



INSPIRE

Students' Magazine of IISD



INSTITUTE FOR INSPIRATION & SELF DEVELOPMENT

IB - 200/1, Sector – III, Salt Lake City, Kolkata – 700 106

Phone : (033) 2335 - 2861 / 2378, Fax : (033) 2335 – 2379

Web : www.iisdedu.in, E-mail : info@iisdedu.in; iisdedu@rediffmail.com

EDITORS' Column

IISD is an institute which epitomizes unity in diversity, like our motherland, India. Students of different courses together make the Institute for Inspiration & Self Development. It is out of this inspiration we have within us, that created the urge to develop a medium to express the talents we have and share our knowledge and experience with others.

'Inspire' is a students' magazine – our Magazine. Let us all make it a great success.

How IISD Inspire me

It was after joining IISD that I have found a new meaning to me, to grow intellectually and spiritually and not stagnate. Nowadays, on seeing me study, even my daughters have started doing so; I do not have to ask them.

- Ranjeet Prasad

Know Your Course Mate

I am Pramod Kr Singh. Born in a middle class family in a village of Uttar Pradesh and brought up in West Bengal. Passed Madhyamik from Vani Bharati High School in 1986. Completed Higher Secondary from Sree Jain Vidyalaya and passed B.Sc. from Calcutta University in 1991. Thereafter did Honours Diploma in System Management from NIIT. Started career from Business Economics in 1995 as Confidential Asstt. to Editor in Chief. I always tried to learn and take new responsibilities. I decided to grow my company and never tried to change my job. After 15 years of my career I am now General Manager of this company. I have been able to achieve this position only due to faith & confidence of our Editor in Chief. He is my mentor & source of inspiration. Loyalty and hard work always rewards us. I hope after completion of my MBA, I will be more effective to my organisation and will always remain obliged to IISD.

- Pramod Kumar Singh

My Introduction with the City Of Joy

- Tanu Priyadarshini

Hello! Kolkata, Shubho Navo Vorsho. A heritors congratulations to SREI Foundation for the grand and successful completion of the event on "World Confluence on Humanity, Power & Spirituality".

This city is an year known to me, their winter is very new to me. My college IISD, which has given me a privilege to be its part, I am grateful for that.

O.K. readers, I am not deviating from the topic of discussion today, However, I am just trying to introduce to you my relationship with the City of Joy "Kolkata". I visited Kolkata many a times before However; the real flavour of the city was revealed to me only when I started pursuing M.B.A.

Top notch MNC's have landed in. Also many malls have been opened. Yet the city still retains its innateness. Variety of food, starting from deserts like our very beloved 'ROSGULLA' to all sorts of North India, South India, Chinese and continental. You can all find it in the city.

Lots of cultural event & fairs keeps the city happening. During British's Kolkata was the Capital of India. Whether be it Victoria place or the Howrah Bridge, it all depicts the symbol of East India culture that was there in the city during the British Raj.

I would like to end this discussion and I hope the city will retain its values and also at the same time be globally connected. The attitude brings a change. The attitude to accept new things and also not forget the golden values is a sign of effulgence.

- Be ready for the Competition QUIZPIRE**QUIZ OF THE MONTH**

- The word 'Hindu' as reference to the people of Hind (India) was first used by**
 - The Greeks
 - The Romans
 - The Chinese
 - The Arabs
- In 1930, Mahatma Gandhi started Civil Disobedience Movement from**
 - Sevagram
 - Dandi
 - Sabarmati
 - Wardha
- International Rice Research Institute is situated in**
 - Philippines
 - Indonesia
 - Malaysia
 - India
- In which year was the Reserve Bank of India established**
 - 1935
 - 1948
 - 1950
 - 1952

QUOTABLE QUOTE

"Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success, that is way great spiritual giants are produced."

