“The more you praise and celebrate your life, the more there is, in life, to celebrate.”
Oprah Winfrey

From the Chief Editor’s Desk:-

SIESCOMS newer runs short of activities and programs, thus ensuring enough fodder for the contents of this magazine. Ladies and gentlemen, presenting the fifth edition of our very own in house news letter SIESCOMS MESSAGING SERVICE. We have two new features to this magazine with this issue. ‘The Valia Quiz’ introduced by Mr. Manan Valia, a MMS first year student), a quiz aimed at coming up with whacky questions titled under different themes like logic, brand, mythology, cuisines, architecture, general knowledge, films, nature etc and ‘Testimonials’, a column devoted to all the different kinds of people both good and bad who leave an imprint in our lives. Many times in life we come across people in the form of both strangers and friends who leave a mark on us and go. Words are newer enough to express the after effects of this impact in our lives. Through this feature we invite you to write a few words on people (family, friends, colleagues, and strangers) who may have inspired or influenced you to take a few minutes from this fast paced life and reflect and introspect upon the beauty and complexity of human life.

The Rain God terrorized the country with its overwhelming impact on the country. October witnessed India fighting the floods after the onslaught of Swine Flu in September. As the rhyme of the ancient mariner goes ‘Water Water Everywhere And All The Boards Did Shrink; Water Water Everywhere Nor Any Drop To Drink’, torrential rains created havoc in the southern states of Karnataka and Andhra Pradesh rendering millions homeless and without food and water for days together. Hopefully, Indians as compared to other citizens around are prone to face hardships and tough times with a Smile. Let us all hope and pray to the All Mighty to grant courage and confidence to the affected citizens to help them resettle in life.

The good news for the country was the Sensex soaring higher than the past month raising the hopes of millions of people on the good prospects of a progressive country.

UNICEF released the State of World’s Children Report- 2009 with some shocking findings regarding maternal mortality status in India. *Avoidable* complications during child birth are killing 78,000 women in India every year.

Welcome all, to yet another novel initiative of our Indian Government. The Government of India has started a new initiative to register the grievances of ‘aam aadmi’ online. This online grievance portal is addressed as [http://www.pgportal .gov.in](http://www.pgportal.gov.in). The Govt. wants
people to use this tool to highlight the problems they faced while dealing with Government Officials or Departments (A total of 20 Offices) like the Railways, Telecom, Public Sector Banks, Posts, Public Sector Insurance companies, Regional Passport Authorities, Central Board of Secondary Education, Tourism, Petroleum and Natural Gas, Civil Aviation, Central Universities, EPF Organizations etc to name a few major ones. All those wanting to vent can have a look at this website.

Here’s some masala news to chew on during our tea and lunch breaks. As usual the people in the ‘Predictions’ profession newer seem to stop making news, be it the astrologers, scientists, religious groups etc. This time, some scientific experts from around the world are predicting that 3 years from now, all life on Earth could well come to an end. Some are saying it'll be humans that would set it off. Others believe that a natural phenomenon will be the cause. And the religious folks are saying it'll be God himself who would press the stop button. The following are some likely arguments as to why the world would end by the year 2012.

Reason ONE: Mayan Calendar
The first to predict 2012 as the end of the world were the Mayans, a bloodthirsty race that were good at two things -- building highly accurate astrological equipment out of stone and sacrificing virgins. Thousands of years ago they managed to calculate the length of the lunar moon as 329.53020 days, only 34 seconds out. The Mayan calendar predicts that the earth will end on December 21, 2012. Given that they were pretty close to the mark with the lunar cycle, it's likely they've got the end of the world right as well.

Reason TWO: Sun Storms
Solar experts from around the world monitoring the sun have made a startling discovery. Our sun is in a bit of strife. The energy output of the sun is, like most things in nature, cyclic and it's supposed to be in the middle of a period of relative stability. However, recent solar storms have been bombarding the earth with lot of radiation energy. It's been knocking out power grids and destroying satellites. This activity is predicted to get worse and calculations suggest it'll reach its deadly peak sometime in 2012.

