

Message of the Issue



Dear Friends,

World economy is progressing at a tremendous speed due to advancement in technology of production. Humans in our pursuit to fulfill economic wants and

needs have used our environment for resource as well as for dumping waste materials. This has created pollution at an alarming rate the environment and economy relationship is a concern for all societies. The

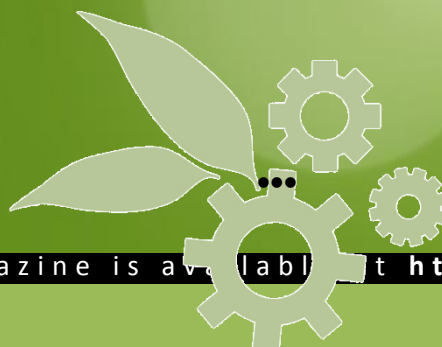
content and quality of environment has changed with economic development. We have created side effects in the process of consumption which is known as an 'externality' in economics. Externalities are costs or benefits associated with economic activity or production that are borne by the population but do not appear in the calculations of the producers. The damage in the form of pollution are cost which the society has to bear. There are numerous health problems related to pollution of our environment and so our economic activities endangers our own existence. Since, economic activities cannot be stopped, the question facing us is to what extent the negative impacts to the environment should be tolerated and accepted.

Environmental responsibility and resource management should be introduced in the world economy. There should be a mechanism to control pollution; negative externality cannot be ignored anymore. Sustainable development must be introduced at the ground level to ensure environmental protection. Integration of ecological concerns in resource allocation is important. Consumer's active participation in this matter is required since the whole process of production is to fulfill consumer's need for consumption. Sustainable development should be practically implemented in the economy so that our future in this world is not affected. As consumers, we need to take greater responsibility towards sustainable production and consumption.

Ms. Odimenla Jamir
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Campus News

Quiz Competition: The Department of Commerce conducted an “*Inter Higher Secondary Commerce Quiz Competition*” on the 22nd of November 2017. A number of students from various higher secondary schools participated in the programme. *Pranab Vidyapith Higher Secondary School* (Dimapur) emerged as the 1st prize winner of the competition.



Photos: Heroto Yepthomi / Image Processing: Rupanka Bhuyan

Pre-Christmas Programme: The University celebrated its *Pre-Christmas Programme 2017* on the 24th of November 2017. Pastor Tony Johnson of the *Fusion Church*, Dimapur graced the occasion by delivering an enlightening message to the students and faculty members of the university. The programme consisted of a Christmas Carol Competition, a few songs and some dance performances.

Meeting with the Ex-Vice Chancellor: On the 30th of November 2017, a meeting was conducted in the university campus where the former Vice Chancellor the university, Col. (Dr.) VRK Prasad addressed the faculty members and staff.

End Semester Examinations:

The university conducted its last *End-Semester Examination* of the year between the 4th and 13th of December 2017.

Farewell of Faculty Members: A farewell meeting was conducted for Mr. Sanjay Sinha (Asst. Professor, Department of Management), Mr. Sanjib Das (Asst. Professor, Department of IT & Mathematics), and Ms. Niengneimawi (Asst. Librarian). The university wishes all of them best of luck.



Photos: Saurabh Jain / Image Processing: Rupanka Bhuyan

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The living art in the ancient Grecian Urn

- Miss Mhiesino Sofia Naleo, BA 3rd Semester

Introduction: A man musing silently in a museum observes an ancient Greek urn. But it is not just an ordinary man that observe, neither is it just a common urn. It is the famous English poet John Keats, standing in front of a majestic urn in a room of the British Museum in London. Keats was an ardent visitor to the museum and knew it well and could recognize when new pieces were added to museum's collection. This great poetic work has been possible due to his great love for classical art and his spectacular imagination.

