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JUNE 2017

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AN UNFORGETTABLE LEARNING EXPERIENCE!

Albert Einstein once said, "Learning is an experience. Everything else is just information". Ever since its inception GLS University has been following the GLS motto of "Learn, Love and Serve" in various ways. One of the ways is through international collaborations. Activities at the international level have increased and expanded over last year. There have been a number of tie-ups with institutes in Canada, USA, Europe (Poland) and UK.

Last year a batch of 18 students had participated in the immersion programme in Georgian college, Canada. Second batch of 26 students from different institutes of GLS University attended the Georgian International Immersion course this year in May along with one faculty member. This three week programme started with cultural orientation. The programme was designed keeping in mind the heterogeneous nature of the group. The academic content proved to be a unique package of value education, personality



enhancement, career selection, how to market one's talent, employers' and employees' needs in the North American branch, entrepreneurial journeys and so on. Along with the academic exposure, the students also got to make some fun trips to the Niagra falls, Toronto CN Tower and Canada's wonderland. The students were given a farewell at cruise. Most certainly, the experience made the students 'global ready'.

Another International Immersion programme organized this year was at California Baptist University, California, USA. This university is one of the top universities in Southern California. This programme also covered classes on management concepts, practices, entrepreneurship, culture and international business. Over and above this the students also got a chance to attend guest lectures from the corporate fraternity.

GLS University has yet again proved that knowledge is an unbound phenomenon and students should be given all the opportunities to access as much knowledge as possible from anywhere in the world. You can read the immersion experience of the students who attended programme at California Baptist University on page 12, and turn to centre spread to have a glimpse of pictures from these two programmes.

## GLS UNIVERSITY ADMISSION FAIR

The month of June is important mainly for three sections of the society – students, parents and academicians. Students and parents are anxious to get admission in the 'right' field and the 'right' institute while the academicians are eager to welcome the new batch of students. 2017 marks the third year of the inception of GLS University and the aspirants in different streams can't wait to see their names on the merit list. The admission fair which was inaugurated by Shri Sudhirbhai Nanavati, President, GLS University on 21 May, 2017 has been seeing tremendous footfall of 10,000 and it's growing day by day. The anxiety of getting into their choice of institute will



end on 14th of June.

The admission fair is organized to provide as much ease to parents and students as possible. Earlier, if the aspirants

wished to apply in more than one college (which usually students do), they had to go to each college office separately to complete the procedure. And

though all colleges were within GLS campus only, the task of getting to different colleges was cumbersome during the sultry, humid days of June. This task has been made quite smooth and hassle free through admission fair. This year the aspirants can contact every college under GLS university at the same venue, where the admission fair is set up. The institute stalls in the fair are compact and yet specious, and the air coolers prove to be a relief in this unbearable heat.

"There are so many parents who have come to me especially to express their gratitude for making the admission process so smooth." Says Dr. B. H. Joshi, Executive Director, GLS University.

# "THERE IS NO SHORT CUT TO FITNESS!"

It has been a standard instruction to parents of our students that since it is an afternoon college, students should eat and come. And yet, invariably we have emergency cases minimum twice a year when a student faints because they come to college empty stomach. It may be because of diet programme that they undergo to get a thin body or it may be just fussy food habits. Neha Sheth Mehta, an alumnus of H. A. College of Commerce and a fitness trainer explains to the readers of GLS Voice how fitness can be gained.

## 1. How would you describe your philosophy about being fit and healthy?

Ans: Being fit is more than being thin. A healthy mind and a healthy body reside in a fit person. It's more of a healthy life style adaptation. I advise my clients to maintain four things to remain fit and healthy: Exercise regularly, keep the body hydrated, get adequate sleep and watch your food habits!

## 2. Has fitness always been your passion?

Ans: I have been a sports

person right from my childhood, and sports activities were also encouraged a lot in my college – HACC. I think that explains why fitness has always been a passion for me.

## 3. How did you get started creating your passion into profession today?

Ans: I was always fascinated with gyms and aerobic workouts. In this age of abundance and obesity on the rise there is always going to be a need of fitness professionals. I realized this at quite an early stage of my career, enrolled for a fitness certification at Reebok and from there on there was no looking back. In fact, ever since I have become a fitness professional, I have been constantly learning and exploring new ways to maintain fitness.

## 4. Work out for weight loss or 'diet programme' has become a fashion these days. What is your take on the image of a 'perfect body'?

Ans: A perfect body is a body which is disease free. Disease means not at ease. You must have observed that life style diseases like type II diabetes, heart problems, obesity, and diseases related with alcohol and drug abuse are on a rise. Weight loss,



according to me is a by-product of exercise and healthy food habits. Main purpose of any gym workout/diet programme should be to get a fit body.

## 5. And finally, any message to our Voice readers?

Ans: You need a good exercise routine to get a fit body and fit mind. There is no short cut to fitness. Exercise is the only solution. Sweat it out!!

