



Editors note

We're all afraid: of what might or might not happen, of what we can't change, or what we won't be able to do, or how other people might perceive us. So it's easier to hesitate, to wait for the right moment, to decide we need to think a little longer or do some more research or explore a few more alternatives. Meanwhile days, weeks, months, and even years pass us by. And so do our dreams. Put your fears aside and get started. Do something. Do *anything* otherwise, today is gone. Once tomorrow comes, today is lost forever. Today is the most precious asset you own—and is the one thing you should truly fear wasting. Don't let your fears hold you back. Whatever you've been planning, whatever you've imagined, whatever you've dreamed of, get started on it today.

- DIPTI LODHA



STORY TIME

SHORT MOTIVATIONAL STORY

A little boy went into a store, climbed onto the carton so that he could reach the buttons on the phone and called. The store-owner observed and listened to the conversation.
 Boy: 'Lady, Can you give me the job of cutting your lawn?' Woman (other side): 'I already have someone to cut my lawn.'
 Boy: 'Lady, I will cut your lawn for half the price of the person who cuts your lawn now.'
 Woman: 'I'm very satisfied with the person who is presently cutting my lawn.'
 Boy: (with more perseverance) 'Lady, I'll even sweep your curb and your sidewalk, so on Sunday.'
 Woman: 'No, thank you. With a smile on his face, the little boy replaced the receiver. The store-owner, walked over to the boy. Store Owner: 'Son... I like your attitude, I like that positive spirit and would like to offer you a job.'
 Boy: 'No thanks.'
 Store Owner: 'But you were really pleading for one.'
 Boy: 'No Sir, I was just checking my performance at the job I already have. I am the one who is working for that lady I was talking to!'

ACTS

Active Caring Through Sharing

FORTNIGHT AT A GLANCE

CONGRESS WILL FIELD CBI IN ELECTIONS: MODI: Accusing the UPA government of misusing the CBI to target political opponents, Modi said it will be the agency that will "fight" the coming assembly and Lok Sabha elections and not the Congress party.
SENSEX TUMBLES 243 POINTS ON PROFIT SELLING: Sensex slumped by 243 points on emergence of profit selling in midsession trade ahead of monthly derivatives expiry amid weak global trend.
26/11: PAK PANEL TO CROSS EXAMINE 2 INDIAN WITNESSES: Deposition of two key Indian witnesses in the 26/11 Mumbai terror attack case before an eight-member Pak Judicial Commission is underway in a local court.
LEGENDARY ACTOR DILIP KUMAR DISCHARGED: After spending 12 days in a Mumbai hospital, veteran actor Dilip Kumar was discharged. The 90-year-old was hospitalized after he complained of uneasiness. The doctors later diagnosed a heart attack.
WILL TAKE LEGAL RECOURSE TO CHALLENGE BAN: MODI'S LAWYER: Slamming the life ban imposed on Lalit Modi by the BCCI, the former IPL chair-



man's lawyer Mehmood Abdi said he would take challenge it in the court.
GEN SINGH ADVISED ME ON CI OPS, DISCLOSING IT WILL BE EMBARRASSMENT: Gogoi Assam CM Tarun Gogoi joined the ongoing controversy over Gen (ret'd) V K Singh's statement on Jammu and Kashmir politicians, saying if he discloses the former Army chief's advice to him years ago, it would be big embarrassment for everyone.
NITIN GADKARI SEEKS ALL-PARTY SUPPORT ON VIDARBHA STATEHOOD ISSUE: The 400-ft deep bore well, in which a six-year-old girl fell and died after being rescued, was closed by Tiruvannamalai district administration.
N. SRINIVASAN RE-ELECTED AS BCCI PRESIDENT, RANJIB BISWAL TO HEAD INDIAN PREMIER LEAGUE: Srinivasan will head the Indian cricket board for another year. Former Orissa cricketer Biswal to take charge of the lucrative IPL.
GOVT ANNOUNCES SEVENTH PAY COMMISSION FOR CENTRAL EMPLOYEES: Ahead of elections, the government announced constitution of the Seventh Pay Commission, which will go into the salaries, allowances and pensions of about 80 lakh of its employees and pensioners.
CYCLISTS SET OUT TO CONQUER HIMALAYAS: Eighty intrepid cyclists set out from the Himachal Pradesh capital to conquer

