

CLASS ROOM JOKES

Teacher : How old is your Father?
Kid : He is 6 year old
Teacher : What? How is this possible?
Kid : Yes! He became "Father" only when "I" was born.



Teacher : John why are you doing Math's multiplication on the floor????
John : You told me to do it without using tables!!!!

M. Shifa Sofin
III - B.Com

Teacher : Now Simon, Tell me frankly do you say prayers before eating?
Simon : No sir I don't have to because my mom is a good cook!!!!!

SAVE TREES

Our best friends are trees,
As they give us shade for free.
In the shade we all can play flutes,
And eat lots of yummy fruits.
They give fodder for cattle,
Enough for them, so they cannot battle.
Birds rest on their boughs,
And under the shades rest the cows.
The fresh air goes to men,
Very necessary gas, called oxygen.
They give wood for wood cutter to sell
And the flower gives as a pleasant smell.
But in spite of so many things given by trees,
We still cut trees.
DON'T CUT TREES!
SAVE TREES!



R.REVATHI
III- B.COM (CA)

DIVINITY OF GOD

(Nothing but Grace)
In the heart of man
God's light and power reveals.
This is His bounteous Grace.
Then He meets the Guru-
The Torch-bearer who illumines the path
And guides humanity to the Goal.
Now his life is transmuted in to love and joy.
Thus grace again flows in to him from without,
Then is the fusion of soul with soul-
Transcendence in to infinity,
Disciple and Master becoming one.
I scaled the heights by his Grace
Who is god and guru at once?
All glory to him who led me
To my real self- who is none other than He-
Were all is one power and truth.
What is essential?
Grace ! Nothing but Grace.

G. Sampavi
III-B.Com (CA)

Secerts of Life

Grown in poverty;
Had no words to spell,
Had no shoulders to cry,
Had no lap to sleep,
Had no hands to hold,
Had no soul to smile,
Had no one to cherish,
Though blossomed in a garbage,
Had the will to achieve something;
And the baby will be the
Nosegay to the world;
But the pain suffered by the baby,
Will always be a secret;
That is the secret of life.

HARMONY

The world is a pleasant harmony,
Where we experience, beauty.
Beautiful and wonderful as a
rainbow,
As a dangerous, vigorous
cyclone.
The roller coaster life, where we
face mixed emotions,
Yet, we find peace.
Every emotion has a harmony,
Where we always choose the
moment to be happy.
Harmony is as pure as the nature,
Essential things we need to
nurture.
We seek for the harmony,
Where, it gives a new way to lead
our life.

B. Vidya
III - BCA

LIFE AND DEATH

Life is full of bed of roses,
The death arise due to some causes,
Life is as sweet as honey;
Death arises sometimes due to money;
Life can change the people's character,
Death will equalize the character.
In every life there will be woes;
We must overcome the woes;
Life is followed by us
Death will be following us,
Life can be enjoyed by us,
But Death cannot be seen by us.
Life and death have equal importance in human being,
But the time is very short for the human being,
This is Life and Death in my Life.

Merlin Mathew
B.Com (CA)

Dreams

In my dreams
I see things that seem humongous
I dream,
The world where violence doesn't prevail
I dream,
The world where evil thought has perished
I dream,
The world without poverty
On the whole
The world with its people
Living together in peace the harmony,
Yes ... indeed it was a strange dream
In reality,
When I woke up suddenly,
I saw the world around me...
It was the one
That was exactly opposite,
To the world in my dream,
Terror, violence, bloodshed,
Famine, poverty, grief,
They strike and rule our fragile mother
And win over my dreams!
Still I lay on my bed...
Dreaming.....

D.Pavithra
M.Com



MOON

Moon, you shine more bright;
 Not having your own light;
 You look beautiful even in New Moon,
 Not losing your gracefulness even in full moon;
 You are our only natural satellite;
 Bringing us more light;
 We feed our children by showing you,
 We stand proud by seeing you,
 How beautiful you are!
 Oh! My moon, be a friend of mine soon;
 I wish I could be a star;
 Just to stand near you as a mark;
 Don't go away from us,
 We all want to see your gracefulness,
 You should be the symbol of beauty;
 Your snowy look makes us please;
 Neil just touched you;
 But, I will make my home in you,
 Oh! my beauty!
 You look pretty.....!
 No words to explain your beauty how;
 But I have to conclude now.

M. Shruthi
III - B.Com



Oh! It's my examination

Oh! It's my examination
 My mind is full of confusion
 I must study with concentration
 English and its punctuations
 Chemistry and its equations
 Maths and its calculations
 Physics and its derivations
 Botany and its classifications
 History and its Civilizations
 Sociology and its populations
 Biology and its plantations
 Oh! I have no time for relaxation,
 Because it's time for examination.

N. Shivaranjani
BCA

JOKE....

- Teacher : 'I killed a person' covert this sentence into future tense .
 Student : The future tense is "You will go to jail"
- Teacher : Donald what is the chemical formula for water
 Donald : H I J K L M N O !!
 Teacher : What are you talking about ?
 Donald : Yesterday you said it's H to O.
- Son : "Dad we will soon become rich"
 Father : "How"
 Son : Our Maths teacher will teach us how to convert paise into rupees tomorrow



S.A.Nafeesa Bathool
I - BCA



My Mother, My Confidence

O! God you gave me the bright Sun,
O! God you gave me the Glorious Moon,
O! God you gave me the Twinkling Stars,
O! God you gave me the Confident Mother.
Once, When I returned wet in rain,
My father asked 'Do you have sense',
My sister said you will get cold,
My brother said you will get fever,

But, there is a voice behind me,
Which hugged and kissed me,
With a ever loving care and affection,
She wiped my head with her marvelous hands.

She gave me her glorius blood,
She gave me her precious time,
Finally she gave her marvelous life,
It's my mother a teacher of confident.

When I was in fear she hugged me,
When I was in tear, she kissed me,
When I was in sadness, she protected me,
She is the only confident women behind me.

M. Anis Fathima
B.Sc. - Maths



“EQUIP YOURSELF”

HEALTH is your Wealth.
EDUCATION is your Treasure.
CHARACTER is your Jewel.
MONEY is your Servant.
WISDOM is your Master.
KNOWLEDGE is your Power.
EXPERIENCE is your Guide.
PATRIOTISM is your Pride.
TOLERANCE is your Quality.
HUMANITY is your Race.
DUTY is your Religion.
PEACE is your Happiness.
DISCIPLINE is your Brake.
BLESSING is your Reward.
VISION is your Propeller.
SUCCESS is your Destination.
Living in a period of “Knowledge Revolution”, one should equip oneself accordingly to face the daily problems of life with determination, discipline, diligence and vigilance.

Mrs.B.Vinothini,
Asst. Professor & Head,
Department of Computer Applications



My beautiful nation in which I live;
 With all her love ready to give
 Every sight that I see my beam beauty;
 But I have never failed to do my fundamental duty.

While in the hazardous border;
 Our army strives in an order.
 On the land we got our great Indian army;
 That faces many hardships to protect me.

I see many brave lives losing often;
 And too I see their children- Orphan.
 The bullets that from our army's fire;
 Has never failed to inspire.

All this sacrifice of my army;
 All just for the security of me.
 Love for my nation, I cannot hide;
 Which burns in me burns inside.

My great Indian army that's in distant
 What else can I repay you?
 I've only my life to my army;
 To which I owe I give my life to thee.

Merlin Mathew
 II - B.Com CA



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**AMERICANS INVITED
 A MACHINE
 2 CATCH THIEVES**

This test started

- America : in 30 min 50 caught.
- London : in 30 min 70 caught.
- Spain : in 30 min 100 caught.
- India : within 15 min

*
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 *
 *
 *

The machine itself was
 stolen.....

S.A.Nafeesa Bathool
 I - BCA

Garden

You are the princess of this Universe;
When I see you I remember Milton's verse;
You are the collection of beauty,
You always help to smile at the hearty;
Oh Garden!
You are gorgeous always;
You always tempt me to pluck your children;
But I know that's just my temptation which will never come true;
I adore your beauty
I praise your calmness which bring me happiness;
When I see you I thought!
I can be one of your children;
Who always bloom every morning?
Showing my face to the Sun by Grinning
Oh my Garden!
You came first in this world
To make this world as a paradise
You are too close to God; because
He lives in you and showers his blessings in you!
You are the heaven of this universe
If I get a chance of life again
I prefer to be small flowering plant of yours
You will survive always
Until this human being is with you always
I have no words more to describe you!
Oh my Gorgeous beauty!

