



Chikitsak Samuha's

Sir Sitaram and Lady Shantabai Patkar College of Arts &
Science, and V. P. Varde College of Commerce & Economics.
(An Autonomous college affiliated to University of Mumbai)



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WEEKEND CHRONICLE

BMS DEPARTMENT
INITIATIVE

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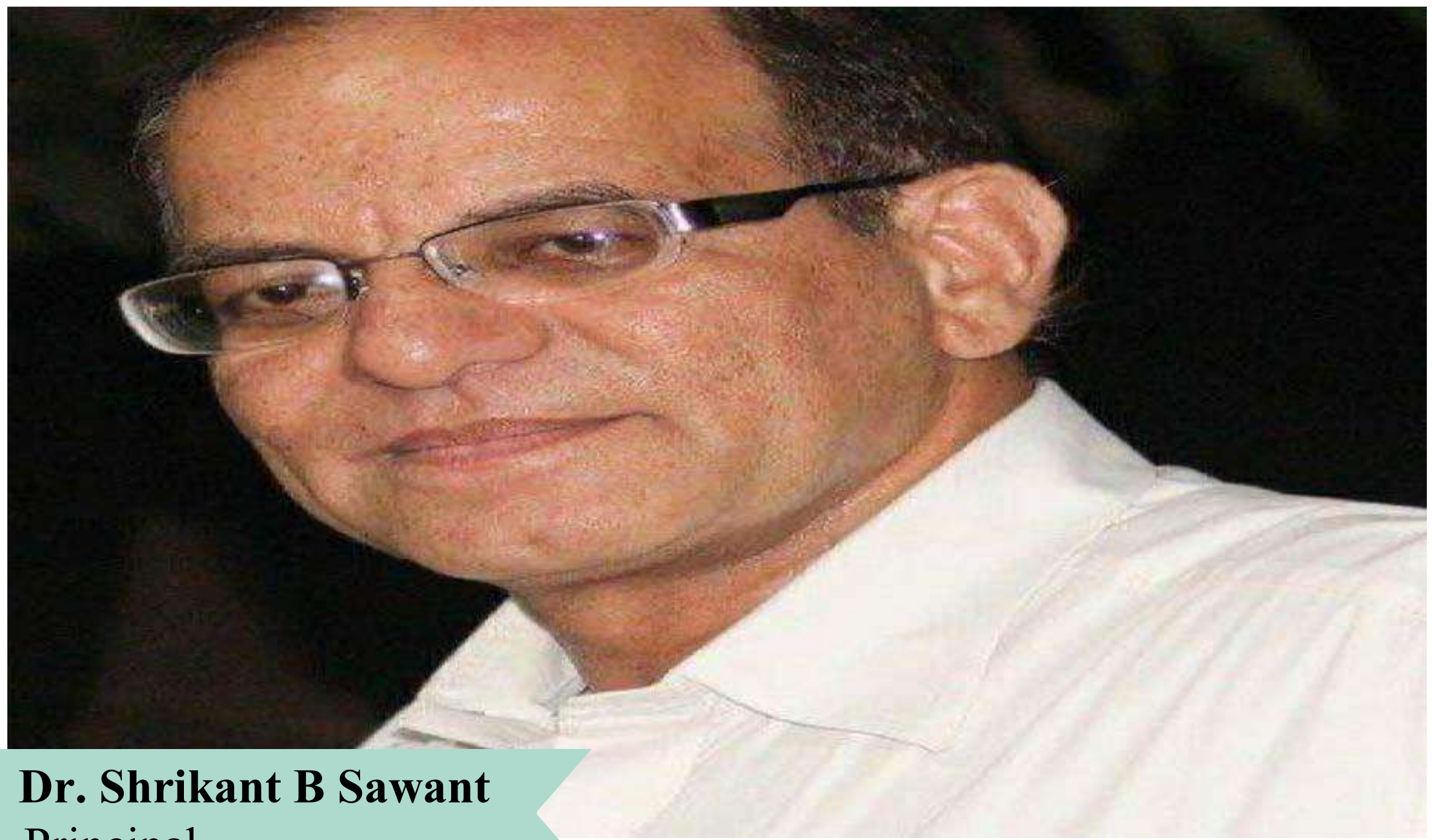
Dr. Mala Kharkar
Chief Education Officer

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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BUSINESS

TIPS FOR RUNNING A SUCCESSFUL ONLINE BUSINESS

We are in a connected world today. The internet, along with smart phones, has changed the way business is done. Owning and maintaining an online business gives entrepreneurs the freedom to make money from anywhere in the world. The most important step in starting a profitable online business is to find a business idea that matches your skills and strengths. Here are some ways to run a successful online business.

Organize Your Web Assets

This extends much further than just organizing your business. Your web assets are everything from your website to your social media profiles to your hosting account. These need to be in order. All relevant assets should be optimized for your brand. For example, your social media and webpages should have the relevant keywords. They should fall into an integrated marketing plan. And they should be completely updated with the latest information about your company.

Maintain Customer Records Safely:

One problem business owners have is that they need to be able to keep records safely. You have a legal obligation to protect any customer information obtained online. For example, you should store information on separate devices and have a number of secure backups. Your systems must be kept updated and controls should be implemented and access should be restricted only to specific employees. You should have a system in place to destroy things like credit card details securely when they're no longer needed.



Do you know your competition?

Any good business will know its competition. You need to know who you're competing against so that you know why customers choose you over others, or vice versa. Nowhere is this more important than in the online world. You should be aware of social media channels your competition is using. And you should inspect keyword usage from all your competitors using variety of tools Google provides.

Protect Your Brand's Online Reputation:

Online business is all about reputation. The slightest mistake can taint your brand forever. The key is control. Setup a Google Alert notification for your brand. That way, you'll be able to inspect any mention of your brand. Have a firm set of branding and social media guidelines, so anyone posting on behalf of your brand is aware of what you expect from them. Learn to deal with customer complaints and adopt a mindset of solving problems even if the customer is wrong.

Know When to Call it Quits:

Sometimes an idea will fail. The biggest challenge for an entrepreneur is to know when an idea has failed. It's no point trying to revive a dead duck. So don't be scared to change course if necessary.

Invest on a Good Internet Connection:

If you are online, you need a good internet connection. Sometimes, I've sacrificed on a good internet connection, only to realize I couldn't act fast on important orders. Without a fast internet connection, you could miss out on orders and customer questions. In short, your business could be paralyzed.

Stay On Top of the Latest Trends:

The online world is one that is constantly changing and evolving. It evolves faster than anything you'll see in the real world. Furthermore, you'll see social media trends evolving all the time. You need to be on top of this so you can be on the cutting edge of online marketing and branding.

Be Persistent:

Few businesses become overnight success stories. This is something you'll have to accept if you want to enter the business world. Persistence will pay off in the end if you continue to do all the right things. You need to be consistent and stay focused on your goals.

Newscaster – Ruchita Ajgaonkar

Freelancer – Rohit Pawar

Link: <https://www.entrepreneur.com/article/280600>

ADVERTISEMENT

FACEBOOK ADVERTISING IN 2021:
6 MOST VALUABLE TIPS FOR BEGINNERS

Selling stuff with Facebook ads works. You just need to know how to do it. Lucky for you, you’re in the right place! In this blog post, we are sharing the six best Facebook advertising tips for beginners. We’ll talk about Facebook ad targeting, types of Facebook ads, costs, and more.

It’s not 2016 anymore - the era of a relatively easy organic reach is long gone. There have been lots of updates on the Facebook algorithm during the last couple of years. Most important of them being the way posts appear in the feed. Since 2018, Facebook users started seeing less content from brands and businesses.

The Facebook algorithm started favoring posts from families, friends, and groups in your feed to help people stay connected with their loved ones. As for the businesses, a report from 2018revealed that an organic post now only reaches around 6.4% of the page’s total fans.

The chances of promoting your website organically in the first year are pretty much below zero. But don’t get to upset about it, there’s another way to reach your potential clients on Facebook! This is where effective Facebook ads step in.



- 1. Know your Facebook ad targeting
- 2. Choose the right type of Facebook ad
- 3. Use Automatic Placements
- 4. Ask the right questions before planning your Facebook ad budget
- 5. Create great ads which lead to an even greater website
- 6. Test Everything.

