

FLAMES

2018-19



**FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)
GLS UNIVERSITY**

GLS Campus, Ellisbridge, Ahmedabad

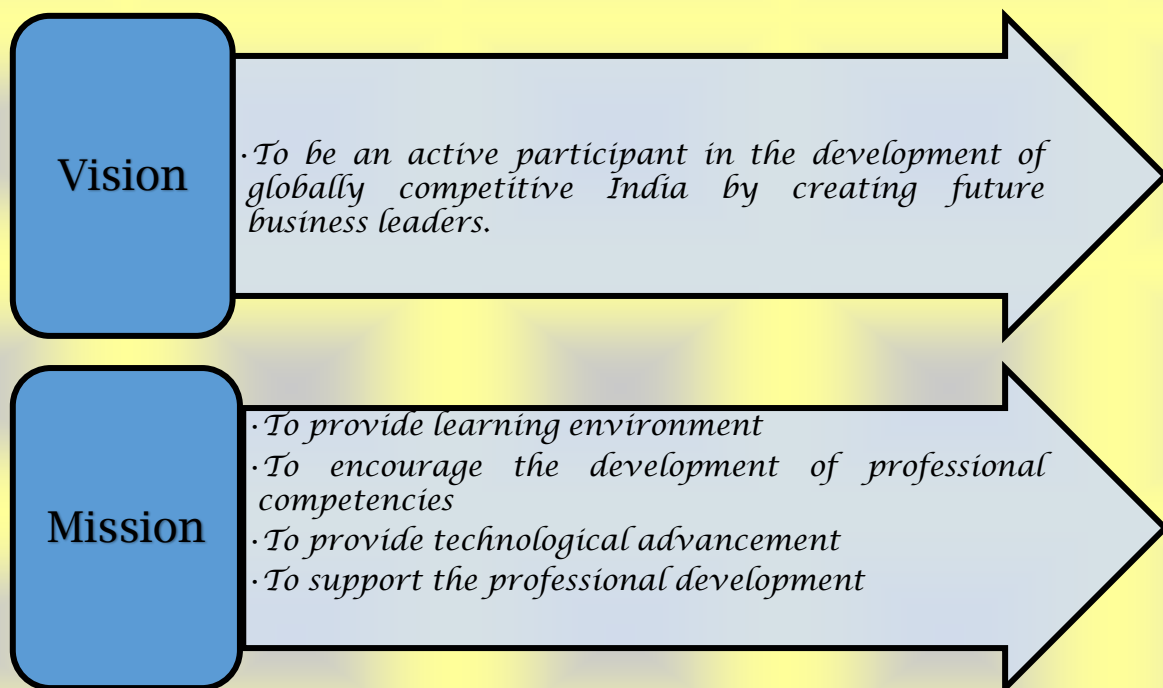
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Faculty of Business Administration

(GLSBBA)

FLAMES

(2018~19)



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From Director's desk....

Welcome to another edition of Flames!

A deep sense of appreciation, gratitude and joy surge through my heart as I greet you through another issue of Flames.

As the curtain falls on yet another eventful year, here at GLSBBA, it is time for us to reflect on how we carried ourselves through this academic year which can be best testified by a college magazine. Publishing a magazine is a Herculean task in the days of social media where KISS (keep it short & simple) principle is rigorously followed. Students have to be coaxed, persuaded and encouraged to explore their creativity and develop their writing skills.



As you riffle through this issue of Flames, it speaks volumes about what the college has achieved this year. Be it Debate, Elocution, Youth Festival or Social initiative or Business Plan competitions across the country, students of GLSBBA have stamped their credentials all over. This issue bears testimony to our multi-pronged mentoring which ensure students excel not just in studies but every single endeavour that they choose to do.

Happy reading...



Environment visit Serenity Library and Botanical Garden



"SAMVEDNA" The Social Activity Club of Faculty of Business Administration (GLSBBA)



Students winners at Sanskar Institute, Anand



Kurukshetra Sports Fest, Nirma University



Students at IIM Indore won in Make Intern



Inter-collegiate Mahatma Gandhi Elocution



GLS University's Research Day Celebration



Workshop on Research Methodology



GLS University's I M Nanavati Sports Celebration



Titanium Jural Sports Fest

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JOURNEY OF MY COLLEGE!



TY, HIYA GAWDE

It feels like yesterday, I was sitting and writing a farewell poem for my seniors for our college magazine and today is the day I sat again and chose to narrate you the amazing journey of my college for the same purpose exact after one year.

Yes, it feels amazing to belong to a place which you call technically your second home. I still remember the day I came here for general inquiry and ended up getting admission into this college. I will really be frank as I wasn't sure at all that how am I going to adjust into this whole new world of different creatures created by god. ;)

But to be honest I have lived my life here. I met some of the incredibly amazing people who has taught me a lot, to learn dejection, to accept failure and to be grateful for the appreciation.

This college, my college, your college, our college, is just not a place where you would come, study and go, it rather is a world which you enter every day from gate no. 1 around 11.35 to 11.40 for the first lecture or say 12.40 for the second lecture as most of us would and that's it, the journey for the day begins.

I can clearly recall the sincerity we all had when we were in our first year, we were scared of our lovely professors who didn't really seem lovely during that time. But ask me today what I'll be missing the most when I'll leave this place, my first answer would be my professors. Oh, my god! I cannot emphasize enough over the fact that these amazing people who are here to teach us, clearly did more than that. They were friends to us, believe me we have seen the most our time from being into formal relationship for maintaining college decorum to being in the most informal gossips.

College has been absolutely a place I just don't want to leave. It gave me the wings which I knew I had but didn't really know when to open. It gave us a humongous platform, loaded with opportunities to explore and to pick which suits us the best.

