

AEA SPEAKS



NEWSLETTER-FEBRUARY EDITION

We're behind you, cheering you on to the finish line. You might be feeling stressed, overwhelmed, confused and so damn tired. We understand that, but keep going. Give it everything you've got you're nearly there and know that whatever happens next, you've got what it takes for an amazing life. Your final grades won't change that.

During the next few weeks, remember that nothing that happens now has to determine what happens next. The potential in you is breathtaking, whether you've realised it yet or not. There will be choices, twists and turns in your path, and a lot of that path won't be anything like you imagined. That's one of the beautiful things about life. Sometimes things will work out exactly as you thought, and sometimes they will be different. It's in the unexpected that the magic happens so take notice of your disappointments – they are often opportunities, disguised as something else.

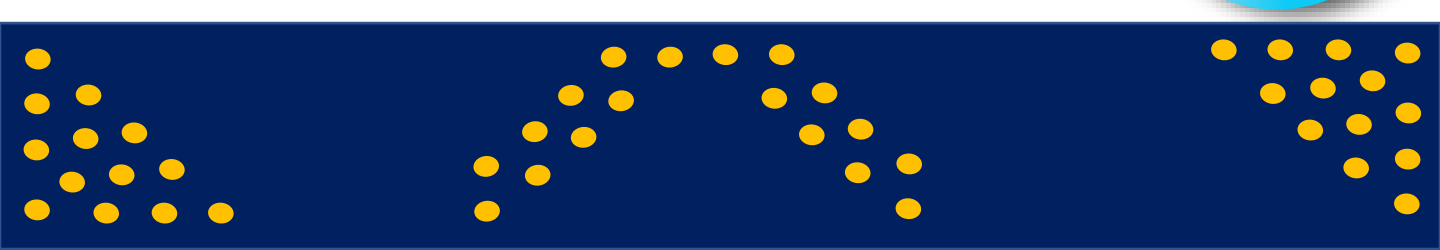
As you sit down to take exams you owe it to yourself to work hard and do your best, but know that the results won't be a measure of you. There is no exam or assessment that will even come close to showing what you are capable of, or the life that's waiting for you. Exams test your memory and your understanding of a particular concept, not your intelligence. They show you what you are capable of doing in one particular hour of one particular day in one particular subject. It might be a subject that lights up your potential, or it might not. Exams do not test knowledge, rather test continuation, hard work, diligence, and preservation. All the very best for your upcoming exams. An exam is not only a test of your academic knowledge, it is a test of your calmness, stability and courage

I am not going to wish you good luck. Awesome students like you never need the luck to be by their sides – they create their own destiny. Go for it!

Mrs. Shivani Bhambi

Pre-primary HM and Primary Coordinator

**ALL
THE
BEST**



3rd January to 23rd January 2023
Grade 9 Summative and Grade 10 Preliminary Assessments



9th and 10th January 2023
Health Fiesta

21st January 2023

- Annual General Body Meeting
- Subject Selection Orientation



25th January 2023
Vasant Panchami

26th January 2023
Republic Day and Annual Sports Day



The Foolish Rabbit

One day, a rabbit was sleeping under the tree. When a pebble fell on his head. He woke up. The Rabbit thought that a part of the sky was falling. He started running and kept shouting, "The sky is falling, The sky is falling! Run for your lives." Many animals and birds believed the rabbit and started running with him. The butterfly who was sitting next to the rabbit started laughing. "Hold on friends!" she said. "Don't listen to the rabbit, it was just a pebble that fell on his head."

Moral – Don't believe everything that others say before first finding out for yourself.

Contributed by:

Astha S. Jadeja

2B





Are we ready for Aliens?

There has been a forever buzz among us about Aliens and UFO. We still wonder if Aliens exist! There are possibilities of Aliens existence in outer space which are even assumed to be more advance and more technologically powerful than us.

Do you know, there has been several incidents of UFOs being seen . The war which happened between Russia and Ukraine has stopped us from noticing Aliens existence. Basically UFO expert, Nick Pope, told that the Aliens whom are seeing Earth from billions of light years far away are seeing the friction between Russia and Ukraine and hiding their presence. But how can he say that? There are four planets in our Milky way galaxy where Alien life is generating. There are possibilities that some of them are more intelligent and advanced than humans, Which can attack humans anytime. Everything which is alive in outer space are called Aliens. It may be like us or any other microorganism. It can be that they are replicating but they don't have DNA they may have some thing else as a result some wired type of organisms might be evolving which you cannot imagine also. But what if they really exist?