Reason THREE: The Atom Smasher
Scientists in Europe have been building the world's largest particle accelerator. Basically, its a 27 km tunnel designed to smash atoms together to find out what makes the universe tick. However, the mega-gadget has caused serious concern, with some scientists suggesting that it's properly even a bad idea to turn it on in the first place. They're predicting all manner of deadly results, including mini black holes. So when this machine is fired up for its first serious experiment in 2012, the world could be crushed into a super-dense blob the size of a basketball.

Reason FOUR: The Bible Says It
If having scientists warning us about the end of the world isn't bad enough, religious folks are getting in on the act as well. Interpretations of the Christian Bible reveal that the date for Armageddon, the final battle between good an evil, has been set for 2012. The I Ching,
also known as the Chinese Book of Changes, says the same thing, as do various sections of the Hindu teachings.

**Reason FIVE: Super Volcano**
Yellowstone National Park in United States is famous for its thermal springs and old faithful geyser. The reason for this is simple -- it's sitting on top of the world's biggest volcano and geological experts are beginning to get nervous sweats. The Yellowstone volcano has a pattern of erupting every 650,000 years or so, and we're many years overdue for an explosion that will fill the atmosphere with ash, blocking the sun and plunging the earth into a frozen winter that could last up to 15,000 years. The pressure under the Yellowstone is building steadily, and geologists have set 2012 as a likely date for the big bang.

**Reason SIX: The Physicists**
This one's case of simple mathematics. Physicists at Berkely University have been crunching the numbers. They've determined that the earth is well overdue for a major catastrophic event. Even worse, they're claiming that their calculations prove that we're all going to die, very soon. They are also saying that their prediction comes with a certainty of 99 per cent; and 2012 just happens to be the best guess as to when it occurs.

**Reason SEVEN: Earth's Magnetic Field**
We all know the Earth is surrounded by a magnetic field that shields us from most of the sun's radiation. What you might not know is that the magnetic poles we call North and South have a nasty habit of swapping places every 750,000 years or so -- and right now we're about 30,000 years overdue. Scientists have noted that the poles are drifting apart roughly 20-30 kms each year, much faster than ever before, which points to a pole-shift being right around the corner. While the pole shift is under way, the magnetic field is disrupted and will eventually disappear, sometimes for up to 100 years. The result is enough UV outdoors to crisp your skin in seconds, killing everything it touches.

Keeping all this in mind, Director Roland Emmerich with Columbia Pictures has directed a film based on this theme. For the movie buffs, this happens to be the most awaited movie of the year...titled ‘2012’ releasing November 13th 2009 in theaters worldwide...A visual treat... Here are some pics for all of you...U may paste them separately in a word doc and bask in these thought provoking pics.
Well, ending on a positive note, contrastingly certain other Scientists had a different say on Human Life. This time it looks like a 'reverse phenomenon prediction'. A futuristic American scientist has predicted that man could become immortal in as little as 20 years' time through Nanotechnology and better understanding of the body mechanism. This 61-year-old, lauded by Microsoft founder Bill Gates as the smartest futurist on Earth said,"We are living through the most exciting period of human history. Ray Kurzweil, known to have predicted future technologies decades ahead has written in The Sun ,"I and many other scientists now believe that in around 20 years we will have the means to reprogram our bodies' stone-age software so we can halt, then reverse, ageing. Then Nano-Technology will let us live forever.”

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CREATIVE CONTRIBUTIONS

There seems to be a dearth of ‘real’ thought provoking incidents and events in the lives of us SIESCOMITES this month. Hence only three creative contributions received for this month.

‘Zabaan Sambhalke’ by Soumya Unni Panicker. MMS – 1st year.

What’s this special relation we share with swear words? Stand at any corner of a road, any bus stop or any railway station and we are sure to overhear someone using colorful words as adjectives to describe something or someone. We, as Indians, love to pepper our daily conversations with the choicest of ‘gaalis’, this tendency being more prominent in the male species. It might sound gender biased, but I guess almost all would agree to it.

