



CRUSADE

Inside this issue

1. Save Environment	- 1
2. Communication Skills	- 4
3. Dieting & diet Companies	- 6
4. E-learning	- 9
5. Indian Villages	- 11
6. Sports in India	- 13
7. National Anthem in Theatres	- 15
8. Social Media and the Society	- 17
9. Be Serious	- 20

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FEATURING



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WISE TALK

IMPROVE YOUR COMMUNICATION SKILLS



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III LSRW SPECIAL EDITION

All the articles are the summary of LSRW discussions

Save Environment

Saving the wildlife and the environment has become a major concern these days. It's not an act of kindness but the repentance for the cruelty that human kind had unleashed on nature. We cut trees and build luxurious resorts and buildings for our relaxation without even realizing that we are breaching the boundaries of the wild-life. Atlast, the realization has dawn on us that if we continue doing this in the future, there will be no oxygen in our planet. Without animals and plants the environment would look like a desert, so acting now or dying in the future has become inevitable choice.

So far, we have been polluting our environment with pollution, deforestation, dumping industrial wastes in water, increased plastic usage etc. These acts have affected not only the environment but have caused serious effects on human beings too. Research says, that human beings will become extinct when the honeybees disappear from the earth. By hunting animals and birds, we affect the foodchain unknowingly as we are in the higher order of foodchain. Due to the increase in population, people tend to live in the habitat of animals and this leads to human-animal conflict. This is also a major reason for losing our own national animal, Tiger.


Environment is not only affected by deforestation and extinction of animals, but also affected by pollution. Every single thing that we use in our daily life is polluted in some-way and it pollutes something. In the name of tourism, people throw away waste products and plastics in the forest areas which pollutes the environment. We human beings contribute a major part in pollution. We pollute the environment with plastics, increased number of vehicles, electronic equipments and undegradable wastes. It's every individual's responsibility to make the earth a fit place for survival.

**Earth is the only planet having
favorable environment for life!
So, save it.**

Save Environment

The solution lies in using biodegradable products and reduce the usage of plastics. We should also be aware of recycling the e-wastes. If we cut a tree we should plant hundreds of saplings. As the saying goes “Little drops of water make a ocean”, when every individual contributes his or her part in a better way, we can definitely protect our mother nature.

Another serious issue that affects the environment is global warming. Emission of carbon dioxide, methane and nitrous oxide from industries, vehicles etc. The existence of some species, such as polar bear has become very challenging. Climatic changes is causing huge harm to animals and plants that are struggling to adapt to the new conditions. The report from the UN’s inter governmental panel on climate change reveals that many life forms are moving north or into deeper water to set-up and safe guard their habitat. If this continues, we will be forced to leave our earth and search for some other planet for survival. Atleast to manage this situation, we must take some solutions such as making green vehicles, homes and buildings, increasing the production, use of renewable energy, reducing the usage of paper, stop cutting the trees, stop infiltrating into the animal habitat etc.



**If we care and love our environment,
it will return more to us.**

Save Environment

We all know, that the only reason for the extinction of sparrow is cellphone radiation. But there are also few other reasons such as cutting of trees, using more concrete, losing the native plants, using more fertilizers. To save our planet from all these issues, steps taken by the government is not sufficient. We must also involve in conserving the environment. We should stop using chemical fertilizers. We need to plant more trees, reduce the usage of concretes, protect the endangered species, use more renewable resources. Thus, we are in urgent need of conserving the environment for our own survival. We should remember that environment is not only trees, water and air but also the animals, birds, insects etc. They keep the environmental cycle alive and they deserve a better chance of survival than the human being because what we have is from them. We must save our environment to save our life and leave a better earth for our future generations.

So far, the human race has been generously selfish and shattered mother earth and her holdings into trouble. Now, we need to repent and rectify and become a truly civilized world. It's our duty to protect the environment for our own selfishness, the survival of the human race itself because at the end, we need to eat food, breathe air and drink water. This will be available only when we act now.

