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Welcoming Bengali New Year in a Traditional Way

The air of China Town, the college canteen, was thick with the aroma of Bengali delicacies

Shresth Jha, Ayesha Farooque, Ankan Khan, Aiema Tauheed, Harshita Agarwal

Kolkata: The Dale Carnegie Auditorium echoed with the hustle and bustle of “Esho hay Baishakh” on April 13, as three clubs Cultural, Culinary, and Alumni, collaborated to welcome the first day of the month of Baishakh, with much fervor and enthusiasm. Greetings of “Shubho Nobobarshe” filled the corridors, as mentors and students embellished ilead in vivid, ethnic turnouts. Furthermore, the auspicious day witnessed the launch of the first newsletter of “The Ilead”. This was followed by a



makeup workshop and competition by student Arjoita Chakraborty. Raj Gupta, a student of Ilead in a moment of nimble-wittedness exploited the opportunity to exhibit the prodigies of Ilead, by calling upon Ilead's nightingale, Sayeeda Khatun to keep the crowd entertained as the makeup artists waved their

wands of brushes, to create magic. “I was really nervous about the fact that someone else will do my makeup but my anxiety faded away as the event continued. It was a super fun experience for me,” said Koyel Sardar, make-up artist Namra Khan's last-minute model. The air of China Town,

the college canteen, was thick with the aroma of Bengali delicacies. Food stalls were put up. As Swagato Das accurately summed it up, “No Bengali festival is complete without authentic Bengal sweets. Hence, we start the new year on a sweet note.”

Maybe that explains the sweet victory of the winners, starting with Amlan Kusumdas among students and Anindita Bose, among mentors, who stood first in the makeup contest, and also the snide yet sweet smile Urmimala Ma'am donned while chanting “Treat, Treat, Treat!” as her fellow mentor won. Later, the artistically inclined

Shayan Halder graced the audience with his heartfelt recitation of a Bengali poem and Auishani Roy did the same with her graceful dance moves. The surge of excitement reached a peak when Gourab Dey stepped onto the stage with his guitar and produced some groovy notes to Shrishendu Paul beatboxing. The evening continued with Nilabja Chakraborty's soothing melodies, followed by Debabani Mukherjee ma'am's poem recitation. The event came to an end with an elegant dance performance by Sneha Dutta. The expression of culture through art was thus gloriously exhibited.

Keeping People Hydrated with ‘Beat The Heat’ Campaign

Debosmita Chatterjee, Trisha Guria, Shreya Laik, Madhurima Deb Nath, Moitreya Das

Kolkata: The NSS (National Service Scheme) unit of Ilead had organized a campaign “Beat the Heat” from 28th April 2022 to 28th May 2022. The main purpose of this campaign is to provide refreshments to every thirsty person that would relieve them from the scorching heat of the summer. The refreshment stall was set up in Topsia More in front of Shib



Shakti Sangha Club. While visiting the stall on 4th May 2020, we saw volunteers rushing to provide refreshments to the needy. They welcomed us with a glass of refreshments. In the stalls, 3 volunteers were seen to be preparing refreshment glasses when other volunteers

were running out of Glucon-D packets. The secretary bought a box of Glucon-D. The others kept themselves going. Seeing this enthusiasm in the volunteers also got us motivated. On interviewing, Ankit Sarkar, head Secretary of NSS unit, Ilead we got to know, around 200 glasses of refreshments were being distributed per day with the help of 5-10 volunteers. The funding was mainly done by the mentors, the management, fellow students and other NSS volunteers who

were more than happy to donate funds for this cause. Asking about some special incidents he told “Since this event took place during the Eid months...one Muslim guy was passing by when one of our volunteer offered him a refreshment glass, the guy hugged him and wished Eid Mubarak. So this is a small special accident I remember well”. Expressing his thoughts on the ‘Beat the Heat’ campaign he shared “It feels good when you're giving water to unknown persons.

For Humanity

Kolkata: A Blood Donation Camp was organized by Ilead on 13th May during MANAGEDIA 2022. Blood is needed by women with complications during pregnancy and childbirth, children with severe anemia, accident victims, and many more types of patients. This is why blood donation is of utmost importance. Keeping this in mind, many students and others came to donate their blood in this blood donation drive. The camp was organized following all the safety measures.

Fashion Revolution week at ESEDS School of Design

This event brings together the world's largest fashion activism movement for seven days of action

Ritika Panwar, Trina Mukherjee, Bhagyashree Mishra, Aishani Roy, and Farhan Mallick

Kolkata: ESEDS School of Design held the Fashion Revolution week here on its campus from April 18 to April 23 to spread awareness and rise together for a regenerative, restorative, and revolutionary new fashion system.