Freelancer: Seema Samanta.
Link:https://sixads.net/blog/facebook-advertising-most-valuable-tips-for-beginners/?gclid=CjwKCAjwy7CKBhBMEiwA0Eb7asaVmEXnuJujgOAtg5mL205VYU8fBHR103cRRLghxmApLN3poxK_TB0CRioQAvD_BwE

MINT HAI FRESHMENT KI SHAAN
TRY CADBURY’S NEW FLAVOUR
WHICH INCLUDES ANJEER & PAAN

The sweet battle of Cadbury inventors has finally come to an end. Mondelez India, the makers, and bakers of some of India's leading snacking brands like Cadbury Dairy Milk, 5Star, Oreo, Bourn Vita, announced the flavors of the 'go Madbury for Cadbury' campaign.

Introducing Cadbury Dairy Milk Hint Mint, made with Cadbury Bourneville flavor and Mint crystals, and Cadbury Dairy Milk Paanjeer, a combination of Paan flavor and Anjeer bites, created by Cadbury lovers Apoorva Rajan (Bengaluru) and Prabhjot Anand (Punjab), respectively. With the resounding success of Madbury's debut edition - with more than 800k entries, the company is all set to launch Madbury 2.0, asking consumers "Kahaan Se Aayegi Hamari Agli Cadbury?"



Anil Viswanathan, senior director - Marketing (Chocolates), Insights and Analytics, Mondelez India, said, "Cadbury Dairy Milk's ubiquity has been melted into unique versions to fulfill the various snacking needs of the nation, which reiterates its entrenchment in the lives of our consumers, as a household ingredient.

Therefore, we launched Madbury to give all the chocolate lovers a chance to create their 'Home Wala' Cadbury by experimenting with their chosen flavors and ingredients."

"As a result, further strengthening our consumer connect. It was exciting to see such creative and unique ideas and combinations of flavors that people wanted to amalgamate with the taste of their favorite chocolate bar and brought out the love Indians have for desi or localized flavors. Considering the incredible response that the first edition generated, we are now thrilled to roll out Madbury 2.0 and bring out the love Indians have for desi or localized flavors. Considering the incredible response that the first edition generated, we are now thrilled to roll out Madbury 2.0 and expect greater participation across the country.

"As a company, Mondelez India is always looking for ways to innovate and excite consumers, and Madbury is yet another attempt to further strengthen our connection through an engaging campaign curated 'of the people, by the people and for the people'. We can't wait to see what other exciting flavors will be introduced to the world of Cadbury!"

Newscaster: ketaki Chavan
Freelancer: Seema Samanta
Link: <https://indifoodbev.com/uncategorized/cadbury-dairy-milk-2/>

INFORMATION TECHNOLOGY

A QUANTUM COMPUTER

A quantum computer has been used to design an improved qubit that could power the next generation of smaller, higher-performance and more reliable quantum computers. Exploiting the ability of quantum processors to simulate the behavior of quantum circuits that classical computers can't could let us quickly develop prototypes.

As classical computer chips became more complex and grew from having dozens of components to thousands, millions and even billions, it quickly became impractical to design them manually.

In a classical (or conventional) computer, information is stored as bits; in a quantum computer, it is stored as qubits (quantum bits).

The basic principle of quantum computation is that the quantum properties can be used to represent and structure data, and that quantum mechanisms can be devised and built to perform operations with this data.



Although quantum computing is still in its infancy, experiments have been carried out in which quantum computational operations were executed on a very small number of qubits.

Research in both theoretical and practical areas continue at a frantic pace, and many national government and military funding agencies support quantum computing research to develop quantum computers for both civilian and national security purposes, such as cryptanalysis.

If large-scale quantum computers can be built, they will be able to solve certain problems exponentially faster than any of our current classical computers (for example Shor's algorithm).

Quantum computers are different from other computers such as DNA computers and traditional computers based on transistors. The power of quantum computers Integer factorization is believed to be computationally infeasible with an ordinary computer for large integers that are the product of only a few prime numbers.

Newscaster:- Vedika Gavade

Freelance Reporter:- Arsh shrivastav.

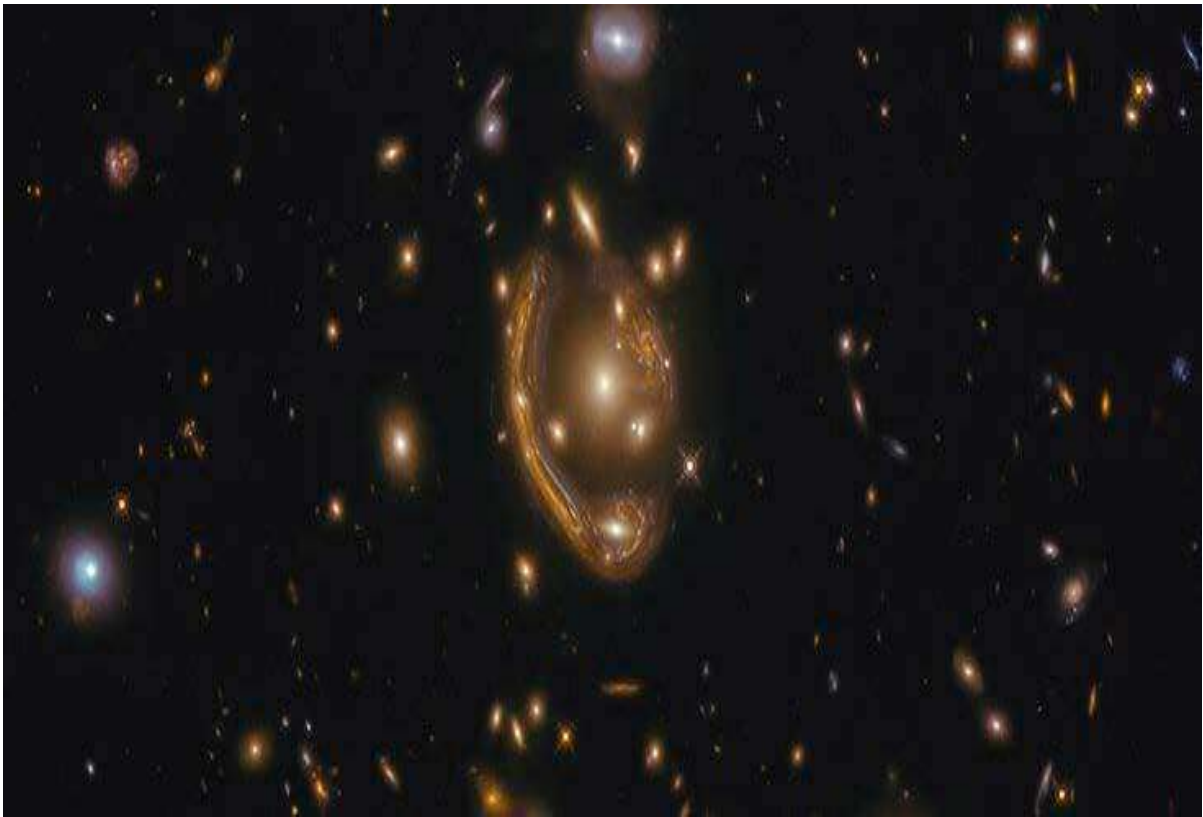
Link: https://www.sciencedaily.com/terms/quantum_computer.htm.

SCIENCE & SPACE

EINSTEIN RING

In December 2020 the ESA/Hubble team published a stunning view from the NASA/ESA Hubble Space Telescope of one of the most complete Einstein rings ever discovered. This observation has since been used to develop a lensing model to study the physical properties of the lensed galaxy. Scientists have successfully measured the distance to the object and determined the magnification factor to be 20, which effectively makes Hubble’s observing capability equivalent to that of a 48-metre telescope.

In December 2020 ESA/Hubble published an image in the Picture of the Week series depicting GAL-CLUS-022058s, located in the southern hemisphere constellation of Fornax (The Furnace). The image shows the largest and one of the most complete Einstein rings ever discovered, and was nicknamed the "Molten Ring" by the Hubble observation’s Principal Investigator, which alludes to its appearance and host constellation.



First theorised to exist by Einstein in his general theory of relativity, this object’s unusual shape can be explained by a process called gravitational lensing, which causes light shining from far away to be bent and pulled by the gravity of an object between its source and the observer. In this case, the light from the background galaxy has been distorted into the curve we see by the gravity of the galaxy cluster sitting in front of it. The near exact alignment of the background galaxy with the centre of the galaxy cluster, seen in the middle of this image, has warped and magnified the image of the background galaxy into an almost perfect ring. The gravity from the galaxies in the cluster is soon to cause additional distortions.

