

HORIZON



**या देवी सर्वभूतेषु बुद्धिरूपेण संरिता ।
नमस्तस्यै नमस्तस्यै, नमस्तस्यै नमो नमः ॥**

भावार्थ- जो अपने हस्त कमल में घंटा, त्रिशूल, हल, शंख, मूसल, चक्र, धनुष और बाण को धारण करने वाली, गोरी देह से उत्पन्न, त्रिनेता, मेघाशक्ति चन्द्रमा के समान कंति वाली संसार की आधारभूता, शुभादि दैत्य नाश करने वाली महासरस्वती को हम नमस्कार करते हैं।
माँ सरस्वती जो प्रधानतः जगत की उत्पत्ति और ज्ञान का संचार करती हैं।



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Creating an innovative and intellectual environment in the campus with a focus on practice oriented learning driven by our strong corporate interface in a technology-rich, national marketplace.

VISION

Excellence in the field of education through leadership, strong business partnership, focusing on technology and innovation, promoting entrepreneurial programs and bringing a global perspective to all its activities.



Dear Students,

"We cannot always build the future for our youth, but we can build our youth for the future." Franklin D. Roosevelt

These words by Franklin D. Roosevelt perfectly describe our aim at Bora Institute of Management Sciences. Beyond providing a sound education, we wish to provide our students a holistic learning experience for life. Our aim is to teach students to LEARN, not just STUDY.

Dear students, "You are the nation-builders. You are the agents of change." It is our fervent hope that the years that you spend in Bora Institute of Management Sciences will enable you to equip with leadership and managerial skills. The knowledge that you will gain, the fine qualities that you will imbibe and the technical skills that you will learn to apply will be your major contribution to your parents, to society, and to the nation.

There are strong challenges to great efforts but, always remember, great effort bears the sweet fruit of success. We want you to taste the fruit of success once and for the rest of your life, you will never rest.

Pankaj Bora

Chairman

BIMS



Dear Students,

Bora Institute of Management Sciences has been a forerunner in recognising the needs of the industry and integrating knowledge with professional inputs. By maintaining a team of core faculty members, who are constantly pushing the frontiers of knowledge, we ensure a futuristic approach that keeps pace with the changing trends in the professional world through our global perspective.

Our primary commitment is to find the true potential of our students and equip them for the future, by providing them with the necessary skills, knowledge, and values. We achieve this goal through our unrelenting efforts to enhance Quality in Education, Research, and Diversity in our campus.

I consider this a great opportunity, privilege, and an honour to lead such a progressive educational establishment.

I am positive that the pages that follow will help you to take the right path and help you shape your future by turning your dreams into reality, and prepare you to face the challenges ahead.

Wishing you all the best...!

Dr. Anurag Srivastava

Director

Bora Institute of Management Sciences

Lucknow



Dear Students,

Welcome to Bora Institute of Management Sciences. We create a safe social and physical environment that helps all our students learn and succeed. And this is my firm conviction that you would carry the rich values and traditions imbibed here to greater heights. Our college has the privilege to have healthy and harmonious ambience and the credit goes to the blessing of our elite college management and the diligence put in by learned teachers. The college conducts a range of events to impart life skills and global competencies.

Application-oriented learning, through various certificate and add – on courses, make our students industry ready. Industry – Academia network includes interaction with the corporate managers and Guest lectures by visiting professors to facilitate a smooth campus to corporate transition for the students, enhances their employability quotient.

Different co-curricular activities in academics and culture, inculcate not only the love for social service, discipline, awareness for one's rights and duties, pride for Indian culture and tradition; but also make them good human beings and confident leaders. The college magazine provides students a platform for creative writing.

Moreover discipline, which is a non- negotiable factor of a student's life on our campus, inculcates the values of time management and punctuality; ensure your attendance in the classes.

Endeavour to be better human being while foraying in the competitive life, realizing your dreams. Honesty and integrity should be your second names I intently believe that you would have an all-round development of your personality during your stay in this saraswati temple of learning. And with this you would definitely turn out to be the best



citizens endowed with humanistic values after getting formally instructed from this institution and would open new horizons of development and bliss for your country With best wishes and blessing for the upcoming session.

