



MANDATORY
MEETING

SPECIAL PULL-OUT
MAP INSIDE!!!



The Gazette

ISBF

UNIVERSITY
OF LONDON
INTERNATIONAL
PROGRAMMES
AFFILIATE
CENTRE

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visionVIBES



The Gazette





ISBF PRESS CLUB COUNCIL

We can't thank our team enough for making this publication happen, not to mention the guidance and support of the faculty members involved.

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From the Editor

Dear all,

On behalf of the ISBF Press Club 2013-14, I am proud to announce the launch of the first ever annual issue of 'The Gazette'. This publication summarises all hosted events and other miscellaneous undertakings that have revolved around the students till date - at the college campus, as well as outdoors.

With a desire to revamp the style from its earlier issues, our highly dedicated team has worked on this magazine right from the very beginning. Keeping in mind our aim to provide an opportunity for many to express their views on a public platform, we have retained and further expanded our section on general articles and debates, 'Kaleidoscope'. In addition to that, we have added a new 'Critique' section designated solely to reviews. Our exclusive college fest, Xenia, is indubitably covered, with unique, albeit slightly eccentric, descriptions of each event. Our final main segment, Farewell, captures a conclusive goodbye to our seniors.

Putting the necessities aside, we realise that nothing can emerge a success without its fair share of entertainment value, and we hope to provide just that with our 'Breakers', bits and pieces of amusement interspersed across the issue. These include a poll section, crossword, a quiz, and much more; not to mention 'Snapshots', a miniature collage that is reminiscent of our vivid community life. Furthermore, we decided to include a little 'attempted' comic relief, with our all original chapter 'Faking News', a satirical tabloid with news headlines that could border on the unexpected, or ironic. Here, I wish to inform all readers that all references to other people are included solely to bring out some humour in this magazine (or at least our definition of it), and is not intended as an attempt to undermine any person, student or otherwise. I shall sign out over here, and rest assured, leave you free to explore and discover the vast content inside. Happy reading!

Do check out our pullout map.

Yours Sincerely

Rohan Madhav Modwel
Editor-in-Chief
BSc Economics



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AUGUST
2013

- 5th Orientation Ceremony
- 15th Independence Day celebration
- 20th ISBF launches student blog

SEPTEMBER
2013

14th ISBF Diwali fest

21st Spend a day initiative and Itreat

23rd ISBF slum walk

OCTOBER
2013

23rd ISBF MUN

26th College Trip

FAKING NEWS! 

NBA scouts spotted at ISBF; Miami Heat reportedly looking at Smriti Anand to replace LeBron James.

EVENT TIMELINE

NOVEMBER
2013

3rd Football match (first
years vs. seniors : 17-1
thrashing)

11th Comfortably Dumb:
Inter college music
Quiz

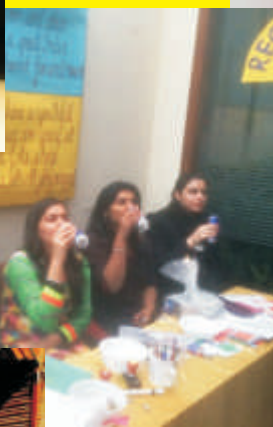
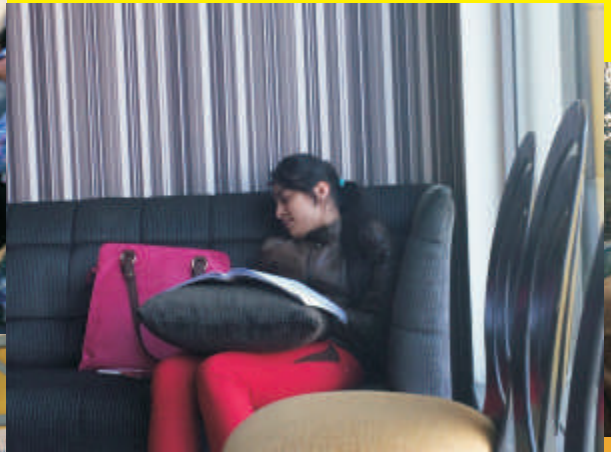
25th Green week

DECEMBER
2013

5th Gaming Night

JANUARY
2014

24th & 25th
XENIA Awaaz 2014



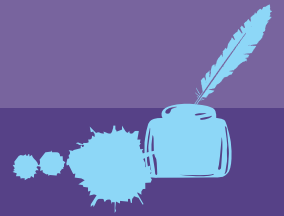
SNAPSHOTS



Sitting with the Thalaiva...

We managed to get Shiven Nagrath to take some time off his busy schedule and share his thoughts.

Anshul Jain on point



Anshul: So, you've spent 3 years in ISBF, how has your journey been?

Shiven: My journey at ISBF has been great. Ah, so three years went exactly the way that I thought a college student's should and see, here I am. This is how my journey at ISBF goes. So, the first year was all about making good friends and touchwood, we have been great friends since our first year. Second year was when I started getting more involved in the college work. I became a part of the council, as the vice president and president of the sports society so started working towards that, helping people, getting involved with the people, the entire working of the council. I think my second year was when ISBF shifted to a whole new gear, so it was a great ride. And third year was very calm; I have always had great people to work with and my third year, things became very easy as I had people from my batch, some people from the second years and majority of the first years helping me. So yeah, it was very entertaining, I am going to miss ISBF.

Anshul: So you might have felt connected to a few of the faculty members, can you name them?

Shiven: Eh, my interaction with the faculty was always a bit restricted to the lecture rooms and hardly anything after that but I interacted a lot with the members of the Student Affairs Division, Shreeja Ma'am has actually given me an opportunity to be a part of the council, and so most of the work I used to do after my classes used to be in coordination with student affairs division. So I got along very well with her, but not a lot of faculty members.

Anshul: So other than Shreeja Ma'am, who were the faculty members who've been supportive?

Shiven: Ah, everyone has been supportive but the faculty was never really very involved in the events that used to happen, they used to come and attend events as guests but they never interacted with us regarding the events and help us with them. During Xenia definitely they used to have valuable insights, which they used to give us but otherwise not too much. I think her entire group, the Student Affairs Division and Uppal Sir also helped a lot.

Anshul: So how did you get to know about this college?

Shiven: It's funny. As soon as my class 12th boards got over, I always knew it would take some time before I would apply to a college, but my mom told me one fine day that we were going to Delhi the day after as there was a college she wanted me to apply for. That's when I got to know about ISBF. I got through also in my first year but I know I wasn't really focused at that time and I just wanted to enjoy my college life. That's why I chose Venky over ISBF. But after one year that changed and I realized I had made a huge mistake and I came here next year, and don't regret that decision.

Anshul: So now that you've been leading the student council for two years, you must have fired a lot of people?

Shiven: So, Yeah this started in my second year, this was the first time we saw a student council at ISBF. In my first year, all we knew was the name of the president and we knew that because he came up to us one day asking for help in organizing the college trip. And that's how I knew he was the president. So yeah,

a lot of people were excited to be a part of the council because it was big, but most of them ended up not working, and so I had the opportunity to fire a lot of people in the last two years. I think I might have crossed ten at least.

Anshul: So, how would you rate ISBF on a scale of 10?

Shiven: I keep saying it everywhere and I don't mind repeating it. ISBF is like my home, so I am not going to rate it, I can't possibly come up with any such rating. ISBF gave me a second chance in life. There are a very few things that I am scared of, things that I have done that I think about and get scared of, but when I think about things like not leaving Venky and not coming here, I get scared. We came here as boys and we are leaving as men.

ORIENTATION CEREMONY 2013

By Arnav Bajaj
BSc Economics



So perhaps I looked less ridiculous than the other four but so what. A black turtleneck and rimless glasses worn in the heat of summertime New Delhi are still enough to convince the world of your insanity. I didn't have a choice though. The college administration had picked me to play Steve Jobs for their annual hot air balloon contest: an ice breaker event in which five first year students impersonate pre-assigned celebrities and attempt to convince their fellow students to save them from the (imaginary) sinking hot air balloon. The celeb with the most votes gets to live. Competing with me for the right to live were Yazad Aria, Saanya Malhotra, Paramjot Singh and Awleen Chawla. While I had been picked to play the late Apple founder, my four fellow impersonators were essaying Rahul Gandhi, Marilyn Monroe, Michael Jackson and Princess Diana respectively. Before the ceremony began, my famous friends and I started asking for votes. After embarrassing myself a few times, I figured that I could either let Steve Jobs die his second death or let the mother of my college social life suffer a miscarriage and promptly plonked myself on a chair and started nervously chatting with the other like minded celebs. The single exception was the indomitable Rahul Gandhi. I am unsure what his strategy was but at the time he seemed like he had it all planned. At this point, the Indian National Congress would like to vehemently deny allegations that their candidate indulged in the distribution

of cash as incentive for votes. Anyway, the orientation began with short speeches from the student body president, the dean and the faculty members in charge of teaching the first year subjects. Now that the academic year has nearly concluded, I can safely say that the advice they provided us with was most edifying and a hundred percent accurate. After this, our seniors made us introduce ourselves through an ingenious game that involved different colored ribbons tied to the chairs we were sitting on. Introductions made, it was time for the hot air balloon event. I lucidly remember watching in horror as the first two speakers made some of the funniest jokes not only on me but also on each other, seriously doubting that the audience would find my amateurish jokes as funny. I went on stage and recited my original but in my opinion, only mildly amusing quips on the other participants. Surprisingly, the crowd felt quite au contraire. If the world were Facebook, the crowd would have granted me a big fat LOL. Once the rest of the speakers were done, they announced I had won the contest. There are two things to note though. Steve Jobs is by far the easiest of the lot to win with. Kind of like picking Ryu on Street Fighter. Secondly, the participants all did fantastic jobs. Be it Yazad with his deadpan delivery or Saanya with her combination of beauty and wit. All in all, the event did more than just break the ice. It melted the ice to create a lake of opportunities



COLLEGE TRIP

Snigdha Agarwal
BSc Economics & Management



On the bright afternoon of Thursday, 26th of September, the students of ISBF got into two buses and rode away from the fast college life to an adventure filled trip to Jim Corbett National Park. This national park was undoubtedly a getaway for us freshers. It gave us the opportunity to get to know our peers better and make new friends. For me, the bus ride was where all the fun actually began. Humming great songs and playing word games together never allowed any place for a dull moment.

After the joyous ride, we reached our resort Samsara. The ambience and lush greenery around us was breathtaking. Although it wasn't as cold as we'd expected it to be, it was nice and pleasant. For the days that followed, we engaged ourselves in many memorable activities. The early morning trek that led to a chilly yet mesmerising river, the jeep safari inside the forest to take a glance at the beautiful wildlife and the campfire night with live music: all these events from our itinerary were thoroughly enjoyed by students and faculty members alike.

But there were some activities that came as pleasant surprises and were actually the most entertaining ones. The Saturday afternoon that we spent playing games like Twister, Mafia and Taboo was the real deal. We laughed together and showed true team spirit. These games were the best way to unwind and enjoy ourselves wholeheartedly. Then there was the late (very late) night dumb charades, freshmen v/s seniors. It turned out to be a great opportunity for us, the freshers, to mingle with our seniors.

All in all, it was a remarkable trip and a lot of amazing memories were made. I am grateful to our college for organizing a fantastic trip and am looking forward to another unforgettable trip next year.



#kaleidoscope

Find here the articles by the students of ISBF on everything from Politics to Pink Floyd. Please understand that the stupidity, or lack thereof, glimpsed in the articles is in no way reflective of ISBF as an institution.



Aam Aadmi Party. The beginning of a new era?

ARGUMENT FOR

By Sarthak Gupta & Rohan Sharma
BSc Economics & Management

For the past two years millions of common Indians came out on streets to fight against the biggest evil in our country today - corruption. This people's anti-corruption movement has exposed the ugly and greedy face of our politicians. No political party in India today works for the common man's needs. The Janlokpal Movement was a call to all the politicians of India to listen to the common man's plea. For almost 2 years people tried every single way available to plead their cause to the government - peaceful protesting, courting arrest, indefinite fasting, several rounds of negotiations with the ruling government - we, the people of Delhi, tried everything possible to convince the government to form a strong anti-corruption law. But despite the huge wave of public support in favour of a strong anti-corruption law, all political parties cheated the people of India and deliberately sabotaged the Janlokpal Bill.



The time for peaceful fasts and protests was gone. It was the time for action. Since most political parties are corrupt, greedy and thick skinned, it was time to bring political power back into the people's hands. But the current system of polity does not allow honest politicians to function. Then came The Aam Aadmi Party under the leadership of Arvind Kejriwal, with an aim of entering politics not to come to power; but to change the current corrupt and self-serving system of politics, so that no matter who comes to power in the future, the system is strong enough to withstand corruption at any level of governance.

AAP is the voice of youth, the voice of the aam aadmi, the voice which was never heard and let go. AAP with its objective of welfare of common man has not only established a new way of politics but also proved that the common man can change the face of country if given a chance.

So this is the calling for a change where the autocratic parties and corrupt officials will no more take the lead of the country and it will be the aam aadmi, the common man of India who will take care of himself and the entire country.

ARGUMENTS AGAINST

By Karan Bhasin
BSc Economics

Aam Aadmi Party's victory surprised a lot of people and experts. We had high expectations from them, have they lived up to it yet?

All the AAP is interested in is media gimmicks, be it passing bills amongst the public or be it the protest that they held outside Railway Bhawan. Indeed they are a bunch of jokers. Ask yourself why isn't Sheila Dixit in jail? Is the Delhi Government defending her?

I have never heard of any government protesting against the police for not breaking laws and standard protocols. They aren't leaders as they lack the courage to take decisions; they held a referendum before forming the government. A leader is supposed to have a vision; a purpose and he should know what is best for the people. He should also have the courage to take decisions to enact his vision and also the sense of responsibility for the consequences of his decisions.

But they are the "AAM JANTA" many people claim! Seriously?

People suggest Arvind Kejriwal to be an "Aam Aadmi" but clearly there are CMs like Mamata Banarjee (Didi) and Manohar Parrikar who are true Aam Aadmi. It might also interest the AAP



supporters that Narendra Modi's own mother still stays at their ancestral place and lives a simple life even though her own son is the Nation's most popular leader. That is a different debate all together whether what the AAP is doing is just a publicity gimmick or whether they truly stand by their actions (They have accepted government cars, incidentally). Let us invoke a rather intellectual debate on the policies of the AAP? It is the ideology. People say the AAP is for the Aam Aadmi. Well clearly, they did give subsidies for Water and Electricity

as promised. Though the impact of the subsidy is not much and only a small fraction of Delhi's population will be benefited, nevertheless at least they did give a subsidy. As a student of Economics, I would like to invoke a very old debate of Socialism Vs Capitalism. Well, the AAP is not exactly socialist, in fact they are more socialist than even the socialists. The BJP on the other hand is not capitalist by any definition of Capitalist, so is the congress. The biggest reason for the poor state of the West Bengal is communism, the biggest disaster ever experienced by any Indian electorate. Let me remind people that Socialism is a failed idea throughout the world as by the very nature of it, it does not encourage innovations which is very important for long term sustained growth. Also, subsidies, as noted by most economists are bad for any economy. Isn't the AAP similar to the congress? Congress gave a loan waiver just before the 2009 Elections, similarly within 24 hours Arvind Kejriwal also announced the subsidy. As an IIT-ian I expect more from Arvind jee, he needs to be more intellectually open and innovative.

In 1 month most people would realize that the subsidy won't help them, however the 10% increase in water charges would affect them, thus whatever subsidy is given won't actually by any definition help the people but would mean wasting the money as has been done by all preceding governments run by congress throughout independent India's history. The consequence of this is the lack of funds for investment or infrastructure development, which means there would be lack of funds with the government to boost growth in the state. Seems like the youth is the biggest support base for the AAP but the AAP is taking steps that is actually going to harm them because no growth means no jobs for them. Think about it.

Hit it like Sachin

By Yazad Z Aria
BSc Business

I recently told a very dear friend that watching India play lacked a certain *je ne sais quoi* now that one Sachin Ramesh Tendulkar was not spotted as often as I (and any other rational human being) would like. With the end so near, nostalgia and helplessness engulf me.

His response was less than ideal, sardonic even. He said that I was 'an imbecile of the first order' who was 'so delusional that you can't even see wishful thinking in the rear view mirror'. Harsh, you say. Uncalled for, you say. I too was of the opinion that what this world needed was fewer and better people of that sort.

He was speaking from a purely cricketing point of view. I suppose I can see his point, although I don't really want to. There're cricketing opinions and there're decisions based solely on emotion and nostalgia. This was decidedly one that belonged to the latter school of thought.

