

## Editor's note...



Perhaps one of the most interesting and innovative concept that has emerged out of the Indian Advertising Market is the official ad of Idea Cellular (telecom) with their punch line 'An idea can change your life'. Their brilliant ad conveying the message, 'No idea, Get idea' is such a remarkable metaphor - a play of language and ideas. In one word - **Creativity**.

According to Mitchill Rigie, "*Creativity is generating new ideas and concepts, or making connections between ideas where none previously existed.*"

To elaborate, Creativity is that process of transferring something innovative into existence. That same capability, capacity and calibre is in each of us, at different levels. However it requires passion and commitment, so needs to be nurtured and enhanced. Innovation is the result of exercising an idea. You may have ideas, but if you do not act on them, you are considered imaginative but lacking in creativity. Amidst today's 'modernized' culture, creativity is seen from boys weird hairdos to girls bizarre fashion tastes; sometimes amusing but I see that it's their unique way of making crazy brilliant statements.



**Creativity gives birth to ideas; ideas are expressed into words; words when framed becomes sentences; sentences becomes statements and statements turns into concepts; concepts moves people and people changes the world.**

The story of Walt Disney is one good example; once considered a dull boy devoid of creative faculty. But imagination he did have; it took him to immense heights earning him one of the biggest names in entertainment industry.

In today's fast and competitive world, what sells most are ideas. It is the most sought-after factor. Be it in education, literature, business sectors, entertainment or politics, you can turn an expression into a weapon or a statement. Down history or even in the present scenario, it is those people who break rules

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and unleash their creativity who stand out. Following conventions and producing an art form would be brilliant but if you could think out of the box and create something out of the blue, solely from your imagination, that would be ground-breaking.

‘Idea’ is one major contributing factor which goes all the way in making an individual unique. So start speaking up, voice your ideas whether written, visual or audio. Loosen the reigns of your imagination and express before someone else voices your thoughts and takes the credit. So make sure you do not smother your creative abilities.

To sum up, make new words or express yourself and frame them into statements, statements which exude positivism; in short express to impress.

Give creativity a chance.

**Dr. Kevizonuo Kuolie,**  
*Asstt. Professor, Deptt. of English & Soft Skills*





# A Ray Of Hope

*Mr. Imtisunep Jamir, BCA 2<sup>nd</sup> Semester*

Nagaland, a land of beauty,  
Where people always do their duty,  
Natural resources are full in the state,  
But development always late  
If people call Nagaland a backward state,  
Then we will deeply regret its fate,  
If the government can solve the problems of Nagaland,  
Then the people will live in peace and calm.

...

*Student's Best  
Contribution of the Issue*

**I Am**

*Mr. Meren Jamir, BA 2<sup>nd</sup> Semester*

People to my right  
People to my left  
Curious in nature  
Happiness by my side  
I am the mover  
I am the shaker  
I am the one  
People like to say 'hi'  
In short  
I am a walking paradise.

...



# Material Culture: Naga Identity

*Dr. Resenmenla Longchar, Asstt. Professor, Deptt. of History*



**M**aterial culture is the generic term that summarizes and identifies all kinds of tangible things manufactured and modified by human beings, differentiated on their functions, uses, modes of production, materials and consumption patterns. At times the terms art, artifact, community, craft, decorative art, domestic art, material history, museum specimen, object, plastic arts, physical history, specimen and technology have been substituted for material culture.

At its most basic level, material culture consists of physical objects that provide insights into how culture operates and humans behave. Material culture has been conceptually distinguished from ideational and institutional (i.e., the non-material) parts of culture, especially when viewed as the totality of artifacts used in a culture.

Material culture studies are more than the study of things per se, although objects are not only central to analysis as the products of human activity, but also used to document and explain cultural phenomena. In this article I will look at the different types of materials used by the Nagas in the past to study and to show how material culture constructs their identity. Further to know how far it reflects the importance of material culture in the present day. Following are some of the materials that display the culture of the Nagas:

J. P. Mills writes, "A poor chance of getting a good husband would an Ao girl have who did not know how to spin and weave and make clothes for the family".<sup>1</sup> Spinning, like dyeing and weaving were performed by all Naga women; it is their responsibility to weave clothes for their families. Since the Nagas are fond of colours, their clothes are very colourful and beautiful which attracts the eyes especially during festivals. They are also fond of using variety of coloured clothes and accessories. They used colors like dark-blue, red and rarely, yellow dye in the past. The whole process of acquiring raw materials and dyeing was carried out by the womenfolk. Interestingly, there was a taboo among some tribes to handle any dye during pregnancy lest the foetus be effected by the colour.


The Nagas used to make drums from wood and animal hide. The size of an average drum is 70 cms long and 50 to 60 cms in diameter. The two ends are slightly narrower while the central portion slightly bulges. The hide of a cow is stretched tightly on both the ends. Rough planks nearly 2 meters long and 1 meter wide are cut out with an axe and a dao. The morung posts in the villages were beautifully decorated and adorned by carving conventional men, tigers, hornbills, pythons, mithun head etc. A variety of wooden articles such as utensils, rice pounding table, smoking pipes and musical instruments are produced. Various sizes and several patterns of wooden cups and platters are made by the Nagas. The rice pounding table is used by all the Nagas. There are several patterns of dao carriers which are made of wood.