(Neha Sheth Mehta is an alumnus of HACC, certified Reebok trainer, Corporate fitness trainer who runs Neha's Quantum Fit, a fitness center)

## MOTHERS' DAY CELEBRATION OR A MARKETING GIMMICK?!!

How many of us actually know or remember when Mothers' Day falls? Personally speaking I come to know about it only a week in advance, thanks to all the 'special offers' that the market starts bombarding on us. Suddenly you start getting messages of discounts on certain special food in restaurants (only if accompanied by a mother!!), various schemes in shopping malls and so on. Over and above this, all reality shows on the TV start singing praises of motherhood in their 'Mother Special' episodes. Same goes for the Fathers' day. In all these years I have only been able to remember that Mothers' Day comes in May and Fathers' Day falls in June. I don't know the history behind these two days, nor do I have any problems against celebrating. I only speculate how these two days – along with other Days celebrations have become emotional tools to market a product. The product may or may not have anything to do with the significance of these days, but they are connected with the emotions nonetheless. It is this emotional play that makes the marketing successful. Of course, the marketers know that people are not going to buy their products only because of emotional marketing, however, this kind of marketing makes the product



more visible and advert more likeable nonetheless. This shows how easy (and may be profitable?) it is to exploit human emotions and relationships to a brand's benefit. Interestingly it is not only promotion of a brand or a product, it is also very obviously, promotion of the event. The more the event is promoted, the more opportunities would the company have to reach out to human emotions. And thus, the vicious circle goes on.

"I don't know if it's a marketing gimmick or genuinely they want to celebrate mother/fatherhood through these days. But I feel even if it is a gimmick, what's wrong. If I am getting around 50% of flat discount on the food if I took my mom on a treat, why would I not like it! This may be a little too much hyped but the hype has its own charm, too." Says a regular GLS Voice reader. What is your opinion on this? Are you going to celebrate Fathers' Day this June? Write us what you think on editor@gujaratlawsoiety.org.



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## WHY #HASHTAG?

Social media has become an integral part of most of our lives. The moment a trend is developed, it immediately becomes popular amongst social media users. No wonder then, why the marketing experts use social media to promote an idea. One of the most popular trends in the past few years has been the use of #hashtag. It has been used quite successfully to promote a particular concept, and the use of hashtag has turned into a fad in no time.

Interestingly, not everyone who uses #hashtag knows why and how it is used. Many a times, people just put a hash before every word in the sentence, and feel happy that they followed the most popular trend on the most popular media platform. For example: #additio n#to#family#new#car#thank#y



ou#pappa#for#the#best#birthda y#gift. This kind of use of hashtag is not only useless, but also it's very difficult to read the sentence at a go. In fact, it makes the sentence look like a road full of small bumps

What they don't realize is, this kind of use of #hashtag is not only useless, it's also very difficult to read at a go. It almost feels like a jerky, jolty ride. So how should one use hashtag?

The trend of hashtag started on twitter, but now it has widely extended to other social media like Instagram, Facebook and Snapchat. Hashtag is used for grouping topics using the hash symbol. Simply put, it is one way of turning your ideas or experiences into keywords. This allows you to organize content and track discussion topics based on those keywords. So if you wanted to post about terrorist attack in London, you

would include #LondonAttack in your tweet or FB post to join the conversation. Once you click on the hashtag post, you would see all the posts that mention the subject in real time.

The use of hashtag is also becoming popular just for fun. Events like birthday parties, weddings; and travelogues have also started using hashtags. This personalized use of hashtag boosts one's self love and self importance, and it works like a feel-good factor. And when other people also start using your personalized hashtag, it's even more satisfying. Some hashtags are temporary like the ones made for current events i.e. #CLT17 for the ongoing cricket series; but some last forever like #naturephotography. So what is your latest favourite hashtag?

JUNE 5, WORLD ENVIRONMENT DAY

# LIFE IMPRISONMENT FOR COW KILLING IN GUJARAT



By Dr. Mayuri Pandya

Right from mother's womb, one needs unpolluted air to breathe, uncontaminated water to drink, nutritious food to eat and hygienic condition to live in. These elements are sine qua non for sound development of human personality. In the absence of these seldom all the faculties of man grow to their fullest extent. Man in order to survive, adapts itself to its environment but he rarely pays due attention for its improvement, either because of his indifference towards it or because of his lack of ability to improve or change it or because of his ignorance of it.

In the decade of seventy, for the first time, the attention of world was drawn towards environment in true sense of the term. In the year 1972, from June 5 to 16 under the auspices of U.N.O. a conference was held at Stockholm, known as the Stockholm Conference on Human Environment and

development, 1972. So 5th June is celebrated by whole world as Environment day!

The Constitution of India cast duty upon the state and also on citizens to protect the Environment. "It shall be the duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures."

It is the fundamental duty of every citizen to have compassion for every living creatures. Gujarat Animal Preservation Amendment Act, 2017 is a welcome move of Government of Gujarat. This move truly shows the compassion for living creatures. The Gujarat Animal preservation Act was in existence since 1954. The Gujarat Legislative Assembly had passed the Gujarat Animal Preservation (Amendment) Act in 2011. The idea was to stop/discourage Cow Slaughter,

CONTINUED ON PAGE-8

# BRAND YATRA- TRANSFORMING MARKET AND ORGANISATION-TITAN.

Dr. Belur Baxi

Tata group is known for searching opportunity in the market and grabbing it timely. In early eighties the government of India was suffering from problem of foreign exchange. The government had ordered Hindustan Machine Tools to manufacture watches for Indian consumer. Objective behind this order was to make Indian watches available to Indian consumers and generate employment in country and restrict utilisation of foreign exchange in the form of importing watches from Japan (Seiko and Ricoh brands). Industrial policy of early 80's allowed investment of private sector with any state industrial corporation (a body created for development of industry in respective state). Tata group grabbed this opportunity by making joint venture with Tamilnadu Industrial Corporation and launched the brand "Titan". The word 'titan' means precious stone and the product of company is precious metal piece showing time called-watch. At that time Indian watch market was overflowing with foreign brands. Titan was established as a distributor watch company, which at that time had just two functions – manufacturing and distribution through their own show room. All the basic models were launched under a sub-brand called 'clasiq'. Titan had launched couple watches and promoted it as best gift for newly married couple. Brand had been quickly adopted by great Indian



middle class and consumers of HMT eventually switched over to Titan. Titan could capture the market because their dials of watches were slim, attractive, with clear glass, wide variety with the option of day and date in some cases. One of the most important aspects associated with this brand is 'innovation'. Titan has core competency of world class quality of watches. One particular model of titan is very popular and still any brand of world has not been able to copy it. That model is day night model or Sun-Moon model where the background of the watch changes automatically from light to dark at night.