Sachin Tendulkar. That name evokes awe, wonder, and amazement. Most of all, it is a great appreciation. An outpouring of love, a unifying force. The one thing every Indian cricket fan, nay, every Indian has in common is a feeling that reverberates throughout, whenever he is batting. They may as well be chanting 'Sachin! Sachin! Sachin!' in our minds to go with the customary stadium chants.

Idea recently did a campaign where they sought to show that Idea is one thing that unites India. I beg to differ. 'How much did Sachin get' is a conversational ice-breaker anywhere in the country. For those of us that missed the live action, it is a necessity. A 'batting on 40' and 'batting on 80' means more to me than an 'out for 100', for I still get to see him bat. Not to say that I don't enjoy a Tendulkar century, it is an initiation every cricket fan should undergo.

I don't want to talk about his records; they're a by-product of his ability, testament to his hard work and should be nothing more than a footnote while discussing him. 'Sachin Tendulkar is the greatest ever just look at his record' God no. Just watch him bat. The expectation as the bowler runs in, the anticipation and more often than not, the sweet sound of bat hitting ball.

I remember a sequence against Brett Lee in early 2008; Lee was charging in and bowling at a lively pace. This delivery was quicker than usual, it must have come in at 150 clicks, and Tendulkar hit it back at about 180. The next ball, he played a textbook front-foot defence. No excess, just what was required.

I never saw 'Desert Storm' live, I was all of 3 when it happened. I saw it eventually, but highlights are one thing and getting caught up in the moment is quite another. My favourite Tendulkar knock? 175 against Australia at Hyderabad. Not the double century, not the centuries in the 2011 World Cup, not the 165* against New Zealand.

It had to be against Australia, an almost impossible chase with little or no support from the rest of the team. One man rose above and played a dazzling innings. I remember that he started sedately before breaking loose in spectacular style, depositing Nathan Hauritz over the boundary a number of times. I remember the hope I felt every time he was on strike, the wonder at the shots he played, the annoyance I felt when nobody supported him, the harsh disappointment when he fell to Clint McKay and the bitterness I felt when we finally lost. A bevy of contrasting emotions, but isn't that what watching Sachin Tendulkar bat is about?

He has a presence at the crease, not obnoxiousness or arrogance, but a quiet authority about him. He takes control, meticulously. The flick of his pads to get off the mark, scampering between the wickets, the cheeky sweeps, the drives, and best of all, the back-foot punches. Ah, those back-foot punches are something else. These are a few of my favourite things.

Watching Sachin Tendulkar bat is an experience, its more than the runs he scores, it's the overriding emotion. You transcend the physical world and enter the purest realm of cricket. Greatest batsman ever? Probably. A symbol of hope and a beacon of joy? Definitely.

Call me delusional, say I'm living in the past, and proclaim that I'm irrational. I don't care. Give me Tendulkar, and more I shall not ask.



The Big Fat Indian Wedding

A display of Wealth & how they contribute to the Indian Economy

By Simar Kohli

BSc Economics & Management

Indian weddings are considered a special occasion, celebrated with zest and enthusiasm. After all marriages have always been an important element of the Indian Tradition. But, I feel the wedding knot tied between two people is always accompanied with huge costs and hefty spending.

Marriages which once comprised lucid rituals have now become an epitome of status symbol and showing off. India's burgeoning middle class – now 300 million strong – are turning weddings into showcases of their growing disposable incomes and new found appetites for the goodies of the global marketplace. The average budget for an Indian wedding ceremony is \$34,000 (Rs 17,00,000) while the upper-middle and rich classes are known to spend upward of \$2 million. (Rs 10,00,00,000) and the average American wedding costs \$26,327. The latest fad is to stage the whole shebang on pontoons, putting family and friends on a veritable flotilla of flaunted wealth. Now to much of a surprise, this figure doesn't include cash and valuables given as part of a dowry. If you consider the fact that India's middle class are those considered to be earning "\$4,545 to \$23,000 a year", weddings are priced comparably to an Ivy League education in the US. And after researching further into this matter, what I get to know is that excess is in order in all

departments of the Indian wedding industry, estimated to be a staggering US\$ 25.5 billion (Rs.1,42,596 crore) – certainly the economy of a small country and growing at an explosive rate of 20 to 25 per cent every year. Indian wedding market is a USD 30 billion industry. If we account for all the capital expenditure (investment in cars, jewelry etc.) that surrounds it, this amount is USD 120 billion. And yes, now we are talking big numbers.

The Fact that people have surplus money to spend certainly is associated with the extravagant spending. Weddings are (hopefully) a once-in-a-lifetime event, and matrimony is a big event, but as we all know, happy memories are certainly not created by extravagant spending.

Basic Economics and How We Live It

By Navni Kothari

BSc Economics

This isn't one of those articles about the applications of rocket science concepts that prove economics to be an important science. This is just a link between those small things all of us know, or at least pretend to know, but choose to ignore.

We presume life to be a liability we have been forced to credit to our account, evading the better-known fact that it is the magnanimous form of transfer income from the almighty himself.

Never do we consume on our indifference curves because we are too busy plotting those of our friends, parents, relatives, boyfriends/girlfriends, teachers and so on. Nevertheless, we always seem to find a way to consume at a point way above our budget constraints. We work, but just as we start, we can literally feel decreasing returns to scale setting in and so we decide to take it easy. As a result, the output is way below the PPC.



We dream of a day when Y will be equal to AE and fool ourselves to be approaching the equilibrium $=m$ when the market of our lives is crashing.

We ignore our demands and compromise to accommodate whatever is supplied and then wonder why our needs continue to be ignored. We find it convenient to deal with excess supply and cry about the missing masala when equilibrium is attained.

If this was not enough, we assume our monopoly in a perfectly competitive world of human relations. So much so that we forget all about the benefits of specialization and fake the ability to build a self sufficient model of life, **KEEPING ALL OTHER FACTORS CONSTANT!**

Then, it happens! The crisis of course! We begin wondering what was wrong, infuse some crap from an old self-help book that we can little comprehend and begin to calculate the opportunity cost of all we do.

For some reason, factors initially exogenous to our model seem to cause a lot of movement and we decide to make them endogenous. This complicates our utility function even further as the money supply seems to be approaching zero.

Then, we pray for a socialist government that would appear out of nowhere and impose a 100% tax on the income of a rich friend, who just feels like an enemy. We also expect this tax to be redistributed among our loved ones to raise our living standards from a weekly lunch at Barbeque Nation to one at Bukhara.

In the end, we go to bed everyday, hoping for a miraculous growth, financial, psychological, emotional and intellectual, that would stun all analysts and create a more 'stable' economy, least realizing that life is our own model and we can press the refresh button whenever we want.



ISBF to launch bowling alley in dean's office;
miniature golf course soon to follow.

#kaleidoscope



STRESS DECONSTRUCTED

By Rohan Madhav Modwel
BSc Economics

We all have to deal with stress when it comes to the crunch. The better half of my judgment would even bet upon the fact that a lot of us, who work day in and day out, sticking to a regular routine, are condemned to deal with acute anxiety. Fortunately (or not), I have plenty of experience when it comes to that matter, so, at the cost of gloating any further, I shall immediately get down to it.

Going systematically, I shall start with the most common physical side-effects. Constant headaches, stiff necks, and loss of appetite appear to be quite common. In some people, anxiety even reveals itself in its nastier form; twisting stomach pains, especially during the more intense periods of study, i.e. late into the night before an exam. And, if you ask me, a stress ball simply makes matters worse rather than calming the situation. Next; to say that stress makes one emotional is a tad bit of an understatement. It has the devastating ability to aggravate sentiments concerning the most irrelevant and minute matters that could ever exist; it could even be as superficial as losing the television remote, or noticing the crumpled up corner of a carpet. Now, these may sound like exceedingly random instances, but they are nevertheless true, believe you me.

That being said, for some, this theory could even turn out to be a gross misinterpretation of stress. I don't mean to sound contradictory, but there are those for whom stress can have the opposite impact; the ones who appear cold and concealed all of a sudden, and prefer to be left alone in their own dark little corner. This complete transition of character clearly represents the notion that stress has taken complete control of the mind.

Needless to say, the important lesson to take away from all this would probably be to avoid the need to bring about stress entirely.

However, given the circumstances of life, I would be right to say that the chances of that happening are close to nought, and are in fact, more or less hypothetical. And at the risk of causing further nausea and anxiety to those who are reading this solemnly glum commentary, I shall try to focus on the silver lining at the end of this miserable, vein-popping cloud. There is always, and I mean always, a time in the near future, when one can realize a life free of any burdens.

This also brings to mind one of the useful methods to temporarily divert attention from stress; by clearing one's mind and focusing on a time when all difficulties are past, and all hurdles cleared. Having helped many in the past on numerous occasions, this one technique can, if not getting rid of tension entirely, at least temporarily can push away the long restless nights without sleep. Another great stress buster is the feeling of being organized. Knowing that troubled matters have been momentarily taken care of, one would feel obliged to take a deep breath and relax for while.

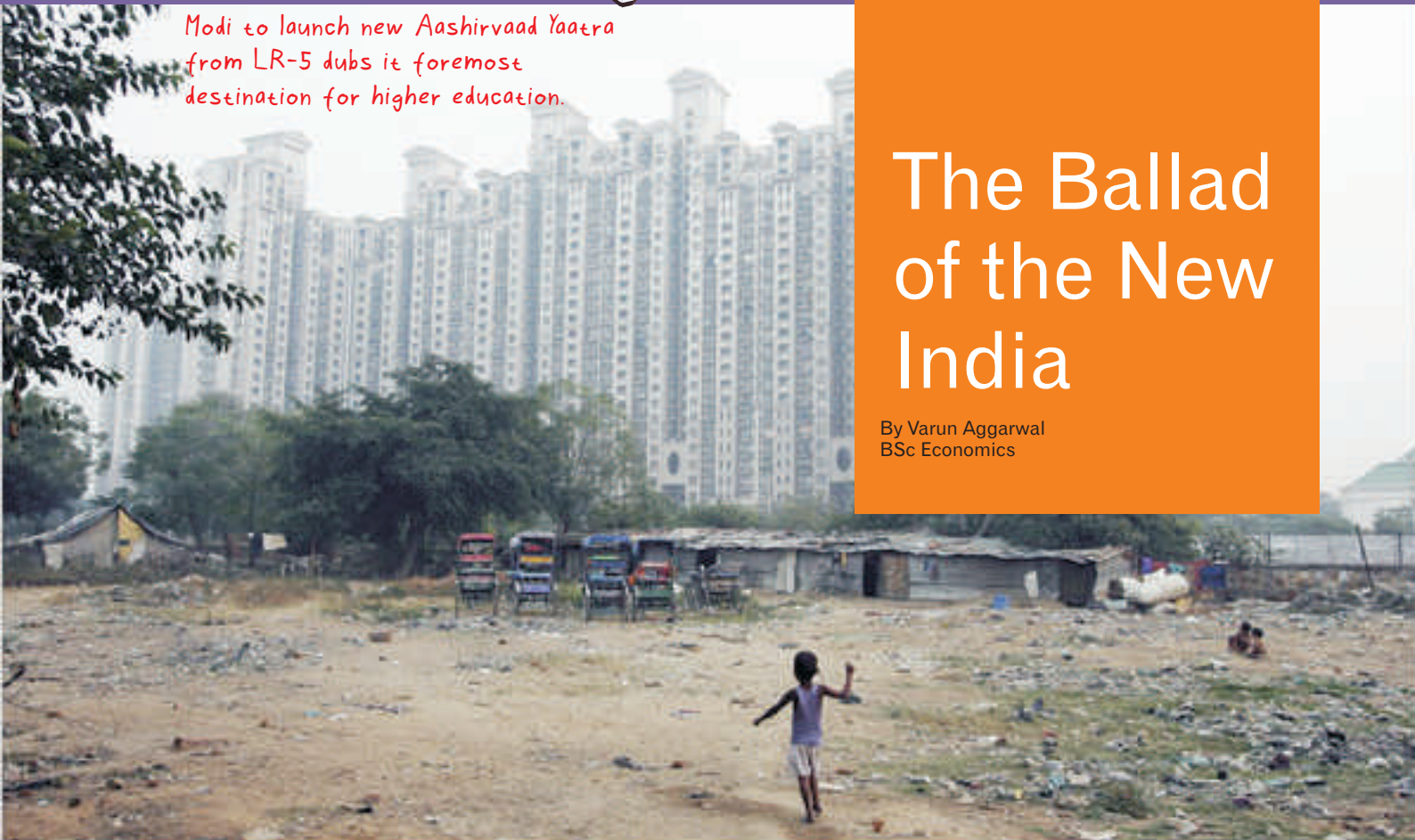
Of course, one could just pop a pill; it would do instant wonders for the headache.



Modi to launch new Aashirvaad Yatra
from LR-5 dubs it foremost
destination for higher education.

The Ballad of the New India

By Varun Aggarwal
BSc Economics



These days the words "aam addmi" are uttered passionately by the young and the old alike. They say that we are on the threshold of the dawn of a new age, namely that of the 'humble, common and the oppressed' Indian man. Naive zealots are busy concocting theories out of socialist and communist ideals to attack the inequality caused by capitalism, their main argument being that increasing class-distinctions are having a back-breaking effect on the 'poor' of this nation. So let's join Mr.Kejriwal on a charity spree, shout hooray, and distribute free electricity and water to the 'poor' and charge the 'rich' for being wealthy. Let's all assume the role of righteous Robin Hoods and strangle our golden birds. At least that's the prevailing way of conducting business now-a-days.

It is not my prerogative to delve into the economics of complex social and historical interactions which led to our current system. My sole aim is to show that this so called tag of a "distressed aam aadmi" with which people from the lower classes mask themselves is a self-perpetuating myth. We talk about upliftment but in reality do we even understand the meaning of what we propound? I am ready to concede that the very poor are victims of inequity. The system, in some part, is to blame. It is difficult to project oneself towards affluence from a pit of the destitute but I can cite innumerable examples of rags to riches brave hearts to show that success is very much possible albeit difficult. But the sad truth is that the 'poor' remain poor because of their dejected outlook towards life and a low self-esteem. Rickshaw walas serve as a very apt example in this case. Defeat gleams from their eyes and they seem devoid of all ambition. Granted that they are poor and uneducated but does that diminish the value of their perfectly functioning senses. Can they not use their well endowed senses to learn the way of life and live with dignity and respect? All they seem to be doing is cribbing about the harshness of this world and drowning themselves in the addictive buzz of that malevolent 'bidi'. Then there are sweepers and cleaners who moan about oppression and class segregation while themselves encouraging their oppressors by squatting on floors, acting like sycophants and resorting to outright begging for a slight increase in wages. They lack self respect. If they conduct themselves with the utmost dignity then I can see no way by which they would be treated badly by their employers. When they don't respect themselves how can they expect the society to respect them? There are countless such examples of self-degradation in this country. The proponents of an equitable distribution should first try to instill love for the self in a large majority of the lower class masses. Maybe even mass readings of 'desi' versions of Ayn Rand's books should take place with a 'Hitler' on the podium. For they first need to realize their worth before we give in to their plight.

Studying Sociology as a Subject in a Management Degree?

by Aryapriya Ganguly
(Assistant Professor of Sociology, ISBF)

LSE's motto is *rerum cognoscere causas* which means 'to know the causes of things'. You should not be content with simplistic explanations – you should always look beneath the explanations for a deeper understanding of the social world – that's what the motto connotes. Sociology is one discipline that holds this motto rather close to its heart. This brief note will try to tell you how.

Many are familiar with the popular health warning for students studying Sociology – if you take this subject you will never see things in the same light again! This course module has been and continues to be one of the most popular options in the BSc Business & Management Degrees offered at ISBF from the University of London with academic direction from the London School of Economics (LSE), precisely because it challenges students and lecturers alike to think, analyse, criticise and argue.

The course, with a strong grounding in the most influential sociological theories and methods of social research, equips students with knowledge of the social world, and the key ways it can be researched. One of the most important things to remember is that sociology is more than commonsense! You will be introduced to the subject of sociology and will be encouraged to think how different it is from other social sciences that you may have studied.

However, it does not stop there. If you have been wondering how any of this is relevant to a career in Economics, Finance, Management, Business Studies and the like, allow me to allay your frayed nerves.

When I first joined the Indian School of Business and Finance a couple of years back, a colleague asked: 'What on earth is a sociologist doing in a school of business and finance?' For the first few weeks of employment I was not sure myself. Having been trained in the sociological tradition of challenging established values and dominant ideologies of modern society, I could not help but feel a bit like 'the other'.

However, I soon began to realise the

extent to which Sociology lies at the very core of the trio of business, finance and management, reinforcing my faith in my vocation. I started to see how knowledge of Weber's formulations on bureaucracy was invaluable to understand how organisations operate; my familiarity with gender theory helped me make sense of the persistence of the glass-ceiling syndrome in organisations; my knowledge of globalisation theory proved extremely useful to grasp the organisational changes arising from increased integration of the global economy.

