



# CRUSADE

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## Inside this issue

- |                                       |      |
|---------------------------------------|------|
| 1. Salute the Heroes                  | - 1  |
| 2. Overcome Stress                    | - 5  |
| 3. Honesty is the Best Policy         | - 9  |
| 4. Diet Companies                     | - 11 |
| 5. National Anthem in Theatres        | - 13 |
| 6. Save the environment               | - 15 |
| 7. Salary Expectation Vs Contribution | - 18 |
| 8. A Beautiful Relationship           | - 22 |



K.R. Prasanna Ezhilan

III EEE

## FEATURING



# Saluting the Real Heroes

## WISE TALK OVERCOME STRESS



S. MANIKANDAN

III MECH - TVS - CEP

# SALUTE THE HEROES

It was getting late enough to be worried. I once again stepped into the balcony and looked down. Except for a drenched dog that was lying down miserably near the gate, there was not a soul to be seen anywhere. Rain water had created a puddle under the lamp post. A breeze ruffled the mango tree in the courtyard and a few twigs fell down and broke. Thunder rumbled in the distance. Did I hear a soft knock at the door? I turned back and saw him standing with droplets of rain running all over his body and hair. I wanted to hug him and pat him as if I miss him for a lifetime. I am in great anger as he gave me this painful surprise but I can express only my love.

I could remember that day when the president told “Lighting the array of inspiration, your son got our flags stand with pride. It is a loss for the nation. He served his duty for the nation and now it is our duty to serve your family”. I walked with my heads up before the nation, hiding my tears from my eyes to receive his medal of honor.


“You aren’t joining the army. I am not brave enough to feel the pride of one more sacrifice”, but his brother joined the Indian Air Force. Fear and prayers filling my day, routine food and sleep halted whenever he is on his flight for the nation, I am definitely sacrificing my happiness for the nation to sleep in peace.

“The country is under attack. Series of Bomb Blasts were heard at the capital. The Pride hotels must have been hijacked. Army has arrived the spot. Gun firing is heard and over 100 civilians’ life is under danger. Stay for more updates....”, the television news brought a new fear. He must not join this operation, I prayed as usual.

My telephone started ringing and I didn’t want it to be my son telling me, “Mom, hope you watched the NEWS. I am moving to Delhi this night to join the rescue combat at the pride hotels. I will not call back till I am done with my duty. Don’t be afraid of me because I will be on the air. I will be safe.” I never moved my eyes of the television then on. I never wanted to miss out my telephone calling and my son say, “We are safe. We did it again to make the nation proud. I have booked you the ticket to come and watch me receive my honor this independence day”, but I was still waiting.



# SALUTE THE HEROES



Why don't the televisions just announce that one more time, India has won fighting the terrorists, instead, the news reader read out that the Prime Minister was discussing future counter strike plans". My thought wheel ran backwards. "Get married again. One can't take care of two children being a single mother. If anything happens to you, they will become orphans", I remember what my parents told me when his father died for the country leaving the two children at a very young age. I don't want to be an orphan now.

"It is military costumes seen all around now. There, we can see the chief commander trying to negotiate with the terrorist over a loudspeaker. On the other side, most advanced copters are positioned and they are ready for a rescue mission. It's silence all around which is a symbol of end of war, most believe. Rescue officers drop down from the copters to check whether all the terrorists were dead. Oh! Did you hear that? It is an attack again", the news reader was narrating from a distance of 500 meters. Such reports get people near the region of attack from their homes, but my heart is near him, beating faster with every passing moment. All the televisions were organising debates, special reports and showing the attack site live.

My eyes were searching him and may be, the air vehicles may keep them on the air to stay safe. I could now see a helicopter. Did I hear a knock on the door? I turned back and walked down the stairs but my heart stayed on the news. As I opened the door, the heat of the closed room was replaced by the chill breeze as the result of heavy rain outside.

"Mam, we have made the payment for Nirgiris traders and send all the workers home early because of the rain. Here is the office key", it was the manager.

That was a stupid decision. I should have moved to stay with my son in his quarters or I could have stopped him before he started for the combat. That was my mistake which causes me a severe pain now. I must pray for all the citizens who are stuck in that building with their lives at risk. I prayed God to give strength to all the military men who are fighting to safeguard the people in the building.



# SALUTE THE HEROES

I wanted only one soul to be safe and I was so selfish that it belonged to mine. I locked the doors and walked back again up. I switched on my television and immediately my heart went down. Twenty years ago, one day when I woke up, I felt him unusually chill. I missed his heat and his breath. I always warned him to stop smoking. That cancer identified before a week, could have killed him and me literally.

