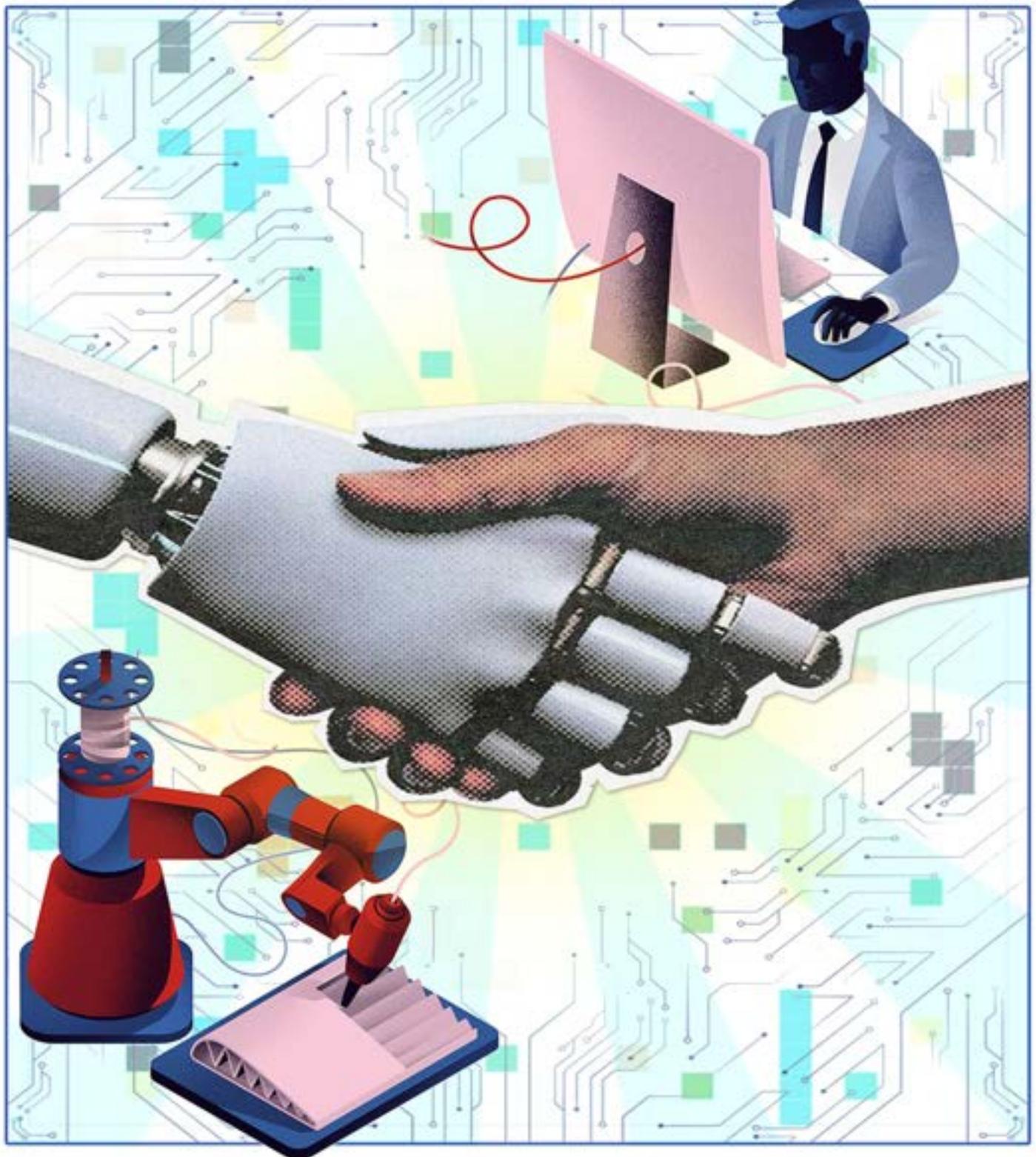




**DON BOSCO ARTS AND SCIENCE COLLEGE**  
AFFILIATED TO UNIVERSITY OF MADRAS

CO-ED



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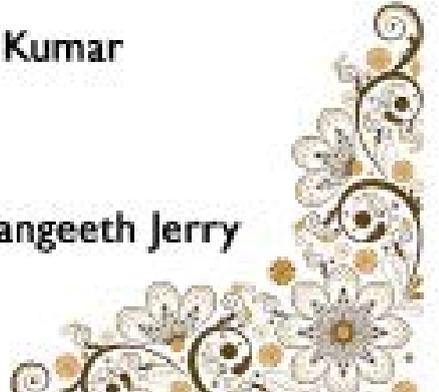
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## The Attention Hustle

### How Tech Companies Fight for Your Time and Sell You to Advertisers

Do you know that tech companies are fiercely competing for your attention? That pulsating allure from your phone screen, the endless tabs beckoning for a click, are all part of a grand scheme in the digital world. Welcome to the attention economy, where your gaze is the battlefield, and the spoils are your personal data, a treasure trove for advertisers.

In this digital era, your attention is akin to currency, a limited resource with immense value. Every minute spent scrolling, every click, feeds into a complex network that tech giants exploit to mine data about you. This constant distraction isn't accidental; it's a meticulously crafted strategy by tech companies whose revenues rely significantly on capturing your attention to sell it to advertisers.

Advertising, in its essence, is about persuasion. Be it a product, a service, or a political stance, the aim is to sway your decision. Unlike traditional media, where ads are uniform and passive, social media offers a more intimate and interactive platform. Here, every ad is a calculated move, designed to engage you at the right moment, based on the data you unknowingly provide. The competition for your attention spans beyond other apps; it's a race against every aspect of your life, including your family, hobbies, and even your rest. This relentless pursuit has catapulted companies like Alphabet and Facebook into the stratosphere of market valuations, not by selling products, but by selling influence and access to your mind.

Social media platforms, seemingly free, operate on a model where you, the user, are the product. Advertisers pay premium prices for the data these platforms collect - your likes, interests, and habits. This data enables highly targeted advertising, increasing the likelihood of sales, thus lining the pockets of these tech behemoths. But how do these companies convert your digital footprint into a revenue stream? It starts with the dark art of data collection. Every interaction online leaves a trail - a digital footprint - that is tracked and analyzed. These digital profiles are scarily accurate, painting a picture of your personality and preferences, making you a lucrative target for advertisers. This data is the life blood of addictive algorithms that keep you hooked. Personalized feeds, endless recommendations, and cunning notifications create a dopamine loop, making your engagement a reward in itself. The more you engage, the more data is collected, and the more valuable you become.

The hidden cost of this model is the certainty it provides to advertisers. Social media platforms are incentivized to develop increasingly persuasive techniques - targeted content, customized feeds, relentless notifications - all designed to keep you engaged, gather more data, and improve their ability to influence your behavior and choices. So, what does the future hold in this attention economy? The battle for your focus is likely to intensify, with more sophisticated algorithms and personalized experiences. It's crucial to be aware and take control of our digital lives. Limiting screen time, choosing privacy-focused platforms, and supporting ethical tech companies are steps we can take to reclaim our attention.

Remember, your attention is valuable. By understanding how our data is collected and used, we can make informed choices and challenge the tech giants' grip on our focus. Your attention should not be easily won; it's time to reclaim it and dictate who deserves it.