Fashion Revolution Week is the annual campaign that brings together the world's largest fashion activism movement for seven days of action. The event takes place every year in the week surrounding April 24, which marks the anniversary of the Rana Plaza tragedy wherein an



eight-story building collapsed, causing the death of 1134 workers and leaving over 2500 people injured in Dhaka Bangladesh in 2013. Considered one of the deadliest garment factory disasters in history, this sparked a wave of revolution in the entire world, forcing the fashion and textile industry to get conscious of ethical production.

On Monday, April 18, ESEDS collaborated with scientist Dr. Manas Bhawmik from the BSI Ministry of En-

vironment, Forest and Climate Change, who held a live session on "The Botany of Sustainability." He talked about how natural dyes could be used to serve us in a better way than chemical dyes. The session gave a deep insight into how it is possible to put an end to the environmental abuses involved in the fashion supply chains and contribute to a new system with solutions and alternative models that could be made.

On Tuesday, April 19,

an online webinar was held by the international Brand Consultant, Creative Director, and Co-founder of CO-COON, Germany Mr. Georg Andreas Suhr. The topic of discussion was "Sustainability and Sustainable fabrics."

Day three of the seven-day campaign, April 20 was marked by a live group conversation with Fashion Design students of ESEDS, including Pratyasha from the third year, Deep and Mugdha from the second year, and Sreeja and Sonia from the first year. The discussion was on the topic "How to incorporate sustainability?" Nandan Mall, the founder, and CMD at Hulladek Recycling also collaborated with ESEDS for a live session on the topic "Recycling and Sustainable

materials for Fashion Industry."

Day 4, April 21 saw a pop-up carnival named "HOP-UP" organized by the undergraduate students of the Sustainable Fashion Design and Management department from 3 PM onwards. The event, for which preparations started a week before, aimed to promote slow, ethical, and responsible fashion.

"It is not only that the consumers should buy vegan and eco-friendly products, but it is also about spreading awareness about the 5Rs: Refuse, Reuse, Reduce, Repair and Recycle". Said Ms. Adrita Biswas, an ESEDS faculty.

Although the designs were majorly created by the third-year students.

Post-Pandemic Musical Relief at Folk Festival

Oindrilla Samaddar, Akanksha Kanungo, Tanoz Prasad Ghosh, Shubham Dey, Avipsa Das

Kolkata: In a gorgeous cultural event on 30 April, City Centre Saltlake captured some of the spectacular views of luminous performances and inclusive excitement of massive audience attending the event. Having Berger home shield as presenting partners, and co-powered by GKB Optical, the glamorous event injected a fresh elixir into the spectators' veins after enduring the grueling of more than two heavy



pandemic years. The two distinguished anchors- RJ Neil and RJ Nilam were the spirit of the evening. Neil overwhelmed viewers when he said, "We're all 'boulds' when we work for ourselves, for others". Tirtha Bhattacharjee who called himself a student of Baul Culture performed first; opening with his tribute- "ShiboShibo He" to the late folk singer

Kaliprasad Bhat-tacharya, who was like a guru to him. He sang "Gaangeyechhilokhajeidin", "Hasonrajarebaulakebanailore" And more folk songs in association with Khokon Das from Murshidabad playing Dhol, Atasi with Dhamsa and backing vocals, and Krishanu Ghosh with base guitar. Endless claps revealed the zeal of the audience. The program reached a whole

new dimension when Actor Sohom arrived. He promoted "Kolkata Harry" and sang a song from the film. Trina Chatterjee, head of Red FM station, presented a flower bouquet to him. It was heard that composer Jeet Ganguly was supposed to be there, but couldn't make it due to some promotional events. Many other prominent personalities graced the chair of guests and had their contributions for the program. "Door locked monotonous life of many days had almost engulfed my aesthetic sensibility. Finally, I feel such a marvelous moment after a long,

Did You Know?

1. More than 70 percent of the oxygen on our planet is produced by the ocean.
2. About 50 percent of the US lies under the ocean.
3. The expanse of the Pacific Ocean is more than 5 times the diameter of the moon.
4. It is physically not possible for a pig to see the sky.
5. The Ancient Romans used to drop a piece of toast into their wine for good health - hence why we 'raise a toast'.
6. Google Image Search was literally created after Jennifer Lopez wore the infamous dress at the 2000 Grammy Awards.