My journey of participating in different academic events started in the first year itself. I knew by that time what I was capable of doing and my college just played the role of a paddle, who propelled me in achieving my true desire.

I have always been confident all my school life, but participating in different events and the chance of meeting new people has filled me more with abundance confidence. And also because of which I could determine what I aim for my life and what I love doing the most.

Also you people would be thinking, ki yeh ladki sirf apne aur apne professors ke baare me bol rahi hai, what about her friends? Did she make any? Of course! You guys, I made lot of friends, has been a part of amazing group or so called "jund" and has spent wonderful time with them.

They definitely contribute of who I am today. We shared such great bond that we went to Manali trip with our seniors and those days, those moments are going to be cherished for life. I am sure none of us would ever forget that. And it's not only Manali, we literally explored half of the Ahmedabad which we didn't till we were in school.

But then life happens, don't laugh when I say this okay! Because this is the fact, we have seen up's and down's and gone through a lot and I feel we should never regret it rather there is always so much to learn from whatever that has happened.

And in the end just to confront a little, I also had a rough patch here, where at times I just didn't want to see my college, because if all good things happened here how cannot the worse thing happen.

College has been a constant partner when I laughed, I cried, I screamed, I fought, I enjoyed and mostly did everything, you my dear college you were always there.

Thank you for being this good to me, for helping me meet some of the people I would never forget, turning me into a person with so much of experience and just letting me grow. And how can I not thankful as well as be grateful to my beauties, my professors with whom I have been dil se attached, I will miss you all and thank you again for seeing potential in me.

So my journey of college life has been great, spectacular, and all those fancy words that I can use to describe. Yes I will miss you a lot and yeah you're my college, a place which I call home has been the best till date.

THIS ARE THE TIMES



Dhagash Shah, TY

This are the time with fancier houses but broken homes,

This are the time with double incomes but more divorces,

This are the time of high rise buildings but low rise character,

This are the times of broader highways but narrower viewpoints,

This are the time where man goes all the way to moon and comes back but finds difficult to meet new neighbour,

This are the times where men breaks atom and produce energy but it find difficult to break a prejudice.

I AM > I WAS



TY, RAJ MEVCHA

How come that's possible, a fellow who never use to speak in front of 10 people is now delivering a series of lectures to students of municipal school? #Beginning of confidence. I remember whether it was a conversation with a girl or subtle question asked by faculty in secondary class, my legs use to shiver, a bullet in my head used to get loaded and I too used to shoot them in my head as all of them knew I didn't like to talk then why, why the hell were they communicating with me about all the things. Somehow it was suffocating me from inside, as a child of motivational speaker and a brother of someone who is best in sports, academics and every other possible thing in a school. It was creating a kind of pressure on my life. My relatives use to speak ample of times *that what would happen of the poor raj* who was not able to speak in front of people, who was a hot-headed and confused kid for them. Somehow my mother- used to instill a slice of determination in me and supported me to let everything go and open up to the new opportunities. Out of same fear I completed my 12th standard and came to Ahmedabad with shivering legs and a penny of confidence, at college orientation programme and silently occupying the seat deep back, so that no one looks at me and make a formality *of*, hey i am blaa blaa. What's your name? But somehow my heart was so soft that I used to find many people like me in auditorium as well. The glorious days of college started and Professor Neha Shroff came with an announcement that there is a social club where social activities are planned out you must try. It requires guts to do so. And the transformation begins from that thought of speaking a yes in my mind which was somehow soft enough and want to do something for people. And now from shivering legs to a speaker in front of ample of volunteers or my man-power managing the events or making the arrangement of more than 500 people at Wide Angle or it's a India Environment Festival 2nd edition all was managed through simple calculations on my fingertips.

It requires guts to speak in front of people while there is a team of 50-100 with you, your POSCORB+C functions plays a simple role in this, here your academics don't play a role, real life situations are handled with peace of mind and firm decision making, too appreciated as best social volunteer. It gives the feeling of love when the students of municipal school use to get excited while looking at me and says RAJ SIR is arriving, and also provide sense of appreciation to all when small children who are differently abled used to hug me and say RAJ sir please do come to meet us second time. YES this is my achievement and this motivates me to do more stuff. From shivering raj I became Raj Mevcha in eyes of friend's family and my colleagues. My college friends too supported me in same. With support of Neha mam and blessing of my parents now I can say that I earned the respect with this. We just need to give your-self a chance and left everything on god this will make all the things better. What I learned is to be calm and speak as much as you can. And find opportunities to execute work and believe in your-self.

**AN OPEN LETTER BY A DAUGHTER FROM HER MOM'S
WOMB**



TY, MEGHA SHAH

Dear Mom,

I guess you must have come home by now. I'm concerned for your health. Dear Mom, the day that I took birth in your womb, I was eager to get a glimpse of your affectionate face. I was waiting for your soft and warm touch. I was waiting to blossom like a flower in your hand. I wanted to play in your lap. I wished to set my footprints in our loving home. I wished to hear your sweet voice lullaby me to sleep. So many dreams that lay unfulfilled.

It would have made no difference to me if God had made me your son. But, it did bother you that you bore a girl child. You wanted a son who would earn you fame and fortune ahead, a legal heir to the family tree. A son, who would look after both of you in your old age. Is that ever going to be true? Are you sure mom? Have you made the right decision? Cause when you were relieved from a flesh been thrown out of your body, I was crying in pain. When you made yourself free from your little princess, I was suffering from pain and agony as the doctor ripped each part of my body mercilessly. And as the knife tore my small beating heart, God called me back to his kingdom.

Dear Mom, how could you forget that you too come from someone's womb. Did it not pinch you even a little to make your womb my graveyard? But don't worry mom, I'm fine. When my little brother is born, give my regards to him. Also do tie a rakhi on behalf of his little sister. Please don't tell about this letter to daddy, else he would get angry on both of us. Do take care of him as he has a weak heart.