The swear words we use might be totally irrelevant and unnecessary in that particular talk, but we still use it- for expressing our delight, our astonishment, our disgust, and obviously our annoyance. Ever wondered what is the reason behind this behavior? I am amazed by it and it’s beyond my understanding what pleasure one derives from swearing and using terms which are derogatory to our own near and dear relatives. Maybe it is just the sense of freedom and relief we attain after mouthing such colorful words. As said in Calvin & Hobbes, “The disappointments of life are harder to take, if you don’t know any swear words.” Maybe it is an “in” thing to do. Or maybe it is just the way we are wired. Whatever is the reason we just can’t stop swearing.

On a second thought, it might not be that difficult to explain this rather irrational behavior. I hope someday we have scientists & psychologists forming a thesis around this subject and coming up with an acceptable reason, or for that matter, a solution also. Till then, ‘Zabaan Sambhalke’!

‘Mera Bharat’ through the Eyes of a Management Student – A Learning Experience by Ms. Anubha Garg. PG – Ist year

It was a moving experience to see many people living with small means. On interacting with the children we thought the children were bright young minds and that they deserved better lives and education. We had the opportunity to speak to a lot of students individually on their future goals and aspirations, their impassioned eyes sparkling with enthusiasm was just enough motivation for us to pursue this project with alacrity.

This project certainly made us feel empowered that we could in our own small way contribute and make a difference, by merely talking to families, children, telling them why we feel education is important and how it will definitely change their lives in a big way for generations to come.
This experience just exemplified the fact that what we see in our day to day life is not the real India, but what we saw in the slums is the unfortunate reality of the resurgent India. Lost in the glorifying expressions with which we are described in the international media, lost in the fame that India has joined the ranks of the world’s economic powers, are India’s Real People, to whom the glistening malls, the shining real estate prices, the boom on Dalal Street makes no difference whatsoever.

It is this India that we need to focus on so as to ensure rapid development for inclusive growth leading to an egalitarian society. It is the responsibility of the privileged class to assist the poor to uplift themselves and one of the first steps could be in the domain of education. In fact in the words of George Peabody-Education is a debt due from present to future generations.

Boss and Employee on Salary Increment (Sourced from the Internet) by Usha Narasimhan (PG-Sem IIIrd)

One day an employee sends a letter to his boss to increase his salary!!!

Dear Boss,

In this life, we all need something most desperately. I think you should be understanding of the needs of us workers who have given so much support including sweat and service to your company. I am sure you will guess what I mean and respond soon.

Your sincerely,
Norman Soh

The next day, the employee received this letter

Dear Norman,

I know you have been working very hard. Nowadays, nothing much has changed. You must have noticed that our company is not doing noticeably well as yet. Now the newspaper are saying the world’s leading economists are not sure if the United States may go into another recession. After the November presidential elections things may turn bad. I have nothing more to add now. You know what I mean.

Yours truly,
Manager

Here comes the Birthday Bee humming the birthdays of this month.........
SIESCOMS family takes immense pleasure in wishing the below mentioned family members a very ‘Happy Birthday’.

“Sending warmest wishes to you on your birthday and hoping that the year ahead is filled with the joys of the very nicest kind.”

Birthdates of November 2009

❖ FACULTY

1. 10\textsuperscript{th} Nov - Prof. C R Radhakrishnan
2. 13\textsuperscript{th} Nov 09 – Prof. Alok Sharma
3. 17\textsuperscript{th} Nov 09 - Prof. Sandeep Bhanot

❖ OFFICE STAFF

1. 2\textsuperscript{nd} Nov 09 – Ms. Bindu Alex
2. 21\textsuperscript{st} Nov 09 – Mr. Deepak Jamdar

❖ STUDENTS

BBM

1. 20\textsuperscript{th} Nov - Veda
2. 26\textsuperscript{th} Nov - Padmavathy
3. 26\textsuperscript{th} Nov - Kanchan
4. 27\textsuperscript{th} Nov 09 - Samiksha

MMS
The ‘Guess Who’ column generated a lot of curiosity in the minds of the readers last month. Our team received answers ranging from Prof. Ramachandran, Prof. Rajesh Nair, Prof. Sandeep Bhanot, Dr. A K Sengupta, Prof. C R Radhakrishnan to Dr. Sunita Shukla. Based on the looks and the ‘bindi’ on the forehead, people were wondering whether the plump baby belonged to a south Indian family or a north Indian family. Anyways, putting all the guesswork to rest let us announce the name of the baby. Its Prof. Sandeep Bhanot.