Three years ago, "Mom, now I am at a height of your heart, very high. It is my pride to watch the enemy flags brought down by us, that too by me. I feel very proud to fly up in the sky, but I can't do that now with my legs injured. I am not returning injured mom, bringing pain to you. I am walking ahead, to another height, leading my team, till I return to you with our flags flying very high and covering up on my body. I will live forever mom. Take care of brother. Jai hind", I heard his recorded voice 3 month after losing him.

I don't want that pain one more time. "One more copter is down. Three were already shot by terrorists and the pilots are stuck in the ruins. Counter terrorist moves started to fail. Helicopters were called off. Public press and media were moved 1 Km away from the hotel and stopped. Land troops were also called off. Is it the end or the beginning of the war?", my television screamed.

"It is not him. It could never be him. He is inside one of the called off helicopters", I screamed. "Perfect strike from the snipers. Helicopters can be seen once again in the sky. Sniper shots fired from the sky. It seems to be a forward move but there is silence once again. Few soldiers seem to enter the hotel from all sides to save the people. Huge loss seems to have already recorded. Commander General calls the media. This is the end. It is a happy ending", the news reader shouted in excitement. "No, it is not because soldiers have died. Hundreds of people could have been dead. They all have a family, a mother like me and friends. My son is not dead, but he could have been dead, but not", I told myself. "23 terrorists have been killed. It is my hearty condolence for the 12 soldiers who sacrificed their life for the nation. It is a dark day, despite the victory, we have lost 30 civilians. We will win soon eliminating the root of terrorism", Prime Minister calmed the nation.



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# SALUTE THE HEROEES

I couldn't calm down. I can't think of the roots for terrorism. I can't think about the victory of the nation. I can't think about the 30 civilians or the 23 soldiers. I can't even make my mind for the 12 soldiers who lost their lives. I can't think about having my son dead. When you are not sure about something, you can't control your thoughts. For two days, my television was never switched off. My telephone never rang. My food was never cooked and my heart stopped to beat now and then. He must have known I am in fear but he did not call me either. Being this is so unreal, I should realize that it was getting late enough to be worried.

I once again stepped into the balcony and looked down. Except for a drenched dog that was lying down miserably near the gate, there was not a soul to be seen anywhere. Rain water had created puddles under the lamp post. A breeze ruffled the mango tree in the courtyard and a few twigs fell down and broke. Thunder rumbled in the distance. Did I hear a soft knock at the door? I turned and walked towards the door. I wanted him be there. As I opened the door, it wasn't him standing there with the rose. It wasn't a 23-year-old brave soldier fighting 23 kidnappers to save his citizens. It was not him there to console his mother for his own death. I cried as I almost died. I cried as he was not on my side and I cried to wake me up out of that horrid dream.

I had to sacrifice my husband and two sons for the nation. I always had that human selfishness to keep them with me but now that they have made the whole nation safe and proud, I feel proud of giving birth to them. Each passing Republic Day fills me with memories and when I see the whole nation saluting my husband and sons, I too salute them. They are the real heroes.

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# OVERCOME STRESS

A person can never jump 6 feet high but when he is being chased by a dog he can jump that high and escape. How is it possible? And where does that energy come from? It's because of the emotion of fear that activates the body to produce more glucose and increase blood pressure to survive in some situations because emotions are the source of our energy. Similarly, when a person falls in love he suddenly becomes a poet.

Every emotion has some good or bad effect on us. We all think that emotions choose us, but that is not so. We can choose our emotions and become productive in order to avoid many awkward situations. If we fail to choose our emotion, mind will automatically choose an emotion which is normally anger or stress. Let us continue to understand what will happen, if an emotion is not chosen by us? Have you ever felt in some situations, where your body gets tensed and warmer, starts to sweat more, heart beats faster and you feel that you can hear that sound and sometime, you forget the information that you know well not able to generate new ideas. These are the symptoms of psychogenic fever caused by a fellow called STRESS.


Stress is an emotion assumed as a threat and we lose our control over the situation. Normally, what we face in our day-to-day life is simpler than we think. It is because we are not able to differentiate it from normal situation, we perceive everything as a threat. Examples of situations in our daily life perceived as threats include talking to your senior level person, during the interview, when work doesn't go as planned, when wife doesn't cook, when husband comes late, when children not obeying, when chased by street animals, when a trip is cancelled due to weather, when one has no friends or when they don't behave well, when losing money/no money, when thinking about worries, during the last days of exam, late to office, food not being tasty, when things get delayed, not prepared for presentation etc.