In a nutshell, sociological knowledge has been and will continue to be an ideal complement to management studies, as it highlights the complexities, ambiguities and paradoxes of management, and invites students to go beyond conventional prescriptive approaches that over-simplify the managerial experience. Sociological knowledge encourages openness to alternative perspectives constitutive of the totality of human experience inside work organisations – perspectives that take into account both the managerial and the employees' perspectives – the dominant and the subaltern. This is one discipline that encourages, even forces students to appreciate that work organisations do not exist in a socio-historical vacuum, but are products of specific historical conditions; that work organisations are not static but are constantly (and actively) transformed by human beings, and that human behaviour in organisational settings is fluid, complex, and often contradictory.

With my background in academic Sociology, I once held a rather stereotyped view that critical thinking was incompatible with management studies. From my erstwhile academic perspective, management studies reinforced conventional, apolitical views of managers as 'rational' decision makers, and of management as a purely technical activity. That has changed for the better as I now acknowledge that through critical thinking **students gain a greater understanding of how business analysts and managers alike exercise**

power in organisations and also how they relate to their peers and subalterns. This comes about through an excellent blend of theory and practical applications that the Sociology course offers. It also prompts the discovery of alternative discourses in business and management – for example 'green capitalism', 'industrial ecology' and the 'cradle to cradle' concept. All of this stems from the primeval urge that Sociologists seem to possess – they pride themselves on asking "unasked questions".

Why are so few women in senior management positions? Why is sexual harassment in the workplace often ignored or covered up? How is language used in management as a political weapon? Why is it that there is so much resistance in business circles to the notion of environmental sustainability? Why has globalisation not benefited all nations in the world? Why is it so hard to have real democracy in capitalist societies? I have found that questions posed from a critical perspective push students out of their comfort zones, encouraging them to become more inquisitive and sophisticated in their analyses of organisational/ financial/ management phenomena.

Borrowing from Berger (1971), it can be said that sociology exists in management schools as a 'form of consciousness' that 'looks for levels of reality other than those given in the official interpretations of society'. This manifests itself in lectures that try to go off the beaten track, as students realise that the production of knowledge is not flowing from the teacher to the student, but rather, from the student to the teacher, and from student to student. It is this dynamicity of the subject that equips students studying Sociology in a Business, Management, and Economics Degree with an alternative, yet often ignored, perspective and an insightful understanding of human behaviour, which would lay a strong foundation for their further study in subjects as diverse as Marketing, Human Resource Management, Organisation Behaviour.

Roger Waters is the man portrayed by many as the villain whose ego was responsible for the breakup of one of the world's best and biggest bands, Pink Floyd. But, is that really the whole truth? Or does it also cover up another part of the story that many tend to overlook, while singing praises for the musical genius of David Gilmour and Richard Wright? So here is my honest opinion on the matter, and hope some of you enjoy the read.

A quick backdrop -

1965 – Pink Floyd is formed, with the mysterious Syd Barrett as the band's front man, the vocalist, lyricist and lead guitarist, Roger Waters

join in as a 5th member, and lead guitarist.

December 1967 – To the shock of everyone in British, and American music, Syd Barrett's departure from Pink Floyd is officially declared.

With Barrett's departure, people speculated the end of the Pink Floyd. After all, the mad genius behind them was gone, they had no leader, had no direction. David Gilmour was, at the time, an able guitarist, with a good voice, but he was no Syd Barrett. People just didn't buy it. The "darlings of London's underground" were coming to an unfortunate end. But they found a new leader, not in the new, charming guitar

allowing all the spectators really live the Floyd dream.

When the band lost Barrett, he took over, and gave the band discipline, and direction. Behind all the keyboard structures, and guitar solos, he gave the musical outlines for the songs, and consistently delivered with amazing lyrics. The architect in him helped structure songs and albums towards a concept, a greater idea. Pink Floyd albums were never a compilation of songs they managed to write. They would all be small parts to a greater scheme. At a time when songs were mostly about love, heartbreak and beautiful sunsets, he wrote lyrics that really captured the imagination, open to interpretation and yet, hard hitting. He could capture the philosophies of life in his words. Songs like "If" and "Set The Controls for the Heart of the Sun" show how wonderful a songwriter he really was.

on bass, Richard "Rick" Wright on keys, and Nick Mason on drums.

1965-1967 – Playing mainly in underground clubs, with their main haunt being the then favourite UFO (Underground Freak Out), their rather "different" music caught the attention of many, and the eccentric Barrett was hailed the new rising star in British music, the man who made Pink Floyd what it was. Everybody, from Townshend to Clapton, from The Beatles to Hendrix, everybody took influence from him. Pink Floyd were the masters of experimentation, and Syd Barrett was the leader. With hit singles like Arnold Layne and See Emily Play and their stunning debut album The Piper At The Gates of Dawn, they captured the imagination of the youth. They were immediately declared the leaders of the Psychedelia movement. All was going smooth and well, until...

1967 – Overuse of drugs, and bad company, leads to Syd Barrett having a mental, and emotional breakdown, leaving him too unstable to perform or record with the band. David Gilmour, then with a pop group Jokers Wild, was asked to

rist/vocalist Gilmour, but in the tall, architect student and bass player in the band, Roger Waters.

From, then on, there was no looking backwards, as the band came up with many albums that went on to be hits, and 3 movie scores. They reached ultimate commercial success, and musical zenith with their much renowned album, The Dark Side of The Moon. Albums like The Wall, Animals and Wish You Were Here were also immensely applauded, by critics and fans alike. But, during the recording of The Wall, and then The Final Cut, the differences between the band members grew too much, and Waters separated from the rest.

Now, Pink Floyd, were known, as much for their music, as they were for their amazing light shows, which heightened the psychedelic frenzy during those days, and right from the Barrett era, Waters played a huge hand in these light shows. And right till date, his shows have been some of the grandest of them all. Knowing how to use a stage to send a message, he made live shows the band's forte, and through his ideas, he made the shows larger than life,

His lyrics on Dark Side, showed us the bare, dark facts of life, with these lines from Time, being my personal favourites from the whole Floyd repertoire –

"The Sun is the same in a relative way, but you're older

Shorter of breath, and one day closer to death" Sums up life so smoothly, so simply.

Later on, towards Animals and The Wall, the lyrics grew more direct, and critical, with Dogs and Pigs showing amazing use of metaphors and comparisons, launching a scathing attack on ruthless businessmen, and selfish politicians.

The Wall, showed Waters at one of his finest forms. Over 20 songs, 1 concept, 1 album, a film and a grand set of live shows, which had one of the most imaginative ideas of them all – building an actual wall while the show moved on, and then, breaking it all down. This, in no small part, added to Pink Floyd's legend. The concept of the album, brilliantly portraying parts of Waters' life, and also showing how if people let their lives slip out of control, can lead them to complete isolation, was fascinating, and they delivered it



with some amazing music. David Gilmour's solo on Comfortably Numb will always stay on as one of the best pieces of music ever.

The Wall is still remembered as one of the greatest concept albums ever, and one of the biggest rock operas of all times. And the man who single handedly engineered it, who gave a life to his vision, was Mr Waters. It was his brainchild, and he achieved with this yet another musical pinnacle.

10 years after the release of the album, Waters did a live performance of The Wall, live in Berlin, and with a host of stars performing, made it a grand event, just adding to his reputation of being a showman. After The Wall, Pink Floyd recorded The Final Cut, albeit, David Gilmour had a hugely minimized role in the album, and it was clear they were on the verge of breaking up. But again, it showed his lyrical genius, and it was clear that he could not bring out the best in him under the restrictions of Gilmour's musical ideas. And this

clash of ideas, and not egos, led to the band breaking up.

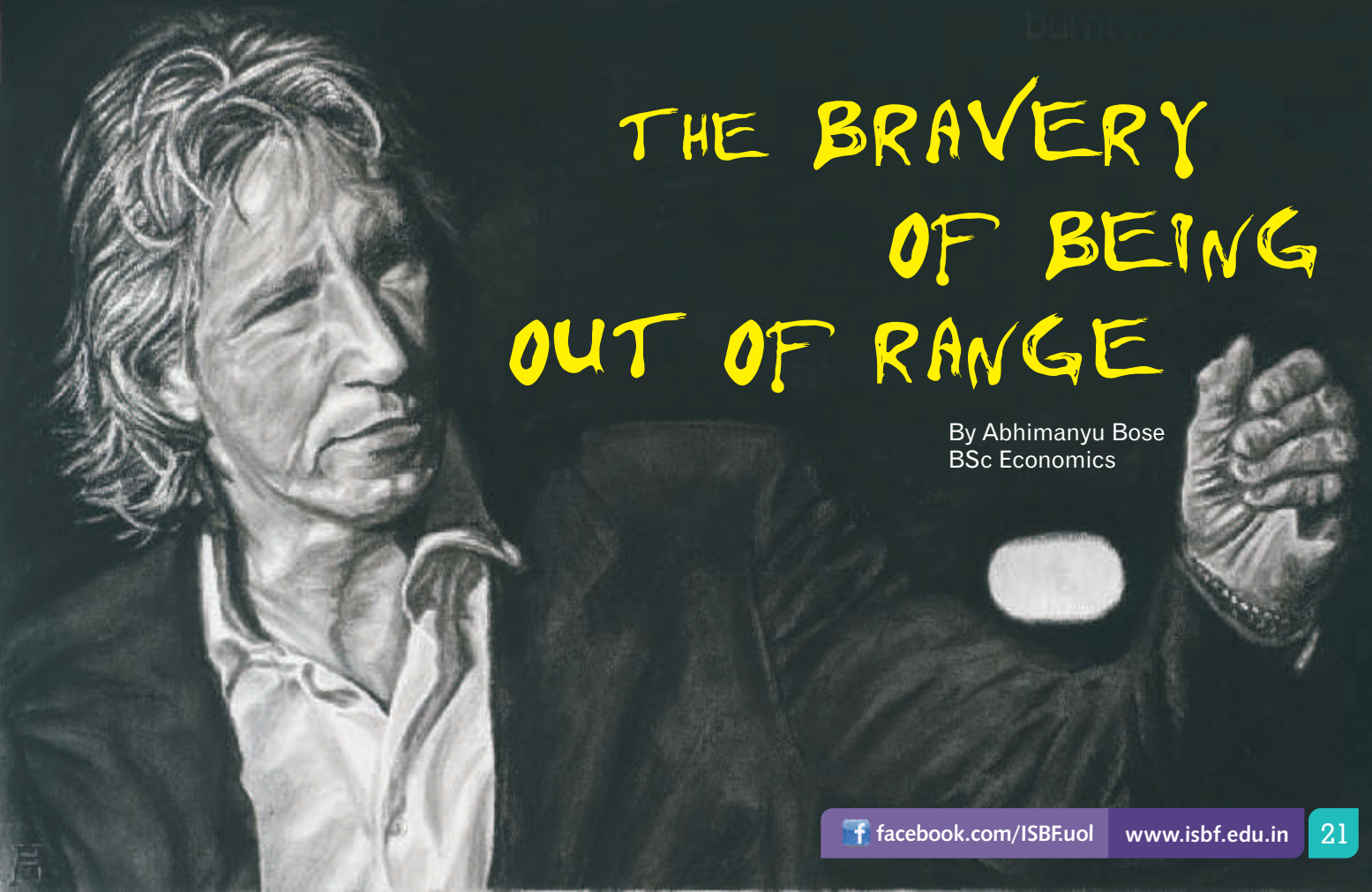
But, it has to be acknowledged that Waters kept the band going, when it could have fallen apart, gave it his all, gave it a direction and shape, and made Pink Floyd into what it was. He is appreciated as a bassist and lyricist, but many fail to appreciate his immense contribution to the extended existence of the band. Yes, he was not the most talented musician, unlike Wright or Gilmour, but he was the heart and soul of the band, the man who gave Pink Floyd that power, that force that they needed. He gave the complete musical structures for some of their epics like Echoes, and Shine on You Crazy Diamond. He brought them out from under Syd's shadow, and made them into a band that was much bigger than what Syd could have ever made them. So I largely disagree with the people who say that Roger was too egoistic and too self centred. He was a genius poet, and his ideas could not be portrayed in the same direction that Gilmour

was headed. And Gilmour was too amazing a guitarist to be restricted by Waters' personal magnum opus. It was simply a difference in musical directions that lead the band to break up, and not a clash of egos. Yes, Waters may have become overambitious, and put pressure on the band, but when you are as good as he is, I doubt you would be able to stop yourself either. And his work on Amused to Death was absolutely stunning. His ideas are just brilliant. And the way he puts them across is so simple, yet so effective. One of my favorite lyrics, from a new song of his, just shows why he is one of the best poets (not just rock lyricists) ever.

Not the torturer will scare me
Nor the body's final fall
Nor the barrels of death's rifles
Nor the shadows on the wall
Nor the night when to the ground
The last dim star of pain, is held
But the blind indifference
Of a merciless, unfeeling world

THE BRAVERY OF BEING OUT OF RANGE

By Abhimanyu Bose
BSc Economics





When I was really young, I was very attached to a mango tree in my grandparents' house. When I came back after the summer vacations got over, I urged my parents to get one mango tree for our house as well. They got a small sapling and asked me to help plant it, but I got angry and said that I wanted a big tree which would give me mangoes everyday. My mother then smiled and said that we don't get everything in life the way we want it, we have to work for it and that only after we will plant the sapling, care for it and water it everyday, the plant will grow and become a huge tree giving me the mangoes I so desire. At that time I was too young to understand the wisdom behind this but now I know for a fact that the process of starting small and early to reap the benefits when we get older is

right from when they were in their mother's womb! Sachin Tendulkar has said he started playing cricket right from when he was in primary school; Shahrukh Khan too has said that he started acting right from his school days. Everyone of us cannot be the next Steve Jobs or have an epiphany that'll change our life for the better. John Wooden has said "Do not let what you cannot do interfere with what you can do". We cannot predict what our future holds or what types of opportunities we might or might not get but the least we CAN do is to ensure a fruitful and comfortable future by starting working towards it from today, as they say there's no time like the present!

In 'Things Fall Apart' there's a proverb "The sun will shine on those who stand before it shines on those who

A couple of hundred years ago, Benjamin Franklin shared with the world the secret of success. "Never leave that till tomorrow that which you can do today". He's the man who discovered electricity; you'd think more of us would listen to what he had to say. I don't know why we put things that'll only help us later, like starting early, off but if I had to guess I'd say it has a lot to do with fear. Fear of PAIN, fear of REJECTION and most importantly fear of FAILIURE. Sometimes the fear is to making a decision because what if you're wrong? What if you're making a mistake you can't undo? Whatever it is we are afraid of, one thing holds true, if the pain of not doing a thing gets worse than the fear of not doing it, we'll only be forever filled with regret. "The early bird catches the worm, he who

Begin to be now, what you will be hereafter

By Aditi Gupta
BSc Economics & Management

very essential and applicable to everything in our lives.

There is no man without an ambition in life. Some aspire to be rich, many hanker after name and fame and others crave for power, position and social status. But without laying strong foundations early on in our lives, all of our ambitions are moot. Just like while building a new building if the foundations are not deep enough or the cement not strong enough, the building WILL collapse sooner or later. The only difference between our actual homes and sand castles, apart from the size of course, is the fact that our houses are strong and can stand the test of time. Similarly, beginning to be now what we want to be hereafter will only guarantee our standing victorious against the test of time. Haven't we all heard practice makes perfect? Thus if we perfect or at least take a step, however small, towards what we want to be in our future, it'll only help in the long run.

We've all seen our idols talk about how they started doing what they do now

kneel". The sun is a fruitful future which will first shine on those who "stand", and work hard right from the beginning rather than those who "kneel" and waste precious time.

In our competitive world, people want results and success really fast, but forget the importance of working hard and starting early. In the 'Bhagvad Gita' lord Krishna said "Work hard and don't worry about the result". This advice clearly says the rewards we seek will only come to those who put in hard labor and deserve them. Starting working early towards what we want to do later will only make receiving the superficial "rewards" like money and success, easier.

Many of today's youth, being so used to fast food and fast everything may consider putting in all this hard work tiring and useless. But as they say "why do I keep hitting myself with a hammer? Because it feels so good when I finally STOP". Starting early may seem like the hammer, but when we finally achieve what we intended to and stop the pounding, it'll be heaven.

hesitates is lost". We can't pretend we have not been told, we've all heard the proverbs, heard the philosophers, heard our grandparents warn us about wasting time, heard the poets urging us to cease the day! Still sometimes we have to see for ourselves. We have to take our own lives into our hands and work towards a better future, we have to make our own mistakes and we have to learn our own lessons. We have to sweep today's possibility under tomorrow's rug until we can't anymore, until we finally understand for ourselves what Benjamin Franklin meant that knowing is better than wondering, that waking is better than sleeping, and that even the biggest failure, even the worst most intractable mistake beats NEVER TRYING.