The winner for the ‘Guess Who’ feature is Prof. Vidya Iyer. Congrats

Guess Who ???

(Friends, get your brains racking once more to trace the person in this picture. Is it a cute lil boy dressed like a girl?. Definitely he/she is again one amongst us all. Do not forget to mail your answers to linktosms@gmail.com)
✓ The festival of lights ushered in glow, luminosity and radiance into the SIESCOMS campus with the onset of Deepawali.
✓ The sports tournament of Table Tennis etc saw students of all batches slugging it out to win the first position.
✓ One of our MMS students and also the sub editor of this magazine, Ms. Shalini Rao lost her mother. May the Almighty grant her and her family, immense strength to bear this grave tragedy and the irreparable loss of their lives. Our deepest condolences to the family.
✓ The PG students strolled back to the SIESCOMS campus after their brief stint with the NGO’s.
✓ Watching ‘Wake Up Sid’ in the SIESCOMS auditorium on the last Thursday of the month was a refreshing experience for all the audience.
✓ Our External Events Committee was brimming with an exhaustive list of SIESCOMITES winning at different inter college events in Mumbai. Kudos to their efforts and Congrats to the winners.

Major Programs / Events Scheduled for Nov 2009:

1. 15th Nov, 2009: Convocation of PGDM 0709 batch

2. 21st Nov, 2009: Annual Day

The dates / programs are subject to change depending on the prevailing circumstances at that point of time. Kindly note that we at IEC are not responsible for any changes in the dates / programs mentioned above. Our attempt is, to simply pass on the information of the events, scheduled prior, to the release of this magazine.

The Valia Quiz - November
(The Key to this Quiz is provided at the end of this magazine)

By, Manan Valia – MMS – 1st Year

Logic

1. By adding just one sign between 5 and 9, give a number that is greater than 5 and lesser by 9.
2. How can one throw a ball as hard as one can and have it come back to you, even if it doesn’t bounce off anything? There is nothing attached to it, and no one else catches or throws it back to you.
Mythology

3. What was the name of the weapon used by the great God Indra?
4. Who are the five major celestial beings (lesser Gods) mentioned in the Vedas and the Puranas in the Hindu Mythology?

General Knowledge

5. What is the currency of Sweden?
6. Which individual country holds the largest reserve of Gold reserves?

Guess the Brand


8. An Airline

Did You Know??

This column, this time highlights a particular memorable and an exciting day in the life of one of our faculty, Prof. Ramachandran during his corporate life. Whoever said that only money has the power to buy your
dreams? Prof. Ramachandran proved this wrong by showing that sheer confidence and willpower can sometimes be more powerful than money. This incident helped him buy tea / coffee free for a complete period of one month. Keep reading to know the secret of a month long free supply of tea / coffee at your work place.

It was 1977, when Prof. Ramachandran was working at IOC, with the office situated at 10, Janpath, Delhi. It was three years since he had joined in 1974, promoted as Senior Accounts Officer, when, one day he decided to have a bet with his good friend and colleague Mr. P.D Shrivastava who was fondly addressed as ‘PD’ by all the other colleagues in the office. The bet was on ‘Who would drink the maximum number of tea / coffee in a day ie. The working hours between 10 am to 5 pm on a mutually set day.’ The terms included the total number of tea/coffee consumed between this time and the loser to sponsor the next month’s tea/coffee of the winner.

