



**CHIKITSAK SAMUHA'S SIR SITARAM & LADY SHANTABAI PATKAR COLLEGE OF ARTS & SCIENCE AND V. P. VARDE COLLEGE OF COMMERCE & ECONOMICS.**

**(AN AUTONOMOUS COLLEGE AFFILIATED TO UNIVERSITY OF MUMBAI)**

**"REACCREDITED WITH 'A+' GRADE BY NAAC (3RD CYCLE) ISO 9001:2015, BEST COLLEGE OF 2016-17, DBT STAR SCHEME AWARDEE"**



# **WEEKEND CRONICLE**



**ENVIRONMENT  
CREATING TOMORROW WITH TODAY**

**SPECIAL ISSUE - JULY'21**

**A BMS INITIATIVE**

**Email id:- [bmseperiodical@gmail.com](mailto:bmseperiodical@gmail.com)**





**Dr. Mala Kharkar**  
Chief Education Officer

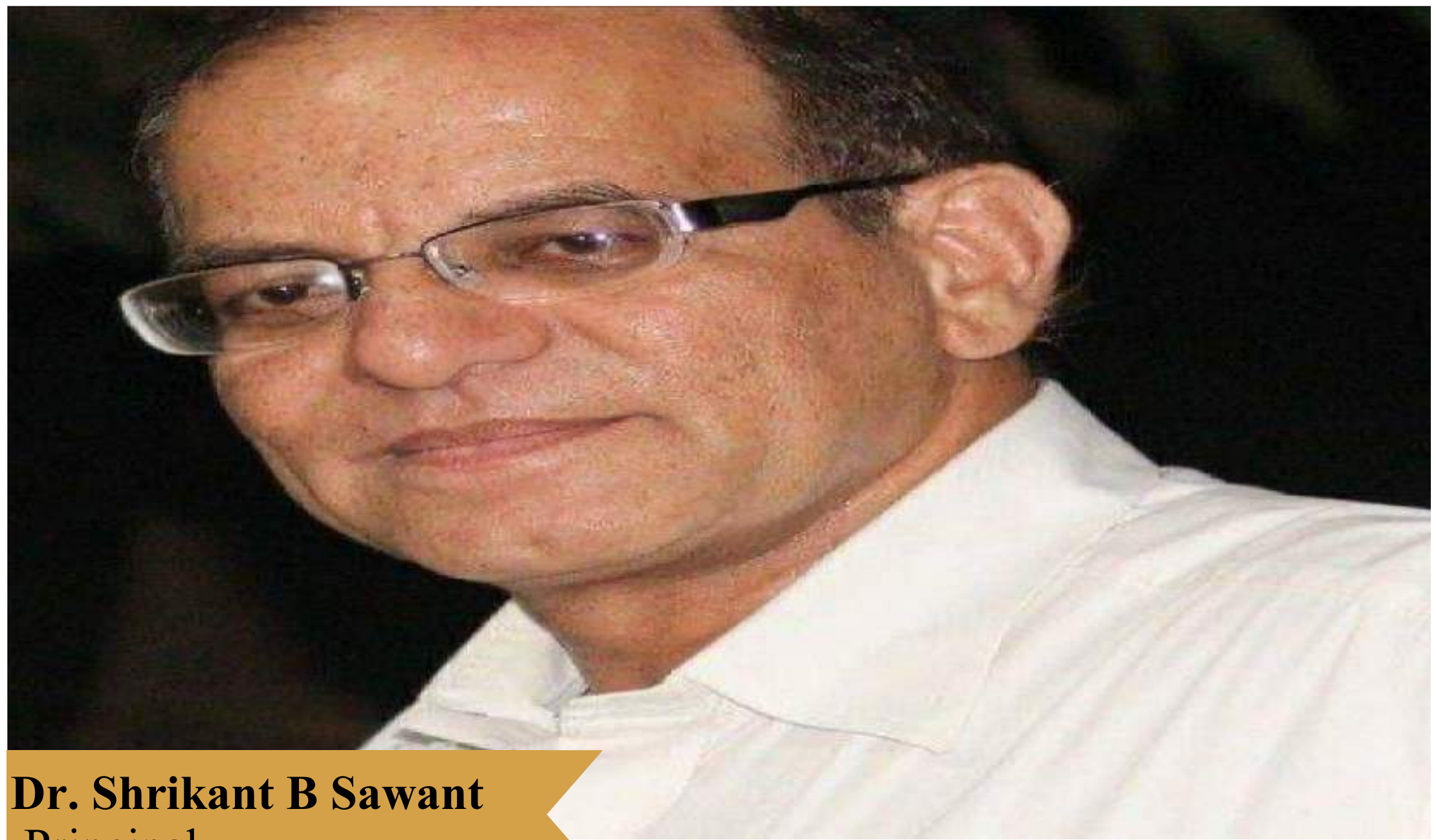
## ***A MESSAGE FROM CHIEF EDUCATION OFFICER'S DESK***

Dear Readers,

“Develop a passion for learning. If you do, you will never cease to grow.” We live today in a world that is so very different from the one we grew up in, the one we were educated in. The world today is moving at such an enhanced rate and we as educationalists need to cause and reflect on the entire system of education. On-line learning provides new age technology to widen the educational scope. It prepares students to succeed in an increasing technology driven global economy. Technology makes life much easier, most of all it saves time and energy. It is one of the fastest growing field right now and there is no sign of stopping anytime soon. It is indeed a great moment for all of us to bring forth this weekly E-Periodical “Weekend Chronicle”. We are sure this E-Periodical will help to acquire knowledge and skills, build character and enhance employability of our young talented students to become globally competent. There is something for everyone here, right from the fields of Business, Academics, Travel and Tourism, Science and technology, Media and lot more.

The variety and creativity of the articles in E-Periodical will surely add on to the knowledge of the readers. I am sure that the positive attitude, hard work, continued efforts and innovative ideas exhibited by our students will surely stir the mind of the readers and take them to the fantastic world of joy and pleasure.





**Dr. Shrikant B Sawant**  
Principal

## ***A MESSAGE FROM PRINCIPAL'S DESK***

Dear Readers,

As we know, “An Investment in knowledge pays the best interest.”

Hence in this regard the E-Periodical Weekend Chronicle is playing a vital role in providing a platform to enhance the creative minds of our students of BMS Department. The E-Periodical that is online magazine drives us through varied genre containing- News related to Global affairs under departments like Business, Advertisement, IT and Science & Nature to intellectual news articles under Academics, Media and Library Departments. It also covers articles related to Food & Health care, Culture & Cuisine and Travel & Tourism which usually tops our “bucket lists” including article which address societal problems under Department of Social Issues. Lastly covering words and vision of our talented students as budding poets, writers and thinkers under Student's section Department.

