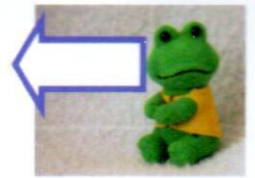


The Ingenium

10th Nov. 2014

Check out the new edition of the newsletter brought to you by Team Ingenium.



Vol. 2

Editorial Team

Here we are again! We present before you the 2nd edition of Ingenium. We believe that in the coming years this 4 page long newsletter will find its place among the prominent business magazines in the world of global business.



DIWALI @ MDI. (23RD OCTOBER) - Kaustubh Deshpande

The Diwali celebrations at MDI Murshidabad were nothing short of spectacular. Students, teachers, the administrative workforce, and everyone else who calls this place theirs was here. Also increasing the splendour of the occasion was the director of the Aligarh Muslim University. For the urban influenced students, this whiff of country styled celebrations was nothing short of wondrous. Previously, they were involved only in the celebrations and pomp. But this time, thanks to the Director of the institute, they were not only in the thick of the merrymaking, but also right in the middle of the organization of the event itself. From purchasing firecrackers to decorating the campus, from making invitations to organising the 'Laxmi Puja', all of it was done by the students.

But what struck them most was the joy of celebrating the event itself. On the eve of Diwali, after the Laxmi Puja, the students went out to burst the ceremonial firecrackers, to celebrate the triumph of good over evil. The security guards, the cleaners and the rest of the labour force in the campus slowly joined in. The bursting of firecrackers was a normal routine Diwali evening for most students, but for a security guard, it is a luxury, seldom afforded. The joy and delight that it brought on their faces only cranked up the students' enthusiasm during the celebrations. For most of them, this 'spreading of joy' was a virgin experience, an untouched territory.

For some of the students, this was a moment of contemplation, of melancholy, where the chasm between what is and what should be really turns its ugly head and proves to humanity, that all of its pursuits, without the bona fide intentions will ultimately be fruitless. For these young minds, this was also a lesson learnt that what sometimes seems pertinent and absolutely necessary is a mirage. Ultimately, it is the triumph of good over evil that we were celebrating, and this purging of our thoughts with the light of emancipation and compassion only helped the students of MDI Murshidabad to go into the next day as better humans, as better citizens of this village we call world.

From the Chairperson's Desk
The emerald and serene environment of Murshidabad which has remained historically a fertile ground for the art and culture to flourish, the unleashing of the "Ingenium" in each successive issue has successfully retained the ancestry of the place. It has profound intellectual prowess in making a landmark in the cataclysmic epoch making success of MDI Murshidabad. I wish the 'Ingenium' showcased in every piece of erudite transcends the boarder of traditional think tank and becomes a harbinger of sowing the seed of creativity and innovation.



THE TRIP TO HEAVEN & BACK DARJEELING

AMAN WADHWA

I am just back from a holiday trip to Darjeeling along with five of my friends. It was a two day trip and as it turns out was an unforgettable experience, with the combination of beauty and nature.

Our trip began in West Bengal, in the little town of Siliguri, a few kilometres away from the Nepal border. Siliguri, as I remember, is the hub of cheap Chinese goods that can be found in exuberant, lively markets. As amazing as it sounds, this was a wondrous journey between the hills.

As we reached Darjeeling, there was only one word that came out of my mouth—wow! It took us a while to settle down in our rooms, and though it got dark by the time we were done with the evening had rather just begun.

In Darjeeling first we went to **Padmaja Naidu Himalayan Zoological Park**, which is the home for rare wildlife found only in this region. **Himalayan Mountaineering Institute** is situated above the zoo which is worth a visit. Rare collections of the mountaineering gear used by Tenzing Norgay and Edmund Hillary to climb the Mount Everest can be found. It's just astonishing as to how they managed to carry a load of 25kgs on their backs in such extreme conditions and climb. All mountaineers – **Take a bow.**

Then in the evening we proceeded towards the famous Darjeeling Tea Garden's. Darjeeling Tea is supposed to be the world's finest tea. There is a view point from where miles and miles of tea estates can be seen; a treat for the eyes. Sip a cup of tea alongside and shop for the best Darjeeling Tea.

Our last stop for the day was The Mall Road. We chose to be left at the beginning of the Mall road. The Mall road actually is a very narrow street with shops and kiosks on both sides. It's here that one can buy local handicrafts, souvenirs, woollens and taste varied cuisine. The Mall Road was full to the brim with locals as well as tourists.

Early next morning, we had our breakfast at Keventers which we enjoyed a lot. Post that we hired a taxi that took us to the Batasia Loop. The Batasia Loop is situated just outside Ghoom about 5 kms from Darjeeling. In the middle of the loop is a war memorial to Gorkha soldiers; a moment of contemplation for us. After spending about an hour at Batasia Loop, we visited the **Ghoom Monastery**.