I firmly believe we all have the potential to make it big in our lives and penetrating the glass ceiling but for that we need to reach our full potential. Starting working early towards it will only make life easier and more fulfilling than ever!



Why Study Economics?

By Chiraag Mehta,
Professor of Economics, ISBF

"The answer, my friend, is blowing in the wind", as Bob Dylan would say. The unprecedented growth in the modern era of consumerism, globalisation, finance and fiat money has placed economics at the heart of most major world issues today. As a result, be it the question of the exploitation of resources in Africa, the inclusive development of the Indian economy, the mad rush for 'Arctic gold', the Arab spring, the 2008 global crisis or even climate change and environmental sustainability, economic wisdom is indispensable in framing policies to understand and address them. The content of most reputed undergraduate programmes in economics is designed to facilitate over three years a mastery over theoretical tools and their application to the above types of real-world situations. Learning economics is therefore a process conducted as much in class as outside it, and this attribute, more than others, makes it instantly relatable and exciting.

For most high school-ers, an undergraduate degree must tick as many as possible of broadly 3 boxes:

- Is the course interesting? Can I apply it to the real world in my post-college life?
- How open are my job options after this course? What kinds of jobs do economics undergraduates usually get?
- Is the course a good stepping stone into a top Master's / MBA programme?

The first question hopefully stands addressed above, with more empirical proof readily available via a perusal of any newspaper or magazine of the day.

As regards options, an undergraduate degree in economics actually leaves the door open for a very wide range of options indeed, including for entry into a top post-graduate programme. Being the most technical of the social sciences, economics must necessarily equip its student with adequate analytical and quantitative skills to traverse the vast and

uncertain landscape of human, social and institutional behaviour. These skills stand you in excellent stead in the eyes of employers across a wide range of sectors – from lucrative and challenging jobs in areas such as banking, consulting and marketing to firms engaged in economics research, policy-making and non-governmental work. Coveted jobs such as in investment banking, considered by many to be the gold standard in corporate employment, also value very highly the economics graduates' ability to both identify the implications of global events and policy changes on the local market and economy, as well as apply their considerable mathematical and analytical ability to quantify such effects. In fact, evidence from top undergraduate colleges across the country clearly indicates that engineers aside, economics graduates are the most employable in the pool of job applicants.

Since most top business schools of the day train their students to land 'high-package' jobs in glamorous sectors like the first few mentioned above, the kind of skills they look for in candidates seeking admission tend to be inferred / back-calculated from the skills sought by the multinational corporations that provide these lucrative jobs. Therefore, the analytical ability, creativity and keen intellect nurtured in you through a degree in economics whips up for you a disproportionate advantage. This is again something borne out by admissions data from IIMs across the country; in fact the same data also serves to bust the unsubstantiated belief (read: myth) that a Bachelor's degree in business, commerce or accountancy is undisputedly the best platform to gain admission into a top MBA college.

And, of course, a first-class degree in economics is the natural and ideal base for launching yourself into further studies, research and policy-making or academic life. You will be well-suited for the most rigorous of

Master's programmes in economics, econometrics, public policy, political economy, international relations, finance and even management.

The downside, which you may be looking for by now, is that you tend to have to work relatively harder in completing an economics degree. But not only does that hard work bear a disproportionate set of rewards, but it also imbibes in you skills that last you a lifetime and are looked up to wherever you go.

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AESTHETICS SOCIETY ARTEFACTORY

Tanya Grover, President, Artefactory
BSc Economics & Management



What was the society's initial agenda? Were you able to achieve it?

Our initial agenda was to be an active part of the college events and functions, and to bring out the creative best of the students at ISBF. I am proud to say, we have achieved our goal for the year, and plan to extend our capabilities in the coming year.

Was there any change in the society in terms of management and/or events etc from previous year?

The society was introduced this year itself, upon the need and realisation for an aesthetics society. We have hosted quite a few events of our own, such as Colour Mania and Diya and Paper Bag decoration as well as assisted other societies in any help they needed with their posters, etc.

What is the best thing about the society and its members? Were there any conflicts between the council and/or the members?

The best thing about the society and its members would be the fact that Artefactory is a fun society where all members are creative and talented, and have managed to bring out this creativity in the form of beautiful ideas and events. I can say with full assurance that everyone enjoyed working for the society.

What was your favorite event hosted by the society?

My favourite event hosted by Artefactory would be Colour Mania, because that was our first event ever, and it turned out to be a big success. We had active participation from all three batches, and everyone enjoyed.

How was your experience being the president? Any thoughts/advice for future members?

Being the president of Artefactory, I realised that being the president of any society isn't easy. You need to keep your team motivated at all times. It was a great learning experience, and I achieved what I had aimed for, the biggest success being Xenia Awaaz 2014.

What (if anything) would you change in the society for next year?

Next year we need to have more events, get more participation, and become a very important and prominent part of ISBF.

Lastly which other society do you think was active and interesting this past year?

The dance society, Blaize, was very active and good this year. They practiced a lot, worked hard, and won so many competitions. They did a terrific job this past year. Kudos to Blaize!

Being a new society, what were the difficulties and/or criticisms (if any) faced by the society?

Even though we were a new society this year, we didn't face any difficulties or criticism from the faculty or the students. Everyone was glad this society was introduced, because this society helps bring out the creative best from the students, and helps them synergise their creativity with academics to make them achieve better.



Did you make your President Happy?

Just like CPC it was a new society with some very active members and the society conducted many events till November which were very successful. They should continue with those events and try increasing the frequency of these events as participation is never a problem for this society. There were no problems faced till the end. Very creative people who should continue doing this work, as they are amazing at this.

DANCE SOCIETY BLAIZE

Shubham Jain, President, Blaize
BSc Economics & Management

What was the society's initial agenda? Were you able to achieve it?

Society's initial agenda was to make it larger this year and perform bigger and better and make a mark in the Delhi college dance circuit, which we did.

Was there any change in the society in terms of management and/or events etc from previous year?

Yes, there were a lot of changes. It was more organized. Auditions were held for making the team better which showed a lot of participation.

What is the best thing about the society and its members? Were there any conflicts between the council and / or the members?

The best thing about the society is that we became like one big family, as the Three Musketeers would say "one for all and all for one". There were conflicts, a number of people had their own opinions but they were resolved peacefully and the end results were remarkable.

What was your favorite event hosted by the society?

The best event hosted by the society was "step-up" at Xenia.

How was your experience being the president? Any thoughts / advice for future members?

Being the president of this society made me learn about team work, leadership, taking responsibility and being accountable. Making

Did you make your President Happy?

It's one of the most active societies in college. This is a bunch of highly motivated individuals who kept performing at the highest level and won wherever they competed. Slight laid back attitude to submitting paper work and a few members left midway but the others were committed throughout and ended up performing better. Every rep in the society worked really hard.



people work for the betterment of the society and keeping the team together at all times is one hell of a task. It was more like handling my "kids", listening to their problems and trying to come up with a solution which benefits everyone.

What (if anything) would you change in the society for next year?

More members and people need to balance their academics along with their ECA.

Lastly which other society do you think was active and interesting this past year?

Another society which was active and interesting was definitely "Artefactory". Their work was remarkable; a great blend of beautiful and creative work.



BUSTED!

We've managed to catch a few priceless quotes here and there, demonstrating ISBF's intellect at its very best...



"open
mouth,
insert
foot"

Awleen Chawla

"Harlemshake.... you get that at Starbucks right? "

#BUSTED!

"I cut my finger while having milkmaid...
Any advice? "

Shreeja Ma'am

"Yes ma'am, a spoon."

#BUSTED!

Saanya Malhotra

"I'm absolutely broke, have to take money out of my savings now. This is great for my multiplier."

#BUSTED!

Rohan Modwel

(Words of a stressed out editor)

"Draupadi was won by Arjun, but she married them all. So...technically that's the free rider problem."

#BUSTED!

Saanya Malhotra

"Dr. Swamy will be the chief guest for Xenia Awaaz 2014!"

Shreeja Ma'am

"Yes, of course I know what a paratha is... It's a white piece of meat... right?"

#BUSTED!

Amrita Thampi

"Really? But I didn't invite him. "

#BUSTED!

Puneet Sir

"The colour of the blackboard is white in college!"

#BUSTED!

Yash Sachdeva

"It was awful, the woman had a miscarriage."

Abhimanyu Bose

"And the baby died..."

#BUSTED!

Akhil Khurana

"Jagdish Store, it burned down!"

Akhil Khurana

(one week later)

"Look, Jagdish store, it burned down"

#BUSTED!

"Of course I've heard of Ringo Starr, that guy ... The astronaut."

#BUSTED!

Tanvi Agarwal



MASTERCHEF AT ISBF

By Rohan Madhav Modwel and Abhimanyu Bose
BSc Economics



The following is a food review of ISBF's food festival, I-Treat, held on the 21st of November. This article solely expresses the unbiased opinions of the authors on the quality of the food and the performance of the two teams, and need not be taken to heart by any person or group of persons.

Blue Team

Though the Blue Team lost out on the occasion, we highly commend their performance and fervour. Apart from the food, they came up with some innovative ideas, namely the concept of Veg and Non-veg platters as a marketing ploy, which reaped its benefits. They also offered discounts mid-way to boost sales and provided superior entertainment value with a music dock.

Gol Gappa – The classic Indian street food lived up to its expectations. 7/10

Momos – Not the best momos one would find in this vast city. Far too fibrous and bland. 5/10

Honey Chilli Potato – Probably the best savoury dish on display, the honey chilli potatoes served by the blue team were nothing less than an ideal balance of spice and crispiness. 8/10

Paneer Kathi Roll – The Blue Team's paneer rolls were costlier than those of the Red Team, and unlike the Red team, their pieces were grainy. But the better extracted flavours perhaps balanced out the negatives in this item. 7/10

Chicken Kathi Roll – The Blue Team, unlike their counterparts, had an overdose of sauce, making the flavour of the chicken almost imperceptible. Yet the texture, taste and chewiness accomplished a state close to perfection. 7/10

Jalebis – We, as discerning critics, have come to the conclusion that only one item served was worth the score of 9; the jalebis. With exquisite juiciness and a near literal 'melt in the mouth' feeling, this sweet, spiral-shaped street dessert topped our charts, and kept us coming back for more. 9/10

Overall Score – 43/60



Red Team

The winner of the competition, the Red Team's superlative performance was rightfully rewarded, not to mention that they achieved the higher profit margin, and was commended by the faculty for their efficient amiable service.

Bhelpuri – While the Bhelpuri fulfilled in terms of taste, it was perhaps a tad bit mellow in the mouth, lacking the clear crispiness one would expect – 6/10

Paneer Kathi Roll – The well seasoned paneer pieces were full and chunky, making them clearly distinguishable in one mouthful. We also credit the members of the Red Team for preparing some items on their own efforts. 8/10

Chicken Kathi Roll – The chicken brought out fine flavours though the roll was a tad bit on the dry side lacking the right symphony of sauces/chutney. 6/10

Seekh Kebab – Brilliant! 8/10

Paan – Upon an initial mouthful one would seem to enjoy this traditional street delicacy, but 10 seconds later one discovers that they're not able to get rid of the bitter aftertaste. 6/10

Chuski – Perfect balance of sweet and sour. An apt finishing touch to a fulfilling meal. 8/10

Overall Score – 42/60

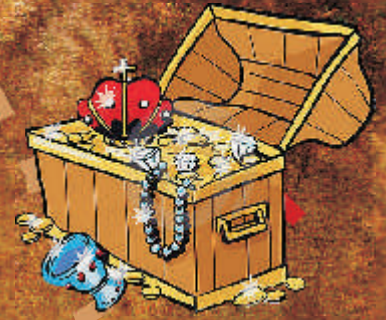
Our Verdict:

As we have even summed it up for those who can't count, the blue team emerges as slender winners, beating the red team by just a point, as far as food quality is concerned. Make no mistake; this doesn't take anything away from the valiant efforts of the Red Team, who, as noted by the faculty and the organisers, emerged as clear winners.



FAKING NEWS!

ISBF rejoices as statistics professor Gaurav Dhamija wins inaugural Olympic speed-writing event.



The Grand Treasure Hunt

By Saanya Malhotra
BSc Economics

The rules were simple- read the clues, collect the diyas and ultimately find those precious gold coins.

Of course, figuring out where and how to hide a hundred and five diyas around our college was a different matter altogether, i.e. the Press Club's headache; but it was quite enjoyable, to say the least. Fun to organise, an exciting search and most of all, a sheer delight to watch our fellow batch mates scramble around, in search of diyas, trying to make sense of the clues that we had so cleverly hidden (or so we thought).

There were twenty one distinct trails, leading to five diyas each and ultimately a faculty or a council member who would hand over a gold coin to the team. The clues were hidden in places as inconspicuous as the cushion in 'the usual place' or the lamp in one of the lecture rooms...The excited bunch were oblivious to the fact that a mammoth task lay ahead of them. From the word go, the forty two participants were focused on their hunt, searching frantically for their respective diyas, in the basement, the terrace and under flower pots, trying their very hardest to determine the exact location of the next clue. Survival of the quickest was the key here and they were definitely at their best. While the Press Club heads/huntorganisers had plans to watch the chase "live" with the help of surveillance with popcorn *et al*, things didn't go as smoothly as planned. With a few missing diyas and disappearing clues, there was a little chaos and confusion but the rather befuddled expressions on their faces made up for everything. Watching them decipher the clues that had references to statistics, movies and whatnot would've put probably put *insert cool detective name here* to shame.



After a fair bit of hunting and scurrying around the college campus, the tired troops gave in their searched paraphernalia after which the winners were declared. While the winners could be spotted from across a mile as their smiles flashed the 1000 rupees note they held in their hands, the rest muttered to themselves wondering what to do with the dairy milk chocolates they had just received for their "efforts".

Ofcourse, the Diwali Fest in general was a grand affair, with delightful music performances and an array of events for those less artistically challenged than myself (Read as Diya making and bag decoration). For those like me, snacking and indulging in some fun and games was an option and posing for a pretty photo in traditional Indian clothes was another. All in all, it was definitely an interesting event, and a glimpse of the exciting events that were yet to come!



TOP 10 MANDATORY THINGS TO DO IN COLLEGE



1

Hangout in LR 5

Knock before entering
Student Affairs Office

2



Actively Participate
on overheard

4



3

Work For Xenia
Before Playing Pool

5

Park away from
Towzone



Attend an
after- party

6

Fuss about the
canteen food

7



8

Mix up the Casual
and Usual Place



Get caught on the
CCTV cameras

10



Fake an injury
for a lift ride

9



CAREER PLACEMENT CELL

Sankalp Singh Kalra,
President, Career Placement Cell
BSc Economics & Management



What was the society's initial agenda? Were you able to achieve it?

As the name of the society suggests, our main agenda was to help the students get a good placement/internship opportunity by getting good companies on board for final placements and internships and help students crack the different stages of the selection process.

We are still working on it by holding sessions for the students.

Was there any change in the society in terms of management and/or events etc from previous year?

This was the first year of the society so everything that we did, the way the society ran and the events conducted was all done for the first time.

What is the best thing about this society and its members?

The society's main agenda was to get companies on board so a lot of corporate interaction was required. This helped us to improve our communication and presentation skills. We all learned how to work as a team.

What was your favourite event hosted by the society?

Arcania (the quiz event).

How was your experience being the president of the society?

It was a good experience. I learnt a lot of new things. The experience of leading this team, this society was really good. I polished the skills I had from before. All in all, it was a good experience.

What (if any) would you change in the society for next year?

A few things need to be changed. People need to know that they need to work as a team and not an individual. A hierarchy has to be maintained and needs to be respected.

Lastly which other society do you think was active and interesting this past year?

Dance society was very active. They worked really hard, practicing daily, staying back after college, participating in various college fests and winning, too. But I would like to highlight that Sports Society even though not really active but given the constraints, they did a good job, something they haven't been able to do in past years. They not only organised a table tennis tournament but also conducted pool tournament and a football match. They did a good job and I wish they keep this going and build on this in the future.

Being a new society what were the difficulties faced by the society?

CPC was introduced for the first time in ISBF and I had the privilege of heading this society. We definitely faced a few difficulties since it was the first year. We had to start everything from scratch as there was nothing to be built on. We had to lay down the foundation which was a challenge in itself. A lack of experience in the members and the council of the CPC didn't do any good either as we had no previous experience. There was a time constraint too as we had to shift our focus many times. Instead of carrying out the activities for which the society was made we had to concentrate on other activities like holding events nearly every month. So we had shortage of time and could not concentrate much on our main task.