- Swami Vivekananda



KNOWLEDGE METER

TEACHER'S QUESTIONS TO THE TAUGHT

Best answer will win a prize

1. Describe main features of Z-Culture of Japanese Management.
2. Explain Theory X of Motivation.
3. What is Laissez-faire
4. Explain Break Even Point.
5. What is HRA.
6. Explain Stagflation
7. Define Oligopoly.
8. How does a flower get its color.
9. What is the present name of ancient "Tamralipta"
10. Who was the finance minister in the first Cabinet of independent India

ENGLISH IS EASY

SYNONYMS - WORD WITH NEARLY THE SAME MEANING BUT USED DIFFERENTLY.

Tick the right word

1. EAGER –

- a. Clever
- b. Enthusiastic
- c. Curious
- d. Devoted

2. PLACID –

- a. Clear
- b. Calm
- c. Enjoyable
- d. Dull

3. COMMEMORATE

- a. Boast
- b. Remember
- c. Manipulate
- d. Harmonise

**LAUGHTER IS THE BEST MEDICINE
JOKES OF THE MONTH**

What is GOD

A little kid asks his father, "Daddy, is God a man or a woman?"

Father, "Both son. God is both."

After a while the kid comes again and asks, "Daddy, is God black or white?"

Father, "Both son, both."

The child returns a few minutes later and says, "Daddy, is Michael Jackson God?"

KNOW YOUR WORLD**Burj Khalifa : -**

Burj Khalifa is the world's tallest building since 2010.

Record height Antenna or spire 828 m (2,717 ft)

Preceded by Taipei 101

General Information :

Cost \$1.5 billion
Location Dubai, United Arab Emirates
Status Complete
Groundbreaking 21 September 2004
Opening 4 January 2010
Use Mixed - use

Technical details

Floor count 160 habitable floors
Floor area 334,000 m² (3,595,100 sq ft)

Companies involved

Architect Skidmore, Owings and Merrill
Structural engineer Bill Baker at SOM
Contractor Samsung C&T (Primary), followed by Besix and Arabtec
Supervision Consultant Engineer & Architect of Record Hyder Consulting
Construction Project Manager Turner Construction, Grocon
Planning Bauer AG and Middle East Foundations, Lift contractor Otis
VT consultant Lerch Bates[5]

Developer Emaar**Answer to the month's Quiz**

1) d 2) b 3) a 4) a

Shivnibas- an Artistic and Poetic Village

- Prof. Manab Mukherjee

'**Shivnibas**', the nibas or home of Lord Shiva is a small artistic and Poetic village in Nadia, only 100 km. from Kolkata, linked by rail, road and river. The village is simply artistic and 'Nature' is the artist- nature is brisk there for cultivation and mango gardens. It is Poetic as it is a rhythmic beauty with the change of seasons – here rain lashes, Summer hottens with enormous mangoes and lichis, winter chills and fills the heart with tranquil charm and `khejurer gur', autumn and spring make the mind fly in the blue ecstasy of the universe.

The village by three rivers – river 'Churni' in south, 'Ichhamati' in west and 'Mathabhanga' in east. A boating for over 10 km. in these rivers will make one speechless and nature will speak. In a moonlight night boating here is an experience that engraves into our hearts.

The village is a religious pilgrimage. There are two very large Shiva temples with Shivalinga of 12 feet high and one historical temple of Ram-Sita. The temples are more than 200 years but maintained with donations. Thousands of pilgrim visit the shiva temples and after holy water and Puja to Ram Sita. Just after `Shripanchami', there is a large mela (fair) for over a month and people from distant places flock there. The village is traditional and historical. The relics of Pal Dynasty of Bengal are there. There. This was the `judgment seat' of Maharaja Krishna Chandra. Above all, these are a number of writers and Poets born in this village.

The village has a great commercial viability . Simply some planned plantations in 10 km. banks of the river and by the sides of the roads in the village will give enormous return and more so make the village a Kingdom of nature and natural beauty.

WRITE AND WIN A PRIZE - Best attempt will win a Prize. (Submit before 30th June,)

Write a story within fifty words to bring out the moral
"Ethics in Business is the Best Policy".

We invite short stories / essays.

Please deliver write ups to the Reception (Jishnu or Sudha).