M. Shruti
B.Com

ARTICLES

- ✦ Can you save 100 words which doesn't have a ,b ,c ,d in it in few seconds ?
ANS: Zero to ninety nine .
- ✦ What is the English name of Idly ?
ANS: Steamer cake
- ✦ Which is the longest word in English?
ANS: Strength less ness
- ✦ Which is the biggest flower in the world ?
ANS: Rafflesia
- ✦ Name an animal which gives milk (mammal) and also lays egg ?
ANS: Platyus

M.Nashreen Banu
B.Sc., - Maths

ARTICLE

| SOLVE | SOLUTION | 3 rd | 2 nd | 1 st | Ans |
|--|--|-----------------|-----------------|-----------------|-------------|
| By changing six figures into zeros you can make this sum equal 1111. | $2775 - 1111 = 1664$ | 111 | 110 | 100 | 100 |
| 111 | $16 = 7 + 9$ (1 st column) | 333 | 330 | 330 | 330 |
| 333 | $6 = 1 + 5$ (2 nd column) | 555 | 555 | 505 | 505 |
| 555 | $4 = 1 + 3$ (3 rd column) | 777 | 777 | 777 | 077 |
| 777 | Starting from the 3 rd column make 1 and 3 as 0 i.e. 111 as 110 and 333 as 330. | 999 | 999 | 999 | <u>099</u> |
| 999 | From the 2 nd column make 1 and 5 as 0 i.e. 110 as 100 and 555 as 505. | | | | <u>1111</u> |
| <u>2775</u> | From the 1 st column make 7 and 9 as 0 i.e. 777 as 077 and 999 as 099 | | | | |

A Small Story

A boy and a girl were playing together. The boy had a collection marbles. The girl had some sweets with her. The boy told the girl that he will give her all his marbles in exchange for her sweets. The girl agreed. The boy kept the biggest and the most beautiful marble aside and gave the rest to the girl. The girl gave him all her sweets as she had promised. That night ,the girl slept peacefully. But the boy couldn't sleep as he kept wondering if the girl had hidden some sweets from him the way he had hidden his best marble .

MORAL OF THE STORY:

If you don't give hundred percent in a relationship you'll always keep doubting if the other person has given his /her hundred percent. This is applicable for any relationship like love, friendship, employer-employee relationship etc.

Give your under present to every thing you do and sleep peacefully.

S.A.Ambritha
III B.A. English Literature

Puzzle



| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| O | H | B | E | F | P | Y | N | L | P | G | O | K | B | V |
| H | A | H | Y | A | I | I | R | Y | V | N | N | F | R | L |
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| O | X | C | A | T | L | H | U | Z | E | J | W | Y | H | N |
| W | A | I | S | H | A | J | E | O | N | U | H | F | M | K |
| L | N | N | T | G | B | N | K | B | Z | N | Q | T | A | X |
| Y | I | T | O | W | P | A | G | Z | C | A | K | J | G | Z |
| E | G | R | Q | Y | V | Z | Y | U | O | M | F | A | U | Q |
| N | A | E | U | C | L | I | D | R | O | A | E | L | P | W |
| S | E | D | E | M | I | H | C | R | A | R | R | B | T | T |
| S | Y | W | E | G | U | E | H | T | A | Q | M | X | A | I |
| M | A | S | T | J | G | F | X | W | T | A | A | R | U | I |
| N | A | V | F | O | Y | Q | J | Q | S | I | T | Q | G | Z |
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| C | U | Z | G | W | T | I | S | I | D | F | I | V | X | J |

ARCHIMEDES
ARYABHATA
BRAHMAGUPTA
EINSTEIN

EUCLID FERMAT
NEWTON
PASCAL PYTHAGORAS
RAMANUJAN

GREEN MARKETING

Economic growth threatens peaceful life of human being on the earth. Environmental changes is a matter of concern to all the living species that exist in this planet. The Industrial development brought in improved standard of living for the people, but the environmental changes adversely affected the natural environment resulting in natural disasters such as storms and earthquakes. Global ecological imbalance and global warming have called upon environmentalists, and common men to initiate the concrete efforts to stop further deterioration of ecological environment. Today at International level, leaders are discussing this issue in all their meetings and framing special committees to ensure environmental, health, and safety measures to prevent further deterioration of the environment. Environmental safety measures are developed globally, to avoid environmental hazards and follow environmental friendly measures to control pollution- from production to consumption.

When society became more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's new concerns. Many companies started moving toward green marketing as part of their organization's overall social responsibility

The term Green Marketing came into prominence in the late early 1990s. Green marketing is concerned with protection of ecological environments. Green marketing is an attempt to protect consumer welfare and environment through production, consumption,

and disposal of eco-friendly products. It is continuing to grow in popularity-in large part due to the fact that customers are increasingly integrating their environmental values into their purchasing decisions. More and more customers want to support companies that incorporate sustainability efforts into their product and service offerings

Green marketing is a wide concept that refers to the process of selling products or services based on their environmental benefits. Practicing green is finding ways to reduce waste and otherwise, be more environmentally responsible. Green marketing is using techniques that does not pollute the place we live in and using methods that protect our environment. It is the marketing of products that are presumed to be environmentally protective. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way. Thus green marketing includes a broad range of activities, including product modification, alterations to the production process, to sustainable packaging. New eco friendly marketing regulations are applied to all aspects and forms of marketing, including labeling, advertising, and promotional materials .This type of marketing can be more expensive.

An effective green marketing strategy takes into consideration every aspect of a product's life cycle. From production to disposal, everything must be sustainable. Unsustainable disposal practices can be hazardous to both the environment and human health.

This has led companies to devise green product and marketing strategies. The most important green marketing strategy is to design products and services that are green to begin with. That is fitting Green, environmental and eco-marketing approaches in the currently existing marketing practices including the ecological and social realities to the wider marketing environment. The modern green marketing mix contains four "P's":

Product that offer ecological safety and that do not contaminate the environment but protect it.

Price : for such products may be a little higher where green marketing is practiced.

Promotion: A communication with the market, stressing the environmental aspects
: A distribution logistics that contain ecological packaging liquidating existing environmental damages.

Place : Marketing local and seasonal products to be marketed "green" than products imported.

Green marketing is becoming popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Marketers have responded to growing consumer demand for environment-friendly products in several ways. Green marketing raises

the voice against production, consumption, and disposal of such products that anyway harm consumers, and the environment. It is necessary that businessmen and users should refrain from harmful products. More organizations are making efforts to implement sustainable business practices as they recognize, that in doing so they can make their products more attractive to consumers. consumers favor green products, and are willing to pay more for them.

The popularity of green products created a need to regulate and standardize claims about the environmental characteristics of products. Many regulatory guidelines were issued to curb businesses engaged in misleading advertising practices. The World Health Organization also set up an international network for the monitoring and study of pollution on a global scale and for devising possible remedies. If we fail to restore the ecological balance right now, it would be too late tomorrow.

By

S. Valarmathi,
Head, P.G. Department of Commerce.

Ode to Friendships

Friends...

They're the few people who accept
Silence over conversation.

A relationship like this denies silly
Promises and persuasion.

You don't feel the need to second
Guess thoughts measure words.

Their love comes in wholes, not halves not thirds

They're the ones that guides you

Through when fate takes a turn

Fights, small and large, end in

Forgiveness, never a burn

You forget about fire impression and the feelings they brought

You're grateful for who they are and

You forgive'em for what they're not.

K .Krishna Priya
B.A.English Literature



Have troubles falling asleep? Feeling too stressed? Anxiety problems?

All of that can be cured with a simple breathing technique. Yes!! A US sleep expert Dr. Andrew Weil, founder of the Arizona Centre for Integrative Medicine at the University of Arizona, claims a simple alteration to normal breathing could be the answer. It is called 'The 4-7-8 Breathing Exercise'. The method is based on an ancient Indian practice called pranayama, which means "regular slow frequency respiration with long periods of breath retention" which is widely used in yoga. Breathing deeply has been proven to affect the heart, the brain, digestion, the immune system and even the expression of genes. Researches have shown that breathing exercises like pranayama can have immediate effects by altering the pH of the blood, or changing blood pressure. But more importantly, they can be used as a method to train the body's reaction to stressful situations and dampen the production of harmful stress hormones.

HOW TO DO IT?

Dr. Weil says that it can be done from anywhere and in any position, but it's best to sit up with back straight while doing the exercise. The tip of the tongue must be placed against the upper front teeth and must be kept there throughout the exercise. Then, the following steps are to be followed.

1. Exhale completely through your mouth, making a whoosh sound.
2. Close your mouth and inhale quietly through your nose to a mental count of four.

3. Hold your breath for a count of seven.
4. Exhale completely through your mouth, making a whoosh sound to a count of eight.
5. This is one breath. Now inhale again and repeat the cycle three more times for a total of four breaths. Dr. Weil recommends practicing the 'relaxing breath' twice a day for six to eight weeks to perfect it.

WHAT IT ACTUALLY DOES?

This technique acts like a natural tranquilizer by slowing down the heart rate. The held breath (for seven seconds) is the most critical part of this practice as keeping the breath in will allow the oxygen to fill the lungs and then circulate throughout the body. It is this that produces calming effect in the body.

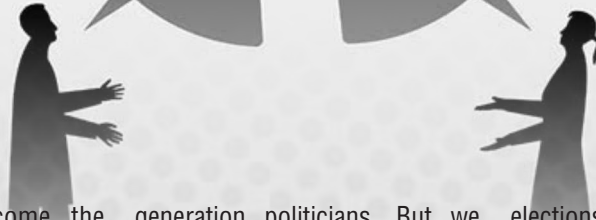
It's also recommended to only practice 4-7-8 breathing for four breaths when initially practicing. And then gradually work it up to eight full breaths. According to Dr. Weil "Unlike sleep medications, which often lose effectiveness over time, four-seven-eight breathing is subtle at first but gains power with practice." He also claims that it can be used to deal with tension and even cravings.

This breathing method can also be used while in bed to help fall asleep easily. It is a very useful tool and also handy since can be at any time and anywhere. So the next time anything upsetting happens or you face troubles falling asleep, use this technique to calm you down.

K.R. Ruqaiya
M.Com.