After the success of clasiq for lower middle class, the company wanted to grab higher income class by launching most seductive watches under brand name 'Raga'. It was super-duper hit in the market and was promoted through wedding and 'raksha bandhan' gift proposition. Young generation has been hugely attracted by brand 'fast-track'. Excellent positioning and great effective

leadership of Harish Bhatt for this brand has created miracle in the market of young consumers by grabbing market share of 75% for six years from 1998 to 2004.

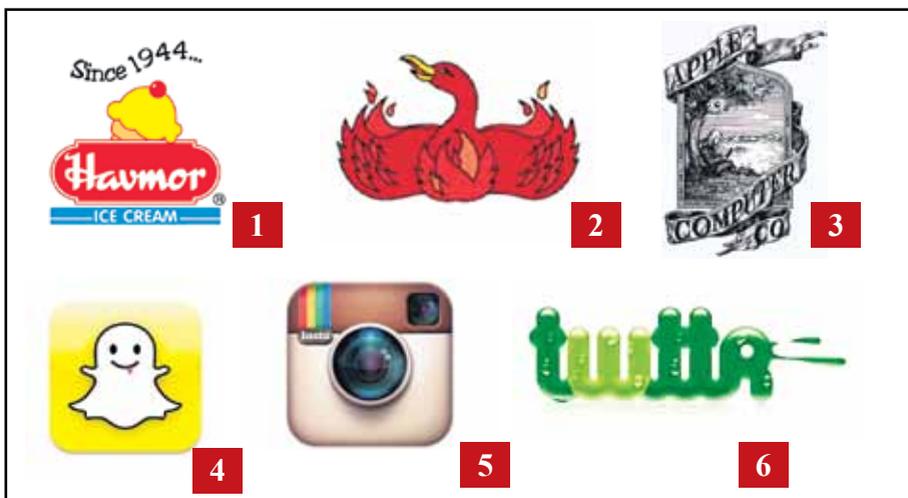
The company went for new sub brand sona + tata- sonata for lower income group who is seeking value for money. This move of launching low price product captured rural and semi-urban market. Innovations of the company have always been wit risk. Hence company has gone for several sub brands at regular interval of time which are xyl (launched in Europe and later on fails so brought to India), silver golden collection (combination of steel and gold look of watch). Brand line extension has been done successfully by two superior brands viz. Nebula and Edge. Titan Edge is world's slimmest watch and has won world's best design award. By late 90's company had attracted all class of consumers and had observed that there is big vacuum in the branded jeweller and gone for Tanishque-a jewellery.

For manufacturing of precision parts and quality Product Company had gone for joint venture with Timex-American No 1 watch manufacturer from 1992 to 1998.

Brand extension of fast track had been made by launching school bags, watches, helmets and purse for boys and girls both. Latest fast track watch is launched with more trendy look and water proof and with touch screen.

CONTINUED ON PAGE-11

## LOGO QUIZ



Logo is a very important factor in company's brand image. We have given here some old and logos of famous companies. Can you match the old logo with the new one and name the company, too?

# WORLD ENVIRONMENT DAY

June 5 is celebrated as Environment Day all over the world. It was designated by the UN General Assembly in 1972 on the first day of United Nations Conference on the

Human Environment. The conference was held mainly to discuss the integration of human interactions and the environment. Two years later, the first World Environment

Day was held with the theme "Only One Earth".

After more than forty years, today the issue of environment has become even more serious and gruesome. We hear a lot of

people talking about it, bringing awareness, but having an awareness about environment and actually going out there and making a difference are two different things. This issue of

voice brings some of the environmentalists who have not stopped at 'bringing awareness' but have worked for 'bringing a change'.

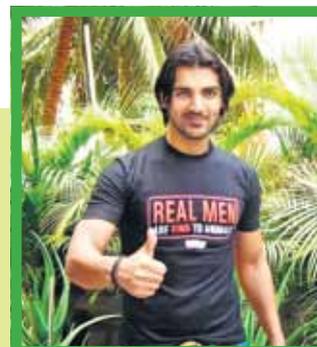


## MIKE PANDEY

*Mike Pandey is the most well-known face of India's environment campaign. Pandey, who started out as a wildlife filmmaker, has gone on to win many awards and has been relentlessly pressurizing governments at every level to balance prosperity with sustainability. Pandey has been an eco-warrior for three decades now and shows no signs of stopping.*

## JOHN ABRAHAM

*No, the actor is not in this list for being a PETA member. Rather, John Abraham makes this list for working away from the media glare and helping to create India's first elephant village in Maharashtra with the help of local bodies and helpful communities. He was also awarded an Eco Warrior Award for helping elephants find a new home in natural surroundings.*



## MANSUKHLAL RAGHAVJIBHAI PRAJAPATI

*Mansukhlal Raghavjibhai Prajapati is the founder of Mitti Cool Fridge, a refrigerator made completely of clay. The fridge can hold perishable items for a week and cools water and milk. It is extremely cheap and a life-saver in many villages of the country. Prajapati's next goal? Creating Mitti Cool House, a home that will cool itself without any external help.*



