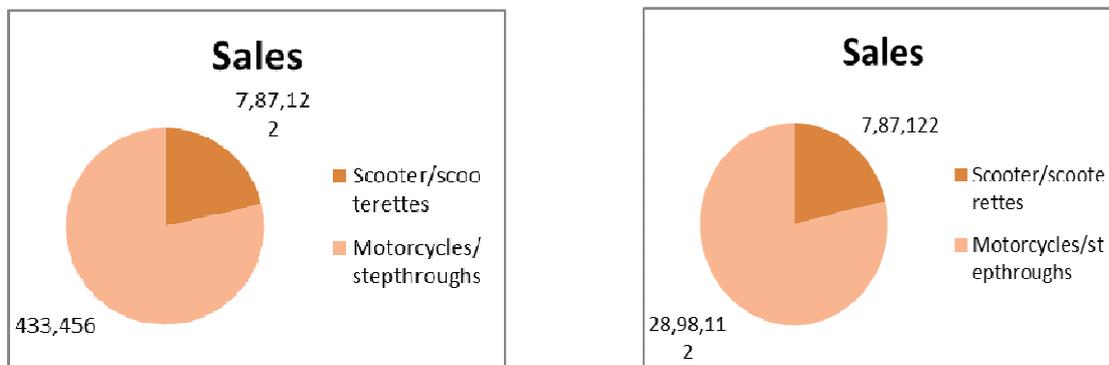
three quarters of 2013-14. Consumers have been hammered from both sides as a result. High interest rates and inflation have pushed up expenses, while slow growth has not allowed incomes — be it from salary, bonds, stocks, gold or real estate—to grow fast enough to beat inflation. That means in real terms the consumer is poorer now and feeling every bit of it. Reports of sporadic layoffs are adding to the uncertainty. With sentiments this low, the consumer is wary of taking on any long-term liability, such as a car loan. Even when forced to

buy one, people are going for cheaper options — the size of the used car market is varying in the range of 120-130 per cent of new car sales now, up



Source: SIAM

### Light commercial vehicles sales 2012



from 70-80 per cent a couple of years

Medium and heavy goods vehicle likely has gone down by close to a

third of the previous year's numbers, which were about a third less than the volumes of the previous year. So, in two years, the market for medium and big trucks has come down to less than half its size. Mining, which is one of the biggest users of heavy

Vehicles, has almost seen no action because of the Supreme Court ban. The infrastructure industry, another big user of heavy vehicles, has not been finding enough use for them with projects stuck in the absence of

Government clearances. Prospects for these two sectors are such that the Reserve Bank of India in its most recent *Financial Stability Report* included mining and infrastructure as sectors that could cause major MI. revise in bad loans on the books of I Mikes. Finally, with the consumer haying less, transportation of goods in general has slowed down.

For big passenger vehicles for • uncommercialise, or buses, even grants the Jawaharlal Nehru National Urban Renewal Mission (JNNURM), which was expected to result in the Litre of 10,000 buses during FY2014, have not been able to hold up the numbers and sales volumes have fall-ii 15.45 per cent in the first nine months and the trend should continue, While the JNNURM was surprised to have ended in 2012, with projects not completed, it was

- extended to March 2014 and further allocations made in Union Budgets. Meanwhile, light commercial vehicles, typically used for intra-city movement of goods and people, have fared better than heavy CVs, but sales numbers are still down over 2012.

For commercial vehicles, more than the transporters themselves, their lenders are becoming cautious. For instance, Shriram Transport Finance company, the biggest commercial vehicle finance company in the country, has been reducing its loans-to assets value to keep bad debts at bay. BESIDES, with the increase in the price of diesel and interest rates, transporters margins are getting squeezed. So, demand here remains weak.

**The three-wheeler market, driven** nearly by commercial vehicles, has ..... down too. Part of the reason of course is the introduction of very light four-wheeled vehicles (Tata Ace, Tata Magic, Mahindra Gio, and so on) that are being preferred over three-wheelers for their stability. The other is that demand, which is a derived one, is down.

In all this carnage, two-wheelers, overall, have managed to expand, although growth has been tardy. Looking at the split, it is evident that this is being sustained by scooters, which have made a very strong comeback, and smaller capacity commuter motorcycles (100-125 cc). While sales of 125-150 cc motorcycles has held flat, 150-200 cc is down. The 200-plus cc segment, a very small one, is up.

#### **OUTLOOK: 2014 AND BEYOND**

Even though there is optimism that the national elections in mid-2014 and the new government taking charge will spell some positive change for the economy, the outlook for the auto sector generally remains bleak. It is unlikely that companies will start taking major investment decisions before the end of 2014. So, one can expect another tough year in general and a pick-up in investment activity in the second half in the best scenario. Even a company like Maruti Suzuki, which commands around-40 per cent of the passenger vehicle market, had deferred its Rs 4,000-crore investment in a new plant in Gujarat and is now going ahead with it as its parent, Suzuki Motor Company, Japan, is funding it with its idle reserves. If the new government cannot send out the right signals, the slump should drag on longer—how much longer is anybody's guess. In short, we are yet to see the bottom of this down cycle. Automotive sales growth, however, could pick up somewhere towards the end of 2014, should inflation come down and the RBI reduce interest rates in response. The low base of the last year would help too. In all this bleakness, there are still some pockets of hope.