**Its not stress that kills us, it is  
our reaction to it.**

Hans Selye

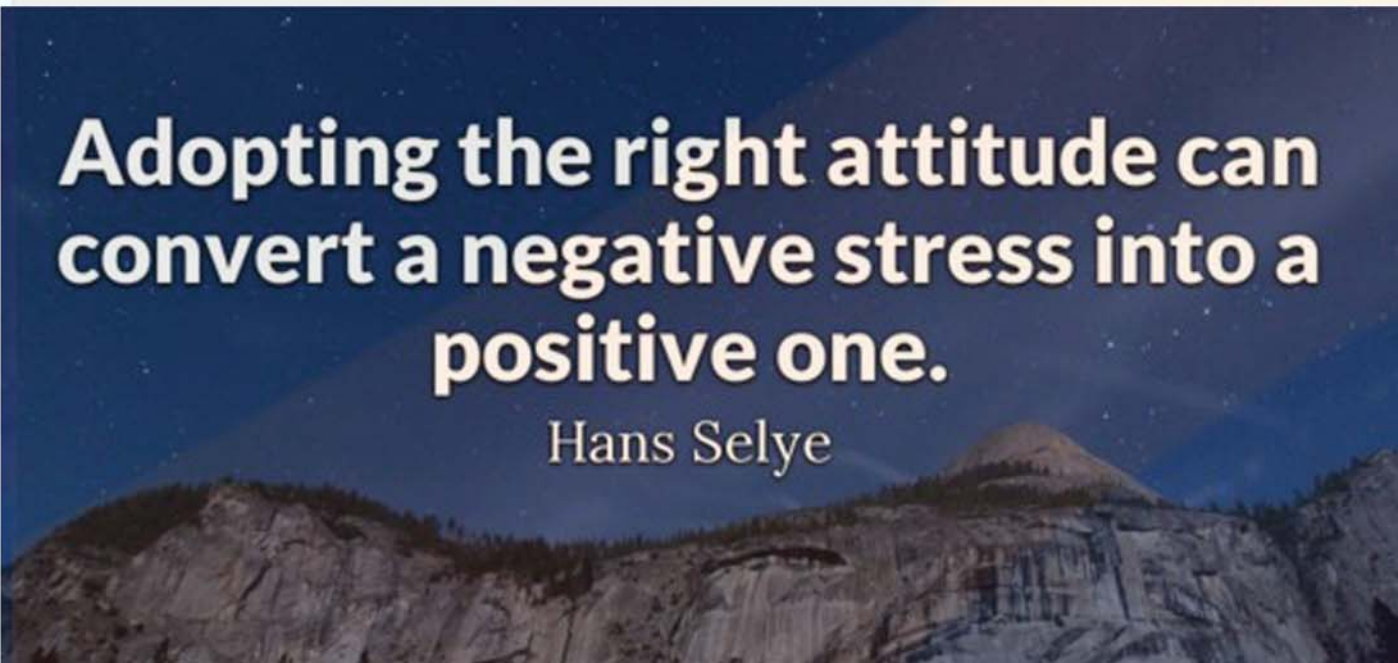


# OVERCOME STRESS



In the above situations, we will lose our control, so, either we fight with the person or we think how to escape from that situation or we start to feel frightened and awkward. Stress is of two types, one is physical stress (Situation like When Tiger attacks you) and the other is psychological (schools, works, bills, boss, staffs, etc.). In our day to day life, we mostly fall in the second category. The result of whatever the type of stress is that it will shut down our thinking capacity and stop the reflexes of brain. This will change the mode to either fight or flight, transforming it to a bitter situation. I am going to tell you that these things are more dangerous than we think. The following are the effects due to the short term and long term stress experiences such as Diabetes, Kidney failure, reduction in growth hormones, early aging, improper digestion, disturbed immune system, prone to new diseases, heart attacks, obesity and depression and the list keep growing.

“No way!” this is your reaction now, right? When I saw this for the first time, I also got shocked. So, let’s go deeper and see how these are related to stress. Before that, we will understand what exactly is happening in our system when a situation is perceived as threat. When we perceive a situation as threat (actually it is not), the hypothalamus which is the CEO of our brain will give the authority to medulla oblongata located in the lowest part of the brain that joins the spinal cord and pituitary gland located at the bottom of hypothalamus to take care of the situation.