**STOP
SAYING**

**“I HATE
POLITICS”**



India is set to become the youngest country in the world by 2020. At present, more than 50% of the population is below the age of 25 which makes India a formidable force. Youth of our country have ventured successfully into many fields by making efficient use of the opportunities. But when it comes to politics, there is hesitation and distaste. I've heard youth saying – “I hate politics” or “Politics? I'm not interested in those things!” Saying things like are not just absurd but also hazardous for the fate of our nation.

We must understand clearly that there is no way out from politics when we live in a democracy. We cannot keep ourselves aloof from politics. The present political scenarios do not allow us to stretch our sights to view politics as an actual tool that shall be used to help people do better in every way. But we do not stand up for ourselves. Becoming a politician may not be a first choice for most of us. Parents are also not keen on their children becoming first

generation politicians. But we must understand there is only way to free our country from the negative politics of corruption, caste and religion. And that is by simply getting involved in it. I'm not saying all of us must enter into politics and begin a new party. Although that is how few actors in Tamilnadu are doing right now. Rather we can be good and responsible citizens by understanding our constitutional rights and duties. One such right is the 'Right to Vote'. Elections form the backbone of a democracy and the youth of our country have got the power to re-design our democracy as they constitute for more than 30% of the voting population. Franklin D.Roosevelt says, “Democracy cannot succeed unless those who express their choices are prepared to choose wisely. The real safeguard of the democracy is therefore education.” But despite the fact that more than 80% of youth are literates, are we making wiser choices? Are we completely aware of the candidates contesting the

elections? Do we cast our votes based on their abilities?

It's high time that we vote only for those candidates who are worthy of it. A recent study reveals that 48% of the youth aged between 18 and 34 say they are not interested in politics and here arises the political atheists. When youth who contribute for more than 30% of the nation's total voting population and of which nearly 50% roam frivolously then what will happen to the future of this country?

If literate people deflect away from politics, then it becomes harder for the weaker sections to voice their concerns. The youth must understand that it on us to argue for the equality, justice and liberty for those who don't have a voice. It is our responsibility to make our choices. I conclude by saying that the whole youth must put their hands together in politics to build a new and better India and we shall begin by stop saying – “I HATE POLITICS!!”

**K.R.Ruqaiya
M.Com**



Life of a Farmer

The farmer is one of the most useful people of since the beginning of civilization. We all depend upon agriculture to meet our requirement of food. We get our food because the farmer grows crops and carries the agricultural activities. Though, they feed the entire humanity, their life conditions are far from satisfactory. The life of a farmer is very tough. He works very hard day and night in all seasons. During summer, he works under the heat of the sun. During winter season, he gets wet while ploughing the field. During winter, he carries on his hard work in spite of the dull and cold weather. The life of a farmer is much dependent upon forces of nature. For agriculture, adequate monsoon is required. If the rainfall is adequate, the agricultural output would be good. However, inadequate rainfall and long-spell of scarcity of water may result into drought situation. As a result, agriculture may get negative affected and there may be acute shortage of food leading to famines. The farmer earns money by selling his crops. He remains happy if the crops are good. But, if the crops fail, then his life becomes miserable. A farmer suffers even if there is abnormal increase in production homogeneously at all places. In such cases, the selling price of the crops goes down and the excess crops get wasted.

Most of the farmers of our country are illiterate. They can't read or write. Since they are not educated, they are unaware of their legitimate rights. They are often cheated by money-lenders.

They have little education and awareness about the benefits of maintaining a good hygienic environment.

- ▶ Most farmers have no knowledge of the fact that drinking impure water may lead to health issues.
- ▶ Also, there is inadequate sewage disposal system in our villages.
- ▶ There is less than adequate medical facilities or trained nurses and doctors in rural areas.

Most of the farmers are simple, hard-working, sincere and honest people. They always remain at the mercy of nature and God. The Government has introduced several schemes for the benefit of the farmers. Let's hope that these benefits will actually reach the farmers.

T. Kiruthiga
Department of Commerce

SHELTER OF GOD

There is an old story: When God created the world he used to live in the world, in the marketplace. But his life was becoming more and more torture, because people were continuously coming with complaints: somebody's wife is sick, somebody's child has died, and somebody is not getting employment –all kinds, all sorts of complaints and complaints. And people were not concerned whether it was day or night: twenty-four hours a day he was listening to the complaints and, naturally losing his marbles.

Finally, he asked his advisors. They said, "The only way is... in the first place, it was wrong for you to create the world; in the second place, it was wrong for you to live in the world. Now escape; otherwise these people are going to kill you."

But God said, "Where to escape to?" Somebody suggested, "Go to Everest!" He said, "You don't know the future. I know past, present, future: soon a Guy-Edmund Hillary –will reach there. And once he sees me, soon the same trouble will start: buses, roads, airports, restaurants, hotels all around... because people will be coming there to complain about their problems and troubles. The same thing will start."

Somebody said, "then it is better you go to moon". He said, "you don't understand: there is not a single place in the world where man is not going to reach some day or other".

One old advisor, who rarely used to speak, whispered in the ear of god, "I know about one place where man will never reach: you just get inside him. He will look everywhere-but he will not look within himself". And God said, "That seems to be sensible". And since then he has been living within you.

Mrs. B. Vinothini,
Asst. Professor & Head,
Department of Computer Applications

RESPONSIBILITIES OF INDIAN USING DOMESTIC PRODUCTS – BE INDIAN BUY INDIAN

Using Indian products represents the economic health of a country. It presents a sum of a country's production which consists of all purchases of goods and services produced by a country and services used by individuals, firms, foreigners and the governing bodies. It is good measure for an economy.

- ▶ It is one of the primary indicators used to check the country's economy.
- ▶ It is also known as building block of macro economy.
- ▶ To identify the present state of economy.

LIST OF INDIAN PRODUCTS:

SOAPS

- × Himalaya
- × Chandrika
- × Cinthol 
- × Evita
- × Ganga
- × Godrej Brands
- × Margo
- × Medimix
- × Mysore Sandal
- × Neem
- × Nirma Bath
- × Santoor
- × Shikakai
- × Wipro
- × Fama Di Wills

TOOTH PASTE

- × Dabur Products
- × Miswak 
- × Neem
- × Vico Vajra Danthi
- × Himalaya
- × KP Namboothiris Tooth Paste
- × Anchor
- × Babool
- × Promise

SHAMPOO

- × Nirma

- × Himalaya
- × Ayur Herbal
- × Park Avenue
- × Arnika
- × Dabur Vatika
- × Godrej
- × Hair & Care



TALCUM POWDER

- × Cinthol
- × Gokul
- × Santoor
- × Wipro Baby Powder

WASHING POWDER & LIQUID DETERGENT

- × Tata Sudh
- × Nirma
- × Ujala
- × Wipro Safe Wash

PERFUMES

- × Santoor Deo
- × Park Avenue

TEA POWDER

- × Tata Tea
- × Chambala Tea Powder

SALT

- × Tata

MOBILE CONNECTION

- × Airtel
- × Tata
- × Aircel
- × BSNL
- × Idea Cellular

BABY PRODUCTS

- × Wipro
- × Himalaya
- × Diaper

COMPUTERS

- × HCL

WATCHES

- × Titan
- × HMT
- × Fast Track

SUN GLASS

- × Fast Track

MOBILE PHONES

- × Micromax

CAR

- × Tata
- × Mahindra

TWO WHEELER

- × Hero
- × Bajaj
- × TVS Motors
- × Mahindra

BISCUITS

- × Parle
- × Sunfeast

WHEAT POWDER

- × Aashirvad Aatta

PACKED DRINKING WATER

- × Bisleri
- × Rail Neer
- × Sidco Water

AERATED DRINKS

- × Bovonto
- × Bisleri Soda
- × Fizz

LUGGAGE BAGS

- × VIP
- × Wild Craft



Practice Positive Thinking

To be successful means more than just having money and making our mark. It means following our passions, living purposefully, and enjoying the present moment. Positive thinking will be the signboard for such a successful life. Positive thinking is the belief one has that good things will happen and that one's efforts will never be wasted. The effects of positive thinking are magical. The feeling will tone up every muscle of the body and activate every nerve of the mind for a perfect coordination between the body and the mind to do the job. It is very paining to hear news that students and house wives ending their life out of frustration more often. Understanding of life that life is not a bed of roses for any person in the world has become essential need for the society. If one becomes fearful and apprehensive about the results, frustration, depression and disappointment will enter his mind affecting his normal working. It is on the shoulder of every teacher from primary to college to guide the students onto the right path making them successful citizens of the society. Therefore

practicing positive thinking will definitely make our life and others life a successful one. Is positive thinking an inherent characteristic of a person or can it be developed? Of course, it is like how a person improves his physical health by exercising, the same way one can improve his mind by practicing positive thinking. The following can be few of the steps to follow to gain positive thinking in our life.

Feel the power of yourself

Regardless of how old you are, where you live, or what your career goals are, it's likely your ultimate goals in life are to be happy and successful. One should always realize that one's life is a gift from God. One of the greatest forces on this planet is the power of believing in you. One can understand God given power by witnessing the physically challenged persons achieving greater things in all most in all fields like Sports, Business, Literature and science, etc. Every big or small, complex or easy problem has its solution. The only requirements are the confidence, hard work and determination. Therefore, believing in

the power within you will make you to do everything you ever wanted, to live your best life and fulfill your heart's desires.