## CHEWANG NORPHEL

*Chewang Norphel is a civil engineer by profession and has earned the nickname of Ice Man for his work in developing artificial glaciers. In remote regions of the country such as Leh, Norphel's work is literally groundbreaking as artificial glaciers have helped increase groundwater and increase the season for irrigation. Award-winning filmmaker Aarti Srivastava has also shot a documentary feature on his environmental work called White Knight.*



## MADHU BHATNAGAR

*Madhu Bhatnagar, a teacher by profession, created an Environmental Education Policy and is the Head of Environment at The Shri Ram School, Vasant Vihar, New Delhi. Her school was the first to implement rooftop rainwater harvesting in 1999, a practice that has since been replicated across the country in at least 2000-odd schools. Bhatnagar believes in the power of children to make a difference to society. This Indian revolutionist has created a Junior Tiger task Force and her students have written letters to influential decision makers and travelled to national parks. She is working to put an end to monkey and sloth bear dances as well.*

## ABDUL WADUD BANATWALA

*When Mike Pandey made theatrically-acclaimed documentary Shores Of Silence on endangered whale sharks, he had Banatwala to thank. A hotelier by profession, Banatwala has contributed significantly to saving whale sharks by educating fishermen about the animal's necessity in the seas. Today, a majority of fishermen along the coast have sworn off killing these elegant creatures.*



## BILLY ARJAN SINGH

*He may have died in 2010 but Billy Arjan Singh's legacy is as alive today as it was when he passed away. Singh was a hunter who turned into a conservationist and a famous author and he was the first person to suggest that tigers and leopards could be sent into the wild after living in captivity. An avid hunter in his youth, Singh changed so drastically that he was awarded the Padma Shri in 1975 and World Wildlife Fund's Gold Medal in 1976 as well as the Padma Bhushan in 2006.*

## J VIJAYA

*Her impact on the environment can be gauged from the fact that J Vijaya has an entire genus named after her. India's first woman herpetologist, Vijaya is credited with bringing the plight of Olive Ridley turtles into the open. Her work for turtles led to forest cane turtle being renamed Vijayachelys silvatica in her honour. Perhaps the greatest travesty to nature occurred when she passed away at the young age of 28. However, the efforts to save the turtles is still ongoing and has been taken up by various local and government bodies.*



## M.Y.YOGANATHAN

*Yoganathan's is the most inspiring story in this list. This man works as a conductor with the Coimbatore Transport Corporation and does not know how to read or write. Yet, Yoganathan is single-handedly responsible for planting 38,000 trees over the past 26 years. He did not let his illiteracy deter his mission too as this Indian environmentalist went about teaching students the importance of environment conservation in schools across Tamil Nadu.*

*(The matter is compiled from <http://www.mensxp.com>)*

# GLS UNIVERSITY STUDENTS ATTEND INTERNATIONAL SUMMER IMMERSION PROGRAMMES

*“Give the youth a proper environment. Motivate them. Extend them the support they need. Each one of them has infinite source of energy. They will deliver.” – Dhirubhai Ambani.*

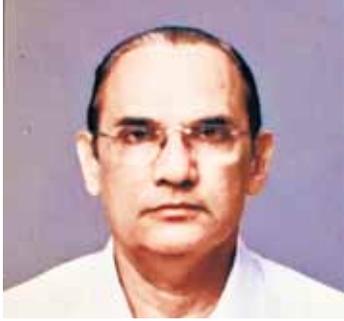
*GLS University recognizes this infinite source of energy lying in today’s youth, and tries to provide every opportunity for them to shine out. International Summer Immersion Programmes during this vacation were two such golden prospects that benefitted around 30 students of GLS University. Have a glimpse of their experiences at California Baptist University, USA and Georgian University, Canada.*



# “YOUR NAME FROM HENCE IMMORTAL LIFE SHALL HAVE” – IN MEMORY OF PRINCIPAL T. J. PURANI

By Dr. Kshipra Purani

An educationist extraordinaire, a teacher par excellence of English literature and language, a visionary and a dynamic leader, Principal Tushar Purani left for the heavenly abode on May 10, 2017. His association with the Gujarat Law Society goes back to 1967 when, as a fresh gold medallist graduate, he was appointed as a visiting lecturer at H. A. College of Commerce. Under his dynamic leadership L & C Mehta Arts College occupied a position of pride for three consecutive years in the list of Top 3 Arts Colleges in Ahmedabad in a survey conducted by India Today. He remained attached to the Gujarat Law Society in various capacities in a career spanning



40 illustrious years.

He taught with unrestrained passion and his rich and riotous energy was transmitted to whoever came in his charmed circle. His easy grace and unflappable personality endeared him to everyone. A teacher to the core, he not only imparted quality education but always focussed on the moral and ethical development of those around him and always

inspired teachers to achieve excellence in their chosen field.

The very embodiment of what a true and dedicated teacher is, his legacy survives through scores of his students and teachers teaching in schools and colleges across the nation. In the words of his favourite author William Shakespeare it can be said about him:

Thy eternal summer shall not fade;/ Nor shall Death brag thou wander'st in his shade;/ When in eternal lines to time thou grow'st:/ So long as men can breathe, or eyes can see,/ So long lives this, and this gives life to thee.