Did you make your President Happy?

A new society and worked very well under great leadership. The reps, who are still a part of the society, worked throughout the year. This society was a platform for a few to show their capabilities and most of its members were a part of the Xenia organizing committee. The event Arcania which they handled along with Akademos was a masterstroke.



#society
report

AKADEMOS

Yash Salunkhe, President
AKADEMOS
BSc Economics

What was the society's initial agenda? Were you able to achieve it?

As the name suggests our society aimed to serve as a conduit to transform theoretical awareness to practical application of knowledge through debating, quizzing and Model United Nations sessions. We very much achieved our agendas rather in few places even exceeded what was planned.

Was there any change in the society in terms of management and/or events etc from previous year?

As we have already been commended for, our society was highly active throughout the year with maximum no. of events conducted. We introduced ISBF's own quiz Arcania and Just-a-minute sessions which also found a way in Xenia. We attribute our highly organised management to a great extent to the faculty incharge, especially Arjo sir.

What is the best thing about the society and its members? Were there any conflicts between the council and/or the members?

Our society maintained a good mix of professionalism and colloquialism. Our open mindedness ensured an equal representation of opinions in our decisions of the both the society members, council as well as the faculty incharges. This paved way for cooperation and efficiency. We did have occasional differences in opinion, which were sorted out through discussions, but the issues never got out of hand.



Did you make your President Happy?

A society with three cells where only 2 cells were active. They should use the resources at hand and attract more participation and probably increase the number of events throughout the year. Events like JAM, mock MUN's etc are fun to be a part so Akademos should aim at getting more people to be a part of the events.



What was your favorite event hosted by the society?

Well on a personal subjective note, it would be Arcania. The thrill of creating your own quiz has its own say.

How was your experience being the president? Any thoughts /advice for future members?

Well it was probably one the most enriching positions to hold in the council. I hope the members certainly made their time productive by being part of our society. With our framework analogous to the one most probable in the next year, Akademos can only ensure an augmented performance next year. So members be ready to get a more productive experience!!

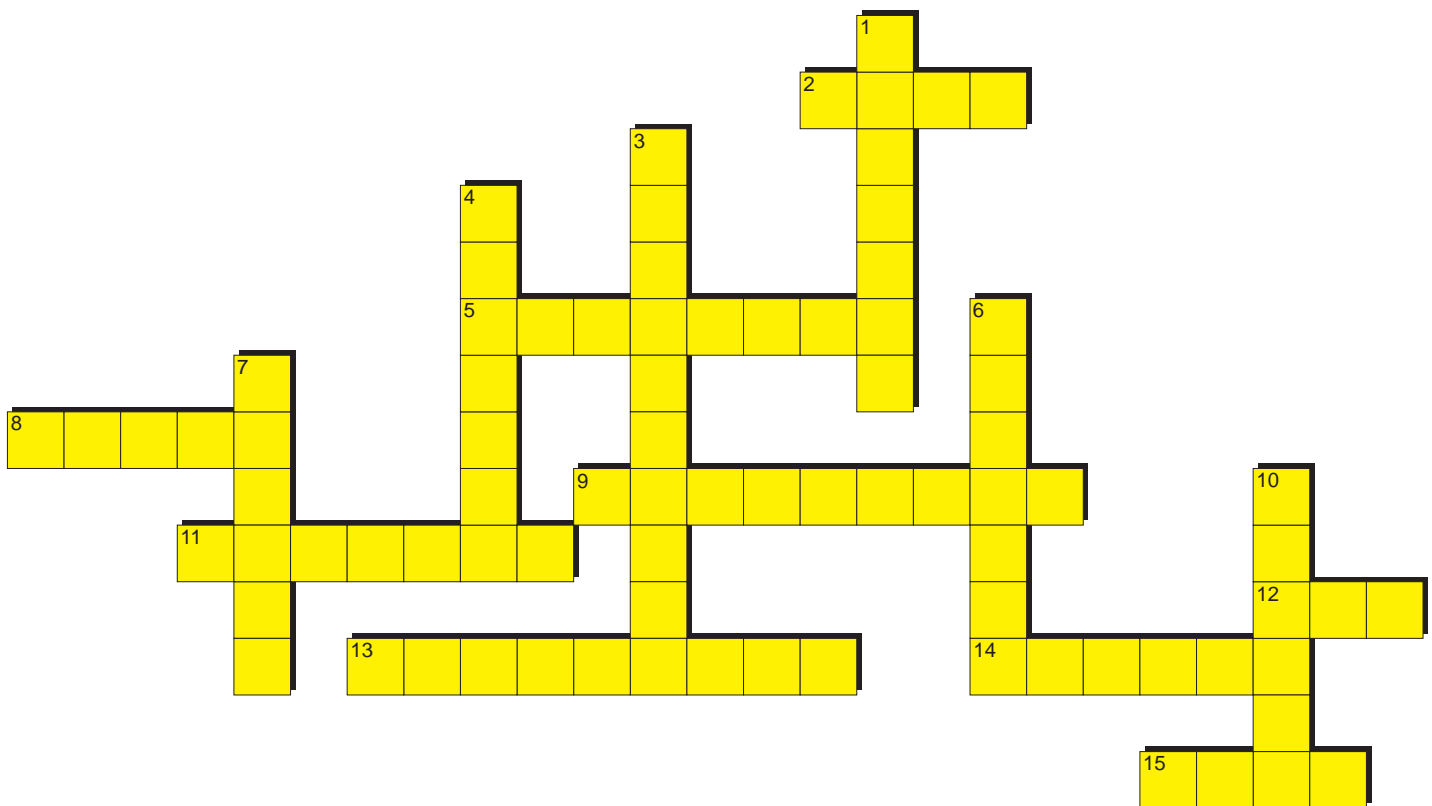
What (if anything) would you change in the society for next year?

We would hope for a sustained leadership for the investment and finance cell which in my opinion was a gargantuan unexploited potential. We would, if participation allows, like to organise an online stock trading competition. Also, we would like to inculcate documentary viewing as an additional opportunity in our agenda.

Lastly which other society do you think was active and interesting this past year?

Cpc, dance, music, ipc, social work society and artefactory were highly active throughout the year.

The ISBF Crossword



ACROSS

- 2 Shoot it's locked
- 5 Let's get it sanctioned
- 8 The big noise
- 9 Nike's motto
- 11 LR5

- 12 Best society ever
- 13 Yours Anonymously
- 14 Virat Kohli's batting partner
- 15 Atone for your sins

DOWN

- 1 Shiven's habitat
- 3 79%... damn
- 4 Violating health standards all year long
- 6 Think intuitively
- 7 Big Boss
- 10 Thalaiva

FAKING NEWS!



Devjyot overtakes Hardwell on DJ mag rankings, will open Tomorrowland 2014.



INDIAN SCHOOL OF
BUSINESS & FINANCE
presents

xenia *awaaz* 2014

ISBF's Annual Cultural Fest

FRIDAY,
JANUARY 24th
2014

&

SATURDAY,
JANUARY 25th
2014

#xenia



Xenia: It's finally time for the Xenia section. Don't know what Xenia is? Well let's just say that if ISBF events were film events, Xenia would be the Oscars. If ISBF events were music events, Xenia would be the Grammy's. If ISBF events were cricketing events... Well, you get the picture.

FAKING NEWS!

Prithviraj Bajaj dubbed India's next dancing queen.

#xenia



HIGHLIGHTS

By Ananya Jain (Event Head, Xenia 2014)
BSc Business

Organizing and being a part of Xenia Awaaz 2014 has been tremendous. It was an experience that I will cherish for a long time. Being the Event Head forced me out of my comfort zone and helped me realize my potential. It all started with tons of planning, multiple post-its and an idea. As much we all tried to keep it together, chaos would just always find its way in. Having said that, Xenia was an experience that made me stretch my abilities and transformed me into a better professional and, more importantly, a better person.

We started just yesterday, even though it feels like Xenia has been on for ages. The chiefguest, Dr. Subramanian Swamy, royally declared Xenia Awaaz 2014 open and such declaration was met by loud applause and excited hooting. The first events of the fest were Brand Re-brand and Muses, the two events I personally was extremely keen on. BRB, a marketing event was won by the IP college for women whereas Muses, which consisted of Indian solo, Western Solo and Band categories, was dominated by Hansraj College and Ramjas College. As the day proceeded, we hosted our quiz competition called Arcania that was won by Jamia Millia Islamia. This was followed by Talkathon, our debating event that was won by KMC. The day ended with a final Xenia "meeting" and several instructions from the core committee of the Xenia Council.

The day left all of us exhausted and drained but as they say, the best was yet to come, so, once again, refreshed and rejuvenated by good sleep, we were back at the ISBF campus, that now seems more like our home, to give Xenia's second day our best shot.

This day began with a speech by our Vice presidents, Mallika Bhasin and Diven Mehta. Even as we stood there, calm and composed, listening to all that they had to say, we were well aware that what lay ahead was not easy, and rightly so.

Next in line were our theme based events, Aap Ki Party and Awaaz Times, won by NSIT and IP college for women respectively. And then, finally, it was time for the most awaited event of the two long days, our flagship event, STEP UP!! With 14 teams competing and the venue packed with people, Step up did live up to our expectations! All performances were mindboggling enough to leave us spellbound.

With a massive array of events, a lot of heart and an unstoppable spirit, Xenia Awaaz 2014 finally came to an end.

We had the pleasure of interviewing the chief guest, Dr. Subramanian Swamy, before he declared Xenia open. Here is a glimpse of his insight on the current political scenario in our nation and the impact of the youth

Sir, the theme of our fest centers around the 'voice of our nation', especially that of the youth leading up to the next general election. In that context, which political party do you think best captures the voice of the nation today? Are the older parties losing ground to the newer, smaller, 'grassroots' regional parties on this front?

See, we are a stratified society. We have the rich, the middle class, we have farmers, women. In the end, every party will end up representing this nation. Therefore arises the question of voting blocks. So far voting blocks have been castes and the minorities.

After the Ram temple movement, we have realized that Hindus constitute more than 80% population, and, if even half the Hindus consolidate, you'll get 2/3rds majority. It got disrupted when Kanshi Ram came into the picture and he took away the Scheduled Castes with him. So, the congress began losing its winning formula by people breaking off.

The Brahmins also have no loyalty to any party and they also became affected by this. This combination was a deadly combination for the Congress. Suddenly, the congress started dropping to 10 seats, 20 seats. So, today, if you ask me this question: Which party? that the large sections of our population which live in slums; they've been ditched. These traditional supporters used to support the traditional parties like the Congress.

The AAP party has made a mark here but it's not able to make it in other places. So, in terms of national leadership, I would say that today, one factor is driving the national mood in the favour of Narendra Modi and that is the governance model of Gujarat.

So, probably, there's no final answer to the question. It may change after the next elections. But, these elections, you'll probably find that the BJP will be...."

The motion for our debating event, Talkathon, is that members of political dynasties should be de facto political heirs. What is your opinion on the pros and cons of the continued sway of political families over a nation's political affairs?

There are socially imposed disciplines, over centuries. Recent DNA and genetic studies on the Indian society show that we've the same DNA.. Even Muslims who thought they came from outside, they are 99% from here. So, their DNA is the same. This caste, the Varna system, Brahmins... scheduled castes; you will find that the Brahmin DNA and the Scheduled Caste DNA is also the same. Therefore, the long-term goal of a society should be merit.

Sir, there is a great divide in my class between those that see politics as a bit of a 'lost cause' and others who aspire to be policymakers to shape the course of the country's future. Could you tell us a little bit about what attracted you to politics after a long stint in academia, and what you see as the role of the youth in today's political scenario?

The government in power, which was left wing at that time, Mrs. Gandhi who came to power and I was all the time, from the very beginning, of a different view that the Indian society can not grow unless you have a market economy and this was something which was resented very much by the left wing. Many of the economists in the university were like me and genuinely, ideologically, practically they made it impossible for me to continue.

I was a full professor at IIT, the youngest case possible.

Let me tell you how you can make that difference- You live in an area that would have a polling booth and a polling booth traditionally has a



thousand votes, that means 200 to 300 families and in a big colony, you can have 2 to 3 polling booths. So, you could get your colony together and say we don't require the presence of the candidate here.

But that's a tough life, you see, you have to ... and you want to stay honest, you will have to either have a profession like law or something, where on the side you work without depending on the governments. That is what they have done in this case with the AAP but you must be more enlightened, you must look at the list and say, okay, this guy has a limited chance of winning but still he is the best educated, so, even if it doesn't matter, give him a vote. After all I have seen, unless politics is cleaned up, nothing can be cleaned up. I'll give you the example of America, Obama, he's one of the best educated... I mean, if he had been in the corporate world, he would have minted millions. You know, A Harvard Law School's degree is enough to make you a millionaire within the first year, billionaire in ten years, but he went into politics. All the top leaders have got the best education, and they became politicians.

Sir, what message would you like to convey to ISBF students / ISBF youth who wish to pull their weight in the nation's voice and play a part in facilitating faster, sustainable and inclusive growth for India?

I want the youth to be courageous, and I want them to think beyond a big pay-package after their post graduate studies. They should be bold enough to venture out on their own, where they can support themselves, and support others as well. Be unafraid to take risks, and even if you fall flat on your face, you should be fearless enough to pick yourself up.





STEP-UP Dance Competition



Step-up, the dance off between the very best
Needless to say, they faced a tough test
For all colleges performed with uttermost alacrity
Be it props, variations or defying gravity



BRAND REBRAND Old Brand New Identity

BRB, its not 'be right back'
Rebuild the product and put it back on the rack

Brand-Rebrand, you could call it an ad
Oversell your product, you may go mad



AWAAZ TIMES Publish your Newspaper

It was about the irreplaceable print media
And some colour and glitter around a good idea,
Awaaz Times was one of its kind,
An event to test the sharpness of your mind



JUST A MINUTE (JAM) A Minute, a topic & the Wits



To win this event your tongue needs to be slick
Your act could be cut short by a flick
Just-a-Minute, it's a real JAM
Miss one second, and it's wham, bam, bam!



STRATEGEO Business Plan

Stratego, the business plan
And the creative minds at a fast pace ran
They all tried to be entrepreneurs
And break that bank of yours

FAKING NEWS!

Professor Chiraag Mehta arrested for ink
attack on P. Chidambaram for failing to
think intuitively for the interim budget

#xenia



ARCANIA
Quiz Competition

Arcania, the mammoth quiz
Consider yourself an intellectual whiz
But be warned, you may get queasy
For quizmaster Arjo shall not go easy



AAP KI PARTY
Create the Ideal
Political Party

If politics was you ultimate dream
And all those parties seemed too mainstream
Aap ki party was a chance extraordinaire
To let you be your own political heir



MUSES
Music Competition

The power of music, no better medium of expression
The music event Muses, it's never about the competition
Indian or Western, solo or band
The performers were plenty, they all received a big hand



TALKATHON
Debating Competition

Talkathon, the debate, was all about taking a jab
And displaying your splendid gift of gab
In the end everyone emerged a winner
And perhaps from the stress a little thinner

XENIA AWAAZ 2014 COUNCIL



SOCIAL WORK SOCIETY

Amrita Thampi, President
Snigdha Agarwal, Vice-President
Social Work Society
BSc Economics & Management

(Amrita: **AT**/ Snigdha: **SA**)



What was the society's initial agenda? Were you able to achieve it?

AT: Okay, I feel the agenda of our society was 'fun for a cause', this being a educational institution based social work society and we did exactly that through events like green week (t-shirt painting and best out of waste competition) and the Diwali bake sale

SA: Our mission was to organize a substantial amount of events that can provide a greater benefit to the society through our social work and we were able to achieve it.

Was there any change in the society in terms of management and/or events etc from previous year?

SA: I'm only in the first year, so I don't have much idea about the activities in the previous year but it has been a successful year nonetheless.

What is the best thing about the society and its members? Were there any conflicts between the council and/or the members?

AT: Regarding conflicts there were quite a few among the members the council members themselves, but this I believe was due to the fact that we were all peers and so the order of hierarchy couldn't be followed well.

SA: The best part about the society and its members is the willingness to help the ones in need. There were some conflicts between the society members and the council but gradually the focus shifted to a bigger picture and participating in social events lessened those conflicts.

What was your favorite event hosted by the society?

SA: The bake sale

AT: I think all the events we hosted were equally good, but if I'm to pick one then I would say the Diwali bake sale! It was one event where I think almost all the members actively participated and it turned out to be a huge hit among students and faculty equally

How was your experience being the president of the society? Any thoughts /advice for future members?

