

INSIDE

Volume 7 Issue 10 Editor: Dr. Bhalchandra H Joshi

OCTOBER 2015

NRBBA ORGANIZES VISHLESHAN PLUS: FOSTERING IMAGINATION



A dream doesn't become reality through magic; it takes sweat, determination and hard work. Vishleshan Plus 2015 was a collective dream of NRites, which turned into a reality in the month of September.

Vishleshan, which began as an inter college case analysis competition was conceptualized to provide a glimpse of the realities of the corporate world to students in the comfort of their classrooms. With a career in management being very popular with most BBA and BCom students this competition was very well received by the academic fraternity as well as industry. This year, in the 7th year of Vishleshan, the students organizing committee of Vishleshan came up with an idea to expand the boundaries

of the event and add a number of other competitions. The main purpose was to have something for everyone. And that is how Vishleshan was metamorphosed into Vishleshan Plus: Fostering Imagination, a Two Day Management Festival. The event had competitions in the fields of academics, fine arts and performing arts, schools and all the competitions saw an overwhelming participation from schools and colleges across Gujarat.

The event was inaugurated by Mr. Devang Nanavati, Vice President, GLS University. In the context of the new avatar of Vishleshan Plus, he explained the importance of 'Plus' – that 'x-factor' that is vital to survive in this world.

All the competitions

followed the general theme of Values and skills development. The government of India has recognized the dire need of developing skills that enable the aspirants to keep up with structural changes in the economy brought about by urbanization, technological change, and shifting patterns of consumer demand. Skill Development has become a goal for countries across the world. The word education, in the contemporary context, is not restricted only to knowledge, but it also encompasses skills, values and attitudes that will prepare the youth for employment or entrepreneurship.

And while the youth wholeheartedly puts in all the effort in Skill Development, they sometimes do not find

values important enough to carry them out in their professional or personal lives. Vishleshan Plus, focusing on the theme of Values and Skill Development addressed some of the most burning questions of the contemporary times: where do we place the spirit of humanity and ethical values and are they a part of or contrary to the concept of Skill Development and so on. All the participants had come with a thorough understanding of this fundamental theme of Vishleshan Plus and participated with passion.

Dr. Jayanti Ravi, ISO officer addressed the participants of Vishleshan Plus in the Valedictory session. She mainly focused on how today's youth need to use their skills to make India dirt free.



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THE PLUS FACTOR

The study of mathematics has existed since time immemorial. And believe it or not, it is woven into our lives as well. We see that the mathematical symbols i.e. Plus (+) that we studied in the first grade have become a part of the brand logos! We have Google+, iPhone 6+ only to name a few. What is 'plus'?

On a very basic level, the sign + is a binary operator that indicates addition, as in 2+2=4. Historically speaking, the

plus sign, originally a shorthand for the Latin word for "and," et, came about in the late 15th century.

If we go one step further, we realize that we are always looking for that 'plus' factor in our lives. Plus, in that case, also suggests the inevitable existence of minus (-). We constantly look for something additional, something extra, that is lacking. The plus factor, then, is something that not everybody has it, and therefore, the one



who gets it, becomes extra ordinary. It is this plus factor that will make one shine out,

and that will add extra life to your mundane life. As a renowned Yogi had once said that the other meaning of the word 'Yoga' is Plus. Right now we are minus the Supreme. The moment that supreme is added to our lives, this human form of life becomes perfect. And therefore, the sign of plus also indicates positive energy. In today's time it has become crucial to have the 'X' factor, the Plus factor which makes our lives perfect.

DIGITAL INDIA : IN CONVERSATION WITH DR. FALGUNI VASAVADA OZA

The Digital India programme, launched in July, has been the talk of the town especially after the Prime Minister Mr. Narendra Modi's most recent visit to the US. It was a pleasure to chat with Dr. Falguni Vasavada Oza about Digital India. Here is the digital interview she gave to GLS Voice...

What is digital marketing? To what extent is it accepted by the Indian market?

Marketing is defined as the process of creating, communicating and delivering value in the form of products and services to a set of target audience in a way that is better than competitors. The same principle when you apply to the Digital world it is called Digital Marketing where right from communication to selling all is happening over digital media. Digital Marketing is right now at a nascent stage in India but is growing at a galloping speed. All big players in the industry are understanding and recognizing the need of going digital and therefore almost all brands today try to reach out to the target consumers through the digital route. This is leading to higher spends on digital media and thus it is strongly growing and in future it is set to compete with traditional marketing and media. A steady rise of Startups and ecommerce businesses are pushing the growth in India.

Could you please explain to our readers how the Digital India campaign can be an important step in India's journey towards overall

development?

Digital India initiative has three core components. The creation of digital infrastructure, delivery of services digitally and digital literacy. Digital Infrastructure will make cities connected and richer network infrastructure would mean better bandwidths. Delivery of services digitally would mean paperless transactions, cloud computing and digitally stored transactions which will make life easier. Digital literacy would promise digital awareness and education for all so that the infrastructure created by Digital India can be used by one and all. I have high hopes from the Digital India initiative as it promises Digital for all in the form of infrastructure and literacy.

How would the Digital India campaign bring transformation in the field of Digital Marketing?

Digital India will lead to better infrastructure and widespread use of services on the digital platforms. More and more number of people from all walks of life will get connected. More and more services will be delivered virtually. Thus, Digital India will increase the scope, breadth and depth of activities

on digital platforms and thus majority consumers will be digital friendly. This will make digital media the most potential medium to reach target consumers which as of now is limited to young consumers. Digital India will provide the hardware and software required to have a full fledged digital marketing strategy. For e.g. Digital India is going to develop cross country highways with full internet coverage and hence reaching out to rural consumers via internet will become possible for brands. **What is your take on banning Internet and social media during volatile situation?**

I am totally against any kind of ban be it beef or internet or social media. We live in a democratic country and hence anything cannot be banned. Every individual has a right to choose on his own. Thus, banning social media during volatile situation is merely a tactic not a strategy. Social media and Internet cannot be banned as there are so many people whose businesses depend on them and for others its the most powerful source to get news, information and to stay



connected.

A huge debate has been going around regarding changing the profile picture to tricolor. Do you think changing the profile picture helps the overall campaign?

The tricolor profile picture initiated by Facebook before the meet between the head of Facebook and our PM began was an effort to give an opportunity to people of India to symbolically show their support towards Digital India. It was same as some time back the rainbow color profile pictures were seen on Facebook to show support to LGBT rights movement. It does not build internet infrastructure in anyway but yes as a mass movement on

social media it does show the number of people delighted to see a brighter India and their belief in Digital India campaign. Time and again in Social Media we have seen such activities being initiated and masses of people follow the same to show their support. Another example can be the profile picture going black when the Delhi gang rape happened and people across countries were showing their pain, disgust and support by turning their profile pictures black.

Dr. Falguni Vasavada Oza is a chair person, Online Programmes and Associate Professor, Marketing, at MICA, Ahmedabad.

Blog: www.falgunivasavada.com

INDIRECT TAXATION REFORM IN INDIA: GOODS AND SERVICE TAX BILL

By Khushali Oza

The Constitution (One Hundred and Twenty-Second Amendment) Bill, 2014, proposes a national Value added Tax to be implemented in India from April 2016, known as The Goods and Service Tax Bill or GST Bill.

GST would introduce uniform taxation laws across states and different sectors. The taxes would be divided between the state and centre, based on a formula that would be acceptable to both. Also, it would be easier to supply goods and services uniformly across the country, as no additional taxes would have to be paid across different states.

We have currently four major Indirect Tax Laws other than Customs Law as under:

- State Value added Tax (VAT) - within State
- Central Sales Tax (CST) – Interstate Sales



- Excise Duty
- Service Tax

GST aims to eliminate all four laws. This means administrative convenience for the Government and the

taxpayers.

There are so many issues in GST which are not settled, but the author focuses on two most relevant points, namely, the issue about allowing states to

levy 1% additional tax and the Centre agreeing to compensate states for revenue loss for five years. There is also the issue of revenue neutral rate of tax

First, let us take the 1% additional levy which is not to be given credit. This is the one which is most begrudged by traders and manufacturers. But there are certain redeeming features as well. This was earlier proposed, at the insistence of states, that even stock transfers of goods of a company's transfer goods from godown to another of their own and that would not attract 1%. That was the view of the Centre. Now, the select committee has confirmed this view that it is not leviable on the stock transfers. It will incalculably benefit trade and industry. Secondly, this 1% is less than the 4%, which was being charged earlier. So, it is a better deal. Lastly, it may be

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DREAM COMING TRUE IN BAKROL!