Bamboo mouth-organ is one of the oldest traditional musical instruments used by the Nagas. Likewise their cup-violin, made of a good quality of hard and thin bamboo or sometimes a shell of bitter gourd, is used. Bamboo flute and the trumpet which is normally made of brass with bright ringing tone are also some popular musical instruments for the Nagas.

Split bamboo is the usual material used for both mats and baskets. The Nagas used their hands alone to mould, shape and design the clay into earthen pots. The manufacture of pots was exclusively a female task among the Nagas. Pots were produced by a few villages of Naga tribe.

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<sup>1</sup> J.P. Mills, 1926, *The Ao-Nagas*, p.90



In the past, the barter system was carried on mainly because there was no good circulation of money. Prior to the coming of the British administration, barter system prevailed among the Naga tribes. People used two types of currency for trade. One is a round brass disc, about 12 inches (30 cm) in diameter with a slightly convex surface which is known as 'laya'. These discs were used for trade with other tribes like Konyak, Chang and Phom but not among the Aos themselves. The other type of currency was known as 'chapili'. It was in the form of strips of iron about six or seven inches long. These currencies have no value at all in the present time but are kept in the Museum as specimen of the bygone era.

To conclude, the material culture plays a very significant role in constructing the identity of the Nagas. Even with the coming of Christianity, education and westernization, there is no doubt that the materials used by the Nagas are still continued with some modifications. For instance, we still see how attires portray the identity of Naga men and women though more modern patterns and more colours are produced; traditional instruments are still used and the decorations on the village gates have not yet vanished. From these we can conclude that materials are part and parcel of the Naga culture.

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## My Aunty

*Mr. Yantsuthung Jami, BA 2<sup>nd</sup> Semester*

Lady Gaga is my aunty  
People call her miss faulty  
When she jump up from her chair  
She gets stuck in the air.

(**Note:** The poem above is a *clerihew*. **Clerihews** are funny poems about real people. A clerihew has four-lines and an AABB rhyming scheme. The first line includes the person's name.)

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## A Collection of "Haiku" Style Poems

(Haiku is an unrhymed poem consisting of three lines and seventeen syllables. A haiku often describes something in nature. It is of Japanese origin. The following poems are in haiku pattern though they do not conform strictly to its structure.)

### Winter

*Mr. Nuchet Pongener, BA 2<sup>nd</sup> Semester*

The winter feels cold, cold as snow  
Never do they know how he feels so,  
So lost and alone like a dog on a road

### Monsoon

*Ms. Teresa Pou, BA 2<sup>nd</sup> Semester*

*The first Monsoon rain falls  
Calling the farmers to plough  
To plant the first seed.*

...



# DO THINGS IN TIME AND ON TIME

Mr. Paramjñang Moita, Asst. Librarian, NJY Memorial Library, IUN



**H**ello, my good citizens, Time is precious. Do Things in Time and on Time. The moment we are born we are bound by time. A newly born baby is soon expected to crawl, walk and do the necessary things without depending on others. The value of time is often realized after the event or after the person concerned has suffered the consequences of being late.

Time is the cleverest thief. If a man is not on guard and does not keep a watch over his time, it will steal a part of his life every day, his opportunity to do something great and even his special moments. I remember what Robert Frost said,

*"The woods are lovely, dark and deep.*

*But I have miles to go before I sleep."*

Ask the young man the value of year, who failed in the class, who, till a month back studied together with him. The person, who did not go to his work for a month and had a very difficult time the whole year, and had to be a junior to his friends for his whole life.

Ask the candidate the value of an hour, who reached the venue of interview late and was rejected for not being serious about his job.

Ask the examinee who was late by more than an hour and was not allowed to enter the examination hall.

Ask the traveler the value of time, who missed his train or plane by a minute.

Ask the missionary, who did not preach to a drunkard. The next days the day poor fellow died without receiving salvation or realizing the love of God. He regrets the most.

The competitor wins or loses the gold by a second.

A farmer who did not sow the seeds in time reaps less grain. And food does not last a year for his family.

Napoleon Bonaparte lost the battle of his life, because his regiment had reached the spot a few minutes late.

Therefore every moment counts to achieve success in life.

Time does not spare any one whether he is a king or concubine.

On a personal level, working in ICFAI University is a training ground for me to make use of time wisely. Life in ICFAI University is so hectic for me that I find it hard to cope up with my friends and colleagues. But I have made up my mind to do things in time and on time.

...



## Two Poems of 'Five Senses'

*(Five Senses poems are shaped like a triangle because of the patterning of words used. It uses sensory words to describe its subject. Five senses poems do not have to rhyme.)*

### Catherine

*Ms. Jandeno, BA 2<sup>nd</sup> Semester*

Catherine  
Beautiful, bibliophile  
Confident, intelligent, faithful  
Gentle, cute, simple, sheepish  
Singing, playing, blushing, smiling, dreaming.

...

### The Cow

*Mr. Shangjothung Kikon, BA 2<sup>nd</sup> Semester*

The Cow  
Dirty, smelly  
Thin, hard, tall  
Grey, quiet, slow, ugly  
Chewing, licking, staring, roaming.

...





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