He is pre-occupied with its depiction of pictures frozen in time. He assures us that the silent urn can tell history better than any human verse. The urn, in all of its splendour, reflects the Greek history of its people, of its myths, and also becomes a mirror of the poet's mind picturing motions in still life. The art on the urn is frozen in time displayed like a photograph. Unaffected by time, those immortalized in art remains in their silent form not susceptible to old age. It will tell stories for ages and keep ringing harmonious melodies forever.

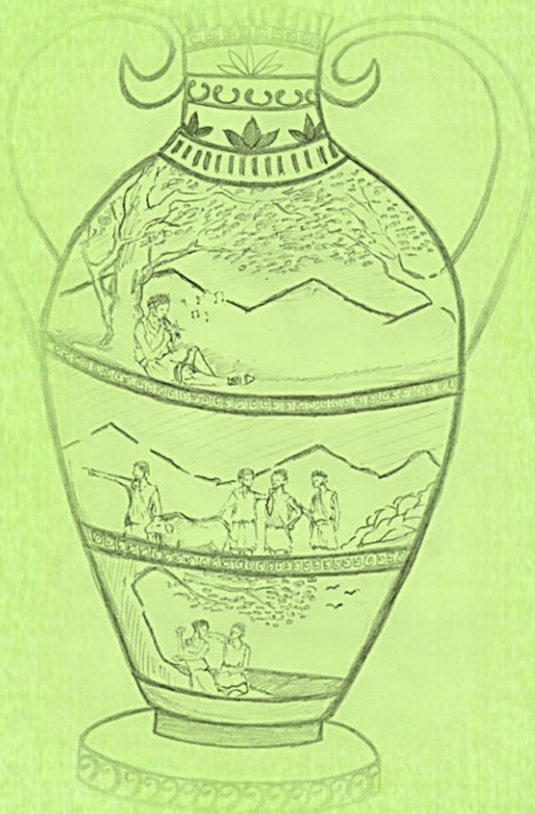
Ode on a Grecian Urn: the ode describes an ancient Greek urn designed with classical motifs. A scene of a village celebration with music and euphoric dances; a young lad lying under a tree playing his pipe in a pastoral

setting, a young man in love pursuing a girl and almost reaching her, a procession of townspeople and a priest leading a cow to a sacrifice. Keats is so fascinated by the fact that art has the ability to freeze actions and emotions: the lover depicted on the urn will never actually reach the girl he is following, the piper's music will continue to flow, and the streets of the little village will always be deserted and silent. The ardent lover's passion for the girl, the piper's music and the boughs in bloom will never fade.

Conclusion: the main character of the poem is an ardent Grecian urn which the speaker stands in front of, analyzing with depth. He compassionately looks at the urn and appreciates what he pictures as he studies the paintings on the urn. He asks himself many questions while trying to understand what the paintings are telling him. The paintings on the urn all contribute different themes which revel to the readers the never ending beauty in our world that goes on to give inspiration to the poet.

Truth and beauty are ageless facts that apply to everyone on earth; everyone loves and everyone experiences truth through their own personal experiences. The poet gives us the interpretation to how he perceives the beauty and recognizes the truth from a piece of art.

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Sketch by: Mhiesino Sofia Naleom / Image Acquisition & Processing: Rupanka Bhuyan

The Land I Recall

- Ms. Z. Saska Thejavino Shaya, BA 5th Semester

*Far in the midst of mountain and woods
There lies a land,
A valiant land of lores and myths
Where beauty knows no end*



*Nature in her glee,
Compiled her love and pulchritude,
To create thee;*

A charismatic terrain at such altitude.

*Home to warriors thee is called
Dwelled by gallant hearts.*

Intrepid both young and old;

A land of vibrant culture and arts.



The land I call abode

Inhabited by sixteen daring hordes

Rich in their ethnic in abound;

Nagaland is the land so called.

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Photo-Synthesis



“Rays of Hope”

Photograph contributed by:

About the photograph:

Rupanka Bhuyan, Dept. of IT & Mathematics

The photograph (taken during the winter of 2017) captures a glimpse of the majestic morning skies in Dimapur.

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