It is said that celebration is a moment when the excitement of your goal makes you react to the moment. Members of the Gujarat Law Society parivar and the residents of Bakrol village, Duskroi Taluko, Ahmedabad, celebrated Gandhi Jayanti together. A number of factors called for this celebration. Of course, it was the day that gifted India the man who brought independence. But more importantly, it was 'the excitement of our goal' that called for the celebration. Last year all of us at GLS had fixed a goal to transform Bakrol into Mahatma Gandhi's ideal village and Narendra Modi's smart village. The residents of Bakrol not only welcomed this goal, but they also put in their determination and hard work to make this dream come true. And this dream and determination is manifested in the way they all have been working towards the smarter village.

The celebration of Gandhi Jayanti was the celebration of this perseverance. The preparation of the celebration began on the previous day. Students, members of the Panchayat and other village people cleaned each corner of the village. Next day, the celebration began with the Cleanliness Rally, which was followed by a number of programmes. The event was presided over by Shri Bhargavi Dave (Jilla Vikas Adhikari, Ahmedabad), Shri P.L. Solanki (Niyamak, Gram Vikas Agency), Shri Tushar Joshi (Taluka Vikas Adhikari, Duskroi), Shri Bhalchandra Joshi (Registrar, GLS) and Shri Vadibhai Patel (GLS). Prof. Dr. Yogendra Parekh (Ambedkar University) was invited to address the students and give 'Gandhi Smruti Vyakhyan'. He narrated a number of incidents from Gandhi's life in his own distinctive style which captivated the listeners.

The lecture was followed by felicitation ceremony where all the people who had contributed in the mission were felicitated by the village Sarpanch and the karyakar Premjibhai along with Shri Bhargavi Dave and Shri P.L. Solanki. It was a matter of pride for the people associated with Bakrol that Shri Bhargaviben, Jilla Vikas



Adhikari, who is invited to preside over the Gandhi Jayanti celebrations in around 464 villages, but she preferred to visit Bakrol. She had heard how with GLS' support, a number of innovative activities have been initiated in Bakrol, and she wanted to see how the village is transformed! She promised that Shri Sudhir Nanavati (Executive Vice President, GLS) will have her full support in making this dream come true!

Shri B. H. Joshi and Shri Vadibhai Patel also addressed the village people, and mainly students. Prof. Navin Patel (L & C Mehta Arts college) was also felicitated on this occasion for his untiring work he has been doing for the progress of Bakrol. This dream would not have come true without the constant support and contribution from

Shri Premjibhai, Shri Mukeshbhai, Sarpanch Shri, Shri Natubhai, Shri Dasbhai and village people. They were also felicitated for their unparalleled rock solid hard work. On this occasion, Shri Natubhai Patel got a donation of Rs. 5 Lakhs and Prof. Navin Patel got a donation of Rs. 51,000 for the village. The day ended with a play – Soch Badlo Desh Badlo. Around 2000 village people watched the play.

GLS has started a school in Bakrol, and the members of GLS have been striving in Bakrol. And they are inspired to strive harder when they see that the constant cooperation from the village people. This team work is seen in the way Bakrol is galloping towards brighter future with a remarkable speed.

A STEP TOWARDS HUMANITY

'Learn, love and serve' is the motto of GLS, and ever since its inception GLS has always shown its commitment to the society not only by spreading the knowledge, but also by serving the society in whatever possible manner. Here is one more example which proves that GLS has stuck to its motto of service to the humanity.

Siddharth Trivedi a former student of GLS (Smt. M.R.Parikh) Institute of Commerce (Batch 2010) was training for making his career as a PSI. He also cleared the initial stage of the physical examination. Unfortunately he met with a serious accident, on 13th May 2015 and lost his left leg. The only possible treatment according to the doctors was that of prosthetic leg. This treatment is very expensive and not all can afford this.

However the GLS, under the lieutenanship of Shri Sudhir Nanavati has taken up the challenge of raising the fund and enabling Siddharth Trivedi



coming back to normal walk to life.

This virtuous example of social welfare is one amongst the many compassionate gestures of Shri Sudhir Nanavati. GLS Voice congratulates the management and prays for Siddharth's speedy recovery.

CONTINUED FROM PAGE-2 >

unobtainable if the revenue collection is afloat and it depends on the GST council where two-third majority will decide the issue.

The second issue is about the compensation of states for five years to the extent of 100% of the loss. The Centre's agreeing to the states' demand for 100 per cent for five years has been a master-stroke. In fact, this will not be necessary for five years at all. In all arguments of the Centre as well as the dexterous committees on the subject, it has been held that the revenue will increase substantially, if only for better compliance and trade facilitation which will increase due to common market. If it is so, it is only theoretical that the compensation will be 100 per cent for five years.

The third issue is about the revenue neutral rate. Some economic analysts are of the view that if the three items – tobacco, alcohol, and petroleum - are included, then the neutral rate of 27 % may come down probably to 18%. Actually, this is not a logical proposition. It can come down only if the average duty of these three items is less than

27%. It is just the opposite of it. These three are highly taxed items. Cigarette is very highly taxed, both, by the Centre and the states. The rate comes to more than 100% easily. Similar is the case of alcohol. And it alters from state to state. Petroleum is also a very heavily taxed item like the others. The average tax, whether we take intermediate or plain average, which is the unbiased rate for these three items, is much higher than the average rate for other goods in respect of central excise, service tax and sales tax. So, if these three are included in GST, there is no chance at all that the revenue neutral rate will come down. Some expert committees, in the past, have recommended just 18%, but they never calculated in great detail, as would have been done by the National Institute of Public Finance. If there is a political decision to reduce it to 18% or 20% that will be arbitrary and there will be serious revenue short fall. One has to remember, also, that even if these three items are included in GST, then also there will be a separate rate far higher than the general rate.

(Writer is a student of GLS Law College, Semester I)

KIDS SPECTRA

This section is just an attempt to allow students to portray their creative & imaginative skills of expression & thought.

WHY ANTS GATHER GRAINS

By: Suchita Mudailar – VII A

Long, long ago, all the ants were human beings like you and me. They lived by cultivating land and raising different crops, just as farmers do today.

But they were not contended with what they reaped as harvest. They had their eyes on the crops of their neighbours. Not only this, they even stole their grains whenever they got a chance. Thus they were greedy and committed a theft. These sins offended the Gods.

Once, all the Gods gathered and met their Lord God - Jupiter. They complained against these farmers and



their sins and demanded proper punishment for them. Jupiter, the chief of the Gods, got angry and at once changed these farmers into ants.

Thus, these farmers were

changed into ants, but their habit of stealing did not change. That is why even today; ants go about cornfields and collect grains which do not belong to them.

Moral – “Habits Die Hard “

MOM AT SCHOOL

By: Vanshika Shah - VIII B

Today Dr. Pereira is getting married to the love of his life but his eyes seem to be searching for someone. Memories flash in his tear-filled eyes. The flash back take him back to the class of Mrs. Thompson in which he sat as a student of Grade IV.

Mrs. Thompson used to always state in her class ‘I Love you all’. But she knew that she was lying as she did not like that untidy, misplaced Teddy. She always picked him up for various reasons.

According to a rule of the school, every child had to exhibit some progress by the end of the year. But Teddy was an exception to the rule. He had not achieved any progress. Mrs. Thompson who was stunned at Teddy’s result decided to investigate the matter. She took resort to Teddy’s previous year results and was shocked to know that he used to be the sharpest tool of the class.

When she went to the



root cause of his deterioration, she realized that it was his mother’s death that had shocked him. She was even more touched when at the end of the year, Teddy gifted her a half filled perfume bottle and a bracelet belonging to his mother.

“I have seen many more teachers but you are the best teacher I have ever seen Mrs. Thompson”. This was the letter she received every year by Teddy. Today when Mrs. Thompson arrived she had the same bracelet on her wrist and had a special seat reserved in the front named

‘MOTHER’.

After the wedding Dr. Pereira introduced his wife to Mrs Thompson and said “Whatever I am today is all because of her”. There were tears in her eyes. It seems Mrs. Thompson told the newly wedded woman, “Without him I could have never realized that a teacher must be a mother to every student of hers and then only a teacher”.

