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*Not just magnitude but also the direction!*

# VECTOR

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## TRIBUTE TO DR. SANJEEWANI DESHPANDE

The Vidyalankar family is bereaved by the passing away of Dr. Sanjeevani Deshpande, Chairperson of the Vidyalankar Group of Institutes, who breathed her last on 04 September 2016 at the age of 81. Dr. Sanjeevani, who was fondly called 'Aai' and 'Senior Madam' had literally built the foundation of Vidyalankar brick by brick, along with her husband Prof. Chandrashekhar Deshpande. She was a pillar of rock-steady support throughout the thick and thin of establishing a new venture, and contributed in every possible way to transform their budding vision into a flowering reality. A zest for spreading education and igniting the spirit of enquiry in eager young minds have not just formed the cornerstones of Vidyalankar, but continue to be the fundamental principles which govern the Group to the present day.

"It is difficult for me to encompass what a mother means in a few words. Mammaji or Aai as everybody fondly called her has been the very essence of Vidyalankar, a name she thoughtfully coined. To her, knowledge was the ultimate virtue and she undauntingly persevered to achieve academic excellence both for herself and motivated others in the same path. She has been my biggest support system, of all my achievements, big and small." Mr. Vishwas Deshpande, son.

Dr. Sanjeevani, a teacher par excellence, put in her best efforts to coax out academic merit among young learners. A session by Sanjeevani Ma'am was not just a mere lesson, but a transformative experience which involved character-building, reinforcing the fundamentals, and setting of new benchmarks to be diligently achieved. Many an hour Senior Ma'am had spent by painstakingly educating underprivileged children, in addition to the plethora of professional responsibilities she handled. In her characteristically maternal ways, she was a benevolent teacher as well as a disciplinarian who looked forward to similar dedication on the part of the learners. A recent example of Dr. Sanjeevani's utmost commitment to teaching is: even when she was hospitalized in the ICU during her penultimate days, she had conducted English improvement lessons for the benefit of the nurses.

"Sanjeevani Madam has always been a student-centric teacher to the core, dedicated to selflessly and generously sharing knowledge. The very fact that she has achieved her PhD in her seventies indicates her passion for research and lifelong learning, thereby serving as a beacon of inspiration for the new entrants to the noble profession of teaching. A determined yet humble lady, firmly grounded to values and ethics, she had her vision set to guide Vidyalankar to reach great heights and always led by example." Dr. Sunil Patekar, Principal, VIT

A true leader is one who walks the talk and a true teacher applies what is taught. Dr. Sanjeevani, who already had double post-graduation degrees and more than four decades of qualitative teaching experience to her credit, was inspired to pursue her doctoral and post-doctoral studies when she was in her mid-seventies. Young at heart, eager to be acquainted



with the latest communication technological trends, her passion and commitment towards knowledge, learning and research is legendary. She played an instrumental role in personally motivating and mentoring Vidyalankar teach-

ers to pursue their PhD studies and research initiatives with a missionary zeal.

"A very soft-hearted and kind person, Sanjeevani Ma'am was a pillar of strength by her sheer presence. She was an empathetic soul, lofty in her

thoughts and actions but most down to earth in her people skills. She had an unflagging spirit to encourage people towards achieving academic excellence."- Dr. Rohini Kelkar, Principal, VSIT

Dr. Sanjeevani will be remembered for many things; for sowing the seeds of Vidyalankar and lovingly nurturing it, facilitating research initiatives, infusing energy and radiance at Vidyalankar, and bonding with the teachers, staff and students. Dr. Sanjeevani Deshpande will continue to inspire and influence many people in the generations to come and will undoubtedly live on in the memories of every single person who had met her; indeed, she has touched many lives positively.

"In my mind Sanjeevani Ma'am was a picture of motherly affection. She was a great personality with a brilliant vision of what lies at the end of the rainbow; her spirit of learning and participation in every new venture motivated us to give our best. She was a guide who would handhold each of us through every activity." Prof. Ashish Ukidve, Principal, VP

In tune with her name, Dr. Sanjeevani Deshpande's contribution to Vidyalankar and education would be immortal. Aai, may the torch of knowledge and education lit by you continue to burn bright and enlighten lives forever...

**Team Vidyalankar**

# BMM LAUNCHED AT VSIT



“Being a mass media student one needs to touch the hearts of the masses”, says Dr. Rohini Kelkar, Principal of Vidyalankar School of Information Technology, as she addressed the BMM students on their Orientation Day which took place on 11th August, 2016.

It was a proud moment for VSIT, as the veteran actor and former head of the acting department at FTII (Films and Television Institute of India) Mr. Kanwarjit Paintal, graced the occasion to share his valuable experiences and insights from the world of Television and Cinema. Having worked with

industry’s greats like Amitabh Bachchan, Shakti Kapoor, Rishi Kapoor to name a few, Mr. Paintal had a lot to share with the students. The students of FY BMM put together a very lively medley song for him to honor his presence, leaving him with a smile he would remember.

