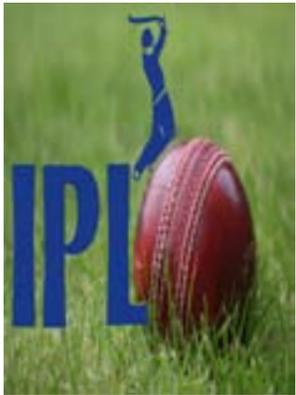


IPL - Premier to Poisonous League

Aditi Tiwari

The fact that cricket in India is not only a sport but also a religion is known, but in this religion a new deity has evolved – IPL (Indian Premier League). The face of cricket has changed with the introduction of the new format of T20 and IPL. This distinctive concept of privatizing sports has been inspired by the English Premier model. It's intention is to encourage young talents, and proliferate cricket in each and every corner of the nation.



Former South African player Gary Kristen said "I believe that the sports entertainment industry has undergone a major change over the last few years. It has produced a new type of cricketer armed with a variety of exciting skills. It is filling the stadiums and generating an interest never seen before."

IPL has promised to be a wholesome entertainment package and it has delivered on that front. It has managed to reciprocate, to a certain extent, what Ramayana and Mahabharata achieved when they were first aired on national television – brought families together in

front of the television set.

Though IPL is a hugely popular format of cricket, what could not be avoided was the several controversies it has generated since its inception in 2008. Right from franchisee agreements to rave parties to allegations of cricket betting and money laundering or spot fixing, IPL has dragged the scum of sports along with it throughout.

N. Srinivasan, the President of the Board of Control for Cricket in India is himself in the spotlight, as his son-in-law Gurusath Meiyappan, Chief of the Chennai Super Kings team had been arrested for betting and his nexus with bookies.

Law minister, Mr. Kapil Sibal had said that the government will soon come out with a law to deal with malpractices in sports. The BCCI needs to take stern measures to revive the brand value of IPL and not just turn a blind eye to the current state of affairs.

There is a need for a massive clean-up in order to restore the credibility of the sport, to maintain it as a gentleman's game. It is high time to check this menace otherwise, IPL will be just like watching a manipulated and pre-judged reality show on television, the contents of which are scripted and directed.

As the entire nation is counting days to IPL 2014 we can only hope that this time the game is played with due justice to its dignity.

Blazing Blitz

Blitz simply means 'lighting bolt' and this year's NSHM, Durgapur's Blitz was no less than that. On 28th of March Blitz was inaugurated at 10am.

With a series of events such as robotics, food festivals, photography, ad-making competitions to ear-shattering rock shows, Blitz was a great success. Blitz gave Durgapur three days of heart racing excitement in a

NSHM research on Media Credibility

NSHM in association with Burdwan University is conducting a research on Credibility of Media and its effect on audience during elections. The research spans three districts of West Bengal namely Kolkata, Burdwan and Dar-

jeeling. In a survey conducted over three months, the research will try to assess the bias displayed by the media and the resultant credibility issues that audience face regarding the political agenda.

The famous singer, composer, songwriter Zubeen Garg enthralled the huge enthusiastic crowd with a mindblowing concert on the final day. The extravaganza finished in a grand style with Zubin's performance.

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Saving the Ganga Dolphins

Neha Ghosh

The Ganga dolphin, one of the most endangered aquatic mammals in the world, is under threat in the Brahmaputra from fishing, poaching and large dams being proposed on the river.

"Since majority of Gangetic dolphins live beyond protected area boundaries, effective conservation of this species in the Brahmaputra river system is entirely dependent on the local communities living in and around dolphin habitats. There is acute need for a well-defined mass community awareness and education campaign," says Abdul Wakid, head of the Gangetic Dolphin Research and Conservation Programme. "Dolphins are killed for meat and oil. Most of the riverside villagers in remote areas believe that dolphin oil has medicinal value and they use it to treat different rheumatic diseases," he added.