#### **SMALL TOWN MARKET**

If, globally, emerging markets are turning out to be the drivers of growth of the automotive industry, that is true within India too. One of the pockets of hope is in rural India as well as in tier-II and tier-III towns, which account for about a fourth of vehicle sales. Robust sales growth of tough, lower-capacity motorcycles, which are sold mostly in non-metro, non-tier-I towns, as well as tractors (close on 20 per cent) indicates the emerging money power of that market. To shore up numbers, OEMs will have to target those buyers with budget models. In fact, Maruti Suzuki India has already been doing so and has been able to go through the shrinking market phase without significant loss of numbers. Its target is to reach 100,000

villages by March 2014. Apart from their aspiration levels, these markets are also less affected by the swings that affect urban India. So, in future, OEMs would do well to target them with robust products to hold their sales steady.

### **SUV SKEW**

India is proving to be a growing market for urban SUVs and crossovers. Part of the reason why overall growth numbers did not go down in 2012 was the significant growth of SUV sales. However, deteriorating sentiment and additional excise duty in Union Budget 2013 nearly killed that market. Nevertheless, three of the five or six models that have showed strong sales even in this falling market, namely, Tata Fortuner, Renault Duster and Ford Ecosport. And that trend is getting stronger.

### **PETROL PUSH**

The government raising the price of diesel by about Rs 6 per liter in '012 and, then, from January 2013, allowing oil marketing companies to increase diesel prices by 50 paise every month to bridge the under-recovery, the petrol-diesel price difference, which had shot up to around Rs 18, (at its widest in May 2012, is now down to about Rs 10. With the petroleum minister in November announcing freeing of prices in 6 months, the difference could be to Rs 10 per litre by May. So, automakers will do well to increase petrol vehicles again since they come in at lower price points than diesels. For many models with both versions available, the diesel-to-petrol ratio has swung back from 80:20 in 2012 to around 65:35 now and the trend is likely to continue.

### **FUTURE IS AUTOMATIC**

Automatic transmissions make driving easier in the now common traffic jams, but price and fuel-efficiency issues kept buyers away. Now, the 'automatic manual' (it automatically shifts the gears in a manual gearbox) that Maruti has put in its new Celerio hatchback is both cheap and fuel-efficient. Tata Motors is planning to use it in the Nano too. Meanwhile, Hyundai is prepping an automatic Grand i10 diesel. As automatics are catching on, marketers could push any decent automatics they have.

### **PERFORMANCE PUSH**

Two-wheeler manufacturers, meanwhile, seem to have got their game right and more of the same could be enough to sustain sales. However, it would need to sell more of the 125cc-plus machines in smaller towns if it wants margins.

### **COMMERCIAL VEHICLES**

The demand for commercial vehicles is a function of a pick-up in industrial and mining activity. With the opening up of bits of mining, some vehicles are moving. But it will take a lot to get sales back up to their peak levels, and it is doubtful whether that will happen in 2014. And with government finances under strain, it is doubtful.

**Jigar Shah**  
**Assistant Professor**

# INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTS): A BACK BONE OF SOCIAL WORK DISCIPLINE.

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**Sydney J. Harris** *“The whole purpose of education is to turn mirror into windows*

“ICT” is the word which has influenced all spheres of the society. There is no area or territory which has been remained untouched from the use of ICT. Even it has touched all disciplines of knowledge. The same case is with Social Work discipline. Information and communication technologies i.e., ICTs are electronic tools used to convey, manipulate and store information. In the United States, the expounding growth of internet access and ICTs greatly influenced social, political, and economic processes. It has been spread worldwide. Apart from the level of practice, ICTs use to influence the careers of social workers and the clients they serve. ICTs have received some attention in the social work literature and curriculum, but it has been argued that this level of attention is not adequate which has given their omnipresence, growth and influence, specifically as it relates to upholding social work ethics. Significant attention is needed to help and ensure social workers who are responsive to the technological changes in the health care system and use of technology among clients. ICT competencies are also needed in order to lead different types of social change initiatives effectively. It will be also needed to collaborate with professionals of other disciplines who are using ICTs as a part of existing strategies.

With the exponential growth of Internet, social relationships and education has been transformed by the wide use of ICTs. It has been argued that online relationships are having ingredients such as intimacy, richness, and liberation that rival offline relationships, as online relationships tend to be based more on mutual interest rather than physical proximity. In the popular book *The World is Flat*, Thomas Friedman (2005) argues that collaborative technologies – i.e., interactions between people supported by ICTs – have expanded the possibilities of forming new businesses and distributing valued goods and services for anyone. Educational theorist and technologist Curtis Bonk recently published a highly insightful and influential book called *The World is Open* (Bonk, 2009). Bonk (2009) argues that, with the development of ICTs, even the most remote areas of the world have opportunities to gain access to the highest quality learning resources. Proceedings from the 2004 International Workshop on Improving E-Learning Policies and Programs also showed that ICTs are helping transform governments through workforce transformation, citizen education, and service optimization (Asian Development Bank Institute, 2004).