Located at a great height and surrounded almost every time with a mysterious mist, this religious abode is sure to transit the visitor's mind into the realm of the unknown and can initiate a meditative mood simultaneously.

After that we proceeded towards The Darjeeling Rock Gardens ... a garden around a natural waterfall; a very beautiful and a serene place. The waterfall is breath-taking surrounded by lush greenery that adds to its beauty! The walkways are very picturesque too. The drive to the rock garden from Darjeeling town is beautiful - hill slopes dotted with tea gardens. It was a splendid view. Then afterwards we retired for our rooms and took much needed rest.

As we drove down the next day from the summit to the foothills to board our train from New Jalpaiguri station, the sadness of leaving this dear place is tinged with warmth, as I know that this town will always give me a warm welcome whenever I visit.



A SPRING MYSTERY

SHAURYA RAWAT

Kanchenjunga, you great big tease!

You like to hide from me whenever I go to Darjeeling, giving me only hints of your true grandeur hidden behind the ever-present monsoon cloudscape...

A peek at a peak here,

A glimpse at a glacier there,

I am left wondering what you really look like, until one day, having given up, I see you in all your mountainous splendor!

Gargantuan! Monumental!

Not the tallest, but certainly, the most majestic of mountains on this Earth!

COLLEGE KE YAADEIN

Priya Saraf

*Woh college ke din
Kuch baatein bhuli hui
Kuch pal beete huye*

*Har galti ka ek naya bahana
Aur fir sabki nazar mein aana
Exam ki puri raat jaagna
Fir sawaal dekh ke sar khujana*

*Mauka mile toh class bunk karna
Fir dosto ke saath canteen jaana
Uska ek jhalak dekhne roz college jaana*

*Usko dekhte dekhte attendance bhul jaana
Har pal hain naya sapna
Aaj to tute fir hain apna*

*Yeh college ke din
Lamho mein zindagi jee bhar ke jeena
Yaad karke in palon ko
Fir zindagi bhar muskurana*

FOLLOW YOUR HEART, NOT THE TREND-

SUBHRADEEP HAZRA

Realism through DEAD POETS SOCIETY: Movie Review

The day was 12 August, 2014 and news has broken of Robin Williams untimely death and I just felt to watch the movie again. There are certain films that get under your skin, never to come out. They change your life, subtly altering your perceptions of reality. Dead Poets Society was one of them. It was an unbelievable movie that showed how the teacher believed so much in his students, that it changed their lives. The sentimental story is a classic tale of a glamorous English teacher who imbues in his students a sense of self-worth, totally unrelated to their accomplishments.

I first saw this when I was in School and I feel I changed a bit from there on. Back when you are young, you never really think what you are doing with your life. You simply live for the day. This film showed me that we have the responsibility and joy of being alive with a moral obligation to "seize the day, and make our lives extraordinary" and only limitations are within ourselves to rebel against conformity, to change what we hate and keep what we love.

Conformity, following rules, being part of the crowd is not for everyone. We all need to find our own path, our passion and follow our heart. It is never easy to stand up to a teacher or a parent to say: "This is what I want". We do not want to disappoint, but we are individuals. We each have hopes, dreams and goals. The main theme of the movie I feel is repeated throughout the story is to be yourself and do not conform to what others do and tell you to do because that's not what you are.

I have personally heard from nine-to-fivers who were inspired by this movie to change their situations of their jobs, careers, relationship for better. I first saw this and immediately stamped, crowned and elevated this movie as my all time favourite movie. It still inspires me to seize the day and make life extraordinary. I wonder how many people have seen this movie, I hope many.

DIVINITY IN DOOM

- TAVISHI RANJAN

Have you ever felt a sudden gush of blood that defies the invincible gravity altogether and reaches up the brain leaving us nauseated and breathless, the urge to get the divine feeling when actually we are bringing doom upon ourselves. It happens when we try to win something which we are definitely going to lose, but we still put our last pinch of effort to make it right against all the odds. The only driving force is the silver lining, which in some mysterious manner, is going to make us special and we put our lives out to get it. Can you guess the intoxicating drug which exemplifies all of them?

Yes, it is love...!!! The most heavenly feeling one ever gets in his life.

This is among those innumerable articles that adjudicates about love which a novice like me had the privilege of experiencing and this is the experience talking that LOVE IS A MIRAGE. Do not feel offended. Irony is it can be a false mirage too. If it seems confusing enough, welcome on-board to the world of addled love.