Think of these people

History is full of examples that show that people have achieved amazing results by perseverance and positive attitude. Think of the great personalities from past to present in all spheres of life. Our former president Dr. A.P.J. Abdul Kalam would be the best example who has paved a way of how to become a better human and achiever from whatever the background you come from. We can be much motivated when we try to know the life of history makers, from Super star Rajinikanth to Jackie chan, from Abraham Lincoln to Narendra modi, from Kapil dev to M.S. Dhoni and the list goes endless. It will be much more inspiring to come to know about many physically challenged persons achieving in life including Ajit kumar yadav, a blind Indian who has become an

IAS officer. In all these lives of people positive thinking has played a major role.

Indulge yourself to do your likes

It is very important at this moment to be oneself. One should just try to do all his/her likings, like reading, writing, listening to music, chatting with friends, visiting places, cooking, gardening, etc. Doing things like these is a way of relaxing the mind and it is a deviation from the regular routine.

Discuss with your kin

It is always good to have friends. There will be at least one person from family or friends to understand and support us. Sharing of joy and sorrows with the loved ones will always boost up the confidence level. Seeking guidance from the elders and well wishers will shed light on the situation well leading us to a better understanding to handle the task at hand.

Plan and act

Depending entirely on hope or unexpected help is foolishness not positive thinking. Hope is secondary to efforts. Positive thinking therefore essentially means to be hopeful of a good result after making the required effort. It is an attitude to go for the performance of a task with a hope that it can be done. Efforts are the base on which hope is built; without the required amount of efforts, endeavour or hard work-whatever you call it, no one can be sure of success.

Thus, your biggest assets are your enthusiasm that enriches with your positive thinking. Never lose hope, keep cheerful put the best possible efforts with your total involvement, have confidence in you and you are the winner. Let this be the signboard of our successful life!!!

Mrs. S. Sahaya Tamil Selvi

Asst. Professor & Head,
Department of Computer Science

DESTINY

No one agree my views

But everyone criticize my attitude

No one is able to judge me

But everyone makes commands on me

No one knows about me

But everyone looks at me

No one understands me

But everyone unjustify me

No one praises me

But everyone tease me

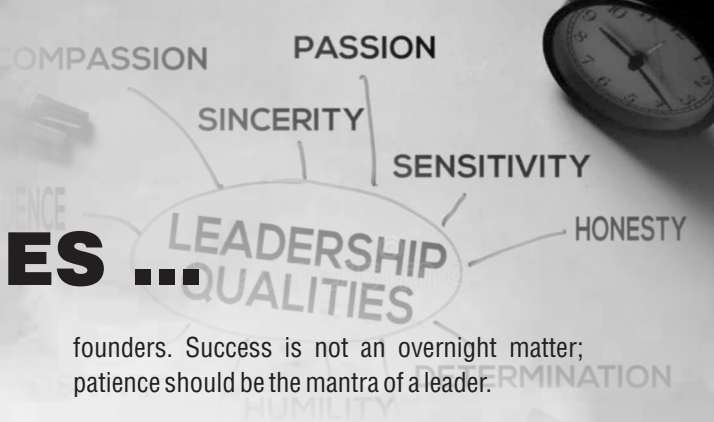
No one destroys the dream of mine

But everyone helps me to

Achieve my destiny!!!

S.Barkath Nisha
III B.A. English literature

LEADERSHIP QUALITIES ...



Leadership means different things to different people around the world, and different things in different situations. It could relate to community leadership, religious leadership, political leadership, and leadership of campaigning groups. "A leader is one who knows the way, goes the way, and shows the way." John C Maxwell. Leader is the one who can prove to be a different in success and failure. A good leader has a futuristic vision and knows to turn his ideas into real. The main role of the leader is not only to control their follower, it is to manage and guide their followers. The most needed qualities of leaders were.

F **Honesty and Integrity** : The supreme quality of leader is unquestionably integrity. Without it, no real success is possible, Leaders succeed when they stick to their values and core beliefs and without ethics, success is not be possible.

F **Commitment and Passion** : The leader should be committed and passionate towards their goal. It will also help the leader to gain respect among their subordinates and infuse new energy in their team members, which helps them to perform better.

F **Good Communicator** : A good communicator can be a good leader. Communicate the vision to their team and tell them the strategy to achieve the goal. Words have the power to motivate people and make them do the unthinkable achievements.

F **Patience** : Patience is a defining characteristic of great leaders and successful business

founders. Success is not an overnight matter; patience should be the mantra of a leader.

F **Transparency** : Great leaders know that one of the quickest ways to get feedback and earn the trust of the followers is by being transparent. Good leaders have the uncanny ability of not letting rumors spread by being open and transparent and embracing solutions not problems.

F **Humility** : Humility means that you have the self-confidence and self-awareness to recognize the value of others without feeling threatened. Great leaders are those who are strong and humble. Humility makes an effective leader.

F **Delegation** : The leader should hold key responsibility and able to delegate the other responsibility to their subordinates and also be accountable of their responsibilities.

F **Creativity and Innovation** : Innovation distinguishes between a leader and followers. Creative thinking and constant innovation is what makes leader and the team stand out from the crowd.

F **Empathy** : Last but certainly not the least, is empathy. Leaders should develop empathy with their followers. Understanding the problems of the followers and feeling their pain is the first step to become an effective leader.

S.Vijayarani

Department of Business Administration





History of GST in India

2000 : In India, the idea of adopting GST was first suggested by the Atal Bihari Vajpayee Government in 2000. The state finance ministers formed an Empowered Committee (EC) to create a structure for GST, based on their experience in designing State VAT. Representatives from the Centre and states were requested to examine various aspects of the GST proposal and create reports on the thresholds, exemptions, taxation of inter-state supplies, and taxation of services. The committee was headed by Asim Dasgupta, the finance minister of West Bengal. Dasgupta chaired the committee till 2011.

2004 : A task force that was headed by Vijay L. Kelkar the advisor to the finance ministry indicated that the existing tax structure had many issues that would be mitigated by the GST system.

February 2005 : The finance minister, P. Chidambaram, said that the medium-to-long term goal of the government was to implement a uniform GST structure across the country, covering the whole production-distribution chain. This was discussed in the budget session for the financial year 2005-06.

February 2006 : The finance minister set 1 April 2010 as the GST introduction date.

November 2006 : Parthasarthy Shome, the advisor to P. Chidambaram, mentioned that states will have to prepare and make reforms for the upcoming GST regime.

February 2007 : The 1 April 2010 deadline for GST implementation was retained in the union budget for 2007-08.

February 2008 : At the union budget session for 2008-09, the finance minister confirmed that considerable progress was being made in the preparation of the roadmap for GST. The targeted timeline for the implementation was confirmed to be 1 April 2010.





- July 2009 : Pranab Mukherjee, the new finance minister of India, announced the basic skeleton of the GST system. The 1 April 2010 deadline was being followed then as well.
- November 2009 : The EC that was headed by Asim Dasgupta put forth the First Discussion Paper (FDP), describing the proposed GST regime. The paper was expected to start a debate that would generate further inputs from stakeholders.
- February 2010 : The government introduced the mission-mode project that laid the foundation for GST. This project, with a budgetary outlay of Rs.1, 133 crore, computerized commercial taxes in states. Following this, the implementation of GST was pushed by one year.
- March 2011 : The government led by the Congress party puts forth the Constitution (115th Amendment) Bill for the introduction of GST. Following protest by the opposition party, the Bill was sent to a standing committee for a detailed examination.
- June 2012 : The standing committee starts discussion on the Bill. Opposition parties raise concerns over the 279B clause that offers additional powers to the Centre over the GST dispute authority.
- November 2012 : P. Chidambaram and the finance ministers of states hold meetings and set the deadline for resolution of issues as 31 December 2012.
- February 2013 : The finance minister, during the budget session, announces that the government will provide Rs.9, 000 crore as compensation to states. He also appeals to the state finance ministers to work in association with the government for the implementation of the indirect tax reform.
- August 2013 : The report created by the standing committee is submitted to the parliament. The panel approves the regulation with few amendments to the provisions for the tax structure and the mechanism of resolution.
- October 2013 : The state of Gujarat opposes the Bill, as it would have to bear a loss of Rs.14, 000 crore per annum, owing to the destination-based taxation rule.
- May 2014 : The Constitution Amendment Bill lapses. This is the same year that Narendra Modi was voted into power at the Centre.
- December 2014 : India's new finance minister, Arun Jaitley, submits the Constitution (122nd Amendment) Bill, 2014 in the parliament. The opposition demanded that the Bill be sent for discussion to the standing committee.

- February 2015 : Jaitley, in his budget speech, indicated that the government is looking to implement the GST system by 1 April 2016.
- May 2015 : The Lok Sabha passes the Constitution Amendment Bill. Jaitley also announced that petroleum would be kept out of the ambit of GST for the time being.
- August 2015 : The Bill is not passed in the Rajya Sabha. Jaitley mentions that the disruption had no specific cause.
- March 2016 : Jaitley says that he is in agreement with the Congress's demand for the GST rate not to be set above 18%. But he is not inclined to fix the rate at 18%. In the future if the Government, in an unforeseen emergency, is required to raise the tax rate, it would have to take the permission of the parliament. So, a fixed rate of tax is ruled out.
- June 2016 : The Ministry of Finance releases the draft model law on GST to the public, expecting suggestions and views.
- August 2016 : The Congress-led opposition finally agrees to the Government's proposal on the four broad amendments to the Bill. The Bill was passed in the Rajya Sabha.
- September 2016 : The Honourable President of India gives his consent for the Constitution Amendment Bill to become an Act.
- 2017 : Four Bills related to GST become Act, following approval in the parliament and the President's assent:
Central GST Bill
Integrated GST Bill
Union Territory GST Bill
GST (Compensation to States) Bill
The GST Council also finalised on the GST rates and GST rules. The Government declares that the GST Bill be applicable from 1 July 2017.