27th KIFF Kicks off after two-years Pandemic Hiatus

163 Films were screened this year, the beginning film being Aranyer Din Ratri of Ray

Ishika Banerjee, Sinjan Mukherjee, Pawan Saha, Debdeep Bhattacharjee, Nayanika Ganguly

Kolkata: The 27th Kolkata International Film Festival had taken place from 25th April to 1st May. A lot of international films were displayed in this festival. After the event's inauguration, the first film showed here on was Pother Panchali by Satyajit Ray on the 26th of April. A lot of eminent personalities had been there from the evening to grace the occasion with their presence. Few of the films that were shown in this festival were ADIEU GODAED by Amartya Bhattacharyya, GUTH-LEE LADOO by Ishrat R. Khan, NIKKE



MANU DI NIKKI KETAAB by Shuchi Prasad and so on.

In the words of Miss Shabnam Firdous, an eminent film director from Bangladesh, "Before this year, a documentary film of mine by the name of BHUBON BHORA SHUR had been showcased here back in 2009 and before that I had visited this event in 2005 as a working team member and visiting this place more like a visitor and

less like a director has been of great experience for me as I just send my films but seldom visit places personally nowadays."

On the other hand Mr. Alok Prasad Chattopadhyay, the cinema editor of Bengali daily AAJ KAL said, "Both as a Cinema Editor and a journalist, I have been visiting this festival for the last 22 years and I personally like this initiative as it is through this festival that many

movies from all over the world is being available for a watch of the people. Besides, we have a lot of international film directors here as visitors every year which are beneficial for people like us who are journalists as we get a chance to interact with them. So it's a great experience overall." "This is the first film made by me and I am glad that it has been selected to be shown at such a great platform like KIFF. It is

indeed a proud moment not only for me but also for all the others who have put their efforts in making this film. The reaction of the audience who watched this film has made me shed tears of joy on end" said Mr. Anuraag Pati, an aspiring filmmaker whose film PRAPTI had received a special mention from the Hon'ble Jury of KIFF.

Finally, Mr. Chandan Sen, an eminent face in the Bengali Film Industry, added "This is the biggest film festival I've seen. It is through this festival that we came to know what the people from the other side of the world are thinking. Today I am present here for the screening of our film MANIKBABUR MEGH.

Future Managers steal the show in Management events

Mayuri Banerjee, Saswata Chakraborty, Shyalak Sengupta, Abhishek Kumar, Tanmoy Saha

Kolkata: Every year, a special event is organized by Ilead, Kolkata called, MANAGEDIA. One of the part of this event, covers the business and management aspect, organized by the BBA(Business Administration) department students. This year also it proved to be a successful one, like the previous years. Various colleges like, Sri Sikshayatan College, Adamas University, St. Xavier's University, Bhawanipur Education Society



College (Management), Bhawanipur Education Society College (Main Campus), JDBI, Heritage, Ashutosh college as well as students of ILEAD themselves, participated in all the events and everyone gave their absolute best to win the rounds. The event took place in the college campus of ilead itself, on 11/05/2022 and 12/05/2022. In total, there were 4 Man-

agement rounds, which are Marketing, Best Manager, HR and Ideathon. Under the supervision of the mentors, the students organised this fest. In the Marketing event, there was 3 rounds Quiz, Case study and PPT presentation the topics were, Travel and Tourism, Marketing and Marketing strategies. The next round was Best

Manager, 4 rounds in total, Business Dis-course, Argumentative Indian(Debate), Conundrum(Case Study), Mastermind(Business quiz). Next event was HR, having 4 rounds named, Quiz, Case Study Analysis, Group Discussion, Personal Interview. The topics were, Human Resource Management and Current Affairs/General Awareness. The last round was Ideathon, containing 1 round named, Pitch your unique business ideas the area of focus was unique ideas of students. Judges of these management events were well reputed, had a great work experience.

Did You Know?

1. Tornadoes can cause "fish rain."
2. Napoleon Bonaparte was once attacked by thousands of rabbits.
3. Greenland Sharks are known to be probably the most seasoned living creatures and can live up to 5 centuries without hampering the eco-system.
4. A restaurant in New York hires a grandmas as chefs.
5. Cows kill a greater number of Americans every year than sharks do.
6. A year on Venus is shorter than a day there, as it spins really slowly on its axis.
7. You would last about 15 seconds in space without a spacesuit.

Gung-ho iLEAD bags the trophy in multiple events

The home teams were successful to clinch victory in football, Kabaddi, Carrom

Juhi Jahnvi, Moumita Kar, Vibhuti Dhandaria, Adrija Banerjee, Pranata Das

Kolkata: ILEAD in association with the Ministry of Tourism, Government of India presented the Inter College Sports Tournament "Adrenaline 2022" which was a part of ILEAD's fest Managedia 2022. The city's most sought after inter college sports fest was a six day mega event from 5th May to 10th May, held at ILEAD Sports Complex (Turf). Prodigies showcased the spirit of sportsmanship with Cricket, Football, Kabaddi, Table Tennis and much more. The arena was full of spectators cheering on their team, not just ILEAD but various reputed colleges from all



over the city participated in this grand event. Adrenaline 2022 promised to be bigger and better, we shall check it out ourselves.

