



Footprints P 2



Hadimani's Caricatures P 3



Travels in Hampi P 6



Collateral damage P 7

Sharp and snappy and a total success!

AILEEN

CAMPUS: On January 27, SJC Mass Communication department organised a seminar titled 'Just in one byte! Sharp and Snappy Advertising', under the guidance of faculty member and former advertising professional Marianne de Nazareth. The event was an initiative by three students of II MS Communication Letitia Nathaniel, Sreevidya Ramesh and Priyanka Sasidharan.

The welcome address was given by Fr Praveen Martis SJ, Director of the PG department and the Chief Guest for the event. In keeping with SJC tradition, the event began an invocation song performed by Dream Catcher, a musical group of I MS Communication, after which the dignitaries present participated in the lighting of the ceremonial lamp.

Francisco Saldanha, Partner and Creative Director for the Scribble.com was the first speaker for the day and delivered a session titled "Another One Please!". "Socrates said 'All Greeks are liars'. Socrates was a Greek," ran the first slide. The presentation traced the development and evolution of advertising from the infancy of snappy advertising to its peak. Mr Saldanha shared his experiences as a student at Art college and his journey to becoming an advertising professional. He presented several famous print and billboard adverts and campaigns and shed light on ad-

vertising wars between products, but more importantly stressed on the power of snappy advertising. Among the examples he cited was the

Wildlife Tourism,' he highlighted the importance of communication in marketing. To emphasize the importance

ing that the name of the brand actually comes from Noida, where the company headquarters are based.

Arthur Pais, the third speaker is the Director of Crest Advertising Pvt Ltd. He said that advertising plays a role in the "proliferation of a product, service or cause, if people need to own it, buy it, feel it..." The focus of the talk was on the importance of being a completely competent advertising professional in the various forms of media in this regard - print, television, radio and social media. He explained this in his talk 'The Reality of Advertising: The Wholeness of an Adman' and stressed that effort to acquire depth of knowledge is important for one to be a successful advertiser.

He touched on the evolution of social media and the increasing popularity of Facebook and Twitter as tools of advertising. He opined that, in the move to social media, the internet will not override print media.

The programme continued with the award ceremony for the winners of the competitions held as a part of the seminar. The VISCOM department of SJC bagged several prizes.

Some of the best advertisements of the last year were then screened. Ms Marianne, then made an address to the gathering, appreciated the efforts of the Mass Communication department that organised the event and congratulated them on its success.



Ms Marianne de Nazareth with Mr Francisco Saldanha

advert for Van Heusen, the catchline of which said, "Introducing the shirt that goes to more board meetings than Lee Iacocca." Another was "Are you ready for your wife's death?", which turned out to be the catchline of an ad for an insurance company.

He also spoke about campaigns that use innovative ways of advertising and cited Durex Wonderbra as an example.

An animated Q&A session followed, with students putting forth their queries regarding creativity as well as the scope of advertising.

The next speaker for the event was Anand Menon, Head of Marketing of Coffee Day Resorts. He gave an overview of marketing with regard to the elements of time, audience and budget. In his session 'The Intricacies of the Marketing of Leisure and

of the art of story telling in marketing a product he cited the example of Onida, reveal-

SJC welcomes Belgian students

RASHI JAUHRI

CAMPUS: SJC in collaboration with University of Namur, Belgium, hosted a student exchange programme. Six students from the university visited the SJC campus from January 21 to February 2 to learn about the Indian culture, the social issues and its people.

Founded in 1831 by the Society of Jesus, University of Namur like SJC carries on the values of the humanistic tradition through teaching universality, quality, ethical commitment and solidarity. Its priority is to educate students and

researchers as responsible and active members of society.



Fr Praveen with students

Kiran Jeevan, Department of Social work and Indian co-ordinator of this student exchange said, "The main purpose of this exchange is to encourage international

learning. We have a five year contract with the University of Namur, under which this exchange will happen twice."

Six students from SJC played host families to these Belgium students. David Petit, Belgium co-ordinator of the student exchange opined, "The highlight of staying with the Indian students was how they stay with their families as part of a close-knit community." He further added, "In western countries, we tend to be individualistic. But here in India, there's a sense of respect and reverence among families and society."

Auto-menace affects city

DENISE and SMRITI

BANGALORE: The bright yellow three wheeled vehicles are the most common form of transportation in the city. One can easily spot them for they are a convenient substitute to cabs. Having a minimum fare of Rupees 17 for every two kilometres, the amount is affordable for the working class. The LPG fuel used by these vehicles is eco friendly and a large portion of the population depends on them for everyday use, especially students who pay heavily from their pockets playing to the tunes of the rickshaw drivers.

Gloria Joshy, of III PEM said, "I travel by auto rickshaws on a daily basis and I have no choice but to pay them what they demand for." She further added, "Most of them treat women indifferently and take advantage of us as we are timid." These yellow jacket automobiles are tagged into one administration where they use these rickshaws on rent and based on a daily amount they need to boost up their daily wages.

