



EVOLVE

a Salesian College Association for Professionals initiative



KITKAT

NO CHOCOLATE WAFER

The most popular mobile OS, android, has brought an incredible change in the mobile world. The handling of mobile phones from keypad has now changed to the advanced touch input actions like swiping, tapping, pinching and reverse pinching to manipulate on screen objects. Adjusting the screen from portrait to landscape depending on device orientation is now possible. Users can customize their home screen with shortcut to 'apps' and widgets. 'Apps' are now just a touch away.

Android is an operating system based on the Linux kernel, and designed primarily for touchscreen mobile

contd. on pg3

3 Human
Error

5 Anti
Matter

6 Sexual Assault
on Women

8 Andy
Warhol



From the PRINCIPAL's desk

CONGRATS!

The privileged departments of the college are those offering semester programmes as they have the college to themselves more months of the year than the annual system departments, given the present schedule of exams and study leaves. Those who engage more not only learn more but also feel attached more. Ours is a campus that is growing. It began in very small way. Growth is truly to be measured in terms of the enthusiasm of students and faculty. This is again measurable in terms of activities jointly performed and in terms of the participation of individual members of the batch or group contributing to the various initiatives and ventures. A collective group activity of this nature is what gives a long lasting feeling of well being and goodness as well as credibility.

One of the beautiful things one can witness in a developing/growing campus like ours is the way in which each department seeks to make a mark or make a niche for itself or at least attempts to do so. In fact there is a hidden competition at work to prove oneself. I think one of the spontaneous expressions of this desire is visible in this effort of bringing out a departmental newsletter. With this attempt the management & computer applications departments of Salesian College Silgiuri Campus are indeed making a benchmark.

I wish both the departments – students and faculty – every success and look forward to its own growth and the continuity. Congrats to the editorial team!

Fr. (Dr.) George Thadathil sdb



The 30^{sec} Speech

Imagine life as a game in which you are juggling some 4 balls in the air. You name them – Work, Health, Loved Ones and Spirit and you're keeping all of these in the Air.

You will soon understand that Work is a rubber ball. If you drop it, it will bounce back. But the other 3 Balls - Health, Loved Ones and Spirit - are made of glass. If you drop one of these; they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for it.

Mr. Shomik Saha
HOD
Department of
Management





devices such as smartphones and tablet computers. Initially developed by Android, Inc., which Google backed financially and later bought in 2005, Android was unveiled in 2007 along with the founding of the Open Handset Alliance. The first publicly available smartphone running Android, the HTC Dream, was released on October 22, 2008.

The version history of the Android mobile operating system began with the release of the Android beta in November 2007. The first commercial version, Android 1.0, was released in September 2008. Android is under ongoing development by Google and the Open Handset Alliance (OHA), and has seen a number of updates to its base operating system since its initial release.

Since April 2009, Android versions have been developed under a confectionery-themed code name and released in alphabetical order: Different Versions after April 2009 Cupcake (1.5) Donut (1.6) Éclair (2.0-2.1) Froyo (2.2-2.2.3) Gingerbread (2.3-2.3.7) Honeycomb (3.0-3.2.6) Ice cream

sandwich (4.0-4.0.4) Jelly bean (4.1-4.3) KitKat (4.4-4.4.2) On 3 September 2013, Google announced that 1 billion activated devices now use the Android OS worldwide. The most recent major Android update was KitKat 4.4, which was released to commercial devices on 22 November 2013. As of April 2014, Android 4.x Jelly Bean is the most widely used Android version, operating on around 62% of Android devices worldwide.

It was a surprise from Google who strayed away from its naming convention and released android 4.4 under the name kitkat instead of some delicious moniker names which it generally uses.

Some thrilling features of it are:

- *Easter egg* – It converts your Smartphone into a virtual kitkat bar.
- *Emojis* – Emoji is a Japanese word for cartoonish ideograms and smiley's which can be used in your message.
- *Contact privatization* – It prioritizes the contact list by sorting it by the people who you chat with the most.
- *Message consolidation* – It

consolidates all your MMS, SMS and video calls.

- *Quick office integration* – Preinstalled quick office which allows user to edit spreadsheet, documents and presentation.
- *Enhanced Caller ID* – It resolves issue of calls from unknown numbers by retrieving caller ID information from listings within Google maps.
- *Full screen album* and movie combined with controls.
- *Support for Integrated Pedometer* – If you have been looking to lighten up your gadget load will really enjoy this feature with its excellent sensors.
- *Immersive display* – Kitkat will hide everything while reading or watching a movie and we can get back the status bus by simply swiping the edge.

Darshika Jajodia (4th Sem BCA),
Riha Maheshwari (2nd Sem BCA),
Akash Poddar & Praveen Sharma
(2nd Sem BBA)



Human error has been cited as a primary cause or contributing factor in disasters and accidents in industries as diverse as nuclear power, aviation, space exploration and medicine.