Inestimable accounts and data sources demonstrated that ICTs have reduced precincts and increased access to information and education, which has led the UNESCO (United Nations Educational, Scientific, and Cultural Organization) to focus on assisting Member States in developing healthy policies in ICTs and higher education (UNESCO, nd). A reality remains that although the wide spread use of ICTs and the growth of the internet are not without difficulties and both will continue to shape the global community. Other disciplines have recognized the importance of ICT and consider it to be a key part of professional development. Evidences are available that speak to the role of technology in the social work curriculum and even in research

and practice. The NASW (National Association of Social Workers) and Association of Social Work Boards published a set of ten standards regarding technology and social work practice, which serves as a guide for the social work profession to incorporate technology into its various missions (NASW, 2005). Many social workers, social work students, and even social work educators are unaware of the NASW technology standards. A review of syllabus of social work courses will also show that ICTs, beyond e-mail communication, are generally not present in the educational environment. Accordingly, social work students are not being adequately prepared in the use of ICTs, which are integral in the workforce today and will become even more important over time.

In order to ensure that social work practice upholds the standards and values of social work ethics, it is necessary that social workers are competent and has to be literate in the use of ICTs. This will place social workers at all levels of practice to advance the lives of disenfranchised and disadvantaged persons through greater access to education, knowledge and other resources. While numerous ICTs have failed to realize their expected potential, the ongoing rapid growth of ICTs has created a context in which social workers cannot resist technology, but must understand the role it plays in everyday life. Thus, we can conclude ICTs as a back bone of Social Work discipline.

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## તત્વનીષ્ઠા તથા અપ્તવાક્ય

વ્યક્તિઓ અનેક છે, તત્વ એક છે. તેથી જેની તત્વનીષ્ઠા સ્થિર થઈ છે, તે સર્વ દેશના અને સર્વ કાળના મહાપુરુષો ના જીવનવચનમાંથી એ તત્વ તારવી શકે છે. તત્વનીષ્ઠા એટલે તત્વ ને પામવાની ઈચ્છા, તમે તત્વનીષ્ઠા પાકી કરશો તો એકજ પંથ કે પોથી કે પેગંબરનો ધજાગરો લઈ કુદી પડવાનું તમને મન નહિ થાય. તમારું અપ્તવાક્ય તમને સર્વત્ર મળી રહેશે.

આપ્તવાક્ય એટલે શું? આપના અંતરના સ્વજનને આપણે “આપ્ત” કહીએ છીએ અને આપડી માટે તે હિતકારી હોય છે; એટલે એમનું વચન આપણી માટે પરમ વિશ્વસનીય અને પ્રમાણભૂત ગણાય. એજ અપ્તવાક્ય.

હું હિન્દુ છું; પણ હું દરેક ધર્મને માનું છું. પરમાત્મા દરેક જગ્યાએ છે એન દરેક વ્યક્તિ વસ્તુમાં છે. થોડા સમય પહેલાજ મેં બાઈબલમાં એક વાક્ય વાચ્યું જેમાં ઈશુ ભગવાને કહ્યું કે એક માણસ ને કેટલાક ડાકુઓ લુંટી-ઘાયલ કરીને વેરાનમાં ફેંકતા ગયા. તેની પાસેથી ધર્મગુરુ-ધન હરે, ધોખો નવ હરે-એવા ધર્મ ગુરુ નીકળ્યા પણ આ ઘવાયેલા વ્યક્તિ પાસે થી તેને શું મળે ! એતો ત્યાંથી ચાલ્યા ગયા. એક મંદિરના પુજારીની નજર તેના પર પડી. તેણે તેને જોયો પણ એનું ધ્યાન તો જડમૂર્તિમાં પથ્થર ની પૂજા કરનારો, આ અસહાય જીવંત-મૂર્તિમાં એને ભગવાન ક્યાંથી દેખાય? એ પણ ચાલ્યા ગયા; ત્યાં એક હલકા વરણનો (જાતિનો) માણસ નીકળ્યો. દિલમાં દયા, કોઈનું સાડું કરવાની ઈચ્છા. તેણે આ માણસના ઘા સાફ કાર્ય. અને પોતાના ગઘેડા પર બેસાડી એક વીશીમાં પોહ્યાડ્યો અને દવા દારૂ ના પૈસા પણ આપતો ગયો. કોઈ જાત ની આશા વગર, ફક્ત કરુણાથી પ્રેરાઈ ને અમ ભલું કરનાર એજ ખરો અપ્ત.