A II year PUC student from

St Josephs College, Ajay Joseph Antony said, "I have a big problem each morning trying to get a rickshaw to make it for the first hour to college. Auto drivers either demand for extra money over the meter charge or they simply refuse to come in the direction you want them to come."

Being an essential form of urban transportation in many cities like Bangalore these bright yellow modes of transport cause a hindrance to traffic in the city. They are often the cause for roan blocks, road racing and their most common problem is taking traffic rules in their own hands.

Traffic Inspector, S Nagarajan, from Ulsoor Police Station stated, "The Traffic police department is trying their level best in getting rickshaw drivers to abide by the rules and regulations. We have started to coach new drivers on how to be cautious and avoid accidents." He further added, "At different traffic junctions we are also charging them a heavy penalty if they over speed. Auto booths are one of our

initiatives to help citizens travel safely."

To feel the quality of service locals have initiated an online arrangement where citizens can now book an auto rickshaw online and pay a fair deal. The service also offers one to book the destination by hours or days making it a better for the people.

Auto driver Ismail Sheriff, residing in Viveknagar explaining the issues related to the auto and its functioning said, "The people often complain saying that we do not oblige to their destination, but they do not understand that if we do not get a return passenger, our fuel is wasted and we undergo a great loss."

Another auto driver intervened (name unknown) said, "Just like how you sit behind the computer desk everyday working hard for a daily living, we too have to face the same but with more difficulties." He added, "Now with the Metro rail, our passenger rate has decreased miserably and we are hoping that because of this the minimum rate will also increase as Bangalore is becoming an expensive city to reside in."

Microbiology fest at SJC

CHAITRA RAVI

CAMPUS: "Students should develop curiosity to learn and build up a good career", said Dr C. C. Lakshmanan, Chief Scientist of Research and Technology Innovations, ITC Ltd, after inaugurating Microphillic 2012, a one-day Inter Collegiate Fest organised by the Microbiological Society of SJC.

Lakshmanan opined that there is a necessity to have co-ordination between the academia and the industry to strengthen research. Rev. Fr Dr Daniel Fernandes, Principal of SJC presided over the function.

"Students from ten colleges participated in the fest", said Dr Beatrice Sequeira, Coordinator of the Fest. "This event is a golden opportunity for students to interact with teachers and the professionals from the industry", she added.

"Microbiology has a bright future and growing day by day", said Mr Syed Wajeed, another Co-ordinator of the

Painting, Debate, Song spoof, Collage, Treasure Hunt, Microthron, Dumb charades were organised.



Dr Beatrice presenting awards to event winners

Conference. Dr Vanitha, Head of Department of Microbiology, Mr Prabhakaran Director were present. Different activities like Quiz Prelims, Face

Students participated in all the events very enthusiastically saying that all the events were very educational as well as fun..

Leaving 'Footprints'

LOBSANG TSETEN

CAMPUS: This is the best event in college that provides a platform for North-Eastern and Tibetan students to showcase their talent," said Berin

Tibetan Settlement and the Principal of SJC Rev. Fr Dr Daniel Fernandes in front of over 2000 students from across Bangalore, who had come to SJC to be a part of the evening. "It is a great

Pavan



Fr Principal lights the ceremonial lamp

Lukas, the co-ordinator of the North East and Tibetan student's forum of St Joseph's College of Arts and Science, referring to the Footprint fest which took place on February 11 in the college ground.

Footprint is a college fest dedicated to the Northeast and Tibetan students of SJC. It is an event where these students showcase a plethora of talent, their unique culture, music and food. Running for five years now, the fest has been a massive success, year after year.

Footprints was inaugurated by chief guest N.A Haris, member of Legislative Assembly of Shantinagar constituency, Guest of Honour Tashi Phuntsok, the Chief Representative of South Zone

pleasure to be here among all of you today. Everyone values their culture and it is equally important to all. The existence of society depends on the diversity and culture that India has to offer," said N.A Haris, addressing to the gathering. He further added, "I wish Footprints and SJC all the best and a grand success."

Even though, the event had a cover charge of Rs 100 for students from other colleges, it did not dampen their high spirits. SJC played a wonderful host by setting up food stalls from different states and it proved to be a huge hit. Within a short period of time, the stall keepers ran out of their 'extra stock' of food.

All India workshop by TIME

PAVAN KUMAR PATEL

CAMPUS: More than 500 students took part in the two day workshop of Triumphant Institute of Management Education (T.I.M.E) at SJC on February 4 and 5.

The T.I.M.E group is known for organising seminars and conferences all over India. The workshop was aimed at building up the confidence of students who wish to enter B-Schools and to guide them for the various interviews. The workshop includes personal interview, mock group discussion and essay writing.