A team of European astronomers have now used a multi-wavelength dataset, which includes inputs from the NASA/ESA Hubble Space Telescope and this featured image, to study this Einstein ring in detail. Archival data from the European Southern Observatory's Very Large Telescope (VLT) FORS instrument determined the redshift value of the lensed galaxy.

“In order to derive the physical properties of the lensed galaxy a lensing model is needed. Such a model could only be obtained with the Hubble imaging,” explained the lead investigator Anastasio Díaz-Sánchez of the Universidad Politécnica de Cartagena in Spain. “In particular, Hubble helped us to identify the four counter images and the stellar clumps of the lensed galaxy, for which the Picture of the Week image was used.”

From this lensing model the team calculated the amplification factor, which is a valuable effect of gravitational lensing. This allowed the team to study the intrinsic physical properties of the lensed galaxy. Of particular interest is the determination of the galaxy’s distance, which shows that the galaxy’s light has travelled approximately 9.4 billion light-years [1].

“The detection of molecular gas, of which new stars are born, allowed us to calculate the precise redshift and thus gives us confidence that we are truly looking at a very distant galaxy," said Nikolaus Sulzenauer, PhD student at the Max Planck Institute for Radio Astronomy in Germany and member of the investigation team. Furthermore, the team determined the galaxy’s magnification factor to be 20, which effectively makes the Hubble Space Telescope’s observing capability equivalent to that of a 48-metre telescope. This is larger than the currently planned extremely large telescopes.

“The lensed galaxy is one of the brightest galaxies in the millimetre wavelength regime,” added Helmut Dannerbauer of the Institute of Astrophysics of the Canary Islands in Spain and a member of the investigation team. “Our research has also shown that it is a normal star-forming galaxy (a so-called main sequence galaxy) at the peak epoch of star formation in the Universe.”

“We can clearly see the spiral arms and the central bulge of the galaxy in the Hubble images. This will help us to better understand star formation in distant galaxies using planned observations," added team member Susana Iglesias-Groth of the Institute of Astrophysics of the Canary Islands in Spain.

Newscaster- Aryan Kapdi
Freelancer- Naima Bhatta

COLOURS OF THE
LOST SKY.

Located in the constellation of Virgo (The Virgin), around 50 million light-years from Earth, NGC 4535 is truly a stunning sight to behold. Despite the incredible quality of this image, taken from the NASA/ESA Hubble Space Telescope, NGC 4535 has a hazy, somewhat ghostly, appearance when viewed from a smaller telescope. This led amateur astronomer Leland S. Copeland to nickname NGC



The bright colours in this image aren’t just beautiful to look at, as they actually tell us about the population of stars within this barred spiral galaxy. The bright blue-is colours, seen nestled amongst NGC 4535’s long, spiral arms, indicate the presence of a greater number of younger and hotter stars. In contrast, the yellower tones of this galaxy’s bulge suggest that this central area is home to stars which are older and cooler.

This galaxy was studied as part of the PHANGS survey, which aims to clarify many of the links between cold gas clouds, star formation, and the overall shape and other properties of galaxies. On 11 January 2021 the first release of the PHANGS-HST Collection was made publicly available.

Newscaster – Chinmayi Kambli
Freelancer - Naima Bhatta
Link: <https://esahubble.org/images/potw2103a/>

NATURE

WHERE HAVE ALL THE BIRDS GONE?

A New study from Tel Aviv University and the Weizmann Institute revealed that over the last 20,000-50,000 years birds have undergone a major extinction event, inflicted chiefly by humans, which caused the disappearance of about 10%-20% of all avian species. According to the researchers, the vast majority of the extinct species shared several features: they were large, they lived on islands, and many of them were flightless.



The Researchers think that the vast extinction was caused primarily by humans, who hunted the birds for food, or by animals brought to the island by humans – that fed on the birds and/or their eggs. This assumption is based mainly on two facts: First, the greatest part of bird remains were found on human sites, apparently belonging to birds consumed by the inhabitants. Second, in most cases the extinctions occurred a short time after the arrival of humans. The Researchers also found that extinction was not random, as more extinct species shared three major features:

About 90% of them lived on islands. When humans arrived on the island, the birds were hunted by them, or fell victim to other animals introduced by humans, such as pigs, rats, monkeys, and cats

Most extinct bird species were large, some very large. Consequently, since each provided humans with a greater quantity of food, they were preferred targets for hunters. In fact, the body mass of the extinct species was found to be up to 10 times as large as that of surviving species. Previous studies have found a similar phenomenon among mammals and reptiles, especially lizards and turtles that lived on islands: the larger ones were hunted by humans and became extinct

A large portion of the extinct bird species were flightless, and often unable to escape their pursuers. The study found that the number of flightless bird species that became extinct is double the number of flightless species still existing today; all in all, 68% of the flightless bird species known to science became extinct. One of the better-known examples is the moa bird in New Zealand: 11 species of moa became extinct within 300 years, due to hunting by humans.

Prof. Meiri: “Our study indicates that before the major extinction event of the past millennia, many more large, even giant, as well as flightless avian lived on our globe, and the diversity of birds living on islands was much greater than today. We hope that our findings can serve as warning signals regarding bird species currently threatened with extinction, and it is therefore important to check whether they have similar features it must be noted, However, that conditions have changed considerably, and today the main cause for extinction of species by humans is not hunting but rather the destruction of natural habitats.”

Newscaster- Blessina Shetty
Freelancer- Aditya Nikam
Link: <https://www.sciencedaily.com/releases/2021/08/210811113120.htm>

THE GREAT THINGS NATURE GIVES US.

Yet we have so disconnected ourselves from the natural world that it is easy—and often convenient—to forget that nature remains as giving as ever, even as it vanishes bit-by-bit. The rise of technology and industry may have distanced us superficially from nature, but it has not changed our reliance on the natural world: most of what we use and consume on a daily basis remains the product of multitudes of interactions within nature, and many of those interactions are imperilled.



Beyond such physical goods, the natural world provides less tangible, but just as important, gifts in terms of beauty, art, and spirituality. Everything humans have needed to survive, and thrive, was provided by the natural world around us: food, water, medicine, materials for shelter, and even natural cycles such as climate and nutrients. Scientists have come to term such gifts ‘ecosystem services’, however the recognition of such services goes back thousands of years, and perhaps even farther if one accepts the cave paintings at Lascaux as evidence. Yet we have so disconnected ourselves from the natural world that it is easy—and often convenient—to forget that nature remains as giving as ever, even as it vanishes bit-by-bit. The rise of technology and industry may have distanced us superficially from nature, but it has not changed our reliance on the natural world: most of what we use and consume on a daily basis remains the product of multitudes of interactions within nature, and many of those interactions are imperilled. Beyond such physical goods, the natural world provides less tangible, but just as important, gifts in terms of beauty, art, and spirituality.

Nature makes you happier and less brooding. Nature relieves attention fatigue and increases creativity. Natural spaces—both urban and wild—and for spending more time in nature in order to lead healthier, happier, and more creative lives.

Newscaster – Ishita Parab
Freelancer – Aditya Nikam
Reference link <https://news.mongabay.com/2011/04/what-does-nature-give-us-a-special-earth-day-article/>

RESEARCH

AN UNKNOWN ISLAND: THE NORTHERNMOST ISLAND

HELSINKI — A team of Arctic researchers from Denmark say they accidentally discovered what they believe is the world's northernmost island located off Greenland's coast.

The scientists from the University of Copenhagen initially thought they had arrived at Oodaaq, an island discovered by a Danish survey team in 1978, to collect samples during an expedition that was conducted in July. They instead wound up on an undiscovered island further north.

"We were convinced that the island we were standing on was Oodaaq, which until then was registered as the world's northernmost island," said expedition leader Morten Rasch of the university's department of geosciences and natural resource management. "But when I posted photos of the island and its coordinates on social media, a number of American island hunters went crazy and said that it couldn't be true," he said in a statement on Friday.

"Island hunters" are known as adventurers whose hobby it is to search for unknown islands.



The island may not last very long

The yet-to-be-named island is 780 meters (about 850 yards) north of Oodaaq, an island off Cape Morris Jesup, the northernmost point of Greenland and one of the most northerly points of land on Earth.