*(Dr. Kshipra Purani is with English Department, Smt. L & C Mehta Arts college, and she is a daughter of Shri T. J. Purani)*

## ENGLISH PHOBIA?

By Nirja Vasavada

“Ma'am, I am from Gujarati medium and now taking admission in English medium, do you think I can manage?” I have heard this question umpteen times during the admission process. And every time I heard this question, it made me wonder if this fear of English is caused by the deep-seated inferiority that is seen in most Gujarati medium students. From my experience as a teacher, I have observed that vernacular medium students have sound knowledge of grammar rules. So when we give them grammar exercises, their performance is often impeccable. Their only problem is poor vocabulary.

Not having the words to express ourselves and the struggle to maintain our dignity in a class full of students speaking fluent English can indeed lead to inferiority complex. I have seen a number of students who go tongue-tied when it comes to speaking in English in class. But if encouraged, they do not hesitate talking outside the classroom. This clearly shows that the fear



is not of language, but that of people. Most of the times students believe that they are being judged, and if they make a mistake they will look and sound stupid; they would be mocked at.

Therefore, before addressing the fear of language, we need to address the fear of how students treat each other. Today even the parents (like we saw in the film Hindi Medium) hesitate to admit their child in a vernacular medium school. The main reason is they do not want their child to face the same criticism, same inferiority that they have gone through. In this case, the teachers' job is not only to 'teach' language, but to create such an environment in a

classroom where language learning happens on its own. The classroom has to be that free space where students are not teased or taunted for not knowing, or for making mistakes. If they are assured that their mistakes will be corrected without any kind of mockery, their mistakes would in fact help them learn the language in a much better way. This also creates a very healthy learning environment in a classroom. Language learning, then, becomes a matter of fun and not of fear.

*(The writer is an Assistant Professor in English and Communication at FBA-NRBA)*

CONTINUED FROM PAGE-3 ►  
7-year jail term for cow slaughter or even transporting the animal for that purpose was incorporated in the amendment act of 2011. Gujarat already had Gujarat Animal Preservation Act (GAPA) 1954, but due to the presence of some loopholes in the current law, which bans the slaughter of milch cattle

below the age of 16 years, some cows were still slaughtered. In the previous law (1954), there was no provision in the Act to prevent transportation of the animal for slaughter. There had been a strong demand from the Maldharis (Pastoral People) in Gujarat for stricter laws against cow slaughter and trade of beef. In the year 2017 the Act has

been strengthened more by introducing stringent penalties. The new Act makes cow slaughter and its smuggling and other related crimes a non-bailable offence. Killing or getting a cow killed has been made punishable.

*(Writer is the Director I/C of GLS Law College)*

# ‘હલમા’ થકી હરિયાળી



ગાઢ વન અને નદીઓ જેની ઓળખ અને જીવાદોરી હતી, તે મધ્યપ્રદેશનો અબુઆ વિસ્તાર માનવના ઔદ્યોગિકરણના વિસ્તારના અનૂનમા તેની વનસંપતિ ગુમાવી બેઠી. ગ્રામીણ લોકો જળના અભાવે અનેક તકલીફોથી ઘેરાઈ ગયા ત્યારે અબુઆ વિસ્તારના આ ગૌરવવંતા ભીલ સમાજે પોતાની પ્રાચીન પરંપરા ‘હલમા’ નો પર્યાવરણના સંવર્ધન માટે ઉપયોગ કર્યો.

‘હલમા’ એક સંકેત છે. આ સંકેતમાં ‘હવે મારા એકલાથી નહીં થાય’ એવો ભાવ છે. ધારો કે, ગામનો કોઈ વ્યક્તિ ઘર બનાવતા થાકી જાય, ચોમાસાના વાદળો ઘેરાય અને ઘર પૂરું નહીં થાય તેવું લાગતા વ્યક્તિ ‘હલમા’ જાહેર કરે છે. ત્યારે ગામના તમામ લોકો સહિયારા પુરુષાર્થ અને પરમાર્થની ભાવના સાથે, તે વ્યક્તિનું ઘર બનાવી આપે છે. ‘હલમા’ નું આહવાન કોઈ વ્યક્તિ ખેતી કે લગ્નના કામ માટે પણ આપે છે.

‘હલમા’ ની આ શક્તિનો ઉપયોગ વનવાસી કિસાનોએ તેમના જળ સંકટની સમસ્યા ઉકેલવા કર્યો અને ૨૦૦૫થી અબુઆ વિસ્તારની પાણીની સમસ્યાના જવાબરૂપે શિવગંગા અભિયાન પ્રેરિત ‘હલમા’ શરૂ થયું. દર વર્ષે માર્ચ મહિનામાં હજારો વનવાસીઓ અબુઆ શહેરથી નજીક આવેલ ૮ ચો.કી. વિસ્તારમાં ફેલાયેલી હાથીપાવા ની ટેકરીઓને લીલછમ બનાવવાના સંકલ્પ સાથે સ્વખર્ચે અહીં આવે છે. વહેલી સવારે ૧૦ હજારથી વધુ ગ્રામવાસીઓ હાથીપાવા પહાડ પર

જઈ પ થી ૬ કલાકના શ્રમદાનમાં ૨ ફુટ પહોળા અને ઊંડા તથા ૧૫-૨૦ ફુટ લાંબા ખાડા ખોદે છે. આ ખાડાઓમાં જમા થતા પાણીના કારણે ભૂગર્ભ જળસ્તર ઊંચા આવી રહ્યા છે, અરણ્ય પુનર્જીવિત થઈ રહ્યા છે, તથા ખાડાઓમાં માટી નાખી વૃક્ષારોપણ થઈ રહ્યું છે. અબુઆ શહેરમાં પ્રતીકરૂપે થતું આ આયોજન જનહીત માટે હોય છે, પરંતુ ત્યાર પછી ગ્રામવાસીઓ પોતાના ગામ જઈ ‘હલમા’ નું કામ ચાલુ રાખે છે. જેમા તેઓ નવા તળાવ ખોદવાના, સ્ટોપ ડેમ, જૂના જળસ્ત્રોતોનું સંવર્ધન અને વૃક્ષારોપણ ના કામ કરે છે, જે વર્ષભર ચાલુ રહે છે.