So let's catch up with the outdoor games.

The match was expected to commence at 12 noon but due to rain delay it began at 4:30pm. It was a match to be played between ILEAD's Women Cricket Team and Goenka College. Though there seemed to be tension in the atmosphere, the

spectators made a lot of noise cheering on their team. The game changing wicket was taken by Purvi Narera which was indeed the wicket of victory as ILEAD won by 48 runs. Purvi Narera was awarded the Best Player on field award in Managedia.

At 5:30pm another match began, this time ILEAD'S Boys' Cricket Team against South City College and ILEAD Team B against THK Jain College. This was the semi finals and

ILEAD Team B and South City College won their respective matches and qualified in the finals.

In the final match the spectators were all eyes - it was ILEAD Team B Vs. South City College. ILEAD Team B defy South City College in a thrilling finale to win the cup. This was a proud moment for ILEAD to win the match by 20 runs. In the finals of the Girl's Kabaddi ILEAD was the winner and the Best player award was given to Swekcha Kedia. The runner-up was South City College. In the finals of the Boys' Kabaddi Prafulla Chandra College won and ILEAD Team B became the runner-up.

In Football Boys' finals ILEAD again bagged the trophy. The runner-up was from ILEAD's

other team.

In Football Girls' finals ILEAD lost 2-0 to South Calcutta Girls College.

Now let's take a glimpse of other sports. Sakshi Sharma from ILEAD won the Fitness Mania and South Calcutta Girls College was the runner-up.

There was much craze in indoor games like Pool, Chess, Carrom, Table Tennis, and Darts. We could see all the enthusiasm of players from all the colleges across West Bengal who participated in it. For pool ILEAD's excellent player Fashal Mehmood bagged the winners prize and St. Xavier's University's player Ali Raza Khan became the runner-up. In Chess, the winner was JCCLC player.

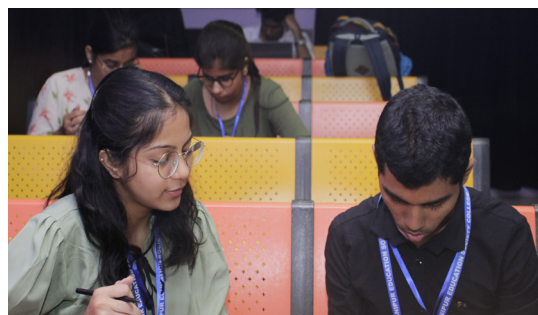
Did You Know?

1. Chewing gum increases one's concentration.
2. Will Smith turned down the role of Neo in The Matrix.
3. George R. R, Martin said that his childhood pet turtles inspired him to write 'Game of Thrones'.
4. There were no Nobel Peace prizes awarded during World War 2.
5. Bananas are curved because they grow upward in search of sunlight.
6. The human body has taste receptors in the stomach, intestines, pancreas, lungs, anus, testicles and the brain.
7. William Shakespeare invented the word "swagger."

'Insta Grid' steals the show with interesting rounds

Rajdwip Chakraborty, Abhijit Sarkar, Priyanka Das, Suvojit Poddar, Soumabha Paul

Kolkata: The event named 'Insta Grid' was held on 11th May. The event started at noon. Participants were expected to make an insta grid and post it on their respective accounts. The marks allotted to the participants would be based on the pictures clicked by participants, the caption of each photo posted, the editing of the clicked pictures, and the theme of the entire grid. The theme that participants are asked to follow is 'Dekhoapnadesh'. Colleges



that participated in the event are Seth Anandram Jaipuria College, St Xavier's University, Bhawanipur Education Society, and two teams of ILEAD.

On the 13th the winners were declared during the prize distribution ceremony. The winners were the St. Xavier's University. Team 2 of ILEAD and Seth Anandram Jaipuria College bagged the position of

first and second runners up respectively.

The second event of social media was meme-making. In the event, participants were supposed to create memes and make a photo story. The theme was 'dekhoapnadesh'. Colleges that participated in the event were St. Xavier's University, Seth Anandram Jaipuria College, South City Night, Bhaawanipur

Education Society, and two teams from ILEAD. The event started at 2 pm. All the participants did their best to make everyone laugh with their funny memes that were both satirical and true. The winners were declared on 13th May in the prize distribution ceremony. ILEAD was declared the winner. Heritage College and St. Xavier's University was able to secure the position of second and third runner-ups respectively. On 12th May, the 'Social Media Campaign' was held. Participants gathered in room D at 10 am to compete against each other.