Dear Mom, I am eager to take birth from another womb so will have to leave. Do take care of yourself.

With Love,

Your Nameless Girl child.

TRIBUTE TO OUR BRAVE SOLDIERS



SY, SHILP CHHATRALA

We all people have a good sleep at night but our soldiers who protect our motherland do not care about their sleep. Soldiers are most important people for the country in today's world. Soldiers would sacrifice their families, friends and their comforts just to protect the nation. We people celebrate all the festivals with joy and safety just because of their presence. A superlative soldier keeps his country's interest above his own. He is disciplined, gritty, and loyal to serve his country and protect his countrymen at all times.

Soldiers sacrifice their lives to protect the people of the country. The life of the soldiers is not as easy as normal people have. They would not have any luxurious or any comfortable life. They are used to travel in the general coach or the bus. Their lives are not stable sometimes, they were either at the Pakistan border or at the China border. Soldiers beat the heat and cold at 50 degree Celsius at Rajasthan and -50 degree at Siachen glacier. Soldiers are the real heroes of the nation. They would face several tough challenges. Anyone who takes the responsibility as a soldier is indeed a noble soul. They delightedly take up this job and work thoroughly day and night. Soldiers wake up early in the morning and exercise. They follow strict rules. They do not crave for delicious food. They remain aware and alert at any point of time. Sometimes they would opt to go for the mission for some days and fight with the rivals. They would take the rest on the open ground or a small tent. The soldier - Hindu, Sikh, Parsi, Muslim or belonging to any other faith - prays, eats, fights for country together in the same uniform.

Indian army is the 4th largest, powerful military in the world. The Indian army has been involved in many wars. In 1999, "KARGIL CONFLICT", which took place in the state of Jammu and Kashmir in which 527 soldiers were martyred. Soldiers have been continuously attacked by terrorists. In 2016, four heavily armed terrorists near the town of Uri in Jammu and Kashmir attacked our soldiers. It was considered as "the deadliest attack on security forces in Kashmir in two decades". 21 soldiers martyred in this attack. Indian army did surgical strike and

destroyed all the terrorist bases in that area. We, the people of India from different states comes to enjoy the beauty of the Kashmir with the families and friends on the vacations. We enjoy just only because the Indian army presence. They would not do for their personal benefits but for the motherland.

We should love and respect the families especially the parents of the soldiers. The parents are so strong that they would decide that their child would serve the Indian military. They allow their child to protect the motherland rather than just protecting their own family. Sometimes the child does not see his/her father in its life.

On 15th January, we celebrate the national army day. On that day, all the people of the country show the respect towards Indian army. The people of the country should respect the soldiers everyday not just on the national army day because soldiers are the backbone of our country. Youth are facing new phase during the life course between adolescence and adulthood. During this time, youth able to decide their career and life options. So military is also a one option to join and makes your career in serving the country. Nothing is better than to serve the country.

Thank you for protecting us!

Thank you for sacrificing everything for us!

Thank you to our brave soldiers!

KAUN HAI WO...!*SY, YAGNESH PARMAR*

Kaun hain wo
Jo dost hain
Jo jaan hain
Jo pyaar hain...

Kaun hai wo
Jo hasaati hai
Jo rulaati hai
Jo sataati hai...

Kaun hai wo
Jo ladti hai, jagadti hai
Taane marti hai
Aur aadat banke reh jati hai...

Kaun hai wo
Nahi jiska mool hai
Nahi jiska tool hai
Wo hi too hai
Jo mere liye anmol hai...

Kaun hai wo
Jo ruth jati hai, main manaata hoon
Usko har pal satata hoon
Meri ek hi khwaish hai
Uski zindagi ko khushiyon se bhar dena chahta hoon...

Kaun hai wo
Jo karti meri itni care hai
Jisse door rehna wo life ka sabse bada dare hai...

Kaun hai wo
Galti na hone par bhi
Jisse mangni padti maafi hai
Bas ab to uski yaad hi hai
Jo mere liye kaafi hai...

Kaun hai wo
Jo mere saath hai, mere paas hai
Wo to nhi bas uska ehsaas hai...

Kaun hai wo
Jo sabse cute hai
Jo naa ho to meri duniya jaise mute hai
Diii...! Apke bhai ki taraf se apko yeh pyaara sa tribute hai...

WITH LOVE...
A DEDICATION TO MY DIII... (Who's not with me...)

MOBILE GAMES



FY, TANVI MEHTA

Everybody loves playing mobile game right from kid to an adult it is favourite past time and interesting applications ,with the increase in advancement of technology ,the recent games have become more advanced and leave impact on mind as well . We live in digital age, and digital devices and mobile games are becoming more popular among people of all ages, especially children. This is the sign that digital generation has arrived. kids as well as adult addicted so much to games that they even don't know what they are actually destroying , whoever plays thinks that "I'm very smart", actually not , they are making themselves dumb.

Recently one game arrived PUBG: players unknown's battlegrounds, in 2017 it was pc game but now it is available in app store and google play store .since PUBG has hit the market ,it's been on fire ,the deal with this game is it keeps players hooked to it ,players want to spend whole day on this particular game , in some case they even skip their meal or sleep just to play this ,REALLY we think that how people can skip their meal ? Now a days it is absolutely normal. In reality this game badly affect our mind as well as our behaviour, we forget our family values, do you remember, when you sit with your family and have chit-chat with them? When you last listen your grandparents old days story? This two questions will make you think a lot ...Because you were busy in playing your games and chatting with your friends. Kids talk rudely, they are always aggressive whenever parents told something about their phone or routine. And major effect is student's grades are reducing day by day.