MORAL – ‘ A TEACHER AFFECTS THE LIFE OF A STUDENT TILL ETERNITY ‘

BRAIN TEASERS

1. You get many of me, but never enough. You may have one of me but one day a year, It is always fun and makes you wait for the next one. Who am I ?
2. I give you rest hours each day. I show you strange

- vision on the way. I am with you at night and leave by day, none suffers to have me, but do when and always. Who am I ?
3. I keep you safe, I keep you fine. I make your hand sweat, Your heart grow cold, The weak are my

- friends, but seldom the bold. Who am I ?
4. Countless blades that bend with a touch, Resemble the carpet pretty and lush, Spoilt by kids who run to make a buck, Provide sumptuous meal for cattle and herd. Who am I ?

C . U . SHAH PRIMARY SCHOOL

ACHIEVEMENTS



Kudos !! to C. U. Shah Primary School for making a hat-trick by winning the first prize for several consecutive times at the ‘Taak Dhina Dhin’ Dance Competition organized by ‘The School

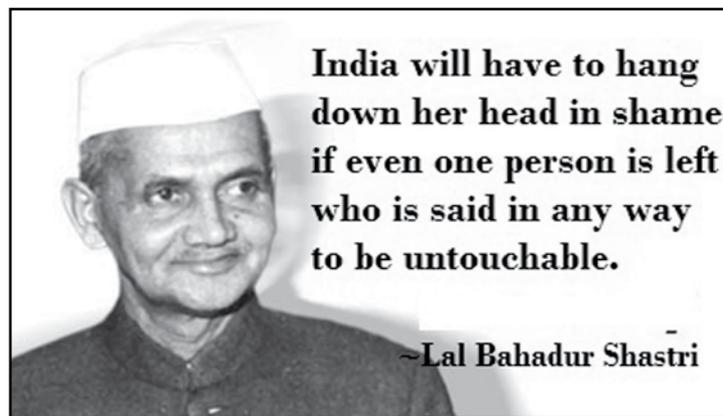
Post’. The performance which was based on the theme ‘Patriotism’ stirred the feelings of every spectator to such an extent that a standing ovation was extended as a note of appreciation.

HIP - N - HAPPENING



• The five year Swachhta Abhiyan Mission will be completing one year of its launch on 2nd Oct’ 15. The mission continues with the same zeal and vigour at C.U.P.S. where students do not hesitate to initiate in keeping their school and class-rooms clean. This Abhiyaan can only be accomplished only if each one realizes his/her moral duty of maintaining cleanliness and hygiene at the individual and social front.

• Master Chetan P. Gadiyar of Std VIII A to play at the ‘Inter-District Tennis Tournament’ from 1st Oct.- 3rd Oct.2015, to be held in Bharuch, Gujarat. C. U. Shah Primary School wishes him all the very best for the tournament.



India will have to hang down her head in shame if even one person is left who is said in any way to be untouchable.

~Lal Bahadur Shastri

2nd October is usually celebrated as Gandhi Jayanti, and very few people know that it is also the birth anniversary of Lal Bahadur Shastri! GLS Voice pays heartfelt tribute to this great freedom fighter!

N. R. PRIMARY SCHOOL

TEACHER'S DAY CELEBRATIONS

The birth date, [5th September 1888] of the second President of India, academic philosopher Dr. Sarvepalli Radhakrishnan, is celebrated as Teacher's Day. N. R. Primary School celebrated Teacher's Day on Friday 4th September 2015. Teacher's Day celebrations are undertaken to honour teachers for their sincere efforts to impart knowledge to their students. On this Day senior class students dressed up like their teachers and taught their juniors, the same way as their



teachers do. Housie was organized among the teachers and the students. This celebration brings out a healthy interaction between students and teachers.

GLS ENGLISH MEDIUM PRIMARY

AFRAID OF EXAMS? DON'T BE!

Exam is important because it gives platform to show case one's ability and acquisition of knowledge. But there is high pressure seen in both parents and children before and during exams have become more like show off than to test ability of a student. Due to comparison and show off, real meaning of exams is lost.



sleeping, Work while others are loafing, Prepare while others are playing, Dream while others are wishing."

Steps for success:-
"Students while others are

Steps for Exam preparation:-
• Make Schedule for study
• Make short term goals
• Follow your schedule without fail.
(Views by Aashray Goswami – Student of Std - VIII)

MEHANDI DESIGNING CELEBRATIONS

Mehandi designing has been a part of the Indian tradition for a long time. Mehandi Competition was held in N. R. Primary School. Students put different Mehandi designs in their our hands. Students enthusiastically participated in it.



EMPOWERING YOUNG MINDS THROUGH ART

Engaging young students through art unlocks creativity. Creativity allows them to express and trust themselves. It builds a spirit of inquiry and exploration. With explorer's spirits, they fall in love with learning.

A Workshop on stone was held on Tuesday 8th September 2015 in N. R. Primary School. The resource person was Mrs. Padma Kulkarni, one of our Ex. Staff members. It was a three hour workshop.



Students painted the ordinary stones and gave different designs like butterfly, flowers, beetle, Ganesh, Shankar, spider web, fish, owl etc. It was a unique creative experience.

SKILFUL HANDS AT WORK

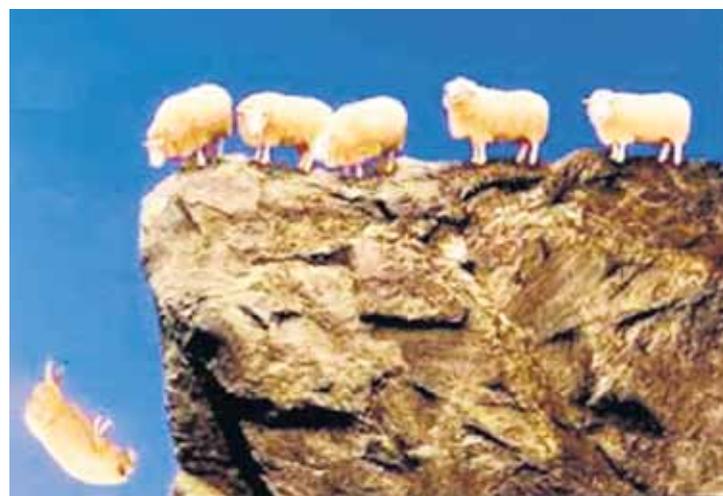
'Vigneshwarayah Varadai Surpriyaya'

A 3D model of Ganapati making competition was held on Saturday 19th September 2015 in N.R.Primary School. Students used various materials like clay, plaster of paris, paper, wheat flour, decorative items etc. for this competition. The little hands crafted the idols of Ganapati in an awesome way.



LANGUAGE LOUNGE

HERD MENTALITY



Herd is a large group of animals that live together. Herd mentality phrase comes from a distinct behaviour that is seen in the animals that live in a herd. It means the inability to listen to one's own instinct but instead to follow the majority. Animals like sheep or goats that live in a herd, do not use their own minds, do not take their own decisions and just blindly follow other members of group.

So even if one member falls off the cliff, other members of the herd would also follow that member without thinking on their own. In order to achieve something in life, one must get rid of the herd mentality. If people like Mary Kom or Malala Yusufzai had only followed the usual trend they would never have achieved their goals and brought change in the world. So are you just a member of the herd?

WHAT IS STRANGE ABOUT THESE SENTENCES?

• Was it a car or a cat I saw?, • Warsaw was raw., • No lemons, no melon.

Indeed, the word 'radar' IS a palindrome!



No, the word 'submarine' ISN'T a palindrome...



They are all palindromes. A palindrome is a word, phrase or number that reads exactly the same backwards as forwards. The name "palindrome" comes from

the Greek palindromos meaning "running back again". Recently we had a palindrome date – 5-10-2015! Can you say, when would be the next palindrome date?!

GLS Shines at the Gujarat University Youth Festival!

• HA College of Commerce, the host college was adjudged among best three in Collage, Poster Making ,Clay Modelling, Rangoli and Folk Dance competitions!