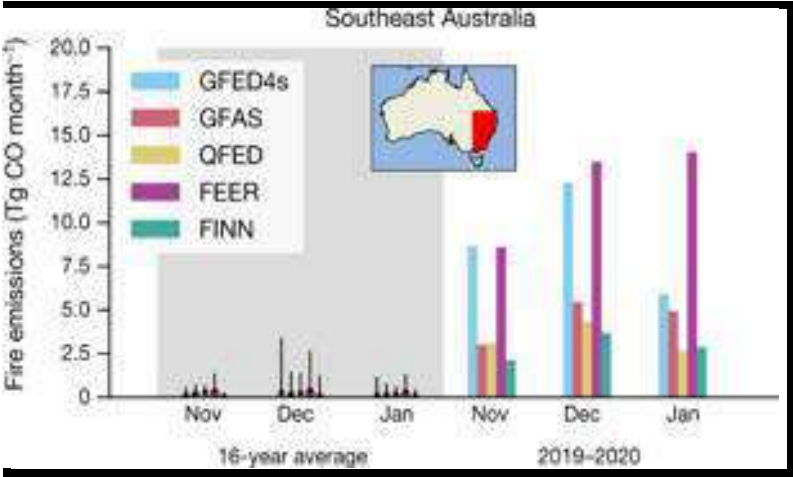
The tiny island, apparently discovered as a result of shifting pack ice, is about 30 by 60 meters (about 100 by 200 feet) in size and rises to about three to four meters (10 to 13 feet) above sea level, the university said. The research team reportedly doesn't consider the discovery to be a result of climate change and has allegedly proposed naming the island Qeqertaq Avannarleq, which means "the northernmost island" in Greenlandic.

The island consists primarily of small mounds of silt and gravel, according to Rasch. He said it may be the result of a major storm that, with the help of the sea, gradually pushed material from the seabed together until an island formed. The island isn't expected to exist for a long time. Danish researchers believe. "No one knows how long it will remain. In principle, it could disappear as soon as a powerful new storm hits," Rasch said.

Newscaster: Lysandra Monteiro
Freelance reporter: Aakash Bavdankar
Reference Link: <https://www.npr.org/2021/08/30/1032668002/discovery-arctic-greenland-denmark>

VAST CO₂ RELEASE FROM AUSTRALIAN FIRES IN 2019–2020 CONSTRAINED BY SATELLITE.

Southeast Australia experienced intensive and geographically extensive wildfires during the 2019–2020 summer season. The fires released substantial amounts of carbon dioxide into the atmosphere. However, existing emission estimates based on fire inventories are uncertain, and vary by up to a factor of four for this event.



Here we constrain emission estimates with the help of satellite observations of carbon monoxide, an analytical Bayesian inversion and observed ratios between emitted carbon dioxide and carbon monoxide. We estimate emissions of carbon dioxide to be 715 teragrams (range 517–867) from November 2019 to January 2020. This is more than twice the estimate derived by five different fire inventories, and broadly consistent with estimates based on a bottom-up bootstrap analysis of this fire episode. Although fires occur regularly in the savannas in northern Australia, the recent episodes were extremely large in scale and intensity, burning unusually large areas of eucalyptus forest in the southeast. The fires were driven partly by climate change, making better-constrained emission estimates particularly important. This is because the build-up of atmospheric carbon dioxide may become increasingly dependent on fire-driven climate–carbon feedback, as highlighted by this event.

Newscaster: Rishikesh Mundekar
Freelance: Aakash Bavdankar
Reference link: <https://www.nature.com/articles/s41586-021-03712-y>

ACADEMICS

GANDHI'S EDUCATIONAL THOUGHTS.

Education system proposed by Mahatma Gandhi is called as "Basic Education". He mainly aims at the education in mother tongue and asked for activity centered education to make the children skilled and independent. Gandhiji wanted to construct small, self-reliant communities with its ideal citizens being all industrious, self-respecting and generous individuals living in a small co-operative and community.



He wished that some local craft should be made as medium of education for children so that they develop their mind, body and soul in a harmonious way and also meet the needs of their future life. Such Gandhian Educational thoughts are relevant for development and providing solutions of the current problems like unemployment, poverty, corruption and many others. An attempt has been made in this to discuss the Gandhi's educational Principles .

His Basic Principles of Education includes:-

- From seven to fourteen years of age, education of each child should be free, compulsory and universal.
- The medium of instruction should be mother-tongue.
- Mere literacy cannot be equated with education. Education should employ some craft as a medium of education so that the child gains economic self-reliance for his life.
- Education should develop human values in the child.
- Education should create useful, responsible and dynamic citizens. By education all the hidden powers of child should develop according to the community of which he is an integral part.
- Education should achieve the harmonious development of child's body, mind, heart and soul.
- All education should be imparted through some productive craft or industry and a useful correlation should be established with that industry. The industry should be such that the child is able to achieve gainful work experience through practical.

News caster - Gaurilakshmi Saiju
Freelance reporter- Om Satelkar
Website- <https://www.mkgandhi.org>

MUMBAI DABBAWALAS: AN INSTITUTION BUILT ON VALUES & HARD WORK.

This story is about Dabbawalas and corporate lessons we can learn from them.

Dabbawala Service was started in 1890 by Mahadeo Bhavaji Bachche. In the beginning, it delivered food to a British officer and a Parsi Banker, however, soon it transformed into a flourishing business. Bachche started a lunch delivery service with a hundred men working with him. He informally unionized the Dabbawalas in 1930. In 1956, a charitable trust under the name of Nutan Mumbai Tiffin Box Suppliers Trust was registered.



Lesson 1. Time Management

Mumbai Dabbawalas are classic example of time-management. While preparing their schedule they take into account every external factor, such as, weather, traffic jams, train delays, etc. So, whether the local train is on time or not, whether it is hot summer or raining, they don't make an excuse, they deliver lunchboxes to their customers on time.

Lesson 2. Self-Discipline

Mumbai Dabbawala's is a classic lot of self-disciplined people. If they are sick or want to take a leave off the following day, they inform their team-leader well in advance. Their Team-leader doesn't need to search for them. They wear a white colour cap, uniquely designed for them as their identity. They are not allowed to report to work in a drunken state.

Lesson 3. Visibility

The beauty of the Dabbawala-based system is that all of the Dabbawalas understand exactly what is happening and when - to the minute. If certain deadlines and hand-offs are missed, people don't eat. It's as simple as that. Everyone within the chain understands what he needs to do, where he needs to be positioned and what must be done for the chain to be successful.

Newscaster – Mansi pawar
Freelance reporter - Om Satelkar
Reference – <https://www.businessmanager.in/mumbai-dabbawalas-an-institution-built-on-values-amp-hard-work.php>

MEDIA

SOCIAL MEDIA IS SLOWLY KILLING REAL ACTIVISM AND REPLACING IT WITH ‘SLACKTIVISM

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the ‘Like’ button or sharing content.



This passivity is a very human reaction when people are given options that absolve them from the responsibility to act. A 2013 study by the University of British Columbia’s Sauder School of Business found that when people are presented with the option of ‘liking’ a social cause, they use this to opt-out of actually committing time and money to a charitable cause. On the other hand, when people are allowed to show support in private, they are more likely to offer meaningful support by making a financial contribution.

The researchers found that a public endorsement is meant to satisfy others’ opinions, whereas people who give in private do so because the cause is aligned to their values. This peer pressure may be a factor in the recent trend of political polls in the U.S. to misread voter intentions: people who respond to the polls may be answering how they think the pollsters expect or the way they think will please their peers, but in the privacy of the voting booth (or at home with a mail-in ballot), they vote according to their true preferences.

“Social media isn’t a utility. It’s not like power or water where all people care about is whether it works. Young people care about what using one platform or another says about them.”

Newscaster: Fazal Abbas Sayyed
Freelance Reporter: Piyush Vishwakarma
Source: Simplilearn.com

HOW INDIA’S NEWS MEDIA BECAME AN ELABORATE PR MACHINE: IT’S THE ECONOMY, STUPID.

What caused India’s news media to become an elaborate PR machine for the government and corporates? It’s the economy, stupid. Let me unpack this a bit by comparing two numbers from the Centre for Monitoring Indian Economy’s monthly employment data. Five years ago, in September 2016, there were about 10.3 lakh people working in India’s media and publishing industry. In August 2021, it dropped to 2.3 lakh. That’s a whopping 78 percent drop in media and publishing jobs. Effectively, four out of every five media employees have either lost their jobs or have left the profession. And no, it is not because of Covid. The biggest collapse of these jobs took place between January and December 2018.