According to recent report an 18-year old boy allegedly committed suicide by hanging himself .The reason given for that is he had an argument with his family who denied a new mobile phone for playing PUBG. Now a days in colleges, schools, bus stand etc., at all places maximum people were busy in playing games, they are not aware about their surroundings. mobile games badly affect our mind

,one of the best example for that is BLUE WHALE game ,some 1-2 year ago it was a craze to play this game .this game gave player a task and it has to be completed as per game rule and the game last task was SUICIDE .Around 20-30 players committed suicide in all over India as per NDTV news .This number is actually very high because this shows how badly it affect our mind that we ready to finish our life ,people have taken colossal leap in their lifestyle.

Mobile games have been constructed in such a way that it keeps pushing notifications even when it is inactive .this becomes an avoidable yet tempting distraction .such activities potentially weaken self-control frequent participation kills productive time that could have been used for studies or for family .It also disturbs sleep .Furthermore ,not all game come free. This addiction push children into inducing their parents to spend money on this. Instead of spending some time in outdoor games like cricket , badminton , football and many more we tend to spend our time in mobile games , yes mobile game is not always bad , it is good for mind because it keeps mind active while playing games but its good in minimum playing time , Addiction is bad if you not able to play that games for 1-3 days then it is absolutely fine , no need to show aggression , frustration on dear ones .This lead to spoil your relations with them . Actually we are spoiling only by playing continuously on mobile phones, we forget our social values,

Lastly to add control is in your hand that you want to make your future or want to spoil your future as well as your parent's money which they are investing in you for your great future.

“IF YOU LEARN SELF CONTROL, YOU CAN MASTER ANYTHING.”

- ANONYMOUS

IT'S OKAY



FY, HIMANI MERATWAL

So, basically we all have a phase in our life that comes often which has to be faced anyhow. All of you reading this might be having one or other kind of problems ranging from small pin type problem to gigantic nuclear bomb like. So everyone reading this, needs to hear just two words and that's the title of my poem *its okay*

IT'S OKAY!

Ups and downs in everybody's life,
Who is present here, having no strife.

Life is like a game,
Burn like a candle flame,
Without moving your aim.

Let me talk to you about my friend,
Who suddenly changed,
In terms of her behaviour,
With childish nature
And altogether it seemed to us
As some kind of torture.

Lately after 6 months she attempted suicide,
Her inner self assaulted.
One of the reasons were we people
Who ignored her behaviour,
Who ignored her insanity,
Who ignored HER;
the thing which we should not ignore
And thou we ignored was
HER DEPRESSION.

She was stressed,
She was depressed,
But we weren't blind,
At least we could help her showing some mankind.

With God's grace she was saved,
And then properly we behaved.
She realized suicide is an illusion,
Fighting up is the real solution.

Everybody sitting here, need to be told 2 words and that's "It's okay!"
It's okay,
If you failed your tests;
It's okay,
If you're nervous on your first day at work;
It's okay,
If you are finding it hard to make new friend;
It's okay,
If you didn't get promoted;
It's okay,
If you cannot buy your desired pair of shoes;
It's okay,
If your friends are traveling the world and you are still stuck at home;
It's okay,
If you are hurt and haven't moved on.
It's damn okay.

You have got days and weeks and year ahead of you to make things better,
To do stuff that makes you feel happy later.

Recently, in a news headline I read, (Ref. ndtv.com date- 26 December, 2018)
In Kota hostel, third suicide in 5 days
IIT aspirant found DEAD.

Guys,
Blow up yourself
You have to fight up,
Though your inner self is on urge of break up,
Stand up yourself.

Even if the 1% of the people reading this
Has an impact on what i said,
I would be the happiest person ever
And my message would get conveyed.

At last I would like to conclude,
Life is beautiful,
Make it fruitful,
Set your class,
Because
THIS TIME TOO SHALL PASS.

THANK YOU.

SOLDIER

SY, JHANVI PATRO

Wheels turning moving swiftly through the highway,
Sunset is marking the end of an uneventful day.
More than 2500 of us chattering and singing along,
To us nothing seems wrong.

A loud crack deafens our ears,
It brings to fore our deepest fears.
Suddenly there are balls of fire everywhere,
To the nearest casualty we go to provide care.

And as I turn I see the car caught on fire,
Not having witnessed himself the consequences of his actions so dire.
The perpetrator died believing he was going to heaven,
But hell is where he shall be guarded twenty-four by seven.

Another bomb erupts in the wake,
And with it my life it takes.
Heaven is a beautiful place to get away from all the noise and din,
But my rightful place is at the border with my kin.

I'm smiling down from above,

When our IAF planes swooped down like doves.
And this time peace has a different meaning,
To all those involved it is a prideful feeling.

Evil must be punished from the root,
And militants should be given the boot.
Politics is not a game the Pakistanis can play,
Because they always lose at the end of the day.

To win you need not just weapons but a brain,
But this requirement puts the Pakistanis in a strain.
Borrowing and stealing is what they do best,
Putting their meagre brains to the test.

Indian youth therefore be aware,
While war is the emotional answer to the problem do not dare.
You can also do your little bit,
While the Pakistani asuras are getting hit.

Patience is a virtue true,
To stay calm is difficult while tensions brew.
But good things come to those who wait,
While Pakistan takes our bait.

BLACK VALENTINE*TY, PRANAV BALANI*

14 February jahan ek taraf duniya pyaar baant rahi thi,
 Wahin ek ganv pulwama me 40 lashe bichi thi,
 Ye wo veer the jo har waqt musibato se desh ko bacha rahe the,
 Parivar se dur apne praan tyag rahe the,
 Na kisi se koi bair tha na koi dushmani,
 Fir bhi bina soche samjhe apni jaan kurban kar di.

Desh bhar me aakrosh, gussa, nafrat he un haivano ke liye,
 Kya farq padta he wo mare ya fir jiye?
 Naman he ese jawano ko jo har pal desh ka saya bane hue he,
 Desh ka bojh jo nirantar saaf kar rahe he.