ખરા સમય પર સાથ છોડીદેનારા ખાલી ઉપર છલ્લો ઢોંગ કરનાર સંતો મહંતો અને ફક્ત ધર્મનો પ્રચાર કરનારા એવા વ્યક્તિઓ જે સમય આવે સાથ છોડી દે તેવા ધર્મ ના ધાજગ્રને વળગીને રેહવા કરતા પરમ દુઃખમાં કોઈની મદદ કરવી, પોતાની માણસાઈ બતાવવી એજ સાચો ધર્મ અને એજ પરમતત્વ છે. પરમતત્વ એટલે એ પરમ સત્ય જેમાં માણસ ની માણસાઈ અને ભલામણ, જેમાં કોઈ માણસ નો બીજા માટેનો નિશ્ચાર્થ પ્રેમ, જેમાં કોઈ માણસ ને બળજબરદસ્તી થી કોઈ કાર્ય કરવા મજબુર નથી કરતા કે જેમાં ધન દોલત ની કોઈ જરૂર નથી અને ધન દોલતનો ઉપયોગ થાય તો માત્ર ને માત્ર કોઈ ગરીબ બેસહાઈની મદદ માટે બસ, એની માટે કોઈ મોટા મોટા મંદિરો કે દેવાલયોની કોઈ જરૂર નથી. પરમતત્વ તો એક ભાવ છે જે જરૂરી છે ભાવ માણસનો માણસાઈ પ્રત્યે દુખી જનો ની સેવા માટેનો, ભાવ વગર તો ભગવાન ની મૂર્તિ પણ પથ્થર છે. બધાજ લોકો એક છે દરેક એકજ ઈશ્વરના બાળકો છે. બધાજ માણસ છે કોઈ ઉચ- નીચ નથી ભગવાનકોઈ ધરમ નથી ભગવાનના ફક્ત રૂપ જુદા-જુદા છે. ધરમતો એક છે જે આપણી માણસાઈ છે પ્રેમ છે એક ભાવ છે, અને આજ પરમતત્વ છે. જે આ પરમતત્વને મને છે અને કહે છે એજ અપ્તવાક્ય છે.

કૃણાલ કે. પટેલ (MSW Seniors)

# SHRI PRAKASH PAREKH'S VIEWS ON GLOBALIZING GUJARATI MEDIA

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## (CASE STUDY OF SHRI PRAKASH PAREKHJI)

Gujarati media plays an important role in the world. Today Gujarat's media is connecting very fast with the masses through modern day technology. Today Gujarati newspapers are giving not only supplying local news but they also cover state, national and international news like Sandesh, Gujarat Samachar, Divya Bhaskar, Gujarat Times, etc. The audience to these newspapers is spread widely over the country as well as the globe.

Shri Prakash Parekh was an editor of Gujarat Times newspaper. He was one of the early immigrants from India to the United States America. Shri Prakash Parekh hailed from the town of Amravati in Maharashtra. After graduating in science from the Nagpur University, he went to IIM-Ahemdabad and under the directorship of Shri Vikram Sarabhai, he received his Masters in Business Administration in 1967. Following the completion of his studies, he worked as management consultant in Kirloskar Company for 4 years. In 1970 he went to U.S and attained a second M.B.A degree from Columbia University. At the New York School of law he pursued Bachelor of Laws and practiced law for many years in New York. Mr. Parekh was also actively involved in charitable social work and he played an instrumental role in organizing fund-raisers for the US President near the 80s.

A prominent figure in the Indian-American community, Parekhji served on the Board of Directors for various organizations; he also served as president to the Indian American Cultural Association of Westchester and Indian Cultural Society of New Jersey and helped in development of institutions such as Bhartiya Vidya Bhavan. He was general secretary of NFIA and he acted as a legal adviser to several cultural, religious, business and political organizations like JAINA, Vaishnav Temple of New York, BAPS, Indian Dental Association and the Indian American Centre for Political Awareness. An active member of the Gujarati Samaj and the Maharashtra Mandal, he enthusiastically participated in various cultural programs and events. Prakashji was also a founding member of GOPIO. He initiated with the celebration of Indian Independence in New York by organizing parades which was attended by the likes of Bollywood celebrities also. In the present times Dr Thomas Abraham leads this parade and the GOPIO. Shri Prakashji was chair person of Resolution Committee. He worked hard to draft 23 resolutions which included the PIO CARD and Dual Nationality.

He contributed in the field of journalism in the last ten years of his life. He was associated with the news paper 'Gujarat Times', 'News India Times', 'Desi talk' and 'sher-a-punjab'. In 1999 Gujarat Times published from U.S. It was also the brain child by Gopal Raju who was the founder chairperson of Gujarat times. Prakashji was the editor and publisher of this news paper. Gujarat Times is the market leader among Gujarati language weekly newspapers in North

America and covers more than 46 states in the USA. The Gujarati Diaspora in North America is possibly the single largest and richest Indian immigrants group constituting an attractive market segment. 'Gujarat Times' enjoys a pioneer's advantage in this segment being the only Gujarati language newspaper which serves predominant content about the expatriate Gujarat. The newspaper supplies updates and features from a variety of fields such as arts, sports, culture activity, religious events, business, stock market etc in the Gujarati language. The newspaper has helped the NRI Gujarati community to come closer by connecting them with each other.

Drawback of this newspaper Due to strong economic crisis in the USA, the management is in deep financial problems. It is believed that the magazine runs in loss suffered trouble to make news or advertisement because of financial crisis and then they spent own money to make successful to this newspaper. According to sources, there was no succession plan at Management level and Prakash Parekh, Editor and Publisher in New York looks after the magazine.

Today, the Gujarat times news paper managed or making success by Ramesh Tanna. With 12 issues a year and thousands of readers per month the 'GUJARAT TIMES' is the First and only Gujarati Newspaper of U.S. This is a guide & bondage to reaching out to the ever growing Gujarati speaking community which have been living in U.S. Gujarat Times strives to make good use of modern technology while working across continents," said Ramesh Tanna, resident editor of Gujarat Times.