• GLS (M R Parikh) Institute of Commerce was adjudged among best three in On the Spot Painting, Light Vocal (Indian), Light Vocal (Western), Group Song (Indian),

Elocution, Mimicry and One Act Play Competitions!
 • S M Patel Institute of Commerce was adjudged among best three in Classical

Instrumental (Percussion), Group Song (Western) and Folk Dance competitions!
 • GLS (J P Shah) Institute of Business Administration was adjudged among best

three in Skit and Extempore competitions!
 • N R Institute of Business Administration was adjudged among best three in Classi-

cal Dance and Collage competitions!
 • Smt. L & C Mehta Arts college was adjudged among best three in Spot Photography competition!



GLS(J P SHAH)BBA SKIT TEAM GIVING THEIR WINNING PERFORMANCE



SHUBHAM SURTI OF GLS (J P SHAH)BBA ACCEPTING THE TROPHY FOR EXTEMPORE



TEAM GLS (M R PARIKH) IC GIVING A TOUGH COMPETITION TO OTHER SINGERS IN THE GROUP SONG EVENT



MESMERIZING PERFORMANCE BY GLS (M R PARIKH) IC – LIGHT VOCAL – INDIAN



ENTHRALLING EKANKI BY GLS (M R PARIKH)IC



ENERGETIC FOLK DANCE OF HACC



PLAYING WITH COLOURS – HACC RANGOLI THAT WAS ADJUDGED AMONG BEST THREE!



SHAPE IT UP – HACC CLAY MODELING THAT WAS ADJUDGED AMONG BEST THREE!



KHELAIYA OF SMPIC – ADJUDGED AMONG BEST THREE IN FOLK DANCE!



WINNING PERFORMANCE OF SMPIC MUSICIAN – PERCUSSION



HARMONIOUS WESTERN GROUP SONG – COMPELLING PERFORMANCE BY TEAM SMPIC



MAKING THE STAGE HER HOME! – GRIPPINNG PERFORMANCE BY NRBBBA CLASSICAL DANCER DHVANI PATEL

The month of September is quite awaited by the college students, as every year in this month the Youth Festival is organized. This year, the festival was organized by H A College of Commerce. Have a glimpse of some of the winning performances from GLS Family.

શુધ્ધિથી સિધ્ધિ સુધીની યાત્રા : ગાંધી છત્ર છાયા તળે

૧૮૭ સુધી પ્રત્યેક ભારતવાસી એક ઉદ્દેશ લઈ જવતો હતો. દેશને આઝાદ કરવાનો. પરંતુ સ્વતંત્રતા મેળવ્યા બાદ આપણી પાસે આવો કોઈ ઉમદા ઉદ્દેશ જ ન રહ્યો. પરિણામે ‘ઉદ્દેશહીનતા’ સાથે જીવતા આપણે ઠેર ના ઠેર જ રહ્યાં ! આઝાદીના ૬૮ વર્ષો વીતી ગયા પછીય આપણો સમાજ દિશાહીન થઈ ભટકતો રહ્યો. સ્વતંત્રતા મળ્યા બાદ જે પરિપક્વતા આપણે કેળવવાની હતી તે તો સાવ જ ભૂલાઈ ગઈ! સ્વતંત્ર ભારત, આશરે સાત દાયકા પૂરા કરવામાં છે ત્યારે ફરી એકવખત ભારતીય પ્રજાજનોને ઢંઢોળીને જાગ્રત કરવાની તાતી જરૂરીયાત ઊભી થઈ છે. શહેરોમાં વિકાસના અજવાળા આપણને આંજી નાખે તેમ રેલાયા છે. અવનવી શૈલીની આધુનિક ઈમારતો, દેશ-વિદેશની કેટલીય જાતની મોટરકારો, વિશાળ અને વ્યસ્ત રસ્તાઓ, કોમ્પ્યુનિકેશનના અવનવા સાધનો, વૈવિધ્યસભર વ્યવસાયો-ઉદ્યોગો, વૈશ્વિક વ્યાપારગ્રહો... શું નથી આ દેશમાં ? પરંતુ સવલતોની ભરમાર વચ્ચે આમઆદમીની આવશ્યક અને પાયાની જરૂરીયાતો જ વીસરાઈ ગઈ છે ! આટલી બધી ભૌતિક ઉપલબ્ધિઓની વચ્ચે સ્વચ્છ ભારત અભિયાનની જરૂર આપણને વાસ્તવ દર્શન કરાવે છે !

ગાંધીજી કહેતા “ભારતનો પ્રાણ ગામડાઓમાં વસેલો છે” એકલા ગુજરાતમાં ૧૮૦૦૦ ગામડાઓ છે. ગુગલ અને માર્શકોસોફ્ટનું સુકાન ભારતીયોના હાથમાં હોવાનું આપણે ગૌરવ અનુભવીએ છીએ પરંતુ આપણા દેશની જનતા પાસે પૂરતા પ્રમાણમાં શૌચાલય ન હોવાની બાબતે આપણે શરમ અનુભવતા નથી ! વિશ્વના કેટલાય દેશોના ઉપગ્રહ આપણે ભ્રમણકક્ષામાં મૂકી આપીએ છીએ. આવો સક્ષમ દેશ ઘરઆંગણે શૌચાલયોના અભાવથી ત્રસ્ત છે, કેવું શરમજનક !

ભારતના રાષ્ટ્રપિતા મહાત્મા ગાંધી સ્વચ્છતાના અત્યંત આગ્રહી હતા. તેઓ માનતા કે, સ્વતંત્રતા પ્રાપ્તિ કરતાંય સ્વચ્છતા વધુ મહત્વની છે. આ માન્યતા પાછળ તેઓનું એક કાબેલ અર્થશાસ્ત્રી, નિષ્ણાંત સમાજશાસ્ત્રી અને પ્રયોગશીલ આરોગ્યશાસ્ત્રી તરીકેનું ચિંતન જવાબદાર

છે. તેઓ એક સાચા લોકનાયક હતા. નબળી પ્રજાના સબળ આગેવાન બનવાને બદલે તેઓ સક્ષમ પ્રજાના સમર્થક સૂત્રધાર બનવાનું પસંદ કરતા હતા. તેઓ ભારતવાસીઓને સદા નિરોગી અને કાર્યરત જોવા ઈચ્છતા હતા. રોગમુક્ત, સ્વસ્થ અને સ્વચ્છ નાગરિકોના સમાજની તેમની કલ્પના સાકાર થાય તે માટે આપણે શુદ્ધિ ના માર્ગે સિદ્ધિઓના શિખરો સર કરવાના છે. શૌચમ્ એટલે શુદ્ધિ, સ્વચ્છતા, પવિત્રતા. ભારતીય શાસ્ત્રો પાંચ પ્રકારના શૌચ વર્ણવે છે. ૧) મનઃ શૌચ ૨) કર્મ શૌચ ૩) શીલ શૌચ ૪) વાકુ શૌચ ૫) શરીર શૌચ. શરીરની સ્વચ્છતા અને શુદ્ધિ એ તદ્દન પ્રાથમિક બાબત છે. આ પ્રથમ અને પાયાના સોપાનને સર કર્યા બાદ જ મુક્તિના અંતિમ લક્ષ્યને પામી શકાય.

શૌચાલયોની અછત આપણા દેશના આરોગ્ય પર વિઘાતક અસર કરે છે. ખુલ્લામાં કુદરતી હાજતે જનારા લોકો જમીન, પાણી અને હવા ત્રણેયને પ્રદૂષિત કરે છે. તેનાથી રોગચાળો ફેલાય છે. અને પરિવારોના અને રાષ્ટ્રના આરોગ્યપર્ચમાં ધરખમ વધારો થાય છે. પાણીથી ફેલાતા રોગો જેવા કે કોલેરા, ઝાડા-ઉલટી વગેરેને કારણે બાળકોનો મૃત્યુઆંક વધે છે. આર્થિક આયોજન ખોરવાય છે, પ્રવાસન ઉદ્યોગને ફટકો પડે છે. અને વિકાસ માટે ફાળવેલા ધનનો હિસ્સો આરોગ્ય પાછળ ખર્ચાઈ જાય છે.