Dr. R.G. Verma

Principal

BIMS.



CONTENTS

S.No.	TOPIC	PAGE
1	India Army : The Door Opener For Fair Sex	10-12
2	The Ocean	12
3	Chanakya's Quotes	13-14
4	Just Think	15
5	Unknown Facts About Saturn	16
6	Winner Vs. Looser	17
7	Oh! Examinations	18
8	The Great Himalayas	19
9	Election 2014	20-21
10	Swach Bharat Abhiyan	22-29
11	Technology And Swach Bharat	30-33
12	Change In Attitude Matters For Clean India Campaign	34-35
13	Attitude Change Is More Important Than Clean India Movement	36-38
14	Photo Gallary	39-48



INDIAN ARMY: THE DOOR OPENER FOR FAIR SEX

“Caged by darkness, she was incapable of seeing her surroundings. Her voice choked, she felt cold shivers tense through her body, as she lay still on the ground, breathless. She could hazily see a 'Ray of light' pass through the cracks in the wall; moreover she could feel the light through and through that fell upon a hidden door. This door would lead her out from darkness to a shining light that she looked for; and now found.” When we feel unworthy and hopeless amidst the chaos of life, all we need to do is to stay still and seek for a 'Ray of light' that will engulf our lives making every moment worthy. We fail to realise that this light of hope that we seek in the world outside in reality dwells within us, within our souls. Sometimes so cramped up by negativity we fail to recognize it and utilise it to extreme potential. There is nothing more endearing than our own inner self put to the best use in a world that's constantly developing an idea of despair. When you believe you have light within you, you do overcome all difficult circumstances.

The Indian Army started recruiting women officers in 1992. Every six months, about 5000 women graduates and postgraduates between the ages of 21 and 25 years apply to join the Army. Barely a fifth clear the written test and only a tenth of those who do so are selected. There have been many notable achievements as well by women in Olive Green. Here are some. The Indian Army did Mt. Everest Expedition in 2005 and 2012 for women officers. Captain Shipra Mazumdar, Captain Ashwini Pawar, Cadet Tshering Ladol and Trainee Dechin Lhamo scaled the 8848-metre Mt Everest. There was one expedition to highest point of Siachen Glacier, “Indira Col”. A team comprising only lady officers of the Indian Army scaled Indira Col, the highest point on Siachen glacier on 15 August 2009, making it the first ladies team to have reached the highest battlefield in the world. The first woman in the history of the Indian Army, to be selected for the 'Sword of Honour', is Chennai-girl Divya Ajith in year 2010. She beat 244 fellow gentlemen and women cadets, to win the Best AllRound Cadet award and get the 'Sword of Honour', which is the highest award given to a cadet of the Officers Training Academy. Women don't join Combat Operations, but one woman beat the odds and joined the Territorial Army, she was Jawan Shanti Tigga. She was honoured by former President Pratibha Patil for being the first female jawan of our country. Lieutenant Ganeve Lalji, a young intelligence officer created history by becoming the first woman to be appointed a key aide to an Army Commander. Punita Arora is the first woman in India to don the second highest rank i.e. Lieutenant



General of Indian Armed Forces and the first Vice admiral of Indian Navy. Squadron leader Veena Saharan became the first woman pilot to land heavy lift transport aircraft IL-76 at Leh airfield. Another officer, squadron leader Nidhi Handa, the first woman pilot in IAF from Himachal Pradesh, in a short career span of six years, reached the B-Green category which allows her to captain an aircraft in all the roles in every sector of the country. History was made on 26 January 2012, when Flight Lt Sneha Shekhawat, a woman Indian Air Force (IAF) officer, led a contingent of 144 airmen at the 63rd Republic Day parade down the Rajpath. In 2015, she led a all women contingent on Republic Day Parade. Well, most of the girls are happier being Army wife.

Versha Verma
MBA, BIMS



THE OCEAN

With a sight so long I embark on my journey They think I am not strong,
I might get entangled in tyranny. But life is one, it must go on.