**Fr. Rajkumar SDB**  
Rector/ Secretary

## "THE ART OF SOLUTION-CENTRIC LIVING: EMBRACE CHALLENGES IN 2024"

Dear Friends,

As we step into 2024, let's express gratitude to the Almighty for navigating us through the past year and hope for His continued blessings. Life, with its myriad of problems, is also rich with solutions. Often, we dwell on the problems, causing unnecessary stress. This year, let's adopt a more solution-focused approach.

Embrace positivity and optimism when facing challenges, believing in your ability to find solutions. Train your mind to shift focus from problems to potential solutions. When confronting complex issues, break them down into smaller tasks for a systematic approach. Engage in discussions with others, as different perspectives often lead to innovative solutions. Approach problems with a creative mindset and be open to unconventional ideas.

Learning from successful individuals or case studies can provide valuable insights into problem solving. Concentrate on aspects within your control and take actionable steps. It is essential to identify and prioritize critical issues, organizing your approach to tackle them effectively.

Don't hesitate to seek advice or assistance from experts; collaboration can lead to innovative solutions. Persistence is crucial in finding solutions, so stay determined and don't give up easily. If initial attempts don't yield desired results, view them as learning experiences, analyze what didn't work, and adjust your approach.

Celebrate even the smallest progress towards a solution. Positive reinforcement will motivate you to continue. Remember, problems are opportunities for growth. Analyze the issue, identify its root cause, strategize your plan, and take decisive action. You possess the ability to solve problems and emerge stronger.

Let's make 2024 a year of solution-finding and positive growth, filled with success, resilience, and the wisdom to always search for solutions, not dwell on problems.

Wishing you all a successful and solution-rich year.



**Dr. Xavier Rajarathinam**

The Principal

## "Radio: The Unseen Thread Weaving Through Humanity's Journey"

Since its invention in the late 19th century, radio has played a pivotal role in the development of human society. As a medium of communication, it has revolutionized the way we receive information and interact with the world, profoundly influencing various aspects of our lives.

Radio's most significant impact is perhaps its ability to connect people. From broadcasting news to remote areas to uniting communities through shared programming, radio has a unique way of bringing people together regardless of geographical barriers. In times of emergency or crisis, radio has often been the first source of vital information, providing guidance and assurance to the masses.

Culturally, radio has been a powerful tool for the dissemination of music, art, and culture. It has introduced diverse forms of music to wide audiences, played a crucial role in the popularization of new genres, and facilitated cultural exchange. Radio programs have also been instrumental in preserving and promoting local languages, stories, and traditions.

Radio has been an accessible means of education. For many, it has been a primary source of learning, offering educational programs on various topics, from health and hygiene to agriculture and civic education. This aspect is particularly vital in areas where access to formal education is limited.

Throughout history, radio has been a powerful agent of political and social change. It has provided a platform for political discourse, been a tool for mobilization, and played a critical role in shaping public opinion. In many parts of the world, radio has been the voice of the voiceless, offering a platform to marginalized communities.

Economically, radio has contributed significantly by providing a platform for advertising and marketing, thus playing a key role in the business world. It has enabled businesses, large and small, to reach a wider audience, promoting trade and economic growth. With the advent of the internet and digital technology, radio has evolved, embracing new formats like podcasts and internet radio. This evolution has expanded radio's reach and influence, making it more accessible and personalized, and ensuring its relevance in the digital age.

On a personal level, radio has been a source of entertainment and comfort to millions. It has provided companionship to the lonely, entertainment to the bored, and comfort to the distressed. The simplicity of tuning into a radio station provides a sense of familiarity and continuity that is both comforting and reassuring.

In conclusion, the development of radio has had a profound and wide-reaching impact on human life. It has shaped cultures, influenced politics, fostered education, and connected people across the globe. As it continues to evolve, radio remains an essential and relevant medium in our daily lives.



**Rev. Fr. Ernest Rosario, SDB**

Director of Communication

# "Attitude is Everything"



"Attitude is Everything" in our life and that matters a lot if you want to be successful in your career. Our perception of events shapes our reality. Our attitude acts as a window, framing how we see the world and attracting experiences accordingly. Through visualization, commitment, and reframing challenges as opportunities, we can harness the power of positive thinking and transform problems into stepping stones. By minding our words, checking in with ourselves, and choosing a positive company, we cultivate an uplifting mindset that attracts success and happiness.

Seven Lessons from Jeff Keller's "Attitude Is Everything":

1. **Your Attitude is Your Window to the World:** Just like a window, your attitude frames how you perceive and interact with the world around you. A positive attitude allows you to see opportunities and possibilities, while a negative one can limit your vision and lead to self-fulfilling prophecies.
2. **You're a Human Magnet:** Your attitude acts like a magnet, attracting or repelling people and experiences. A positive attitude naturally draws others to you, while a negative one can create walls and push people away.
3. **Picture Your Way to Success:** Visualization is a powerful tool for achieving your goals. By vividly imagining yourself achieving your desired outcomes, you can program your mind for success and increase your chances of making it happen.
4. **Make a Commitment and You'll Move Mountains:** True commitment involves more than just desire; it requires action and perseverance. When you commit to your goals with unwavering determination, you can overcome any obstacle and achieve seemingly impossible things.
5. **Turn Your Problems into Opportunities:** Problems are inevitable, but they can also be valuable opportunities for learning and growth. By viewing challenges as stepping stones instead of roadblocks, you can develop resilience and unlock new possibilities.
6. **Your Words Blaze a Trail:** The words you choose have the power to shape your reality. By focusing on positive and empowering language, you can create a self-fulfilling prophecy of success and happiness.
7. **Confront Your Fears and Grow:** Fear can be a powerful motivator, but it can also hold you back from achieving your full potential. By facing your fears head-on, you can overcome them and unlock new levels of growth and confidence.

**Rev. Fr. Kasi Sagayaraj SDB**

Vice Principal

## HARMONIZING LIFE'S ESSENCE WITH SUSTAINABLE DEVELOPMENT GOALS



**Introduction** – Embracing life in its purest form takes on new significance when viewed against the backdrop of Sustainable Development Goals (SDGs). These global aspirations outline a collective vision for a more equitable and sustainable world. The connection between personal fulfilment and global well-being becomes particularly poignant, offering a framework for individuals to align their lives with broader societal goals. Let us explore the intricate connection between living authentically and actively contributing to the SDGs, establishing a synergistic foundation for a sustainable and fulfilling life.

**Living in harmony with nature (SDG 15 – Life on Land)** – Life, at its core, encourages a symbiotic relationship with the environment. To embrace a sustainable existence is to recognise the intrinsic connection between our well-being and the health of the planet. Practices such as mindful consumption, conservation efforts, and sustainable living contribute directly to SDG 15, advocating for the preservation and restoration of terrestrial ecosystems. In harmonizing with nature, individuals participate in a global movement towards a world where all forms of life thrive together in ecological balance.

**Cultivating Inclusive Communities (SDG 10 – Reduced Inequalities)** – Embracing life also involves acknowledging the interconnectedness of humanity and the imperative to cultivate inclusive communities. SDG 10 underscores the importance of reducing inequalities within and among countries, emphasizing the need for equal opportunities for all. Living in its purest form calls for dismantling barriers and championing diversity, ensuring that everyone has a seat at the table. By fostering inclusive communities, individuals contribute not only to personal growth but also to the broader objective of creating a world where no one is left behind.