અબુઆના ગ્રામીણોને ભલે ગ્લોબલ વોર્મિંગ કે પેરિસ સંધિની ખબર નથી, પરંતુ દેશની વિવિધ આઈઆઈટીના વિદ્યાર્થીઓ દર વર્ષે આ અનુકૂળ પરંપરા ‘હલમા’, તેના અદ્ભૂત પરિણામો તથા કહેવાતા બુદ્ધિજીવી જેમને નિર્ધન-પછાત આદિવાસી કહે છે તેમની અસાધારણ જીવનદૃષ્ટિનો અભ્યાસ કરવા આવે છે અને શ્રમદાન પણ કરે છે. સ્થાનિક પરંપરા અને જ્ઞાન કૌશલ્યને ઓળખ આપી ગ્રામીણોમાં વિશ્વાસ, સ્વાભિમાન અને સ્વાવલંબનની ભાવના જગાડી થતું આ કાર્ય પર્યાવરણ સંવર્ધન અને જીવન દર્શનનું ઉત્તમ ઉદાહરણ બની રહ્યું છે.

વધુ માહિતી વેબસાઇટ [www.devloptribalindia.in](http://www.devloptribalindia.in) થી મળી શકે.

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# BERLIN: BUSTLING, BOISTEROUS, BAFFLING!



By Nirja Vasavada

When I decided to attend a conference in Bonn, Germany, I was almost bombarded with suggestions of which places in Europe I should visit while I am already there. I, however, decided that if I am going to Germany, I would just explore some cities there, and as it turned out, it was the right decision for me. I chose three cities other than Bonn – Berlin, Munich and Titisee. It would be a major injustice to all these places if they are all cramped together in the same travelogue. So this issue brings you a glimpse of Germany's one of the most beautiful city Berlin.

I found Berlin the most interesting place. The history of this place has its own importance,

but what baffled me here was the art. Whether it's the architectural buildings, cathedrals, theatres or street art; the city breathes in art. The first day in Berlin was entirely dedicated to the River Spree! An hour long river cruise gave me an idea that this city was a unique amalgamation of natural beauty, cultural arts, historical museums and ultra modern technological advancements. The boat ride made me forget all the fatigue that my body was feeling after around eight hours of journey. The sun was bright, but not hot, the breeze felt friendly and the water welcoming. The river flows through the heart of the city. Post the boat ride, I took a peaceful stroll by the river which gave me a chance to observe the



cathedrals, there is a concert hall – the home of the Berlin Symphony Orchestra. Sitting on a high parapet of one of the cathedrals, listening to street pump organ player, watching the setting sun was the most wonderful experience.

Historical walk at Brandenburg Gate proved to be equally interesting as well as intriguing. The guide Andy explained the horrible history with the extreme sense of humanity. It was during this historical walk we came across a 'stoleperstien' - tripping stone or stumbling stone. These are small memorials that commemorate people who were persecuted by the Nazis during 1933 and 1945. A tripping stone is a concrete block measuring 10x10 cm, laid into pavement in front of the residence of the victims of Nazis. The passersby literally trip over the stone to realize that the horrors of the holocaust cannot be forgotten nor can they



be ignored.

Checkpoint Charlie was yet another place that has to be mentioned here. This point involves intricate political history of the Berlin Wall. Checkpoint Charlie was first set up in August 1961, when communist East Germany erected the Berlin Wall to prevent its citizens from fleeing to the democratic West. The history of Berlin wall and the cold war is shown in the 'Black Box' – a multimedia room through films, audio narration and picture gallery. Right opposite this Black box is The Asisi Panorama – The wall, created by the artist Yadegar Asisi who actually lived there in 1980s. the cylindrical steel rotunda displays the panorama of the daily routine on both sides

of the Berlin wall in the 1980s. Berlin is a city that baffled me with its boisterous nature, its political complexities and mindboggling street art. Every wall in the city was covered with artsy graffiti.

Most travel agents do not encourage their clients to cover Germany in their itinerary, for reasons entirely unknown to me. If you ever happen to plan a tour to Europe, keep Germany, especially Berlin on your list, and spend minimum two days there. Already in love with Germany, I left Berlin for Munich in the famous Deutchebahn (DB).

(to be continued...)

*(The writer is an Assistant Professor in English and Communication at FBA-NRBA)*

## MOVIE REVIEW

## Racing Extinction and Losing!

By Nitin Pillai

Think of Environment Day and images of pseudo environmentalists and tree huggers flash in front of your eyes, if not this then you might be reminded of a battalion of part-time environment lovers clad in green planting a tree. These images try, and barely manage to scratch the surface of the imminent threat i.e. Environmental Degradation. Amongst this photo-opish exhibit of concerns about environment comes a documentary that shakes you to the core!

Irrespective of your stand on whether human beings are destroying nature or not, Racing Extinction (2015) directed by Louie Psihoyos is bound to rattle some sense into you. Simply put, Racing Extinction is about how anthropocentric (human



centred) approach towards nature, and particularly towards animals, is pushing species faster towards extinction. The movie opens with a sting operation carried out by the director and his team where they nail a posh restaurant in New York for selling whale meat as sushi, in spite of it being a federal

offence in the United States. It then goes on to document various species being mercilessly hunted and butchered for human consumption and how their numbers are dwindling.