Whatever the differences, whatever the bonds. The beauty of my dreams and the
passion in my heart It's precious.

No one can grab its hold, till there resides wonder in my soul. And I daresay, There
would be another dull start to another fine day.

But an opening of sorts will finally find its way.

The rays of hope, the determination in my eyes will illuminate me from within And I will
continue my life, with the hands of a clock beside me ticking.

Now here I am at the cross-roads. With a gleam in my eyes, - to conquer the Cosmos.

I finally take my first step forward, Determined - a sailor set out to brace the ocean of
his kind.

Saurabh
MBA, BIMS



CHANAKYA'S QUOTES

A person should not be too honest. Straight trees are cut first and honest people are screwed first.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

Even if a snake is not poisonous, it should pretend to be venomous.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

The biggest guru-mantra is: Never share your secrets with anybody! It will destroy you.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

There is some self-interest behind every friendship. There is no friendship without self-interests. This is a bitter truth.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

As soon as the fear approaches near, attack and destroy it.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

The world's biggest power is the youth and beauty of a woman.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

Once you start working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

The fragrance of flowers spreads only in the direction of the wind. But the goodness of a person spreads in all direction.



Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

Whores don't live in company of poor men, citizens never support a weak company and birds don't build nests on a tree that doesn't bear fruits.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

God is not present in idols. Your feelings are your god. The soul is your temple.

Chanakya quotes (Indian politician, strategist and writer, 350 BC-275 BC)

Piyush Kumar

B.Com, BIMS



JUST THINK

1. If time doesn't wait for you, don't worry!
Just remove the damn battery from the clock and Enjoy life!
2. Expecting the world to treat you fairly because you are a good person is like expecting the lion not to attack you because you are a vegetarian.
Think about it.
3. Don't walk as if you rule the world,
walk as if you don't care who rules the world!
That's called Attitude! Keep on rocking!

Anisha Gupta
B.Com, BIMS



UNKNOWN FACTS ABOUT SATURN

1. Many astronomers consider Saturn the most beautiful planet in the solar system because of its stunning rings. In fact, Saturn's nickname is —the jewel of the Solar system.
2. Saturn is the second-largest planet in our solar system after Jupiter, which is about 20% larger than Saturn. Earth is the fifth-largest planet in our solar system.
3. Saturn is not the only planet with rings. Jupiter, Uranus, and Neptune also have rings, although they are much fainter and less spectacular than Saturn's.
4. Saturn is the least dense planet in the solar system, and if there were a body of water large enough to hold Saturn, the planet would float. In contrast, Earth and Mercury would sink the fastest.
5. Approximately 750 Earths could fit into Saturn.
6. Saturn is 74,898 miles (120,537 km.) wide, nearly 10 times wider than Earth.
7. Nearly 1,600 Saturns could fit inside the Sun. A year on Earth is 365.256 days. A year on Saturn is 10,759.22 days.

Surabhi Sethi
B.Com, BIMS.



WINNER VS. LOOSER

The Winner is always a part of the answer.

The loser is always a part of the problem.

The winner always has a programme.

The loser always has an excuse.

The winner says, "let me do it for you".

The loser says "that is not my job".

The winner sees an answer for every problem.

The loser sees a problem for every answer.

A winner makes commitments.

A loser makes promises.

Winners have dreams.

Losers have schemes.

Winners say, "I must do something".

Loser say, "something must be done".

Winners are a part of the team.

Losers are apart from the team.

Winners see possibilities.

Losers see problems.

Winners see the gain.

Losers see the pain.

Pallavi Srivastava
B.Ed



OH.... EXAMINATIONS

Nearing is our examination
Must study with concentration
English with its pronunciation
Statistics with its data classification
Human Resource with its transformation
Electronic circuits with its derivation
Operation Research with its operation
Financial Maths with its simplification
Thereby increases our stress and tension
And there is no time for relaxation...

Sushmita Rawat
BBA, BIMS.



THE GREAT HIMALAYAS

Himalayas, where the snow resides,
truly the home of God.

Sun keeps crawling across the peak
with gorgeous beauty beckoning the climbers.