**Eradicating Poverty (SDG 1 – No Poverty)** – Life's essence aligns seamlessly with the goal of eradicating poverty, encapsulated in SDG 1. Living authentically means recognising the shared responsibility to uplift those in need. Individuals can contribute by supporting sustainable economic practices, advocating for fair labour conditions, and engaging in initiatives that empower marginalised communities. By addressing the root of poverty, individuals actively participate in the global pursuit of a more just and equitable world.

**Ensuring Quality Education (SDG 4 – Quality Education)** – Education is a cornerstone of personal growth and societal progress. Embracing life involves a commitment to ensuring quality education for all, as highlighted in SDG 4. Individuals can contribute by promoting educational opportunities, supporting initiatives that enhance access to learning resources, and fostering a culture that values lifelong learning. In doing so, they become active participants in building a sustainable future grounded in knowledge, understanding, and shared wisdom.

**Conclusion** – Harmonizing life's essence with the Sustainable Development Goals offers a roadmap for individuals to contribute meaningfully to a better world. By living authentically, embracing sustainability, fostering inclusivity, eradicating poverty, and championing education, individuals become agents of positive change. In this symbiotic relationship between personal fulfilment and global progress, the true essence of life unfolds—a life lived in harmony with the planet and in unity with humanity's collective aspirations.

**Dr. Marcus**  
Director of DICE

Jan 3, 2024

## NEW BEGINNINGS: EVEN SEMESTER 2023-2024



Don Bosco Arts and Science College welcomed the 1st and 2nd year students on 3rd January 2024 in the view of even semester. The day marked a fresh start for the academic journey of the young learners. The College campus buzzed with renewed energy and enthusiasm as students, both new and returning, arrived, filled with anticipation for the challenges and opportunities that lay ahead.

The day began with a welcoming address by the College Principal, who highlighted the College's commitment in providing a holistic education and its continuous efforts to adapt to changing educational landscapes.

The introduction of a few innovative courses, designed to align with current industry trends and academic advancements, carefully curated to ensure a balance between theoretical knowledge and practical application enticed the attention of the students. Workshops and interactive sessions were scheduled to provide students with hands-on experiences in their respective fields.

Students received information about various clubs and extracurricular activities available on campus, encouraging them to engage in a well-rounded college experience. This semester, particular emphasis was placed on student-led initiatives, fostering leadership and collaborative skills among students.

Feedback from students was overwhelmingly positive, with many expressing excitement about the new subjects and appreciation for the supportive learning environment. The blend of academic rigor and extracurricular opportunities seemed to resonate well with their aspirations.

As the day concluded, there was a palpable sense of optimism among students and faculty alike. The new semester at Don Bosco Arts and Science College promised to be a journey of academic excellence, personal growth, and collective achievement.

Jan 4, 2024

## Gillette Guard's Personality Grooming Program



The program, designed to enhance the overall development of students, was conducted in two comprehensive sessions catering to both first-year and second-year students separately. The primary focus of the sessions revolved around the ABCD principles of personality grooming, namely Attitude, Branding, Communication, and Dress Code.

The program unfolded in a well-organized manner, starting with a deep dive into the importance of cultivating a positive attitude. Facilitators emphasized the impact of a positive mindset on personal and professional growth, encouraging students to adopt an optimistic approach to challenges.

The subsequent segment delved into the nuances of branding, shedding light on the significance of personal branding in today's competitive world. Students were guided on how to articulate their unique strengths and values, building a distinctive brand that sets them apart.

Communication skills took center stage in the third segment, where students were imparted with valuable insights into effective verbal and non-verbal communication. Practical exercises and role-playing scenarios were incorporated to enhance students' interpersonal skills and foster effective communication in diverse settings.

The final session centered on the importance of dress code, in shaping one's professional image. Gillette Guard's experts provided valuable tips on dressing appropriately for various occasions, emphasizing the role attire plays in making a positive first impression. The program's structured approach left an indelible impact on the students, equipping them with essential skills for success in their academic and professional journey.

## A SEMINAR ON SKILL TRAINING



A seminar on Skill Training was jointly organized by IBM and Don Bosco Arts and Science College for 1st and 2nd year students, marking a significant enhancement in its educational offerings. The seminar, spanning several hours in the afternoon, was a focused initiative by the College to bridge the gap between academic knowledge and practical industry skills. IBM's experienced professionals led the seminar, bringing with them a wealth of knowledge and insights from the forefront of technology and business.

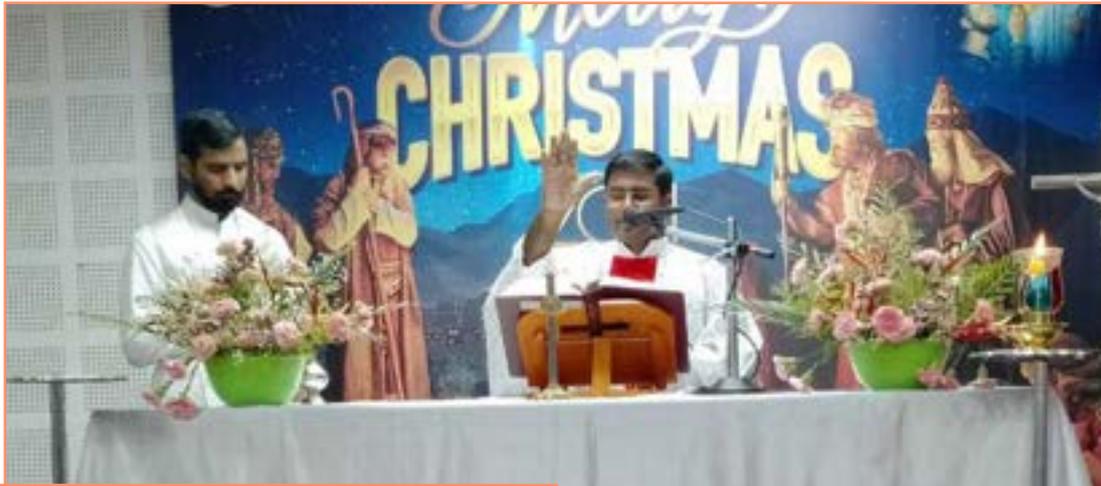
The training covered a range of contemporary topics, such as data analytics, artificial intelligence, cloud computing, and cybersecurity. These areas were chosen for their relevance in today's rapidly evolving technology landscape and their significant demand in the job market. The sessions were interactive, with a mix of lectures, demonstrations, and hands-on exercises.

One of the highlights of the seminar was a workshop on artificial intelligence and machine learning. It provided students with practical experience in using AI tools and understanding their applications in various industries. Another notable session was on cloud computing, where students learned about the latest developments in cloud technology and its growing impact on businesses and everyday life.

The seminar received an enthusiastic response from the students, who appreciated the opportunity to learn about emerging technologies and industry practices.

As the seminar concluded, the College administration and faculty expressed their satisfaction with the success of the event. They reiterated their commitment to providing students with a well-rounded education that includes exposure to practical, industry-relevant skills.

# FIRST FRIDAY



The Don Bosco community gathered for a special celebration of the First Friday Holy Eucharist, presided over by Rev. Fr. Albert SDB. This event marked the beginning of the new year and semester, offering students a moment of spiritual reflection and inspiration.