Human error means that something has been done that was "not intended by the actor; not desired by a set of rules or an external observer; or that led the task or system outside its acceptable limits". In short, it is a deviation from intention, expectation or desirability. Logically, human actions can fail to achieve their goal in two different ways: the actions can go as planned, but the plan can be inadequate (leading to mistakes); or, the plan can be satisfactory, but the performance can be deficient. However, a mere failure is not an error if there had been no plan to accomplish something in particular.

Error management is one of the interesting topics over which the scientists have thought again and again. In the past decade, researchers into human factors have been increasingly concerned with developing the tools for managing unsafe acts. Error management has 2 components: Limiting the incidence of dangerous errors and creating systems that are better able to tolerate the occurrence of errors and contain their damaging effects. High-reliability organizations are the prime examples of the second component of error management. They anticipate the worst and equip themselves to deal with it at all levels of the organization. High-reliability organizations are not immune to adverse events, but they have learned the knack of converting these occasional setbacks into enhanced resilience of the system.

Human Error as a subject is ever expanding. The more you know about it, the more is the want to know about it.

HUMAN ERROR



-Parminder Singh Panesar
(2nd Sem BCA)



I REMEMBER

Every moment I remember,
The end of last November.

I found someone,
And thought he was mine forever.

Every point of life,
Became beautiful to live.

I was so full of romance,
And prepared a lot of affection to give.

But as I expressed, it melted
All of my hope and harmony just gone.

I cried much of regression,
As I had not any high ambition.

Just to love him
I had to needed his permission.

This was beyond my emotion,
Finding no answer for such humiliation.

But now I understand what I felt
Was it real love that was dealt.

I know much more,
Than what I knew before.

I laughed at myself thinking,
His reason for leaving.

I move on... I am free,
Remembering the past with glee.

-Ankita Tewari (2nd Sem BBA)

“World's most ethical companies”

Really???

PepsiCo a multinational company with great ethics was drawn into controversy in 2012 when it collaborated with a Biotech company SENOMYX that used technology originally derived from aborted human foetuses in order to develop flavour for new food products. This practice was against the Code of Ethics of PepsiCo as well as morally inhuman.

That very year amidst all the controversy, on March 27 PepsiCo was awarded as “WORLDS MOST ETHICAL COMPANIES” award in New York despite of it being charged for the exploitation of an aborted child for “PROFIT”. To view this scenario critically the award was not a pride but an indirect mockery of the nation towards PepsiCo.

To this Debi Vinnedge, executive director of “Children of God for Life” explained the denial of its use of aborted foetal cells likely resting on the fact that Senomyx does not use the original cells from the aborted baby but rather cells derived from those original cells to produce the receptor. The explanation was well accepted by the question arises that “Why aborted human cells??” when they could have easily chosen the alternative of animal, insects or other morally obtained human cells expressing the G protein for receptor.

At the end the question still remains unanswered whether PepsiCo was actually awarded as the “WORLD'S MOST ETHICAL COMPANIES”??

-Shreya Saraogi (2nd Sem BBA)

A new mode of transportation in Siliguri

ECO FRIENDLY ELECTRIC TRICYCLE/ BATTERY RICKSHAW
POLLUTION FREE IN Siliguri

Battery Rickshaw or E- Tricycles are eco-friendly. This rickshaw's don't create any type of pollution neither noise nor air pollution. They are totally eco-friendly, and can carry a load of 4 passengers and 1 driver. Each rickshaw need four battery to operate and are placed in such a manner that is can be balanced, 2 in front seat and other 2 in rear seat.

Rickshaw of following features:

Motor type : 850w
Dimensions : 260*95*120cm
Load Capacity : 350Kg
No: of passenger's: 6+1
Charger Input : Voltage 220V.



According to motor department, the driver has to have a license if the power of the vehicle is more than 250 W or the speed is more than 25 km/ph.

Taking a close look at Rickshaw it indicates that the motors are at least 800 w to 850 w – far above the exempted limit. Therefore, the drivers will need a license to drive the rickshaw.

-Akash Poddar (2nd Sem BBA)

Film Animation ... Dating Back



August, 13, 1967. It can be considered one of the most important day in modern film making. It's because, on this fateful day the first ever computer animated film was released by Charles Csuri and James Shaffer. It was named "Hummingbird". It was a mere 10 minute clip but this 10 minute of computer graphics was the start of a new revolution in the field of film making. "Westworld" released in 1973 was the first full feature film to make use of 2D computer animation.