Cultural Event adds vital colour to the spirit of Managedia

The most eye-catching performance was by iLEAD in Drama themed ‘Stop Attack’, ‘Stop Rape’

Aditya Raj Singh,
Arisha Azhar, Sanya
Bhagat, Diptangshu
Modak, Rhittika Das

Kolkata: The most engaging event of Managedia has always been the cultural event. “Cultural Managedia is lifeline of iLEAD” said Mrs. Aishwarya Chatterjee, the cultural mentor. The event was held at iLEAD’s auditorium for consecutive days from 11th may to 13th may. The theme of the event was “serendipity” did not fail to please the audience. Day 1 started with eastern singing first performed by Priyanshu Dutta from BESC. Another crowd cheering performance was by iLEAD’s favourite Gourab Dey who revoked the audience by his power pack singing “Dard e Disco”, the



energy was powering in the environment when the crowd could not stop from growing with their friends in front of the stage. Sweetie Dutta from Goenka college enlightened the mood of the audience by singing “ye baatein hai purani” also did a little dance and jammed along. Sibtain from BESC sang Bollywood romantic mashup with his soothing voice not lesser than a Bollywood

singer.

Simultaneously the other event of “digital and fine art “was going on at room N where the topic was “freedom and social change” whereas in digital art only two participants were there both from iLEAD. The eastern singing ended by... from heritage with which the crowd was very engaged.

What judge had to say –?

“Really appreciate the

enthusiasm and energy that I see all around”- Prajna Dutta, Eastern singing judge.

“Special mention to two colleges ‘south Calcutta girl’s college’ and ‘iLead’ for maintaining the tradition form – Kanika Banerjee, judge of eastern dance.

The following event was eastern group dance starting with NSHM who presented a unique element of a girl wearing Kanjivaram

and dancing in the centre of dancers during performance.

The most eye catching performance seemed to be of iLEAD, the team propagated assaulting of women, and dancers held placards quoted “STOP ATTACK” and “STOP RAPE” Trishul being the catchy prep, the power pack performance was done was done “aye giri nandini” and ended unstoppable applause. The following event was Western dance solo in which Farhan Khan from Heritage Academy pleased the audience with his immensely beautiful performance on “Darkhaast” also the special element was him being blindfolded. Dancers from different colleges like Techno India, Bhawanipur Education Society, INFD, Bway rap.

Navigating Through The Secrets of The Script & Screen

Ankita Chakraborty,
Anupa Bagchi, Deep-
sikha Deb, Pragy
Ghosh, Rupashree Saha

Kolkata:Teacher and Filmmaker Subha Das Mollick graced the “Script to Screen” event at iLEAD’s Dale Carnegie Auditorium with her presence on Thursday, April 21. One could feel the anticipation brewing in the crowded auditorium by gazing at the enthusiastic faces waiting for the session to begin. Students from other colleges were also present at the event, besides iLEADERS. “This session will not be a lecture but an inter-

action,” she said, before commencing the event. The session began with a question & answer round in which she questioned the students about the short film “LadakhChaleRickshawala,” which had been screened in the previous session of ‘Script to Screen’. Following numerous hilarious responses, it was eventually found that it was a documentary and not-fiction.

Following the argument, she stated, “In a documentary, God is the Director, whereas, in fiction, the Director is God.”An April Fool’s specialBBC short film ‘The Spaghetti Sto-



ry’,was also screened at the event. Students got hands-on experience in constructing tales from the ground up. This led to some incredible inputs, such as narratives based on news from the Russia-Ukraine conflict, AI technology eyewear, and following the path of an underdog, among other things. The filmmaker then offered her insight into Roberto Rossellini, an Italian filmmaker who visited and spent almost a year in India at Nehru’s invitation.

She revealed that she had borrowed the book “Under her spell: Roberto Rossellini in India” from the iLEAD library as she was so inspired by his work and thought process. She also spoke about the idea of stereotyped writing, which is fairly predictable, while discussing various forms of scriptwriting.

The Documentary Filmmaker came up with the idea of showcasing various genres of the screenplay with different scripts and dialects near the end, such as “Jalsaghar,” “Newton,” “Ballad of Buster Scruggs,” “Shatranj Ke Khiladi”.

Did You Know?