The Orientation was conducted by the staff of VSIT, acquainting the students of BAF and BMM with the Vidyalankar family, academic curriculum, extra-curricular activities, college festivals, rules and regulations. The event marked the official launch of the first ever batch of BMM in Vidyalankar.



**M**era Bharat Mahaan... Yes, our nation can be considered great if we want to appreciate the fact that we are growing economically at 7-8% in spite of the prevalent corruption, nepotism and the anarchy amidst the world’s largest democracy. India is also growing on another front: the number of citizens. Amongst them, the largest share of the pie is made up of the youth (15-24 years), the Generation Next of our country. Just to put the future scenario in perspective, let’s mention that India has more children (374.5 million) below the age of 15 than China, Japan, Germany and USA combined!

The youth in urban India today is fashionable, fairly rich, mostly self-employed and lucky. Juxtapose this with the fact that youth in rural India is underprivileged, poverty stricken and unaware. Rich youngsters in cities enjoy a life fraught with malls, multiplexes, pubs and binge nights. With high disposable incomes, not a care for the world and a substantially high buying power, the Great Indian Bazaar is their oyster. Flashy neon lights and decked mannequins peeping out of large store windows beckon them on. This change in lifestyle and aspirations has created a big market for companies which cater to the “just-employed” youth of India. Even BSL Gen Next Fund’s advertising campaign once read “Benefit from the buying power of the Indian Youth.”

This happy, contented and successful present day youth is us. We have taken a lot from society as if it were our prerogative. Our parents earned enough to see us through big schools and even bigger colleges. Our pocket which becomes heavy with cash each month partly goes to their credit too. Well anyway, now, that we are self-sufficient, educated and aware,

# SOCIAL RESPONSIBILITY AND THE YOUTH OF INDIA

Inspired by the speech of Dr. Shubha Raul, Ex-Mayor of Mumbai who addressed Vidyalankar Polytechnic staff and students on 23 August

it’s time for us to give back what’s due from us. But we in India have a small problem. Many of us are either selfish or too self-involved to look around us and extend a helping hand. We might give the odd rupee to a beggar or donate money for flood or earthquake victims or buy a product because it’s ‘green’ and environment friendly (our ticket to the group of in-the-know-and-aware elite class) or mull over the political scenario crippling the nation and curse the

politicians and even suggest elaborate ways to change the scenario. But, how many of us really get down from the cozy mezzanines and actually contributes? The number, though present, is only slight. It’s high time every awakened individual who is capable, roll up his sleeves and make his presence count.

Still, the situation in India is not totally hopeless. We do have enlightened individuals who go out of their ways to help the poor and needy,

educate poor kids and parents, foster political and social change, voice their opinions loud and clear against oppression and injustice. The youth today needs to rise up. The so-called ‘future of India’ needs to realize that it is its duty to work towards a better, healthier and more prosperous India. Let’s drive out poverty and helplessness, shambles and hopelessness, sorrow and tears. The only tears here should be our tears of joy marvelling at our own prowess and success.

We can start small. Here’s how: always close an open tap, switch off lights and fans when you leave a room, do not pollute, say no to plastic, be economical when spending on yourself, put aside a small amount for children who beg and sleep on an empty stomach, teach a few kids on alternate Sundays and miss out on the latest blockbuster for a change, offer your seat when an old lady is standing right next to you in a bus, vote in the next election! Give back to society. We have breathed a lot of free oxygen. But, this can be our time. The moment is here. We can make a difference and yes, together, we can... The war is far from won but we’ve not yet lost. There’s a long way to go. Let this be the place where everyone grows together and no one gets left behind.

# Bestselling author Amish Tripathi wows VIT audience!



The Department of Management Studies at Vidyalankar Institute of Technology has always delighted students by inviting expert talks from diverse fields which ensure students' holistic development. To fulfil the diverse needs of the students, one of the initiatives taken was to invite Amish Tripathi, renowned author of bestselling fiction books popularly known as the Shiva Trilogy, to deliver an expert talk on the topic "Unknown Stories of India" at VIT on 25 August. The Shiva Trilogy (The Immortals of Meluha, The Secret of the Nagas and The Oath of the Vayuputras) is based on a radical idea that all Gods were once human beings; it was their deeds in the human life that made them famous as Gods. The hugely popular trilogy has become the fastest selling book series in the history of Indian publishing, with more than 2.5 million copies in print.

On the big day, the M-Auditorium was packed to capacity and everyone had a star-struck expression on their faces when Amish mesmerized all with his down to earth personality. The feel of enthusiasm was not only visible among the students

but also among the faculty members.