Over all this vision of constructing E-Periodical by students will engage today's youth and the crafters of the youth (teachers) in their communities which is the necessity to overcome hurdles of present reality. We will strive to make a better world through our acts and thoughts. Rather it is a challenge to be met!





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# WEEKEND CHRONICLE

## *Business*

*Sunday, 25<sup>th</sup> July, 2021*

### ***LINKING SUSTAINABLE DEVELOPMENT TO START UP ECOSYSTEM IN INDIA – A CONCEPTUAL FRAMEWORK***



There is an increasingly greater emphasis on the promotion of entrepreneurship across the world. India is no exception to this fact (Valdez and Richardson, 2013). Today, entrepreneurship is recognised by all the nations as a key driver for economic growth enhancing the per capita income of the nation. Entrepreneurship not only contributes to the economic growth of the nation but helps in job creation and addresses key social challenges. Research also evidences that hi and entrepreneurship have transformed the economy, majorly in the developing countries (Maim one et al., 2016). It is also established that enterprises serve as the engines of economic growth and the societal progress (Allen, 2009). The success of any business enterprise depends on the ability to come up with new ideas, be it a start-up or an established organisation. One of the key driving forces for entrepreneurship is innovation and thus entrepreneurs keep ideating, with possible multi solutions for the same problem. However, it has to be noted that not all the ideas generated would turn into a service or a product. Those ideas that successfully translate into business are the ones that keep the business growing. A guiding principle for the successful entrepreneurs is to treat no idea or innovation as a bad idea as the success of those depends on the environment and depends on several other factors leading to an ecosystem. In order to bring life to the new ideas, the entrepreneurs require the support of other actors who are all part of an entrepreneurial ecosystem. Entrepreneurial ecosystem refers to the social and economic environment affecting the local/regional entrepreneurship (Zoltan et al., 2017).

The past two decades have witnessed a paradigm shift in the way the organisations operate due to the intense competition within and outside the countries, which made the organisations think beyond the traditional way of conducting operations (Porter and Kramer, 2006; Gaur and Klimecki, 2001), thus bringing the sustainability concept into the centre stage of organisational survival and growth. Sustainability has become the buzzword across the organisations and industry. The term sustainability is used predominantly in ecology, which means the capacity to endure. In other words, sustainability is the endurance of systems and processes. The concept is later applied in varied fields and more generally used in business phenomena. Sustainability is an emerging issue both in the business and in the academia. From a business perspective, Sustainability is more important as it addresses the long-term continuity of the organisations and sustainable competitiveness to the firm (Porter and Kramer, 2006). Sustainability, thus, is not about reducing carbon emission, providing health and other benefits to the employees or contributing to the society, but a fundamental principle that guides the organisations and the society. The definition by World Commission on Environment and Development (also known as Brundtland Commission in the year 1987) is considered to be the most suitable definition. Sustainable development is defined as “development which meets the needs of current generations without compromising the ability of future generations to meet their own needs.” The definition evidences three important pillars – the economic growth, social equity and the environmental protection. Contemporary organisations have realised that it is not profits alone that sustain the organisation; rather they focus on the economic, ecological and social spheres of the organisation – people, profit, and planet.

India is home to the third largest startups base with a valuation of US \$32 billion. India is also home to ten unicorns as outlined in the study. However, the startups ecosystem is not matured, unlike the UK and the USA. Lack of government support, investments, mentoring, and bureaucracy are attributed to the linear growth of the ecosystem. The economy of any nation depends on the policies that the government frames and thus, the government should make efforts in encouraging youth to start their own enterprises by providing tax rebates for the first generation entrepreneurs. Besides, the government should encourage non-resident Indians (NRI's) to fund Indian startups thereby encouraging individual investors. There is an increased momentum in the recent years with several of the states reframing their policies and providing speedy approvals. The fact that Indian ecosystem continued to be an attraction for investors highlights the potential that India has. An initiative by NASSCOM to fund and support 10,000 startups over the next ten years is another indication for the future of start-ups and this can be possible with a sustainable startup ecosystem that involves the support of several actors maintaining an equilibrium among the social, environmental and economic dimensions.

*Link- <https://www.researchgate.net/publication/342370217>*

*Newscaster – Aditi Champanerkar*

*Freelancer – Rohit Pawar*



# WEEKEND CHRONICLE

## *Advertisement*

*Sunday, 25<sup>th</sup> July, 2021*

### ***ENVIRONMENT CREATING TOMORROW WITH TODAY***



We celebrate world environment day on 5<sup>th</sup> June of every year by keeping in mind our responsibility towards Environment and its components. We know the term mother nature but are we really following the relation? No, we are not concerning about it.

#### **10 most creative Environmentally Friendly Marketing Campaigns**

I work in a company that has a very green profile. As an experienced digital marketing manager, I am responsible for coming up with all of our online marketing campaigns. As online marketing has been happening for decades already, there is no point in inventing the wheel.

Funny sustainable marketing campaigns

1: Carlsberg renewable beer bottle: Carlsberg is brilliant at finding innovative ways to reduce their environmental footprint as a large beer company. This ad is smart, but they are already selling plastic-free beer packaging (that I have tested and reviewed).

2: IKEA charges money for plastic bags: There are three clear reasons why I find this advertisement to be powerful and extremely clever:

- 1) They are now making you pay for the bag (extra revenue).
- 2) They justify the extra income by saying that you should limit your plastic pollution.
- 3) IKEA will also get a lot of goodwill because they are now “giving to charity” as they give five cents to Tree Canada for every bag sold.

#### **Thoughtful video campaigns**

1: Coca-Cola Introducing Plant Bottle ™:

Why did this campaign succeed? First and foremost because they highlight a problem that “everyone” is aware of; plastic trash in nature. This is what appeals to people. People do not understand a graph that illustrates how much CO2 that can be found in the atmosphere.

Is this product really eco-friendly? The product contains up to 30 % renewable material”. Therefore, I would not really say that this product makes the world a (much) better place. However, I do acknowledge that Coca-Cola try to make their packaging more eco-friendly. Several publications actually blamed the soda company for green washing.

2: Patagonia`s first ever TV advertisement:

You might have heard of the apparel giant Patagonia. They are famous for offering high-quality clothes for people that want to explore nature. Throughout the 44 first years of business, they did not launch a single marketing campaign!

4: Beyond Meat: Website presentation:

I also wanted to include one of the best websites I know about. Beyond Meat is a plant-based meat option that specializes in offering hamburgers without meat.