1. One language dies every 14 days, according to National Geographic.
2. A person will experience his billionth second of life when he is 31 years old.
3. NASA once fixed its Mars rover by ordering the rover to hit itself with a shovel.
4. Earth has witnessed the extinction of 99.9% of all species that ever lived on it.
5. The raptor sounds in Jurassic Park are actually mating tortoises.
6. There are over 200 dead bodies on Mount Everest.
7. The Nazis were the first ever people in modern history to start an anti-smoking and tobacco movement.

Homage to Satyajit Ray's Ethos on his 101st Birthday

Dr. Gopalan Mallick and Dr. Subha A Chatterjee were invited for a panel discussion

Abhijit Sarkar

Kolkata: A panel discussion was held on 2nd May 2020 at 1:30 pm in the Carnegie Auditorium. The panel discussion was conducted with the motive to present an insightful perspective to the students of ILEAD, regarding the infamous works of Satyajit Ray. The panelists were Mrs. Debobani Mukherjee, Dr. Gopalan Mullik, and Dr. Subha A Chatterjee.

Dr. Subha A Chatterjee was requested to present her invaluable words.

After Dr. Chatterjee came to Kolkata, she was a novice and she was treated as an outsider. She wondered why she was ignored, however, she decided to notice what was go-



ing on around her. After watching the film 'Charulota', she wrote a letter to Satyajit Ray. A few months later she received a reply to the letter. After that, Dr. Chatterjee and Satyajit Ray exchanged more letters with the infamous Bengali director. Once she wrote a letter to Ray where she asked him, why he did not think about a movie featuring 'Pagladashu'. A popular comic char-

acter of Bengali comics that satirises the educational norms of the country. In a reply, Satyajit Ray said that, due to censorship complications, it was difficult to make a movie on it. However, interactions between Dr. Chatterjee and Satyajit Ray slowly diminished. Dr. Chatterjee saw Satyajit Ray at film festivals but she could not communicate with him as he was always busy with the pa-

parazzi.

Dr. Chatterjee usually writes about Bollywood movies. However, she wrote a lot of articles on Satyajit Ray and researched how Ray treated children and women in his films. Children in Ray's movies felt very natural as he was successful in bringing down the ambience to the same level in which the intellectuals of a child preside.

Dr. Chatterjee com-

prehended that the women who worked in Ray's movies, were not cliché as they were not objectified by the camera. The women who worked in Ray's movies felt more natural and thus they did justice to the character and the comprehensive logic of the overall film. Dr. Chatterjee firmly believes that movies are a transcend literature. For instance, if a chair is present in a movie it needs to be described. The embroidery or a physical description of the chair is needed. She says that in the movie, 'Charulota' by Satyajit Ray, it can be noticed that Charu is given binocular glasses all the time. It is so because she is supposed to have her perspective from Tagore's creation.

Did You Know?

1. Martin Luther King Jr. got a C in public speaking.
2. One of the ingredients needed to make dynamite is peanuts.
3. The Turkish word for turkey is "hindi."
4. Bells were attached on coffin to make sure people did not get buried alive in the Victorian Era.
5. Julius Cesar lived closer to Mammoth's time than ours.
6. If everyone will recycle their newspapers, we would save 250 million trees each year.
7. If the Internet were weighed, it would weigh about 50 grams. Its actually the weight of several billion electrons which make up the data.

ILEAD bags ticket to North-East in Fashion event

Aindrila Chakraborty, Ankita Nath, Shreejita Sinha, Dhrity Chakraborty, Sriparna Ghosh

Kolkata: ILEAD was back with their biggest fest "MANAGEDIA" after two years of Covid break which took place at their campus in Topsia from 9-13th of May, 2022. The event not only consisted of cultural programs but also extended to various corporate events. All the students of the institute were waiting eagerly for the fest as it consisted of an entire week of different events where students showcased their



various talents. The Fashion department of Ileadis under Eseds school of design. They had arranged a two day event on 11th and 12th of May. On the first day they had two events: Best out of waste for fashion and Diorama which was of interior design. On the second day the event was Style Files of Fashion. Many events of Managedia'22 was sponsored

by Ministry of Tourism, Government of India. The theme given for Style Files was Dekho Apna Desh. There were two groups participated in the event. The first consisted of two members-the stylists and the model; the second group consisted of three members-two stylists and a model. The participants were allowed to bring the accessories and fabric they needed

to style their model, they were also provided with fabric by the event heads. It was the participant's choice whether to use it or not. The stylists were asked to Style their models according to the theme "Dekho Apna Desh". Their perception of how they see India had to be portrayed in their styling of the model. The event was won by Team 1 of Ilead. The winners were elated about their success and they were given the tickets to North-East India by the Ministry of Tourism for winning the event and the rest of the participants were given certificates.