Rev. Fr. Albert SDB, with his deep connection to the community and understanding of its spiritual needs, led the Eucharist with a focus on prayerful animation. His message centered around embracing God's grace as a guiding force for the new academic year and semester. The service was a blend of traditional liturgy and heartfelt prayers, inviting God's presence into the hearts and minds of the students. The Holy Eucharist was a time of gratitude, with the congregation thanking God for His unwavering guidance and support. It served as a powerful reminder of the importance of faith in their daily lives and in the pursuit of academic and personal growth.

As the Holy Eucharist concluded, the Don Bosco community left with a renewed sense of purpose and a deep appreciation for the blessings and guidance they had received. The event set a positive and reflective tone for the year ahead, fostering a sense of unity and shared faith among the students and faculty.

## 8<sup>th</sup> Annual Sports Meet



Don Bosco Arts and Science College, played host to its 8th Annual Sports Meet on January 11, 2024. The event, held from 9.00 A.M to 1.00 P.M, was a grand celebration of athleticism, sportsmanship, and unity. It witnessed the convergence of enthusiastic students, dedicated faculty, and esteemed dignitaries.

The event was graced by the presence of the Chief Guest, Rev. Dr. A.T. Thomas SDB. Adding to the honor, was the presence of Guests of Honor, Mr. Justin, Director (Marketing), Ananda Vikatan, and the esteemed former Principal of Don Bosco College, Karaikal.

The day unfolded with an aura of anticipation and excitement. Rev. Fr. Rajkumar Mervyn SDB, the Secretary of Don Bosco Arts and Science College, extended a warm welcome to the attendees, emphasizing the importance of sports in holistic education. The Chief Guest, Rev. Dr. A.T. Thomas SDB, was ceremoniously felicitated, acknowledging his significant contributions to education and moral values.

With a sense of pride, the College flag was hoisted, symbolizing the institution's commitment to excellence in both academics and sports. A vibrant and disciplined march past by the participating teams showcased the unity and discipline instilled in the College's athletes. Dr. S. R Xavier Raja Rathinam, Principal of the College, introduced the Chief Guest, highlighting his inspiring journey and dedication to the betterment of society.

The ceremonial lighting of the Olympic Torch marked the official commencement of the competitive events, signifying the start of the pursuit of excellence.



The Athlete's Oath, administered by the College President, echoed through the grounds, emphasizing the values of fair play, integrity, and sportsmanship. A mesmerizing demonstration of Martial Arts showcased the physical prowess and discipline instilled in the students of Don Bosco Arts and Science College.

The athletes then took center stage, participating in a series of exciting and fiercely competitive events, including the exhilarating 100 m sprint and the thrilling 4x100 m relay, which left the audience on the edge of their seats. The report for the intramurals was presented, acknowledging the commendable achievements of the College's male and female participants. Mr. Dinesh Balaji M and Mr. Michael Stalin P shared their insights and experiences.

The Sports Club's President and Vice President took the opportunity to applaud the dedication and hard work of the college's sports enthusiasts. Ms. Padhma Priyaa K. S delivered a comprehensive Sports Day Report, offering insights into the various aspects of the event and highlighting the dedication of the participants.

The 8th Annual Sports Meet at Don Bosco Arts and Science College was an embodiment of excellence, sportsmanship, and camaraderie.



## தமிழ்த்துறை ஒருங்கிணைத்த தமிழர் திருநாள்விழா



ஜனவரி 13ஆம் நாள் அன்று தமிழர் திருநாள் விழா தமிழ்த் துறையின் ஒருங்கிணைப்பில் நடத்தப்பட்ட இவ்விழாவில் சிறப்பு விருந்தினராக முனைவர் மேரி ஜோஸ்பின் மாவட்டக் கல்வி அலுவலர், அம்பத்தூர், அவர்கள் கலந்துகொண்டு, காலை 9 மணிக்கு பொங்கல் விழாவை தொடங்கிவைத்தார்.

பொங்கல் விழாவிற்கு முந்தைய நாள் கட்டுரை, கவிதை, ஓவியப் போட்டிகளும். விழாவன்று கபாடிப்போட்டி, உரியடித்தல், கோலப்போட்டி, மருதாணிப்போட்டி, நடனப்போட்டி எனப்படல் வேறுபோட்டிகளும் நடத்தப்பட்டன. அப்போட்டிகளில் வெற்றிப்பெற்ற மாணவர்களுக்கு பரிசளிப்பும், அதனைத் தொடர்ந்து மாணவர்களின் நடனங்களும் நிகழ்த்தப்பட்டன. மகிழ்ச்சியாக கொண்டாடப்பட்ட பொங்கல் விழாவில் மாணவர்கள் துறைவாரியாக உழவர்களுக்கும், உழவுக்கும் மரியாதை செய்யும் விதமாக, பல்வேறு அலங்காரங்களும், உணவுகளும், பாரம்பரிய உடைகளும் அணிந்துவந்து விழாவினை கோலாகலப்படுத்தினர். இவ்விழாவில் கல்லூரியின் செயலாளர் அருட்பணி ராஜ்குமார் அவர்களும், கல்லூரி முதல்வர் முனைவர் சேவியர் ராஜ ரத்தினம் அவர்களும், நிர்வாக இயக்குநர் அருட்பணி ஜோ ஆனந்த் அவர்களும், துணைமுதல்வர் அருட்பணி சகாயராஜ் கசி அவர்களும் கலந்துகொண்டு சிறப்பித்தனர்



## ENTREPRENEURSHIP AND RURAL DEVELOPMENT CONCLAVE



A One-Day Conference on 'Need for Entrepreneurship Development' was organised by IIT, Madras Research Park Taramani, Chennai on 18th January 2024 (Thursday). It is the part of four-day Entrepreneurship and Rural Development Conclave, Chennai (ERDC) 2024. The program was presided over by the Hon Governor of Tamil Nadu, Shri R. N. Ravi who gave the keynote address, followed by the panel discussion by the proven entrepreneurs. Around 200 participants (Principals of the Colleges and Directors of the institutions) from Tamil Nadu, Kerala and Puducherry took part in the program. Followings inputs were shared during the occasion.

The pandemic period paved way for Digitalisation. Our education system makes more job seekers and less job providers. Our education should not prepare the students for placement but should empower them. From fast growing economy, India is going to become a third largest superpower of the world. India is the largest digitalised country in the world. Time has come to include rural economy into the entrepreneurial movement. Over the years, the registration for the patents has increased by 21 percent.

Still more work should be done by the educational institutions in inculcating the spirit of entrepreneurship and start-up culture. The premier institutions in India create more human resources, but also should concentrate on creating talent building. There is no awareness about the supportive schemes provided the government for entrepreneurship and innovation development. The academicians should guide the students to be industry oriented and imbibe entrepreneurial culture.

They should test their project to understand the success and failure before selling to others. The fear of failure should be removed and encourage to take the project with courage. Technology should cover humanities along with science and need to form an integral eco system to achieve self-reliance in the rural and urban economies.