Hillary and Norgay took no rest until
they reached Mount Everest

Nanga Parbat Kanchenjunga Mount Kailash...
just a few peaks.

Ganges and Indus Mekong and Yangtze...
those perennial sources of civilization.

Himalaya's panoramic views
invite us all to behold and rejoice

Niharika Gautam
BA, BIMS.



ELECTION-2014

The **Indian general election of 2014** was held to constitute the 16th Lok Sabha, electing members of parliament for all 543 parliamentary constituencies of India. Running in nine phases from 7 April to 12 May 2014, it was the longest election in the country's history. According to the Election Commission of India, 814.5 million people were eligible to vote, with an increase of 100 million voters since the last general election in 2009, making it the largest-ever election in the world.[9] Around 23.1 million or 2.7% of the total eligible voters were aged 18–19 years.[10] A total of 8,251 candidates contested for the 543 Lok Sabha seats.[11] The average election turnout over all nine phases was around 66.38%, the highest ever in the history of Indian general elections.[11]

The results were declared on 16 May 2014, fifteen days before the 15th Lok Sabha completed its constitutional mandate on 31 May 2014. The counting exercise was held at 989 counting centres.[11] The National Democratic Alliance won a sweeping victory, taking 336 seats. The BJP itself won 31.0% of all votes and 282 (51.9%) of all seats,[13] while NDA's combined vote share was 38.5% . BJP and its allies won the right to form the largest majority government since the 1984 general election, and it was the first time since that election that a party has won enough seats to govern without the support of other parties. The United Progressive Alliance, led by the Indian National Congress, won 58 seats, 44 (8.1%) of which were won by the Congress, that won 19.3% of all votes.[1][17] It was the Congress party's worst defeat in a general election.

LEADERS

Modi contested the election from Varanasi in Uttar Pradesh[55] and Vadodara in Gujarat.[56] In Varanasi, the sizeable Muslim minority population was viewed by the media as an important voter target and the BJP's minority cell leader Salim Mohammad took part in campaigning.[57] Advani wanted to contest from Bhopal but later agreed to contest again from his incumbent seat Gandhinagar.[58] He also rejected a proposal to be appointed to the Rajya Sabha in favour of running in the election.[59] Advani was given the Gandhinagar seat because Modi wanted him to contest from Gujarat, according to Rajnath Singh.[60] Arun Jaitley contested for the *Lok Sabha* for the first time (having previously been a Rajya Sabha member)[61] from Amritsar against former Punjab Chief Minister Captain Amarinder Singh.[62] The move was controversial as incumbent MP from Amritsar Navjot Singh Sidhu was



unhappy in not being allocated the constituency. Yet he said that as Jaitley was his "guru" he would accept the decision, but would not run from any other constituency. The reason for not allocating the ticket to Sidhu was said to be because of his spat with the Shiromani Akali Dal Punjab Chief Minister Parkash Singh Badal and party President Sukhbir Singh Badal, as well as other BJP personnel.[63]Jaswant Singh was denied nomination from Barmer constituency so he decided instead to contest the seat as an independent.[64]

Ankita Sonker

MBA



SWACHH BHARAT ABHIYAN

Swachh Bharat Abhiyan (English: *Clean India Mission*), abbreviated as **SBA** or **SBM**, is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country.[1][2][3]

The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, by Prime Minister Narendra Modi. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event.[4][5]

With effect from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC) which was later (on 1 April 2012) renamed Nirmal Bharat Abhiyan (NBA).[6][7]

On 2 October 2014, Prime Minister of India Narendra Modi launched the *Swachh Bharat Mission*, which aims to eradicate open



defecation by 2019,[8] thus restructuring the *Nirmal Bharat Abhiyan*. [7] *Swachh Bharat Abhiyan* is a national campaign, covering 4,041 statutory cities and towns.[

Further information: Sanitation

The government is aiming to achieve an Open-Defecation Free (ODF) India by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing 12 crore toilets in rural India, at a projected cost of ₹1.96 lakh crore (US\$29 billion).[10][11] Prime



Toilets in rural areas

Minister Narendra Modi spoke of the need for toilets in his 2014 Independence Day speech stating, Has it ever pained us that our mothers and sisters have to defecate in open? Poor womenfolk of the village wait for the night; until darkness descends, they can't go out to defecate. What bodily torture they must be feeling, how many diseases that act might engender. Can't we just make arrangements for toilets for the dignity of our mothers and sisters?