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# A STUDY ON ABSENTEEISM IN PRIVATE MANUFACTURING INDUSTRY

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Absenteeism has been variously defined by the Authorities from time to time. Thus the term Absenteeism refers to the workers absence from their regular tasks, when they are scheduled to work. Nevertheless, involuntary lay off, inadequacy in work, authorized leave or vacation period from work are not counted as absence whilst strikes, lockouts and late attendance are treated as absence.

Information regarding absenteeism among workers in an industrial establishment due to reasons other than strikes, lockouts, lay-off, weekly rest or suspension, provide a sound database for gauging the employee's morale, commitment and level of job satisfaction, which have a direct bearing on productivity of the establishment. It indicates a need to monitor and evaluate various labour welfare programs and policies.

Key Words: Absentism, Employee Assistance

## FINDINGS OF THE STUDY

### PHASE 1: BACKGROUND INFORMATION

- Majority of the respondents i.e., 47 % (n=14) belong to the age group of 26-35years.
- Majority of the respondents i.e., 53% (n=16) are not even educated up to 12<sup>th</sup> std.
- 100% of the respondents are male.
- Majority of the respondents i.e., 63% (n=19) have a work experience of 0-5 years.

### PHASE 2: ABSEENTISM

- Majority of the respondents i.e., 60% (n= 18) people do not feel bored while doing the duty assigned.
- Majority of the respondents i.e., 87% (n=26) have good relations with higher authorities.
- Majority of the respondents i.e., 90% (n=27) have good relations with their subordinates.
- 100% (n=30) of the respondents inform their supervisors regarding absence from work.
- Majority of the respondents i.e., 53% (n=16) believe that absenteeism affects the productivity.
- Majority of the respondents i.e., 37% (n=11) are satisfied with their work.
- Majority of the respondents i.e., 97% (n=27) are satisfied with their working hours.
- Majority of the respondents i.e., 67% (n=20) are satisfied with the management policies.
- Majority of the respondents i.e., 83% (n=25) are satisfied with their working environment.
- Majority of the respondents i.e., 73% (n=22) are satisfied with the facilities provided by the company.
- Majority of the respondents i.e., 70% (n=21) are satisfied with the grievance handling procedure of the company.
- Majority of the respondents i.e., 63% (n=19) are highly satisfied with their job.

- Majority of the respondents i.e., 77 % (n=23) accept flexibility in work from the management to reduce absenteeism.
- Majority of the respondents i.e., 77% (n=23) feel that the company utilizes the employee training skills effectively.
- Majority of the respondents i.e., 50% (n=15) seldom find their job monotonous.
- Majority of the respondents i.e., 74% (n=22) are not very often absent from work due to illness.
- Majority of the respondents i.e., 80% (n=24) remain absent from work for personal reasons.
- Majority of the respondents i.e., 83% (n=25) report that their boss responds positively in matters regarding leave.
- Majority of the respondents i.e., 50% (n=15) believe that their leave is most likely to get cancelled voluntarily.
- Majority of the respondents i.e., 53% (n=16) quite often seek a weekly off.

### **CONCLUSION:**

According to the survey, relationship between the employees and the higher authorities are good. Employees are satisfied with management policies, working hours and the working environment. The company provides medical and transport facilities and welfare activities. These facilities reduce absenteeism as it encourages the employees to work more efficiently and effectively for the organizational objectives to be achieved. Absenteeism is an individual problem and hence facilities must be provided in accordance to the magnitude of the problem faced by the employees. Most of the respondents are absent from work mostly due to personal reasons. A small proportion of the sample was troubled by the environmental factors that resulted in absence. As far as the management policies are concerned, the workers expect flexibility in working hours as doing the same monotonous work affects the productivity. As far as the supervisors are concerned, only a few respondents had issues with it. Otherwise, it never was a problem with the employees. The respondents were happy with the supervisors and their way of dealing with them. When it comes to co-workers, there was not a single respondent who had any kind of problem. Moreover, they enjoyed working with their co-workers.

### **SUGGESTIONS**

Provide incentives, Employee Assistance Program, Suitable Changes in Shift and Sickness Reporting

**Shyam Singh Inda**  
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## 'J'CURVE

Devaluation as a policy aim is to improve the trade balance in the country. Nevertheless there is a lag of time ahead of the trade balance improves a real depreciation. The effect of depreciation on short run and long run on the trade balance are varied. The trade balance deteriorates at first after devaluation and after some time it starts to improve until it attains long run equilibrium, the time path through which the trade balance pursue create a J-curve.

The 'J' curve denotes the certain set of statement which show the trend of a country's trade balance indicating the devaluation or depreciation of the currency. The devaluation of currency means the imports are more expensive than export or vice a versa.