If one takes a three-month average of employment in media and publishing, we find that there were about 8.3 lakh jobs between January and March 2018. That dropped to an average of 3.7 lakh jobs between October and December 2018. That means 56 percent of those working in this industry lost their jobs or left it, within the span of just one year. Of course, CMIE’s data is about media in general and not just news media. But anecdotal evidence tells us that the trend was worse in the news. The reason for this is not political. Even the most pro-Modi news organisations have had to downsize because they ran out of money. The seeds of this collapse were planted in the early 2000s, when stock markets were booming across the world. Media companies wanted to make the most of it by listing their shares on the bourses. By the mid-2000s, media stocks were on fire. Brokerages had dedicated analysts who tracked media companies. Promoters were being advised by investment bankers to expand and diversify, to increase the valuation of their companies. Older journalists in these mainstream media companies are now mostly jaded. They treat journalism as just any other job. A young crop has also emerged, poorly trained and poorly paid. They have no exposure to journalistic ethics and are willing to do anything to be in the good books of their editors. Everyone knows any dissent can cost them their job.

Newscaster: Esha Sethi
Freelance Reporter: Piyush Vishwakarma
Reference- <https://www.newslaundry.com>

ARTS

SHIVA- THE SOURCE OF ALL ART FORMS

Indian art forms are very consciously evolved arts, based on an understanding of the mechanics of the human system and the science of how to evolve it to its highest possibility. Music and dance were not for entertainment. They were also a spiritual process.

One of the more significant dimensions of Shiva is Naresha – the source of all art forms. There is a Nataraja statue standing at the entrance of the CERN laboratory in Switzerland, one of the most notable physics laboratories in the world. This is because they identified that there is nothing in human culture closer to what they are doing right now. Shiva explored the mechanics of what the body can do and what happens when you do those things. And then, when he was in wild abandon, he danced.



Essentially, Shiva identified 84,000 postures that the body can take and culled that down to 84 as yogasanas. From that, he gave more fluid expressions to the same. If it is done with a conscious system, it is called asana. If it is done with poetic grace, it is called classical dance. He explored the mechanics of what the body can do and what happens when you do those things. And then, when he was in wild abandon, he danced. Others grasped a bit of it and tried to assimilate it as a system.

If you use the postures and mudras in Indian classical dance properly, they lead to meditateness. Similarly, if you look at a person who is steeped in Indian classical music, they would have become sage-like because if you arrange sounds in a certain pattern, it has a particular impact. If you use sound patterns properly, it does tremendous things within you and also to the surroundings because physical existence is essentially a complex amalgamation of reverberations or sounds. So, we did not use music to entertain, we used music to dissolve people. Entertainment was not the attitude in life. Everything – even sitting, standing, and eating – was a sadhana or tool to reach a higher level of consciousness.

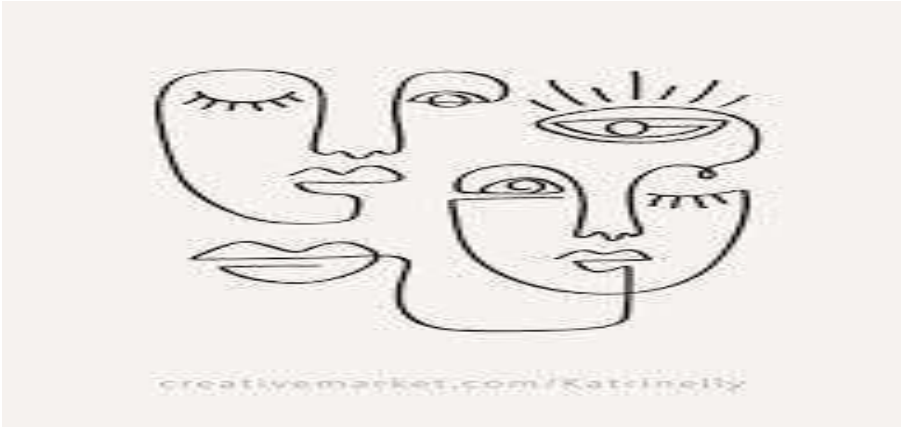
In the past, classical arts flourished in this land. Unfortunately, we have let them die in the last few centuries. It is essential that we invest a certain amount of time and effort in reviving these wonderful arts. Isha Foundation conducts the Yaksha music festival every year, which offers a platform for artists. But this is something that needs to happen in a widespread manner – not just through one organization. It is essential that we invest a certain amount of time and effort in reviving these wonderful arts.

Newscaster: Bhargavi Tank
Freelancer: Gauri Pawar
Reference: <https://isha.sadhguru.org/in/en/wisdom/article/shiva-source-of-art-forms>

LINE ART

Line art or line drawing is any image that consists of distinct straight or curved lines placed against a background, without gradations in shade (darkness) or hue color to represent two-dimensional or three-dimensional objects. Line art can use lines of different colours, although line art is usually monochromatic. Line art emphasizes form and drawings, of several (few) constant widths (as in technical illustrations), or of freely varying widths (as in brush work or engraving). Line art may tend towards realism (as in much of Gustave Doré's work), or it may be a caricature, cartoon, ideograph, or glyph.

Before the development of photography and of halftones, line art was the standard format for illustrations to be used in print publications, using black ink on white paper. Using either stippling or hatching, shades of grey could also be simulated.



One of the most fundamental elements of art is the line. An important feature of a line is that it indicates the edge of a two-dimensional (flat) shape or a three-dimensional form. A shape can be indicated by means of an outline and a three-dimensional form can be indicated by contour lines.

A one-line drawing, also known as a single line drawing, is a drawing made with just one line. For most artists it is a way to simplify the complex world around us. Yet there are many different kinds out there, with each artist having their own specific characteristics. The main differences I found are:

- Simple versus complex
- Smooth versus rough
- Sharp corners versus curved corners
- Analog versus digital
- One thickness versus a variation of thin and thick areas
- With or without filled areas
- With or without color
- Open or closed

Focussed on a theme such as animals, full body illustrations, portraits or erotic's

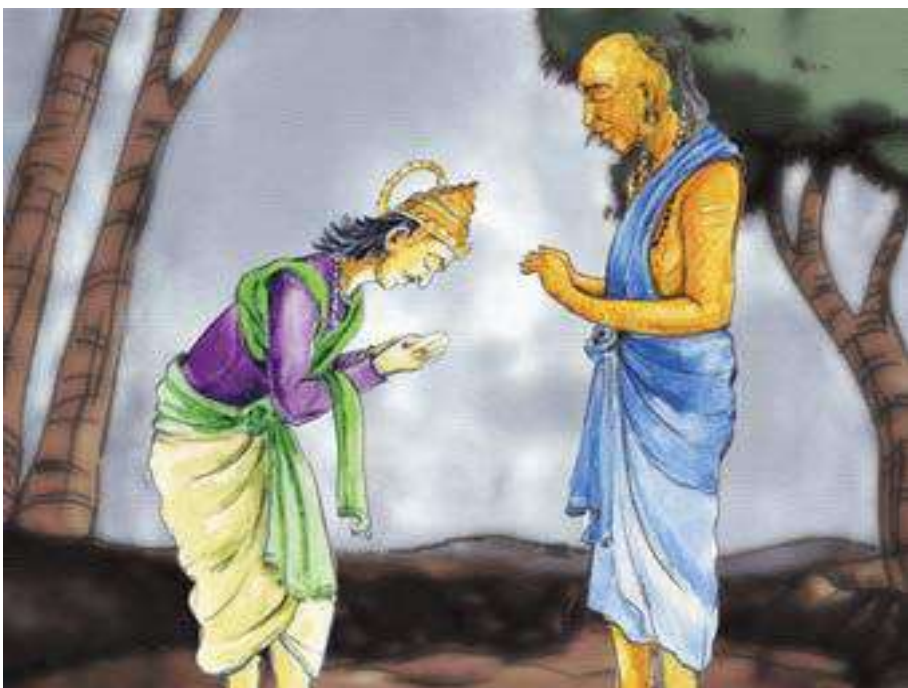
Newscaster - Gauri Teli
Freelancer - Gauri Pawar
Reference link : <https://www.studentartguide.com/articles/line-drawings>

HISTORY

ACHARYA CHANAKYA

Behind every powerful and successful ruler there has invariably been an astute thinker and advisor. Such an individual has often not merely been of courtly use or influenced the ruler but has made an impact on the times and in the long run has contributed to the development and enrichment of culture. Among the many in India, stands Chanakya the celebrated author of Arthashastra and the brain behind the establishment of a strong central power in India under Chandragupta Maurya (345 BC – 300 BC).