AT: My experience as president of the society was both fun and challenging. The biggest challenge I faced was making members and council members from two ends meet and get along so that in the end we all contributed well enough to conduct events in a smooth and organised manner.

SA: It was wonderful to be the Vice President of the society. I learned a lot of things as an individual and participating and organizing the events was a very exciting part of the job.

What (if anything) would you change in the society for next year?

SA: I would like it if next year the society could get more participation from the student body and the faculty.

AT: For next year, I would suggest letting fewer, more enthusiastic people join the society as it makes the job a hell lot easier for the heads and lower any unfortunate chances of having to fire or fine fellow members!

Lastly which other society do you think was active and interesting this past year?

AT: Regarding other societies that were active during the year, I think Akademos did a pretty great job in terms of fun quizzes and J.A.Ms!

SA: Dance society



Did you make your President Happy?

One of the most active societies (keeping in mind the problems and the number of meetings they had). Very active from the beginning, the society was led by people who actually wanted to make a difference.

SPORTS SOCIETY

Achal Khanna, President,
Sports Society
BSc Business

What was the society's initial agenda? Were you able to achieve it?

Basically this year our main aim was to involve more and more students in the events hosted by the society in various sports and sign up for an inter college competition. We were able to accomplish most of the things we intended to.

Was there any change in the society in terms of management and/or events etc from previous year?

Yes. This year the president and the Vice Presidents were very enthusiastic to work which in turn helped us to work collectively and introduce sports which weren't played last year.

What is the best thing about the society and its members? Were there any conflicts between the council and / or the members?

The best thing according to me was that most of



FAKING NEWS!

Diven Mehta seen smoking green tea leaves

2

Did you make your President Happy?

Minimum participation in the society, and not very active. This society needs to have a plan of action and should follow it. Needs to be more active and think out of the box to attract more participation.



the events were open tournaments which involved a number of students of the college, which also helped us to keep less students for work which led to least conflicts.

What was your favorite event hosted by the society?

My favorites were the pool tournament and the football match

How was your experience being the president? Any thoughts /advice for future members?

It was an amazing experience being the president of the society. One piece of advice for future members would be that they should try and step out of the college and invite people to give speeches, or participate in inter college competitions.

What (if anything) would you change in the society for next year?

I don't think anything needs to be changed as such but things have got to improve.

Lastly which other society do you think was active and interesting this past year?

CPC was one of the societies which was active throughout the year.

FAKING NEWS!

Disclaimer: Any resemblance to real life events or characters is purely coincidental.

HIMESH RESHAMIYA MEMORABILIA FOUND AT ROCK STAR RESIDENCE

In one of the biggest busts ever made by the Good Music Police Department (GMPD), numerous posters and music CDs of singer Himesh Reshamiya were found at the apartment of rock musician Abhimanyu Bose. While Bose himself could not be reached for a comment, his manager did issue a statement claiming the rock musician was going through a tough period and that the media should respect his right to privacy. The GMPD are expected to file charges under section 8 of the noise pollution act by the end of the week

VISITOR GETS LOST AT ISBF CAMPUS

The Lajpat Nagar campus of the Indian School of Business and Finance is on high alert after a visiting student went missing in its extensive arboretum. The student, who was part of a group of visiting high school students, reportedly asked to use the rest room and is understood to have misinterpreted the directions provided by the ISBF student guide. Meanwhile Dr. Jitin Chadha, the director of ISBF, issued a statement appealing to the student body and faculty to maintain calm and claimed that a helicopter search operation was being launched as he spoke.

RENOWNED QUIZZER LOSES TO 5TH GRADERS ON TV SHOW

In a massive shock to the quizzing fraternity, famed quizzer Arjo Ganguly was beaten by a team of 5th graders on popular TV show "Are You Smarter than a 5th Grader?" Ganguly, who was going strong till the 4th grade questions, allegedly lost his cool when a fellow contestant decided to use the "peek" option. Later, things took a turn for the ugly as the normally serene quizzard attacked a member of the press when confronted after the show. The Sociology professor did, however, tweet "I don't know what happened out there... guess the invigilator inside me got upset lol".

ISBF STUDENT OFFERED ROLE IN SARKAR 3

The president of the student body of ISBF, Shiven Nagrath has been offered a role as the grandson of Amitabh Bachchan by film maker Ram Gopal Verma in his upcoming film "Sarkar 3". The acclaimed director claimed that Nagrath would, considering his extensive real world political experience, bring much needed realism to the role.

NATION REJOICES AS CRICKETER VIRAT KOHLI FINDS LONG LOST BROTHER

In news that provided the cricketing world with some much needed joy, Virat Kohli found his long lost brother who he, literally, lost touch with after a Kumbh Mela some 12 years ago. The brother is reported to be Puneet Arora, a professor of economics at the Indian School of Business and Finance. The discovery was made when cricket fan and ISBF student, Yazad Aria started screaming "Virat, Virat!" during his economics mid-term exam when the professor came to clear doubts.

P.S Look out for more headline snippets across the magazine



#critique

This section contains the expert opinion of college students aged 18, 19, 20 and occasionally older on TV shows, films and music.

A Whiff of Stardom

By Rohan Madhav Modwel
BSc Economics



The Oscars. Everyone recognises the name, regardless of its origin. Rumour has it that an Academy librarian once claimed that the statuette resembled her uncle, named Oscar. And so the nickname was made official in 1939. Since its inception, 86 years have gone by in the lifespan of the Academy Awards. And seeing as they're considered the highest form of approbation in the world of movies, it's safe to say that the Oscars will live on till time indefinite. After all, it is the biggest night in the movie industry.

The 86th Academy Awards were held earlier on this year, on the 2nd of March. Regrettably, I have to admit that this year, the ceremony was clouded by the slightest shadow of predictability, and didn't quite surprise the audience as it has done on a few occasions in the past. While I shall not delve into recent history, I will say that this year, the suspense was more or less taken away with antecedent film award ceremonies, mainly the Golden Globes and the Critics' Choice Awards.

That being said, most of the movies in contention were stunning, and, thanks to host Ellen DeGeneres, the evening remained a pleasurable one. A charismatic personality, she kept the crowd's spirits elevated throughout. The highlights: Ordering home-delivery pizza



into the theatre, only to ask members of the audience to foot the bill (Brad Pitt didn't seem too amused). And one simply cannot forget the noteworthy 'selfie' that broke the re-tweet record, initially planned by Ellen as a photograph with Meryl Streep before a dozen other illustrious personalities wedged themselves into the frame.

Moving on to the major films of the past year...12 Years a Slave took the cake with Best Picture as well as Best Adapted Screenplay. It's a deeply heartrending story about an African-American who is

kidnapped and sold to plantation owners during the era of slavery in the United States. Of course, like Ellen said in her typically jocular manner, there were two possibilities: either this movie would win, or everyone was racist. Regardless, it was a great performance by the cast. Chiwetel Ejiofor was phenomenal in his portrayal of the anguished Solomon Northup, the protagonist, while he was held in captivity against his will. Lupita Nyong'o certainly deserved her award for Best Supporting Actress in the movie, though Jennifer Lawrence, also nominated, had an equal shot at it with her intriguing role as the lead character's 'crazy wife' in American Hustle. Perhaps they were worried that she may slip again on her way to the stage, and decided to place her out of contention altogether. Then there's the movie Her, which is about a writer who falls in love with his computer's advanced operating system; a story that received the award for Best Original Screenplay.

I really enjoyed Gravity, a film that depicts the terrifying ordeal encountered by two astronauts stranded in outer space. It was refreshing to see a movie set in space that inclined less toward the ubiquitous drone of sci-fi action; one which was filled with more poignancy, as far as most sci-fi stories are concerned. That being said, it didn't lack in visuals, sound effects and background music one bit. It even won multiple awards in those categories, not to mention one for Best Director as well (Kudos to Alfonso Cuarón). Sandra Bullock, who plays the lead, is a terrific actress, and she was a close contender for the Best Actress award. But Cate Blanchett took away the prize for her role as a depressive divorcee in Blue Jasmine. No doubt she acted well, but one wonders whether the film was produced for the sole purpose of getting her an Oscar, for I would not term it as 'highly entertaining'.

The Great Gatsby, a film adapted from F. Scott Fitzgerald's acclaimed novel, certainly had its fair dose of style; Oscars received for Best Production Design and Costume Design certified that. It was Leonardo DiCaprio who played the star-crossed J. Gatsby. One whose skill and ingenuity I personally admire, Leo has been rather unfortunate when it comes to the Oscars, with 5 nominations and nil victories. This year, he got nominated for his over-exceptional performance in The Wolf of Wall Street.

A thoroughly riveting film, this one's my personal favourite. The Wolf of Wall Street tells us the true story about the life

of debauchery and illegality led by Jordan Belfort, a former Wall Street stockbroker. The three-hour long feature had me in splits at some points, while it also had its moments of solemn yet gripping, high-paced intensity. There was Jonah Hill in the supporting role as Jordan's associate, without whom the film would lack most of its comic relief. And in my opinion, DiCaprio represented Jordan Belfort with uttermost perfection, playing every minute of his part, and every expression on his face, with unerring meticulousness.

However, it was Matthew McConaughey who snatched the golden figurine for Best Actor this time. Having only emerged recently, with heaps of talent, McConaughey portrays Ron Woodroof, an AIDS diagnosed patient, in Dallas Buyers Club, and his story of sheer resilience as he purposefully set out to combat the disease in the late 80's after being shunned by society and deprived of potentially effective medication.

Could there be a slight bias in his favour due to the strong character and evocative role he played versus DiCaprio's morally imbalanced drug addict? It's a possibility. But I shall not take anything away from McConaughey, who has remarkable skill, and was the perfect pick in Dallas Buyers Club. Jared Leto was declared Best Supporting Actor for his role as a transsexual AIDS patient in the film. You'll find him on the extreme left side of Ellen's selfie.

With that, I conclude my segment on the Oscars. On the whole, it was a memorable night, preceded by a memorable year of movies. Expectations will be high in 2014, and I'm sure that the big screen will not fail to deliver. It typically never does.

"alright, alright, alright"



TRUE DETECTIVE

REVIEW

By Abhimanyu Bose
BSc Economics



This year, the debut season of True Detective has taken the television world by storm. Intense, dark and gripping, Nic Pizzolatto's cop show is anything but just another cop show. Various innovative ideas used both on and off the screen coupled with the star cast of Matthew McConaughey and Woody Harrelson make this show a must watch.

A unique feature about the first season of this show is that a single director was used for all the episodes. This gives the director much more creative freedom to assert his style and allows for the show to develop better as it becomes one person telling the story in a way he finds best. With multiple directors, they all are constrained by the general theme or style of the show and cannot really make their own impact. Also, given the fact that the show follows one story through the whole season, it becomes even more advantageous to use a single director. The director, Cary Fukunaga, has done full justice to the job given to him and has provided us with some brilliant shots. The six minute shot done in a single take, where the camera doesn't change, at the end of episode three is considered as one of the best scenes in television history.

Set in the coast of Louisiana, the characters are the true focus of the show, with a dark, twisted plot with

themes touching power, corruption and cult worship building itself around the two central characters. The show starts with former detectives Martin Hart (Harrelson) and Rustin Cohle (McConaughey) being questioned separately by two State P.D. detectives about their partnership and a case they solved in 1995. Almost the whole show is from the perspectives of the two former partners, again emphasising the characters. Martin Hart is revealed to be a typical alpha male Police detective, smart and charming in some absurd way. He is a good Christian who believes in what he was taught and is also a family man, with a wife and two daughters. He is the senior detective and likes to do things by the book. He has a sharp mind and an objective view. Cohle, on the other hand, is detached from the world, has a history with substances and is a cynic who looks down upon most of human civilisation. He is not the most sociable person and most of his colleagues show an active dislike towards him. While gifted with an interrogative mind and being a reputed interrogator, it's his out of the box thinking that gives him an edge. The show develops their partnership in a much more realistic manner as opposed to cop partner stereotypes formed by TV shows and movies. Given Cohle's detached personality, the two aren't exactly the best of

friends but they make an effective team at work. There is also a very apparent tension between the two over Martin's wife, Maggie, played by the beautiful Michelle Monaghan. Or maybe he really does like to mow his own lawn.

Matthew McConaughey delivers an impeccable performance as the raw boned and edgy Rustin Cohle. His character seemingly undergoes a huge change between the past and the present and he plays out both roles to perfection. Woody Harrelson marvellously underplays his role and yet shows his versatility and acting prowess. Both of them also possess subtle and adept comic timing, adding a little humour to an otherwise intense show.

One criticism is that maybe that the show did not commit to the plot as much as some viewers wanted it to, but the plot never was the focal point of the show and all bases were covered by the end of it. Another criticism is the weak roles given to women. This does hold true for the most part as the female characters are shown mostly as a supporting cast and not really given any strong characters.

But all in all, True Detective managed to deliver on most fronts and has left people eagerly anticipating the release of the next season.



Only got 2500/- in my Pocket

By Saanya Malhotra
BSc Economics

"Hey, Macklemore! Can we go thrift shopping?

What, what, what, what...

Bada, badada, badada, bada..."

Looks like putting in song lyrics always seems to work when you're somehow out of opening lines... ah well.

So let's take a hypothetical situation here. You arrive at college one morning and all your classes have been cancelled (again, as said before a completely hypothetical scenario). Having an entire day to completely while away your time definitely sounds fun, the only matter of concern being your pocket money or as us Economics kids would call it, the 'budget constraint'. You've got a whole day ahead of you, close to 2500 rupees and an empty stomach. Not in the mood for the usual canteen grub? Head out on a gastronomical escapade!

9.15 am- Breakfast at l'Opéra, Nehru Place/Khan Market: I'm thinking croissants, milk bread ham sandwiches, some fresh Baguette Paysanne and a black coffee please. Add a pain au chocolat (chocolate bread) or maybe a meringue tart and you've got yourself a fat fancy breakfast. It's French, it's fresh and it's absolutely delicious.

#Kaching: 600/-

12pm – Kathi Rolls – That big breakfast will probably keep you going for a couple of hours. However, when you do get that sudden bout of hunger, grab a bite of some Kathi Kebab Rolls. The options available are- Nizam's at Defence Colony Market, Khan Chacha at Khan Market and Kathi Corner at Amar Colony Market. My pick would definitely be Khan Chacha. The rolls are bigger and the kebabs are better cooked, flavoured and chunkier (Let's face it- the bigger kebab always wins!). Though these rolls are relatively more expensive they, unlike those of the other joints, don't leave you with a heavy, brimful feeling.

#kaching: 200/-

2pm- Luncheon – As a former fat kid, I'd always tell you to eat your dessert first and there isn't a better place than BIG CHILL Café to do that. You

COULD go the traditional way (food first, then dessert); either way head to BIG CHILL at Khan Market. The ambience is great with ol' school movie posters and other such paraphernalia and you definitely seem to enjoy it more if you've waited a long time for a place to sit. While I'm not too fond of the pizzas (exceeding amounts of sauce and quite often, bland and lack seasoning), the pastas are fabulous.

However, order smartly so that you can ultimately gorge on the divine Mississippi Mud pie (Oreo Base + Coffee Ice cream+ Peanut butter and Chocolate sauce) or the Banoffee (banana + toffee) cheesecake. While you'd probably require 5 pilates workout sessions to burn these out, it's definitely worth it.

#Kaching: 1500/-

6pm- Snacky Supper – Walk over to South Extension Market and go to Bengali Sweets. Since you've had your fill with desserts for the day, keep it light with some simple (and clean) street delicacies-golguppas, bhelpuri and chaat. These will certainly balance out the savoury and sweet with their delicate blend of flavours.

#Kaching: 250/-

After a day like that, I think your wallet will probably be the only light thing you'll be going home with.

(The author advises that all participants use the remaining 50 rupees for the purchase of Pudina Hara stomach medicine)



THE DICTATOR

MOVIE REVIEW

By Rohan Madhav Modwel,
Saanya Malhotra,
& Abhimanyu Bose
BSc Economics

The ISBF Press Club recently hosted a movie screening of 'The Dictator'. A spoof that leaves no stereotype untouched, The Dictator captivates its audience through its crude humour and forceful political incorrectness. While some scenes may appear slapstick and corny, the movie would certainly appeal to the light-hearted folk of the younger generation.

The protagonist of the movie, General Aladeen, is played by Sacha Baron Cohen, who does an exquisite job as playing the ruthless, insensitive yet empathetic ruler. Despite his obscene gestures and unnecessarily racist remarks (to put it mildly), the character almost comes out as amiable, and charms the audience throughout with his inexplicable humour. He may execute fellow countrymen without much reason, or defecate on a person's head...but well, such is life. His innocent manner of offending other characters leaves the audience perplexed as to whether to sympathise with him, or pity the offended.