Why is it so important to find the right angle when you create a green marketing campaign?

The most important thing is to illustrate something that people care about. Green marketing should not really be about educating the public about global warming. It should be to illustrate how the consumer can buy a green product or service that ALSO benefits the planet. Ultimately, advertisement is all about increasing sales. You should spend more time focusing on the product rather than the problem. Lacoste did not want to save all the animals in the world – they want to create a hype around a beautiful advertisement campaign that can make them sell more t-shirts.

Time for Nature,’ with a focus on its role in providing the essential infrastructure that supports life on Earth and human development.

Reference: <https://www.conserve-energy-future.com/15-current-environmental-problems.php>

Newscaster- Manasvi Gajmal

Freelance Reporter- Seema Samant



**Freelance reporter- Arsh Shrivastav**

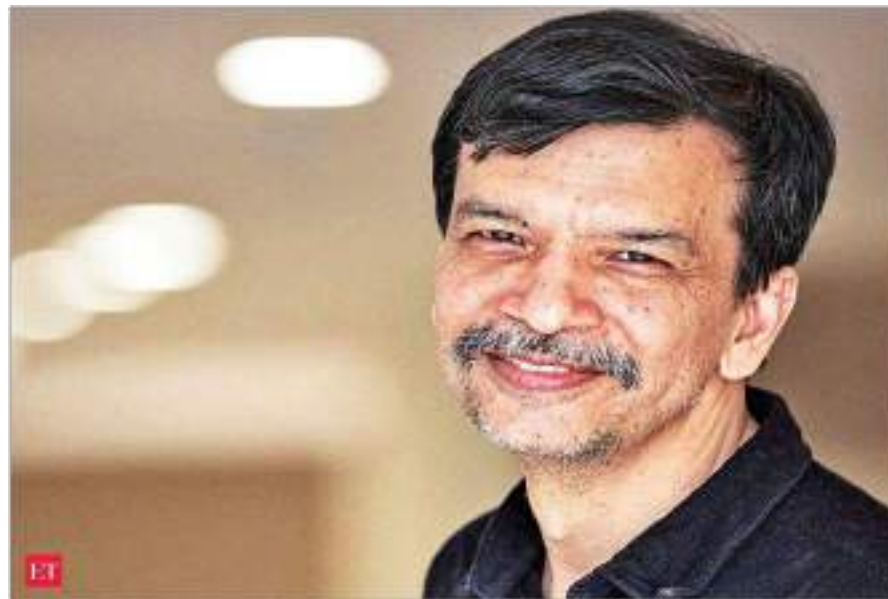


# WEEKEND CHRONICLE

## *Science & Space*

*Sunday, 25<sup>th</sup> July, 2021*

### ***INDIA'S ENERGY ENGINEERING IS EVOLVING TOWARDS SUSTAINABILITY!***



Rangan Banerjee teaches energy science and engineering at IIT Bombay. Speaking to Srijana Mitra Das, he discusses major changes taking place across Indian industries aiming to achieve energy efficiency:

It's positive that companies are setting net zero targets and exploring all the options towards these. British Petroleum and other oil groups are studying biofuels, bio refineries, solar power, etc.

NSE -0.46 % has announced a 2035 net zero carbon target — what does such a transition involve?

There are plenty of possibilities. In oil and gas, the actual refining accounts for only a small percentage of emissions — these could be

Offset. Next, in terms of understanding the total Co2 generated from an industry, Co2 per unit of energy is multiplied by energy per unit of output — this can be made more efficient by reducing the energy per unit of output. Also, Co2 per unit of energy can be made zero by using renewables— any industrial process needs heat and electricity. If that comes from solar photovoltaic, wind or hydropower, it becomes zero carbon. Another option is to segregate and capture the Co2 and store it. Globally, oil companies are trying this approach — a project in Norway's Lener is segregating carbon which is being used for enhanced oil recovery in old oil wells. It's a positive development that companies are setting net zero targets and exploring all the options towards these. Global oil groups like British Petroleum (BP) are studying the possibilities of biofuels, bio refineries, solar energy, etc. The interesting question is the scope of change.

*Reference link: [indiatimes.com](https://indiatimes.com)*

*Newscaster- Simran Mande*

*Freelancer Reporter- Naima Bhatta*



# WEEKEND CHRONICLE

## *Nature*

*Sunday, 25<sup>th</sup> July, 2021*

### ***BUILDING A SUSTAINABLE FUTURE FOR INDIA***



India is on the threshold of a decisive moment in its growth path. It is on the cusp of major change. As it rapidly urbanizes, improves the quantity and quality of energy for all its citizens, and manages the natural resources that underpin lives and livelihoods, the possibility of sustained and sustainable growth is within its grasp.

The world's most populous democracy, home to 1.2 billion people, is also one of the fastest growing economies. Its GDP is the 7<sup>th</sup> largest globally and is set to overtake the United Kingdom's by 2020, although recent estimates suggest it has already done so. But benefits of faster GDP growth in recent years are being undermined by harmful spill overs from the current growth model. These include severe local air pollution and its damage to health, rising energy insecurity due to an increasing share of coal and other energy imports, excessive drawdown of groundwater in agriculture, and the costs of rapid but problematic urbanization.

For one, severe air pollution is a significant burden. A recent study found that poor air quality causes around 1.1 million premature deaths every year in India, overtaking China, where deaths linked to air pollution, although still numerous, have plateaued in the last few years. Ten of the world's 20 most polluted cities are in India. In Delhi, local air pollution was so severe in 2015 that doctors were prescribing patients with serious respiratory problems to simply move out of the city. The recent Supreme Court ruling obliging manufacturers to abide by the new vehicular emission control norms is a positive step. A push to make electric vehicles mainstream would also be welcome, as would better data about traffic and air quality, so that solutions can be tailored for specifics. While Delhi has dropped out of the top 10 to 11<sup>th</sup> place in global rankings for poor air quality, it still has a long way to go if it is to be a vibrant megacity of the future. Congestion and traffic are also hindering urban development. Traffic congestion costs in Delhi averaged almost Rs5 per mile for cars and Rs10 per mile for buses during peak periods. The capital already has over seven million cars, well over 300 cars per 1,000 people. And India is already home to the largest number of total traffic deaths of any country: 137,572 were officially reported in 2013. All of this adds up. If we continue our current unconnected and poorly planned patterns of urbanization, we are looking at a cost of between Rs2-12 lakh crore by 2050, or even higher. This would include the increased costs of providing public infrastructure and services to dispersed urban areas, traffic congestion, air pollution, traffic casualties and health risks. Factoring in increased road and parking. Expanding sustainable urban infrastructure to encourage appropriately compact, connected, and coordinated cities. This includes enhancing centrally supported urban infrastructure programs, with a focus on multi-modal transport planning, encouraging innovation in service provision, and ensuring that urban service and user fees reflect the full social costs of services provided. Energy is at the heart of our development ambitions, not only supporting a growing 21<sup>st</sup> century economy but also bringing light and opportunity to the approximately 240 million people who currently lack.