Gandhigiri chodo, netaji ki ranniti apnao,
 Un sare aatankvadio ko is zami se hatao.
 Ye na guzarish he na hi prarthna,
 Ye bas ek saksham desh ki koshish he, unhe mot ke ghat he utarna.
 Narey, protest,rally ye kuch dino ka tamasha he,
 Fir wahi jawano ki mot, or unki laasho ka nazrana he.

(Article about the attacks on Pulwama on 14th of February, 2019)

“AS YOU BREATHE IN, CHERISH YOURSELF”



SY, PRIYAL PANDYA

Be kind today to yourself;
Accept those flaws and celebrate them;
Don't be affected by any mayhem
As you breathe in, cherish yourself

Come out of that pessimist mind shelf;
People may mock you, judge you, and turn you off,
But you adore yourself and rise above all the scoff,
As you breathe in, cherish yourself

Stop waiting for someone to bring you flowers,
You decorate your own soul,
Celebrate yourself as you rock and roll
With all the confidence, you portray your power
As you breathe in, cherish yourself

Don't you think life is too short to regret your imperfections?
Rather, you celebrate and shine in spite of them
Know that you too are a "gem"
And as you breathe in, cherish yourself.

ESSAY ON SALES PROMOTION



SY, SHILP CHHATRALA

MEANING

We have heard many times that there will be discount at some stores. If we take example of Reliance Trends which gives discounts in the month of December and August and customers wait for that time. This type of activity is known as sales promotion which is directed to customers' mind to buy the products in a very short period and organization also ensures their quick sales.

Sales promotion can be defined as the activity that can boost the sales immediately. It adds extra value to the products and hence it prompts dealers/ customers to buy the products. It target to the specific audience. Only manufacturing of the products is not sufficient for the organization but to ensure quick sales also. Sales promotion is a short term activity directed towards the middlemen or consumers. For example, we have seen at many places like Pantaloons where they gave discounts on cloths for short period of time.

Sales promotion mainly divided into two parts:

1. Consumers sales promotion

Many times customers get discounts, free gifts, rebates, where benefits are directed to the customers; for example, if we book the ticket on PAYTM we will receive 20 RS cashback or any vouchers. Such benefits are directed towards customers and this type of offers are generally for short period. So this type of activity is known as consumer sales promotion.

Types of consumer sales promotion:

Discounts: Customers can get benefit in the form of "FLAT 50% OFF", "UPTO 50%", "BOGO" is known as discounts. This types of promotion are mainly seen at clothing stores.

Cashback: This types of promotion are directed digitally by the company such as PAYTM, BOOK MY SHOW ETC. In this we get cashback if we book any tickets or any purchase of products.

Free gifts: It is a small document attached with the purchased products. This type of promotion are present at electronic shop. For example, if you buy a laptop then they will gave free gifts with them like speakers, headphones.

2-Trade sales promotion

In this the traders will push the products into the market, in return they will receive commission from the company. For example insurance company will tell their employees that if you completed the target of 50 lakhs per month then will get free ticket for Dubai in which all expenses are paid by company. In such activity, the company's burden to sell the products is shifted to the employees/traders.

Types of Trade Sales Promotion:

In store display: Company will tell the retailers or wholesalers to keep display in their shop according to the company's requirements. Such display can attract the consumers. Ultimately it increases the sales of the company with the help of retailers or wholesalers and they will also earn some benefits from the company. Many time we have seen that in the supermarket like D-MART in which they display the CHOCOLATE, MAGGIE in the upper shelves which can be repeatedly purchased by the customers.

Free samples: If the retailers or wholesalers purchase in bulk, then company provide extra items at the same price.

Dealers' competitions: The best way to keep your dealer motivated is to organise dealers' competition. This dealer competition can be short term or long term.

OBJECTIVES OF SALES PROMTION

To introduce new products or services: To introduce new products in to the market, it would be difficult for the company to get reached to the market or customers. Therefore, they introduce the products in the market with some promotion directed towards traders or consumers. For example, at present the new

flight started between Ahmedabad to Porbandar named TRUEJET, so for that new airlines it would be difficult to make profits. Therefore, they have initially provided discounts for students via online booking.

To attract new customers: When company will provide such promotion then they attract the new customers also like if the customer are buying the jeans of Spykar regularly and they will see the discounts at Buffalo so they will think to go once there only for that they will provide 40% off and Spykar does not.

Help the firm to remain competitive: Customers are attracted due to sales promotion activity done by the companies and help them to secure place in the competitive market.

ADVANTAGES

- Less costly as compared to advertising and personal selling, because they do not have advertisement cost
- It provides benefits to the both customers and traders
- Easy to measure
- Sales promotion involves direct and indirect approaches

DISADVANTAGES

- Too much sales promotion erodes the brand image
- It is for very short period of time
- Competitors can easily copied the same strategy
- It may have hard expenditures on the other part of the business

'14 FEBRUARY'



FY, TANVI MEHTA

Koi swarg nai hai Kashmir ,
maut ka ghar hai yeh Kashmir

Baat alag hoti hai vaha ki ,
Vaha na hota kabhi jashn,
Har pal hota hota khatra,
Vaha har koi jee kar marta

Jiss din gulab se hum khel rahe the ,
Uss din maut se vo khel rahe the ...

Behen dekh rai thi raah apne bhai ka ,
Behen ki shaadi jo thi ,chaiye tha sath bhai ka ,
Behen ka sath nibhaane bhai aya to sahi ,
Bhai ko dekhne behen ne darwazaa khola to sahi,

Tirange se lipta ,uska bhai so raha tha,
Vo kabhi na khulne vaali neend me tha

Ek hi pal me khushiyan ,matam ho gayi ,
Behen ki mehendi khoon ki holi ho gayi .