The Ganga river dolphin is



listed as endangered by the International Union for Conservation of Nature (IUCN) and is found in the Ganga-Brahmaputra river systems in India and Bangladesh, their numbers have dwindled sharply, estimated to have declined by at least 50% over the last 50 years.

IUCN estimate that out of a total population of about 2,000 worldwide, only about 300 dolphins are left in the Brahmaputra system. "Dolphins have

been extirpated from the upper reaches of many rivers, their population has been fragmented by irrigation barrages and dams. In comparison to the Ganga, the Brahmaputra River is less degraded and is therefore of great importance for persistence of the subspecies" an IUCN report said.

The Dolphin Foundation estimates that only a few hundred are left in the Ganga as well as the Brahmaputra. Many Ganga dolphins die

after getting entangled in fishing nets. Poaching, pollution and over-exploitation of fish are also major factors for the dolphin being listed as amongst the most endangered aquatic mammals posing a threat to the whole ecological system of the river.

Ganga Dolphins - Interesting Facts

- Highly adaptable to ecological changes
- Found majorly near river beds of canals and river confluence.
- Often migrate to safe locations during floods.
- Have larger beaks and longer flippers
- Usually breed late at an older age and have one calf.

Breaking the Glass Ceiling From Kitchen to Corporate

Anjana Chakravorty and Neha Roy

"It doesn't matter who you are, where you come from. The ability to triumph begins with you."

-Oprah Winfrey

"When I embarked on this journey, I didn't think women would be where we are today. It is very gratifying," says Naina Lal Kidwai, the first working woman of a very conventional north Indian family, "My parents had aspirations for their children and because I didn't have a brother those aspirations were transferred to me and my sister."

India has its own pool of such bold and fearless women who have made a mark for themselves both within the country as well as overseas. Their relentless zeal, incessant quench for success and willingness to go the extra mile has broken all myths about their so called inborn limitations which posed a major roadblock on their path to success.

"I want to argue something completely different about the patriarchal stance of women in the society. It is a completely idealist notion which has no basis in material reality. I want to look at the way in which families

have changed, and how as it has in turn changed women's conception of themselves" says Manushi Sengupta, professor of a college.

Dressed in a deep pink bandhni sari, her hair impeccable as usual, she walks in for the meeting tall and straight, with an easy air of confidence. Every waking minute of her day is accounted for, Indu Jain is the Chairperson of India's largest and most powerful media group, Bennett Coleman & Co. Ltd., which owns the Times of India and other large newspapers.

Arundhati Bhattacharya, who took over as the new Chairperson of the State Bank of India (SBI), is the first woman to be appointed to the top job at the country's largest bank. Not only Arundhati but also Chanda Kochhar, Managing Director and CEO of ICICI Bank, India's largest private sector bank, having made inroads in a traditionally male dominated field.

Country has produced some stupendous Women CEOs and CXO level leaders, but they are still not standard issue in India, as perhaps they are in the West. Woman can do miracle, but still they are deprived and underestimated. Let us realize the power and capability of Nari Shakti, the nature, the mother, and the savior.

Bongabdo in oblivion

Kalyani Deb Singha

With the start of 21st century globalisation came into effect, India started making presence on the foreign shores, courtesy "Globalisation".

Today modern day Bengali has conquered many arena such as sport, films, science, but somehow lost to western civilisation. We have seen growth in terms of money, standard of living, lifestyle, but we need to look back and ask ourselves is this really a growth? Or is this growth worth loosing ourselves to westerners?

Many of us have grown listening to Gurudev, we have grown with admiring our own Netaji as hero, Master da Surya Sen as epitome of sacrifice for motherland, but alas we made them loose. It is really



painstaking to see we have somehow slowly moved them from our heart to statues and bust. We take great zeal and celebrate New Year as per Gregorian calendar but alas most of us don't know about Bengali New Year else Bongabdo.

A community cannot survive for long run if it looses its route. Cultural imperialism has already jeopardized us. Now it is our call to overcome this venom, otherwise the community, the so called cultural czar "Bengalee" will be in oblivion.

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