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COMMUNICATION SKILLS

A CATALYST FOR PROFESSIONAL GROWTH

Communication is the process by which we exchange information between individuals or groups of people. We began to improve our communication techniques right from the evolution of human race. If our communication level had remained the same, we would have remained in the animal kingdom. Not only charity begins at home but communication also begins at home. We have to express our necessities, wants, likes, dislikes only through our words to make us comfortable. It is a well known fact that, “crying child gets milk”. It’s true not only for a child, but also for any human who is in the urge to win in his life. The beauty is that, the sound of victory is the best communication between rivalries. This way, the beauty of communication remains unseen everywhere around us.

We begin to communicate with the world as a baby and end with the sound of heaven. When we begin to enjoy communication around us, life becomes a bit more enjoyable. If both the speaker and the receiver understand what is said, it is said to be a good communication. In today’s highly knowledgeable and technological environment, If you don’t have good communication, you are not accepted as a being in your working space and even in life. If someone thinks that it’s only for the sake of professionalism, they are wrong because it is the basic sense of a human to speak-out what he thinks in a way that everyone understands. There is a proverb which says that things which are looking good are sold more unless they have bitter taste.

“Communication - the human connection - is the key to personal and career success.”

- Paul J. Meyer

COMMUNICATION SKILLS

A CATALYST FOR PROFESSIONAL GROWTH

A good communicator but an average technical guy may survive successfully, but the vice versa is not possible. In this age, everything becomes business including Education and Politics. Politicians make us believe that the bad scenarios to be a good one with the way they communicate and manipulate the masses, for example, ONGC Project. It is also said that “what you speak and how you speak defines your character and your personality”. It is a well known fact that an engineering graduate is trained well as a marketer to market himself rather than as a good engineer. This is the real global scenario. Either marketing a product or marketing yourself, communication and personality make it possible.

Language might play an important role , so it is very important to learn any language when you have the opportunity to learn. Look for possibilities to learn languages, especially English because the language of the world, knowingly or unknowingly, is English.

A Person with good communication is always respected and welcomed in all surroundings. If you think communication is equal to language you are wrong because except humans, all the others communicate through non-verbal mode. Learning to integrate the non-verbal into verbal might make you succeed. This makes communication as the best catalyst for successful professionals. So, strive hard to improve your communication skills to book your berth in whatever career path that you choose.

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Do Diet Companies help people or make money

Everything in modern society is based on money, proving the quotes, “money makes the earth revolve” and “money reaches till Gods”. The purpose of this write-up is to discuss the problems of obesity, healthy eating and food industries and to illustrate that food industry is one of the major reason for obesity epidemics in the modern world. Healthy food is too expensive, more perishable and well less addictive. Now a days, companies jump towards junk foods that are readily available and attract the teenagers. Ever since definitions of healthy body weight changed in the 1990’s, the world has feared an obesity epidemic. But in reality the food giants accused of making us fat make huge profit from the slimming industry.

There are many factors contributing to obesity, but the main causes of it are the decrease in physical activity and increase in high –calorie food intake. An important role in preventing obesity belongs to healthy eating and the choice of the right products. However, modern food industry offers many preprocessed, high calorie and carbohydrate-rich foods. For food and drinks companies, rising obesity rates present a conundrum. Companies have a duty to their shareholders to make money. All big food companies are working hard to sell products to more people in the world and the pitiest part is that many unhealthy products are very profitable.

STUDY:
**DIETING INCREASES YOUR
RISK OF BECOMING OBESE**

Do Diet Companies help people or make money

Although the spectre of government regulation looms large, companies don't want to be vilified for making people fatter. Many firms are now conflicted, continuing to hawk unhealthy products and touting elaborate plans to improve nutrition. They insist that they will help lower obesity rates, not raise them, but there is room for doubt. "Even as companies develop nutritious products, they will keep marketing fizzy drinks and crisps until consumers stop buying them". But even as they are expanding, food companies are keen to show that they take obesity problems seriously.

The INTERNATIONAL FOOD AND BEVERAGE ALLIANCE (IFBA), a trade group of ten giants including Coca-Cola, Mondelez and Nestle has given global promises to make healthier products, advertise food responsibly and promote exercise. More specific pledges are being made in rich countries, where obesity rates are higher and scrutiny is more thorough. Furthermore, food companies tend to erode the messages of health care institutions and disrupt the relevance of research studies by fudging the results favorable for the food companies. In this way, food companies are discrediting the scientific community and affect the mechanisms of protecting public health.