# DON'T JUDGE A BOOK BY IT'S COVER BUT THE PICTURE

Report : **VARSHINI VARALAKSHMI**

I M.Sc Visual Communication



We often avoid books with bad reviews, limiting our perspective to the consensus. But what if we ventured beyond the mainstream and sought understanding from those often misunderstood? Vyasarpadi, notorious for its association with crime, faces harsh judgment. Yet, is it fair to condemn a place for its thirst when it is denied water? This area has been stereotyped and discriminated against across all age groups. While strides have been made towards equality regarding women, caste, etc., the people of Vyasarpadi remain overlooked.

I, too, found myself succumbing to these prejudices. But Vyasarpadi decided enough was enough. In a stylish rebuttal to discrimination, they organized a photo exhibit, showcasing hundreds of pictures that captured their lives, joys, griefs, and pride. They declared their identity not as criminals, but as warriors, through the streets that narrate their essence of life.

A picture speaks a thousand words, and this event told a thousand stories. From Priya, a teenager who lost her life to a botched surgery, to tales of resilience in crisis, they embody the adage, "Only those who possess nothing find happiness in anything."

Visiting Vyasarpadi and engaging with its residents has been the most humbling experience of my life. It taught me that monsters are not born but are made—often by those of us who adhere to stereotypes. A place once depicted by media as violent and foul is now viewed by many as a community of warriors. The voice of Vyasarpadi has been heard after a long struggle, with many media influencers and students opening their hearts and minds to them. Hats off to the people of Vyasarpadi. I wish them the best in their future endeavors.

# Annual BOOK FAIR at YMCA

Report : **SANJANA S WARRIER**

I M.Sc Visual Communication



Have you ever wondered why we yearn for more books, even with the most advanced technology and its instant accessibility at our fingertips? Despite everything, we prefer physical books, don't we? The print that cannot be erased or manipulated at whim. You're bound to read what's there, but your mind has the freedom to wander. Indeed, this is one of those peculiar comforts we never realized we needed. The YMCA in Nandanam annually hosts a book fair, this year marking its 47th edition. With over 300 stalls and a wide range of categories, the fair ran from January 3rd to the 21st—a perfect duration to explore each stall and discover your favorites.

The demographic of visitors to the book fair was diverse, encompassing all ages. Families and friends shared their interests in various genres, while children and teenagers were drawn to novels and educational books. When asked why they prefer physical books, many expressed that it adds to the joy and passion of reading—feeling the book, turning the pages, and the anticipation of what comes next. Even the youngest readers shared profound thoughts on the value of traditional reading mediums. With a 10% discount on all books and free entry for students presenting their ID cards, the fair likely felt even more inviting to the student population, encouraging them to visit and purchase more books.

Speaking with the sellers, many of whom have been in the business for over a decade and participating in fairs for at least three years, it was clear they have a deep understanding of both classic and current trending authors that appeal to today's generation. The fair's hours were set from 2 PM to 8:30 PM on weekdays and from 11 AM to 8:30 PM on weekends, a schedule designed by BAPASI, the organizers, to accommodate the staff and manage the influx of visitors comfortably. Food stalls were also available, providing refreshments when needed. Ultimately, the fair attracted a large crowd, including celebrities and general readers, who spent between four to six hours browsing and left with satisfying purchases, enriching their minds.

## 'GO GREEN GRACEFULLY' INITIATIVE: CULTIVATING ENVIRONMENTAL CONSCIOUSNESS AND SUSTAINABILITY



'Go Green Gracefully' is an inspiring initiative undertaken by Don Bosco Arts and Science College, supported by the management, to cultivate the Eco Green concept among students. The Terrace Garden Project was started on 21st March, 2023; with 30 grow bags of vegetable seeds on the fourth floor of the institution, with the support and grace of Rev. Fr. Rajkumar Mervyn SDB, Secretary and Rev. Fr. Dr. Praveen Peter SDB, Principal. This project aims to bring a touch of nature to the campus, creating a serene and environmentally friendly atmosphere. Terrace Gardening was headed by Dr. S. Jebaseeli Novaleena from the Commerce Department, and the project has gained momentum with the active involvement of DICE, Dr. A. Marcus, Mr. Allen Cornelius, and student volunteers, since November 2023.

The Terrace Garden Project, known as "Go Green Gracefully," focuses on nurturing various plants, including vegetable plants, herbal plants, lettuce, and ornamental plants. The hands-on involvement of both the staff in charge and dedicated student volunteers ensures that the garden is developed organically, steering clear of chemical fertilizers and pesticides. This commitment to eco-friendly practices aligns with the broader goal of promoting sustainability within the campus. The project's success is evident, and there are plans to expand and enhance its impact. Currently, 60 grow bags were installed to accommodate a diverse range of plants, with plans to extend it to 100 grow bags. The vision is not only to beautify the campus but also to contribute to a greener and healthier environment.

In a collaborative effort, DICE (Don Bosco Institute of Career Excellence) is actively supporting this initiative. There are future plans to make the cultivated produce available for sale to students and staff members, with the potential to extend this offering to outsiders. This not only promotes self-sustainability but also provides an opportunity for individuals outside the institution to embrace fresh, locally grown produce.

As part of DICE's community outreach, short-term coaching sessions are in the pipeline. These sessions will educate both students and outsiders on how to initiate and maintain their own terrace gardens. This holistic approach not only fosters environmental consciousness but also contributes to the well-being of the community by promoting fresh air and green spaces. 'Go Green Gracefully' stands as a testament to the commitment of Don Bosco Arts and Science College, towards environmental sustainability, education, and community engagement.



**MBA Expo**  
**Organized by**  
**Top Uni Network**  
**at The**  
**Park Hotel**  
Chennai

On the 25th of January 2024, students from the 3rd B.Com. General and Corporate Secretaryship courses at Don Bosco Arts and Science College attended a prestigious MBA expo organized by Top Uni Network at The Park Hotel in Chennai. The event proved to be an invaluable opportunity for the students to explore potential postgraduate opportunities and receive guidance from representatives of various renowned colleges and universities.

**Participating Colleges and Universities:** The expo witnessed the active participation of over 20 colleges and universities, including prestigious institutions such as OP Jindal and Mahindra University. Each participating institution set up stalls to provide information and guidance to the students regarding their postgraduate programs, admission processes, scholarship opportunities, placement records, and available courses.

**Student Participation:** Approximately 70 students from Don Bosco Arts and Science College actively engaged in the event. The students were well-prepared, formally dressed, and demonstrated a keen interest in exploring opportunities for higher education. Each student was encouraged to select any five colleges or universities of their choice and interact with the officials present at the respective stalls.

**Guidance and Information:** The students had the opportunity to interact with representatives from the participating institutions, gaining valuable insights into the PG admission process, available courses, scholarship opportunities, and the track record of placements. The information provided was comprehensive, allowing students to make informed decisions about their future academic pursuits.

**Event Monitoring:** The smooth conduct of the expo was ensured by the diligent efforts of two faculty members from Don Bosco Arts and Science College, Dr. Gladstan PD, and Prof. C. Arun Kumar. They played an active role in monitoring the event, ensuring that students had a positive and productive experience. Their presence contributed significantly to the overall success of the program.