Narendra Modi

Modi also spoke of the need for toilets in schools during the campaign for 2014 Jammu and Kashmir state elections stating, When the girl student reaches the age where she realises this *lack of female toilets in the school* she leaves her education midway. As they leave their education midway they remain uneducated. Our daughters must also get equal chance to quality education. After 60 years of independence there should have been separate toilets for girl students in every school. But for the past 60 years they could not provide separate toilets to girls and as result the female students had to leave their education midway.[12]

Narendra Modi

As of May 2015, 14 companies including Tata Consulting Services, Mahindra Group and Rotary International have pledged to construct 3,195 new toilets. As of the same month, 71 Public Sector Undertakings in India supported the construction of 86,781 new toilets.[13] Most of these toilets are a type of pit latrine, mostly the twin pit pour flush type.



BSE Contributes 1.01 crore(US\$150,000) to Swachh Bharat Kosh

The programme has also received funding and technical support from the World Bank, corporations as part of corporate social responsibility initiatives, and by state governments under the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan schemes.[11] Swachh Bharat Abhiyan is expected to cost over ₹620 billion (US\$9.2 billion).[3][14] The government provides an incentive of ₹12,000 (US\$180) for each toilet constructed by a BPL family.[10] Total fund mobilised under *Swachh Bharat Kosh*(SBK) as on 31 January 2016 stood at ₹3.69 billion (US\$55 million).[15] An amount of ₹90 billion (US\$1.3 billion) was allocated for the mission in 2016 Union budget of India.[9] Government and the World Bank signed a US\$1.5 billion loan agreement on 30 March



2016 for the *Swachh Bharat* Mission to support India's universal sanitation initiative. The World Bank will also provide a parallel \$25 million technical assistance to build the capacity of select states in implementing community-led behavioural change programmes targeting social norms to help ensure widespread usage of toilets by rural households.[8]



**Manisha Koirala a
Swachh Bharat Abhiyan
in November 2014**

Cyclist on nationwide yatra to generate awareness about SwachhtaAbhiyan, calls on Prime Minister Narendra Modi.

**Modi selected 9 public figures to propagate this
campaign.[16][17] They are:**

Sachin Tendulkar	Shashi Tharoor
Priyanka Chopra	Virat Kohli
Anil Ambani	Team of Tarak mehta ka oolta hchashmah
Baba Ramdev	Mridula Sinha
Salman Khan	Kamal Hasan

Urban Development Minister M. Venkaiah Naidu picked up a broom to help clean the cyclone-hit port city of Visakhapatnam in the southern state of Andhra Pradesh, as part of the cleanliness campaign.[18][19]



**PM Modi participates in Shramdaan as part of
Swachhta Abhiyan at Assi Ghat, Varanasi**



Venkaiah Naidu listed brand ambassadors in various fields

Rajyogini Brahma kumari Dadi Jankiji

Pawan Kalyan[22]

S. P. Balasubrahmanyam

Amala (actress)

K. Kavitha[22]

Gunupati Venkata Krishna Reddy

Suddala Ashok Teja

Pullela Gopichand

Humpy Koneru

GallaJayadev

Nithin

V. V. S. Laxman

J. Rameshwar Rao

Shivlal Yadav

B. V. R. Mohan Reddy

Lakshmi Manchu[23]

On 2 October 2014, Prime Minister Modi nominated nine people, including:

Comedian Kapil Sharma,

Former captain of Indian cricket team Sourav Ganguly

Former IPS officer Kiran Bedi for taking forward his 'Swachh Bharat Abhiyaan'

Padmanabha Acharya , Nagaland Governor

Sonal Mansingh , classical dancer

Ramoji Rao of Eenadu group

AroonPurie of the India Today group



He also nominated some organisations, including the Institute of Chartered Accountants of India, Eenadu and India Today besides dabbawala of Mumbai, who deliver home-made food to lakhs of people in the city

On 8 November 2014, Modi carried the message to Uttar Pradesh and nominated nother set of nine people for the state.