Around three years later, the sequel of "Westworld", "Futureworld" was released. It was the first movie to make use of 3D computer graphics. In the movie only the face and hands were animated in 3D while the rest of the animation was in 2D. The CGI (Computer Generated Imagery) was used to do this animation. In 1974, Alex Schure along with the New York Institute of Technology (NYIT) took film animation a step further by introducing CGL (Computer Graphics Laboratory). It was the most sophisticated animation studio of its time consisting of top in class film and graphics equipment and best technology experts. In 1978 the very famous "Superman" was released which made use of computer generated title sequence for the first time. In 1983 the first ever full featured animated film was released named "Rock and Roll".

From these first ones, film animation has been taken to a complete new level. It has become a complete revolution. From part of humans and part movie environments the trend has shifted to complete animation of anything and everything. For an animator the limit is only where his imagination ends.

- Pradipto Karmakar (2nd Sem BCA)



ANTI MATTER

ANTIMATTER, substance composed of subatomic particles that have the mass, electric charge, and magnetic moment of the electrons, protons, and neutrons of ordinary matter but for which the electric charge and magnetic moment are opposite in sign. The antimatter particles corresponding to electrons, protons, and neutrons are called positrons (e^+), antiprotons (p), and antineutrons (n); collectively they are referred to as antiparticles. The positron has a positive charge and the antiproton a negative charge; the antineutron, though electrically neutral, has a magnetic moment opposite in sign to that of the neutron. Matter and antimatter cannot coexist at close range for more than a small fraction of a second because they collide with and annihilate each other, releasing large quantities of energy in the form of gamma rays or elementary particles.

The concept of antimatter first arose in theoretical analysis of the duality between positive and negative charge. It was discovered in 1932 among particles produced in the interactions of cosmic rays in matter.

Scientists have long theorized that a lot of antimatter was produced during the universe's inception. Antimatter paves the way for scientists to get the answer in a relatively short time -- a few years instead of a few decades. If scientists can figure out how antimatter interacts with gravity, it would take them a step closer to understanding how the universe was formed during the Big Bang, when a lot of antimatter was still around. Many scientists believe that antimatter acts in the same or in a similar manner as matter when it interacts with gravity.

In essence, scientists don't know why the universe exists at all...!!!!

-Abhro Bhattacharjee (2nd Sem BCA)





INCREASING SEXUAL ASSAULT ON WOMEN...

"While a murderer destroys the physical frame of the victim, a rapist degrades and defiles the soul of a helpless female," is the famous quote on this topic. Rape is a notoriously under-reported crime in India, thanks to its social stigma and because the culprits in most of the cases are known to the victim. Yet, of all the major crimes, the incidence of rape has registered the highest growth in the country in the last four decades.

Anatomy of Rape

Sexual assault on women is a common phenomenon in our country.

Under sexual assault comes; molestation, eve-teasing, child sex abuse, rape, marital rape, domestic violence.

Rape outrages a woman's modesty. After a rape incident, a woman lives a pathetic life which includes fear, depression, guilt complex, suicidal action and social stigma.

In recent times, Rape incidents have increased manifold. According to statistics, two women are raped in the country every hour. If further statistics are to be believed, every 10 hours a girl of age 1-10 is being raped in India.

It appears that the rapists are not scared

of laws. Also, cases are being reported where minors and elderly women are being raped. The recent incident which shook the nation was the gang rape of a 23 year old Para-medical student in a moving bus on the streets of Delhi.

The protests compelled our leaders to sit up and think and now amendments of the laws concerned with sexual assault on women are underway.

Every day the newspaper reports of rape incidents. In majority of rape cases the accused is known to the victim. The accused may be a friend, a relative, or a neighbour.

Causes of Rape

The important question which arises when we talk of rapes is what causes rape? Why rape cases are increasing at an alarming rate? First and the foremost cause of increasing rape cases is the lack of public safety. Women are not safe outside their homes and why only outside they are not safe even inside their homes.

A number of cases have been reported wherein the guilty has committed the crime in the very house of the victim. Rapes are being done in moving vehicles also which raise a question on the effectiveness of the traffic system of our country. Another important reason is the dearth of police officials and female police officers in

particular. According to the Times of India, there is 1 officer for every 200 citizens.

In many rural areas, the victim is pressurized to drop charges against the guilty. Not only this they are encouraged to marry their rapist by telling them that nobody will marry them now and it will bring shame to her family. In recent times, prominent leaders and experts have blamed women's clothing as responsible for increasing rape cases which is totally wrong. No clothing is an invitation to rape.

Remedies

The dire need of today is to curb this violent crime.

- The most important step to be taken

in this direction is the strengthening of laws dealing with sexual assaults.

- Death penalty should be imposed on a rape accused.
- A woman's squad should be formed in every district which would exclusively deal with problems of women.
- Fast track courts must be established so that justice is given as early as possible.

Conclusion

Women are wonderful daughters, sisters, wives, and mothers. They should be loved, cared, respected and should be protected.