Delvi, in-charge of the T.I.M.E workshop said, "We organise workshops to help students who are entering into B-Schools, for their management courses, post graduation courses and try to guide them." Zonobia, a student of NIT, Calicut remarked, "Such workshops give us confidence, eliminates fear and helps us overcome the fear of interviews. The experience is worthwhile." She further added, "After this, I feel I am capable of better performances at interviews. Such workshops give us information about the corporate world and this helps us in the long-run."

India a hub for medical tourism? Faces in the crowd

NISHAD BAILEY

NEW DELHI: The recent controversy surrounding Mrs J. Perllinda Vanburen Green, an American woman who caused a stir by abandoning her two-month-old son, born via an Indian surrogate mother, at the Passport Office in Secunderabad has put a spotlight on the Assisted Reproductive Technologies (Regulation) Bill 2010, that has been making its way through the Parliament. The bill was drafted in response to India growing as a market for assisted reproduction and particularly the growth of India as a destination for medical tourism.

The nine chapters of the Assisted Reproductive Technologies (ART) bill cover various aspects of the regulation of ART clinics, sperm banks, research on embryos, and surrogacy. An interesting aspect about the bill is that it

allows single men and women, and unmarried and married couples to use ARTs. However, the definitions of these terms seem to imply an attempt at accommodation for medical tourism while at the same time prevents certain groups in India from accessing them.

Yet, the Bill does not clearly define what a "couple" is. Adding to the confusion is the fact that homosexuality has only been decriminalised in Delhi and each state, as per this bill, is required to set up a regulation and registration body that shall operate there. Even in Delhi, where it is decriminalised, a homosexual couple is not a legally recognised entity in its judicial system. In such ambiguous conditions, none of the other states are under any compulsion to recognise the decriminalisation and so the use of this technology can be denied to homosexuals. One option

available to homosexual couples is to gain access to these technologies as individuals but they would not be granted joint custody of the child and in case of injury or harm to one, the other would have no legal rights or duties towards the child.

This prohibition of access is combined with the legitimate use of foreign nationals of any sexuality and in any sexually oriented relationship from accessing ART. And this is primarily done so as to ensure the development of this market and to sustain India's position as a preferred hub of medical tourism.

The bill does seem to have made an attempt to prevent malpractice and exploitation in cases involving foreign nationals by ensuring the appointing of a local guardian to protect and provide for the child. Yet, the effectiveness of the bill will be subject to its implementation.

PAVAN KUMAR PATEL

BANGALORE: 'Faces', an exhibition of caricatures and illustrations, by caricaturist T

like President Prathibha Devi Patil, Prime Minister Manmohan Singh, members of Gandhi family.

Sowmya Chandan, his Per-



The exhibition has drawn much interest from the public

F Hadimani, was inaugurated at Indian Cartoon Gallery on January 30, and was open for public viewing till February 21. The exhibition featured several well known politicians, cricketers, Bollywood actors, religious heads and other famous personalities, nationally and internationally

sonal Assistant said, "Mr Hadimani has made caricature of several actors, politicians, celebrities and other well known figures. One of his best experiences was the opportunity he had to make a caricature of the suspect of Mumbai terror attacks Ajmal Kasab."

What's wrong with Indian football?

ABHIMANYU

KOLKATTA: In 1950, the Indian football team had qualified for the World Cup but could not take part because of footwear related problems. 62 years down the line, we do not stand a chance in qualifying for the world cups. Is the lack of proper equipment and infrastructure coming back to haunt us again?

Many experts agree, citing the lack of professional standard infrastructure as the main problem. These issues trickle down into the game affecting the skill of the players and affecting the standard of the game, putting off potential viewers. The issue has not been given proper attention by the authorities who have been quick to pass the buck.

Indian football though, had been on the rise in recent times under noted international coach Bob Houghton; with some good international performances against fellow sub-continent nations. But, the AIFF (All India Football Association) subsequently re-

leased him from his contract. As far as they are concerned there isn't a role for him in Indian football.

The AIFF has put the goals of the Indian National team on the back-burner, preferring to try and build the game by taking up grassroots projects in collaboration with international football clubs. From having clubs like Bayern Munich and Manchester United to the upcoming trip of FC Barcelona set up academies or help the TATA Football academy in Jamshedpur, to the recent revelation of the Premier League Soccer, the AIFF has more or less tried its all, or they say.

The Premier League Soccer will see players like Robert Pires from France, and Fabio Cannavaro from Italy take the field. These are international players well past their prime, but are still good enough to dazzle in India's leagues.

Indian football has not shown that they have benefited from playing bigger teams, will these players be able to help?