Amish was enthusiastic and cool and made it clear in the beginning that he would give a small talk and will spend more time in taking students' questions and in making the session as interactive as possible. He set the context of the session describing various stories of our own history which is very rarely remembered by us. He made us all realise that we don't value what is there with us and value what is there with others, instead.

His philosophy on Lord Shiva as a 'cool' God made the audience feel as if the character was one among us. Students asked diverse questions which he answered very genuinely and with all his patience. Some of the questions were: how does he go about with his writing, whether he plans to write on goddesses also, the publishing challenges he faced, how he marketed his books as a young and new author among others. He answered all questions



intelligently by interspersing his responses with small anecdotal stories, which added amazing credibility to the talk. His views on Indians as being rebellious-minded gave a whole new perception for us to think about who we are. His philosophy on 'what is true' made the audience think about what are the beliefs and truth that they consider to be correct. The talk was so insightful, just like his books, that it changed the perspective of the audience and made them think in a different way.

The session had a different ending where Amish clicked photos of the audience, took selfies with the students and autographed each student's book personally. It was an incredible experience and learning that Indian history and mythology is fascinating, vast and must be known to us. Students and faculty were elated on meeting Amish and this stayed as a golden moment to treasure for Vidyalankar. We thought the excitement ended here until we read about Amish's magnanimous gesture of personally tweeting about Vidyalankar (Spoke @VITMMS Mumbai this morning. I was quite impressed by the students and their smart questions.) and posting on his Facebook page (Wonderful morning spent discussing a topic close to my heart, 'Unknown stories of India' with the students of #Vidyalankar Institute of Technology (Department of Management Studies) during their event #Samvad 3.0 Thank you all from #Vidyalankar Institute. ~Amish~)

Thank you Amish  
for mesmerizing us all!

**Hariharan Iyer**  
2nd year MMS, VIT

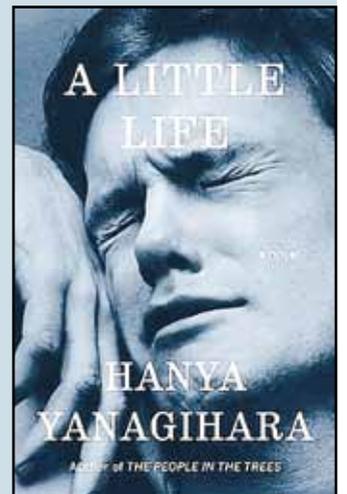


## BOOK REVIEW

# "A LITTLE LIFE"

Looking at the size of the book one might question the title of the book (720 pages long). And one might also argue that the dazzling lives of four central characters penned down in this book are anything but little. "A Little Life" by Hanya Yanagihara is a powerful coming of age novel about friendship, love, family, desperation and inevitable human tragedies. Quoting the leading newspaper 'The Guardian', "A Little Life is about four young men, friends from the same college, who move to New York to chase big careers. They are all, improbably, incredibly successful: JB in the art world, Malcolm as a "starchitect", Willem as an actor and Jude as a litigator. The story narrows its focus on Jude: broken, full of secrets, self-harming, slicing his calves and arms at 2AM, his body a web of scar tissue."

While the overall mood of the book was melancholic, it doesn't hesitate to deter from the path and gives us the brief moments of happiness and sheer joy. This book was released in the early months of 2015 but in India it was available only in the later months of the same year. The characters are richly detailed, their past and present woven seam-



lessly and rationally. The awful heartbreaking trauma of Jude and his self-harming tendencies are described in an almost surreal manner. There were times when I had to close the book just to make sure I didn't stop breathing. The slow burning drama and captivating writing keeps us on our toes. Hanya never fails to let us wander in grey areas of morality and morbidity. While the novel fares exceptionally well in the terms of writing, description of characters and plot line, which isn't just good but is astoundingly splendid; it does fail in certain aspects. The book could have been far less descriptive, while some might argue that it helps to develop the character. However the repetitive self-harming scenes which were described in most vivid fashion may occasionally creep out weak hearts. Also, any worldly events happening in that decade or era and their impact on the characters and story is utterly dismissed. Not that I found any of those flaws enough to make me question the writer or dislike the book. This book is one of those books which will leave you in tears, and sometimes in uncontrollable sobs. I have never read anything so emotionally taxing nor have I read a book and wished I could just call up the author and cry in her arms. This book is truly a contemporary classic. Read it for the sheer mesmerizing plot and deeply flawed characters and for its truly unrestrained description from everything moral to everything deeply immoral. You may want to cry, howl and scream after reading this one, but one thing is for sure-this book while stay and thrive in your head even after you have done reading it. This is one masterpiece we can't just afford to miss.