As the day started, both the contestants dashed into the race to have the maximum number of tea/coffee for the day. Prof. Ramachandran who used to have an average number of 12 cups a day was in high spirits and determined to win the bet with all his efforts. ‘PD’ too confident of winning, tried his level best. Ultimately the day closed with PD having approx 38 cups and Prof. Ramachandran having 53 cups of tea/coffee that day. (Even today he vouches he could easily have crossed the limit of 53 cups but decided to end it at that). He won the bet with pride and his poor colleague and friend PD was left to sponsor his tea/coffee for the whole of next month.

Have the capacity to drink 50 Plus cups of tea/coffee a day? Go ahead and bet with someone who can take the challenge...& ensure yourself a month’s supply free. Any takers??

Testimonials

From: Prof. Sandeep Bhanot                           To: MMS – Ist year students

This is to bring forward to everyone how the MMS Semester I batch (2009-11) became a second family to Ms. Shalini Rao, one of their classmates who lost her mother unexpectedly, in a very tragic manner. They really showed what friends are by taking care of her in such a difficult time. They ensured that she always had a shoulder to cry whenever she needed it. A big salute to them! Their affection for each faculty, wishing everyone on their birthdays, giving them Diwali sweets and wishing them via emails speaks a lot about their inherent goodness. Any teacher would love to have students like them. Wishing them a very happy life ahead!
From, Prof. Ela Goyal                                      To, Prof. Sumana & Prof. Jharna

Your trust and enthusiasm in my project gave me the self confidence and the thrust to take it ahead for its execution. Being the initial stage of its execution a support of this nature from colleagues mattered a lot to me to prove its utility in the academia. Thanks for your timely and thoughtful response

Yaadon Ki Tasweeren
(SMS PICTURE GALLERY)

Deepawali Rangoli by Apeksha MMS – 1st year
Deepawali Rangoli by Apeksha MMS – 1st year

At Aasara, NGO Project – PG – 1st year

Deepawali @ SIESCOMS – MMS-Sem I

At Aasara, NGO Project – PG – 1st Year
Rangoli @ SIESCOMS – MMS – 1st Year

At Aasara, NGO Project – PG – 1st Year

‘Welcome Deepawali 2009’ – MMS – 1st Year
Aasara General Body Check-Up Camp, NGO Project – PG – Ist Year

Trophy @ Inter College – MMS – Ist Sem

At Swami Vivekanand's Competition of New Product Development. They are Manan Walia, Shruthika Kanchan and Vishal Nair – MMS – Ist Year
Aasara Dental Camp – NGO Project – PG – 1st year

Deepawali Bangle Beauties of MMS – Sem I

The Ad Mad Competition in HK Institute of Management Studies. The students featuring are Yatish Patali, Priya Raman, Shruthika Kanchan, Vishal Nair of MMS – 1st year
At Aasara With the Beneficiaries – NGO Project – PG – 1st year

Deepawali Executive Beauties?..-MMS –Ist year

The Key to Valia Quiz - November

1. A dot (5.9) i.e. $5 < 5.9 < 9$
2. Throw the ball straight up in the air.
4. Apsaras, Gandharvas, Kinnaras, Siddhas and Yaksha
5. Swedish Krona
6. United States of America.
7. Maserati.
8. KLM.

We continue with our request to kindly, keep us posted any programs / events / achievements or any such incidents which may be of relevance to be a part of this magazine. We also look forward to your feedback to improve upon the quality of this monthly.
You may mail your news, contributions, pictures and feedback to linktosms@gmail.com.

The PG & the BBM students may get in touch with the Sub Editors, Ms. Pooja B – Mob - 09773505518 (PG) and the MMS & the Pharma students may get in touch with Ms. Shalini Rao – Mob – 9819226888 (MMS) for all your queries on the contributions to SMS.

Wishing you all ‘Novel November 09’.

Regards,

Sub Editor – Ms. Pooja B (PG)
Sub Editor – Ms. Shalini Rao (MMS)
&

Prof. Sandeep Bhanot
Prof. Susen Varghese
Internal Events Committee