Reliable information about his life is virtually unavailable and that which is available ends up being conflicting. There are innumerable controversies both related to his name as well as the time and authorship of Arthashastra. Conventionally, it is believed that his time coincides with Chandragupta Maurya who ascended the throne of Magadha in 321 BC and his name has been derived from ‘Chanak’, his birthplace. Born into a Brahmin family.



Chanakya studied the science of warfare, architecture and medicine in Takshila University and also spent time teaching there. Dhananand, the last of the kings of the Nanda dynasty, invited him to join the Magadha Empire which at that time had Pataliputra (now Patna) as its capital. It is learnt that he despised Dhanananda who was an oppressive and avaricious king. In fact, once when Chanakya entered the assembly uninvited and occupied the main seat Dhanananda was so angry that he ordered his servants to drag him away.

Chanakya was so upset that he pledged to avenge this behaviour by destroying the Nanda dynasty. He left Magadha and by chance, met Chandragupta who was living in exile and he saw his opportunity and befriended the future monarch. Chandragupta assured him that he would listen to his advice and travelled the extent of north western India where he trained people who lived along the borders.

Freelance Reporter – Ashutosh Keni

Newscaster- Abhishek Agre

Ref: <https://heritage-india.com/chanakya-the-man-behind-the-force-of-power/>

AJANTA CAVES

The Buddhist Caves in Ajanta are approximately 30 rock-cut Buddhist cave monuments dating from the 2nd century BCE to about 480 CE in the Aurangabad district of Maharashtra state in India. The caves include paintings and rock-cut sculptures described as among the finest surviving examples of ancient Indian art, particularly expressive paintings that present emotions through gesture, pose and form.

They are universally regarded as masterpieces of Buddhist religious art. The caves were built in two phases, the first starting around the 2nd century BCE and the second occurring from 400 to 650 CE, according to older accounts, or in a brief period of 460–480 CE according to later scholarship. The site is a protected monument in the care of the Archaeological Survey of India and since 1983; the Ajanta Caves have been a UNESCO World Heritage Site



The Ajanta Caves constitute ancient monasteries and worship-halls of different Buddhist traditions carved into a 75-metre (246 ft.) wall of rock and the caves also present paintings depicting the past lives and rebirths of the Buddha, pictorial tales from Aryasura's Jatakamala, and rock-cut sculptures of Buddhist deities as well as Textual records suggest that these caves served as a monsoon retreat for monks, as well as a resting site for merchants and pilgrims in ancient India. The Ajanta Caves are generally agreed to have been made in two distinct phases, the first during the 2nd century BCE to 1st century CE, and a second several centuries later.

The Ajanta caves are home to paintings and sculptures that depict heavy influence of Buddhist philosophy and religious teachings of the Buddha and Various incidents from the life of Gautama Buddha and the Jataka Tales are represented and recreated on the walls of these caves.

Freelance Reporter – Ashutosh Keni

Newscaster- Nishit Asher

Ref: <https://heritage-india.com/chanakya-the-man-behind-the-force-of-power/>

LIBRARY

GEORGE ELIOT

George Eliot was the pen name of the novelist Mary Ann Evans. She grew up in Warwickshire at a time when industrialisation was transforming the countryside. Her mother died when she was 17, and in 1841 she and her father moved to Coventry which she would use as inspiration for the fictional town of Middlemarch.

There she joined a circle of free-thinking intellectuals and lost her Christian faith. After her father died in 1849, she travelled abroad before settling in London working as an editor at the left-wing Westminster Review. This led to her meeting the philosopher and critic George Henry Lewes, married but separated from his wife. Eliot lived with Lewes openly and started referring to herself as Marian Lewes, in defiance of Victorian notions of propriety.



Lewes encouraged her to write fiction, for which she adopted a male pseudonym, partly in order to avoid her work being judged in relation to her scandalous domestic situation. Her first Warwickshire-set tales, profoundly influenced by the interest in ordinary people typical of both Wordsworth’s poetry and contemporary genre painting, appeared in Blackwood’s Magazine from 1857; they were published as Scenes From Clerical Life in 1858. Adam Bede followed in 1859, and The Mill on the Floss in 1860. She published three more novels in the following decade, including Silas Marner (1861), as well as some poetry. Her most famous book, Middlemarch, was published in eight instalments from 1871 to 1872. A year and a half after Lewis's death in November 1878, Eliot married the much younger John Cross, but she died from kidney disease within a year.

News caster - Shriya Chavan
Freelancer - Jatin Bisht
Reference Link - <https://www.bl.uk/people/george-eliot>

IS E-READING ENVIRONMENTALLY MORE SUSTAINABLE THAN CONVENTIONAL READING?
EVIDENCE FROM A SYSTEMATIC LITERATURE REVIEW

Highlights

- A systematic review comparing the environmental performance of printed and digital reading was conducted.
- The findings reveal that both formats have pros and cons and should complement each other rather than substituting.
- The popular stereotype of “environmentally preferable e-reading” should be reconsidered.



Abstract
With the increasing dominance of digital reading over traditional reading, gaining an understanding of the environmental impacts of the formats has become critical. This systematic literature review synthesizes and integrates the findings of studies comparing print reading with on-screen reading. The results reveal that the environmental impacts of printed and digital media depend on the usage rates and number of readers of both types of media as well as user behaviours and other parameters, and digital reading also has its own negative environmental impacts. Finally, research gaps are identified and a research agenda is proposed, including considering environmental performance in comparison studies, empirical investigations of actual user behaviours, and environmental savings for lending and sharing materials from libraries. This study aims to clear the misconception and change the popular stereotype that “e-reading is environmentally more sustainable than conventional reading,” and to provide stakeholders with more valuable information that is necessary to make environmentally informed decisions.

News caster- Shubham Chavan
Freelancer- Jatin Bisht
Reference: [ScienceDirect.com](https://www.sciencedirect.com)

FOOD & HEALTHCARE

HOW HEALTHY IS INDIAN FOOD?

A traditional Indian diet also boasts of a wide variety of nutrients in a balanced quantity. We love our dal-chawal, roti-subzi, Not only is Indian food diverse but also changes every 10 kilometres. Enriched with different varieties of dals, subzis, rotis, rice and an infinite category of fruits, Indian cuisine is colourful in every aspect. According to our ancient Indian science, Ayurveda, Indian food is complete and enough for our bodies. Our beans, grains, fruits and vegetables provide us with ample amount of fiber, fat, carbohydrates, proteins and vitamins and minerals. Even though we may be obsessed with our rice and roti, our traditional Indian diet composes of healthy ingredients. On the other side, obesity and diabetes still continue to be a significant public health concern for India.



Curd, beans, lentils, chicken, fish or meat not only provide essential amino acids, but are also good sources of healthy fats and is low in calories. Therefore, it is safe to say that a typical Indian meal comprises of good carbs, healthy natural protein and resistant starch which is beneficial in weight loss. While we know how healthy Indian food is, where we often go wrong with is our over-indulgence in fried Indian snacks. Some basic tweaks in your everyday diet can help you keep problems at bay. The method of cooking really helps preserve the nutrient quotient of food. Indian cuisine is rich in whole spices. Let your food be cooked with whole spices like kadi patta, cardamom and cinnamon.

Rather than using more fat to flavour your food, use spices. Some of the best traditional spices- such as turmeric and black pepper are now gaining popularity for their multiple health benefits and rightfully so.

Newscaster - Yugadi Gandhi
Freelance -Yugadi Gandhi
Ref-<https://timesofindia.indiatimes.com/life-style/health-fitness/diet/how-healthy-is-indian-food/articleshow/9023674.cms>

DOES COCOA REALLY HELP YOU AGE BETTER?

Cocoa, and in particular dark chocolate, has long been touted as a food that makes us age better – now scientists are undertaking a large study to really find out if this is true or not.

Does cocoa make us age better? Scientists want to definitively answer this question, and so have begun a comprehensive study to find the truth. They are looking for answers in the blood of 600 individuals aged 60 and older who participated in what is reportedly the largest trial ever to assess the impact of a cocoa supplement as well as a common multivitamin, on reducing the risk of heart disease, stroke, cancer and other health outcomes.