India is stepping up as a leader on the global stage on climate action and sustainable development. Today, we have a unique opportunity to prepare and build for a future that is low-carbon and climate-resilient. If we do it right, we will gain economically from liveable and productive cities and from clean sources of energy powering our homes and industries. We will avoid incurring later costs from climate change, which the UN estimates could reach \$500 billion per year globally by 2050, with potentially even higher costs later in the century. From heat and rising sea levels to drought and food security, India is especially vulnerable and, our poorest fellow citizens, even more so. But it is within our reach to get this right for ourselves and future generations. As part of our national climate pledge for the landmark Paris Agreement, we quoted Mahatma Gandhi: "One must care about the world one will not see." Our future – the world we are yet to build – depends on it.

**Reference link :- <https://newclimateeconomy.net/content/commentary-building-sustainable-future-india>**

***Newscaster - Divya Nayak***

***Freelancer Reporter- Aditya Nikam***



# WEEKEND CHRONICLE

## *Research*

*Sunday, 25<sup>th</sup> July, 2021*

### ***NIKE IS GRASPING THE SUSTAINABILITY NETTLE WITH ITS “MOVE TO ZERO” CAMPAIGN***



Move to Zero is Nike's most ambitious undertaking to date. It's the first time all aspects of Nike globally have been aligned with one clear planet-saving mission. "We're pursuing science-based goals to aggressively reduce our carbon footprint and are innovating to reduce waste," says Rustique-Petteni. Tying it up under this one broad-reaching initiative is "really about making the statement of future commitment and recognising that our brand can act as a catalyst for change," said Kinder. Part of this commitment involves switching to 100 per cent renewable energy by 2025, through partnerships with factories utilising rooftop solar power units in Vietnam, China and Indonesia. Nike will also overhaul its manufacturing processes, fabric production and reduce the size of its cardboard boxes significantly, which reduces the need for tissue paper and excess wrapping to fill out the box. By the end of 2021, Nike will completely eradicate single-use plastic bags in all its stores. Third-party carbon offsetting programmes, where Nike will pay for the planting of trees, will also help to reduce overall emissions.

"The systems are complex, but we know we can't just wait for solutions – we have to create them," said Rustique-Petteni, of this multifaceted approach. It's now easier than ever to shop more sustainably with Nike; an online badging system enables buyers to identify which products contain more than 50 per cent sustainable fibres. Customer communication is key. Recycling plastics into fibres comes with its own problems, however: garments can't then be recycled further, proving how complex this path to sustainability can be. As part of Move to Zero, Nike will commit more resources to trying to close this loop. "We're exploring a number of new materials and technologies that are lower-impact, longer-lasting and more easily recyclable," said Rustique-Petten. Founded in 1964 in Oregon, Nike has long been ahead of the curve in terms of sustainability. In 1992, it shifted from using petroleum-derived glues to water-based adhesives to stick its rubber soles onto sneakers; 10 years later, it switched to using a more environmentally friendly rubber for all its soles, which contained 96 per cent fewer toxins. It was also the first clothing company to publish a corporate and social responsibility report – way back in 2001. But today, against the tangible effects of climate change, these commitments are more important than ever.

"We want to accelerate progress by sharing the work we're doing to design better products for today and tomorrow by changing how we make them, deliver them and take them back for another life," said Rustique-Petteni. The Move to Zero panel would ordinarily have taken place in New York; owing to Covid-19, Nike switched the discussion to a digital format, with Rustique-Petteni, Kinder, Armin and Warvel each sitting socially distanced around a table. Yet the backdrop of the global pandemic only heightened the urgency of this initiative, according to Kinder.

**Reference link - <https://www-vogue-co-uk.cdn.ampproject.org/v/s/www.vogue.co.uk/news/article/nike-move-to-zero-sustainability>**

***Newscaster :- Shubham Patil***

***Freelance Reporter :- Aakash Bavdankar***



# WEEKEND CHRONICLE

## *Academics*

*Sunday, 25<sup>th</sup> July, 2021*

### ***A STEP TODAY, A BETTER WORLD TOMORROW!***



With mankind crossing all thresholds of excellence, development in an every field is on the rise. In our present tech-world, we are increasing reliant on our gadgets and with every passing day we are becoming better than our forefathers. But at what cost?

The cities are over-populated; resulting in the increase in high-rise towers, traffic on the roads, less green spaces and deteriorating environmental conditions. The summers are sweltering, the winters freezing and the monsoon flooding.

The Earth we live in is the only home we have unless the scientists come up with concrete proof that Earth life is sustainable on Mars as well. It is our duty to safeguard the beauty and biodiversity alive on it. The change you make in your home is the change that will reflect in our world. On National Pollution Control Day, we bring to you small changes that you can implement in your homes to create a positive impact on your lives as well as our environment.

Plant a garden – Greenery is the way to go! You do not need a big backyard to have a garden. Plant small shrubs and plants in the earthen pots in your balcony.

1. Environmental friendly paints – Use low-VOC or water-based paints within your homes.
2. Conserve electricity – Wherever you are, tried to conserve electricity. Switch off electrical appliances that are not in use. Turn off the lights, fans, etc. when you leave the room, even if it is only for ten minutes.
3. Paper conservation– Digital is the preferred ways but if you have to use paper, please make sure that to maximize its usage by using both sides of the paper.
4. Paper & cloth bags vs. plastic bags – Don't we all know that plastic is harmful? Yet, the usage of plastic bags hasn't seen a decline even though establishments charge for them. Be the environmentalist and carry your own paper or cloth bags whenever you go shopping.
5. Batteries – These small pieces of metals contribute to the pollution of the environment. Always buy rechargeable batteries for your appliances.
6. Electric appliances – When you go to shopping for electric appliances, make sure that they have an Energy Star label.
7. Stainless steel or glass containers – Replace plastic bottles and containers with stainless steel or glass bottles & containers. Not only are they good for the environment, it also protects you from the harmful chemicals present in plastic containers.
8. Reduce Reuse and Reuse- Reduce your usage. Try to reuse things, so that the production of the same item again and again can be checked. Thus, cutting down on fuel consumption and heat emission. And most importantly, recycle. You will be amazed to know that if you recycle half of the garbage produced at home, it will save over 730 kilos of CO<sub>2</sub>.
9. Conserve Energy- Save energy if you want to save the earth. Never leave any appliance on standby mode. When not in use, put the appliances on switched- off mode. This will reduce their temperature and emit less or no heat at all. This practice not only will save energy, but also will save money. If possible, use solar energy whenever possible to reduce the effects of climate change.
10. Say no to Plastic- Approximately 30 million plastic wastes generated every year is drowning our planet in pollution. Plastic does not decompose and adds to increasing global temperature. The first small step is to avoid using plastics as much as possible.