G. Ananthi
Head & Asst. Professor
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PARENTHOOD

A child is an offspring,
Whose life is without spring?
They are too small-
To face all (abuses),
We keep them in pressure (studies),
Since, they are our treasure.
In our childhood the days were wonderful,
But for them it is awful;
To make us enjoy it's their turn,
Whether we give them in return?
We ought to bring them up with love and care,
But in real it is rare;
Today children are born with wisdom,
Let them give their kingdom;
In everything we are stable, but
They are soft, mild and capable;
Now we are in a trap,
This is named as generation gap,
In one's life childhood is only a part,
Whereas parenthood is an art.

B. Lalitha
Assistant Professor
Department of English Literature



Nurture Nature

Every day,
Everywhere,
Things happen;
Build and destroy,
Fight and Negotiate,
Live and die,
Each action a distinct event,
O Nature! My Nature!
Our fearful trip is done;
The port is near, the bells I hear,
Warning is for Tsunami,
Like the bells, Nature warns;
Every day, everywhere,
Around the world; we look at,
Nature with difference in our Nature;
Yes! It's time to nurture.

B. Lalitha
Assistant Professor
Department of English Literature



IMPACT OF GLOBALISATION

Globalization is 'big bang' significance to 1492 and 1498. Other world historians persist that globalization stretch back even past. Globalization is an historical process that began with the first movement of people out of Africa into other parts of the world. Traveling short or long distances, migrants, merchants and others have delivered their ideas, customs and products to new lands. The melding, borrowing and adaptation of outside influences are found in many areas of human life. On that time world economy was uneven and totally de-globalised before the early nineteenth century. After middle of the nineteenth century, views had distinguished explicitly between trade expansion driven by booming import demand or export supply and trade expansion driven by the integration of markets between trading economies.

After an Industrial Revolution give a big hand to Globalization. Because the needs and wants of all countries were leads to enter into the Globalization. This give a very big turnover of all corporate sectors, they easily enter into any country and sale their product at any cost. At time all countries were more enjoyed to earn more profit. But now days, it will create high intensive problem to all country. Because all countries are facing unemployment, resources are highly stolen by corporate sectors, pressure of local markets, etc.

When Globalization enters into the world, corporate sectors were act as monopoly beings. It pushes to ordinary man also addict to purchase a global product for using their daily life. Globalization not only enters into the business world, even Education sectors, Agricultural sectors, etc. It pushes to the small scale sectors, rural development also. Now days it creates problem between country to country and it should enter into the political situations. The main impact of Globalization teaches to current ages, immoral values, inhumanity, and imaginary life. In future it will change into all life. Because of our health, culture, etc.

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Assistant Professor

Dept of Commerce with Computer Applications

How to get rid of Type 2 diabetes?



When someone is suffering from Type 2 Diabetes it is usually seen that the person is discouraged or disheartened. But you know there is always a way around for everything. Whether it is about crossing a hurdle or be it any disease. Similarly, you can have a way through Type 2 Diabetes. Even if your doctor has not been too keen on you treating yourself. So, keep up with the medicines your doctor prescribes. But keep up with the ways we describe. As this will bring you a healthy and speedy recovery or rather reversible process of Type 2 Diabetes.

What is Type 2 Diabetes?

Type 2 Diabetes is one common form of diabetes. It is likely to occur when an individual's body doesn't respond to the release of insulin. High Blood Sugar is apparently another reason which causes Type 2 Diabetes. As it is a metabolic disorder, the insulin resistance process eventually takes place just after a short period of time since the body was responding to the hormones release. Other possible reasons that cause Type 2 Diabetes are mentioned in the following.

- ✍ Overweight
- ✍ Poor Diet.
- ✍ Stress.
- ✍ Having a family history of diabetes or hormonal disorder etc.

How is it different from Type 1 Diabetes?

Type 1 Diabetes might develop before a person is even 20 years of age. But Type 2 Diabetes develops among people who are 40 years and above. Type 1 Diabetes is known as an autoimmune disease. And Type 2 Diabetes is known to be a metabolic disorder. Type 1 Diabetes cannot be cured or reversed completely without any medications. But Type 2 Diabetes can be cured or one can get rid of it naturally.

Ways to get rid of Type 2 Diabetes: To reverse Diabetes

- ✍ **Chuck the Food List:** Before we start anything that has to be healthy we begin from food. So to get rid of Type 2 Diabetes it is very much necessary that the person in charge has to make special move to chuck out some food items. These include
 - ❖ Refined Sugar, Beverages, Packed Fruit Juices and Soda to deduct blood sugar levels
 - ❖ Grains that contain Gluten to get over inflammation at least for a period of 90 days
 - ❖ Alcohol Consumption is a strict no-no not even in terms of medicines that contain few percentage of Alcohol.
 - ❖ Consumption of Cow Milk and other such dairy products instead go for organic or pasteurized products.

- ✍ **In addition to the Food List:** Now that so many food items have been removed. There is this space to add some really healthy food items. It is to make your recovery better and faster.
- ❖ Add in Chromium rich food so that the body's glucose tolerance level rises up.
- ❖ Magnesium rich food items so that metabolism of the body increases.
- ❖ Food items that rich in Fiber which majorly comes from veggies.
- ❖ Go for a Keto diet where in you can consume fat but only Healthy Fats which naturally help in treating Type 2 Diabetes.
- ✍ **Supplements:** Other than cooking food in processed oils one should better be choosing Vegetable Oil or Fish Oil. This is because they control the rising Cholesterol levels. You can always add a spoon full of Cinnamon to your shakes or other food items. They decrease the blood sugar levels. You can even use a Cinnamon oil to massage your abdomen and wrists combined with any other essential oil. Having Bitter Melon Extract is going to regulate the use of insulin in the body. This is beneficial to get rid of Type 2 Diabetes. Alpha Lipoic Acid is another essential supplement which works as an anti-oxidant to reduce symptoms of diabetes like nerve damage, weakness, pain etc.
- ✍ **Eating Plan:** Preparing a diet by chucking out the unnecessary and adding in the necessary isn't enough to get rid of Type 2 Diabetes. You need to work as per plan. Prepare a schedule as in what are you going to have for breakfast today. Then lunch, then snacks and lastly for dinner. Try sticking to the plan because only that will ensure your speedy recovery. Start your day with a smoothie or omelet or shake. Have loads of green vegetables in the day, nuts or raw cheese in snacks. Lastly a light meal made out of healthy

oil for dinner. You can alter the routine for each day of a week so that you don't get bored eating the same food for 3 days. Then the next type for another 4 days, so keep altering your routine.

- ✍ **Exercises:** After Food and Supplements another essential and one of the finest ways you can choose to get rid of Type 2 Diabetes healthier is by doing Exercises. Make it happen daily without any compromise. It is because just 30 minutes of home exercise will not just burn your fat but will reduce your blood sugar levels too. Jog in, stretch out, walk up, train at the gym, or perform yoga at home. And you are increasing your body's insulin sensitivity. Do it by taking short breaks at regular intervals. And lead your quality life ahead without any medications and unnecessary worry.
- ✍ **Bid your tempting taste buds good-bye:** You have to practice this hard on your diet and your lifestyle so that you can get rid of Type 2 Diabetes more naturally. It is also important to keep things under control. Stop your urge to have delicious fatty foods whenever you feel hungry, instead have Avocados. They will safeguard your taste buds from gorging over some delicious dishes which is surely going to cause you a problem. Self-control is the best control one can ever practice.

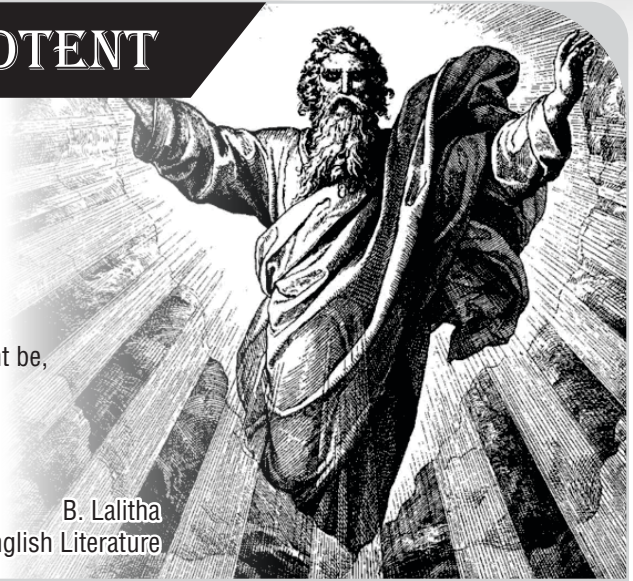
So, nothing is basically impossible if you have the will to perform. Instead of paying your doctor a regular visit, we suggest you try these ways. Then, see how far you have come from where you were and what the time in between has made you achieve. Be your own hero. Have your ways to help you get rid of Type 2 Diabetes.