The movie begins in Wadiya, a small fictional country in Northern Africa, where Admiral General Aladeen, its autocratic leader, is threatened by the United Nations, who suspect he is in possession of nuclear weapons. He is forced to turn up in the United States, only to find that his second-in-command, played by Ben Kingsley, betrays him and replaces him with a double, forcing him to scurry amongst the public, broke and despaired. The story goes on to show how he meets a local woman, who with an emotional connect, helps him understand the workings of the world, while he tries to figure out how to reclaim his 'rightful' position as the leader of Wadiya.

This film is an entertaining watch, to say in the least, and certainly has the ability to leave the audience in splits. We should warn you however that movie is not fit for an irritable and grouchy audience, and the background score also may leave one with the impulsive urge to download Arabic music. All in all, it's an Aladeen flick.

Special appearance by Morgan Freeman's head.



RATING We give the movie a grand rating of **"Aladeen Stars"**



ISBF Speaks

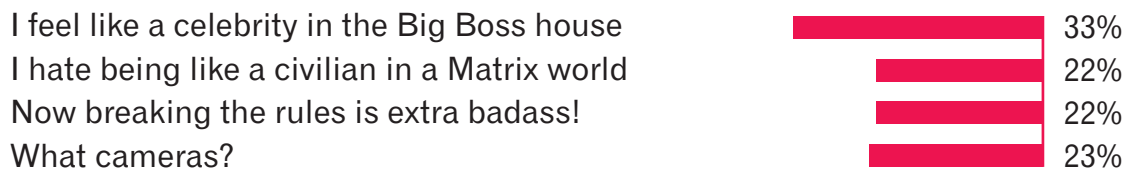


Every now and then, the ISBF Press Club conducts a poll on an issue of interest that's oriented either to internal happenings or current affairs. Here's the consensus that the student body at ISBF has reached thus far:

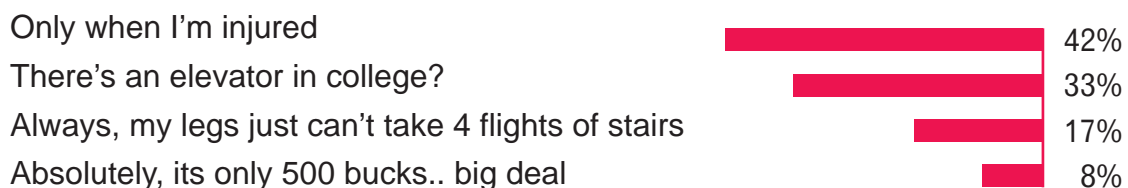
What, according to you, would be the 'buzzword' here, at ISBF?



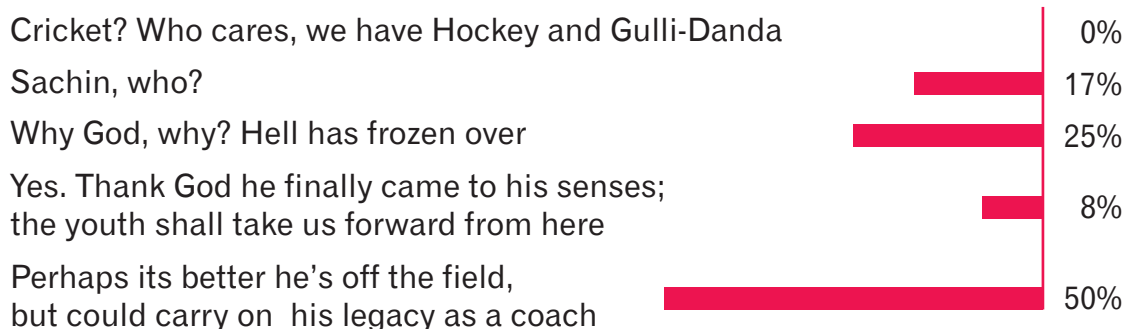
What does it feel like being under constant camera surveillance at college?



How many times have you used the elevator in college?



Will Indian cricket be the same after Sachin's retirement?





#farewell



This section contains articles on and photos of the farewell given to the batch of 2013 who *sniff* will not *sob* be missed even a little. We wish you guys all the best!

The President's Farewell Speech



I have spent 3 wonderful years here at ISBF and it still hasn't sunk in that I will be graduating this summer. I have had the opportunity to meet great people and work with some excellent individuals here at ISBF and I would like to start by thanking the Director, Dr. Jitin Chaddha. He is the reason why all of us are here today. All the friends we have made here and all those great memories would not have happened if it was not for him and on behalf of everyone I would like to thank him.

Moving on I would also like to thank the faculty. They have been very patient with us, helped us, mentored us, corrected us and it was a great honour for us to have been taught by them. What we as students never understand is that the extra-classes and tests also take up the faculty's time and effort. They do it for us so that we can benefit and be well prepared for the final papers. They have always been helpful with our ECA and tried making things easier for all of us and this isn't something I am just saying but something I have seen in these last two years as a part of the student council.

Now the best part, The Student Body. I made some great friends here at ISBF, best friends actually and the best part is they are not just from my batch. The student body here is fantastic. They made work very easy for me and I enjoyed working with them. This year I was surprised that 80% of the First years were actively involved in the council work and worked with great enthusiasm. The few second years who were there to help are the ones I saw working last year also and it gave me great pleasure to see them continue working and also helping the juniors. I had Diven and Sherrie from my batch to help me this year and I was more at ease. I said this during the Xenia closing ceremony and I will say it again, the first years have some amazing potential and most of them are finally realizing it and have started working as a team. I was a bit apprehensive at the beginning of the year as to what will happen when we leave next year. Are the First years capable? And I am so very happy to say that you guys are. The dedication and enthusiasm blew me away and all I can hope for is that this continues and even grows as long as you are a part of ISBF. During Xenia I said that all the first years need to do is start working together and you guys will be powerful enough to take ISBF to a level no one could have ever imagined and fortunately that has already started on some levels and I am glad I was here to see that.

Last but definitely not the least, I would like to thank Shreeja Ma'am. She gave me a chance to be a part of the council 2 years back and I have tried not to disappoint her. She has taught me, mentored me, scolded me, guided me, taught me how to be passionate about my work, to be solution-oriented and this goes on and I know I would have never been what I am today if it was not for her. A lot of people have played a role in my development here at ISBF but she played the biggest role. She helped set a new level for us to achieve and I am sure ISBF will reach great heights with her and her team's help.

I have a small request for all the remaining students at ISBF, a lot of you asked me how and why do I work so much for this college and I will explain it as simply as I can, don't think of ISBF as a college think of ISBF as OUR college. Once you feel like you belong here you will start working the same way I have, I have realized that if you help the college achieve its goals it will help you achieve your goals and even more.

During my interview I was asked if I was emotional because I would be leaving college and I didn't have an answer for that then but I think I am sad because I will not be a part of the student body anymore, I am actually very sad that I won't be a part of the student council anymore. The drama, the madness, the deadlines-everything was a fun experience and I will definitely miss that but I am and always will be a part of ISBF and try helping the college in any way that I can and therefore I am not very sad, I will miss all this very much but I am not cutting all ties with this great institution.

I left Sri Venkateshwara college 3 years ago and joined ISBF and I haven't regretted that decision ever and I will definitely never regret being a part of the Student Council, it was by far the greatest time of my life and I would love to do it over and over again.

ISBF is set to achieve great things and I know that will happen very soon, I urge everyone to play their role in helping this college achieve those things.

Thank you everyone for giving me the best three years of my life.

Shiven Nagrath

President, Student Council 2013-14
BSc Economics

**Q1. What is your best memory at ISBF?**

The day the dance society won at MDI

Q2. Your best friends made at ISBF are?

Its a huge list I treat most of the people here as family .

Q3. What, in your opinion, defines ISBF?

Unlike DU its more personal. Everyone knows everyone , the faculty knows the students very well and everyone tries to work together to achieve goals

Q4. How would you liked to be remembered by the faculty and other students? Do you have any words of advice for the latter?

I have always treated ISBF as my own , a home where I've had the chance to grow and showcase qualities ,something I couldn't have done anywhere. I'd advise all the students to have that feeling of belonging for this college and work hard to help ISBF achieve its goals and while doing that you will be able to achieve your personal goals. Everyone has a distinct quality and here you will get a chance to show it and then grow it. So don't treat this opportunity like others would and go out and chill you'd rather work and create a base for your future so that things get easier later in life . Look at the bigger picture

Q5. What have you learnt the most from your 3 years here?

a lot actually . Even a team of 5 can do the work 25 would do.team work and dedication will take you places and make things easier for yourself and others And you should always follow your dream irrespective of how people around you think . Working for the college doesn't make you less cool it actually makes you cooler . Challenge yourself and don't say no to anything . Be it addressing a group of 50 students or anything else. You might as well do things now and in the future if you ever have to do them again you'll know you've done it once and you can definitely do it again

Q6. Where do see yourself after 5 years from now?

An investment banker driving an aventador . That's the dream



Q1. What is your best memory at ISBF?

My Dance team. And My first year college trip.

Q2. Your best friends made at ISBF are?

Shashwat Garg, Mallika Bhasin, Shubham Jain, Aayush Batra, Parag, Jasleen, Awleen, Harshita, Smriti, Shiven, Diven, Thomas, Nayyar, Ananya, Anshul. Too many to even remember. There were a lot of friends in my batch who are not in college anymore.

Q3. What, in your opinion, defines ISBF?

I think the transparency is what defines ISBF. On how every little thing about everyone is known to everyone.

Q4. How would you liked to be remembered by the faculty and other students? Do you have any words of advice for the latter?

I would just like to be remembered for the work I did for my team this year. I wouldn't take all the credit but I gave it my all this final year. And I would like to be remembered as someone who was responsible enough.

Advice—well I know it seems tough and you think you can't make it, but its all about getting your priorities right. Its not that difficult to manage everything. Its all in your head. If you think you can, then you will.

Q5. What have you learnt the most from your 3 years here?

That not everyone is what they seem to be. Its all a learning. Also, you should never compromise with your studies for anyone or anything.

Q6. Where do see yourself after 5 years from now?

Honestly? I have no idea. I am just aiming for my masters right now.

FAKING NEWS! 🍆🍆

Shweta Dixit held on extortion charges for threatening to lower students' attendance in exchange for crucial documents



Q1. What is your best memory at ISBF?

So far the best memory at ISBF would be being a part of the student council 2013-2014 and also organizing Xenia 2014 with the help of everyone at ISBF.

Q2. Your best friends made at ISBF are?

Shiven, Achal, Anurag, Avalok, Shalaka, Asmita, Namrita, Arnav and Trishant

Q3. How would you like to be remembered by the faculty and other students? Do you have any words of advice for the latter?

I would like to be remembered as a humble and a good human being.

Q4. What have you learnt the most from your 3 years here?

The last 3 years have been full of new ideas, new ways of thinking, of understanding different perspectives and most importantly I would say the ability to think critically. ISBF has helped me in sharpening my skills in the field of my choice. It has indeed taught me valuable knowledge about this diverse world and people and will eventually enable me to grow more as an individual.

Q5. Where do you see yourself after 5 years from now?

After 5 years I see myself as an efficient, skillful and holding a responsible position in an organization where I utilize all my existing skills for the development of the organization.

MUSIC SOCIETY T.R.I.N

Abhimanyu Bose, President, T.R.I.N
Soumyapriyo Ganguly, President, T.R.I.N
BSc Economics

(Abhimanyu :**AB**/ Soumyapriyo :**PRG**)



What was the society's initial agenda? Were you able to achieve it?

AB: We had a big agenda, and while we delivered on some fronts, we weren't able to achieve all our goals. While we did go out and participate in other fests for the Western Solo event, we failed to form a group or a band to go and perform and that was probably our biggest failing

PRG: The society's agenda was to make music and make sure that not one event goes by where we don't perform and I think we've done that work pretty well.

Was there any change in the society in terms of management and/or events etc from previous year?

AB: Of course the new AVP post was introduced and Archa did a great job of handling the post. In terms of events, we had an event themed on old hindi songs that we did on Diwali and we also hosted an inter-college music quiz, which was very satisfying.

What is the best thing about the society and its members? Were there any conflicts between the council and/or the members?

AB: Well, there is a lot of talent in the society and despite the fact that we couldn't maximise our collective performance, I am sure the society will come good next year. There were some conflicts as it happens in every society, but all of that we sorted amongst ourselves.

PRG: Well, the best thing about the people who joined this year is that they take things seriously and as far as conflicts are concerned, well isn't there always?

What was your favorite event hosted by the society?

PRG: Muses in xenia. Ibeats on the other hand made no sense like last year. No college gives money for

singing badly. It's stupid. Make sure you print that.

AB: The quiz. Because it was probably the first time the college did an inter-college event outside of Xenia and it was a lot of fun too.

How was your experience being the president? Any thoughts/advice for future members?

AB: The experience was enriching. It helped me learn a lot of things about myself and what I need to do to become a better leader and organiser. My advice to future members is that, in a society like this, it is going to be tough and there are going to be disagreements and conflicts, but you just need to put your head down, and work for music and work honestly with dedication and integrity and people will respect you and you will find it easier to reach your goals.

What (if anything) would you change in the society for next year?

PRG: I'll answer this by saying that the only change we need in this coming year is a regularity when it comes to practice and competing in various college fests.

AB: More practice (Like you can ever have enough in music). And a proper band will be formed.

Lastly which other society do you think was active and interesting this past year?

AB: Blaize did a great job this year. They have really progressed from last year and it's wonderful, the laurels they have won for themselves and the college. Apart from them, even Artefactory did a great job with their creative events. Of course, you lot at the IPC have done a great job with the blog and the diya event and the movies and the gaming nights. I cannot wait for the magazine to come out.

PRG: Interesting Question. I'd say Blaize because there are people dancing and active. IPC, for sure, makes the cut. They have done a fine job and perhaps come second to T.R.I.N.

Did you make your President Happy?

The AVP Archa Sharma led by example and even though Abhimanyu Bose was slightly off track, he came back strong. This society requires some serious participation as only 10% of the reps were actively involved in it throughout. They should chalk out a plan before the next academic session and get some professional help like the dance society so that they can start representing ISBF in other college fests. This society needs some work but I liked how a group of 5 worked throughout the year to keep this society running.



ISBF PRESS CLUB

Rohan Modwel, Editor-in-Chief,
SBF Press Club
BSc Economics

What was the society's initial agenda? Were you able to achieve it?

Our primary focus at the beginning of the year was to place our college out in the public through all media, be it print or virtual, as well as cater to the reading pleasure of our subscribers. This could only be done by working as a unit to maximize media coverage of all happenings at ISBF. I think the creation of our blog as a new and unique platform has been a result of the fantastic effort put in by many in the society. As for the annual magazine, well, that's for you to decide.

Was there any change in the society in terms of management and/or events etc from previous year?

The ISBF Press Club went through quite a revamp from last year's Editorial board. Council posts were increased in order to distinguish between the roles played by each individual, all equally important. We decided to turn 'The Gazette' into an annual issue, and started a blog for year-round coverage.

What is the best thing about the society and its members? Were there any conflicts between the council and / or the members?

The best thing about our society and its members has been our sheer enthusiasm and willpower. Without scope for any major conflict, many have carried out their role well, while some have even



FAKING NEWS!

Aditi Gupta hired by the Milanese Opera as ISBF rejoices.

Did you make your President Happy?

A mini council whose leaders led by example. Fantastic team spirit and hardwork led to ISBF press club launching the Blog within 2 months of the council being formed. Apart from reps not performing, this society didn't have any other shortcoming.



outperformed theirs. Initially, some members might have felt unjustly excluded, but I'd like to hope that those differences had been sorted out a while ago.

What was your favorite event hosted by the society?

The best event was by far the Diwali Treasure Hunt. The participants had great fun trying to search for clues, while the sheer chaos and commotion of the event had me and the other organisers in splits.

How was your experience being the president? Any thoughts / advice for future members?

Being president of any society is not a cakewalk, I'll give you that. To manage and oversee everything happening within the society as well as ensure smooth functioning of its activities is quite a task, especially if one doesn't have the right support. Fortunately, with the help of my two editors and a few others, we've managed to pull through, and I'm grateful for that. My advice to future members would be that if one has committed to a role or a task, then all that's needed is the right level of determination, and the rest falls into place. That's something I've learnt and seen in the past year.

What (if anything) would you change in the society for next year?

I'm really happy with our performance this year. Of course it's far from perfect, but it's a major improvement from the work we did last year, and that's what matters. At every point, we should just aim for a higher target from where we actually are, indefinitely. That's the mindset I would want next year's IPC to implement as well.

Lastly which other society do you think was active and interesting this past year?