People who have been in love know the intensity of madness it brings. As the French people put it, it's the actual JOIE DE VIVRE. The craziness with which you share your passion is simply amazing. Then why gradually a phase comes where everything seems like a lie: an acrimonious joke. You will be experiencing the most euphoric time of your life but finally the mirage will unveil itself. You will find that the love which you were glad to die for has been subsumed by negative feelings and emotions. Thus, the abysmal side of coin starts acting and takes you through all the negative energies associated. Slowly you will start feeling, why are you in that mess at the first place. Nothing in world will be sane and perspicuous anymore. That's the time you will try to win it all when you are bound to lose and all hell breaks loose. Self-abnegation will take over and your world will go upside down.

Well the doom has come upon you as you will realise it. The most beloved feeling has lost its meaning and the time has come for you to break all the shackles of trauma. Take it from me, you have to be a real stoic to remove all the reminiscences that have clogged up over the time, to start afresh and only the bravest of souls can make that happen. Time flows and as you become mature, you will start appreciating all the things that came your way and life will be up and running again. In reality everything has changed, you are not that same person as you were, but life will be as clear as sky now and you are never going to be more certain of it.

Whenever in future, the cool breezy wind draws closer, you will find a serene gentle smile coming on your lips and you will love to be a free mortal again ready to spread your wings.

ANANYO SUNDAR HAZRA

Team Narendra Modi's election cavalcade stands as an extrusive precedent to the marketing analyst that how to formulate and enact the 5Ps of marketing (product , place , price , promotion , people) properly in the campaign .

Modi's ubiquitous image and in-your-face messaging have overshadowed all other brands - even that of his own party .This feature gives a glimpse at the strategy and leadership behind the nascence of brand 'NaMo'.

Product : BJP promoted Modi as the 'product' in the marketing mix ,not the party . They had blended Nationalism (Cong's own product) , Hindutva (product by alma-mater RSS) , Good governance (promotes Modi as 'Masiha' against UPA's scam) , Industry friendliness (to attract both Gen-Y and capitalists) in a legitimate proportion for the different socio-economic target segments of the electoral consumers (Indian voters !!)

Place : As a typical 'Aryabhata' the political party focussed on the North Indian states which consisted of a large number of parliamentary seats in which BJP had high stakes , which is the prime reason why Modi addressed most of the election rallies in that state...(i.e - in Varanasi he connected with people by saying to save Ganga from pollution , similarly in J & K he invented the 3 AK trolls and in West Bengal promised the voters to investigate against Saradha scam).

Price : Price, is the value of the product or Modi's promise of what he is going to deliver . He showcased the double digit growth and development of Gujarat and promoted it as a model . Beside that BJP have understood that the price voters pay for acquiring the product are the taxes that they pay in the next 5 years. And their pricing strategy is to keep them low.

Promotion : The biggest challenges Team Modi faced were diverting public attention away from the 2002 communal riots in Gujarat and to promote a regional brand as a national face , so they had to take a firm-footed strategy and nimble-footed tactics .To diversify his existence Modi attended more than 5,000 events and 470 political rallies across the length and breadth of the country . beside this his 'chai pe charcha' , 'Sapno ka bharaat' campaign,3D campaign reaching out to the huge number of people through text, voice messages, social networking and consistently giving the message that MODIFIED India '*ke achche din aane wala hai*' .

People : BJP party members Piyush Goyal and Ajay Singh were the kingpins of entire BJP campaign. They had appointed the best brains in advertising—Prasoon Joshi, lyricist and president, South Asia, at advertising agency McCann, who wrote the BJP anthem and Piyush Pandey, executive chairman and creative director, South Asia, at Ogilvy and Mather, whose agency Soho Square created the lead campaign with the tagline Ab ki baar Modi Sarkar.

At last we can conclude , the outcome of any campaign depends on how good you are and how bad the opponent is.

IN THE DAYS TO COME

All the students would be engaging in teaching the students from neighbouring area.

Students would also be going to visit Darjeeling in early January.

LATEST IN THE WORLD OF NEWS

- 1.NARENDRA MODI reaffirms his govt commitment to bring back Black money.
- 2.Astronomers discover an elusive new low-mass, low-density planet located 2,300 light years away from Earth with an atmosphere loaded with hydrogen and helium .
- 3.Taking a page from the **Snapchat** playbook, BlackBerry will let BBM messaging service users control how long messages and pictures can be viewed, hoping the feature, along with other new capabilities, will result in a new revenue stream.
4. Google is the world's most sought after employer in the world, followed by Apple and Unilever, according to a report by professional networking site LinkedIn .
5. Mobile messenger service WhatsApp's user base in India has grown to 70 million active-users, which is over a 10th of its global users.
6. Amazon feels India's laws and regulations are a risk for the company. The online retailer thinks the laws and regulations may be interpreted in a way that will make business in India more difficult than it is and, in a recent filing to the US Securities and Exchange Commission (SEC), even present the possibility that it could be forced to shut down its operations.