*Changing your life is like a diet,
most people fail in the first week.*

PictureQuotes.com

Do Diet Companies help people or make money

Food and agricultural corporations eliminate the independent farmers who do not use aggressive agricultural technologies from the market; as a result, consumers are forced to purchase genetically modified foods, foods with nitrates and other chemical compounds. In addition to this, the expansion of fast-food companies and the limited choice of healthy products in smaller retail stores lead to further deterioration of dietary choices, especially among the low income people. The purveyors of junk food and fast food are aware of the issue but aren't responsible. Junk food companies are trying to shift the blame by advertising that it's our fault. When we walk in to the supermarkets, we see a row upon a row of low fat, high, diet, zero, low-carb, low-calorie, sugar-free are marked in to healthy options. For example, companies like Coca-Cola, Kellogg's, Maggie, McDonald's and Pepsi are launching new fitness campaign. Eating anything but junk can feel like an uphill battle. Drinking diet free coke or eating some nachos once in a while won't kill you instantly but slowly.

Many of the junk foods and fast foods are classified as 'over weight' products. Some of the world's super giants opted to do something both extraordinary and stunning, decided to make money from obesity, by buying in to the diet industry. The junk foods are unhealthy and also profitable. Most of the multinational giants march towards this. This would be a better thing for earning profit. Thus the giants make a short cut to the destiny and their destiny is limitless. The big question for the food industry is whether it can continue to make money even as it cuts calories. My conclusion is that the government certainly ought to introduce measures to improve the level of health education. However, this probably would not be a perfect solution as it would also be necessary to deal with other social factors that cause unhealthy eating. You and I can do one thing, let's choose our food wisely.

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Is E-learning a substitute for classroom learning?

With the evolution of technology in today's world, E-learning has become an important part of education, taking it to the next level in the teaching learning process. E-learning enhances the knowledge of a student by helping them to understand things better at their own pace. It helps students in learning missed concepts or concepts that were not understood in the classrooms. It doesn't only help the students, but also the teachers by helping them spread their knowledge worldwide through video lessons. Remember, E-learning is not the next big thing, it is already a big thing.

On the other side, it cannot enhance the interpersonal skills, communication and other soft skills that is required for the students to become future leaders. It does not teach ethics, discipline, morality, team skills and personality development. But E-learning has a silly advantage, that it saves paper, ink and helps teachers overcome occupational hazards like dust infection, verichosvein etc. In short, it is environmental friendly.

E-learning could only be a supplement for class room learning and cannot be a substitute. E-learning can only give additional knowledge and not the main knowledge.

**"E-learning
doesn't just
happen!**

**It requires care-
ful planning" and
implementation.**



Is E-learning a substitute for classroom learning?

Even though E-learning is very effective and trending, it cannot be a substitute for classroom learning. Tomorrow's leaders can be developed only in the classrooms. Only class room can provide students with the necessary skills for a workplace and the society which are required for a student to become successful life. Sharing knowledge is doubling the knowledge and this will happen only in classrooms where teachers share their experience, knowledge and help the students to contribute to the society.

A teacher takes a hand

Opens a mind and

Touches the heart.

Thus, we unanimously agree that online education has great potential to change the entire education setup but it is not a substitute for classroom learning. Depending on the success of E-learning, classroom learning can also take a new shape. By using all the technologies available, teachers can play the important role of asking questions, engaging mixed ability students effectively. These technologies does not only deconstruct the old teaching styles, but also reconstructing it in a more effective way where the teaching learning process becomes very interesting.

It also poses a great challenge for the teachers to update themselves in the new technologies, gadgets and pedagogical practices. As the saying goes, when the going gets tough only the tough get going, teachers who don't update themselves will soon become outdated and out of job.

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VILLAGES

THE BACKBONE OF INDIA

In olden days, the entire world only villages and the cities were considered as a big village. Due to the economical development, it has been divided into villages, cities, towns etc. and they serve as the modern caste system by treating people from different places differently. But villages are the strength of any nation because the food for an entire nation comes from the villages. Ghandhiji said, "Villages are the backbone of our nation". Agriculture, the major occupation of our country is found only in the villages. The food we eat, the clothes we wear and the raw material for all the products we use in our life, are produced in the villages. Each and every product found in the villages are used in a beneficial manner. For example, even the village mud is used as a cosmetic product called as "MULTHANI METHI", which does not cause any side effects. Hard work is the face for our villagers and they strive hard for the goodness of the entire world.