iLEAD organizes seminar on Financial Empowerment

The event was directed towards young generation who lacks financial literacy

Avhigyan Das, Aayat Rahaman, Ankan Sarkar, Suvojit Poddar, Ankit Yadav

Kolkata: On 27th May, 2022, a seminar was hosted by Vinsan Financial Services. The seminar took place in the Dale Carnegie Auditorium. The special guest was Vinet Kejriwal, an eminent CA. The company is owned by her and her husband. After the inauguration of the seminar, the iLEAD chairman Mr Pradeep Chopra presented a speech. The speech was directed to the young generation. People of our generation are literate but we lack financial education. We invest thousands of money on our education but we forget to educate our-

selves in the field of finance, hence we limit ourselves. Mr Pradeep emphasizes on the importance of financial education and tells the students about how good knowledge about finance is required to become successful in today's world.

After the motivating speech by Mr Pradeep Chopra, the special guest, Vinita Kejriwal was called on the stage to present her views, opinions, and to share knowledge. She has achieved numerous awards in her life and one such prestigious award was by Kodak Mutual funds. Mrs Vinita Kejriwal explains the students, the importance of investment and the real difference between savings and earnings. A layman



saves his salary to invest in education of his children, wedding, a nice vacation, and other emergency goals. However, sometimes the savings do not seem to be enough and hence, an alternative source of income is needed. Investment seems to be the perfect way through which people can give themselves an opportunity to have a second source of earning.

Inflation is a common problem that everyone faces. The price of products increase

while the income of a given person does not. Therefore, ultimately the purchasing power of a person seems to reduce. Hence, in such a case a second source of income becomes more crucial. Mutual funds is a great way for a common man to make his investments. However, before investing in mutual funds, it is advised to read all the related documents and terms and conditions because investors must have some knowledge about the whole scheme.

As per Mrs Vinita Kejriwal, SIP can be considered as the best way to get involved in mutual funds. Although there are a plethora of ways through which an individual can get into mutual funds, SIP seems to be the safest and the most efficient option. For people who have a fixed amount of salary, SIP seems to be a perfect option for them as SIP is a long-term plan. Any individual can start the plan with just a hundred rupee note and SIP allows the user to redeem or stop the plan whenever he wants to. Hence, it is important to start as early in life as possible. Mrs Vinita Kejriwal ends her speech by speaking about insurance. Insurance is a term policy and secures future.

'Kishmish' explains how parents can be best friends

Swagata Sen

Kishmish is a simple, endearing film, along the touch with romance and sad emotions. It's an emotional as well as entertaining movie.

The two main lead roles of this movie Tintin and Rohini had been well performed by Dev and Rukmini on the big screen.

At first in this movie the two main characters portrayed or shown or presented as, Rukmini is a top student and on the other hand Tintin is very weak at studies.

Tintin apparently aspires to be a comic artist or cartoonist. But his family isn't very



supportive towards his dreams. Their first priority is studies and being well educated.

Then that's where the second phase of the movie starts, Tintin and Rohini meet in college and fall in love. Another aspect of the film that has been nicely penned by the writer & director. And from here the main story begins, a new plot starts with this part;

their families are against their relationship and why they are so much against it; if you want to know, you have to watch the movie.

Kharaj mukherjee, who plays Tintin's father did an excellent job in this movie.

And his wife character was played by Anjana (Tintin's mother), who had also done an excel-

lent work in the movie without any doubt.

This movie has interspersed with some nice, melodious songs which has been beautifully composed by Nilayan Chatterjee.

The animations in the film are good and add a young and colourful touch to the narrative, and it's quite.

The super-short cameos by Paran Bandopadhyay, Jisshu Sengupta, Rituparna Sengupta, Srabanti Chatterjee and Ankush come as nice surprises. Lily Chakraborty is also endearing as Tintin's grandaunt.

Overall, Kishmish is a film for all ages. .

Did You Know?

1. The Chupa Chups logo was designed by Salvador Dalí.
2. The voice actors of Mickey and Minnie mouse got married in real life.
3. Just like earthquakes, the moon is known to have moonquakes.
4. The dot above the lowercase "i" or "j" is called a "tittle".
5. Our European ancestors were cannibals.
6. A human body has enough iron to be melted and formed into a nail, almost 3 inches long.
7. Riding a roller coaster could help you get over kidney stones.
8. NASA was inspired by a sci-fi film to use countdowns.