Akhilesh Yadav

Swami Rambhadracharya

Manoj Tiwa

Mohammad Ka

Deviprasad Dwiv

Raju Srivastava

Suresh Raina

Kailash Kher

More than 3 million government employees and school and college students are to participate in the drive.



Venkaiah Naidu listed brand ambassadors in various fields

Between April 2014 and January 2015, 31.83 lakh toilets were built. Karnataka led all States in construction of toilets under the programme.[11] As of August 2015, 80 lakh toilets have been constructed under the program.[27] As of 18 March 2016, 10 districts in India were ODF



Plans

The Ministry of Railways is planning to have the facility of cleaning on demand, clean bed rolls from automatic laundries, bio-toilets, dustbins in all non-AC coaches.[28] The Centre may use its Digital India project in conjunction with the Swachh Bharat Abhiyan to have solar-powered trash cans like in many US cities which send alerts to sanitation rews once they are full. Government has appointed PWD with the responsibility to dispose off waste of Government officers.



Run

A Swachh Bharat Run was organized at the Rashtrapati Bhavan on 2 October 2014. According to a statement from the Rashtrapati Bhavan around 1500 people participated and the event was flagged off by President Pranab Mukherjee. Participants in the run included officers and their families. The Times of India published an article on how "Desi companies beat Facebook in 'Swachh' apps race



Real-Time Monitoring

The government will be launching a nationwide real-time monitoring system for toilets constructed under the Swachh Bharat Abhiyan. For this the government of India is bringing awareness among the people through advertisements. With this system, the government aims to attain a fully open defecation free India by 2019



Updates from NGOs

Updates from Individual While growing interest in progress of the mission, both private companies as well as government started releasing progress reports. Swachh Bharat app Tumblrfeed provides groups, corporates and Twitter users in general about group cleaning events, status of cleanliness across India and opinions on the objectives of Clean India mission. A recent study by Public Affairs Centre finds that participation of beneficiaries in their toilet construction ensures better usage.



LIST OF CLEAN CITIES

Government of India released a "Cleanliness Ranking" for 73 cities on 15 February 2016

Mysuru

Chandigarh

Tiruchirapalli

New Delhi Municipal Council

Visakhapatna

Surat

Rajkot

Gangtok

Pimpri-Chinchwad

Greater Mumbai

Versha Verma & Gautam Prasad
MBA



TECHNOLOGY & SWACH BHARAT

Swachh Bharat Abhiyaan was launched by Hon'ble Prime Minister of India on 2nd October, 2015, which caught attention of everybody not only in India, but also in the world. The Government has taken various steps to create awareness among the masses for keeping the area surrounding them neat and clean. Government is also paying special attention for cleaning of rivers, railway stations, tourist destinations and other public places.

To achieve the target of cleanliness, the technologies to treat the waste material should also be developed along with creating awareness. There are many technologies that are used to treat waste material. They are usually very costly, very complex to be understood and viable only for large size units. At the same time, indigenous technologies are low cost capital and easy to use and they can also be used by different size units. In India, they are particularly suitable for the small and medium units. In this regard, a National workshop on Indigenous water, Wastewater and Solid Waste Treatment Technologies was organised by the Department of Atomic Energy (DAE) in January, 2015 at Gujarat Technological University (GTU) in Ahmadabad. The objective of the workshop was to disseminate indigenous technologies of water, wastewater and solid waste treatment developed by the **Bhabha Atomic Research Centre (BARC)** under “**Swachh Bharat Abhiyan**” and to bridge gap between the research at the research centres and the practical application of the technologies.

The BARC is playing a pivotal role in the development of these technologies. Some of these technologies are as follows:

Indigenous water purification technologies:

These technologies can improve the drinking water quality of smaller villages as well as larger cities. It uses the Pressure Driven Membrane Processes. These are suitable for all capacity units e.g. they are adaptable from household level unit or community level unit to large scale unit. Water purification technologies make use of the nuclear energy and solar energy also.