Village is the HEART of a nation, without which there would be no cities, towns etc. because at the end of the day people should eat only food not computers or buildings. The culture and heritage of our country is better preserved in villages and one could learn history in a new dimension from the villagers. Villagers teach us what life is and the true value of relationships. Villagers are humble, loyal and affectionate. The life span of these people are also high because of their surroundings, food and work. Festivals are celebrated in a grand manner, which city people had never seen. People in the city too plan their retirements in villages.



VILLAGES

THE BACKBONE OF INDIA

At present, the condition of the villages and villagers is at its worst condition. All the fertile lands are getting converted into plots and industrial zones. This is leading the nation to "STARVATION". A country that once supplied food and spices has started to import food grains from other nations. All the rulers who ruled us so far have exploited the resources of our country and sold most of its resources to foreign companies who in turn have sucked all the underground water, blocked the river paths and stole people's hard work.

There are some issues in the rural villages like child marriage, dowry harassment, lack of toilet facilities, better schools and medical facilities. This should be dealt by providing people with proper awareness.

Villages should be developed and they should not be exploited. The destruction of the villages would lead to the destruction of the entire nation. We should be strong enough to save our villages to lead a happy and a peaceful life. By saving the villages, we are going to leave a worthy foot print for our future generation.

SAVE FARMERS, SAVE OUR NATION.

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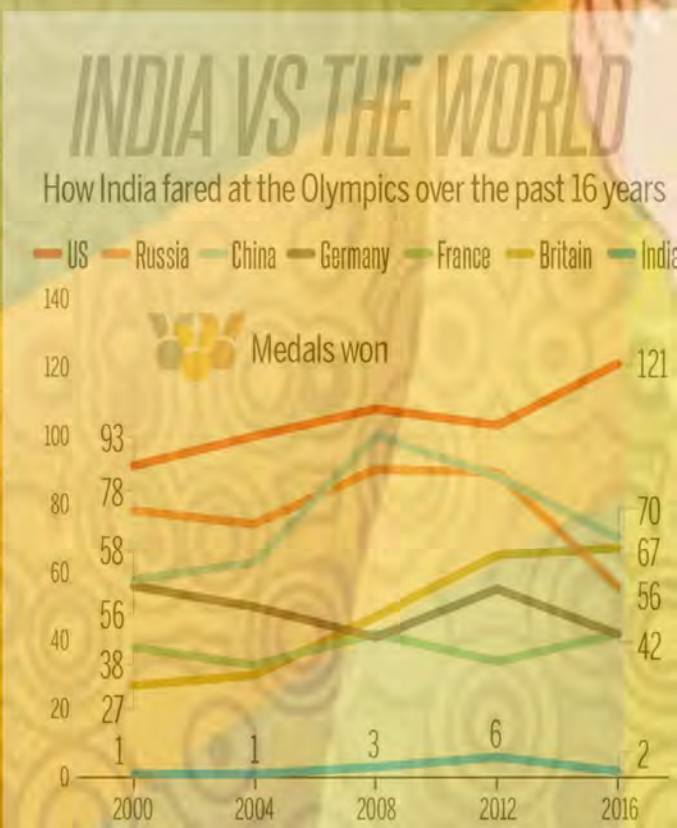


INDIA'S PERFORMANCE IN SPORTS

I write this article as part of our LSRW discussion summary to convey the important points discussed by us. I wondered, that the way of thinking about the topic, involvement in the discussion and the number of students participating in the discussion over a period of time has surprisingly increased. India is a country that stands in the second country in the population chart next only to China but it always stand the second last country in the medals chart. So what might be the reasons for the poor performance in a country with 127 crore population and which boasts of becoming the next super-power? Is it money? Is it politics? Is it lack of infrastructure? Is it lack of coaching or any other reasons, let's see....