**Adopting the right attitude can  
convert a negative stress into a  
positive one.**

Hans Selye



# OVERCOME STRESS



The main function of the medulla is to make a decision, to Fight or flight (run) as it controls heart and lungs giving quick responses to some situations. The pituitary gland produces the essential hormones needed for the growth and maintains blood pressure, salt/water concentration in kidney and regulates temperature. So, once medulla starts taking charge, it makes the heart to pump faster in order to circulate more blood into the body which makes us feel tensed. The pituitary orders adrenal glands seated above each kidney to release cortisol, which is the stress hormone. Cortisol is responsible to keep us alive in extreme conditions such as when we get attacked by a tiger. It will release more glucose into the blood stream to power you up and make you ready to face the threats. As a result, the digestion and immune systems are suppressed to save energy to face the threat. Due to our long term stressful state, cortisol is produced more in our body but other cells of our body can't take more of it and it dies quickly. The efficiency of body starts to deteriorate and due to fewer cells for the normal work. The heart pumps faster increasing the blood pressure and more stress acts in circulatory system over time, leading to heart attack. Increased stress will also clot blood and prevent free blood flow in our body, causing strokes. Cortisol suppresses the immune system for glucose. Under the continuous activation of stress response conditions, the weakened immune system can lead to diseases and even cancer sometimes. Suppressed digestion results in weight gain, digestive problem and obesity. When the release of the glucose into blood steam is more, it may lead to diabetes, kidney failure and vision problem.



**God will never give you  
anything you can't handle, so  
don't stress.**

Kelly Clarkson



# OVERCOME STRESS

The increased stress levels can affect growth hormone which will result in aging at a young age and fertility problems. The more the level of stress hormones, the weaker the mental stability will become and will lead to depression, anxiety and insomnia. Can one overcome stress? Yes, anyone can avoid this, provided, they follow certain techniques. Following are few ways to overcome stress.

1. 6 seconds method – The perception we make about situation makes things worse. So, we have to teach ourselves that it's is not a threat. We need to keep calm and focus for 6 seconds on breathing which will delay the hypothalamus from deciding to give authority to medulla. So, we have a choice to choose our emotion.
  2. Exercise – A good amount of exercise daily will keep us away from stress. It is because while we exercise, our body produces more endorphins, the neurotransmitter which is responsible for happiness and pleasure. For example, while on several laps in the pool, we will forget the day's heaviness and concentrate only on the body movements.
  3. Read enlightening books – Reading books reduce the stress level to a great extent as it allows us to be with us and keeps the brain active by focusing on the information in the book.
  4. Good sleep – Exercises will help improve our sleep. A good sleep makes us more relaxed and lowers the symptoms of anxiety.
  5. Meditation – It's the most efficient way to keep our stress level under control, because it allows us to have control over our thoughts and easily differentiates a threat from a normal situation.
  6. Do whatever we like – 'Take a little while to do whatever makes a happy you' is the quote. So if you like car racing, go race, if you like bicycling, go pedal, if you like cooking, go cook because it's all about doing whatever make us a happy person.
- So, let's keep calm, choose our emotions wisely and stay healthy.

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# HONESTY IS THE BEST POLICY

“The first step towards greatness is to be honest”. It is an all time favourite debate topic which has been discussed for a long time. Everyone’s wish is to be honest but now–a-days, we are forced to live our lives dishonestly. In our social system, if a person is honest, he is ridiculed and in some cases he even loses his life because of his honesty. This fear, often leads people to behave dishonestly in order to adjust to the society. For example, even if we have all the necessary documents, we may be forced to give bribe to government officials and middlemen, otherwise they may either delay things or deny things saying that we haven’t submitted enough documents. Government servants not doing their duties properly, although they are still getting paid in full, retailers mixing certain items with the goods thus causing food adulteration and taxi drivers charging more fare during the peak time, are few more examples for dishonest acts.

Richness is not a financial status or a luxurious lifestyle and being rich doesn’t mean that one is happy because money alone can’t bring happiness. People who earn money illegally are neither happy nor satisfied. They are not able to spend their time happily with their friends and family because of this guilty feeling. Their children spend that illegal money lavishly as they have so much money but with no control and guidance from their parents. Similarly, honesty doesn’t necessarily mean being poor because it is not a matter of policy but it is a matter of what is right or wrong that is interconnected with one’s values. Being poor doesn’t mean living in sadness because without being honest in life, it would be very tough to make real and trustworthy friends. Honest people alone can lead a happy life by spending their time with their friends and family. They will have so many people to support them during their trouble.

*To make your children  
capable of honesty is the  
beginning of education.*

John Ruskin



# HONESTY IS THE BEST POLICY

Honest people are remembered by all the people for a long time. For example, Dr. APJ Abdul kalam who is an inspiration for the young generation is remembered for his honesty, though he was from a poor family. Kamarajar is still respected because of his honesty. There are so many examples of legends who still live in the minds of people because of their honest acts. Being honest is very important in life as it solves many problems and leads one towards peace and success. Honesty is a characteristic which gives lot of trust and respect to one who practices it. It also brings confidence and feeling of well being because the most important quality of mankind is self – control, which could be achieved only by honesty.