**Conclusion:** The MBA expo organized by Top Uni Network at The Park Hotel, Chennai, proved to be a fruitful and enriching experience for the 3rd B.Com. General and Corporate Secretaryship students from Don Bosco Arts and Science College. The event provided them with a platform to explore diverse postgraduate opportunities especially MBA, and interact with representatives from reputed institutions, gather essential information to make informed decisions about their future academic and professional paths. The day concluded with a delicious lunch, adding a pleasant note to this educational and informative

## Encounter with Writer Bama: A VOICE FOR THE VOICELESS

**Mrs. V. Jesinthal Mary**  
Assistant Professor, Department of English



At the National Conference on “The Confluence of Literature, History, and Culture: Negotiating Differences through Intercultural Dialogues and Third Space,” organized by the Research Department of English at St. Xavier’s College (Autonomous), Palayamkottai, on January 23rd and 24th, 2024, I had the extraordinary opportunity to meet the renowned writer Bama. Known for her pivotal role in giving voice to the voiceless, Bama’s work predominantly addresses the caste system, gender discrimination, and the marginalization of Dalits in Tamil Nadu.

During a live interaction session, Bama eloquently shared her vision of inspiring humanity and compassion through her writings. She emphasized that the concept of caste is deeply ingrained in societal thinking. Through her narratives, Bama aims to enlighten her readers about the fundamental truth that everyone is human, regardless of societal divisions.

She believes that education is a crucial tool for upward mobility in life and that the eradication of the caste system is possible only when people embrace the idea that all are equal as God’s children, with no one being inferior or superior.

Bama’s call for change is not just a societal plea but a personal challenge to every individual. Her perspective acts as a catalyst, inspiring writers and readers alike to be the harbingers of change. In summary, engaging with her thoughts and exploring various literary theories provided profound intellectual nourishment and a moment of profound reflection.

## Young Salesian Cooperators Movement Animation



The feast of St. Francis de Sales with a vibrant orientation for the Young Salesian Cooperators movement, led by Mrs. Stella Louisa, the esteemed Coordinator for the movement. The celebration saw a gathering of Catholic students eager to immerse themselves in the vision of Don Bosco and to pledge themselves as active participants in his enduring mission. Mrs. Louisa's animation session was more than just an orientation; it was an ignition of passion among the youth, illuminating the path laid out by Don Bosco and inspiring students to walk it with commitment. Through this initiative, DBCC strengthens its foundation in Salesian values, fostering a community where every member is encouraged to contribute to the greater good.

The event highlighted the essence of Salesian teachings – to be exemplary in one's faith and proactive in service. As the students engaged with Mrs. Louisa and each other, there was a palpable sense of unity and purpose in the air. DBCC's celebration of the feast of St. Francis de Sales thus concluded on a note of hope, with students ready to become torchbearers of the Salesian legacy, transforming their community and the world at large with the spirit of love and dedication synonymous with Don Bosco's life's work. We sincerely thank Mrs. Jacqueline, Dr. Nancy, Prof. Joy and Prof. Divine.



## DBCC Students Take Voters' Day Pledge in Civic Participation Drive



Tamil Nadu government's Higher Education Department organized the Voters' Day Pledge, reaffirming their commitment to the democratic process. The ceremony, which took place on campus, saw a gathering of students from various disciplines come together to acknowledge the importance of their right to vote. The event was part of a broader initiative to encourage young citizens to participate actively in shaping the future of the country through informed voting.

The Voters' Day Pledge is not just a ceremonial gesture but a renewal of the students' duties towards the nation. It is a promise to themselves and the country to be part of a change that upholds the values and principles enshrined in the Constitution. As the young adults pledged their allegiance to the democratic ethos of India, the event culminated with a sense of pride and responsibility. DBCC's participation in the Voters' Day Pledge stands as a testament to the institution's dedication to fostering a sense of civic duty and political awareness among its students.

In a statement, a representative of the college said, "At DBCC, we are committed to nurturing informed and responsible citizens who are ready to contribute to the nation's democratic fabric. Today, our students have demonstrated their readiness to be the conscientious voters of tomorrow." The pledge taking ceremony concluded with the hope that the enthusiasm and commitment displayed by the students at DBCC would inspire more young people across Tamil Nadu and the nation to recognize the power of their vote.



## DBCC Celebrates 75th Republic Day with Ceremony and Splendor



The Don Bosco Arts and Science College (DBASC) celebrated the 75th Republic Day with a grand ceremony at the DBCC Campus, commencing at 8:30 AM. The event was graced by the presence of distinguished guests Dr. Vinoth Pro, Managing Director of Luke Digza Private Limited, and Mr. Naveen Prakash, Director of Global Logistics Solutions India Pvt. Ltd. The celebration began with a guard of honour, paying homage to the sacrifices made for the nation's independence and sovereignty. Following this, the gathering proudly sang the Tamil Thai Valthu, the state song of Tamil Nadu, symbolizing respect for the motherland and its rich cultural heritage.

The welcome speech set a warm and inviting tone for the day's festivities. It was followed by the solemn flag hoisting, with the tricolor unfurling against the morning sky, symbolizing the country's pride and unity. The chief guests were introduced to the assembly, acknowledging their achievements and contributions to society. Dr. Vinoth Pro and Mr. Naveen Prakash were felicitated, celebrating their exemplary leadership and commitment to progress.

A highlight of the event was the students' message, where the youth of DBCC shared their thoughts and aspirations for India's future. Their words reflected the patriotic spirit and determination to contribute to the nation's ongoing development. The chief guest speech delivered by Mr. Naveen Prakash was a stirring call to action, inspiring students to uphold the values of democracy and to strive for excellence in their endeavors. Dr. Vinoth Pro's address further emphasized the importance of education in nation-building.

The vote of thanks concluded the ceremony, expressing gratitude to all those who participated and contributed to the success of the event. It was a day filled with pride, reflection, and motivation, leaving a lasting impression on all attendees. The 75th Republic Day at DBCC was not only a commemoration of India's journey as a republic but also a day of inspiration for the younger generation. The college's commitment to fostering a spirit of patriotism and social responsibility shone brightly, resonating with the core values of the institution.

## 2<sup>ND</sup> ALUMNI DAY

# Don Bosco Arts and Science College



On the 26th of January 2024, Don Bosco Arts and Science College celebrated its 2nd Alumni Day, coinciding with the 75th Republic Day of India. The event brought together nearly 120 alumni from various batches, representing departments such as B.A. English, B.Com. General, B.Com. Corporate Secretaryship, and B.Sc. Visual Communication. The day was organized by the dedicated efforts of Prof. C. Arun Kumar, the alumni coordinator, with guidance from Father Rajkumar Mervyn, Secretary; Principal Xavier Rajarathinam, and Father Vice Principal Kasi Sagayaraj.

**Event Highlights: Alumni Participation:** Alumni from batches ranging from 2016-19 to 2020-23 actively participated in the event, creating a vibrant and nostalgic atmosphere on the campus.

**Welcome Address:** Prof. C. Arun Kumar commenced the event with a warm welcome address, setting the tone for the day's celebrations. The Secretary, Principal, and Vice Principal also conveyed their greetings and shared messages of encouragement.

**Student Addresses:** Several students were given the opportunity to address the gathering, sharing their experiences and expressing gratitude for the foundation laid by the college.

**College Developments:** Dr. A. Marcus provided insights into the latest developments within the college, including new courses under the flagship program – Don Bosco Institute of Career Excellence (DICE).  
**Future Plans:** The Secretary outlined the college's plans, including the introduction of a second shift, commencement of new courses, and the introduction of numerous certificate courses. Emphasis was placed on free-of-cost employment-related courses.