FAMILY - As a matter of fact, parents in India wish their children to become a doctor or an engineer because they were not able to become one. They are not interested in encouraging their children to involve in sports. Eventually, when they excel in sports they could express their ability up to their primary education. As the technology keeps developing today's children excel in mobile games but in real life, it becomes a question mark.

GOVERNMENT - It's a known fact that government is not very keen on spreading sports education. More urban people choose sports as their career than the rural people, because the facilities are available only in the cities and not in the villages. Although rural people are physically strong and capable government has failed to make proper facilities available in rural areas. Government praises when someone achieves in sports but they are forgotten after few years. Some even struggle to meet their daily needs.



INDIA'S PERFORMANCE IN SPORTS

MEDIA - Media targets and telecasts the sports which has more fan base. Even it fails to expose the work of women and their games. Even many of us don't know some games which are part of Olympics. In India, it is always about cricket not just because of fan count but also because of the money that is poured in.

POLITICS - Politics ruins the sports world. Indian witnesses politicians at every nook and corners of the sports world as heads. An underground political mafia is working to see a huge amount of money in the name of recommendations. Most of the skilled players are dropped during this selection process. Even more, skilled players are threatened to pay a specific amount to become a sports person. Few physiotherapist were sent along with the players during the olympic games and the budget allocated to physiotherapists were spent by the politicians with their family during the olympics. Once a minister said in an interview that India is a developing country and we are trying to allocate more money in sports sector. He also told that India has only few skilled players, and the probability of winning is very low, so why should we waste money in sports sectors.

It's time for India to develop good sports person because India has huge potential in sports. The political intervention should stop, the infrastructure should improve, the attitude of the parents need to change and the corruption need to be driven away. If these suggestions are implemented, India would definitely become the sports super power.

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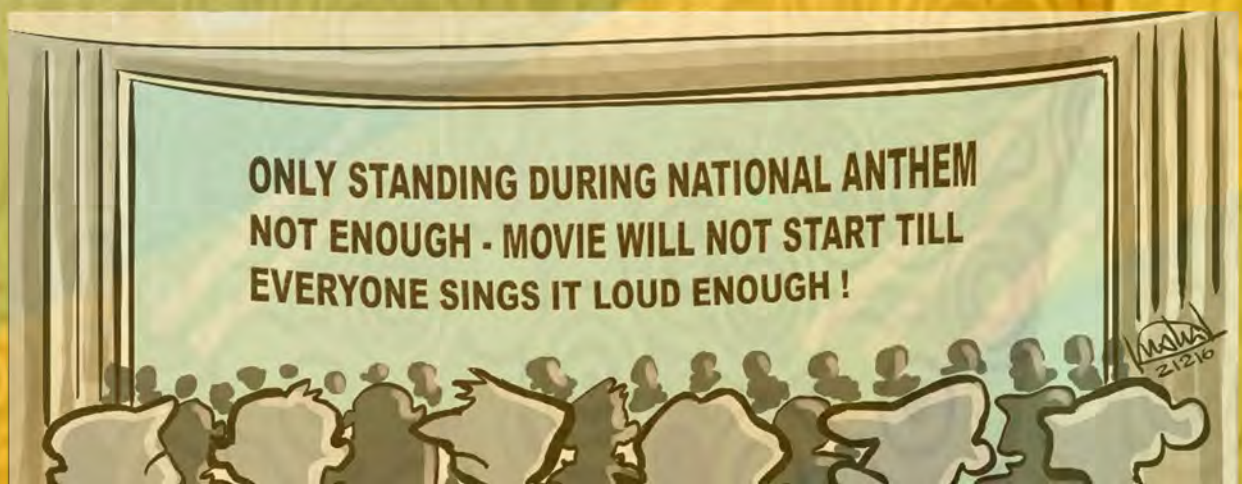
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NATIONAL ANTHEM IN CINEMA THEATRES

National Anthem was first written in Bengali language in the year 1911. Later, it was translated to Hindi by Rabindranath Tagore. Each word in our National Anthem reveals the wealth of our country. Central government along with the Supreme Court ordered all cinema halls across the country to play national Anthem before screening the movies and that all present must “stand up in respect” till the anthem ends. Cinema halls should also display the National flag on the screen when the anthem is being played. This order was passed mainly to develop the feeling of patriotism in every Indian but still some people fail to follow it.