The day the Internet stood still

LEANDRA

On January 18, scores of websites including Wikipedia, Google, Reddit and Craigslist, along with many others, took part in what is considered by many the largest online protest against the internet censorship bills – Stop Online Piracy Act (SOPA) and Pro-

counterfeit goods, while PIPA is a proposed law with the goal of giving the US government and copyright holders having additional tools to restrict access to websites providing links to infringing or counterfeit goods, especially those not registered in the U.S. To the motto "Go Dark" thousands of websites blocked access to their con-

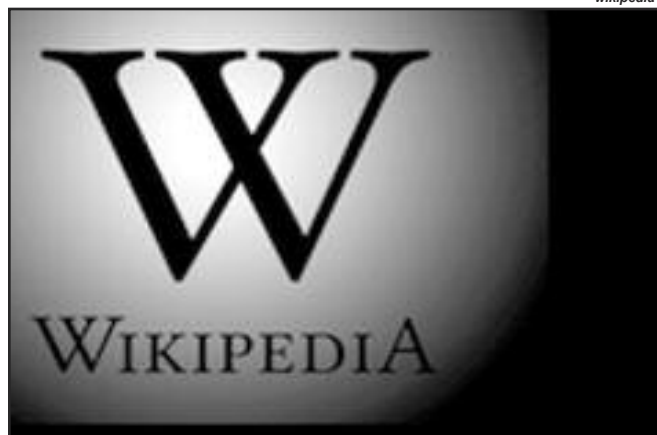
doms are in danger.

The purpose of the motto firstly was to make people aware of what their fate would be if the bills are passed. Secondly, to encourage the people to share their view with the chosen representatives.

People rely on wikipedia as an everyday source of knowledge, not being able to access it for one day created quite an uproar, for students and the working class. They blocked out their information to make people feel its importance if it is made to shut down.

In less than 24 hours, the linked Wikipedia page was accessed more than 162 million times. Immediately after the blackout begin, Anti-SOPA and PIPA topics gained significance on social networking sites like Twitter and Facebook.

If the bills do get passed almost every type of file sharing will be prohibited by law and websites like the Twitter, Youtube, and Facebook will also have to shut as they will be unable to comply with the law.



Wikipedia's blackout logo

protect Intellectual Property Act (PIPA).

SOPA is a bill introduced to the United States House of Representatives, to expand the ability of U.S. law administration to fight online trafficking in copyrighted intellectual property and

tent to protest the bill.

Google, accessed in the United States, is believed to have chosen to cover its logo in black and add a short message on its home page: Tell Congress: Please don't censor the web! Making their users aware that their Internet free-

In a not so far away land

Known to the world as the third pole or alternatively as the land of Dalai Lamas, Tibet is stained with the blood of over 1.2 million Tibetans who have died as a direct result of the Chinese invasion and occupation of Tibet. Today, it is almost impossible to find a Tibetan family that has not had at least one member imprisoned or killed by the Chinese regime. After the invasion and suppressions, almost every family in Tibet has been affected in some way contradicting the baseless claims by China of "democratic reform" to the "feudal exploitative society" of Tibet.

It began in 1959 when China invaded the independent nation of Tibet. Accounts of massacres, tortures and killings, bombardment of monasteries, executions of whole nomad camps, detentions, forced relocations and extra-judicial killings became depressingly common. Independent Tibet was certainly not a perfect human society but it was never as brutal as it is under Chinese rule. Its two biggest prisons in Lhasa, never had, at any one time, more than 30 inmates each. But, since the Chinese invasion, the whole of Tibet has been turned into a vast prison. In some gruesome cases, China even resorted to massacre of prisoners to keep the prison population within manageable limits.

In another such incident, in the Golok area of Tibet, many people were killed and their dead bodies were rolled down the hill into a big ditch whilst the soldiers forced the relatives of the dead people to celebrate making them dance on the dead bodies. Soon after, they were also massacred with machine guns.

Recently Tibetans in Tibet have witnessed a series of self immolation. Since March 2011, 22 Tibetans in Tibet have set themselves on fire, reflecting the extremely repressive condition in Tibet. These people have taken such drastic measures demanding for basic human rights and the return of His Holiness Dalai Lama in Tibet. Very few of these self-destructive measures are caught on camera but one such horrific self immolation that has made to the outside world was that of nun Palden Choetso. In the essence of freedom and brotherhood, it becomes the moral responsibility of everyone, regardless of their nationalities, to fight for independence. Where we live in a world of comforts, luxuries and entertainment, not so far away is a land where people are being killed, for practicing their beliefs, their religion, for speaking out, for basically existing.

Letters to the Editor

Miserable conditions in rural areas

It was truly heartbreaking to read the story "The tale of impoverished in Badami." The pictures published along with the articles showed the sad reality of those living in rural areas in our country.

It is the administration's fault for not arranging their basic needs such as clean food and water and basic health facilities.

- Talen , Deligent Media Group, Bangalore

Yet another example of corruption

It was very surprising to read how clothes and other goods donated as part of relief efforts get diverted into the market in the article, "Clothes for Rs 20, anyone?" The authorities must take action against such blatant misuse of international aid.

- Aravind Hariharan, Dentist, Bangalore

Piracy: A legislation problem or a service issue?

Various governments across the world have unsuccessfully tried to use legislation to curb online piracy. This raises the question of whether piracy can be stopped.