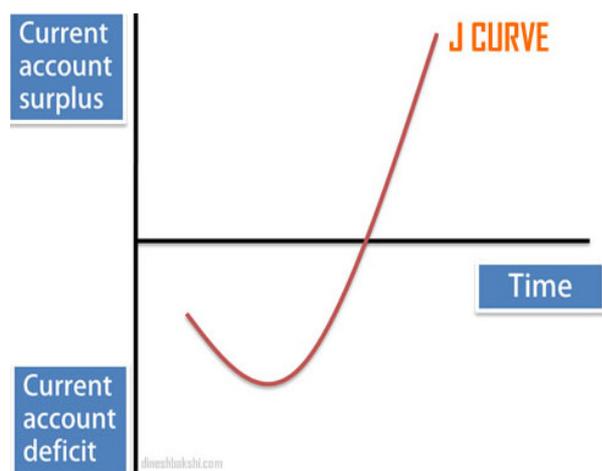
The trade balance is defined as the difference between value of exports and value of imports as follows:

$$TB = P_x X - e P_x^* M$$

Where TB is the trade balance in domestic currency;  $P_x$  is the domestic export price in domestic currency;  $P_x^*$  is the foreign export price in foreign currency; X (M) is the quantity of exports (imports); and  $e$  is the exchange rate expressed as domestic currency per foreign currency.

Most of the economists in international trade believe that currency depreciation fetched the competitive advantage. When a currency depreciate export becomes relatively cheaper than to its trading partner.

The trade balance goes through the J curve when its currency becomes depreciated. Initially the total value of Imports exceeds its total value of exports results in trade deficit. But ultimately the depreciation of currency diminishes the price of exports and the level of export slowly starts recovering and move to a trade surplus.



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## INDIA RISING AS A GLOBAL POWER

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The rise of superpowers in a world that has come to have multiple focal points can never be absolute and indisputable. Nations rise and fall almost instantaneously in such a time of perpetual flux. When each Nations has its day .it is no more a matter of declaring outright war when your professed principles are in conflict with someone else .The power of a superpower is only of little meaning. Yes, there are still many incidents of transgression that are unwarranted and may cause some amount of dread amongst nations likely to be the victims of such overreach but this is not to say that these countries do not have remedies for such abuse of power. So for a country like India regardless of whether it is on threshold of attaining the 'Hallowed' status of a superpower or not, it is crucial to decide what sort of power it is that we want for our Nation.

Surely military power though absolutely necessary in the light of the Geopolitical problems afflicting India and for that matter for general purpose of defense and deterrence cannot be the sole parameter for judging India's global clout

Moreover ,in a world gone irretrievably nuclear the possibility of escalation is so little that the constant enrichment of nuclear arsenal serves no purpose other than being on empty and incredible threat often, conventional defense capabilities may rather be seen as a threat and on that count India does not stack as heavily as china.

India the place where the races converge like a honey comb is on the rat race to be a super power. "Could be" is the word which the world uses. India could be a super power. It has soft power in abundance, the technicality, the democratic values works as the ace in the pack for India. Moving forward inch by inch, the only blockage, the clot in the land is.....

It is still EMERGING. The same like the world says India is a DEVELOPING NATION. Having rich cultural values, strong manpower, a deep sense of problem solving. India is strong contender to be a superpower. It is crystal clear India is a force to reckon with, the only question is dose it want to?

**-Megha Pandya**  
**FY BA JMC**

## CONFLUENCING SOCIAL WORK AND RESEARCH

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Social work profession has its roots grounded in the evolution of mankind. Service to Mankind, has been accepted as the motto of this profession. History coined two extremes of human behavior; one that basic instincts of human has always supported humanity and values promoting humanity and other many a times due to life situation provokes human to be inhumane. In all these aspects social work profession proved its significant role in helping humane aspect of existence.

In countries like UK, USA, Canada, Australia, New Zealand and India to name a few, social work has been accepted as profession due to its significance in qualitative improvement in each component of life i.e. Psychological, emotional, social, cultural, spiritual and with the interplay between all these aspects as well as their impact on the daily routine life of individual, group or community. Rural community, urban community, tribal community, hospital set ups, industries, correctional set ups, government and non-government organizations, mental health field, special organizations for women, children, aged, specially-abled people are only some of the examples to introduce its vitality. As it is an interdisciplinary approach it draws its knowledge from various fields on pure and applied sciences as well as arts.

To be a professional social worker in India or abroad Bachelor or/and Master of Social Work degrees are required. These courses comprise of theory similar to other courses of study. The uniqueness of the professional degree courses of social work is its field work, which allows application of theory in the field. This gives birth to the extreme important facet of social work, called research. Change is the only permanent phenomena of the earth and so with this ever-changing world and its needs only research is the tool through which relevancy of any of the service can be measured.

Research in the field of social work leads to the appropriateness and optimum effectiveness of the theory used by the professionals in helping people to enhance their well being and quality of life. Problem-solving approach of social work is based on the enquiry mode adopted in implementation of any social work strategy implementation. Initiation with need assessment techniques can direct the intervention of social work in meaningful direction.

Social work research is diverse in scale, focus and method and draws on many contributory disciplines. Social work researchers often collaborate with colleagues with different backgrounds. Social work research is identifiable through a set of features, none of which exclusively characterises it, but which can be seen to typify its scope and character. These general characteristics, considered to be worth sustaining, include:

- The use of a broad range of research methods and an acceptance of different linkages between research methods and research questions
- Underpinning by the quest for both usefulness and theoretical contributions so that research is not categorised as only 'pure' or 'applied'
- A concern with social inclusion and social justice

- A focus on social change
- Work with stakeholders in different aspects of the research process and managing the complex power relationships involved.