Mithil Trivedi

3B





I Like Yellow, How About You?

There are lots of yellow things,
Hear me name them as I sing,
The tallow Sun up in the sky,
A yellow School Bus passing by.
The yellow Daffodils dancing in the sun,
A yellow honey bee having a lot fun,
Yellow Cheese and Corn too.
Yellow Birds are chirping too.
I like yellow, What About You?



Contributed by
Khyati S. Shah
1 B



Start Now!

Yes, I can do, I can do, I can do.

If you think of your past,

The question will be

How? How? How?

My answer will be

Start Now.. Now.. Now...!

When Einstein was a little buddy,

He was not good in study....

After he got the dare....

Then he found the MC square [$E=MC^2$]

[Energy=Mass, Speed of Light]

Walt Disney gave Mickey Mouse

Goofy and Donald.

Duck...Duck...Duck...

So my darling friends....

Do Hard Work...Work...Work...!

Mahhi Jugal Gor

4C





CAN YOU SOLVE IT?

1. To move on water using sails or engine power. _A_L__G
2. A short journey _R__
3. A small flower with white petals _A_I__
4. Something that has no meaning or is not true N__S___E
5. Not decorated in any way. P__I__
6. A small island. I__E
7. A small black and white animal. S K __ K

ANSWERS

MEHAK CHOUDHARY, 4A

1. SAILING, 2. TRIP, 3. DAISY, 4. NONSENSE, 5. PLAIN, 6. ISLE, 7. SKUNK



RIDDLE TIME

1. What has a neck but no head?
2. What has hands but cannot clap?
3. I can be hot, I can be cold, I can be hard. What am I?
4. I have a head and tail but no body. What am I?
5. I can fly without wings, I can cry without eyes. What am I?

ANSWERS

1. A BOTTLE, 2. A CLOCK, 3. WATER, 4. A COIN, 5. CLOUD

MEHAK CHOUDHARY, 4A



विमानाबद्दल काही मनोरंजक तथ्य

मानव जातीच्या महान शोधा पैकी एक शोध विमान आहे. आजच्या २१ शतकात हा चमत्कार किंवा अविष्कार आहे असे आपल्याला वाटणार नाही कारण ते आजच्या पिढीसाठी सामान्य आणि मूलभूत गरज बनले आहे.

तथापि , जेव्हा विमानाचा शोध १९ व्या शतकाच्या सुरुवातीला लागला. तो मानव जातीच्या सर्वात मोठ्या चमत्कारापैकी एक होता, कारण हा एक असा शोध आहे जो निसर्गाच्या नियमाविरुद्ध जातो (पृथ्वीचे गुरुत्वाकर्षण) आणि लोकांना जवळ आणतो. कल्पना करा की मानवनिर्मित साधनाचा एक मोठा तुकडा हवेत उडत आहे तो खरोखरच चमत्कार आहे !

विमाने ही मानवनिर्मित विंग आहेत ज्यांचे पंख आहेत जे गुरुत्वाकर्षणाच्या विरोधात जगभर उडू शकतात. विमानाचा शोध राईट बंधूंनी २७ डिसेंबर १९०३ रोजी लावला होता. प्रवासी विमाने, मालवाहू विमाने, खाजगी विमान, लढाऊ विमाने इत्यादी विविध प्रकारचे विमाने आहेत.

विमानाची निर्मिती करणारे जगातील दोन सर्वात लोकप्रिय आणि मोठ्या कंपन्या म्हणजे बोईंग आणि एअरबस. ज्या ठिकाणी आपण विमानात सोडू शकतो आणि उतरू शकतो त्याला विमानतळ म्हणतात.

माहिती संकलन :

Pari Dolaria

3 A



INDIAN PAINTING ART

HISHA KAMANI
4-B

MADHUBANI



→ Painting originated in the Mithila region of Bihar. These paintings were earlier done on freshly plastered mud walls of huts. Now they are done on handmade paper and different types of cloth. Only colours extracted from plants are used. The main themes include images of gods and goddesses, and objects from nature.

KALIGHAT



→ Painting originated near the famous Kali temple in Kalighat (KOLKATA). These watercolour paintings are done on paper or cloth. Mythological stories and events from daily life are some common themes.