Reference- [www.askcody.com](http://www.askcody.com)

Newscaster- Vaibhav Salvi

Freelancer Reporter- Om Satelkar



# WEEKEND CHRONICLE

## *Media*

*Sunday, 25<sup>th</sup> July, 2021*

### ***MEDIA'S ROLE IN ENVIRONMENTAL CONSERVATION***



Media provides environmental awareness and participation by making information widely available through creating people's awareness about environmental protection and conservation of natural resources. It can serve this purpose through the means of multi-channel regional and network service comprising programming such as tasks, interviews, plays and documentaries. The electronic media can identify and bring to a halt forces affecting natural and manmade resources. This is to reduce pollution and promote environmental quality e.g. Prevention of wastage of oil, production of poisonous gases emitted through the burning of coal and other sources of energy is not a solitary goal. The public also get to know ways to prevent environmental pollution, and learn how to curb environmental degradation. Media can pass various educational information to the public through various means such as newspapers, magazines, journals, and various aspects of electronic mass communication. Media enhances communication-Communication is derived from a Latin word "commune" which means common 'thus if a person affects communication, he has established a common ground for understanding. Literally communication means to inform, to tell, to show or to spread information. Environmental communication serves two functions i.e. pragmatic and constitutes. It is pragmatic because it helps individuals and organizations to accomplish goals and literally do things through communication. Media involves communication of new ideas generated either from the environment within our neighbourhoods or what we study. Communication is helpful in creating people's awareness about environment pollution and conservation of natural resources. It controls dialogue and social action that helps to mitigate environmental impacts and to have a healthy and sustainable environment. Media conducts research of environmental issues. This research is conducted with an aim of enhancing environmental management and protection. This is achieved by modelling environmental events and studies where modes states the likelihoods of environmental disasters eg.flooding, earthquakes, climate change, pollution and wildfires takes a role in informing the public on such events. The media through research enhance participation in environmental management and protection i.e. Research on climate change through the meteorological department. Mass media research and media planning in the field of environment management and conservation of natural resources can be accelerated by keeping in view the effectiveness of campaigns, provides most relevant information to the effluent use of media to protect and conserve environmental resources and maintenance of environmental quality to achieve sustainability. Media plays a role of linking the community and the government on environmental issues. This is achieved through direct consultation with members of the government on environmental issues. Mass media communication in terms of vernacular radio stations has proved to be one of the most effective ways to get communities involved in environmental management and conservation. Most communities understand environmental conservation and communication in their language better .Vernacular mass media is important as it reaches all individuals and communication even at the grassroots' levels.

This makes them feel involved and as key players in environmental conservation. The media in the case of environmental hazards, that is, drought, links the government to the community in the most affected areas of the country. In these ways, the media enhances environmental participation and links government and community. Marketing of commercial exercise products and services in media can advertise certain products .In this way it can be through articles, national and local newspapers and magazines. To achieve the aim of reaching as many people as possible. These magazines are sold at a lower price and thus affordable price. Moreover, pictures are included to attract attention and urge you to read them. This information about conservation gets to as many people as possible. Mass media also promotes environmental health. Through media awareness, the public are educated through various ways to get knowledge on how to protect the environment.

**Ref:** <https://environmentblogs.wordpress.com/2014/08/01/medias-role-in-environmental-coservation/>

**Newscaster- Shruti Soparkar**  
**Freelancer Reporter- Piyush Vishwakarma**



# WEEKEND CHRONICLE

## *History*

*Sunday, 25<sup>th</sup> July, 2021*

### ***PRESERVATION OF INDIAN HERITAGE IN TODAY'S WORLD.***



Historical monuments are symbolic of a country's rich culture and past. Ambient air quality that is conducive to the delicate monuments must be ensured in order to preserve them and protect our national identity. The damage inflicted by increasing levels of pollution is no longer limited to human health, the environment or the economy. Besides creating innumerable challenges for the coming generations, air pollution is threatening to obliterate the illustrious historical monuments in India. Recently, an RTI query revealed that it would take nine long years for the Archaeological Survey of India to complete the mudpack therapy on the outer marble surface of the Taj Mahal to remove yellowness caused due to air pollution. The sheer intensity of the pollution will require the therapy to be repeated every six to seven years in order to save the monument from certain ruin. The seriousness of the issue has prompted the Parliamentary Standing Committee on environment to direct the ASI to submit an interim action plan for the restoration of the Taj. The Taj is not alone in facing the pollution predicament. The white-marbled lotus Temple in Delhi, an architectural feat of the Baha'i faith, is wilting under the onslaught of pollution. Unregulated sources of pollution, such as vehicular emissions, burning of trash, rubber and plastic, besides fly ash, a residue of coal combustion are combining together in form of suspended particulate matter to form a complex challenge to the fitness of the monuments. This threat is even more pronounced in the case of marble structures, as the air pollutants react with marble by masking the original colour and lending a yellow hue to the surface. The ASI currently uses the clay-pack method to remove harmful deposits from the marble surface. This method is considered safe as it

Involves minimal use of chemicals and almost no mechanical efforts, but it is a painstakingly slow process that is now unable to keep up with the pace of pollution. In order to contain and reverse the harmful impact of pollution on monuments, the Government must ensure that the restoration and preservation efforts for the monuments are technology-based and have a faster implementation period. For instance, the laser technology based restoration project of the temples of the Acropolis in Athens is an apt example. A team of Greek engineers and restorers used an innovative laser technology system to clean the surface of the ancient monuments and in the process were able to uncover colours and ornamentation hidden for decades. Besides technology-based conservation efforts, timely intervention is also crucial in achieving early success in the fight against pollution. Various State Government authorities, especially the Government of Uttar Pradesh, can derive inspiration from the initiative taken by the Punjab Government to preserve and protect the Golden Temple in Amritsar from getting irreversibly damaged by pollution. Heavy industries have signified the growth and development of Punjab, but they have also caused a rapid increase in pollution levels. The study concluded that vehicular pollution combined with industrial emissions had discoloured the main building's facade and the golden plates affixed on the shrine at the Golden Temple. Moving fast on the findings, the Government created a monitoring station at the temple to measure and report high levels of pollution. Steps were also initiated to ban cars older than 15 years old in the direct radius of the temple besides shutting down polluting units in the temple vicinity. Historical monuments are symbolic of a country's rich culture and heritage. Ambient air quality that is conducive to the delicate monuments must be ensured in order to preserve them and protect our national identity.