CURRENT AFFAIRS

the incredible Himalayan ranges on wheels in one of the world's toughest mountain biking rallies, event organisers said.
KAPIL VISITS GUTTED SET OF HIS SHOW: Stand-up comedian Kapil Sharma, whose TV show set in Filmcity caught fire and is in trouble again, this time with the service tax department, which registered a case against him for alleged non-payment of tax amounting to Rs63 lakh.
FOOD PRICES GO THROUGH ROOF, DASH HOPES OF LOWER EMIS: Skyrocketing onion and vegetable prices and costlier staples such as rice pushed India's wholesale inflation to a six-month high of 6.10% in August against 5.79% in July and 8.01% in August 2012, data released, revealed.
PLEA TO CHECK DENGUE SPREAD: COURT TELLS PETITIONER TO GO TO GOVT: With the number of dengue cases rising alarmingly, a petition has been filed in the Delhi High Court seeking a slew of directions to authorities to combat the disease.
 Compiled by- Piyusha Mathur (PCE)



Women in Business and Entrepreneurship

ITS MY LIFE

Women are the "real architects" of the society and the world. As said by Audre Lorde on women entrepreneurs that "When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid". The urban working woman slowly but surely is finding her way out of seminar halls and into boardrooms and workplaces. She has access to a quality education, a career or a business, familial support, and a fair shot at success. She is gaining the grit to follow her gut and lead an independent and empowered professional life. At the same time, she is finding the freedom to flitter between convention and breaking it, without earning the rebel tag. And in the process she is creating a language of her own, which is often independent of the men she lives or works with.
WISE - Women In Science & Engineering an association of women faculty members & students of Poornima Foundation invited Ms Nidhi Gupta to deliver a special lecture on "Women in Business and Entrepreneurship". A one hour program was organized at Arbuda Convention Centre on September 13, 2013 where Ms Nidhi Gupta shared her experiences enabling and encouraging women to build successful businesses. More than 450 WISE members together with Ms Renu Singhi & Ms. Sudha Jain were part of this program.

Ms Nidhi Mehta did her college from Lady Sri Ram College Delhi, MBA from SP Jain Mumbai and landed her first job at McKinsey & Co. There she worked for two years, she got married and then moved to USA but because of long working hours and lot of traveling she found it difficult to balance her work family life. She quit her job and founded an Indian contemporary dance & fitness studio organization which was her first venture as an entrepreneur and was a huge success. In her session she shared how women can be "builders of innovative, ground-breaking and game-changing startups." She pointed out that the most powerful entrepreneurs are the ones who have a strong point of view and a platform to share it. They are thought leaders who use their intellectual capital to transform markets and create change. Students were enlightened and motivated by her talk and had lot of questions to ask her which were duly answered by her.



Compiled by- Nainika Gautam (PIET)

How can working women reduce the risk of heart attack?

PROFESSIONAL

In a recent survey called Visualizing the Extent of Heart Disease in Indian Women (VEDNA), conducted by a group of senior doctors, it was revealed that there has been a steep rise in the number of women suffering from heart diseases across the country and the numbers will continue to rise in the coming years. In the modern day, women have become more career oriented and are giving tough competition to men.

Considering the fact that working women juggle between home and work responsibilities, they are more likely to get exposed to stress and unhealthy lifestyle and therefore, are more prone to cardiovascular diseases compared to women who are not working. Apart from this, risk factors like stress, obesity, hypertension, smoking and drinking have increased considerably along with it.

Some of the conditions that can put women at the risk of developing heart diseases are High Blood Pressure/ Hypertension, Cholesterol, Diabetes, Obesity, Lack of physical activity. Women must begin to pay closer attention to what and how they eat, as well as make sure there is time set aside for exercise several times a week. While it is impossible to avoid some stress in the workplace, one can always find ways to minimize and contain

the stress.