TANJORE



→ Painting is named after a town in Tamil Nadu. These paintings are known for their rich colours, simple compositions and for the use of semi-precious stones. The themes of these paintings are usually Hindu gods and goddesses, and saints.

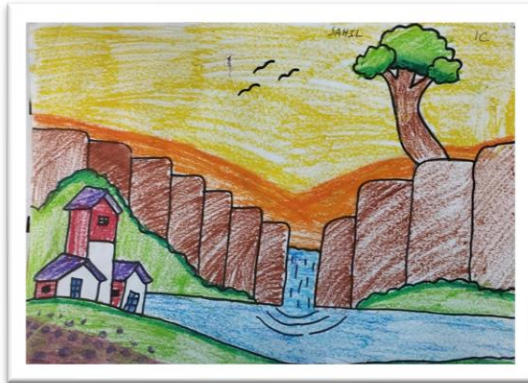
WARLI



→ Painting is named after a tribe in Maharashtra. These paintings are done on walls on special occasions and can be easily identified by geometrical shapes. Events from daily life are the themes of most paintings. The paintings are created on a red ochre background using white.



Sayona Mehta, 3A



Sahil Bhanushali, 1C



Tarini Shewale, 3A



Shejal Nirankari, 4B



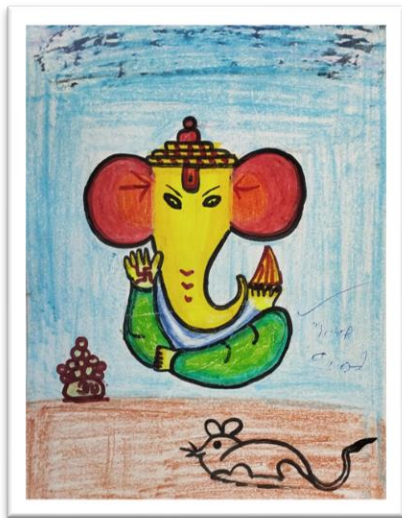
Aarohi Borhade, 3A



Kanishka Sharma, 4B



Pari Dolaria, 3A



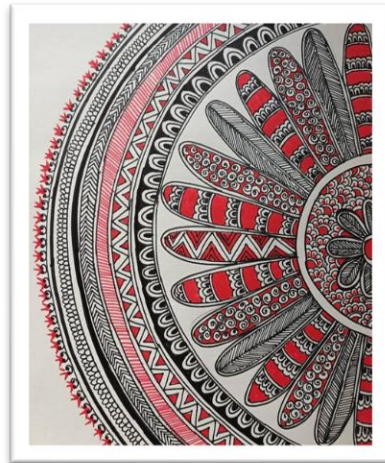
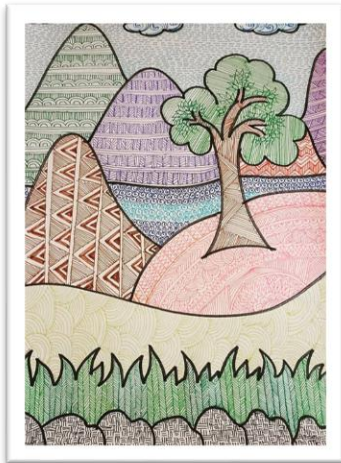
Annie Sharma, 4B



Advika Patil, 1C



Mrs. Parul Saxena



Mrs. Bindu Shetty

योग महिमा

अपनाकर योग को, जीवन सफल कर लो,
तन में शक्ति भर लो तुम, मन में स्फूर्ति भर लो।
है गुरु भारत वर्ष विश्व में योग का,
है ज्ञान यह देवों का, इसका नमन कर लो।

अपनाकर योग को जीवन सफल कर लो.....