શૌચાલયોના ઉપયોગથી સ્વચ્છતા અને આરોગ્ય બેયની જાળવણી થાય છે. પરંતુ એ માટે સ્વચ્છતાની સુટેવ વિકસાવવી પડે. મહાત્મા ગાંધીના સાર્થ શતાબ્દી વર્ષે ઈ.સ. ૨૦૧૮ સુધીમાં સંપૂર્ણ સ્વચ્છ ભારતના નિર્માણના ભગીરથ કાર્યની આરંભ ખુલ્લામાં શૌચ જવાની કુટેવ એક મોટો અવરોધ છે. આપણા શરીરની સ્વચ્છતા, આપણા ઘરની સ્વચ્છતા અને આપણા ગામ કે શહેરની સ્વચ્છતા આ ત્રણેય બાબતે જો આપણે સજાગ હોઈશું તો રોગ અસંભવિત બની જાય એવું ગાંધીજી કહેતા. તેઓ માનતા કે, સ્વચ્છતા એ પ્રજાજીવનનું અવિભાજ્ય અંગ છે. પરંતુ સ્વચ્છતાની આદત કેળવવી એ ઘણું કપરું કામ છે. અનાદિકાળથી ચાલતી આવેલી અસ્વચ્છતાની આદત કાઢવામાં મહાપરાક્રમની જરૂર છે એવું



ગાંધીજી માનતા.

સદીઓથી આપણે પર્વતો, નદીઓ અને સરોવરોને દૂષિત કરતાં રહ્યા છીએ. સરકારી કચેરીઓ, જાહેર માર્ગો, સાર્વજનિક સ્થળો અને ખુલ્લા પ્લોટ્સ જાણે કે ગંદકીના આશ્રયસ્થાન બની ગયા છે. સમગ્ર વિશ્વની સૌથી વિશાળ રેલ્વેલાઈનોની બેઉ તરફ ફેલાતી ગંદકી જોઈને એવું લાગે કે પ્રત્યેક ઘરમાં શૌચાલયની સુવિધા હોવી અનિવાર્ય છે. ગાંધીજી આ બાબતે પોતાનું મંતવ્ય પ્રગટ કરતા કહે છે “પાયખાના વિષેની આપણી કુટેવને લીધે આપણે પવિત્ર નદીના કિનારા બગાડીએ છીએ, માખીઓની ઉત્પત્તિ કરીએ છીએ ને નાહીધોઈ સાફ થયા પછી પાછા જે માખી આપણી દોષમય બેદરકારીથી ઉઘાડી મેલેલી વિષ્ટા ઉપર બેઠી છે તે માખીને આપણા શરીરનો સ્પર્શ કરવા દઈએ છીએ... ચાલવાના રસ્તે મેલું નાખવું, થૂંકવું, નાક સાફ કરવું એ ઈશ્વર પ્રત્યે તેમજ મનુષ્ય પ્રત્યે પાપ છે. તેમાં દયાનો અભાવ છે.”

ગાંધીજીએ સૂચવેલો ગ્રામસેવકોનો આદર્શ આ બાબતે મનનીય છે. તેઓ માનતા કે લોકોના શરીરને પાયમાલ કરનારી અને ભયાનક રોગચાળો ફેલાવનારી ગંદકીને નાથવા માટે ગ્રામસેવકોએ શૌચાલયોના અસરકારક ઉપયોગ અંગે લોકોને જાગ્રત કરવા જોઈએ. જ્યારે આધુનિક શૌચાલયોનો આવિષ્કાર થયો નહોતો એ દિવસોમાં પણ શૌચાલયો અંગે ગાંધીજીના વિચારો એક ઉત્તમ સમાજશાસ્ત્રી, અર્થશાસ્ત્રી અને આરોગ્યકર્મીને શરમાવે તેવા ઉમદા વિચારો હતા.

“મારા સ્વપ્નનું ભારત” માં ગાંધીજી

લાખે છે : “મળનું ગામડાના ખેતરને માટે સોના જેવું ખાતર બને. મળને ઠેકાણે પાડવાની રીત એ છે કે, પેશાબ તેમજ મળને નકામી માટી જોડે ભેળવવા અને તેને વધારેમાં વધારે એક ફૂટ ઊંડો ખાડો કરીને જમીનમાં દાટી દેવા. ડૉ. પુરે ગામડાની સફાઈ વિશેની એમની ચોપડીમાં લખ્યું છે કે, મળ જમીનમાં ૮ થી ૧૨ ઈંચ કરતા વધારે ઊંડાઈએ દાટવો ન જોઈએ. લેખકનું કહેવું એમ છે કે નકામી જમીનમાં સૂક્ષ્મ જંતુઓ છે અને પ્રકાશ અને હવા પણ આટલે ઊંડે સહેજે પહોંચી શકે છે. એ જંતુઓ અને હવા તથા પ્રકાશ મળીને એક અઠવાડિયાની અંદર મળનું સુંદર નરમ ખાતર બનાવી દે છે. કોઈ પણ ગ્રામવાસી આ વસ્તુ અજમાવીને જોઈ શકે છે. આમ કરવાનો એક રસ્તો એ છે કે સ્થાયી જાજરુ રાખીને તેમાં માટીના કૂંડાં કે લોઢાની ડોલો રાખવા અને તેમાંના મળમૂત્ર દરરોજ યોગ્ય રીતે તૈયાર કરેલી જગ્યાએ ઠાલવી દેવા. અથવા બીજો રસ્તો એ છે કે જમીનમાં ખાડા કરીને તૈયાર રાખ્યા હોય ત્યાં શૌચ દ્વિયા કરવી. મળને ગામની સાર્વજનિક જમીનમાં અથવા તો કોઈ માણસોની ખાનગી માલિકીની જમીનમાં દાટી શકાય. આ કામ ગામલોકોના સહકાર વડે જ થઈ શકે. બીજું કશું જ ન બને તોયે કોઈ સાહસિક ગ્રામવાસી મળને ભેગો કરીને પોતે એમાંથી ધન ઉપજાવી શકે. આજે આ લાખો રૂપિયાની કિંમતનું ખાતર દરરોજ વેડફાઈ જાય છે, હવાને બગાડે છે અને બદલામાં રોગો પેદા કરે છે.”

ગાંધીજી હંમેશાં આપણને સૌ ભારતવાસીઓને સમૃદ્ધ અને નિરામય જીવનજીવતા જોવા માગતા હતા. એક તરફ તેઓ ભારતની સમૃદ્ધિ પર કબજો જમાવી બેઠેલા અંગ્રેજોને હાંકી કાઢવા મક્કમ હતા તો બીજી તરફ ભારતીય સમાજજીવનમાં ઘર કરી ગયેલી અસ્વચ્છતાની આદતોને દૂર કરવા કટિબદ્ધ હતા. તેઓ માનતા કે, રોગી નાગરિકો આઝાદી મેળવવાને લાયક નથી. તેઓના સ્વચ્છ ભારતના સ્વપ્નને સાકાર કરવા માટે ઘરોઘર શૌચાલય હોય તે આવશ્યક છે. ગાંધીજીએ વખતોવખત એ અંગે પ્રદર્શિત કરેલા શૌચાલય અંગેના વિચારોમાં ‘સ્વચ્છભારત’ ના નિર્માણ માટેની તેઓની તાલાવેલીના

દર્શન થાય છે. ઘેર ઘેર શૌચાલય અને એ માટે સામુહિક આંદોલન જગાવવાની તાતી જરૂર છે. હજુય કેટલાક લોકો એવું માને છે કે, “વૃદ્ધ અને રોગી અશક્તો માટે ઘરમાં શૌચાલય બને તે ઠીક છે. બાકી સશક્તોએ ગામને બહાર પાદરમાં જઈ શૌચદ્વિયા કરવી જોઈએ.” હવા, પાણી, જમીન અને વાતાવરણને દૂષિત કરનારી આ કુટેવને દૂર કરવાનું ભગીરથ કાર્ય યુવાનો જ પાર પાડી શકે. ગાંધીજીને ભારત દેશના યુવાનોમાં આવી ગ્રધ્ધા હતી. તેઓ માનતા કે કઠોર શિસ્તમય જીવન જીવીને યુવાનો પોતાને તથા દેશને સર્વનાશમાંથી ઉગારી શકશે.