Most people are dishonest because of lack of self –control and patriotic feeling, especially, if they are government servants. They are not satisfied with the money they earn through honest way and this paves the way for most of the problems in life. The advantage of being honest is that one doesn't need to fear about the future. During demonetization process dishonest people suffered but for honest people it was only momentary. It is because of the money they earned illegally and became worried about how to convert their black money into white money. Honesty is the important tool to live a content life. People who are honest can also be rich but for this to be happen, society needs to change or one has to be strong enough to withstand the pressures of society. Success achieved by being honest is far more sustainable and fruitful.

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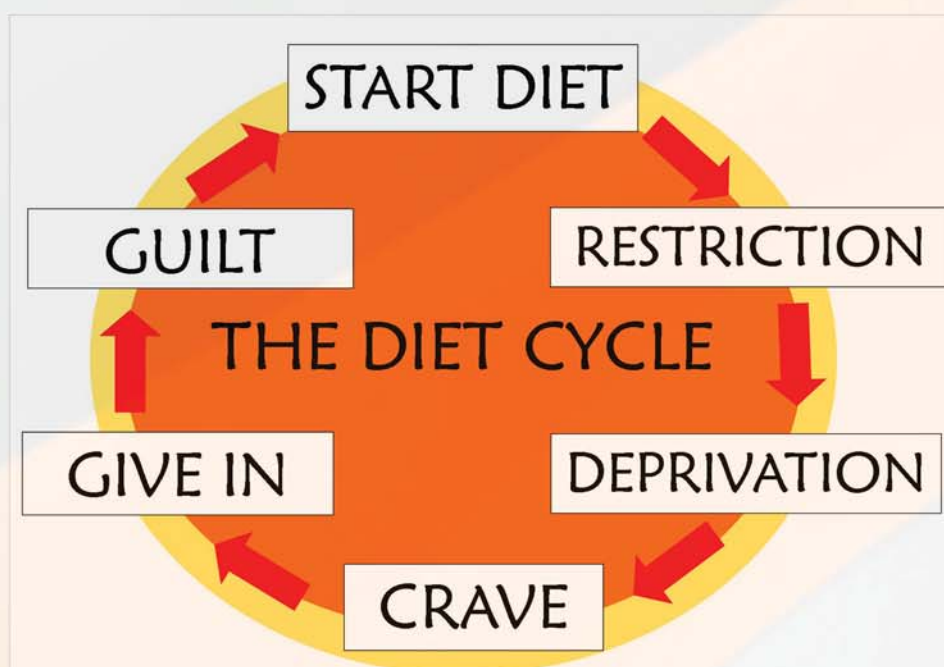




# Diet Companies

Nearly 92% of food consumed today is packaged foods and the trend is very common around the world. Many food companies offer both indulgent products and healthy ones. All the big food companies are working hard to sell more products to the world and as a result, many unhealthy foods have entered into the market and they run profitably. As all the companies have a duty to make money for their shareholders, they start producing unhealthy products in the form of packaged food and sell them in the market which is brought for their taste than for their health option. Consuming these kinds of unhealthy packaged and processed foods, lead to more side effects. They cause many diseases and lead people to obesity. Unfortunately, people are fond of these kinds of foods because of their taste. The saddest thing is that only educated people consume more processed and packaged foods as they don't have time to cook healthy food or they have become lazy.

Diet companies attract people by advertising trimming and slimming programs using celebrities. For decades, people have been using health supplements such as, Horlicks, boosts, complan, bourn vita, body gain, etc. Because these products are glamorously advertised, people started using them and at a later stage started treating them as a status symbol. The result is very obvious that people's immune system started deteriorating without their knowledge.





# Diet Companies

Ancient days, our ancestors consumed only natural food and did lots of physical work thus keeping their body fit and healthy. If they fall sick, they used only herbal medicines but in the present world, diet companies make people become addicted to their products and provide wrong treatments in the name of diet and trimming. They also provide tablets, injections, and steroids to take shortcuts. The hospitals, diet companies, the medical companies and celebrities work together. Celebrities bring in a kind of guilty feeling in the minds of the people by projecting an ideal physical structure and force people to join these diet companies. These companies, in the name of providing solutions, make huge profits by using poor and middle class people.