Environment friendly Plasma technologies:

Solid waste dumping sites or landfill sites need more amount of land which is not available in urban areas. Incineration of solid waste pollutes the environment if the incinerators are not designed or operated properly. Thermal Plasma Technology is ideally suited for waste treatment. By plasma technology Hazardous & toxic compounds are broken down to elemental constituents at high temperatures; Inorganic materials are converted to Vitrified Mass; and Organic materials are Pyrolysed or Gasified, Converted to flue gases (H_2 & CO) & Lower hydrocarbon gases when operated at low temperature ($500 - 600^\circ C$). Disposal of carcass is also being thought of using plasma pyrolysis.

Unique Multi Stage Biological Treatment Solution:

Multi Stage Biological Treatment Solution (MSBT) can be implemented on existing STP which are not able to process Sewage to optimum efficiency. MSBT can be implemented as a modular or container on the banks of rivers on Drains/Nalas which discharge waste water to the river. It can also be implanted in small urban societies and housing complex for better water management. Benefits of MSBT are: No Surplus of Organic Sludge, No Odour problem, Drastic reduction of Electrical Power usage which minimizes operating costs, No need for return sludge pumping (minimizing electromechanical component which ultimately reduces operating cost).

Role of environmental isotope techniques in the water resources development and management:

There are two type of isotopes, stable isotopes and radioactive isotopes. Isotope techniques are used to find out the type of contamination in surface water and ground water, the sources and origin of contamination, pollutant dispersion in surface water bodies, to assess the ground water salinity, to assess the changes due to long-term exploitation of groundwater, for hydro-chemical investigation and to carry out geochemical evolution of groundwater.



The BARC UF Membrane Technology for Domestic Water Purifiers:

Water filters manufactured by Sondhka based on membrane based water Purification Technology has been developed by BARC. Benefits of BARC Polysulfone Membrane are high tech 0.02micron or 20nm, simple form factor, rugged (life of more than 1 year) and low maintenance (about Rs. 500 per year). It is very easy to use and very low cost solution for the water contamination.

Deployment of BARC Domestic Water Purifier in Rural Area through AKRUTI Program:

Rural Human & Resource Development Facility is disseminating BARC technologies, namely Nisargruna Biogas, Soil Organic Carbon Testing Kit, Seed Bank, Domestic Water Purifier, Weather Forecasting, LLL, RIA, FSD, VTD; under the AKRUTI(Advance Knowledge of Rural Technology Implementation) Program. Activities carried out under the AKRUTI program are surveys for safe drinking water, Interaction with the villagers, Entrepreneurship development for domestic water purifier production and Awareness programs for benefits of use purified water. RHRDF has also launched a scheme for safe drinking water for village under CSR.

Radiation Hygienization of Municipal Sewage Sludge:

The Sewage is the waste water generated from domestic premises and consists mainly of human waste. It typically contains 99.9% water and about 0.1% solid. The solid waste in sewage is typically organic in nature and is broken down in the sewage treatment plants resulting in sewage sludge as a by product. In Radiation Hygienization process dry sludge generated at STP's is hygienized using radiation technology using standard Gamma facility at a Dose of 10 kGs. Such radiation plants are operating in India for sterilizing medical products.

Refuse Derived Fuel: An Emerging Processing Technology in MSWM:

Refuse Derived Fuel (RDF) is a processed form of Municipal Solid Waste (MSW) and it can be a substitute to coal energy. The process of conversion of garbage into fuel pellets involves primarily Drying, Separation of incombustible, Size reduction and Pelletisation.



Conclusion:

The above mentioned technologies can be of great help in the treatment of water and solid waste management. This shows that solid waste which is normally treated as the cause of concern, if treated properly it can become a sustainable source of energy. The aim should be to promote research work in these technologies. After the research is done, the gap between research and its implementation at ground level should be bridged. All stakeholders such as various departments, urban local bodies, consultants and contractors should be involved so that these technologies can be utilised by small, medium and large units, so that they can contribute to the Swachh Bharat Abhiyaan by making India clean.