Shaadi me pehen ne vala chola ,
safed sari me palat gaya

Hum zindagi jee rahe the,
Vo zindagi se haar rahe the.

OH! THESE STREETS & BUILDINGS.....*FY, KHUSHI CYCLEWALA*

Here I am smiling sadly,
Going down the memory lane,
Reliving the old moments.

Walking we used to go,
Stomping our foot on the stairs,
Pulling each other's bags
Complaining about how on earth we have to study so much...

Walking those streets together,
Cheering each other up on the way,
Drinking our favourite milk shake,
Blabbering about the day.

Dancing on the streets
Cooking up a story for being late
Laughing out loud on silly things
Those odd things we used to say.

Coming at our favourite café
Ordering the same pasta always

Little did we knew,
How those moments were going to change into memories.....

The waiter asks “the same pasta mam?”
Answering “ya the same one” I realized
A thing about memories they can be remembered,
But never relived

The bench is vacant
But our names are still there,
That days are gone
But memories are still there,

Friendship break, time changes
Life goes on
But these building & streets
They still hold every single laughter, every fight, every moment we lived.

MICKEY'S MINNIE



SY, KHANJAN SHAH

You are the first thought of my each morning
"not to think of anyone now" I say to myself as the last warning

You are my father, partner and best friend
With whom my world starts and end

You are the reason behind my words and smile
You are the credit taker because of whom i started to shine

Oh yes! You are my Life, my world, my everything
You are my breath, my beat, and most important than anything

The success in my life is a big Lock and you are the key
Oh yes! You are none other than Minnie's Mickey.

HOW NOT TO DIE IN A WORLD FULL OF KILLERS



TY, KALPESH ODEDRA

Let's face it; this world is full of sharks and tigers and whatever the hell else animal metaphors you can think of. Everywhere you go there are killers lurking in the shadows, ready to pounce on you as a rabid dog jumps on raw meat. I know, horrifying isn't it? For those who didn't understand, I am talking about people. Normal, shirt and tie wearing, nine to five job, taxpaying (in Indian's case tax ignoring) people. Those include women too, though my description only paints the picture of a man but remember sharks come in all genders. They are all killers. Each and every single one of them. Yep, they will kill you the second they get a chance. Look at the person around you, a killer. That pretty girl you fancy being with? A god dammed serial killer. Your cousin's cute baby that you like to play with and take selfies with? Going to grow up and drop you dead. Now before you start thinking that I am a paranoid idiot or just trying to pull your leg, let me clarify. By killers, I mean people who will do anything to get ahead of you, to become successful, take advantage of your so-called good nature and claim what's rightfully yours. (Though there are also real killers out there, they are not the focus of this discussion. Let our incompetent police force handle them. I am sure if they are bribed enough they will catch a few eventually). Here, I want us to focus on those that you know and love so well. All those so-called bffs that you keep around you to make yourself feel better but at the end of the day know that apart from one or two of them most will drop you in a heartbeat. So by now either you are bored and have left to put your valuable time in something a lot more beneficial (laughing at Instagram memes or stalking your ex on social media, *wink *wink*) or you have judged my words to be good enough to worth a read so let's get into it.

Just as there are many animal metaphors one can think of to describe this underlying problem of human civilization throughout history, surprisingly so the animal kingdom also gives a few hints at how to defend oneself. There are plenty of ways to survive in this dog eat dog world, let's go through a few of them.

The Skunk Effect

Now, a skunk, for those who don't know, is a rodent type animal who looks like a big squirrel wearing a black and white striped shirt like the ones you see on Bruno Mars. But that's not its most redeeming quality; the skunk has developed a defense mechanism so effective that most predators just leave it alone. Ignore it out of disgust. A skunk, my fellow readers, sprays a liquid so stinky that no predator could stand being around it. So how does this information helpful, you ask? I definitely am not suggesting that you stop bathing start to stink to avoid the killers. No, what I am trying to say is that one can turn their personality in such a way that their absolute confidence in themselves seems so absolutely delusional that it stinks. The self-delusional grandiosity is so overwhelmingly opaque that it's hard to miss it, even in a room full of strangers. Now, you may be thinking, why would anyone in their right mind do such a thing? Well, I don't know. I just have observed some people employ this strategy so well enough, either knowingly, subconsciously or that's just who they are, that as a matter of fact, most people just leave them alone. Let them do whatever they want. Cause to confront them would be to be in their vicinity and no one wants to do that.

Strength in numbers

The problem with using the skunk strategy is that without the ability to be delusional in one's own grandiosity a person may find themselves very lonely, cause skunks got no friends. So, another strategy you can use is called "strength in numbers". If you believe that surviving alone will be a difficult task you can always join a pack, cause to quote the late Ned Stark, " When the snow falls and the white winds blow, the lone wolf dies, but the pack survives." No matter your position in the hierarchy of the pack, when it comes to fighting, the pack fights as one. This is one of the most popular strategies used by humans since the last ice age and you can use it in daily life too. Find a group of friends who will fight on your behalf when the reaper cometh knocking on the door.

Camouflage

But what to do if you are an introvert? Introverts are neither confident skunks nor able to find packs to survive. What is it that they can do? Well, look no further than the chameleons and the sly octopus. They are so good at blending with the surroundings that the killers can't even spot them, much less attack them. Some sea animals even squirt ink to create a distraction and flee, when caught. But to be good at camouflage you need to be a sharp tool, knowing when to blend in and when to show yourself. When to stay still and when to attack yourself, a difficult feat to master.