The COSMOS Trial (Cocoa Supplement and Multivitamin Outcomes Study), led by investigators at Brigham and Women’s Hospital and the Fred Hutchinson Cancer Research Centre, gathered data from 21,444 men and women looking at the impact of a cocoa extract supplement and/or multivitamins on common health problems, most of which increase with age.



Cocoa products have become a widely consumed food with growing demand and increased interest in their anti-aging potential, claimed Dr. Yanbin Dong, geneticist and cardiologist at the Georgia Prevention Institute at the Medical College of Georgia.

“People think the consumption of chocolate is good for you,” said Dong, adding that worldwide enthusiasm for the sweet treat has outpaced the scientific evidence of its benefit in humans.

Chocolate is widely considered beneficial because it has a high content of flavanols, antioxidants known to produce a powerful anti-inflammatory response. In fact, flavanols are the major ingredient, particularly in dark chocolate and cocoa is a purer form of chocolate, revealed Dong.

There is no question flavanols are good for you, the questions are how much and in what way they are good for you, he says.

While there has been evidence in cell cultures, animal models and even some relatively small human studies of the anti-inflammatory might of cocoa, there had not been large scale randomised controlled trials, scientific studies in which a large number of participants are randomly assigned into different study arms that include some participants getting a placebo and/or different treatment, often whatever is considered the current treatment standard.

Newscaster: Apurv Gavade
Freelancer: Shreyas Bane
Reference: <https://www.newfoodmagazine.com/news/156559/coca-ageing-study/>

CULTURE & CUISINE

NAVRATRI 2021: FASTING TIPS IN
TIMES OF COVID-19

The fasting season of 2021 is finally here with Chaitra Navratri starting from April 13. It is one of the most important and auspicious Hindu festivals and is celebrated with great enthusiasm all across the country. People fast for nine days and worship Goddess Durga during Navratri. This festival also gives you a chance to cleanse your body while fasting and flush out all the toxins by following a Sattvic diet. Most people have a doubt regarding whether to fast during COVID times or not.



1. Avoid fried foods

Fasting is super healthy for your body as it detoxifies your body and the absence of gluten-loaded grains eases the digestive system. In such a scenario, it is best to avoid foods that undermine the motive. Fried foods are not only unhealthy but can also affect your gut and heart health.

2. Eat healthy and filling foods

Make sure you eat small meals at frequent intervals during the day. Staying hungry for long can take a hit on your immunity and can also mess up your metabolism. Go for healthy food items like fruits, vegetables, paneer, yoghurt, lassi, dosa, khichdi, kadhi, cheela, kheer and dhokla.

3. Liquid intake

Increase your liquid intake by including different types of beverages in your diet. Firstly, prepare detox water by mixing diced cucumber, lemon and some mint leaves in a jug of water. Now drink this water in batches by sipping it throughout the day.

4. Don't starve yourself

A lot of people starve themselves in the name of fast and end up hurting their own body. Starving yourself will take a hit on your immunity which is absolutely not advisable during COVID times. Make sure you eat proper meals, pick healthy foods and drink healthy beverages to keep your immunity stable even while fasting.

Newscaster- Mohit Kadolkar

Freelancer -Adesh Shinde

Reference- <https://m.timesofindia.com/life-style/food-news/navratri-2021-fasting-tips-in-times-of-covid-19/photostory/82042980.cms?picid=82042994>

EXPLORING HEALTH IS WEALTH
THROUGH FOOD.

Healthy Eating food. A human body has to perform many tasks to stay alive. To perform the tasks, it requires energy to work. If the body takes foods that are not nutritious, then it will not act properly, as a result the body won't be able to perform the tasks, and if the body won't perform tasks properly then it will ruin and ultimately die. So, food does a major part in our life. Un-healthy foods will make a body lazy, depressed and cause diseases; whereas healthy foods will make a body, fit, healthy and disease-free. Healthy foods include the home-made foods. These include the nutritious ones i.e., vegetables, fruits, proteins, carbs, fats, vitamin, etc.



Healthy foods make the body active and strong. It also helps in brain functioning. The common saying Health is Wealth fits to everyone's life. Good health is most important part of our life without which we are incomplete and living unhealthy life. Good health is really better than wealth and other things in this whole world. For getting fit we need to maintain standard and healthy eating.



We should follow the regime like “Early to bed and early to rise makes a man healthy wealthy and wise”, “Time and Tide waits for none”, etc. We should brush our teeth daily two times a day to keep our mouth clean and free of diseases. We should clean our hand with soap and water every time before eating food. We should maintain our good personal hygiene in order to get healthy. We should daily take bath with fresh water and go for morning walk to have some fresh air. So, Eat healthy, Be healthy!

Newscaster – Upasana Kambdi

Freelancer - Adesh Shinde

Reference link- <https://www.who.int/initiatives/behealthy/healthy-diet>

TRAVEL & TOURISM

MANAS WILDLIFE SANCTUARY

Travel and tourism are the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain the competitiveness of India as a tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. In this section, we provide information about various tourist destinations, modes of travel, accommodation and many more.



Manas Wildlife Sanctuary
Assam

Manas takes its name from the Goddess Manasa. The site is noted for its spectacular scenery, with a variety of habitat types that support a diverse fauna, making it the richest of all Indian wildlife areas. The Park represents the core of an extensive tiger reserve that protects an important migratory wildlife resource along the West Bengal to Arunachal Pradesh and Bhutan borders. Its wetlands are of international importance. It is also the single most important site for the survival of pygmy hog, hispid hare and golden langur.

The Park, which includes part of Manas Reserve Forest and all of North Kamrup Reserve Forest, constitutes the core of Manas Tiger Reserve located in the forest divisions of Kachugaon, Haltugaon, Western Assam Wildlife and North Kamrup.

Lying in the foothills of the Outer Himalaya, the area is low-lying and flat. The Manas River flows through the western portion of the park, where it splits into three separate rivers, and joins the Brahmaputra some 64 km further south.

These and other rivers running through the tiger reserve carry an enormous amount of silt and rock debris from the foothills, resulting from the heavy rainfall, fragile nature of the rock and steep-gradients of the catchments. This leads to the formation of alluvial terraces, comprising deep layers of deposited rock and detritus overlain with sand and soil of varying depth, shifting river channels and swamps. The area of the Boki basin, in the west of the park, is sometimes inundated during the monsoon. The three main types of vegetation are: tropical semi-evergreen forests in the northern part of the park; tropical moist and dry deciduous forests (the most common type); and extensive alluvial grasslands in the western part of the park.

Freelance Reporter -Payal Solanki
Newscaster- Changez Khan
Ref: - <https://www.india.gov.in/topics/travel-tourism/places>

SITA GUHA, PANCHVATI
NASHIK

Situated on the banks of the river Godavari, the city of Nashik, also known as Nasik, is a major Hindu pilgrimage centre. Nashik is a bustling township with a blend of the ancient and the modern. Scattered across the city are numerous forts and majestic temples that vie for space with factories and other symbols of Modern India. Other attractions around the city include - Pandavleni Caves, Muktidham Temple, and Kalaram Temple among others. Day excursions to Shirdi, Someshwar, and Wani are also very popular.

Sita Gupha is one of the important landmarks in the Panchavati area of Nashik and is located very close to the Kala Ram mandir. Panchavati has a religious significance and is believed to be the place where Lord Ram, Mata Sita and Lord Lakshman stayed during their 14 years exile (vanvas). Sita Gupha is a narrow cave and is believed to be the place where Sita stayed for protection when Ram and Lakshman used to go out in search of food.



The entrance of the cave is very narrow and one has to negotiate this to enter a tunnel like structure to reach the basement. In the basement, one could have the Darshan of the Ram and Sita idols and negotiate back.

Recommend Senior Citizens and obese people to avoid entering the cave since one has to crawl-in at some places. In addition, the crowd around makes the whole process very slow and many a time suffocating. The entire Darshan could be completed in 5 minutes if there is less crowd.

This place was named Panchavati owing to the five banyan trees which are believed to have existed from the olden days (Panch is five and vati/vad is banyan in Hindi). One could observe five banyan trees adjacent to Sita Gupha.