National Anthem is a way of expressing our respect towards the martyrs, freedom fighters and their sacrifices. It hardly takes 52 seconds to complete. We waste 3 hours by watching a movie for our entertainment but merely standing for 52 seconds to respect the nation is not a big deal! If National Anthem is not respected by the people in the hall, it will be a shame on us, if foreigners see it. In Japan, people are brought up with patriotic feeling in their heart right from their childhood and that is why even after destroyed by atom bombs, it was able to resurrect like a phoenix bird. Such kind of patriotism is inspiring and it is very sad that it is not prevalent in our country. We, Indians were also brought up with enough patriotic feeling in our schools and colleges, but when we leave our schools and colleges, we stop attending to national festivals like Independence Day, Republic Day etc. This new rule will give us an opportunity to remember the sacrifice behind our freedom.



NATIONAL ANTHEM IN CINEMA THEATRES

The other side of the story is also true. Few people feel it's an erratic move to play National Anthem inside the cinema theatres as it would bring more disrespect than respect. They argue that people will be rushing to the cinemas and their mindset would be in a mood to enjoy the movie. They might feel awkward if they enter in the middle of the National Anthem. Meanwhile it is also said that National Anthem should not be played under the roof and if it is played before any vulgar movies, it would disgrace it. When it is played in cricket grounds, people still don't respect it. they keep talking to the neighbour or point the players. The Supreme Court has also passed if anyone doesn't follow the rule of standing they are forced to get punished. So who is going to punish those who disobey the rules in the play grounds.

Instead of playing it just in the theatres, let it be played in all the schools, colleges, temples, mosques and churches, everyday. The mood will be just right and the frequency will be more. Patriotism is a feel that must come from the bottom of the heart and it should not be forced. It is the responsibility of every citizen to respect our country and National Anthem anywhere at any cost.

JAI HIND!

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The effects of social media and social networking sites

I write this summary as the result of the LSRW discussion for the third year Mechanical students. We all discussed on the topic, 'The effects of social media and social networking sites on society'. A group of nine students namely Vijay, Balaji, Santosh, Parthipan, Srivishnu, Sarvanan, Ajay, Krishna prasath, Ashok, who were selected as the speakers from their respective small groups came forward for the discussion on this topic to explain the points discussed in their groups. They discussed the pros and cons of the topic. The discussion covered e-learning, impact on business and politics, socialization, communication, cyber bullying, productivity of a company and online privacy.

Let's start with the positive side of the social media. A lot of e-learning is taking place every day in which the knowledge of novelty is introduced to the people almost every-day. A lot of online sites like Quora, take part in answering various queries raised by people, whatever may be the context. The main plus point is that anyone can access the site at any time thus making world-wide communication possible. Suppose, say a person from India posts a question and it may be answered by a completely unknown person anywhere from the planet. Social media is playing a major role in Politics and Business too. Net savvy companies use social media as their advertising platform to familiarize their goods and products.

The 4 Negative Side Effects Of Technology

Elevated Exasperation

Deteriorated Patience

Declining Writing Skills

Lack of Physical Interactivity

The effects of social media and social networking sites

They build customer loyalty through feedback from the customers. It helps in fine-tuning their services. Compared to television advertisements and other forms of marketing, social media presence is a cheaper and effective means of branding and gaining popularity. In politics, Social websites have played an important role in many elections around the world including the U.S, Iran and India. They served in the purpose of sharing information on rallies, mass movements and political unrests. Social sites like Facebook, WhatsApp, etc. help people in socializing and getting back to their old circles. They help to re-connect with their old friends and acquaintances and also come handy in making new friends from all over the world, share content and pictures, and many other activities. You can learn about different cultures and societies by connecting with people in other countries. Users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice.

Coming to the other face of these media and sites, productivity of the company is strongly affected if the office Internet is not blocked for these sites, as the addicted employees will end up wasting their time in scrolling the news feed and chatting with friends instead of working for the company. In fact, studies show that British companies have lost billions of dollars per year in productivity because of social media addiction among the employees.