-Oyelisha Mehra (2nd Sem BBA)

ONE DAY I DECIDED TO QUIT

I quit my job, my relationship, my spirituality... I wanted to quit my life.

I went to the woods to have one last talk with God

"God", I asked, "Can you give me one good reason not to quit?"

His answer surprised me... "Look around", He said.

"Do you see the fern and the bamboo ? "Yes", I replied.

"When I planted the fern and the bamboo seeds, I took very good care of them.

I gave them light. I gave them water. The fern quickly grew from the earth.

Its brilliant green covered the floor. Yet nothing came from the bamboo seed.

But I did not quit on the bamboo.

In the second year the Fern grew more vibrant and plentiful.

And again, nothing came from the bamboo seed.

But I did not quit on the bamboo.

He said, "In year three there was still nothing from the bamboo seed. But I would not quit.

In year four, again, there was nothing from the bamboo seed. I would not quit." He said.

"Then in the fifth year a tiny sprout emerged from the earth.

Compared to the fern it was seemingly small and insignificant...

But just 6 months later the bamboo rose to over 100 feet tall.

It had spent the five years growing roots.

Those roots made it strong and gave it what it needed to survive.

I would not give any of my creations a challenge it could not handle."

He asked me. "Did you know, my child, that all this time you have been struggling, you have actually been growing roots".

"I would not quit on the bamboo. I will never quit on you."

"Don't compare yourself to others." He said.

"The bamboo had a different purpose than the fern.

Yet they both make the forest beautiful." "Your time will come", God said to me.

"You will rise high". "How high should I rise?" I asked.

"How high will the bamboo rise?" He asked in return.

"As high as it can?" I questioned. "Yes." He said, "Give Me glory by rising as high as you can."

I left the forest and brought back this story. Never, Never, Never, Give up!!

"In life, each relationship will have feelings and differences.

it's Always better to be melted in feelings than to be frozen with differences"

NEVER GIVE UP

-Khushbu Gupta &
Vikrant Khatotia
(2nd Sem BBA)



Andy Warhol

The man behind pop art

The art movement that emerged in mid-1950's in Britain and in the late 1950's in the United States was popularly known as pop art. It presented a challenge to traditions of fine art by including imagery from popular culture such as advertising, news, etc. In pop art, material is sometimes visually removed from its known context, isolated, and combined with unrelated material.

In today's world we are surrounded by pop arts. Every commercial and non-commercial company for its advertisement purpose takes help of this art. The concept of pop art was made popular by an American artist, Andy Warhol (August 6, 1928 – February 22, 1987). During 1950's, Warhol gained fame for his whimsical ink drawings of shoe advertisement. These were done in a loose, blotted-ink style. To execute his imagery he often applied ink to the paper and then blotting the ink while still wet. This was related to a printmaking process on the most rudimentary scale. In his art smudges and smears can often be found. In his book "POPism" Warhol writes, "When you do something exactly wrong, you always turn up something".

In 1960's he began to make paintings of iconic American objects such as dollar bills, Mushroom clouds, Electrical chairs, Campbell's soup cans, Coca-Cola bottles, celebrities such as Marilyn Monroe, Elvis Presley, Marlon Brando, Troy Donahue, Muhammad Ali and Elizabeth Taylor.

Andy Warhol also founded his studio "The Factory" and his work became popular and controversial. He also made films between 1963 and 1968 and contributed towards music by making cover arts and adopting the band - 'The Velvet Underground', making them crucial element of the - Exploding Plastic inevitable multimedia performance art show. Warhol died in New York City on February 22, 1987 by cardiac arrhythmia.

- Prasant Mani Basnet (4th Sem BCA)



THE CAST OF 4TH SEM BBA

As you enter BBA department,
Numerous talents come our way,
You find a group of youngsters,
Quite different from each other,
But we all mix with one another.

Kevin, Nishit and Prabhat have good sense of
humour,
Anu, Priyanka is definitely made for each
other.
Cyril and Rohit have technical boon,
You will find them successful soon.

Be it rock or pop,
Anupam's singing power is at top.
Nikesh often seems to be tensed,
And Tenzing's jokes make others tensed.

Bunking classes is Kunal, Harish, and
Mantosh's favourite past time.
Sherab is always on time,
While attending classes Rocky considers a
prime.

Be it western or traditional
Jina looks remarkable.
Niti is simple and sweet
Listening to everyone's tweet.
Agnes is active and a reader,
One day definitely she will be a corporate
leader.

To keep us all in top gear
We have got our dedicated teachers
Who are our guiding light and preacher.

- Jina Chettri, Agnes Rebeiro,
Niti Singh (4th Sem BBA)



CONTACT

Dept. of Management & Dept. of Computer Applications
Salesian College Siliguri Campus
Don Bosco Connector Road, Post Box No.: 73, Siliguri
West Bengal - 734001, INDIA

0353-2545622 | www.salesiancollege.net