हैं दूषित हवा पानी, हुई दूषित धरा सारी,
समय आया करे अब हम, आरंभ नई पारी।
निरोगी रहे काया, निरोगी हो तन और मन,
स्वस्थ हो बड़े बूढ़े, बचपन स्वस्थ कर लो।

अपनाकर योग को जीवन सफल कर लो

सूर्योदय से पूर्व तुम, नित्य कर्म कर लो,
क्रिया भ्रामरी कर लो और, भस्त्रिका कर लो।
नमन कर सूर्य देव को, अर्पण जल कर लो,
यौगिक अष्ट-अंगों को, संकल्पबद्ध कर लो।

अपनाकर योग को जीवन सफल कर लो

श्वासन हो या वज्रासन या फिर हो पद्मासन,
ध्यानमग्न बैठो तुम, बिना किए कोई भी प्रश्न।
दिनचर्या का अंग बना, योगानंद तुम ले लो,
मिटाकर मन के सारे द्वंद, अपने विघ्न तुम हर लो।

अपनाकर योग को जीवन सफल कर लो

श्वास-प्रश्वास कर, प्राणायाम किया कीजे,
कपालभाति क्रिया कीजे, श्वसन-शुद्धि किया कीजे।
प्रकृति का सार बसा, योग-प्रयोग में,
योगासन करके तुम, प्रकृति-नमन कर लो।

अपनाकर योग को जीवन सफल कर लो

- पारुल सक्सेना

HUMAN VALUES

“Values are like lighthouses; they are signals giving us direction, meaning and purpose..”

What are values? Where do they come from? Values are our beliefs that direct our lives. They guide us in the way we act and speak. Our values are formed most powerfully in childhood. As children, we pick up our values from our close families, friends, teachers and others. So we can say that values are the core of who we are!

Personal values are our beliefs of what is right and what is wrong. In addition to helping us make decisions, strong values can also make us better people. By following our values, we are able to act with integrity and treat others with respect and dignity. In Indian culture, values play a significant role in shaping an individual's upbringing. Family, community, and religious values are emphasized, and children are taught to respect their elders, value hard work and education, and lead an honourable life. Good values like honesty, respect and courtesy, discipline, responsibility, determination, forgiveness, generosity and more are needed to have a fulfilling and meaningful life.

A strong value system can serve as a reminder of what is truly significant and provide guidance when faced with difficult decisions. The values lay the foundation for our future and on the right path to become good humans!



~ Mrs. Rashmi Patil

Media, Brands and Real Stories

How Cadbury used media and communication to recover from the worms case.

~Mr. Zen Bodhisattva



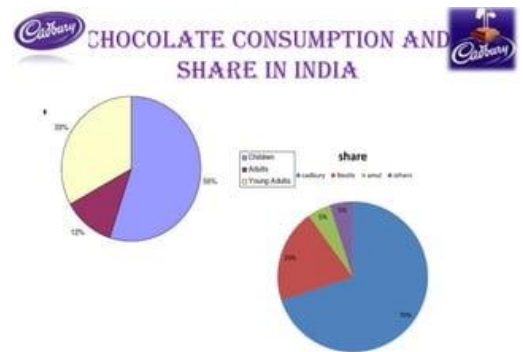
Which is the first brand that comes to your mind when you think about chocolates? Cadbury Dairy Milk. There are so many flavors and variants like Fruit and Nut, Silk and Bubbles etc.

We say to the shopkeeper “Bhaiyya ek Cadbury Dena”, without realizing that the Cadbury is the brand name and not the product category. The product category is Chocolate, right?

So Cadbury is a British multinational company founded in 1824 having headquarter in Greater London, which operates in more than 50 countries worldwide.

With respect to India, it controls more than 70% of the chocolate market with a presence in 1.2 million stores. Cadbury has had to develop chocolate consumption in India as a cultural habit for over 60 years .

But it hit its biggest roadblock in India in October 2003, in a controversy just a month before Diwali, where customers in Mumbai complained about finding worms in Cadbury Dairy Milk chocolates. As a consequence, the Maharashtra Food and Drug Administration seized the chocolate stocks manufactured at Cadbury’s Pune plant.



Quick to respond, Cadbury issued a statement that the infestation was not possible at the manufacturing stage and poor storage at the retailers was the most likely cause of the reported case of worms. However, the FDA alleged that “The packaging was not proper and airtight, so it was a manufacturing defect with unhygienic conditions and improper packaging.”

Media, Brands and Real Stories

How Cadbury used media and communication to recover from the worms case.