Reference- <https://www.dailypioneer.com>

Newscaster- Darshit Champanerker  
Freelance Reporter- Ashutosh Keni



# WEEKEND CHRONICLE

## *Library*

*Sunday, 25<sup>th</sup> July, 2021*

### ENVIRONMENT, CREATING TOMORROW WITH TODAY

The World has changed, for good. Every country on every continent has been impacted by its own economic, political and social crisis and our inter-dependencies have exposed the fragility of our world. Unquestionably we have heroism and resilience, dogged determination and selfless dedication: equally we have seen bickering, supply chain weaknesses, vulnerability of both our social and economic systems. Do we simply breathe a sigh of relief that “it’s all over” or “let’s get back to normal” and return to the comfort of yesterday? Not a chance. There is a challenging opportunity to create tomorrow, today. This is the moment to reshape our world, politically, socially, and commercially. At a personal level, it is our time to examine our own lives --- what we want now for ourselves and our families. For once, we have had time to think. We owe it to turn thought into action. We were already facing upheaval. Have we forgotten the chaos of Brexit? Has the threat of global warming been switched off? Were the challenges of a digital economy mere flights of fancy? That “global recession” and the slowing down of growth in those key Asian, South American and African markets were more than perceived threats. We were struggling with polarizing societies, increased nationalism, widening divides between rich and poor, powerful and powerless. We were talking ourselves into a stupor; criticizing everything, resolving nothing. The crisis that has preoccupied our world over the last despairing months brings into sharp focus the issues we had simply not faced and accelerated the need for us to create tomorrow today. We have seen how exposed our businesses are, how our ways of working were stuck and how our own sense of meaning or purpose had drifted into daydreams and regrets.



Best to start with ourselves. How resilient did we prove to be? Did we find during this period that we were as clear and certain about what we wanted from our relationships, our families, our work, ourselves? How comfortable were with our own thoughts, isolated from so much social and business interaction? Did we live well within ourselves, or were we disturbed by our thoughts? Did we sleep better? Were we less frenetic? Did we work more efficiently than before? What from the experience do we never want to revisit? What from our experience do we want to cherish and take forward? Tomorrow today should be all about collaboration, not the loneliness and isolation of the far-distant leader but of the “nearby leader” who steps alongside rather than forging ahead and hoping for followers. Because we have this collective experience of world-changing events we can feel almost numb in our reactions. We run the risk of feeling that “one size fits all” instead of realizing that whilst the experience may have been “common” our individual responses to it and the impact it has on us as people is essentially unique. How people have been affected physically, mentally, socially by what has happened will vary enormously.

Are we all up for the challenge of creating tomorrow today? Possibly not. For some the challenge is understandably one too many – the task simply too great. Time to leave the stage, graciously but decisively. We should not try to recreate the past. But for others there will be literally a “once in a life-time” opportunity to do things differently.

Charles Darwin wrote “It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change”

Reference: <https://www.linkedin.com/pulse/creating-tomorrow-today-stuart-walkley->

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# WEEKEND CHRONICLE

## *Food & HealthCare*

*Sunday, 25<sup>th</sup> July, 2021*

### ***EFFECTS OF FOOD ADDITIVES ON HEALTH AND ENVIRONMENT***



According to World Health Organization, food additives are substances that are added to a food to maintain the safety, freshness, taste, texture, or appearance of the food. Indeed, there are some harmful effects of food additives on health and environment.

- Types of food additives

1. Anti-caking agent: It is a type of food additive that is used to prevent ingredients from being too lumpy
2. Antioxidants: It is a type of food additive that is used prevent food from oxidizing
3. Artificial sweeteners: It is a type of food additive that is used to increase the sweetness level of a food
4. Color additives: It is a type of food additives that is used to enhance color to the food
5. Emulsifiers: It is a type of food additive that is used to prevent fats from clotting together
6. Flavors: It is a type of food additive that is used to add flavor
7. Flavor enhancers: It is a type of food additive that is used to increase the power of food flavor

- Examples of food additives in our daily life

1. Anti-caking agents: Milk and cream powder, grated cheese, icing sugar, drinking chocolate, instant soup powder, and table salt
2. Antioxidants: Ascorbic acid, Butylated hydroxyanisole, Butylated hydroxytoluene, Propyl gallate, and Tocopherols
3. Artificial sweeteners: Saccharin, Acesulfame, Sucralose, and Aspartame
4. Color additives: fruit juices, vegetable juices, beta-carotene (yellow to orange color), annatto extract, dehydrated beets, caramel, grape skin extract
5. Emulsifiers: Soy lecithin, egg yolk, mustard, Sodium phosphates, Sodium stearoyl lactylate, Monoglycerides, and Diglycerides
6. Flavors: 'real' vanilla and 'artificial' vanilla
7. Flavor enhancers: Monosodium glutamate (MSG), Monopotassium glutamate, Calcium diglutamate, Guanylic acid, Disodium guanylate, Sodium guanylate, and Inosinic acid

There are also some food additives that are worth taking not for its potential health risk it may cause, such as:

- Artificial food colors: It may lead to allergy, asthma, hyperactivity, and it can possibly be carcinogenic
- Artificial flavor: It may cause allergic reaction
- Aspartame and Saccharin: Those artificial sweeteners may cause hyperactivity, allergic reactions, and they are possibly carcinogenic
- Benzoates (BHT, BHA, TBHQ): It may potentially lead to ADHD-related symptoms
- Hydrogenated fats: It leads to Cardiovascular disease and obesity
- Monosodium Glutamate (MSG): It may cause allergic reaction, headaches, dizziness, chest pain, depression, mood swing, brain nerves damage and it is possibly neurotoxin
- Nitrates: It can develop into nitrosamines inside the body, which can be carcinogenic
- Olestra: It is an artificial fat that can lead to diarrhea and digestive disorders
- Refined flour: It may lead to carbohydrate imbalances and altered insulin production
- Salt: An excessive consumption of salt may cause you the increasing of blood pressure
- Sugar: It may lead to obesity, dental cavities, diabetes, hypoglycemia, and increased triglycerides or Candida
- Sulfites (such as sulfur dioxide and metabisulfites): It may lead to allergic or asthmatic reaction

Indeed, that's all the harmful effects of food additives on health and environment that we should avoid to stay healthy!