Freelance Reporter -Payal Solanki
Newscaster- Ankita Ballal
Ref: https://www.tripadvisor.in/ShowUserReviews-g303883-d2009107-r557501970-Sita_Gumpha-Nashik_Nashik_District_Maharashtra.html

SPORTS

CRISTIANO RONALDO COMPLETES STUNNING MANCHESTER UNITED RETURN

Cristiano Ronaldo has signed for Manchester United for a second time, it was confirmed on Tuesday, after joining from Juventus. The deal is a two-year contract with the option to extend for a further year, subject to international clearance. Earlier on transfer deadline day, the Serie A side outlined the financial details surrounding the deal -- a maximum €23 million, payable over five years. Ronaldo will be 41 by the time the final instalment from Manchester United is due. Ronaldo said: "Manchester United is a club that has always had a special place in my heart, and I have been overwhelmed by all the messages I have received since the announcement on Friday. I cannot wait to play at Old Trafford in front of a full stadium and see all the fans again.



"I'm looking forward to joining up with the team after the international games, and I hope we have a very successful season ahead." Later on, Tuesday, Ronaldo opened up further on Instagram surrounding his return to the club and said: "Everyone who knows me, knows about my never-ending love for Manchester United. The years I spent in this club were absolutely amazing and the path we've made together is written in gold letters in the history of this great and amazing institution. "I can't even start to explain my feelings right now, as I see my return to Old Trafford announced worldwide. It's like a dream come true, after all the times that I went back to play against Man United, and even as an opponent, to have always felt such love and respect from the supporters in the stands. This is absolutely 100% the stuff that dreams are made of!

Newscaster: Riddhi Pathare
Freelancer: Maithili Parate
Reference link - <https://www.espn.in/football/soccer-transfers/story/4465497/cristiano-ronaldo-signs-for-manchester-united-stunning-old-trafford-return-confirmed>

INDIAN PREMIER LEAGUE

The Indian Premier League (IPL) is a professional Twenty20 cricket league, contested by eight teams based out of eight different Indian cities. The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. It is usually held between March and May of every year and has an exclusive window in the ICC Future Tours Programme. The IPL is the most-attended cricket league in the world and in 2014 was ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of the IPL in 2019 was ₹47,500 crore (US\$6.7 billion), according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed ₹1,150 crore (US\$160 million) to the GDP of the Indian economy. The 2020 IPL season set a massive viewership record with 31.57 million average impressions and with an overall consumption increase of 23 per cent from the 2019 season.



On 13 September 2007, on the back of India's victory at the 2007 T20 World Cup, BCCI announced a franchise-based Twenty20 cricket competition called Indian Premier League. The first season was slated to start in April 2008, in a "high-profile ceremony" in New Delhi. BCCI vice-president Lalit Modi, who spearheaded the IPL effort, spelled out the details of the tournament including its format, the prize money, franchise revenue system and squad composition rules. It was also revealed that the IPL would be run by a seven-man governing council composed of former India players and BCCI officials and that the top two teams of the IPL would qualify for that year's Champions League Twenty20. The league's format was similar to that of the Premier League of England and the NBA in the United States.

Newscaster - Chirag Patel
Freelancer - Maithali
Ref - <https://en.m.wikipedia.org>

SOCIAL ISSUES

53% ENTREPRENEURS IN INDIAN DIRECT SELLING INDUSTRY ARE WOMEN

Women contribute 53 per cent of entrepreneurs engaged in the \$1.5 billion (Rs 98.5 billion) direct selling industry in India, a report by the World Federation of Direct Selling Associations (WFDSA) said.

The Indian direct selling industry provided entrepreneurship opportunities to 5.1 million people in 2017 of which 2.7 million were women. This reflects a healthy trend of growth in contribution to the sector by women entrepreneurs at a time when India is witnessing a rise in unemployment rates, the report said.

The report further says that despite India and China having a similar number of direct selling entrepreneurs, China is far ahead in terms of sales generated. Around 5.1 million entrepreneurs in India were involved in direct selling in 2017 compared to 5.3 million in China. However, sales generated in China stood at \$34.29 billion compared with \$1.5 billion in India in 2017.



“India is a thriving market for direct selling. Even without the appropriate legislation, the industry has become a billion-dollar market. The direct selling industry doesn’t just provide people with entrepreneurship opportunities, it is a great training ground for skills development, and for empowering women,” said Pramodh Manda, Regional Advisor – South Asia, QNet.

Meanwhile, a report by FICCI-KPMG predicts that with adequate regulatory support, retail sales in direct selling could reach Rs 645 billion by 2025 and provide self-employment opportunities to 18 million Indians by 2025, of which 60 per cent could be women.

Newscaster - Shubham Rane
Freelance Reporter - Aayush Sinha
Ref - <https://thebluediamondgallery.com/finger01/e/entrepreneurship.html>

ONLY BMC CAN’T SEE THESE POTHOLES

The city may have received record rain in the past few days and witnessed road stretches getting washed away, but the BMC’s pothole tracking system paints a different picture. The platform shows only 520 potholes in Mumbai of which just 100 potholes were reported in the past week. Citizens said the scene was different a year ago as not too many people were out on roads due to strict curbs. But this time despite drawing a lot of flak over potholes from people and politicians, the BMC is yet to move swiftly to fix the roads. The fewer number of potholes is mainly due to underreporting, said sources. The pothole system says 307 of the 520 craters have already been repaired. Citizens said there are a large number of potholes in Bandra, Andheri SV Road and Link Road, Santacruz, Kurla, Ghatkopar and Chembur that are yet to be attended. Sources said citizens often take to social media to raise complaints of bad roads, but they do not get updated in the pothole tracking system even though officials take action.



Andheri resident Shailesh Wagh said he faced much inconvenience when he recently travelled to Mumbai Central. “There is too much chaos on the roads of the city, especially the internal ones and it is taking such long hours to even reach shorter distances. Despite the city yet to open up there is so much traffic on the roads and the potholes are adding to the misery of those who have to travel for work without having the option of local trains available to them,” he said. An official from BMC’s road department who did not wish to be identified said, “We are repairing the potholes whenever we are complained about and also doing it by taking rounds. Once we get a dry spell, we will be able to repair the majority of them.” Metropolitan Commissioner S V R Srinivas said, “We have a proper machinery in place and our team repairs the potholes as and when required. If at all there are any potholes or uneven road surfaces they will be repaired when we get dry spells.”

Newscaster - Swarangi Rane
Freelance Reporter - Aayush Sinha
Ref - Mumbai: Only BMC can’t see these potholes (mid-day.com) <https://www.bbc.com/news/business-47456004>

STUDENT’S SECTION

FACTS ON WORLD OZONE DAY

- 1. The United Nations General Assembly proclaimed 16 September to be the International Day for the Preservation of the Ozone Layer in 1994. World Ozone Day is celebrated on September 16 every year.
- 2. The United Nations General Assembly proclaimed 16 September to be the International Day for the Preservation of the Ozone Layer in 1994.
- 3. The day acts as a reminder that we need to protect the ozone and take preventive measures for the same. Every year, it is observed on September 16 with a specific theme. The major aspect of the day is to grab people's attention towards the Ozone layer and its importance and come up with efficient measures for the same.
- 4. Over the last 30 years various chemicals and gases have had a great impact on the Ozone layer. The celebration also focuses on preventive measures for such issues which deplete nature.
- 5. The theme for World Ozone Day 2021 is Montreal Protocol – keeping us, our food and vaccines cool.
- 6. Many researches indicate that the already impacted layer will continue its effect for more than 50 to 100 years which can be very problematic for our planet earth. It will ultimately worsen the situation for human beings.
- 7. World Ozone Day reminds us: "Don’t let the future go up in smoke. SAVE THE OZONE as no life is possible without it."

Newscaster - Manan Solanki Patil
Freelance reporter - Anushka Patil
Ref - <https://bit.ly/3lpL3Hb>

RIDDLES:

- 1. What can you break, even if you never pick it up or touch it?
Answer: A promise
- 2. What goes up but never comes down?
Answer: Your age
- 3. A man who was outside in the rain without an umbrella or hat didn’t get a single hair on his head wet. Why?
Answer: He was bald.
- 4. What gets wet while drying?
Answer: A towel
- 5. What can you keep after giving to someone?
Answer: Your word
- 6. I shave every day, but my beard stays the same. What am I?
Answer: A barber
- 7. You see a boat filled with people, yet there isn’t a single person on board. How is that possible?
Answer: All the people on the boat are married.
- 8. You walk into a room that contains a match, a kerosene lamp, a candle and a fireplace. What would you light first?
Answer: The match

Newscaster - Rutuja Surve
Freelance Reporter - Anushka Patil
Reference: <https://parade.com/947956/parade/riddles/>

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