NISHAD BAILEY

Now that the Stop On-line Piracy Act (SOPA) and Protect Intellectual Property Act (PIPA) bills have died, and the American Copyright based industries (Motion Picture association of America and the Recording Industry Association of America) prepare their next attack on internet freedom with the Anti-Counterfeiting Trade Agreement (ACTA) and the Protecting Children from Internet Pornographers act

freely.

The US tried with SOPA and PIPA, but it so obviously violated its own First Amendment that it was defeated by a coordinated protest from many internet-based companies such as Google, Wikipedia and Reddit and millions of internet users around the world.

So how can piracy be defeated? The answer is in realizing that piracy is a service issue. Right now it is possible to download and start watching a movie for free in a few clicks.

single DVD? No, They'd probably just pick their two favorite movies. So yes, there are losses, but they are minuscule compared to what the companies actually claim they're losing.

The primary problem is that movies and music are overpriced, especially when there is an easy, free alternative. To solve this problem the industry should take advantage of the internet as a distribution mechanism.

Already, sites like Netflix allow streaming of movies legally for a very small price,



(PCIP), it's worth wondering if any of these bills could actually win the war against piracy.

The short answer is that they can't. As technology continues to develop, the battle between 'pirates' and intellectual property copyright holders is going to escalate, and pirates are always going to come out one step ahead. Piracy is already illegal in most countries around the world, yet it persists.

Short of passing a law that allows the actual blacklisting and banning of websites like in China and Iran, there is no legislative solution. Even in China, with their strict internet laws users can easily create proxies to use the web

It may not be morally right, but it's there and it's easy and there's no one to stop you from doing it, and never will be. If after ten years they finally manage to sink the Pirate Bay, there are hundreds of other torrent sites that exist, and even more will spring up.

If they ban torrents altogether, the internet will invent something new.

Piracy is not like stealing. There is no physical product that's being taken. The movie and music industries claim that each download is a lost sale. But this is not true.

A dedicated downloader might download every movie available online if they were able to, but would they spend crores to legally buy every

though you don't have the ability to actually own the movies you want, and there's a very limited selection.

Instead of fighting sites such as these the industry should look to use them as a means to fighting piracy by allowing legal downloading of movies at fair prices.

The industry is slowly crawling toward these sorts of realizations with songs available online for download at a price of 99 cents rather than the 500 rupees that a CD costs.

It's true that even this will never totally kill piracy. But it's equally true that nothing will ever kill the movie, music or video game industries either.

"The youth of this country are our future"



Rashi

Col. Rahul Jauhri, NCC Trainer

RASHI and TSETEN

The Chetwood Hall in the Indian Military Academy, Dehradun, bears an inscription, which reads: "The safety, honour and welfare of your country comes first, always and every time. The honour, welfare and comfort of the men you command, come next. Your own ease, comfort and safety comes last, always and every time."

That epitomises what a soldier stands for and what he should be. Noble service for the nation and its people is a soldier's brief, which he follows, unflinchingly.

For most who feel like this, they get a head start early in life by enrolling in NCC or National Cadet Corps which though does not give you a direct entry into the forces; it does give you an upper hand. For those who do not want to get in the forces, NCC grooms them to be disciplined and efficient citizens.

"The National Cadet Corps is engaged in grooming the youth of the country into efficient, regimented, disciplined and patriotic citizens."

Recently, The NCC Karnataka and Goa directorate made the states proud when they triumphed by coming second in All India Republic Day Celebrations 2011-'12 and NCC, Group HQ 'B', Bangalore, stood first in Karnataka and Goa directorate.

"NCC is about grooming the youth in regimented, patriotic citizens," believes Col. Rahul Jauhri, NCC Trainer, Group 'B', Karnataka. This is what he had to say about NCC and the youth of the country, when we interviewed him on February 13, 2012, here in the NCC Headquarters (HQs) of Bangalore.

'National Cadet Corps' is to train and empower the youth. Can you elaborate on that and tell us more about NCC?

The National Cadet Corps is the Indian military cadet corps, comprising the Army, Navy and Air Force, engaged in grooming the youth of the country into efficient, regimented, disciplined and patriotic citizens. It is a voluntary organization which recruits cadets from high schools, colleges and Universities from across the country, to empower them by giving basic military training in small arms, social etiquette, social work and parades.

Once the officers and cadets complete their course, they do not directly get into active military service but are given preference over normal candidates during selections based on the achievements in the NCC training.

NCC, over the years, has organised recruiting and training camps, talks, seminars all over the country, What would you say is the main aim of the organisation?

Apart from the basic development of the individual's character, comradeship, discipline, leadership, secular outlook, spirit of adventure, NCC also aims at creating a human

resource of organized, trained and motivated youth, who will always be available for the service of the nation.

We need people who are passionate about their homeland and NCC strives to inculcate that feeling of patriotism amongst the youth of our country.

What all activities comprise the Republic day Celebration or RDC in which the directorate recently participated?