The size conundrum

Another effective strategy is to become so big that no one even dares to touch you. Whales, for the most part, are big creatures but extremely nonviolent, only attack when attacked or when they sense danger to their off-springs. Whales even though being one of the biggest out there, eat plankton and krills which are almost microscopic. But becoming a whale requires a lot of resources and time, that may not be possible for everyone. You can physically increase your size but that will only thwart off the physical threats, the real threats are almost always non-physical in nature. So stack yourself with knowledge and abilities so much that no stupid shark even dares to attack and even if one does shut it down with your arsenal.

And last but not the least

An attack is the best defence

Become a killer yourself. If it fits your personality you can yourself become a shark. Most sharks, by reputation, are left alone. And for good measure, cause to pick a fight with a deadly predator is to court death itself.

Whatever plan of attack you choose, let it be known that if your plan is incompatible with your personality, you will most likely fail. The crux of the matter lies in the pertinent choice and application of said choice. So good luck and may the force be with you. Peace out!

A GIRL IN PUBLIC TRANSPORT



FY, TANVI MEHTA

Almost every major cities in the world has some form of public transportation; it could be bus, train or tram. And every citizen in their life have at least once experienced public transport. The public transportation are essential because they provide mobility for the entire population. Out of that, bus transit is one of the most heavily used in the world. As per the survey, women prefer to use more of public transportation compared to men. Here I used word prefer, means they prefer but hesitate to use public transport. So, what's stopping them to use of public transport? Is it Expensive? NO, let us understand through below stories.

This is a story of 19 year old college going girl, GARIMA. She joined college. College was far away from her residence. So, she thinks that public transport is the best option available for her. Initially she felt awkward, shy, uncomfortable to travel daily 3 -4 hrs in public bus, but gradually she became habituated. One day, after completing college lectures, she was standing at bus-stand and waiting for bus to come. As soon as the bus arrived all students including boys and girls boarded the bus and occupied the seats quickly before they were occupied. Garima was not able to grab the seat, so she was standing in bus, with many other girls standing, AND BOYS WERE SITTING and staring at girls who were standing. This is what their routine has been. The bus started and at the next stand, a stranger entered the bus who was heavily drunk. He was in drunken stupor but he was in bus now, in the middle of all students. He came and stood beside Garima, intolerable smell emanated from that stranger and his behaviour made her felt insecure and uncomfortable. Boys were still enjoying this drama in bus but some girls asked conductor to throw him out of the bus, the conductor told to get him out of the bus. Garima was now eagerly waiting for next stand to arrive meanwhile the stranger tried to touch her hand and he put his hand on her hand, but she was afraid to utter any word, so she pulled her hand and remain silent. After that he tried to touch her more, now she was scared and asked one boy to

give his seat to her and that guy refused and laughed at her request. On seeing this, all boys started laughing and making fun, and finally next stand come and that stranger went away. She was relaxed but she was overwhelmed and started crying. Nobody realized as she wore dupatta on her face, she was guilty because she could not raise her voice while all boys were laughing and she was in insecure zone .WHY? WHY? WHY? Why this happened to her just because we teach girls from childhood to remain silent, not to be rude, not to be harsh, not to be loud ...and we teach boys not to be polite, not to be silent, be rude, not to cry and so on. Are girls from different planet? “NO”, no, it’s our mentality that we teach girls like this.

You must have seen many girls wearing dupatta on their faces and do you ever wonder why? NO, it is not to protect their skin from the sun and dust; it is all for their safety purpose. That dupatta protects them from bad eyes and mentality of society towards their body in public transport

“DON’T TEACH YOUR DAUGHTER TO WEAR PROPERLY, TEACH YOUR SON TO SEE PROPERLY ...”

**THE DARKNESS IN ME GREET THE DARKNESS IN
YOU**



FY, Himani Meratwal

The darkness in me greets the darkness in you,
To you this might not seem so true ,
A known fable of a dark and a light wolf
-a battle of two
One includes regret, greed, false pride, inferiority, anxiety;
The other represents trust, kindness, gratitude, serenity and humility.
Whom do you prefer? Who wins?
It's the one whom you choose to feed wins.

The darkness needn't be the enemy,
Singularity lies in harmony.
Without acknowledging the darkness,
You cannot see the light.
Without night, you cannot know how the stars are so bright.
Every new beginning encounters darkness first,
9 months are spent by a child in dark womb before its birth,
A seedling spends time in dark, fertile soil beneath the earth,
The hidden art of sculpture lies inside the dark rock,
It requires to unleash it know its worth.

Without evil, no good can be known
Without lies, no truth can be owned
Without hatred, no love can begin
Without darkness, no light can be seen

Darkness is not always negative,
If you are willing to greet and see in the dark,

In spending time you'd see there is a new life to begin
Even silhouette has its own meaning.
It depends upon how we are believing.
You are in possession of greater riches
If you can join the Shadow to the Light
Then the path on which you walk, automatically stitches.
The darkness has the power in you,
It's the way how you make it true.

A same ordinary rock was given to 2 persons
One was said it to be lucky
And the other was informed it to be unlucky.
The one believed and thought it to a magical rock,
To him everything went with the flow,
Every new opportunity had a knock on his door,
His woes got disappeared,
All his flaws suddenly got cured.
The darkness in him got confined
Because he had the power to see the world through his mind.

The other one was not so happy
Everything in life went heart-wrenching
He started seeing bad, even in good things
With the time fling,
He had cut his own wings.
The same ordinary rock which has no luckiness or unluckiness
Showed 2 different result of happiness and unhappiness.

Believing is the power,
Your mind holds the essence
Of each and every existence.
The concept of dark and light is in your mind,
The dark is not always bad,
The light is not always good.
The best of the beauty lies in the dark.

Though it runs evenly and true
Remember, darkness is defined by you.
Look at the mirror

Go nearer
Be clear, And say
"The darkness in me recognizes the darkness in you"
Become familiar
And remove the so-called term name fear.



THE FEEL

TY, Hitesh Vidhani

When I see you, I go mute.
Oh girl! You define the word cute.