Roopam & Sanskriti Bhattacharya



CHANGE IN ATTITUDE MATTERS FOR CLEAN INDIA CAMPAIGN

As I was commuting by bus to the college, sitting in the bus, jam packed with all kinds of people from all sides, in the half an hour journey I saw that few people in the bus had spit outside once or more, or had thrown away left-over eatables out of the window and onto the road. Ironically, these will be the same people who will later on complain how filthy and unclean India is. Actually, for the unclean India we should first blame ourselves rather than blaming the government for all the dirt and scum.

We are the same Indians who when travelling outside India would take care not to drop even a toffee wrapper on the roadside. We are the very ones who love to keep our own house and surroundings clean but wouldn't mind dumping our wastes into our neighbour's compound. This is the irony of Indians.

But the blame cannot be entirely put on the general public. The lack of amenities like public toilets and waste bins is also partly responsible for all these misdeeds. But it still needs to be seen how much Indians would adhere to these new systems and take a bit of extra pain and trouble to drop the waste wrapper in the dustbin. Despite such facilities provided in some places we can often find people who prefer to relieve themselves in the open than pay a rupee for the use—and—pay toilets. Most of the bins on the roadsides are full and spill over due to either lack of regular disposal by the civic authorities or due to the general trend of the public to throw waste items around the bin than throw the waste in the bin.

India is our country, our home and it is our responsibility to keep it clean and tidy. Carrying a chocolate wrapper half a kilometre with you till you can find a dustbin to dispose it off wouldn't cost you much of energy or trouble. Just like one doesn't spit on the walls of one's own house, it is our moral duty not to spit on the walls of our country. Our surroundings and our way of life is the impression foreign tourists carry of India. Let each one be the other one's guide and together help keep India clean.



How BIMS contributes for clean India campaign

- 1- Clean India awareness programmes in nearby villages of BKT. Students convey the message of clean India to villagers and explain the importance of cleanliness and hygiene for healthy life.
- 2- Plantation drive – sapling are planted by students every year on world Environment Day in and around the college campus.
- 3- Use of smart board, white board and marker for teaching, the classes are free from chalk dust.

Arti Punetha

BBA



CLEAN INDIA

ATTITUDE CHANGE IS MORE IMPORTANT THAN THE MOVEMENT

Prime Minister Modi has laid a lot of emphasis on cleanliness. In this direction, he launched the Swachh Bharat Abhiyan. This movement envisages a clean India through participation of every Indian. A lot of suspicion prevails over the success of this campaign, as many are arguing that until the attitude and mentality of people changes no campaign can clean India. So, should government have launched a mass awareness mission to change the mentality prior to Swach Bharat Abhiyan?

Yes:

There will be no expected participation unless people's attitude towards cleanliness and its importance changes.

Indians generally cares very less about hygiene. Most of them even spit where ever they want, as they are unaware of the health implications. Their habit will not change unless they are aware.

-Workers indulge in cleaning jobs hardly gets any respect within the society. Most of them are from Scheduled casts. Unless the mentality towards these workers and their job changes, we cannot expect the mass participation.

-People keep their home clean, but when it comes to surroundings like streets, parks etc. nobody cares because they perceive it as the duty of government even though they themselves are responsible for throwing garbage and making their surroundings dirty

No:

-Launching this mission with active participation of PM, ministers and officials itself motivates citizens to participate.

-The mission highlights the importance of cleanliness very well and making them aware is an integral part for this mission.



- The issue of cleanliness was not given enough priority during the last many decades. This campaign will prioritize this issue.
- We cannot wait for changing mentalities and attitudes as burden of health diseases on the economy due to lack of cleanliness is increasing.
- Most importantly, taking action for making India clean through this campaign itself is the first necessary step towards realizing this dream.

Conclusion:

Making people aware is important, but more important is that this awareness is converted to actions. As government itself has taken the initiative, this will definitely motivate people and make them realize that cleanliness is not just government's responsibility. On its part government can introduce a separate awareness drive too, so that more and more people join this campaign. Ultimately, these efforts will not only force people to change their attitude of “nothing will change” but also ensures their participation too.

Harshita

BBA



PHOTO GALLERY



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