Alumni Election: A highlight of the day was the alumni election for key positions, with the following members elected:

- **Mr. Naveen (B.Com. General) - President**
- **Ms. Shamili (B.A. English) - Vice President**
- **Hari (B.Sc. Visual Communication) - Secretary**
- **Arun (B.Com. Corporate Secretaryship) - Treasurer**

Vote of Thanks: Prof. Sanjana, Head of Visual Communication Department, delivered a gracious vote of thanks, expressing gratitude to everyone involved in making the event a success.

Conclusion:

The 2nd Alumni Day program at Don Bosco Arts and Science College were marked by enthusiastic participation, heartfelt reminiscences, and a sense of pride in the college's achievements. The event provided a platform for alumni to reconnect, share experiences, and contribute to the college's vibrant community. The success of the day was evident in the smiles and nostalgia it evoked among the participants, making it a truly memorable occasion.



## NSS (National Service Scheme)

### Five Days Camp at Sagayathottam, Ranipet District

26-01-2024 to 30-01-2024



Adhering to the regulations of the University's National Service Scheme's Coordinator Ms. Vaneetha Agarwal, NSS unit of our college, had five days - camp at Sagayathottam, Ranipet District, from 26 th of January till 30 th of January 2024. This enriching annual camp conducted for the students, made the students to empathize with the native people of the village, contemplate on their needs and to learn the virtuous foundation of serving the needy in time.

With the able administration of the coordinators Dr. Asaikannu and Ms. Sudha and other staff who helped them for administering the students, the camp kept progressing with an optimistic learning. The camp was meticulously planned and organized with various programs, group activities, field visits, sapling plantation and more. As a routine activity, NSS volunteers began all their five days with fitness activities. They also had input sessions on the, 'Basics of Agriculture and it's Relevance in the Contemporary Times'. Sessions were interactive by the logical questions raised by the students to the resource person, which in turn made them to understand the significance of agriculture.

The camp had a tie up with Dr. Agarwal's Eye Hospital and organized a free eye check up for the nearby villagers. Many people eagerly took part in the free eye check up and got benefitted out of it. Daily the students were also made to take part in the Newspaper – Reading Sessions, where they were made to learn how to perceive at the political, cultural and corporate discourses. Their discussions and presentations on the former notion, was outstanding.

Students, with the permission from the coordinators, organized a cultural night, where they displayed an aesthetic side of their understandings, they had during the camp. By having a review time at the end of each day, students were made to polish their activities and shine even better on the following day. The camp to an upbeat ending with the valedictory ceremony, by thanking all the people, who toiled hard to make these five days as the ne plus ultra in the minds of each student.



Students activities during the NSS Camp at Sagayathottam

## Untouchability Abolition Day Pledge at Don Bosco Arts and Science College



In a significant move towards fostering an environment of equality and brotherhood, Don Bosco Arts and Science College marked the Untouchability Abolition Day with a solemn pledge ceremony on their campus. This event, held on January 30, 2024, saw enthusiastic participation from students and faculty members alike, demonstrating the institution's commitment to eradicating the remnants of untouchability from society.

Dr. Xavier Rajarathinam, the esteemed Principal of Don Bosco Arts and Science College, led the pledge, inspiring those present with his words and conviction towards creating a more inclusive society. The pledge ceremony was not just a formality but a reaffirmation of the college community's dedication to upholding the values of equality and respect for all individuals, irrespective of their background.

This initiative by Don Bosco Arts and Science College is a commendable step towards encouraging young minds to actively participate in the fight against discrimination and to uphold the principles of dignity and equality for all. The college's efforts in organizing such a meaningful event reflect its role as a beacon of progressive education and social responsibility.

The Untouchability Abolition Day Pledge serves as a reminder of the ongoing struggles against social injustices and the importance of collective action in overcoming them. Don Bosco Arts and Science College's active participation in such causes is a shining example for educational institutions everywhere, highlighting the critical role of education in shaping a fair and just society.

As the event concluded, the sense of solidarity and purpose amongst the participants was palpable, signaling a hopeful step forward in the continuous journey towards achieving true equality in all spheres of life.

## Don Bosco Arts and Science college Celebrates Founders Day with Eucharistic Celebration and Birthday of Rev. Fr. Joe Anand



Don Bosco College marked an auspicious day on January 31, 2023, as it celebrated the feast of its founder, St. John Bosco, known affectionately as Don Bosco. The event, filled with reverence and joy, encapsulated the spirit of the institution and its rich heritage. The day commenced with a solemn Eucharistic celebration, honoring the legacy of Don Bosco, whose life and work have been an inspiration to countless individuals worldwide. The service was a poignant reminder of the college's commitment to values such as compassion, integrity, and service to the community, principles that Don Bosco himself championed.

Following the Holy Eucharist, the atmosphere shifted to one of festive cheer as staff engaged in an array of party games. These activities not only provided entertainment but also fostered a sense of camaraderie and unity among the DBCC community. It was a vibrant display of the college's ethos, where education and enjoyment go hand in hand. The highlight of the day was the Feast Day lunch, a delightful affair that brought together the entire college community. The lunch was an opportunity for students and faculty to bond over delicious food, sharing stories and experiences in a relaxed and friendly environment.

On the auspicious occasion of January 31st, the esteemed chambers of Don Bosco Arts and Science College reverberated with jubilation as the erudite staff members convened to celebrate the natal day of their revered Administrator, Rev. Fr. Joe Anand. The confluence of academia and festivity created an atmosphere brimming with enthusiasm.

As the distinguished figure, Rev. Fr. Joe Anand, graced the event, his luminous presence set the tone for an evening of camaraderie. Extending gracious wishes, Rev. Fr. Rajkumar, the Secretary, and Rev. Fr. Kasi Sagayaraj, the Vice-Principal, added a touch of reverence to the occasion, highlighting the profound impact of Rev. Fr. Anand's leadership.



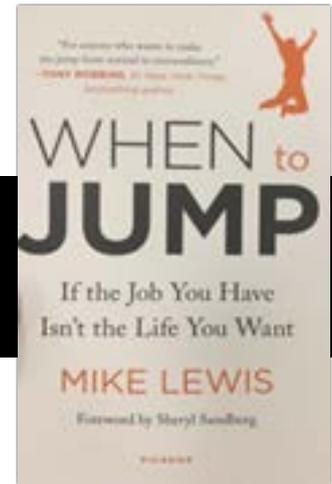
In a heartfelt expression of gratitude, Rev. Fr. Joe Anand took the opportunity to acknowledge the sagacious guidance and unwavering support provided by his counterparts in Fatherhood. Their collaborative efforts resonated as a testament to the harmonious ethos fostered within the institution. He also underscored the dedicated endeavours of the staff members, recognizing their invaluable contributions to the academic tapestry of the Institution.

The focal point of the celebration was the ceremonial cutting of the birthday cake, a symbolic gesture marking the culmination of shared joy. The sweetness of the moment transcended the delectable confectionery, encapsulating the spirit of unity and appreciation permeating throughout the college community.

As the echoes of felicitations reverberated through the college premises, the birthday celebration of Rev. Fr. Joe Anand emerged as a poignant chapter in the collective narrative of the college, where intellect, camaraderie, and gratitude converged in a harmonious symphony. The celebration not only honoured a personal milestone but also served as a catalyst for fostering stronger bonds among the faculty.