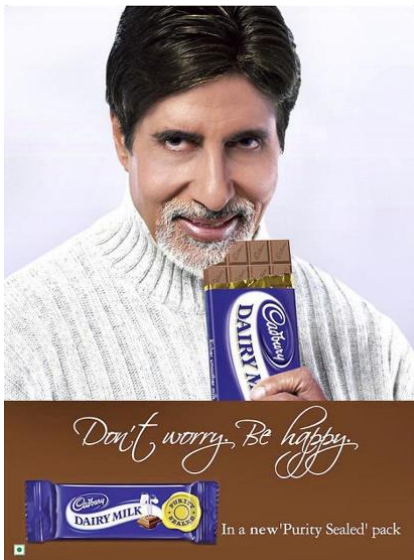
~Mr. Zen Bodhisattva

This controversy resulted in decline in Cadbury's sales by 30%, at a time when it used to see festive spike of 15%. For the first time Cadbury's advertising went off air for a month and a half and it had an impact on consumers as they seemed to ignore their chocolate cravings. This was the time they realized the gravity of the situation their company might be facing, as their brand value started seemingly decreasing. As the Brand was under fire, it launched an initiative called project 'Vishwas'.

They invested Rs.15 crore on imported machinery, it revamped the packaging of dairy milk by using metallic poly-flow which was costlier by 10-15%, but did not hike the price.

All these efforts were made to regain customer confidence.

But what worked the magic was what the company did in January, 2004.



They roped in Amitabh Bachchan as a brand ambassador to do the Brand Endorsement, which was risky because it put his personal equity on the line for the brand. In the ad, he was seen personally taking us through the Cadbury factory assuring its high manufacturing standards to consumers. Simultaneously the ad expenditure were upped by 15%.

Company also issued a statement, "We believe that to be a responsible company, consumers need to have complete faith in products. So even if it calls for substantial investment and change, one must not let the consumer's confidence erode."

The recovery began soon as Cadbury claimed that consumer's confidence was back.

The consumers were more forgiving, as the brands' message through media created a positive connect which resulted in creating an emotional equity in India.

So, what we understand through this case study is, how media created and sustained Cadbury's brand image in consumer's minds, as it helped it to recover from distress and brought about a positive impact for the brand "Cadbury" and the power that media yields in the minds of consumer.

Issi baat pe Kuchh Mitha Ho Jaaye!!!

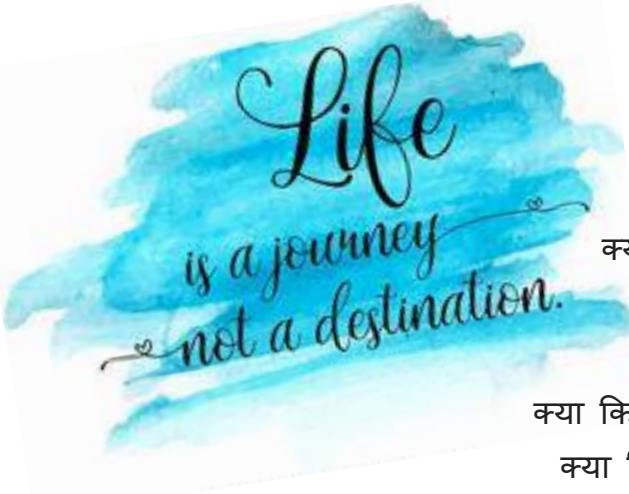
A Patriotic Monk

Our nation India is full of reformers and saints,
Few like Swami Vivekananda are spiritual giants.
Blessed with a Superpower memory from an early age,
Read book once, would remember each and every page.
Never believed anything without proof, tested even his teacher,
Blessed by Thakur Ramakrishna, became the most vibrant preacher.
Attended the Religious parliament, proved better than others,
Shook America with his touching words 'Sisters and Brothers.'
Forgot hunger amidst, while in deep meditation,
To experience the real God was his only mission.
Dynamic personality, you all want to aspire,
Read his "Thoughts of power", you will be inspired.



~Mr. Datta Waghmare

जिंदगी



जिंदगी किसका नाम है,
क्या किसी ने यह सोचा है ?
कहते हैं जिंदगी जीने का नाम है,
पर जीना किसे कहते हैं,
क्या किसी ने यह सोचा है ?
क्या किसी ने समय को रोक कर देखा है ?
क्या किसी ने बहते हुए पानी को,
अपने हथेली में रोक कर देखा है ?
क्या किसी ने हवाओं को बाहों में समेट कर देखा है ?
क्या किसी ने किसी के मुस्कराहट को आसुओं में,
और आसुओं को मुस्कराहट में बदलते हुए देखा है ?
शायद जिंदगी इसे ही कहते हैं.....

-बिंदु शेट्टी



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