I long for that feeling, your feeling,
That spark of life you ignite in me.
I long for that love, your love,
Oh girl! You light up the heaven in me.

You bring a joy to my heart,
I've never felt before.
With each passing day,
I miss you more and more.

You've no idea how much do you mean to me,
'Cause in this universe full of uncertainties,
You are the only certain thing for me.

EARTHLY SHELL



TY, KALPESH ODEDRA

Do you often sit and wonder like me?

What would it be like to leave your body and set your soul free?

To float, graceful as a butterfly, hidden to sight.

Unbound by time and space, move faster than light.

What would you do if that was a possibility?

I am curious to know, how would you use this incredible ability?

Would you explore the depths of the oceans, the very fringes of space?

Or be a beacon of light for the progress of the human race?

This body is a mere prison, Plato believed.

Shedding this earthly shell, a lot more can be achieved.

We say our souls pass to another world when we die.

So maybe the fear of death is just another lie.



I DIDN'T LIKE IT WHEN.....

TY, KANIKA CHRISTINA FULWARI

I didn't like it when I told you about the abuse and you said it was just another excuse.

I didn't like it when you brushed your hands on my waist though said sorry but laughed with your friends behind my back.

We were immersed in this culture growing up. Boys chased us to look up our skirts. When I reasoned, "Boys will be boys" you answered.

When he called me a slut you told me to cover up but never told him to shut-up.

He continued to rape me in the name of matrimony but you called it "sacred intimacy"

You said she was wearing a skirt too short no wonder she was raped. I asked what about the rape of the woman who wore a Hijab, Why wasn't she spared?

Just when you couldn't anymore debate I understood my question's impact.

Until now I relied on you to take a stand. Alas, you turned out to be just another knob-head.

Now I take the scourge in my hand to tame you against RAPE.

For we live in a society that teaches Don't Get Raped instead of Don't Rape.

For what men fear about going to prison, women fear walking down the lane.

GOODBYE WINTER!



TY, HIYA GAWDE

What a day it is, a warm winter morning
sitting on the couch, gazing out of the window,
I tell myself!

O, beautiful winter I wish you were here
I watched you coming and now I see you go.
All trees are wretched, as their leaves have fallen
I can see sorrow and gloom in the eyes of heaven.

O, beautiful winter I wish you were here
But I can see you go,
As the branches go green and the leaves are growing back
Still if you can manage to stay,
because my heart aches, as it's time to say goodbye.

O, beautiful winter I wish you were here
But I can see you go,
It is always hard to welcome you, as you are little harsh, bit too cold
And you turn everything blue.
But one must have a mind of winter,
To regard the frost and the boughs
Of the beautiful trees, crusted with snow.

O, beautiful winter I have felt you many times before,
but this time differently,
U brought warmth in my heart

Which I never felt before.
And I wish you to stay a little longer
Will you please? My beautiful winter!

You know,
I heard a song being played in the background,
One that reminds me of you
It felt as if the snow was falling around and u were here,
Instead a soft breeze was blowing through making me realise u were somewhere
near.

O, beautiful winter I wish you were here
But I can see you go,
And I promise I won't stop you from going and bringing back the beautiful life

The world awaits,
As m all set and ready to welcome the spring
Who is next up in the line.

O, beautiful winter I wish you were here
But I can see you go,
And I assure you I will grow into a new person
Just like you leave and comeback fresh and beautiful every time
Goodbye beautiful winter! Until next time, next year.

मां- पिता



SY, GOURAV CHAPLOT

तू चांद तारो की बात मत कर
एक बार अपने घर में झाक कर देख

चांद क्या, तारा क्या सब भूल जाएगा
जब मां-पिता को अपने संग पाएगा

नादान होते हैं जो जन्नत की मांग करते हैं
जरा अपने घर में देख तू खुद जन्नत में है

मां- पिता से बड़ी कोई हस्ती नहीं
और उसके सामने जन्नत की कोई जरूरत नहीं

खुश नसीब है जो तू, तुझे मां-पिता का सहारा मिला
वरना कहा सबकी किस्मत में ये सहारा लिखा होता है

चांद तारे, और जन्नत ये कुछ नहीं
अगर मां-पिता तेरे संग नहीं

जिन्दगी



SY, GOURAV CHAPLOT

एक हसीन शाम थी
और एक सुहाना पल था

कहने को तो बहुत कुछ था
पर दिल कुछ बोलने से डरता था

उसको देखकर जीना सीखा था
पर उसको खोने का डर भी था

वो एक खूसूरत सी कहानी थी
जिसके बगैर जिन्दगी बेगानी थी

नादान फरिश्ता



SY, GOURAV CHAPLOT

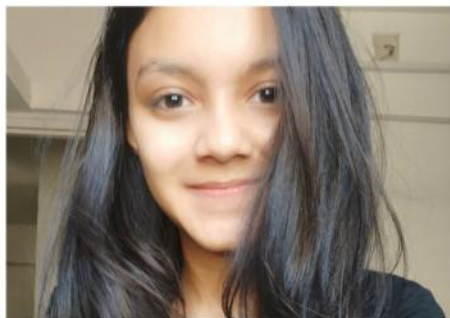
मेने हसीन शामो को मुरजाते देखा है
मेने हसीन रातो को भी रोते देखा है

मेने उन इंसानों को भी देखा है
जिसने ये हसीन यादें बनाई है

वो तो एक मासूम सा परींदा था
उसको क्या पता ये सब होना था

वो तो एक नादान फरिश्ता था
यादों में सा खो गया था

उसको क्या पता था लोग यहा के मतलबी होंगें
मगर बेचारा वो इस दुनिया से वाकिफ नहीं था



“Start writing, no matter what. The water does not flow until the faucet is turned on.”

- Louis L'Amour