10 minutes into the documentary we hear the mating call of a male Hawaiian monk seal (Mohonobilis), a bird native to

Hawaii. The eerie part is that there this mating call is not reciprocated as the recording is of the last surviving member of its species. This danger is pronounced in this documentary time and again, the dangers of anthropocene extinction being fuelled by overpopulation, animal agriculture coupled with

sheer apathy. The visuals of the movie are breathtakingly macabre. The beauty of whales, manta rays and birds in their natural environment is juxtaposed with the butchery that they suffer at the hands of humans. It leaves you repulsed at your own kind.

Racing Extinction ends with a clear message cast across iconic buildings, using a 15,000 lumen projector system mounted on a Tesla Model S. The message is loud and simple- we may lose more than half the species on this world by the end of the century. This can stop if we start with a small change. As Dr. Christopher Clark, who features in the movie says, "The whole world is singing. Clicking and grinding and whistling and thumping but we stopped listening."

*(The writer is an Assistant Professor in English and Communication at FBA-NRBA)*

# SCHOLARSHIPS / FELLOWSHIPS / RESEARCH OPPORTUNITIES

Compiled by: GLSCRD

## A) OPPORTUNITIES FOR STUDENTS :

- Trust Fund Scholarship For Differently-abled students 2016-17**  
Last Date: June 30, 2017  
More Details: <http://www.nhfdc.nic.in/>
- Microsoft Office World Championship 2017**  
Last Date: June 15, 2017  
More Details: [http://www.compudon.in/Home/Default#!/page\\_HOME](http://www.compudon.in/Home/Default#!/page_HOME)
- All India Meritorious Scholarship Test (AIMST) 2017**  
Last Date: June 30, 2017  
More Details: <http://aimst.org/>
- Schoolguru Scholarship – Sri Padmavati Mahila Visvavidyalayam 2017**  
Last Date: June 30, 2017  
More Details: <http://ums.spmvonline.ac.in/web/checklistform.aspx?token=WjgzNEFO>
- Schoolguru Scholarship – SNTD's Women's University 2017**  
Last Date: June 30, 2017  
More Details: <http://ums.cdesndtonline.ac.in/web/checklistform.aspx?token=Qk8yQTEs>
- Glasgow Caledonian University- retailRIGHT Scholarships 2017**  
Last Date: June 12, 2017  
More Details: <https://gcuumni.org.uk/Account/Login?ReturnUrl=%2fApplicationForm%2fView%2f61>
- Glasgow Caledonian University- Marks & Spencer scholarship 2017**  
Last Date: June 12, 2017  
More Details: <https://gcuumni.org.uk/Account/Login?ReturnUrl=%2fApplicationForm%2fView%2f66>
- National School of Drama Scholarship, Tripura 2017**  
Last Date: June 15, 2017  
More Details: [http://tripura.nsd.gov.in/admission-](http://tripura.nsd.gov.in/admission-notice/)

notice/

- MBA Scholarships for Students at International School of Management (ISM), 2017**  
Last Date: June 15, 2017  
More Details: <http://www.ism.edu/Students/Admissions/tuition-and-scholarship-opportunities.ht>
- BSMS Global Health Scholarship 2016-17**  
Last Date: June 16, 2017  
More Details: <https://www.bsms.ac.uk/postgraduate/taught-degrees/global-health.aspx>
- National School of Drama Scholarship, Bengaluru 2017**  
Last Date: June 25, 2017  
More Details: <http://nsd.gov.in/delhi/index.php/bengaluru-center/>
- AIT Fellowship 2017**  
Last Date: June 30, 2017  
More Details: <http://www.ait.ac.th/>

## B) OPPORTUNITIES FOR TEACHERS:

- CSRI-Post-Doctoral Fellowship 2017**  
Last Date: June 30, 2017  
More Details: <http://dst.gov.in/sites/default/files/CSRI-AD-2017.pdf>  
<http://www.dst.gov.in/>
- Fulbright-Nehru Doctoral Research Fellowships**  
Last Date: June 15, 2017  
More Details: <http://www.usief.org.in/Fellowships/Fulbright-Nehru-Doctoral-Research-Fellowships.aspx>
- Fulbright-Nehru Academic and Professional Excellence Fellowships**  
Last Date: July 17, 2017  
More Details: <http://www.usief.org.in/Fellowships/Fulbright-Nehru-Academic-Professional-Excellence-Fellowships.aspx>
- Fulbright-Nehru Postdoctoral Research Fellowships**  
Last Date: July 17, 2017

More Details: <http://www.usief.org.in/Fellowships/Fulbright-Nehru-Postdoctoral-Research-Fellowship.aspx>

- Fulbright-Kalam Climate Fellowship**  
Last Date: July 17, 2017  
More Details: <http://www.usief.org.in/Fellowships/Fulbright-Kalam-Climate-Fellowship.aspx>
- Netaji Subhas- ICAR International Fellowships (NS-ICAR IF) 2017-18**  
Last Date: June 15, 2017  
More Details: <http://www.icar.org.in/>  
<http://www.icar.org.in/files/Netaji%20Subhas-ICARInternational-20042017.pdf>