The nature and purposes of social work have undergone significant reconfiguration over the last three decades, there is also a growing recognition that this has been at a cost, and research has played its part in opening up these debates.

In social work practice, there is involvement of at least two parties – the service user and the practitioner. Service users emphasise on social work's 'social' approach, the relationship and the positive personal qualities they associate with social workers. The qualities of social workers considered as vital by the service users are warmth, respect, being non-judgemental, listening, treating people with equality, being trustworthy, openness and honesty, reliability and communicating well. The service users i.e. the clients perceive social work intervention essentially as a human rather than technological or scientific activity and hence is always dynamic in nature. To address the dynamic realities of life, research becomes an important tool.

Social work has always involved both *care* and *control*. It attempts to liberate and empower those with whom it works, it also works on behalf of the state and the wider society in order to maintain social order. When studies emphasize the service user's voice, empowerment and partnership, we sense the promise of these reference points reverberating from their real life situations. But it is always important to see how such ideas are applied and played out in practice. Upon closer inspection of their use in particular contexts ideas which may appear emancipatory may be used instrumentally with regard to social control. Conversely, adhering to the principles and criteria of objectivity and rationality, which are key elements enabling 'the system' to legitimize power relations, can at times act as a key element by which social work research aims to strengthen and enhance the profession and 'clients/service users', and so resist marginalisation by 'the system' which seeks to use the profession primarily for the purposes of social control and regulation.

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# INITIATIVES FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURS

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## INTRODUCTION

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way.

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should have been.

## INDIAN GOVERNMENT INITIATIVES FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURS THROUGH FIVE YEAR PLANS

- The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were a few steps taken in this direction.
- In the Second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programmes.
- The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

- The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's welfare and Development Bureau was set up under the Ministry of Social Welfare.
- The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth.
- The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards, to rights and training in skills for better employment
- The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the grassroots level, through Panchayati Raj Institutions.
- The Ninth Five-Year Plan (1997-2002) adopted a strategy of women's component plan, under which not less than 30 percent of funds/benefits were earmarked for women-specific programmes.
- The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.
- The Eleventh Five-Year Plan give much emphasize on technical training, marketing support and credit facilities. programmes and marketing supports are provided through Government Industrial Centers located in each district. US \$1.5 Billion allotted for providing loan to women entrepreneurs.

## **KEY GOVERNMENT SCHEMES AND PROGRAMMES TO DEVELOP WOMEN ENTREPRENEURSHIP**

(i). Integrated Rural Development Programme ( IRDP )- The main objective of IRDP is to increase the income generation capability of the women in the families below the poverty line.

(ii). Training of Rural Youth For Self Employment ( TRYSEM )-TRYSEM is a sub – plan of IRDP. It gives training to the youth / young unemployed men & women for Self employment. The trainees get a stipend of Rs. 150 per month during training period. In this programme 40 % of total seats are reserved for women. About 5 million women have been trained form its inception till now.

(iii). Development of Women & Children In Rural Areas ( DWCRA )-DWCRA is the Rural Development Department's scheme to support women's income generation activities through a group of 15 to 20 women each. This programme launched in 1982. The main objective of this programme is to strengthen the economy of rural women by giving them loan and economic assistance to develop their skills, efficiency and abilities to meet their liabilities effectively.

(iv). Norwegian Agency for International Development (NORAD)- It was established in 1982 – 83 to help the educated & uneducated women financially in nontraditional areas of business like electronics, computer programming, manufacturing of watches, printing, readymade garments. About one million women were benefited by NORAD Programme.

(v). Support to Training And Employment Programme- STEP was started in 1987 with the objective to provide training to rural women for increasing their production capacity and income generation. In this programme, they give training in the areas of traditional business like – agriculture, milk, fisheries, handlooms, khadi development.

(vi). Assistance to Rural Women In Non – Farm Development (ARVIND )- The National Bank of Agriculture & Rural Development (NABARD) has started this programme. It provides loan up to Rs. 10 lakhs to the women who work collectively in agriculture for their economic development.

(vii). Rashtriya Mahila Kosh( RMK )-RMK was established in 1992 with a fund of Rs. 31 Crore to meet the needs of poor women by giving them loans. RMK is also organizing training,

apprenticeship and orientation programmes for trainers under the Indian Mahila Block Societies ( IMPS ). The objectives of RMK is that credit becomes a widely known and used facility for enhancement of the daily income of poor women. The experience of RMK is that the women would have been able to double or triple their daily income with the credit support of Rs. 2500 to Rs. 5000. The activities followed may be dairying, petty shop keeping and investment on the agricultural operations.

(viii). Indira MahilaYojna( IMY )-IMY was launched in August, 1995. Its main objective is to give a forward thrust to education, awareness, income generation capacity and empowerment to women

(ix). Self Employed Women's Association (SEWA) – This institution is based in Ahmadabad. SEWA guides women in rural areas in the use of their own resources to the maximum both physical and financial. It has helped many women from the rural areas of Gujarat and Rajasthan in marketing their hand embroidered Tie & Dye materials both in India and abroad. A commendable job of SEWA is where the rural women entrepreneurs are sent to countries like Australia, Europe and United States for promoting their products.