G. Manjula, M.Com., M.Phil.

Assistant Professor,
Department of Commerce with Computer
Applications,

GOD THE OMNIPOTENT

Wherever I go, whatever I do,
I trust thee, with me;
Words of bitter, words of fierce,
I used to hear, here and there,
Whither, I felt your presence everywhere,
I often told, that you are 'Nowhere',
Whoever they may be, whatever they might be,
I ask them, can you 'Rest' anywhere?
Whither, trust that he is 'Now-here',
I assure that you can 'Rest' anywhere.



B. Lalitha

Assistant Professor, Department of English Literature

LIFE IS A GAME

Life is like a game
Come on roll the dice
You pick up a card
It reads 'razor blades Slice'
You move two spaces ahead
You did something right
But it doesn't matter
Something bad will happen later in life
Everything will go bad soon enough
Tears will roll down
You'll pick the wrong card
Then you won't talk or make a sound
You'll make one small, wrong move
You'll forget how things used to be
When you liked life you were happy
When you change the game changes
Get to deep into dying and hell
You won't be get out and locked in chain
And you won't be able to tell.

S.K.Nisha

II- B.Sc. Physics

PRAYER

Prayer is a medicine
To cure all our struggles
Prayer is a weapon
To win all our problems
Prayer is a way
To achieve our destiny
Prayer is a friend
When we make prayer for others
Prayer is a enemy
When we do evil for others
Prayer is a solution
To correct our confute
Prayer is a mirror
To show our beauty
Prayer is a plea
To God to fulfill our passion !



S.Barkath Nisha

III B.A. English Literature



WATER RESOURCES IN INDIA

Water is a natural resource, a basic necessity to living things including humans and wildlife, food production, food security, sustainable development and alleviates the poverty of the country. Despite of having blessed with enormous water resources, Mt. Himalaya's originated Holy River Ganges, and its several tributaries from the north, Kaveri River in the south, ever rain forests. World's tastiest waters of the Siruvani River in Coimbatore, Western Ghats Basin, network of fresh water resources etc. "Water problem" is huge 'a big threat and cross cut problem in India'. Due to hectic population increase and drinking water consumption, decreased rainfall, the 'water problem' in India is becoming a major threat. Particularly, water pollution, poor sanitation, dwindling/decrease in rainfall, groundwater levels and water scarcity designs the world's second most populous nation. Water is most essential for livelihoods, agriculture, energy production, industrial development and for several other potential consumptions. In India, 'water problems' arise mainly due to poor management, negligence, in appropriate technology and poor responsibility by the peoples and needed to be taken special precautionary measures. Consequently in this paper some major issues related to Indian waters during the past and currently have been reviewed and highlighted.

Although water has different forms of solid state such as ice, and gas state such as water

vapor/steam, the significant use of water refers to liquid state. On the earth's surface water covers 71% of the total mass in which oceans alone contributes more than 97% of the total area. Furthermore, water available as a glacier/ice of about 2.4% followed by below ground water of 1.6% and surface water of 0.6%. Only 0.001% of water found in the air as vapor, clouds and rainfall. In India, major rivers are River Ganges, Kaveri, Indus ,the Brahmaputra, Godavari, Narmadha, Mahanadhi, Krishna, Brahmini Sabarmati, Pennar, Mahi and Tapi. In India's water resources are polluted by Fluoride and heavy metals, Organic and inorganic chemical pollutant, Biological Pollution, Cocktail Chemical Pollution

In summary, clean, safe and adequate water resources of India constitute a vital asset for the survival of living things and smooth functioning of major systems, and economic development. Because of drastic increase in population and improving lifestyle, heavy pressure is on the call with water resources management since the per capita availability of water resources is reduced at a rapid rate in last 2-3 decades. Increased usage of ground water and surface water resulted in a decrease of water flow in rivers and water level decrease in wells, ponds and lakes.

Mrs. P. Jim Linda

Assistant Professor,
Department of Commerce with
Computer Applications

INVENTORS & INVENTIONS

1. Momofuku Ando (1910–2007), Japan
 2. Eugen Baumann (1846–1896), Germany
 3. Alexander Graham Bell (1847–1922), UK, Canada, and U.S.
 4. Tim Berners-Lee (born 1955), UK with Robert Cailliau,
 5. László Bíró (1899–1985), Hungary
 6. Jacques E. Brandenberger (1872–1954), Switzerland
 7. David Brewster (1781–1868), United Kingdom
 8. Marie Van Brittan Brown (1922–1999), U.S.
 9. Chester Carlson (1906–1968), USA
 10. Vint Cerf (born 1943), together with Bob Kahn (1938–), USA
 11. David Chaum (born 1955), USA
 12. Josephine Cochrane (1839–1913), USA
 13. Sir Henry Cole (1808–1882), UK
 14. Martin Cooper (born 1928), USA
 15. Harry Coover (1917–2011), USA
 16. Lloyd Groff Copeman (1865–1956), USA
 17. Bartolomeo Cristofori (1655–1731), Italy
 18. William Cullen (1710–1790), UK
 19. Corradino D'Ascanio (1891–1981), Italy
 20. Fe del Mundo (1911–2011), Philippines
 21. Yuri Nikolaevich Denisyuk (1927–2006), Russia
 22. James Dewar (1842–1923), UK
 23. William Kennedy Laurie Dickson (1860–1935), UK
 24. Philip Diehl (1847–1913), USA
 25. Rudolf Diesel (1858–1913), Germany
 26. Toshitada Doi (born 1943), Japan, with Joop Sinjou, Netherlands
 27. Gene Dolgoff (born 1950), USA
 28. Brendan Eich (born 1961), USA
 29. Douglas Engelbart (1925–2013), USA
 30. Federico Faggin (born 1941), Italy
 31. Adolf Gaston Eugen Fick (1829–1901), Germany
 32. Paul C. Fisher (1913–2006), USA
 33. Alexander Fleming (1881–1955), Scotland
 34. Sandford Fleming (1827–1915), Canada
 35. William Friese-Greene (1855–1921), UK
 36. Waldemar Haffkine (1860–1930), Russia/Switzerland
- Instant noodles
 - PVC
 - telephone
 - World Wide Web
 - Ballpoint pen
 - Cellophane
 - Kaleidoscope
 - home security system
 - Xerographic copier
 - Internet Protocol (IP)
 - Digital signatures, e-cash
 - dishwasher
 - Christmas card
 - Mobile phone
 - Super Glue
 - Electric stove
 - piano
 - first artificial refrigerator
 - Vespa scooter
 - non-electric incubator
 - 3D holography
 - Thermos flask
 - motion picture camera
 - Ceiling fan
 - Diesel engine
 - Compact disc
 - LCD projector
 - JavaScript
 - the computer mouse
 - microprocessor
 - contact lens
 - Space Pen
 - Penicillin
 - Universal Standard Time
 - cinematography
 - first anti-cholera and anti-plague vaccines

37. Charles Hall (1863–1914), USA
38. Tracy Hall (1919–2008), USA
39. Rowland Hill (1795–1879), UK
40. Maurice Hilleman (1919–2005)
41. Tanaka Hisashige (1799–1881), Japan
42. Ted Hoff (born 1937), USA
43. Felix Hoffmann (Bayer) (1868–1949), Germany
44. Nick Holonyak (born 1928), USA
45. Royal Earl House (1814–1895), USA
46. Coenraad Johannes van Houten (1801–1887), Netherlands

47. Elias Howe (1819–1867), USA
48. Chuck Hull (born 1939), USA
49. Ken Kutaragi (born 1950), Japan
50. Ignacy Lukasiewicz (1822–1882), Poland
51. Cai Lun, ?? (50–121 AD), China
52. George de Mestral (1907–1990), Switzerland
53. Colin Murdoch (1929–2008), New Zealand

54. William Murdoch (1754–1839), Scotland
55. Blaise Pascal (1623–1662), France
56. John Pemberton (1831–1888), USA
57. Slavoljub Eduard Penkala (1871–1922), Croatia
58. Stephen Perry, UK (fl. 19th century)
59. Fritz Pfleumer (1881–1945), Germany
60. Petrache Poenaru (1799–1875), Romania
61. Christopher Polhem (1661–1751), Sweden
62. Ivan Polzunov (1728–1766), Russia
63. Albert Bruce Sabin (1906–1993), USA
64. Jonas Edward Salk (1914–1995), USA
65. Frederick Sanger (1918–2013), USA

66. Larry Sanger (born 1968), together with Jimmy Wales, USA
67. Thomas Savery (1650–1715), UK
68. Bjarne Stroustrup (born 1950), Denmark
69. Edward Teller (1908–2003), Hungary
70. Alfred Nobel 1867 Sweden
71. Levi Strauss 1873, Germany
72. Jesse W. Reno, 1891, America
73. Lewis E. Waterman, 1884, America
74. Arthur Wynne, 1913, England
75. Johannes Gutenberg, 1440, Germany

- aluminum production
- synthetic diamond
- postage stamp
- vaccines for childhood diseases
- Myriad year clock
- microprocessor
- Aspirin
- LED (Light Emitting Diode)
- first Printing telegraph
- cocoa powder, cacao butter, chocolate milk
- sewing machine
- 3D printer
- Play Station
- Kerosene lamp
- paper
- Velcro
- Tranquillizer gun, disposable hypodermic syringe
- Gas lighting
- Pascal's calculator
- Coca-Cola
- mechanical pencil
- rubber band
- magnetic tape
- fountain pen
- Padlock
- first two-cylinder steam engine
- oral Polio vaccine
- injection Polio vaccine
- Sanger sequencing (= DNA sequencing)
- Wikipedia
- steam engine
- C++ (programming language)
- hydrogen bomb
- Dynamite
- Blue Jeans
- Escalator
- Fountain pen
- Crossword puzzle
- Printing Press

Mrs. P. Jim Linda, Assistant Professor, Dept. of Commerce with Computer Applications



INTERESTING FACTS ON INDIA

1. Shampooing is an Indian Concept
Shampoo was invented in India, not commercial fluids, but the method used by herbs. The word 'shampoo' is derived from the Sanskrit word champu, which means massage.
2. The Indian National Kabaddi Team Has Won All World Cup
So far India has won 5 men's kabaddi world cups till now. And also the Indian women's team has won the Kabaddi World Cup till today.
3. Water on the Moon was Discovered by India
In September 2009, India's ISRO Chandrayaan-1 was found to be the first time that Moon Mineralogy Mapper detected water on the Moon.
4. Science Day in Switzerland is dedicated to Ex-Indian President, APJ Abdul Kalam
The father of India's missile program visited Switzerland in 2006. When he arrived, it was announced on the Science day on May 26.
5. The First Rocket in India was transported on a Cycle
The first rocket was very light and small; it

was transported on a bicycle to the Thumba Launching Station in Thiruvananthapuram, Kerala.