**Saurabh Kokane**  
SE IT-2, VIT



# PARALYMPIC HEROES DO INDIA PROUD

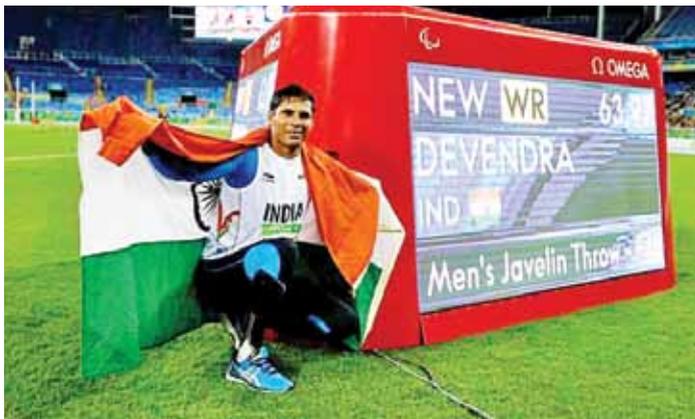
India capped off India's Paralympic athletes have won four medals in Rio, 2016 Paralympics including two golds! The 19-member Indian contingent had returned home from a successful Paralympic Games campaign in Rio de Janeiro by procuring their best ever haul of four medals, including two golds and a silver and bronze medal apiece.

Devendra Jhajharia clinched the gold medal in the javelin throw event when he went on to break his own world record. Deepa Malik won a silver medal in the Shot Put event, Thangavelu Mariyappan won the gold medal and Vrun Bhati bagged the bronze medal in the High Jump event. With four medals and three fourth-place finishes, India capped off a memorable campaign



featuring three personal bests at the Rio Paralympics 2016.

Vidyalankar salutes the spirit of indomitability of India's Paralympic heroes who won millions of hearts with their medal-winning and inspirational performances! Well done champs!



It was December and the winters were back. I was home after many days and I was enjoying my stay here. It was already evening as the cold winds blew. The weather seemed breathtaking and so did she.

I looked at her and she smiled. She looked beautiful as ever. I stood on the balcony and watched the sun set.

"The sunset looks so stunning from your balcony I could just hold your hand and stand looking at it till eternity" she said, as she did every time with utmost sincerity.

The sun rays touched her face and made it glow. She could have easily killed me by the way she looked, stunningly elegant. 'I missed you', I said. 'I missed your smile, your touch, your eyes, your words. I missed you.'

'Remember when we both went...' I stopped mid-sentence as I tried to hold her hands. We both did go together but she never came back.

The sun was set. She was gone. Again!  
**Shubham Hedau**  
BE EXTCI, VIT



## Technological Boom in the Business of Sports

“What's the difference between a customer and a fan?” “Fans will paint their face purple, fans will evangelize. ... Every other CEO in every business is dying to be in our position — they're dying to have fans.”

While fan passion is as old as sport itself, leagues and franchises are now using cutting-edge technology not just to build winning teams but also to capitalize on the ardor of their customer base to grow another revenue source — corporate sponsorship. The world of sport is continually changing over the years, and the use of technology is just one of those areas that have made an impact on many sports in the modern day.

The use of technology in sports is nothing new and has been used to aid fair play since long. Instant replays and other high-tech aids have helped third umpires and referees make the right call and clarify penalty decisions. Another technology that has been around for some time is Hawk-Eye. Hawk-eye is the name of a computer and camera system which traces a ball's trajectory. It is being used in international cricket and tennis, and many other sports are also looking at making use of this technology. There are numerous software packages that are designed for fitness and nutrition professionals to organize data and produce reports. For example, team beep test which is the most versatile and useful software for conducting and recording results of the beep / beep test, with results recorded directly onto your computer and BodyByte, which is a universal standalone computer software program specially developed to comprehensively organize and manage all the information associated with nutrition, training and fitness.

With so much fan access occurring via mobile technology and social media, leagues and teams are accelerating global programs, including expanding to new markets.

As just one example, Kings owner Ranadiva, who is Indian American, discussed raising the Kings' profile in India by creating a team website in Hindi, hosting international Google+ Hangouts during games, and sending some team personnel on outreach trips to India. "It's not an overnight process, but progress is steady," he said, noting that basketball has become the fastest-growing sport in India, and fan interest in the Kings is seven times higher than that of any other NBA team.

There are people who believe that the infiltration of technology in sports has turned it into just another money making business, having put talent and passion on a back burner. However, there's no denying the fact that this very technology is the reason for the wide spread adoration of various sports and also what gives way to more scope for advancement in the field. The inter-dependency of sports and technology is just in its infant stages and there is much more to be explored. The games have just begun!

**Poorvi Rai**  
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