(x). Self – Help Groups (SHG)- SHG's plays a vital role in rural development in general and for rural women in particular. Each SHG comprise 15 – 20 members & has a group leader. Each member of the group contributes money & kept in bank in the name of the Group. Group can obtain loan from the bank. The rules & regulation are developed by the group of members. The SHGs are linked with the banks for the external credit inflow. Self Help Group associate with micro credit is the element for the development of any country.

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# Thoughts on Creativity

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**“We have to continually be jumping off cliffs and developing our wings on the way down.”**

***-Kurt Vonnegut***

**“Others have seen what is and asked why. I have seen What could be and asked why not.”**

***-Pablo Picasso***

**Imagination is everything. It is the preview of life’s coming attraction.”**

***-Albert Einstein***

**“Creativity takes courage.”**

***-Henri Matisse***

**“The painter has the universe in his mind and hands.”**

***-Leonardo da Vinci***

**“The worst enemy to creativity is self-doubt”**

***-Sylvia Plath***

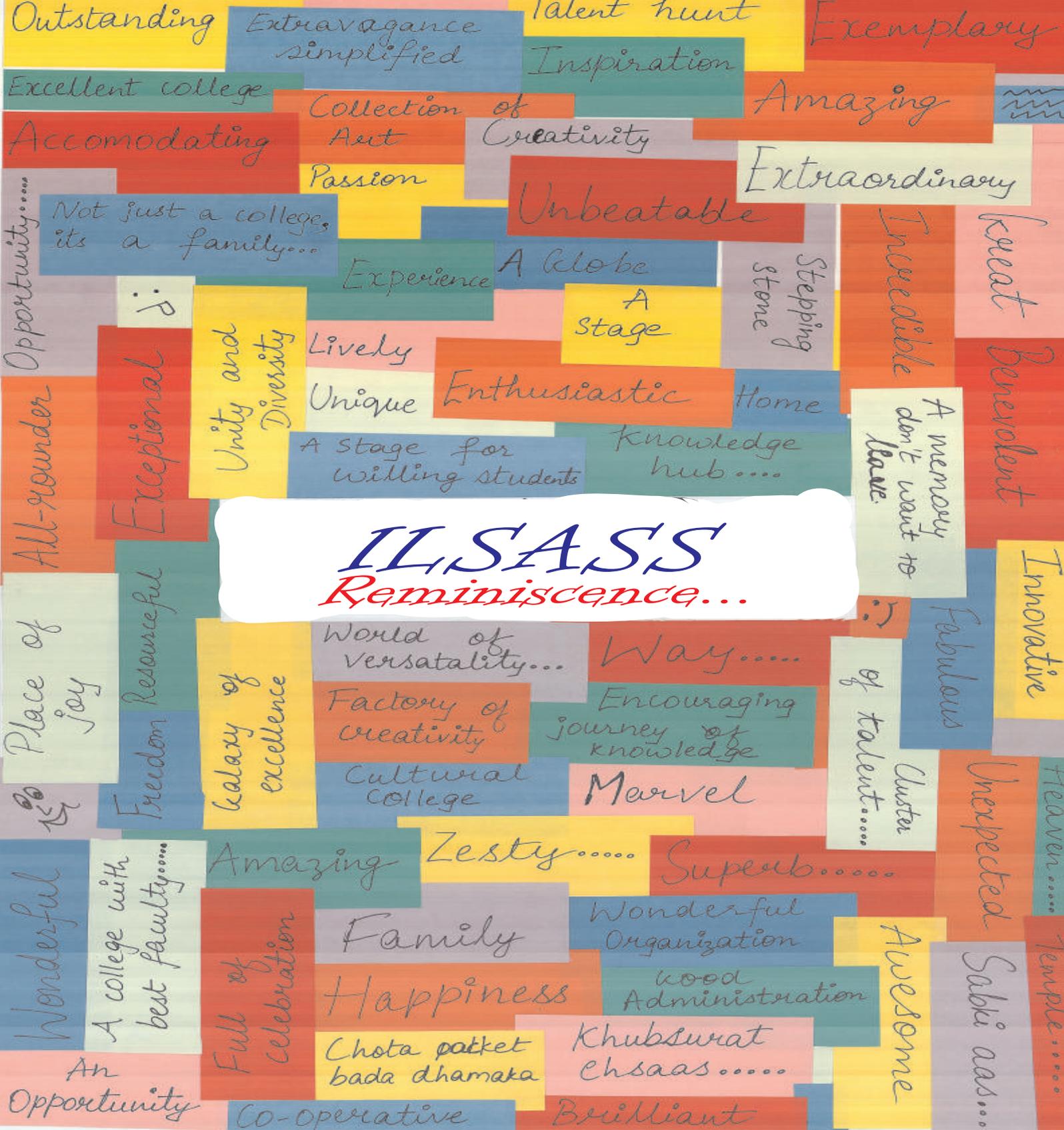
**“To be creative means to be in love with life. You can be creative only if you love life enough that you want to enhance its beauty, you want to bring a little more music to it, a little more poetry to it, a little more dance to it”**

***-Osho***

**“A round here, however, we don’t look backwards for very long. We keep moving forward, opening up, new door and doing new things, because we’re curious... and curiosity keeps leading us down new paths”**

***-Walt DisneyCompany***





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