6. India is the World's Second Largest English Speaking Country.
When speaking English, 125 million people speak English as the second language in India, only 10% of our population. It is expected to be very different in the coming years.
7. 'Zero' in the number system was invented by a mathematician from India. His name was Aryabhata.
8. Chess was invented in India.9. Yoga originated from India and is still in existence for over 5000 years.
10. Calculus, Trigonometry, and Algebra originated in India.
11. Takshila, the first ever university in the world started around 700 BC in India.
12. Before the 18th century, India was one of the richest countries in the world.
13. India is the world's largest importer of arms but it has never invaded or attacked any country.
14. Vande Mataram is India's national song and Jana Gana Mana is its national anthem.
15. Indira Gandhi was India's first and the only female Prime Minister till date.

G. Ananthi

Head & Asst. Professor

Dept. of Commerce with Computer Application



Dr.A.P.J.Abdul Kalam Motivational Speech

You should stand for a culture of excellence. The excellence not by accident. It's the process where an individual continuously tries to better oneself. The performance standards are set by themselves.

They work on their dreams with focus and are prepared to take calculated risk and do not get deterred by failures as they move towards their dreams. Then they set up their dreams as they tend to reach the original targets. They strive to work to their potential. In the process they increases their performance, there by multiplying further their potential. This is an unending life cycle phenomenon culture of excellence.

They are not in competition with anyone else but themselves that is a culture of excellence. I am sure each one of you will aspire to become a unique with culture of excellence. I learn every youth wants to be unique. That is you, but the world around you is doing it best day and night to make you just everybody else.

Question in, "Whether you want to be you or everybody else"? Being like everybody else is convenient, at the first glance but not satisfying in the long vision. The challenge therefore, my young friend is that, you have to fight the hardest battle, which any human being can never imagine to fight and never stop fighting until you arrive at your destined place, that is the unique you. To get the unique you is the big battle. The battle means you don't need to take a gun the battle means you have to have four unique things.

Four unique tools you must have in the battle. One is you have to set the goal. The second one is acquire the knowledge continuously and third one is hard work with devotion and fourth is perseverance. Where there is righteousness in the heart, there is a beauty in the character when there is a beauty in the character. There is Harmony in the home when there is Harmony in the home. There is an order in the nation, when there is order in the nation, there is peace in the world.

Question in:

"Whether you want to be you or everybody else.....?"

S.Thaslim Firthous
B.A. - English Literature

BRAIN

TWISTERS



- ✓ A blind beggar had a brother who died. What relation was the blind to the brother who died? 'Brother' is not the answer.
- ✓ What letter is next in this sequence? M, A, M, J, J, A, S, O...
- ✓ When are four half of five?
- ✓ What is light as a feather, but even the strongest man cannot hold it more than a few minutes?
- ✓ What is an Automobile Engine serves no purpose but without it the engine does not work?
- ✓ There are three houses. One is Red, one is Blue and one is White. If the Red house is to the left of the house in the middle and the Blue house is to the right to the house in the middle. Where is the White house?
- ✓ Mike is a butcher. He is 5'10" tall. What does he weigh?
- ✓ Which is heavier? A pound of feathers or a pound of rocks?
- ✓ You are driving a bus. At the first stop, two women gets on and one women gets off. At the

third stop, three kids and their mom get on, and a man gets off. The bus is grey, and it is raining outside. What colour is the bus driver's hair?

- ✓ Imagine that you are in a boat, in the middle of the sea. Suddenly, you are surrounded by hungry sharks, just waiting to feed on you. How can you put an end to this?

Answer:

- ✓ The blind beggar was the sister of her brother, who died.
- ✓ N for November.
- ✓ When it is Roman numeral: F (IV) E!
- ✓ Breath.
- ✓ Noise.
- ✓ In Washington, D.C.!
- ✓ Meat.
- ✓ Neither, both weigh a pound!
- ✓ Whatever colour your hair is! Remember, you are the driver!
- ✓ Stop imagining!



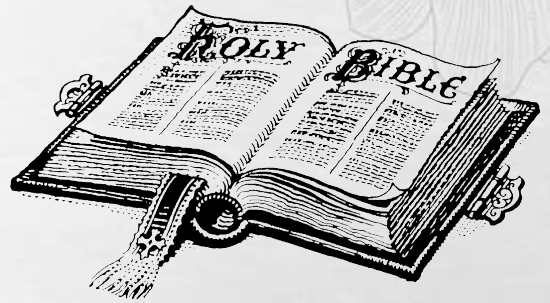
L. Muthuselvi
II - B.Sc. Mathematics

EMERGENCY NUMBER

FROM THE BIBLE

-] When in sorrow, call John 14:1
-] When men fail you, call Psalm 27
-] When you have sinned, call Psalm 51
-] When you are in danger, call Matthew 6:19-34
-] When God seems far away, call Psalm 139
-] When your faith needs stirring, call Hebrew 11
-] When you are lonely and fearful, call Psalm 23
-] When you grow bitter and critical, call I Corinthians 13
-] When you feel down and out, call Romans 8:31-39
-] When you leave home for labour or travel, call Psalm 121
-] When your prayer grows narrow or selfish, call Psalm 67
-] When you want courage for your task, call Joshua 1
-] For Great invention or opportunity, call Isaiah 55
-] How to get along with fellowmen, call Romans 12
-] When you think of investments iretwens, call Mark 10
-] If you are depressed, call Psalm 37
-] If you are losing confidence in people, call I Corinthians 13
-] If people seem unkind, call John 15

] Emergency numbers may be dialed directly. No operator assistance is necessary. All lines are open to heaven 24 hours a day! Feed your faith and doubt will starve to death!" When all else fails, read The Bible".



T.Sherline
II-B.Sc. Mathematics

Prayer

Prayer makes your career
Prayer wants your Patience
Prayer looks your happiness
Prayer test your life
Prayer gives you peace
Prayer fulfil your desire
Prayer leads your heart
Prayer wish your dream
Prayer acts your friend
Prayer teach your obstacle
Prayer touch your courtesy
Prayer corrects your fault
Prayer vanish your Sadness
So be pray
Until you get
Your goal!

So,
Subscribe prayer and
Share everything to God and
Give comments by yourself.



S.Barkath Nisha
III - B.A. English Literature

- There are 43 Quintillion, 252 Quadrillion, 3 Trillion, 274 Billion, 489 Million, 856 Thousand (43,252, 003274489356000) ways to scramble a 3*3*3 Rubik's cube.
- How old were you when you discovered that the letter "A" is not in spellings of any number from 1-100?
- If you search for "askew" in Google, the content will tilt slightly to the right.
- Drainage Canals in Japan are so clean that they even have fishes in it.
- The Golden temple in India feeds a vegetarian meal to over 100,000 people a day regardless of race, religion and class.
- Rainbow Bridge or Circumhorizontal arc: when the sun is at least 58 degree above horizon and ice crystals in clouds from rainbows.



DID YOU KNOW?

- Walmart opened on July 2, 1962. Today, it makes \$982,000 per minute.
- The world consumes close to 2.25 billion cups of coffee every day.
- The world record for the most babies born to one woman is 69. Mrs.Vassilyeva from Russia gave birth to 16 turns, 7 sets of triplets and 4 sets of Quadruplets.
- The Statue of Liberty was made with copper but due to Oxidation, it changed to green.

S.K.Nisha
II- B.Sc. Physics

Mother

When I was a child, I think the world
was under my feet
My knowledge was as little as that of
my little fingers
My works are zero when my mother
took
Twice hard work to leave me free,
When I was I thought we live in a
world and it's not easy
My situation judge me who I am and
what I am
I took a step to enter this world when
my mother encourage me
To go ahead in my life the hard works
is now Fifty-Fifty
When I was old I realize the world is in
my hand
Everything will be under the believeness
of what we want
I see the world with the help of my
eye(knowledge ,affection,love,brave)
I loved the nature when my mother conveys , ' Before you loves
you analyze it'.
When I was long enough ,the world take over me
And my eye closed ,my mouth not opened , everything is lost
I understood the world , when I am not alive!
Only my mother says me 'I am waiting for you'!!!