Held at Garrison Parade Ground, Delhi Cantt from 01 to 29 Jan, the RDC Camp grants the cadets the pristine opportunity to meet the President, the Prime Minister, Raksha Mantri or the Defence minister, Director General of NCC, Cabinet Ministers, Chief Minister of Delhi and the Three Service Chiefs.

The NCC Republic Day Camp is the culmination of all NCC Training activities. There are various competitions conducted amongst the NCC Directorates to decide the Champion Directorate for award of Prime Minister's Banner.

Competitions are keenly contested in various events such as National Integration Awareness presentation, Drill, Line & Flag Area; Cultural Programs i.e. group song, group dance and Best Cadet of Senior Division Boys and Girls in each Service - Army, Navy & Air Discipline. Other events such as Aero modelling and Ship modelling are also conducted during RDC.

Other than the RDC Camp, does NCC have other camps too, which gives the cadets the same amount of exposure and experience?

Apart from the Republic Day Celebrations Camp, we have Annual Training Camps which is a 10 to 12 days camp in which a cadet can learn basic things like what is NCC, what is its aim etc. We also organise Social Service Camps, All India Summer Training Camps, Advance Leadership Course, Para Troopers Camps, Army Attachment Camp, Hiking and Trekking

Camps, Thal Sainik Camp.

Another important camp is the National Integration Camp which is conducted on All India basis and help bridge the cultural gap among various States of India. In addition, there are five special NICs conducted at Leh, Nagrota, Chakabama, Lakshadweep and Port Blair.

How many cadets do we have under NCC Karnataka?

To begin with Karnataka and Goa together make one directorate, under which there are six groups. Each group has approximately seven or eight units which in turn have 1500-1800 cadets. That is roughly 60,000 students or more in one directorate. And we have 16 directorates in India.

These cadets belong to urban and rural colleges and schools, and belong to different cultural and social backgrounds. NCC is a platform where such boundaries and limitations merge into one, where no one is above or beneath the other.

In Bangalore itself, NCC

Commodore at RSI, Bangalore. Tell us more about the honour ceremony?

The cadets who participated in the RDC were the selected lot from the overall strength of thousands of cadets from

"NCC has cadets from different cultural and social backgrounds. NCC is a platform where such boundaries and limitations merge into one, where no one is above or beneath the other."

the directorate.

The CM announced a cash prize for the cadets and medal winners who participated in the Republic Day Celebration. This felicitation and such ceremonies encourage and motivate the cadets to work hard and achieve greater heights in their life.



Rashi

NCC Cadets being felicitated by Karnataka Chief Minister

has a presence in St. Joseph's College, Christ University, Jain college and Baldwin's College to name just a few. Many other colleges and schools including these are part of the NCC family.

The Cadets who participated in Republic Day Celebrations were felicitated by the Chief Minister D V Sadananda Gowda at Vidhana Soudha; Governor Dr.Hans Raj Bhardwaj at Raj Bhawan and DDG Air

On a final note, what would you say to the youth of our country?

I would like to tell them to be hardworking and sincere in whatever they do. I'll repeat a famous quote, "Do not think what your country can do for you but think what you can do for your country."

The youth of this country is our coming future. You must lead the world and soar across the skies with an indomitable spirit and patriotism in your heart!

Exotica's elusive grip on reality

ANINDITA BISWAS

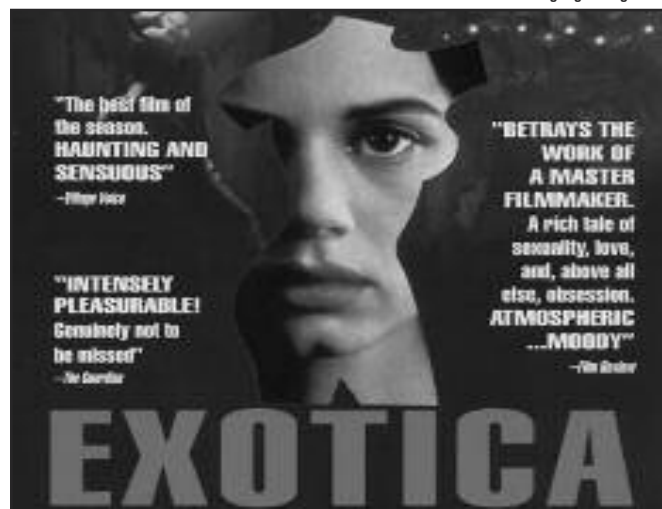
Director: Atom Egoyan
Starring: Bruce Greenwood and Elias Koteas

The formal complexity and the genuine emotional impact of Atom Egoyan's *Exotica* makes it a daunting task for any film buff to attempt a reading of the film. However, it is also a curious task to analyse the potency of this impact. Why is it that a narrative tethered on the suggestion of pedophilia feels so compellingly universal in its experience?

Perhaps the answer lies in the mastery of the ensemble of characters in this film – each of who receive undivided attention from the camera. Some credit must go to the narration pattern which is broken down into both spatial and temporal modes and then jumbled up. Flashbacks get interspersed with the simultaneous actions of different characters and one is never quite sure if those fragments inform the memory of one or

the other or if they are a part of a continuous whole.

his personal construct about reality.