People are not aware of what's going on inside the diet companies and their programs which is a huge advantage for the diet companies. Many people have lost their lives because of the diet programs but the news never reaches the public as the traces of those incidents are erased completely by the diet companies. Their health supplement is nothing but the extracts of normal food. So, hypothetically speaking, if we eat our regular food and do normal exercise, we will live a healthy life. We are not movie actors to show ourselves by consuming costly diets but we can maintain a healthy life and live a life without a diet company's diet chart.

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# NATIONAL ANTHEM IN THEATRES

On 30th November 2016, Honourable Supreme court ordered that all the theatres in the country should play National Anthem before screening the movie and everyone present in the hall should stand up to pay respect to the anthem, while it is being played. It also ordered that the Indian flag should be shown on screens while the national anthem is being played. There are two different opinions about this decision, one why should someone force patriotism in a place where non-patriotic scenes are shown and the other, it's ok to pay homage to our national flag to show our unity.

People who believe that nationalism shouldn't be forced, argue that there is no guarantee that this move will instil the sense of nationalism among people who come there just to spend their time leisurely, besides, there is no mention in the constitution that people should stand up while the national anthem is being played. Forcing citizens to love their country resembles the monarchy. Patriotism is a feeling that should come from within one and not from being told frequently that every time you go to watch a movie, you must revive your patriotism. RSS (Rashtriya Swayamsevak Sangh) people beat and humiliated a man and confined him to a wheel chair because he didn't stand up for the national anthem. There are issues that need strict rules to prevent incidents of humiliation but unfortunately, it came down to force-feeding something that isn't required. The words of Rabindranath Tagore goes this way, "I will never allow patriotism to triumph over humanity as long as I live."





# NATIONAL ANTHEM IN THEATRES

Besides, movies belong to the entertainment field. There is no relation between entertainment and patriotism. When something is forced, we tend to lose respect for it. Nationalism is something that should be felt with all our heart and it shouldn't be forced. Theatres are not right place to play the national anthem. The more relevant places for the national anthem could be Investitures, Parades, Government functions, schools, colleges and many more other official functions because that is where corruption, lack of values and discipline are prevalent.

Imagine National anthem, the most sacred tune of a nation played before the crappy movies and double meaning comedies. It is just a ridiculous move and it will never inculcate a sense of patriotism among people as they all rush to watch the movie and more people will be walking and finding their seats. They may also carry snacks in their hands, thus not standing in attention. They won't be able to sing it because they will be munching some snacks on their way. National anthem should be played when respect is to be paid to the nation. According to me it should not be played in cinema theatres because people unknowingly don't pay homage to the anthem and if it is played before the movies, we are only degrading its importance.

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# Save the Environment

“Nature is a treasure and we must save it for our pleasure”. People of this generation have no time, as they are busy with their busy schedule in their life behind lots of meaningless activities and conversations. To lead this busy life style, we are destroying our environment in the name of industrialization. In today’s scenario, our environmental wealth and wildlife have started decreasing alarmingly.

Conservation of wildlife has become difficult because of industrial revolution and increasing real estate activities but there is always a lame excuse from the human society that these developments are need of the hour to meet the requirements of the increasing population. People know that using chemical fertilizers directly attacks animals, plants as well as land thus leading to deterioration of the soil but people won’t stop using it. Many of the rare species have gone extinct because of deforestation and hunting of animals and birds for the sake of human pleasure. Few such animals are, White tiger, orang-utans (monkey species), sparrows etc. Villages are the backbone of India, as India is an agricultural country and agriculture is done only in the villages. Those days, nearly 80% of all Indian states had 75% agricultural landscapes but now, Punjab is the only state in India with above 75% of agricultural area. What about the others? This is the result of our carelessness about our environment. One of the main reasons behind this situation is over development of chemical industries, improper waste disposal techniques and the IT boom that caused the death of agriculture in India. Due to these reasons, nearly all the perennial rivers of India have become dyeing rivers or dead rivers, which means that the oxygen content of the water is near zero.





# Save the Environment

Ganges is the only river alive and that too dies after crossing Delhi. Our environment gets polluted due to the carbon gas emission, drilling bore wells etc. Instead of talking about these things, we must initiate and follow some preventive measures and norms. First thing we need to concentrate, is waste disposal. Biodegradable and non- biodegradable wastes must be separated and disposed carefully in a way that they don't affect the environment. E-waste must be separated as per the norms.