MORAL:

True love always comes from the Mother and child ...True love always think about the loved one and console one another .

The mother who sacrifice everything for us is not easy for all the noble soul . Don't hurt them instead make them love and give pleasure and don't measure because they are treasure ...

The inner meaning you may take mother instead of God , the Almighty he never refuse us ! always wants our true love .

“Make assure to
Give pleasure because
They are treasure”

S.Barkath Nisha
III B.A.English Literature

MATHEMATICAL LETTER

Dear Algebra,

How is square, we are all vectors moving in the same direction to write board examination our love is infinite. I want only friendly integration. I do not want differentiation. Do you have interest in cricket. The world in circle having love as radius. Surely, I will come to your area without fail. Don't worry about your result. God is the only universal set. We are all subset of the universal set.

Tan Q (thank you)

Yours Mathematically,
Tangent.

Address on the envelope

Mr.Algebra,
No.18, Calculas Arc,
Trigonometry Road,
Statics-8.

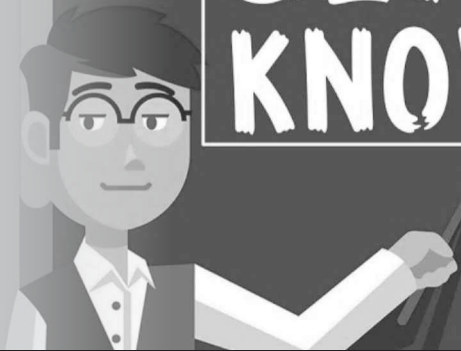
T.Sherlin divya
II B.Sc. Mthematics



Be a good friend like you
Who trust me in all time!
Be a good friend like you
Who test me by giving some troubles!
Be a good friend like you
Who forgive me from my mistakes!
Be a good friend like you
Who gives what I need!
Be a good friend like you
Who understand me from my place!
Be a good friend like you
Who fight with me when I do wrong things!

Be a good friend like you
Who encourage me to show my skills!
Be a good friend like you
Who cure all my sadness with your happiness!
Be a good friend like you
Who sees my inner not my outer face!
Be a good friend like you
Who is the medicine for my tiredness!
Be a good friend like you
Who teach me to live my life too!!!

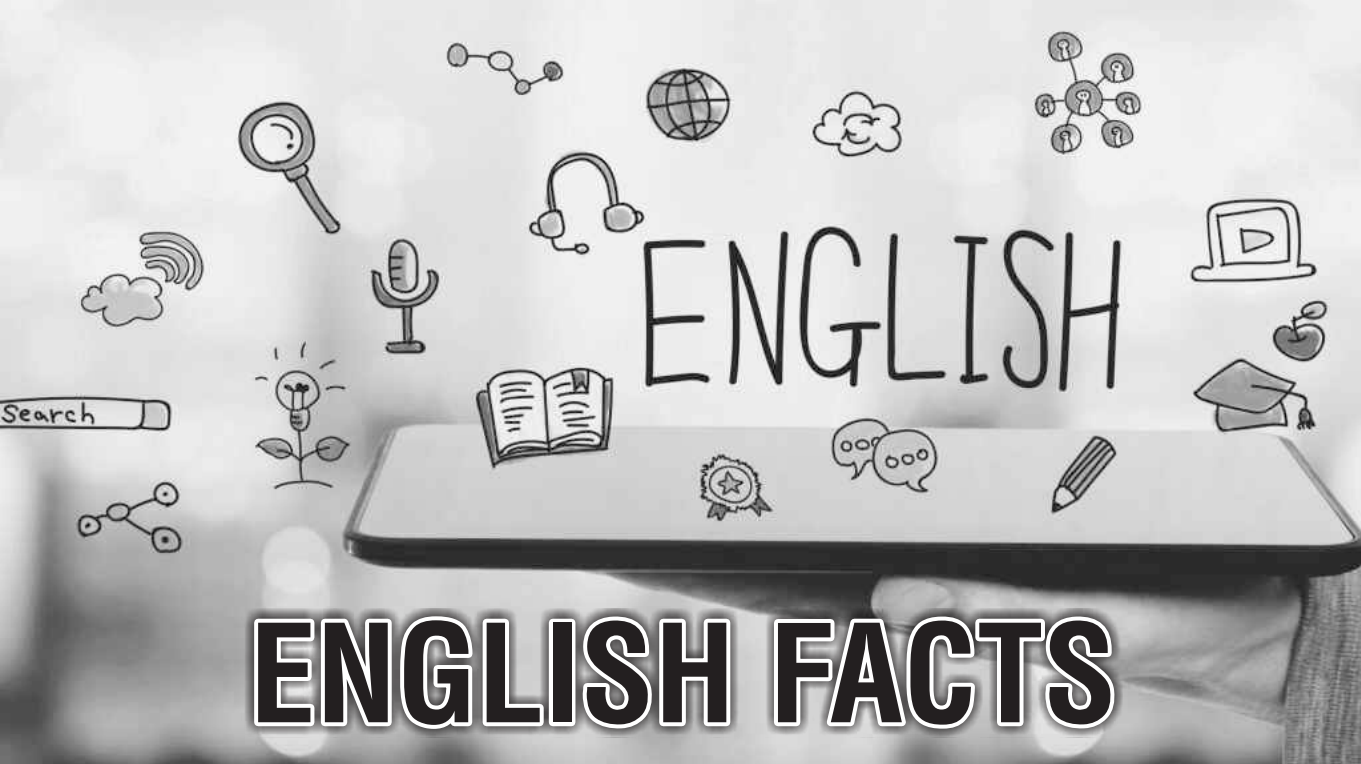
S.Bakath Nisha
III B.A. English Literature



GENERAL KNOWLEDGE

EVERYONE
SHOULD KNOW

1. Who is the father of English history?
Venerable Bede
 2. Who is the father of English criticism?
Dryden
 3. Who is the father of Indian English poetry?
Nissim Ezekiel
 4. Who is the father of English prose?
William Tyndale
 5. Who is the father of English comedy?
Ben Jonson
 6. Who is the father of English short stories?
Edgar A. Poe
 7. Who is the father of English essay?
Francis Bacon
 8. Who is the father of tragedy?
Aeschylus
 9. Who is the father of Romanticism?
William Wordsworth
 10. Who is the father of new criticism?
Richards
 11. Who is the father of poetry?
Geoffrey Chaucer.
 12. Who is the father of English sonnet?
Sir Thomas Wyatt
 13. Who is the father of English printing?
William Caxton
 14. Who is the father of Romantic poetry?
William wordsworth
 15. Who is the father of English Fiction?
Henry Fielding
 16. Who is the father of English drama?
Shakespeare
 17. Who is the father of English Literature?
Geoffrey Chaucer
 18. Who is the mother of English Literature?
Frances Burney
 19. Who is the mother of English poetry?
Kamala Das
- S.Thaslim Firthous**
I B.A. English Literature



1. One of the most expensive English books to ever exist to date was that of Leonardo Da Vinci- Codex Leicester which sold for a 'mere' 30 million dollars .
2. The Longest sentence to have ever been written and printed was by Victor Hugo in his book 'Lcs Miserables'. It is said to be 823 words long .
3. The longest book on the earth is called 'Remember of Things past' written by M.Proust which is 9.6 million Characters long.
4. Interesting enough, The book 'Alice in Wonderland' is banned in China. Reason, It suggests that animals are not equal to human beings and therefore they should not be taught how to speak and write.
5. Listen and Silent have exactly the same letters and they happen to be related .
6. If you turned the word 'Swims' upside down ,you will still have the same word and you will be able to read it .
7. The first ever book written on a type writer ,its Mark Twain's 'The Adventures of Tom Sawyer'.
8. A new word is added to the dictionary every two hours .
9. Shakespeare added over 1700 words to the English language.
10. There were approximately 1.5 billon English speakers in the world .
11. English is the official language of 67 countries.
12. A 'Pangram' is a sentence that uses all 26 letters of the English alphabet –'A quick brown fox jumps over the lazy dog'.

S.Pooja Sri
III B.A.English Literature

Reflections of Truth

Where you find truth
If where you find your reflection
And where you find your reflection
If where you find love
And where you find love
If where you find light
And where you find light
If where you find faith
And where you find faith
If where you find purpose
And where you find purpose
If where you find happiness
And where you find happiness
If where you find truth
And where you find truth
Truth will set you free

S.A.Ambritha
III B.A.English Literature

Always

Sunrise and set
Moons come and go
Stars journey to a distant sky
Tides ebb and flow
Clouds form and fade
As if to silently say
That all we ever really have
Is tomorrow's yesterday
But there's one thing time
Will never ever own
And one day time itself
Will have to finally show
That though the winds of change
May carry away the days,
My heart will be here
Holding you always
All ways.

S.A.Ambirtha
III B.A. English Literature

DIGNITY OF EDUCATION

You and me, together, known as society
Could we answer for?
The number of days of our life-
The number of stars in the sky-
The number of rain drops falling-
The growth of our first milk teeth-
The number of steps we have taken-
The number of biscuits we have eaten-
The number of words "Mom" "Dad" spelt by us-

Upcoming moment waiting for us –
The seconds of our climax-
None can solve these riddle
How could we be in crown of pride?
Their by it's better to encourage
Than to discourage the pupils of dormant talents-
Let's raise the flag of liberty for education
To spread her fragrance everywhere
Around the spinning sphere!

P.Devadarshini
II B.Sc.Mathematics