“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman

The effects of social media and social networking sites

Cyber bullying is also one of the major problems these days. School children, young girls, and women fall prey to online attacks if they are not careful, which will create distress and tension. On the other hand, privacy is not completely guaranteed. What we post on the internet can come back to haunt us. Revealing personal information on social sites can make users vulnerable to crimes like identity theft, stalking, etc. Many companies perform a background check on the Internet before hiring an employee. If a prospective employee has posted something embarrassing on social media, it can drastically effect their chance of getting the job.

Social media has its advantages and drawbacks as revealed above. It is up to each user to use social media and networking sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers. The technology is going to grow steadily and new thing will keep coming in and ofcourse that is the order of the day. We need to prepare ourselves to live with them because at the end of the day we shouldn't blame youngsters saying it is a generation gap. We need to learn with them to make them aware of the dangers that would come along. That would be possible if only we know what is in there.

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BE SERIOUS ABOUT THE ENVIRONMENT

In our digital world, there are many resources that would come and go. Among them, one of the major thing we ought to concentrate is our environment and the flora and fauna that lives in it. We are not harming or hunting wild animals directly, but looking deep, we indirectly kill animals such as Bengal Tigers, Indian lions, snakes, antelope, bison and Asian elephants for their skin, horn, tusk and leather. The expanding human habitats that is expanding into the jungles make the animals become extinct, especially some indegenous animals.

Wildlife conservation is an attempt to protect the endangered animals and plant species, along with their natural habitat. The major reasons why we should protect wildlife are, to protect our biodiversity because our world needs many different flora and fauna. This is also an important criterion to balance our food cycle. We depend completely on plants and animals for our food and shelter so we should conserve them.

Current situation of wildlife in India is not very encouraging. Apart from a handful of major farm bio-resources and 500+ wildlife sanctuaries across our country, we are not able to conserve them. We have changed all their habitats as tourist spots. People who come to those spots disturb the bio-diversity to a great extent.

**Don't shoot us with Guns,
shoot us with cameras**



BE SERIOUS ABOUT THE ENVIRONMENT

We all should remember one thing, if there are no animals and plants, the earth will look like a desert. We keep polluting the environment without realizing this truth but we need to stop it. The main reason for the pollution is smoke and throwing garbage everywhere. The quality of the environment is gradually decreasing. If we go on cutting the trees down and killing the wild animals, there will be no oxygen left in our planet and without oxygen, we can't live anymore. So, indirectly we are harming ourselves.

Most people have hobbies such as bird watching, fishing, hunting, wild life conservation etc., It is always a good practice to know and adopt the advantages of taking up wildlife conservation as a hobby, as it would benefit both the present and the future generation. As a human beings or the so called superior beings, it is our responsibility to preserve wildlife.

It is because we are happy with the lot of thing that were stolen from the environment. People have a happy go lucky attitude and they do not concentrate much towards the burning problems such as pollution, wildlife extinction, global warming etc. People are more worried about their career, their life and their family. Well, in that case they should know that if they don't pay much attention towards these problems, they'll neither have a good career nor a good future both for themselves and their future generations.

**“PLANS TO PROTECT AIR AND WATER,
WILDERNESS AND WILDLIFE ARE IN FACT
PLANS TO PROTECT MAN.”**

STEWART UDALL

BE SERIOUS ABOUT THE ENVIRONMENT

“please don’t destroy other life, we have no authority” and I would like to conclude by putting forth a question to all of you, “If we have time to spend without family, friends and relatives then why not with nature, flora and fauna? And why aren’t we aware of preserving them?”

We teach a lot of things to our children about technology and sophisticated life but have we ever talked to them about the trees, animals, birds, air, sky, rain and sea? Have we ever talked about the food chain to them? Have we ever talked to them about how nature cures itself and reinvents itself everyday?

“Actions speak louder than words”, but this is rarely followed in case of conserving the nature. There’s no meaning in talking a lot about conserving nature by making false promises but we need to actively participate in it. So the next time you throw plastic think about it. Next time you cut a tree, think about it. Next time you see an animal appreciate it. Next time you see a flower blossom enjoy it don’t destroy it.

Nature has got enough things to satisfy everyone’s need and not everyone’s greed. Let’s stop exploiting nature, let’s stop cursing the animals and let’s start living with the natural life cycle.

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