Chemical industries drain their chemicals into the water bodies which in turn deoxygenate them and there is no chance for the living things to survive. Improper disposal of waste leads to land, soil, water and atmospheric pollutions. Deforestation is another significant area where the governments and the people alike need to focus. A famous quote says "Learn character from trees, values from roots and change from leaves ". In order to get to this, we must save our trees. The environment and the economy are really both two sides of the same coin. If we cannot protect the environment, we cannot sustain ourselves till the the next generation. Over usage of fossil fuels such as, coal and its by-products such as petrol, diesel, kerosene, etc. leads to degradation of natural resources. The smoke from the vehicles affects our environmental health and this is yet another reason for global warming. We must reduce fuel usage by cycling, sharing vehicles etc. Most of the countries are undertaking some strategies to avoid using non-renewable sources. Sweden is the only country which uses renewable energy alone for all their needs. If we continue to do this, our mineral sources will drop down to zero and our existence will become a question mark but it's always better late than never.

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# SALARY INEQUALITY IN MNCs

Every company look for employees who are motivated and drive them with rewards. Being driven by money is not a bad thing, if money is what motivates a talented person to perform to his fullest potential. People who are highly qualified, skilled and experienced expect more money from the employers and employers don't hesitate to hire people for higher pay if they find them worthy. But on that note, one must be vary of the fact that every motivation is like fire, it needs to be fed at all times. A money driven person can easily be lured by rivals. Therefore, a money driven person is like a double-edged sword and should be handled with care. Jobs are getting bigger and diverse. Top jobs and the potential risks associated with them have grown exponentially. The jobs at the bottom of the career ladder haven't changed drastically in nature in terms of structure and pay. Globalisation, rising market competition and technology advancement are some of the factors that contribute to this. Thus, if the risks are high, it is fair to expect high rewards in return. Only few people have the required skills. Top executives have much more responsibilities and pressures than the normal bottom level employees. Tasks handled by the top executives require exceptional commitment and diverse skills along with the potential reputational risk, if something goes awry but employees at the bottom level do not face this high amount of risk in their day-to-day activities.

## WHAT AVERAGE WORKERS SHOULD BE PAID

According to each country's ideal CEO-to-worker compensation ratios.

	RATIO		AVERAGE COMPENSATION		
	<i>Actual</i>	<i>Ideal</i>	<i>CEO</i>	<i>Worker</i>	<i>Worker at the ideal ratio</i>
Australia	93	8.3	\$4,183,419	\$44,983	\$502,012
Austria	36	5.0	1,567,908	43,555	313,582
Czech Republic	110	4.2	2,159,300	19,630	518,228
Denmark	48	2.0	2,186,880	45,560	1,093,440
France	104	6.7	3,965,312	38,132	594,794
Germany	147	6.3	5,912,781	40,223	946,045
Israel	76	3.6	2,189,104	28,804	601,998
Japan	67	6.0	2,354,581	35,143	392,430
Norway	58	2.3	2,551,420	43,990	1,093,481
Poland	28	5.0	561,932	20,069	112,386
Portugal	53	5.0	1,205,326	22,742	241,065
Spain	127	3.0	4,399,915	34,387	1,466,638
Sweden	89	2.2	3,358,326	37,734	1,511,262
Switzerland	148	5.0	7,435,816	50,242	1,487,163
United Kingdom	84	5.3	3,758,412	44,743	704,707
United States	354	6.7	12,259,894	34,645	1,838,975



# SALARY INEQUALITY IN MNCs

Gone are the days when seniority was rewarded more than merit. In today's cut-throat competitive world, merit and results are primarily awarded and not the age or the time one spent in one's job. Today, executives do not mind jumping ship if a lucrative package is offered in a different organization for their talents. The primary factor behind the rise in the pay of the top executives is the increased appreciation in the form of performance incentives. The amount of business and profit the top executives generate is the reason why companies are willing to pay them higher to retain their talent. The rewards do not always go up, but the layman turns a blind eye to this side of the coin and criticise the rising pay of the executives.

The other side of the coin cannot be neglected as an increasing gap in the pay package will demotivate the lower level employees. The income gap between executives and workers is unimaginable and vast. Employees perform the real grind of executing the plans but are underpaid or paid only fixed salaries with limited incentives, which in turn lead to dissatisfaction among the employees. Entry and mid-level employees are neglected. Once the strategies, policies and business decisions are made, the employees down the hierarchy chain are the ones who put in endless hours just to be paid in peanuts year after year.

## *CEO Pay in 30 seconds*





# SALARY INEQUALITY IN MNCS

It is unfair to neglect the workforce and shower only the top executives with various rewards. This increases the financial insecurity as well as creates economic gap in a broader term. The Average employee is judged if he/she has met the assigned target or not and this is a fixed structure with incentives capped at a limit but top executives are not judged with a fixer criterion and get wealthier faster than the employees for the same year and same number of hours put in.