## C. OPPORTUNITIES FOR STUDENTS AND TEACHERS:

- Commonwealth PhD Scholarship, Gibraltar 2017**  
Last Date: June 15, 2017  
More Details: <http://www.unigib.edu.gi/>
- Facebook Grace Hopper Scholarship, Orlando 2017**  
Last Date: June 15, 2017  
More Details: <https://www.facebook.com/careers/program/gracehopper2017/>
- Hubert H. Humphrey Fellowship Program 2017**  
Last Date: June 15, 2017  
More Details: <http://www.usief.org.in/Hubert-H-Humphrey-Fellowship-Program.aspx>
- Fulbright Nehru Masters Fellowships 2017**  
Last Date: June 15, 2017  
More Details: <http://www.usief.org.in/Fellowships/Fulbright-Nehru-Master-Fellowships.aspx>
- India High Achievers Scholarship 2017**  
Last Date: June 30, 2017  
More Details: <http://www.coventry.ac.uk/>
- Logo Designing Competition for MEA State Division Website 2017 – open to all**  
Last Date: July 1, 2017  
More Details: <https://www.mygov.in/>

EVENTS & ACHIEVEMENTS



*“The only way of finding a solution is to fight back, to move, to run, and to control that pressure.” – Rafael Nadal*



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Contact No.: 079-26447638  
E-mail id: pgdca@glsuniversity.ac.in, pgdca@glisca.org

FACULTY ACHIEVEMENT



Congratulations to Prof. Dharini Patel of Faculty of Commerce (GLSIC) for completing her PhD in the Faculty of Commerce on the subject of “CUSTOMER SATISFACTION – A STUDY OF SELECETED COMMERCIAL BANKS ”under the guidance of Dr. KumudiniR. Thakorfrom Veer Narmad South Gujarat University, SURAT.

FBA-NRBBA Student Achievement



Aniket Patil of FBA (Formerly known as NRBBBA) has joined the club of young writers when his story ‘Story of Him’ got published on Tell me your Story, a Koral Dasgupta initiative. Here is an excerpt from the story: “In the midst of hot brutal summer, there is something supernatural in the breeze of the summer morning. When you hark to it, it seems like it is provoking something out of your normal routine life...” To read the story further, log on to <https://tellmeyourstory.in/story-of-him>. Tell me Your Story is an initiative to encourage young writers to write and publish their work.

A NOBLE TASK BY NRITES

Students’ Social Responsibility Cell at FBA (Formerly known as NRBBBA) has always been active, and this time the students were active in the summer break, too! While they were relieved that they did not have to attend college during the unbearably hot month of May, they also realized that not all people were as lucky as students. Very few sectors of our society, in fact, enjoy the luxury of air conditioned offices and cars. There are so many people who work on the roads irrespective of the rising temperature. NRites went to as many such people as they could and distributed Chhaas to them. They met traffic police inspectors, footpath vendors, slum dwellers and beggars on the roads, and offered them chilled Chhas. Invariably, they were greeted with words of blessings. The students could see the joy in the eyes of the tired and the thirsty, and this joy eventually reflected on their own faces, too. This was indeed, a noble task!



CONTINUED FROM PAGE-3

One most important segment of the society which was not taken so seriously by marketers of various product in India is market of kids. Titan launched zoop brand for girls and boys with attractive colour and stretchable rubble plastic material which is tough in nature and durable in use. Indian life style market is actually seeking reliable and Indian test provider with aesthetic value and with

fashion touch. Titan has grabbed this opportunity and jumped in to the business of eyewear, (titan plus) and accessories (belt, purse and fragrance). This is possible with trust in the brand created through watch business. Now the company has many competitors and also faced problem with conventional retail out let. Consumers are habituated with online shopping –specifically young generation and international brands are also

competing. Titan has made new strategy and created now structure. Titan has gone for online portal for all brands owned under “Titan” with new logo. Under the portal company is selling all major foreign brand of watches

In a span of thirty years titan has been converted from watch Distribution Company to Life Style Company.  
*(Writer is an Assitant Professor of Marketing at FBA-NRBBA)*

# AN UNFORGETTABLE LEARNING EXPERIENCE!

Seven students of GLS University went to California Baptist University for the immersion programme along with a faculty member. Read their experience in their own words:

“We are very fortunate to get an opportunity in maiden batch of summer immersion programme held at California Baptist University. It was an amazing experience for all of us, the first day started with a formal introduction and warm orientation programme at California Baptist University. The CBU team and the students warmly welcomed us and we were over joyed, though we were thousands of miles away from our home still we never felt far away from the home.

The next day we had our academic session started with Professor Dr. Keanon J Alderson sharing his knowledge and experience on the topic management practices



prevailing in the world and dealt with the specifics of family business management.

In the second half Professor Nicole Jackson gave a brief insight by nicely comparing the

American conversion with the Indian conversion so that we don't face any problem for the next three weeks. During the three week period expert faculty members guided us on

Specialized topics like, Professor Dr. Joel Bigley on Building an organisation, Professor Carey Waldrop on academic preparation and Professor Dr. N Winter on

Marketing Process.

During three weeks we had an exciting and thrilling adventures like Sky Diving, Universal Studios, Disneyland, Los Angeles excursion including Hollywood Street, Griffith observatory, Huntington Beach, San Diego Zoo and many more..

The programme ended with a certificate ceremony. Over all we had a great learning experience and we all wish to again participate in any immersion programme conducted by GLS University in future. We are thankful to the president of GLS University Shri Sudhir Nanavati Sir for his vision and great leadership but for which we couldn't have such an amazing experience at California Baptist University.”

(The experience is narrated by Nrup Shah, Poojan Shah, Umang Patel, Bharat Barot, Shruvan Modi, Dhavan Patel and Matul Shah)

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