Ref - (<https://azchemistry.com/effects-food-additives-health-environment/>)

*Newscaster - Saneha Jatav*

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# WEEKEND CHRONICLE

## *Culture & Cuisine*

*Sunday, 25<sup>th</sup> July, 2021*

### ***FOOD, CULTURE AND THE ENVIRONMENT: COMMUNICATING ABOUT WHAT WE EAT***



Every day, we eat the world. Humans across the planet are united by a universal need to eat food and drink water. Food cuts across race, class, culture, and political party, uniting the planet in the age old question, “what’s for dinner?” Because of this biological need, food is a wedge issue. Not in the traditional sense where a specific social issue is used to divide a constituency. Rather, food is the thin end of environmental awareness a site where fundamental questions can begin to be asked, questions that often lead to challenging re-conceptions of our environments, our societies, and ourselves. When these same questions and challenges are posed around issues of wilderness, trees, toxic waste, or whales, all too often the biology becomes subsumed by ideology, with predictable patterns of left and right, pro- and anti environmental positions staked before the headline is even written. Food politics clearly involves elements of inequality, but even so, it possesses a unique ability to unite wildly different kinds of people around visions of delicious, sustainable, and safe food. Unique cultures and ways of life result from adaptations to the environment. The purpose of this lesson is to help students understand the relationship between culture and geographical environment. It also helps them understand that, even when the environmental factors that initially shaped culture no longer exist or apply, many unique aspects of a culture remain. The lesson uses a simulation activity to re-create the struggles of early people in meeting their basic needs and developing their unique cultures. This lesson sets the stage for ongoing discussions of culture throughout the course. Use it to introduce the concept of ethnocentrism and conclude by pointing out the need to appreciate cultural diversity and respect for others’ world watch.

The USDA (US Department of Agriculture) has been tracking the nutritional quality of produce since the 1950s and has seen a steady decline. According to Brian Halwell, a researcher for World watch, vitamin C has declined by 20 percent, iron by 15 percent, riboflavin by 38 percent, and calcium by 16 percent. So we are now getting less nutrition per calorie in our foods. In essence, we have to eat more food to get the same vitamin and mineral content. This is probably due to a combination of factors, including the depletion of nutrients in the soil through monoculture and the use of fertilizers, which simplify the biochemistry of the soil.

This simplification of the soil in turn makes plants more vulnerable to pests, so farmers need to use more pesticides, which introduces those chemicals in our bodies and in our air and water supply. We will look at some of the impacts on these environmental toxins in a minute. Learn more how phytochemicals help us plants treated with pesticides also don't produce as much of their own phytochemicals to protect themselves from pests. These plant chemicals are greatly beneficial to humans. that organic foods are an exception to this discussion-they don't include contaminants and it is likely that they have more phytochemicals.

Referencee: [https://www.researchgate.net/publication/273849350\\_Food\\_Culture\\_and\\_the\\_Environment\\_Communicating\\_About\\_What\\_We\\_Eat](https://www.researchgate.net/publication/273849350_Food_Culture_and_the_Environment_Communicating_About_What_We_Eat)

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# WEEKEND CHRONICLE

## Travel & Tourism

*Sunday, 25<sup>th</sup> July, 2021*

### ***STATES IN INDIA ARE TRYING TO CHANGE THE WAY TOURISTS TRAVEL***

Tourism is a powerful engine that drives most of how a country functions, be it in an economic, cultural, social or educational sense. It creates employment, it spearheads growth, champions diverse cultural heritage, and overall, improves the quality of people's lives. While those dreamy international trips seem far off, the lucrative world of domestic travel seems to have taken a new form and #travellocal seems to be the new jam. In keeping with this spirit, the Ministry of Tourism launched the 'Dekho Apna Desh' campaign shortly before the lockdown and continues to screen webinars to promote domestic tourism. Driving holidays, weekend getaways, day trips and local attractions are what will help support the local tourism economy. There's no doubt that earnings from tourism contribute majorly to a country's economic status and a global pandemic can act as a slow death to this burgeoning sector. This is why states like Uttarakhand have lifted curbs on inter-district, inter-state and international travellers and allowed homestays and hotels, outside the containment zones, to open up for business. Meanwhile, Meghalaya has come out with a 'Trip Now, Travel Later' campaign which invokes nostalgia and fills travellers with hope. The core message of the video is to stay safe, in hopes of a better tomorrow and keep imagining when we can again travel, tell and transform.

The Madhya Pradesh government has lifted all travel restrictions within the state, thereby encouraging travel to go to local destinations worth exploring. Their 'Intezaar Aapka' campaign highlights the fact that travellers are eager to get out of their homes with their families but preferably not very far. This is where the weekend getaways come in. The campaign promotes spots of tourist interest such as Ujjain, Panchmari, Amarkantak, Bandhavgarh, Kanha and Mandu. The MP tourism board has designed a number of safe tour packages which take care of everything from stay to the excursion. Apart from this, short weekend road trips have also been planned.



*The holy ghats of the Kshipra River in Ujjain come alive during evenings.*

Odisha, on the other hand, is blessed with sun-kissed temples and a plethora of water bodies, rivers and lakes which make for the perfect vacation spot for a cruise. The state government is cruising with private operators to develop cruises as its next big thing and is all set to revamp its tourism sector. Reports suggest that the first phase of the plan has been narrowed down to five destinations: Chilika Lake, Bhitarkanika, Satkosia Gorge, Hirakud, and Mahanadi. This needs to be handled carefully as many are still sceptical of getting out of their houses for long periods of time. Although this new venture comes with an addendum about the negative impact this could have on the natural environment, especially the flora and fauna of Chilika Lake and the crocodiles at Bhitarkanika, which needs to be factored in by the state tourism board.

Culture and Tourism Minister, Prahlad Singh Patel, says that the vision is to first make destinations safe enough to travel. "With this objective, we have released a set of operational guidelines for hotels and other accommodation units, restaurants and tourism service providers like tour operators, travel agents, taxi operators etc." he adds. Wildlife destinations which offer a natural mode of social distancing are anticipated to boom along with activities like trekking, wellness retreats, mountaineering, rural tourism and other offbeat places.