ગુજરાત રાજ્યના સ્વચ્છતા અભિયાનના એમ્બેસેડર આદરણીય શ્રી સુધીરભાઈ નાણાવટી સાહેબે વિશાળ સંખ્યામાં યુવાનો અને વિદ્યાર્થીઓને ‘સ્વચ્છ ભારત’ અભિયાનમાં પ્રેરિત કરીને દેશના અર્થતંત્ર અને વિશ્વના પર્યાવરણની દશા સુધારે તેવું રાષ્ટ્રસેવાનું મહાન કાર્ય કર્યું છે. બાકરોલ હોય કે અમદાવાદ, ગ્રામ્ય અને શહેરી વિસ્તારોમાં જી.એલ.એસ. સંચાલિત શૈક્ષણિક સંસ્થાઓએ પાર પાડેલા સફાઈ અભિયાનના વિવિધ કાર્યક્રમોથી લોકજાગૃતિ આવી છે. વળી શાળા-કોલેજોના વિદ્યાર્થીઓએ શરમ કે સૂગ મૂકીને શેરીઓ, રસ્તાઓ અને જાહેર સ્થળોની સફાઈ કરીને લોકોના દિલ જીતી લીધા છે. સતત એક વર્ષથી ચાલી રહેલા આ સામુહિક સફાઈના યજ્ઞને કારણે યુવાનો અને વિદ્યાર્થીઓમાં સામાજિક જવાબદારીની ભાવના વિકસી છે અને પરસ્પર એકબીજાની ભાવના પણ ખીલી ઊઠી છે. જી.એલ.એસ.ની વિવિધ શૈક્ષણિક સંસ્થાઓ દ્વારા છેલ્લા એક વર્ષથી સતત ચાલી રહેલા સફાઈ કાર્યક્રમો ઉપરાંત વિવિધ બૌદ્ધિક પ્રવૃત્તિઓ અને કલા-કોશલ્યની અભિવ્યક્તિ તથા પ્રદર્શનના માધ્યમથી જાહેર સ્વચ્છતાનું ગૌરવ અને સ્વચ્છતાની સુટેવ અંગે સભાનતા વધી છે જે નવી પેઢીના સુખદ ભવિષ્યનો સંકેત આપે છે.

ડૉ. જયેશ માંડણકા
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એચ. એ. કોલેજમાં સ્વચ્છતા અભિયાન – પ્રદર્શનનું આયોજન

એચ.એ. કોલેજ ઓફ કોમર્સના નેજા હેઠળ સ્વચ્છતા અભિયાન સંદર્ભે વિવિધ કાર્યક્રમોનું આયોજન થયું. સ્વચ્છતા અભિયાન હેઠળ ચિત્ર સ્પર્ધા, નિબંધસ્પર્ધા તથા ચાર દિવસીય પ્રદર્શન યોજવામા આવ્યું હતું. ભારતના વડાપ્રધાન શ્રી નરેન્દ્ર મોદી દ્વારા ગયા વર્ષે શરૂ કરવામાં આવેલા સ્વચ્છતા અભિયાનમાં એચ.એ. કોલેજ ઓફ કોમર્સ ખૂબ જ ઉત્સાહભરે યોગદાન આપ્યું છે. ગુજરાત લો સોસાયટીએ દત્તક લીધેલ બાકરોલ ગામની સફાઈ, અમદાવાદ શહેરના જુદા જુદા વિસ્તારોમાં સફાઈ ઝુંબેશ અને જાગૃતિ, અન્ય સંસ્થાઓના સહકારમાં ડસ્ટબીનનું વિતરણ અને શેરી કાર્યક્રમો દ્વારા વિદ્યાર્થીઓએ પોતાની એક અલગ ઓળખ સમાજને કરાવી હતી અને આ રાષ્ટ્રીય અભિયાનમાં ખૂબ જ મહત્વનો ફાળો આપ્યો હતો. આ બધા જ કાર્યક્રમોના ફોટોગ્રાફ્સ અને સૂત્રોનું એક પ્રદર્શન ગુજરાત લો સોસાયટીના એક્ઝીક્યુટીવ વાઈસ પ્રેસીડન્ટ શ્રી સુધીરભાઈ નાણાવટી કે જેઓ ગુજરાત સરકારના સ્વચ્છતા



અભિયાનના ગ્રાન્ડ એમ્બેસેડર તરીકે નિયુક્ત થયેલા છે તેઓ દ્વારા અમદાવાદના મેયર શ્રી મીનાક્ષીબેન પટેલની હાજરીમાં ખુલ્લું મુકવામાં આવ્યું હતું. વિદ્યાર્થીઓના પ્રયત્નોને શ્રી સુધીરભાઈ નાણાવટીએ બિરદાવ્યા હતા. આ પ્રસંગે ઉપસ્થિત ગુજરાત યુનિ.ના ઊપકુલપતિશ્રી ડૉ.

એમ. એન. પટેલે યુવા વિદ્યાર્થીઓમાં આ પ્રકારના સ્વચ્છતાના સંસ્કારોનું જો યોગ્ય સિંચન કરવામાં આવે તો ભવિષ્યની પેઢી માટે સંસ્કારો વારસારૂપ બનશે તેમ જણાવ્યું હતું. શ્રીમતી મીનાક્ષીબેન પટેલે એચ.એ.કોલેજ અને જી.એલ.એસ.ના હકારાત્મક પ્રતિભાવને આવકાર્યો હતો.

સહુને ગમે તેવું ગામ : બાકરોલ



બાકરોલ ગામમાં ગુજરાત લો સોસાયટી દ્વારા કેળવણી યજ્ઞ શરૂ થયો છે. આ યજ્ઞ તેમજ ગામના સતત

સહકારને કારણે ગામની ચેતના વિકાસ તરફ ઉન્મુખ બની છે તેના દર્શન ગાંધી જયંતિ નિમિત્તે યોજાયેલ કાર્યક્રમમાં થઈ શક્યા.

E-FRAUDS: MODERN FORM OF OLDER CRIMES

By Prof. Marzun Jokhi

There is a tremendous rise in the rate of occurrence and amount of E-frauds in the recent past. When one does business in E-form, there is a lack of personal contact and the wrongdoers can't see the private hurt they are initiating while defrauding societies. As the buyer and seller are hidden behind the computer screen, people are desensitized from knowing right and wrong. One needs to understand that E-business also has the same cycle like acquisition, sale, rendering services, paying expenses etc. only the medium of exchange is different. With a click of a button one can send money thousands of miles away, one can buy a luxury cars or a limited edition pen. Every easy or quick way to success has a drawback which one should be aware.

Online Temptation Trap

One should keep in mind the following Dos and Don'ts while indulging into online dealings:-

- Use a trusted URL because untrusted URL will be a trap laid by the perpetrator to snatch away your personal data. Sometimes the website and product looks so attractive that our attentions are diverted to the genuineness of the same.
- While exploring such sites, one should check whether the first part of their address ends with an 's'. 'http's' stands for secure and one should go for sites which are secure.
- It's very important to enquire whether the sites which one is selecting have an office in one's city or atleast state. One should go only for such sites which have local offices. If there is a local office, kindly contact them and check the authenticity of the same before dealing.
- Form a habit of asking your neighbors and friends about online shopping experiences and only use the recommended sites.
- One should read all the contents before giving the consent to acquire as certain hidden charges are laid down in a very fine print which will appear in your total bill to be paid.
- Because of the liking of the



product, one will be tempted to buy it online and will use credit card for the payment. One has to be very careful while giving personal details if asked. It may lead to identity theft.

- A padlock ensures genuineness of website, so when you are buying online, do check whether the padlock icon appears either in address bar or at the bottom of the navigation page.
- One should also check the origin and reputation of the seller because some websites allow and trader to sell any type of goods. There has been enormous increase in bogus or bootleg products.
- It is imperative to read all the specifics to ensure that the product is actually the brand name product you originally intended to buy. In a hurry one will buy a product of different company presuming it to be branded one like "Raymon" instead of "Raymond".
- One has to check whether the e-commerce websites owners ensure the cyber law due diligence in India.
- It is desirable to shop through cash-on-delivery rather than use debit or credit cards.
- Also beware of pyramid schemes, stock schemes and work-at-home schemes. They will tempt you with a guarantee payment in lieu of an initial deposit.
- Spoofing or Website cloning: the swindler creates a hoax web site or to say duplication of a website for criminal use. The fraudsters use legitimate companies name, logos, graphics and even code. In many cases you might have been directed by a link to reach that hoax website. If you come out of that website and again try to login in through URL into a new web browser and you come to know whether it is genuine

or not.