Most societies have done an excellent job this year. In particular, CPC, as a society that has started from scratch, have performed brilliantly. Another huge improvement from last year for me is the Social Work Society. And of course, one cannot forget to credit T.R.I.N and Blaize for the joy and creativity. They made us proud with their outstanding achievements.



Are you an ISBFian

What do you feel when you hear the word mandatory?

- A** *Clutches at hair* the horror the horror
- B** A sinking feeling in the stomach that I can't pinpoint
- C** Errrrrrr, nothing?

What is your opinion on Xenia?

- A** Good event, great after party ;)
- B** I left at 1 p.m. but it was pretty nice I guess
- C** The friend of a guy I know took part in the debate

What was the college trip like?

- A** INSANE
- B** I skipped it to study for the mid terms
- C** What college trip?

How many meetings do you have in college?

- A** TTYL I'm in a meeting
- B** A few
- C** There are meetings but I don't attend any

Do you use your college elevator?

- A** Yes it's only Rs 500 a ride
- B** Only in emergencies
- C** Elevator? What?

Do you bunk a lot of classes?

- A** Exactly 20%
- B** If once every month is a lot then yeah
- C** Classes? LOL.

If you answered...

Mostly **As** :

You definitely have ISBF in your system! You know the college in and out (quite literally) and you officially have every aspect of the college in your mind, body and soul! Welcome my son. Welcome to the machine.

Mostly **Bs** :

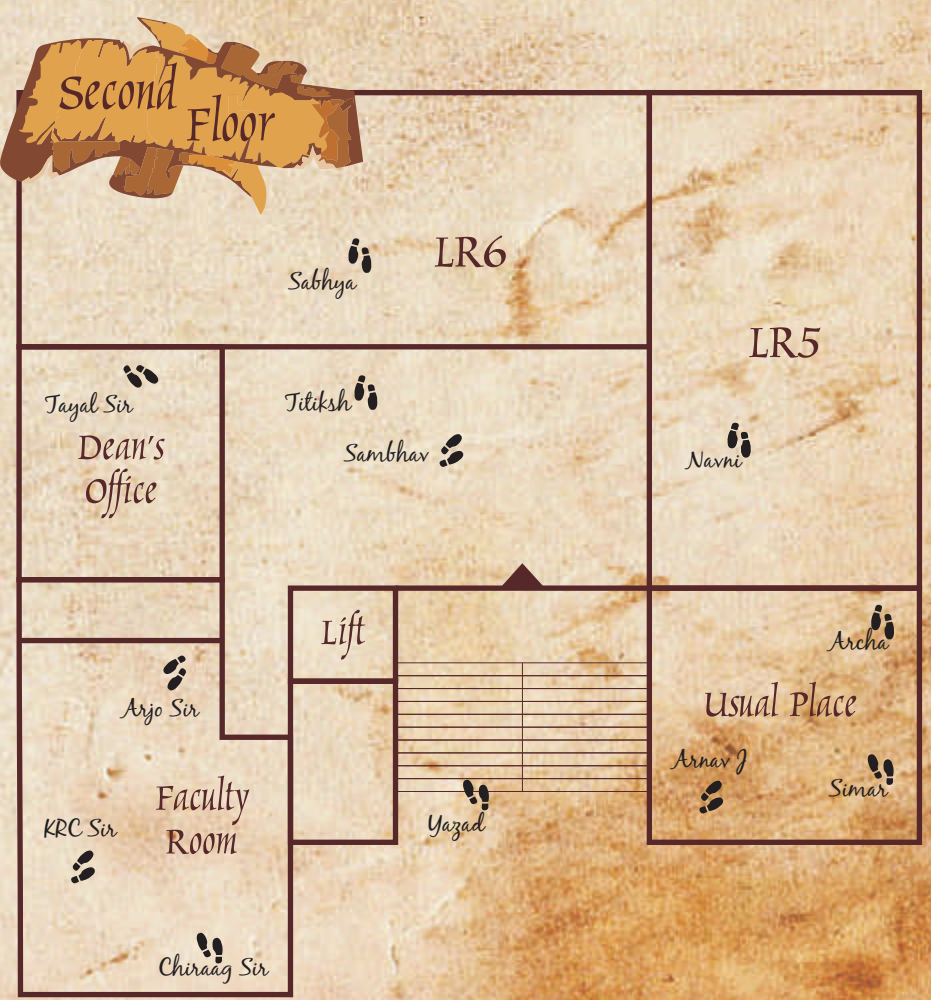
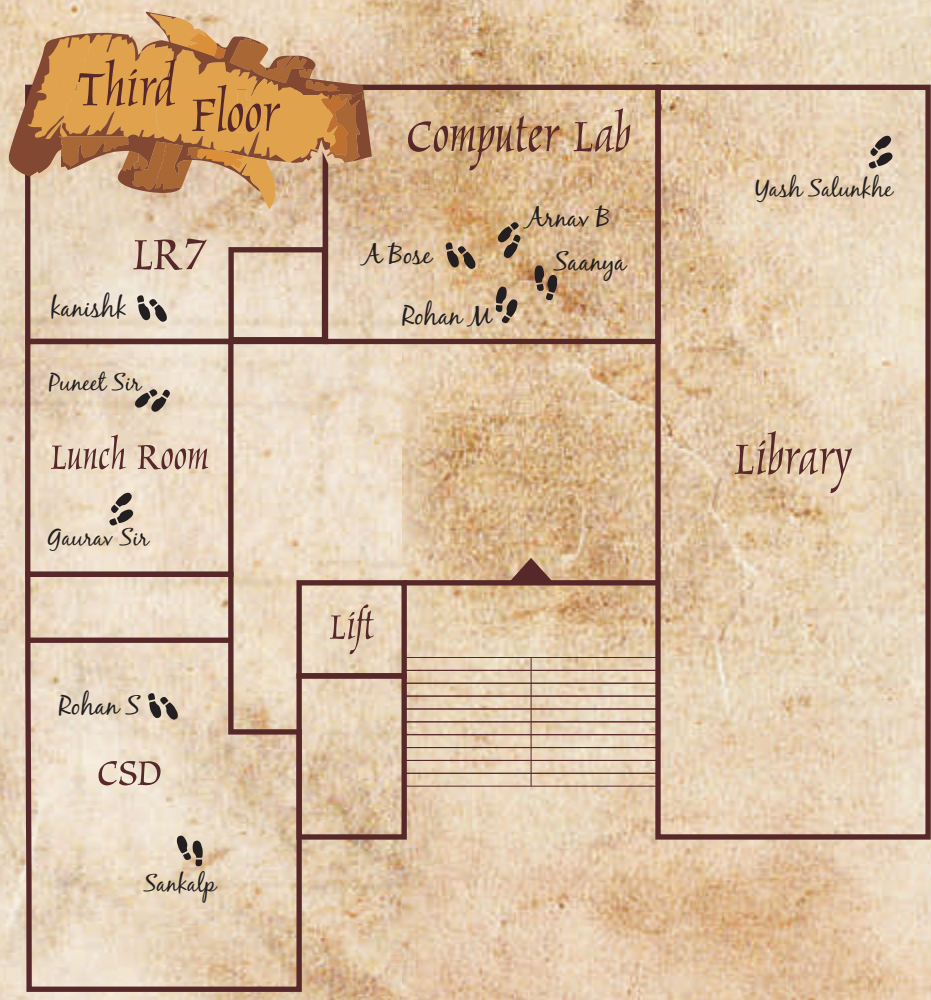
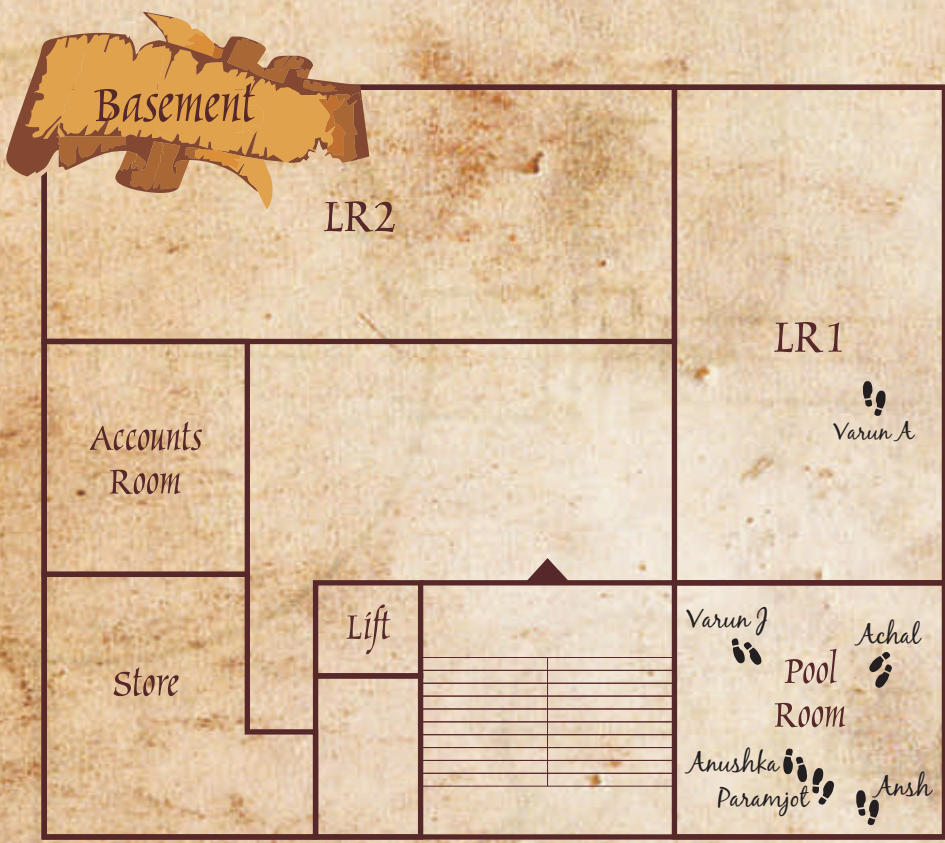
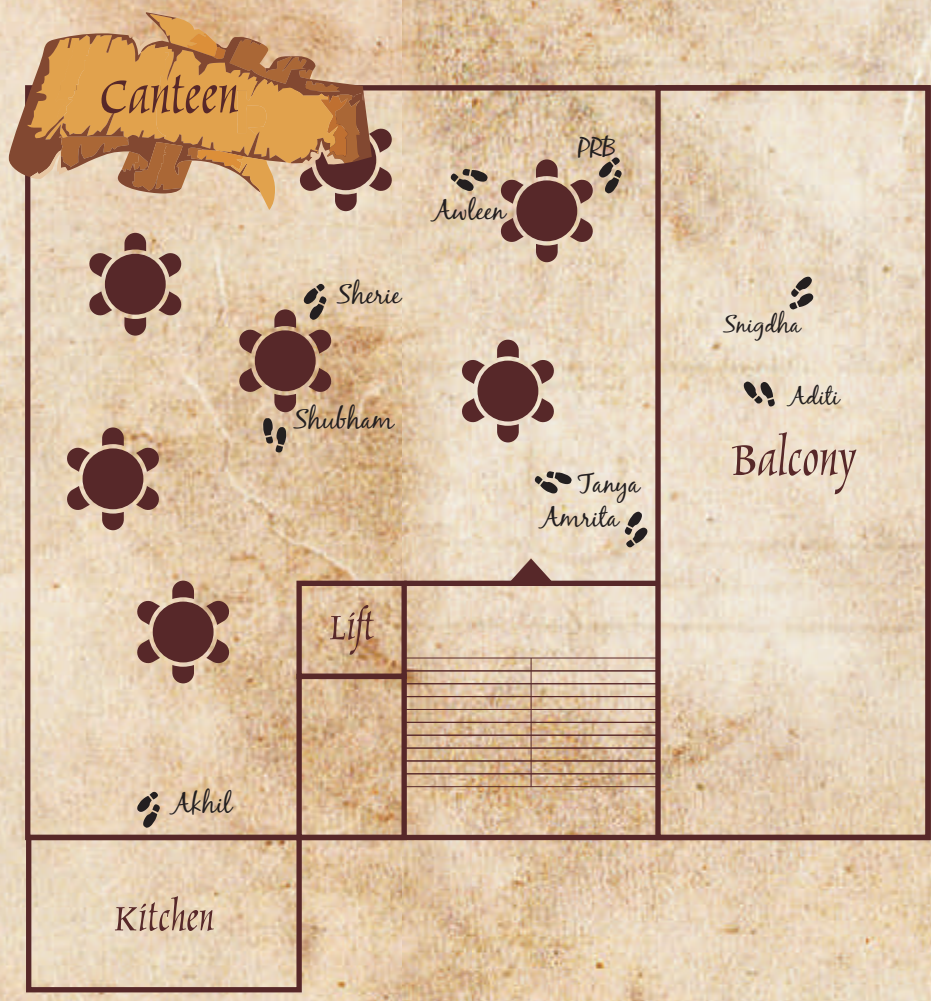
Another few months to get used to the surroundings and maybe you could take the quiz again. You've definitely been quite oblivious to whatever goes on in college! Wake up and go for a meeting already!

Mostly **Cs** :

You definitely don't study here because we don't know you (and we know everybody i.e. all 120 of our college students).

ANSWERS TO CROSSWORD

(1) Corbett (3) Attendance (4) Canteen (6) Chiraag (7) Camera (10) Shiven (2) Pool (5) New Event (8) Xenia (9) Mandatory (11) Meetings (12) IPC (13) Overheard (14) Gaurav (15) Fine



I solemnly swear that I am up to no good...

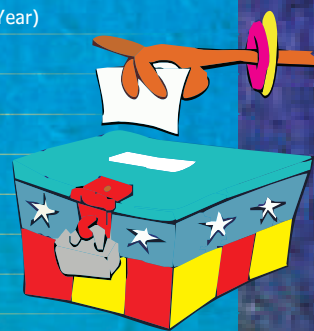


ISBF STUDENT COUNCIL 2013 - 2014

The ISBF student council is the representation the student body, that aims to succeed in various fields; academic as well as non academic and hopes to inculcate values and qualities to create leaders for the future.



Post	Name of The Student
President	Shiven Nagrath (3 rd Year)
Vice-President	Mallika Bhasin (2 nd year)
Associate Vice-President	Prithviraj Bajaj (1 st Year), Awleen Chawla (1 st Year)
Treasurer	Mallika Bhasin (2 nd Year)
President, Music Society	Abhimanyu Bose (2 nd Year)
Vice-President, Music Society	Arnav jain (2 nd Year)
Associate Vice President, Music Society	Archa Sharma (1 st Year)
President, Dance Society	Shubham Jain (2 nd Year)
Vice-President, Dance Society	Sanghamitra Bhargava (3 rd Year)
Associate Vice President, Dance Society	Titiksh Saluja (1 st Year)
President, Social Work Society	Amrita Thampi (1 st Year)
Vice-President, Social Work Society	Snigdha Agarwal (1 st Year)
Associate Vice President, Social Work Society	Anushka Neyol (1 st Year)
President, Akademos	Yash Salunkhe (1 st Year)
Vice-President, Akademos	Navni Kothari (1 st Year)
Associate Vice President, Debating	Arnav Bajaj, Ishita Jahori (1 st Year)
Associate Vice President, MUN	Varun Jain (1 st Year)
Editor-In-Chief, ISBF Press Club	Rohan Madhav Modwel (2 nd Year)
Communications Director, ISBF Press Club	Aditi Gupta (1 st Year)
Creative Editor, ISBF Press Club	Saanya Malhotra (1 st Year)
Content Editor, ISBF Press Club	Yazad Zubbair Aria (1 st Year)
Sub-Editor, Creative Print	Navni Kothari (1 st Year)
Sub-Editor, Content Print	Varun Agarwal (1 st Year)
Sub-Editor, Creative Broadcast	Smriti Anund (1 st Year)
Editor, Videographer Broadcast	Sabhya Dhingra (1 st Year)
Sub-Editor, Videographer Broadcast	Prithviraj Bajaj (1 st Year)
President, Sports Society	Achal Khanna (2 nd Year)
Vice-President, Sports Society	Paramjot Singh (1 st Year), Ansh Bajaj (1 st Year)
President, Career Placement Cell	Sankalp Singh Kalra (2 nd Year)
Vice-President, Career Placement Cell	Diven Mehta (3 rd Year)
Communications Director, Career Placement Cell	Akhil Khurana (2 nd Year), Rohan Sharma (1 st Year)
Associate Vice President, Career Placement Cell	Simarpreet Singh Kolhi (1 st Year)
President, Aesthetic Society	Tanya Grover (2 nd Year)
Vice-President, Aesthetic Society	Harshita Prasad (1 st Year)
Associate Vice President, Aesthetic Society	Kanishk Kant (1 st Year)
1 st Year Batch Representative	Sambhav Sethia (1 st Year)



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