Exotica, 1994, was nominated at the Cannes film festival

Exotica is concerned with the lives of people intricately connected by a single traumatic incident of the past and other people who come in touch with them.

The protagonist, Francis, is slowly revealed to have possessed a nearly perfect family and wholesome life until the incident. The unsettling part is that it is not grief, as a pure emotion, that shatters Francis but rather the gradual loss of

If we concede that reality in its entirety is essentially unknowable; it is equally necessary to assert that our daily lives and interactions necessitate stability at the individual level of relationships in order to retain a cogent whole. Once this construct is disrupted by external agencies, say, a judicial inquiry, that works through the essential principle of constructing different and even contradictory

narratives about individuals; the reality gets distorted as a consequent of this infection of narratives.

Unfortunately, the infection is limited to certain individuals and relationships get strained as people related to them continue with their own as-yet unadulterated constructs.

Exotica revels in showing intimate interactions where each participant's utterances are ironically limited to their own constructs even though they do their best to reach out through other stimuli like gestures, body language etc. But it is also this lack of resolution that somehow enables the characters to get on with their daily, habitual lives. To illustrate, *Exotica*, in its surreal setting as an orient-themed strip-club has the potential to boundless sensual experiences but physical contact with the principal actors is forbidden – as that can spell a definitive resolution. Audiences are made aware from the start that they must pay heed to every segment as the story refuses to play the pre-

diction game that audiences always engage in when listening to any story.

It is the achievement of *Exotica*'s exquisite setting, cinematography and most importantly, music by Mychael Danna that manage to hold the audience's attention.

The impact of this narrative technique on the moral universe of the story is striking as it manages to subvert the traditional modes of imagination and a smuggler is established as a vulnerable individual in his daily activities.

He does not lack courage or intelligence, but simply the willpower that comes naturally to people when they need to assert themselves.

Perhaps the moral universe of the film is hinted at in the first sequence of the film where the camera traces a beautifully arranged garden of plants to a strangely unsettling score. The unnaturally still plants in the garden are eventually revealed to be artificial and yet the impact of the sequence somehow manages to remain genuine.

Haunting remains of a glorious past

SOORAJ THOMAS

Hampi is a village in Northern Karnataka, located within the ruins of the Vijayanagara Empire on the banks of the river Tungabhadra. It continues to be an important religious destination housing the Virupaksha temple. This city was the capital of the Vijayanagara

considered to be of some magnificence due to its countless number of temples and palaces. The splendour of this city was unfortunately robbed of much of its grandeur in 1565 AD by the Mughals.

At Hampi one can see some of the greatest temple complexes with administrative and residential structures, watch towers, aqueducts and

the Virupaksha temple dedicated to Shiva who is also known as Virupaksha or Pampapathi. The temple is a 12 storied structure and is the tallest in Hampi. This temple is still functioning and there are Chariot ceremonies held here during February.

The Vithala temple located on southern banks of the Tungabhadra River is considered to be a fascinating example of Vijayanagara art. The main pavilion has 56 pillars extravagantly carved and generates musical notes when struck. A convenient way to travel to Hampi from Bangalore is by an overnight train called the Hampi Express. There are quite a few daily bus services from the Majestic terminus to Hospet, a town 11kms from Hampi. Upon arriving at Hampi, one can hire bicycles or two-wheelers to get around town. Most establishments will lease them to



The Virupaksha temple in Hampi, Karnataka

you for a small fee.

Considering the time required to explore the site, the visitors usually stay in Hampi for a few days. Hampi village is known as the backpacker's paradise and provides economy budget accommodation. In fact, every other house here is a guest house. Most of the high end luxury hotels are situated in Hospet. Kamalapura, a village centre close to Hampi could be a second op-

tion as there is a state run hotel with a decent level of staying comfort.

Hampi Bazaar is the most active part of Hampi, from where one could start exploring the city. Unsurprisingly, due to its popularity among international visitors, it is quite difficult to find local food in the main bazaar area. The order of the day mainly revolves around Italian, Israeli and Continental food.



Langurs rule the ruins of this once great empire

Empire. The ruins, which bring in travellers to gaze upon their marvel, have been declared as a world heritage site by UNESCO.

In its prime days it was con-

baths, along with the fortifications of the city are an existing memory of a highly developed kingdom and its culture.

Among these ruins remains

The collateral damage of development

NISHAD BAILEY

Though a four day trip is hardly enough to scratch the surface of the variety of issues faced by the people in this area, it is more than long enough to feel ashamed about the comfort in which we live in the big cities. The people of this 'rural' area face a multiplicity of social and economic problems that one could only imagine living in the comfortable bubbles that most of us privileged people do.

The untold physical, emotional and mental toll faced by those marginalised by our nation's race for development is truly a wake up call. The social cost of this 'development' is completely unjustified. The hard working, innocent and unfortunately uneducated masses bear the brunt of corporate greed, who in their rush for making profits from the nation's, i.e. people's, resources, displacing those that have a rightful claim to that land.