- Also be careful of internet gambling-virtual casinos. An online gambling establishment appears and disappears with consistency and after accumulating from losers they don't pay to winners.
- One might receive fraudulent emails congratulating for winning a substantial amount of money in a lottery draw. When we reply to them they ask for our bank accounts and other personal information so that they can transfer the winning amount to our bank account. These are false emails so don't fall in trap and share any of your personal details.
- It is advisable to use Virtual Keyboard for typing passwords, credit cards numbers or any important information.
- After you complete your transaction payment online, don't forget to log off. We have a wrong habit of not logging off and only closing the browser.
- To check the authenticity of any website, stops reliscense on the links and always try to open it by copying the address in a new URL.
- Sometimes you might notice that your log-in IDs or password appears automatically on the sign-in page of a secure website then in such case don't forget to disable "Auto complete" function by going to the tools> internet options> content> personal information > click Auto complete, to increase the security of your information.
- Secure your personal computer/laptop always by reading "Computer Safety Measures".

(The writer is a faculty member in Accountancy at SMPIC)

L & C MEHTA ARTS COLLEGE

- Mr. Akshay Tamayache, a final year student of Smt. L & C Mehta Arts College stood first in Smt. Kundanben Munsha Sugam Sangeet Competition organized by Akhil Hind Mahila Parishad in which 60 participants from

different city-based institutions took part. He won a trophy and a cash prize and brought prestige to the college. Smt. L & C Mehta Arts College is proud of his achievements in the field of music.

SMPIC LAUNCHES ECONOMICS CLUB

Economics is the mother of all the subject of commerce. SMPIC has launched Economics Club. The first session was on 'Basics and Practical application of Economics in Real World' taken by Shree Vadibhai Patel, a senior economist and professor. He briefed about the origin and history of economics in the global world. He expressed his viewpoints on the utility of subject in practical life. He enlightened the audience with his excellent oratory skills. The main objective behind launching



Economics club is to generate interest towards the subject among students and motivate them to participate in various activities like quiz, debate, practical application of economics through presentation on different current aspects, animation videos, visiting research institutions etc.

WHAT IS ALPHABET INC.?

By Avish Shah

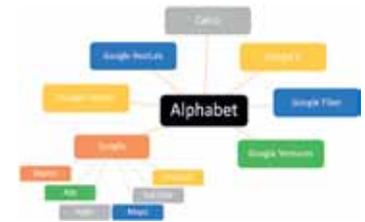
Google just announced a major overhaul of its corporate structure.

On August 10, 2015, Google Inc. announced plans to create a new public holding company, Alphabet Inc. Google CEO Larry Page made this announcement in a blog post on Google's official blog. Alphabet will be created to restructure Google by moving subsidiaries from Google to Alphabet, narrowing Google's scope. The company will consist of Google, Nest Labs, and Calico, as well as other businesses including Google X, Google Capital, and Google Ventures.

The executives in charge of Alphabet will be the same executives in charge of Google today -- CEO Larry Page, President Sergey Brin, Executive Chairman Eric Schmidt, CFO Ruth Porat, and chief counsel David Drummond. Sundar Pichai, current product chief, is to become the new CEO of Google, replacing Larry Page.

In his announcement, Page described the planned holding company as follows:

Alphabet is mostly a collection of companies. The largest of which, of course, is Google. This newer Google is a bit slimmed down, with the companies that are pretty far afield of our main internet products contained in Alphabet



instead. Fundamentally, we believe this allows us more management scale, as we can run things independently that aren't much related.

They liked the name Alphabet because it means a collection of letters that represent language, one of humanity's most important innovations, and is the core of how they index with Google search! They also like that it means alpha-bet (Alpha is investment return above benchmark), which they strive for!

Larry Page says the motivation behind the reorganization is to make Google "cleaner and more accountable." He also said he wanted to improve "the transparency and oversight of what we're doing," and to allow greater control of unrelated companies.

Alphabet is now the new face of technology world and Google will be its strongest subsidiary.

(Writer is a Third Year student of GLS (I&RKD)Institute of Computer Application)

SCHOLARSHIPS / FELLOWSHIPS / RESEARCH OPPORTUNITIES

Compiled by: GLSCRD

A) OPPORTUNITIES FOR STUDENTS:

1. A number of Scholarships are listed in the National Scholarship Official Portal with different deadlines. Interested students can register themselves by providing their details.
For Details: <https://www.scholarships.gov.in/main.do>
2. A number of Opportunities for seed fund support upto Rs. 25 Lakhs for incubation at National Design Business Incubators (Ahmedabad, Gandhinagar, and Banglore)
Last Date: October 15, 2015
For Details: <http://www.ndbiindia.org/>
3. ANU Hedley Bull Scholarship for Australian and International Students, 2016
Last Date: 31 October, 2015
For Details: <http://www.anu.edu.au/students/scholarships-support/hedley-bull-scholarship>
4. S.N Bose Scholars Student Exchange Program for Indians in USA, 2016

Last Date: 31 October, 2015
For Details: <http://iusstf.org/story/53-74-For-Indian-Students.html>

5. BAGSS Starter Scholarships for German and International Students, 2016
Last Date: 31 October, 2015
For Details: <http://www.uni-bamberg.de/bagss/application>
6. Westminster Full Fee Scholarships for Masters Students in UK, 2016
Last Date: 16 October 2015
For Details: <http://www.westminster.ac.uk/study/prospective-students/fees-and-funding/scholarships/january/full-fee-waiver-scholarships>
7. ASA Scholarship Program for Graduate Students in USA and Canada, 2015-2016
Last Date: November 2, 2015.
For Details: <http://scholarship-positions.com/asa-scholarship-program-graduate-students-usa-canada/2015/07/25/>
8. Transform Together Scholarships for International Students in UK, 2015-2016
Last Date: 1 November 2015.

For Details: <http://www.shu.ac.uk/international/scholarships-bursaries/transform.html>

9. NISF Scholarships for Foreign Students at Japanese Universities in Japan, 2016
Last Date: 1 November 2015.
For Details: http://www.nitori-shougakuzaidan.com/en/02_01.html

B) OPPORTUNITIES FOR TEACHERS:

1. TÜBİTAK Research Fellowship Programme for Foreign Citizens in Turkey, 2016
Last Date: 9 October 2015
For Details: <http://www.tubitak.gov.tr/en/funds/academy/international-researchers-fellowship-programmes/content-2216-research-fellowship-programme-for-international-researchers>
2. University of Auckland Senior Health Research Scholarships in New Zealand, 2015-2016
Last Date: 1st November 2015
For Details: <https://www.auckland.ac.nz/en/for-current-students/cs-scholarships-and-awards/cs-search-for-scholarships-and-awards.html#detail/802144>

BOOK REVIEW

The Kite Runner by Khaled Hosseini

Reviewed by : Muskan Navlani

The Kite Runner, a tremendous first piece of work by Afghan-American author, Khaled Hosseini, was published in 2003 by Riverhead Books. The book is also now a major motion film and a play as, Kite Runner. The book has turned out to be outshining to readers and has been number one best seller of New York Times for over a period of two years.

This multi-generational fiction is a historical drama. The book is based upon cowardice and absolution, of a rich Pashtun a Sunni Muslim boy Amir, who betrays his closest friend Hassan, a Sh'a Muslim, Hazara. The two belong to different casts and have huge status difference.

Amir is a son of wealthy business man while Hassan is the son of Ali, a servant in their house. The only similarity between the two is, they both have lost their mothers.

The writer starts the book by creating a bit of suspense and anxiety in readers by not revealing anything about the narrator, which makes the reader rather impatient to read ahead!

The constant theme of the book is sins of Amir, which lead him on a guilt trip. The tale is woven into emotions like betrayal, love, forgiveness, and social factors like caste discrimination and the immigrant experience. Betrayal is when Amir turns his back on Hassan when the latter needed him and also betrayal of Baba to both Amir and Hassan that he never unfolded the fact of them



being half-brothers. The novel depicts the complexity of love and friendship through his characters. Forgiveness plays a vital role in the book. On the one hand, we have Hassan forgiving Amir, on the other, we have Amir forgiving Rahim

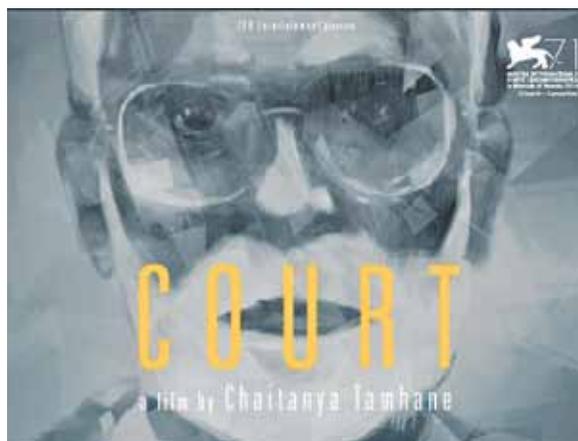
Khan, Baba's best friend who had kept the secret of Hassan from Amir. The novel portrays rather disturbing immigrant experience when Baba and Amir have to leave their homeland because of Taliban taking over Afghanistan. They

settle in San Francisco where they lose all their wealth and status.