## When to Jump “If the Job You Have Isn't the Life You Want”

by Mike Lewis



"If the Job You Have Isn't the Life You Want" by Mike Lewis and Sheryl Sandberg is a thought-provoking guide for anyone considering a career change. The book explores the crucial decision of when to leave a job that doesn't fulfill you and offers insights into navigating this challenging process.

The authors begin by emphasizing the importance of understanding your personal values and what truly matters to you beyond just earning a paycheck. This understanding is critical in guiding your decision-making process and in finding work that aligns with your deeper purpose. A significant focus is placed on the realistic assessment of your financial needs and goals. The book suggests that understanding what level of income and benefits are necessary for your desired lifestyle is key to balancing financial security with career fulfillment.

The authors advise taking inventory of your skills, strengths, talents, and passions. Recognizing your transferable skills is essential in identifying how they can be applied in a new career path. An important lesson from the book is the value of embracing imperfect starts. Rather than waiting for the 'perfect' opportunity, sometimes taking a small step, even sideways, can open up unexpected doors and lead you closer to your dream job.

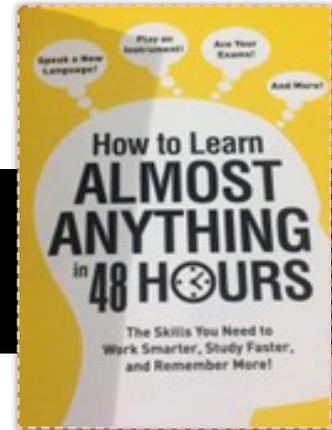
Building a strong network is also emphasized as crucial for career transition. The book encourages connecting with people in your desired field, seeking mentors, and attending industry events for support and guidance. The book addresses the common fear of failure or the unknown, encouraging readers to acknowledge their anxieties but not let them dictate their choices. Taking calculated risks can lead to great rewards.

Continuous learning is another key theme. The authors stress the importance of upskilling through courses, workshops, or online resources. This not only increases your confidence but also expands your potential career options. Prioritizing your well-being is highlighted as essential. The impact of stress and dissatisfaction on your health shouldn't be underestimated, and taking care of yourself is crucial for making clear decisions and navigating career transitions effectively.

The book also encourages celebrating small wins. Acknowledging and appreciating your progress, even if it feels slow, is important as every step forward brings you closer to your ultimate goal. Lastly, believing in yourself is a central message. Trusting your instincts and your ability to navigate change is crucial for creating a career that fulfills you, both professionally and personally.

## How to Learn Almost Anything in 48 Hours

by Tansel Ali



"Tansel Ali's 'How to Learn Almost Anything in 48 Hours' offers an innovative approach to rapid learning, challenging the traditional, slow methods of acquiring knowledge. The book is packed with practical strategies and tips for quick and effective learning.

The first takeaway is the importance of focusing on essentials. Ali stresses identifying and concentrating on core concepts critical to your learning goal, avoiding time spent on unimportant details. This prioritization of high-impact information is the key.

Memory techniques are another crucial aspect covered in the book. Ali introduces mnemonic devices like mind maps, visualization, and acronyms, which are effective for encoding and retaining information. Breaking down material into manageable chunks is also advised. This approach prevents being overwhelmed by large amounts of information, facilitating focused learning and better recall.

Active engagement with the material is emphasized over passive reading. Ali suggests interacting with the content through summaries, practice questions, discussions, and applying it in real-world scenarios. Leveraging technology in learning is another key point. The book highlights the use of learning apps, flashcards, digital whiteboards, and spaced repetition software to enhance study efficiency and track progress.

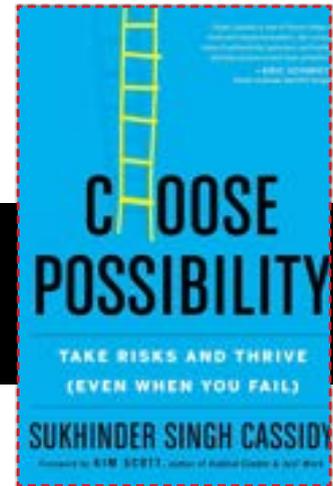
The role of sleep in knowledge consolidation is underscored. Ali points out that quality sleep is crucial during the learning process as it helps solidify memories and improves information retention. Regular practice and self-testing are recommended. By testing your understanding through quizzes and explaining concepts to others, you can identify gaps in your knowledge for more targeted learning.

Ali also advises seeking diverse sources of learning. Rather than relying solely on textbooks, incorporating documentaries, podcasts, online courses, and expert interviews can provide a richer learning experience. Making learning real-world relevant is another strategy. Ali encourages finding practical applications for new knowledge, thereby strengthening motivation and understanding.

Finally, the book advocates embracing a growth mindset. Believing in your ability to learn and improve, viewing challenges as opportunities for growth, and not being discouraged by setbacks are essential for rapid learning. Overall, 'How to Learn Almost Anything in 48 Hours' presents a compelling case for efficient and rapid learning, demonstrating that with the right approach, significant knowledge acquisition can be achieved in a short time."

# Choose Possibility

by Sukhinder Singh Cassidy



In her book "Choose Possibility," Sukhinder Singh Cassidy, a successful tech executive, shares her insights on embracing risk and thriving. The book is a compendium of strategies and philosophies she has used to navigate her career and life.

The first key takeaway is a fresh perspective on success. Cassidy advises ditching the idea of a singular, monumental success in favor of iterative success. This involves making numerous choices to optimize possibilities, celebrating small wins, and adjusting strategies along the way.

Cassidy also delves into the concept of FOMO (Fear of Missing Out). Rather than allowing FOMO to be crippling, she suggests leveraging it to define priorities and focus on opportunities most aligned with personal goals and values. The book highlights the importance of diversifying your endeavors. Cassidy recommends not putting all your efforts into one path but instead exploring diverse options, taking calculated risks, and experimenting with different possibilities to expand your potential for success.

Another significant point is challenging the bias towards following passions blindly. While recognizing the importance of passion, Cassidy emphasizes that it may not always lead to sustainable success. She advises analyzing feasibility, considering market needs, and making informed choices.

Understanding the systems at play in your career and society is crucial, according to Cassidy. Success isn't just about individual efforts; it's about navigating and working within these systems effectively. Cassidy encourages readers to embrace failures and setbacks as part of the journey. Viewing these as stepping stones rather than dead ends, learning from mistakes, and adapting strategies are essential for future success.

Building a support network is another key point. Cassidy suggests creating a "Board List" of diverse mentors, allies, and sponsors who can offer guidance, advocate for your goals, and help expand your professional network. The book also tackles the deconstruction of limiting myths related to age, gender, background, or experience. Cassidy emphasizes that your unique story and perspective can be one of the strengths in your journey. Leading with authenticity is another important theme. Being true to oneself resonates with others, builds trust, attracts opportunities, and fosters meaningful connections. Finally, Cassidy advocates for a mindset of possibility. This involves actively seeking new experiences, embracing challenges, and continuously learning and growing.



DON BOSCO ARTS AND SCIENCE COLLEGE  
AFFILIATED TO UNIVERSITY OF MADRAS

CO-ED