These problems are magnified by an indifferent and cor-

rupt administration that does not seem to have the interests of its own people at heart.

do not have access to clean food or potable water. Here, most labourers work long

the flora and fauna of the region- transforming a lush leopard habitat into a barren red wasteland.

Sakhi, an NGO based in Hospet, in North Karnataka, though, works toward a model of sustainable, inclusive development having recognised the role of education as a means to give those denied access to the wealth of their own land the power to choose how to live their lives. They arrange economic support and scholarships for young women in order to help them complete their graduation and join higher studies. They also offer tuitions in Mathematics and English and conduct vocational training camps in sewing and computer skills such as the accountancy program 'Tally'. Many of those who have been trained in these skills are able to get jobs and support their families.

It is time for us privileged citizens to realise that these sections of society cannot be marginalised any longer and these historical injustices must be corrected.



The writer in what was once tiger habitat, near Hospet

This ensures that the victims are trapped in a never ending cycle of poverty and injustice. The government with its inefficient and ineffectively implemented policies also adds to this systematic exploitation of the uneducated and voiceless populace by not providing the humane conditions that we all are entitled to. People are denied basic needs and their fundamental rights. We have seen scores of malnourished children; people who

hours for a paltry pay in hazardous conditions. Even living conditions are equally unsafe and pose a health risk for those who live in them. The lack of infrastructure only compounds the problem.

In addition to these social issues there is the large scale ecological damage caused by unscientific, indiscriminate and illegal mining practices. Along with the misery brought to the people of these parts it has greatly affected

A day in the life of...

PAVAN and LEANDRA

According to the dictionary, a job is a regular activity performed in exchange for payment. There are different types of jobs where people can get employed and make a living. Distinct to white collar jobs, blue collar jobs require physical strength.

Encounter 35 year old Ballamma, who has been working as a sweeper or kasa gudisuvavalu in Karnataka, at SJC for the past six months. Being the sole bread winner of her family, after losing her husband six months back in an accident and a mother of three children, she takes responsibility of her entire family.

Her children, who are very close to her, are her only strength. She hopes to see the success of her children. "I want them to be employed in big offices, me being uneducated, I am trying my best to look after my children's welfare, my first-born is doing his B Com, the next a degree course I cannot recollect and my last is in secondary school," she said.

She has a companion, Violet Mary, mother of two and the wife of a painter. She has been working with SJC for 10 years, alternating between the Under Graduate and the Post Graduate block respectively, as they are re-posted every 6 months.

Having an ill Mother-in-law, she and her husband have to pay for medical fees and work for their livelihood, making ends meet.

Violet said, "I am an environment lover, the greenery in the college gives me an impetus to work more, it enlightens me and hence I feel it is my responsibility to preserve the place."

Ballamma and Violet make sure every classroom is ready for the succeeding days' lectures to be held. Right from dusting every bench and desk in the classroom to emptying every dustbin outside classrooms, the college is maintained by their efforts.

Creating a world of convenience

RASHI JAUHRI

Disabled people comprise the largest minority in the world — a minority in which any of us can become a member, a thing that should never be forgotten. Going by United Nations Convention on the Rights of Persons with Disabilities, India (UNCRPD) website figures there are about 100 million people with disabilities in this country which is almost 1/6th of the 650 million disabled people living in the world. It therefore is of crucial importance that each and every place, transport, institution and building in the country be barrier free.

Barrier-free environment enables people with disabilities to move about safely and freely, and use the facilities within the built milieu. The goal of barrier free design is to provide an environment that supports the independent

functioning of individuals so that they can participate without assistance, in every day activities.

Though there are provisions, Acts and welfare bodies, no tangible action seems to be taken. The country is practically and unfortunately inaccessible to the physically challenged. "For accessible buildings, at least one entrance per facility should be accessible to a wheelchair user. For new buildings, the accessible entrance should be the main entrance intended for use by the general public. All work areas in which physically disabled persons may be employed should be accessible by using proper ramps, toilets and giving the right width and slopes" avers Lucknow based Architect Shefali Panwar, specialised in Special Accessibility in Buildings, in a telephonic interview.

The educational institutions must act in accordance with



Equal opportunity

the laws and acts so that physically challenged people can enjoy the liberties that their so called abled brethren enjoy. Shefali Panwar, further says "All teaching, administrative and common areas should be accessible to a wheelchair user. At least one accessible unisex rest room should be provided in each building other than student dormitories and residential accommodation." She adds on to say, "In libraries, all open book stacks,

facilities and equipment should be accessible with accurate space between the rows. A special room should be provided for sightless and for hearing-impaired people."

Joining the league of a rare few institutions that follow these norms is St. Joseph's College, Bangalore who have made a Wheelchair ramp for the convenience of physically challenged people in the entrance to the Post Graduate Block.



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