Personally I found the novel quite astonishing. The author has amazingly expressed his feelings and has used all themes perfectly fitting in all scenes. Though the writing style is a bit complicated, the content is clearly delivered to the reader. The story is not at all predictable, and therefore makes it more exciting. This story is unforgettable and it changes the perspective of many social discriminants, and helps the society to fill the gaps. It leaves imprints on many hearts for friendship, togetherness, family and sacrifice. It's a powerful novel, loved by many and had become an evergreen classic of all time.

(Muskan Navlani is a Semester I student, NRBA)

MOVIE REVIEW



Courtroom drama has always been popular among Indian movie buffs. Chaitanya Tamhane's Court, however, is not a clichéd courtroom drama.

Court, a Marathi film is a story about an ageing folk singer, Narayan, who is allegedly accused of abetting a sewage worker's suicide. The narrative technique of the film is quite distinct. The plot is

not narrated in a linear manner, but it is followed as it moves ahead. The film is a sharp critique of the judiciary system of India. As the trial unfolds, the personal lives of the lawyers and the judge involved in the case are observed outside the court. The director has portrayed the mindsets of all characters with finesse, depicting both the sides of judiciary system and

people involved in it. This interesting plot becomes a real pleasure to watch on screen because of its crisp dialogues, smart cinematography, unique storytelling where a number of tales are woven together and remarkable acting. Premiered at the 71st Venice International Film Festival, Court has already won a number of awards, and now it is sent for the 88th Annual

Academy Awards in the Best Foreign Language category. Jay Weissberg of Variety described the film as "an impressive debut that flays alive India's judicial system thanks to an intelligent, superbly understated script." All in all, Court is a movie that cannot be missed. Watch it, when it next comes to film screenings, or buy an unpirated DVD and watch it!

EVENTS & ACHIEVEMENTS

GLS (U P Shah) BBA



Kevin Chanderia (SEM – III) participated in inter-college Table Tennis competition (Ahmedabad Zone) and reached until its semi- final Rounds. Kevin stood 4th in the event where 32 teams were participating. He stood 3rd in Table Tennis competition organised at zonal level.

FACULTY ACHIEVEMENT

Dr. Tejal Jani and Prof. Himani Sardar bagged Best Paper Award for presenting a research paper entitled “Private Universities: a Credible Alternative in Higher Education?” at NAAC sponsored National Level Conference on Quality Initiatives & Benchmarking in Higher Education Institutions



organized by Surana College, Bangaluru on 3rd & 4th September 2015.

GLS (I & RKD) ICA



GLS (I & RKD) Institute of Computer Application CSI Student Branch organized a workshop on “SCRIBUS” on 19th September, 2015. The resource person of the workshop was Prof. Jyoti Dubey, Assistant Professor from GLSICA. Around 38 students from FY BCA and PGDMA

participated in the workshop. The students learnt about basic scribus interface, various tools and techniques to design magazine covers, invitation cards, visiting cards, flyers, Id cards, greeting cards etc. The students enjoyed the workshop and came out with many innovative designing ideas.

Smt Sadguna C U Arts College



A special programme was arranged for the girl students of the college in the month of August to motivate the girls to learn self-defense. The three-day programme was arranged in our college as a necessity to make the girl students

aware of self-care and value of confidence in life. Sensei Shri Hreeday Bhatt with his team enthusiastically helped the girls learn the basics of self-defence. Shri Bhatt is a 3rd Degree Black Belt-Shito-Ryu and he is the instructor for Karate and Judo.

SMPIC

ECONOMICS AND STATISTICS CLUB MEMBERS VISIT 94.3 MY FM!



A group of 56 students visited Gujarat’s No. 1 FM station, 94.3 My FM with an objective to make students understand career opportunities in media and latest technology used in it. The students participated with great enthusiasm and had an interaction with Mr. Kartik, the program co-coordinator and

also got an opportunity to interact with famous RJs Ms. Krupa and Ms. Payal of My FM.

Students were keen to learn about opportunities to work as interns in various department of My F. M. like Marketing, Finance, Sound Engineer, Administration, Production, RJ etc.

WORKSHOP ON ECO-FRIENDLY GANESHA IDOLS FOR DNA EMPLOYEES



Student members of Statistics Forum, SMPIC, conducted a workshop on “Go Green Ganesh Chaturthi “ in which employees of various

department of Divya Bhaskar Corporation participated and more than 30 clay idols were prepared by them under the assistance of SMPIC students.

SMPIC STUDENTS ON ECO DRIVE!



Student members of Statistics forum, SMPIC did a research on the amount of water pollution caused during Ganpati Visarjan, and they followed up by holding

an awareness campaign. They visited a number of schools of Ahmedabad and conducted Eco-Friendly Ganesh Idols workshops as a part of Ganesh Chaturthi Celebrations.

BD Arts

FACULTY ACHIEVEMENT



Gujarat Law Society’s B.D.College’s Head of the Dept. (Hindi) Dr. Dhirajbhai Vanker’s immense contribution to Hindi language was rewarded by “Sahitya Mandal, Shree Nathdwara”. During the celebration of “Hindi Lavo Desh Bachavo” on 14th Sep. 2015. He was awarded the honorary title of “Hindi Sahitya Vibhushan”. Dr. Vanker has also published five critical books and one anthology of poems. He has also been awarded seven national awards in the past.

STUDENT ACHIEVEMENT



Congratulations to Ayushi Mankad (MA Semester II, Home Science) for getting 3rd rank, and Nilam Parmar (MA Semester II, Home Science) for getting 18th Rank and Radhika Tavade (MA Semester II, Home Science) for getting 21st Rank in the Gujarat University examinations 2014-15.

GLS MSc(IT)



On 15th September, 2015, the students and staff members of MSc(IT) programme GLS University, organized a social activity to assist in “Saying No to Plastic”. The students prepared approximately 250 good quality paper bags from old newspaper that they brought from their homes.

GUJARAT LAW SOCIETY'S HACC HOSTS YOUTH FESTIVAL

To mark its 60th anniversary year, HA College of Commerce hosted the Gujarat University Ellisbridge South Zone Youth Festival this year at the GLS premises on the 9th, 10th and 11th of September. Out of the 102 colleges of Gujarat University in this zone, more than fifty colleges participated in the 27 different competitions. There were about 900 students who had registered themselves for the different events, which were held simultaneously at Tagore Hall, Thakorebhai Hall, GLS Auditorium and the college premises.

The inaugural programme was presided over by Shri Bhupendrasinhji Chudasama, Hon. Minister of Education, Gujarat. Dr. B.H. Joshi, Registrar, GLS, Dr. Sanjay Vakil, Principal, HACC, Dr. V.K. Chavda, Director,



INAUGURAL FUNCTION OF THE GUJARAT UNIVERSITY YOUTH FESTIVAL

Youth Welfare Dept., Gujarat University, Dr. M.R. Sonara, Co-ordinator and Dr. A.V. Pagedar, Joint Co-ordinator, were the dignitaries on the dais.

As this is one of the most competitive zones of the university, all the participating colleges witnessed and

experienced an extremely high level of competition in all the events. Judges who were invited from the city were all experts and renowned exponents in their fields. The timetable was scheduled in such a way that students could participate easily in all the events without facing a



PRINCIPAL DR. SANJAY VAKIL ADDRESSING THE WINNERS AND PARTICIPANTS OF THE YOUTH FESTIVAL AT VALEDICTORY FUNCTION

time clash.

The results of the events were declared at the valedictory function, which was a grand event held at the GLS lawn. The entire atmosphere reverberated with the sounds of victorious colleges and cheering screams.

The entire youth festival was

successful due to the hard work and intense efforts of the whole HA parivar, which were augmented by the GLS management and all the sister-institutions. The principal and the staff members led the effort, and the volunteers worked in tandem with each other.

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