Regular exercise will embark you on a healthier way of living. One can begin with simple ten to fifteen minute walk build endurance and add more strenuous forms of exercise. Lifestyle changes may or may not be easy. However, if one understands what needs to be done and why it has to be done it will make the process easier. Another factor is the way one eats. Often, working women are either on tight schedules or have to attend parties where there is no control over the food they eat. Often their diet involves way too much red meat, spices with high sodium content, lack of fresh fruits and vegetables.

To start with women can: Lower their cholesterol levels, maintain a healthy weight, exercise regularly, eat healthy, cut down on cigarette and alcohol consumption, reduce stress and treat depression, go for regular health screenings, identify a potential heart disease symptom.

Women need to be aware of the risk factors for cardiovascular disease and the importance of making lifestyle changes that may reduce those risks. Factors such as race, increasing age, and



a family history of heart disease cannot be changed. Other risk factors, however, can be changed or eliminated by making informed decisions about cardiovascular health.

Despite the fact that the rate at which the number of women suffering from heart disease is alarming, yet few women consider the disease a major health concern. Infact not only are women unaware of the risk factors, they also have limited knowledge of the symptoms of heart disease. The unusual symptoms women often experience makes it harder to diagnose the disease. Moreover the myth that heart diseases occur mostly in men makes them ignore the symptoms which leads to late diagnosis and delay in seeking treatment, which contributes to higher mortality.

This lack of awareness stems in part from many patients' view of heart disease as a condition that primarily affects men, is putting numerous women at risk. Hence it's crucial that women educate themselves about their risk factors for heart disease, as well its prevention and treatment.

Compiled by- Neha Agarwal (PIET)



Stilettoes could damage your body

PERSONA

When it comes to women's shoes, there is very little doubt that form has well and truly trumped function. There are a wide variety of designs available – sandals, flip-flops, wedges, high heels, ballet flats etc and they put a fair amount of stress not only on the feet, but also on the ankles, knees and low back. Of all the varieties of shoes in the market, the biggest villains are the ill fitting high heels (over 3.5" in height). Common foot related problems associated with high heels range from relatively minor problems like stress fractures, corns, plantar fasciitis, pump bumps and blisters to ingrowing toenails, tight heel cords, bunions, hammer/ claw toes and Morton's Neuroma, the latter often needing surgical correction.

How high heels affect your posture

Due to the abnormal position of the foot and ankle in high heels, the ankles are under stress and chronic ankle pain is a well known complaint amongst several women. A large number of ankle fractures also occur due to the twisting action of the ankle, when one misses a step or walks on uneven ground. These fractures inevitably require surgery to restore normal anatomy.

Due to the change in the normal gait pattern, a wearer's stride shortens, and as a result, knee pain is another frequent complaint for high heel users.

There is no scientific evidence, however, that prolonged use of high heels leads to Osteoarthritis of the knees.

High heels alter body posture, making the hips and chest more prominent causing an increase in the curvature of the lumbar spine, called excessive lumbar lordships. This puts further stress through the already stressed lower back, causing mechanical low back pain, a rather debilitating condition, which may lead to arthritis in the low back.

High heels make you raise your heel –

when you do this, your centre of gravity is pushed forward. You bend your lower back to compensate for this and that changes the position of your spine, putting pressure on nerves in the back. This can cause sciatica, a painful condition where nerves become trapped, triggering pain and numbness as far down as the feet. Where the heel is closer to the front, more solidly under the ankle, where the toe box provides enough room for the toes, and where the forward movement of the foot in the shoe is kept in check by material snug across the instep, rather than by the toes being rammed forward and jamming together in the toe box or crushed into the front of the toe box.



WORDS OF WISDOM

QUIZ 05

“ The world reflects what you need to see, not only what you want to see.”

1. Sensex slumped by on emergence of profit selling in midsession trade
2. After spending 12 days in a Mumbai hospital, veteran actor was discharged.
3. Stand-up comedian, whose TV show set in Filmcity caught fire on is in trouble
4. With the number of dengue cases rising alarmingly, a petition has been filed in the

..... seeking a slew of directions to authorities to combat the disease.

5. will head the Indian cricket board for another year.
6. Ahead of elections, the announced constitution of the Seventh Pay Commission.

Answers of quiz 04. 1.Kitkat 2.the gold standard of smart phones 3.Asaram 4.Serena Williams 5.Narendra Modi 6. Facebook profile .

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