Reference- [www.outlookindia.com](http://www.outlookindia.com)

Newscaster- Amol Panchal

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**Reference link:-**<https://olympics.com/tokyo-2020/en/games/sustainability/>



# WEEKEND CHRONICLE

## *Social Issues*

*Sunday, 25<sup>th</sup> July, 2021*

### ***UNLOCKING TOMORROW'S ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) OPPORTUNITIES***



Evidence is mounting that company performance regarding environmental, social, and governance (ESG) factors contributes to business success, and the speed at which those factors become material to any given business is increasing. Consider, for example, how quickly the COVID-19 crisis translated from a health crisis into one of the worst economic crises in recent history. A number of drivers lie behind this increase in speed. They include greater availability of data and the related demands for transparency, society's changing expectations as public awareness of social and environmental challenges increases and the growing influence of investors as they integrate ESG factors into mainstream investment processes. In a new age of materiality, investors must proactively work to understand ESG factors and incorporate these trends into investment decision making in a more agile way.

Four trends driving ESG materiality:

While the time frame in which individual ESG factors become financially material varies, they all do so with dynamism that is driven by four trends: hyper transparency, stakeholder activism, societal expectations, and investor emphasis on ESG.

- **Hyper transparency-** Mounting scientific evidence is driving the speed at which ESG issues become material to business. In several European countries, for example, studies on the damage to health caused by air pollution have provoked public and regulatory debates on whether to ban internal combustion vehicles. Similarly, academic research linking gender-diverse boards to improved financial performance is prompting debate on workforce gender diversity among policymakers and investors. Meanwhile, such technologies as artificial intelligence, block chain, and virtual reality are creating unprecedented levels of transparency, enabling investors and other stakeholders to look beyond publicly reported ESG data.
- **Stakeholder Activism-** Key influencers such as the media, public figures, or NGOs can increase the materiality of a sustainability issue to business when they disseminate evidence and create narratives that change societal expectations or prompt action by regulators or investors. Social media greatly magnifies these voices, as seen by activist Greta Thunberg's ability to create the #FridaysForFuture youth movement on climate change, which led to global protests that attracted more than 6 million participants in September 2019. Campaigns are becoming increasingly sophisticated. Active in more than 40 countries, the group uses such online tools as Slack, Zoom, and Google Drive to organize collective action and engage others, including climate scientists.
- **Societal Expectations-** The evolution of materiality also comes through the influence of key decision makers. Whether they are policymakers shaping legislation, consumers making purchasing choices, or employees deciding to work for certain companies, these influencers can have a direct impact on a company's profitability. And we see an uptick in the responsiveness of these three groups. Policymakers are increasingly ready to take action. In Germany, for example, the government recently decided to phase out coal power by 2038. And in China, where public pressure to tackle air pollution is intense, the government has adopted a three-year action plan that includes ambitious targets for clean air and emissions in 2020.
- **Investor Emphasis on ESG** - Investors can influence the process by which issues become material. For example, they can evaluate companies from an ESG perspective and use the results to inform portfolio construction. And an influential investor that raises public awareness of a certain issue can cause management teams to pay attention.

We are seeing more of this kind of ESG investor activism. In the US, shareholder resolutions that focused on environmental and social issues as varied as climate change, diversity, and human rights made up half the total in 2017, up from 33% from 2006 to 2010

**Newscaster: Mansi Parag Sikchi**  
**Freelance Reporter : Aayush Sinha**

**Ref:** <https://www.bcq.com/publications/2020/future-esg-environmental-social-governance-opportunities>



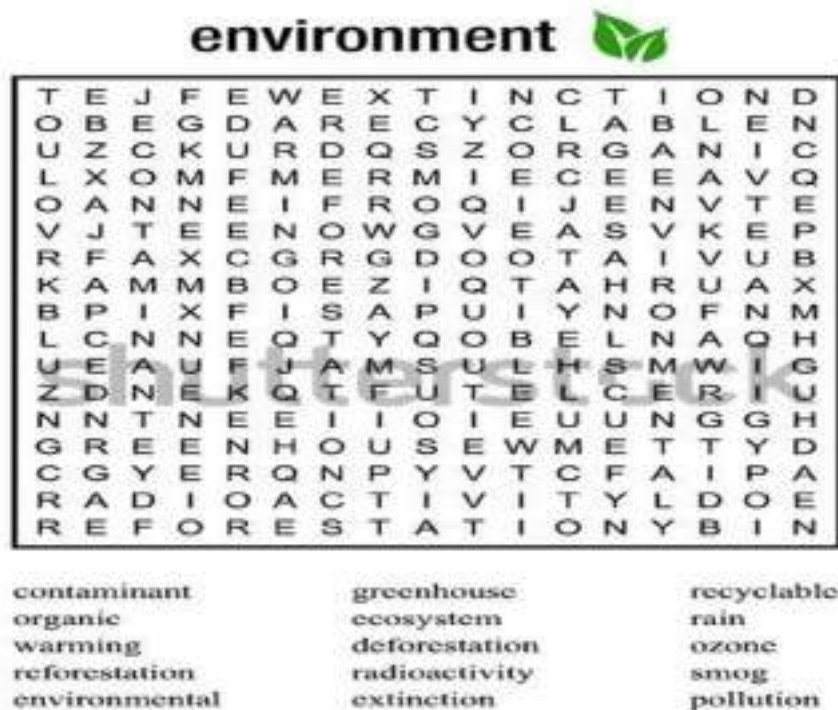
# WEEKEND CHRONICLE

## *Student's Section*

Sunday, 25<sup>th</sup> July, 2021

### PUZZLE

### AMAZING FACTS



- 1).It's Impossible to Hum While You Hold Your Nose
- 2).Potato Chips Cause More Weight Gain Than Any Other Food
- 3).Cell Phones Are Full of Bacteria
- 4).The Longest-Living Insect is the Termite
- 5).Chewing Gum After a Meal Reduces Heartburn
- 6).The shortest commercial flight in the world lasts just 57 seconds
- 7).Japan uses sunflowers to clear up radiation
- 8).The Titanic almost experienced a collision days before it sank

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Ref:-bestlifeonline.com

Name -Kartik wadikar  
Freelance Reporter - Anushka Patil

### RIDDLES

1. What is always in front of you but can't be seen?
2. What can you break, even if you never pick it up or touch it?
3. I have branches, but no fruit, trunk or leaves. What am I?
4. What can you catch, but not throw?
5. What has to be broken before you can use it?
6. I'm tall when I'm young, and I'm short when I'm old. What am I?
7. What goes up but never comes down?
8. The more of this there is, the less you see. What is it?
9. What can travel all around the world without leaving its corner?
10. What question can you never answer yes to?

Ref - <https://bit.ly/3dMyAKL>

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