CEOs and COOs can earn more but the question here is the gap in earning. This not only creates economic gap but also social gap where the status quo comes into the picture. These people create a culture different from the culture that majority follow with the help of the money that they earn. Their children grow in an indifferent mind-set without respecting people in the lower social and economical order.

If the business runs profitably, executives become richer and employees are rewarded in a biased manner and it leads one to believe that the top executives are being selfish and greedy. The size of the business and the complexities involved in it make the role of a CEO/COO entirely different as compared to the entry-level or middle level employees. A comparison cannot be made between the two because of the real-time risks and responsibilities of any CEO/COO. Although they shoulder more risk and responsibility, at this rate of ever-increasing financial gap between the two, the remuneration the CEOs and top managers are not justified in human terms.

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# A Beautiful Relationship

That bright morning, as the sun extended its rays and the black night sheet of the sky started to shrink, a little girl rubbed her eyes and alighted from her bed. It was a crucial day for her. Yes!!! She was going to get a new sibling to play with her on that day.

She was eagerly waiting to have a sister as she would be the best companion for her in all aspects, but all the fellow members of her family were expecting a baby boy. She believed strongly in her wish as she believed that her prayer to Lord Ganesh for a sister will be heard. Everyone was curiously waiting to hear the baby's cry.

The little girl was pursuing her prayer relentlessly for her wish to come true and awaited for the mystery to be unveiled quickly. A heir of their dynasty has finally arrived. The little girl's orison was not squandered. Yeah!!!! God gave ears to her unadulterated prayer. The medic with a sarcastic smile, said "Congratulations, Mr. Dhamu Dutta... Now here comes the second lioness of your family." He was excited and rushed to uphold the baby in his palms. The girl was so happy that she was going to get a companion for all her mischievous ventures. The family members as a whole entered the delivery room with exciting sounds. "She looks gorgeous Sheela! She resembles my mom" said Dutta. The entire room was filled with laughs, fun and kisses. "And now, you got a sissy as you wished Charvee! Right now onwards, you have to set yourself as an example for her. She will trace your life path"

**A sister is someone who fights with you at home, so you can become stronger and be prepared to take on the cruel world outside.**



# A Beautiful Relationship

"Sure ma, I will be responsible for her discipline and behaviour", the little girl exclaimed with enthusiasm. Till now, Charvee was a princess of her home. She believed that she would be treated in the same or more special after the birth of her sissy. Right then, she didn't know how all parents would change when they get a new child. The next day, the family crew returned home.

All were busy with cooing the baby and at some instance, Charvee escaped from their minds. She was peeping out the lucarne with absence of mind. She had no other companion other than her room window. She, never in her wildest imagination, thought that the world will change upside down and she will be left unattended. After all, she was a little girl who hasn't started reasoning things because of the love and care that she received so far.

"Charvee! Charvee! Where are you? I'm searching you for a long while", she heard a voice. All of a sudden, smile blossomed in her confused little face just like a flower in a flock of thorns. "Come on, let's play", called that little boy. "And before that, you should know something.... Now I got a sissy and she looks so cute" cried Charvee with enthusiasm.

## HAPPINESS IS



*...having the best  
and craziest  
sister in the world.*



# A Beautiful relationship

"Yeah! I saw her, And the best part is that we got a new companion to play with, Hurrah!", enjoyed the little boy. He was Charvee's classmate and neighbour. Charvee's home was plotted in a semi-urban area. So, she had not more than one kid to play with and these two were naughty enough to turn their houses upside down.

Most of Charvee's routines went with this little boy. "Come on Shantu, let's play with that cute bubbly", exclaimed Charvee. "Doesn't she look like Charvee, Shantu" Sheela popped up her question to Shantu.

"Of course Aunty! But if she could be mischievous like her, you will have to face more trouble!" Shantu was kidding with a funny laugh. "So, you say me naughty? Ok fine then. I am gonna work with my subjects and stop playing with you and you can play on your own, Shantu!" said Charvee with a fake anger.

"And now, you both can't play", commenced a voice dragging all of their attention. All the faces looked up to see in the direction of the voice. On seeing the person standing there, Charvee was excited and she was in the peak of her emotions. Charvee rushed to her as if she saw something that she had not seen before.

Will Continue.....

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# CRUSADE

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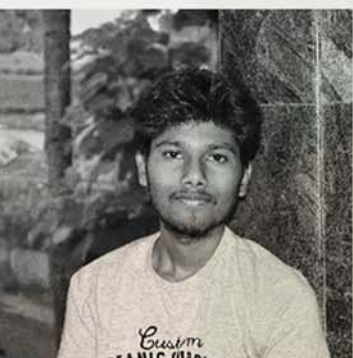


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