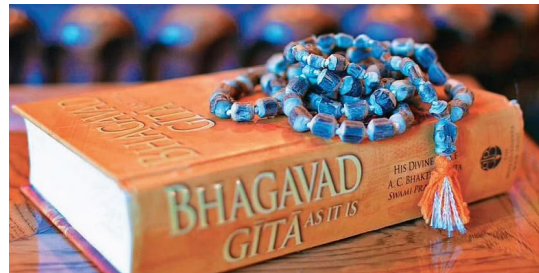
Relevance of Bhagwat Gita in Management Studies

“ Karmaṇy-Evādhikāras Te Mā Phaleṣhu Kadāchana Mā Karma-Phala-Hetur Bhūr Mā Te Saṅgo ’Stvakarmaṇi”

Subhadeep Das

Bhagavad Gita the most holy book in the Hindu philosophy. Lord Krishna through this book teaches not only Arjuna but also the entire world the deep, universal truth of life that speaks to the need and aspirations of everyone. Arjuna got mentally very depressed when he saw his relatives in the battle filed against whom he had to fight. To motivate him Bhagavad Gita was preached by Lord Krishna in the battle field of Kurukshetra to do his duty when multitudes of men stood by waiting.

Management is a process of aligning people and getting them committed to work for a common goal to the maximum social benefit – in search of excellence. The critical question in all managers’ minds is how to be effective in their job. The above Slokas is probably one of the most famous shlokas from Bhagavad Gita. The dictionary meaning of the above slok may be translated as: You have a right to perform your prescribed duties, but you are not entitled to the fruits of your actions. Never consider yourself to be the cause of the results of your



activities, nor be attached to inaction. It offers deep insight into the proper spirit of work and is often quoted whenever the topic of karmyog is discussed. The verse gives four instructions regarding Management Area: 1) Do your duty, but do not concern yourself with the results. 2) The fruits of your actions are not for your enjoyment.

3) Even while working, give up the pride of doer ship.

4) Do not be attached to inaction. This is what Management and other inter-disciplinary studies taught us from the day we have started the journey that “Karm Karo, Fal ki Chinta mat Karo”. It simply means, do not worry about result too much, just concentrate on your action to achieve the goal.

Because actions are known to us and gives us surety if we want to do it well or not. However, results are not in our hand and they are uncertain. It depends on multiple factors, for example, situation, other people who are involved, etc. It cannot depend on solely on the doer. If we develop result-oriented mind, then if the result is not up to our expectation, pain is certain to occur. Also, do not attach yourself to inaction (Nishkriyata) because sometimes when the work is hard and burdensome, we resort to inaction. So never lose interest in what you do.



On 12th April 2022 the Dept. of Management Studies, iLEAD, organized a two-hour seminar based on the theme “Education by Storytelling” for the 2nd and 4th semester batch of students. Mr. Dipanjan Banerjee, Founder Director of GSTM TechLab and the erstwhile Programming Head of Radio Mirchi was the speaker. It was a fun filled session where the old wine like leadership, creativity and communication were bottled into a new package, which enabled the students to relate to their mind-map.

Popularity of video games in the wake of Pandemic

Rakib Das

The year 2020, marked the dawn of the most unexpected thing, which we Indians never experienced before; “Lockdown”. Neither were we ever ready for this particular phenomenon, nor did we expect it coming our way. Covid-19, also known as “SARS COV 2”, has baffled the entire world with its viral capabilities and taken millions and millions of lives, while taking many more as hostages. People have been sitting captive since 23rd, March, 2020, while the pandemic virus runs rampant over the localities, setting foot in any respiratory system it seems weak and fit, squeezing out all nutrients till a victim can’t see the light anymore.



While many was seen being its victim, many were able to triumph over this particular enemy and emerge victorious, through self-preservation and isolation from the indisciplined life. For a year people have seen nothing but the 4 corners of their own home wall, smelt nothing fresh other than the tight compressed air from their masks, and restricted in pretty much everything including food habits. People started to get a taste of “Mother Nature”, reflecting her true

proWess and bringing forth her wrath over us, being a “vengeful spirit”, for torturing and tormenting her over the hundreds of years that have passed. It is very safe and evident to say that we ourselves are responsible for our own demise and only a change, from the inhabitants, can really bring a change and safeguard our earth. While many people were losing their jobs, incomes were remaining stagnant, suffering from various stress about which company

to land onto; gaming industry has flourished a lot in these times. Gaming, in India, has never been a priority topic before. If asked, it would be sidelined very easily, not getting much attention at all. But in this pandemic situation while everyone was sitting inside their house, gamers and game developers, found it to be a golden opportunity, giving quality time to bring their full output. Game Developers were always on the run for creating something new that would flourish the markets, thus the industry can rise. But now, people who play games for both earning and for fun, have risen as well. Just like sea levels rising every 2 ft. every year, gamers and streamers have rose to a high extent.