



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)



'REACCREDITED WITH 'A++ GRADE' BY NAAC (3RD CYCLE), WITH AN INSTITUTIONAL
SCORE OF 3.53, ISO 9001-2015, BEST COLLEGE 2016-17, DBT STAR COLLEGE SCHEME AND
RUSA 2.0 AWARDEE.

WEEKEND CHRONICLE

BMS DEPARTMENT
INITIATIVE

Mail Id: 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!

CONTENTS



ADVERTISEMENT

PAGE 1

- *Advertising Strategies*
- *History of advertisement*



INFORMATION TECHNOLOGY

PAGE 2

- *Robots turn teachers in Bengaluru School, thanks to AI.*
- *How Information Technology will change our lives?*



SCIENCE & SPACE

PAGE 3

- *Gamma-ray bursts*
- *Scientific puzzle about the lifetime of a neutron*



NATURE

PAGE 4

- *The benefit of trees*
- *The importance of Nature*



RESEARCH

PAGE 5

- *Strange radio waves emerge from the direction of the galactic centre*



ACADEMICS

PAGE 6

- *Chandrasekhara Venkata Raman (C.V Raman)*
- *Mind mapping*



MEDIA

PAGE 7

- *The impact of social media on our society*
- *The power of media*



HISTORY

PAGE 8

- *Mysore Palace*
- *Wars of the Diadochi*



LIBRARY

PAGE 9

- *Library and Its Uses*
- *Rabindranath Tagore*



FOOD & HEALTHCARE

PAGE 10

- *Food and health*
- *Bio statistical and holistic concept of health*



CULTURE & CUISINE

PAGE 11

- *Pondicherry– Culture and Cuisine*
- *Delhi culture and cuisine*



TRAVEL AND TOURISM

PAGE 12

- *One Day in Beauty of Doha*
- *Travel and Tourism in India*



SPORTS

PAGE 13

- *T20 World Cup 2021*



SOCIAL ISSUES

PAGE 14

- *Impact of social media influencers on children*
- *Anaemia in urban India*



STUDENTS SECTION

PAGE 15

- *Unique Facts*

DIWALI 2021



Deepavali or Diwali is the grandest of all the Hindu festivals of India. It would be observed on the 4th of November 2021. Take a look at the differences between Diwali in North India and South India here.

The festival of Diwali is observed as Naraka Chaturdashi in various states of South India. It is generally observed the same day in South India as in North, but in some cases, it is observed a day before. This is the case when the tithi or date is said to overlap.

Diwali Celebration in South India:

- . In Southern parts of India Diwali is observed marking the day when Lord Krishna's wife Satyabhama asked him to slay the demon Narakasura.
- . It falls one day before Diwali which falls on a new moon day. This day is called Naraka Chaturdashi in South India and is considered an actual start of the festival.
- . There is less pomp in South India compared to the northern parts of the country in celebration of Diwali.
- . People buy new clothes, especially children. They exchange sweets and visit their relatives on this day.
- . Crackers are also burnt on both days in many parts of Karnataka and Andhra Pradesh.
- . Generally in South India, Naraka Chaturdashi is associated with oil baths, house cleaning and sweets preparation.

Diwali Celebration in North India:

- . In northern parts of India, Diwali is observed since Lord Ram returned to his kingdom Ayodhya on this day after observing 14 years of exile in the forest. On this day the legend says that Lord Rama on his return was greeted by his people with lighted diyas.
- . People perform Lakshmi Pujan or worship Goddess Lakshmi today along with Lord Ganesha.
- . People light clay lamps, electric lights, decorate their houses with flowers and rangoli.
- . North Indians observe the festival of Diwali beginning from Dhanteras. It is observed two days before the actual festival of Diwali. On Dhanteras people prepare sweets, buy gold jewellery and coins, silver vessels, utensils as it is considered auspicious. In some parts of North India even brooms are bought which signifies Lakshmi entering the house.
- . The Hindu Financial Year begins every Diwali and thus this day is observed with great poise by various businessmen and traders.
- . In various parts of north India, street plays depicting the sequences of Ramayana are also conducted for entertainment purposes.

Ref: <https://www.jagranjosh.com/general-knowledge/what-is-the-difference-between-diwali-in-north-india-and-south-india-1635845197-1>

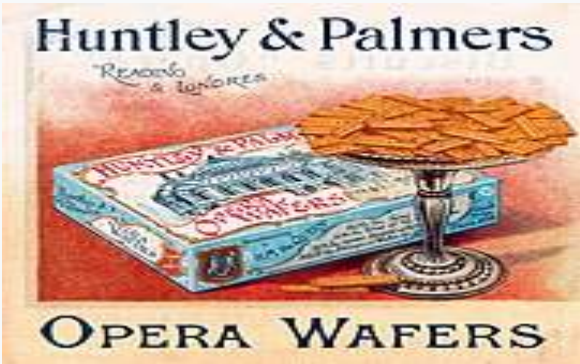
ADVERTISEMENT

HISTORY OF ADVERTISING

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media. Including traditional media such as newspapers, magazines.

Commercial ads often seek to generate increased consumption of their products or services through branding, which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known direct response advertising. Non- commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement Advertising may also help to reassure employees or shareholders that a company is viable or successful.

Modern advertising originated with the techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward bernays, considered the founder of modern, “madison avenue” advertising.19th cue Becoming the company's brand manager in 1865, listed as the first of its kind by the Genius book of records, Barratt introduced many of the crucial ideas that lie behind successful advertising and these were widely circulated in his day. Not that the idea of today is always better than the older idea, but it is different – it hits the present taste."



Advertising for Huntley and palmers’ wafers c. 1890
Enhanced advertising revenues was one effect of the Industrial Revolution in Britain. Thanks to the revolution and the consumers it created, by the mid-19th century biscuits and chocolate became products for the masses, and British biscuit manufacturers were among the first to introduce branding to distinguish grocery products. One the world's first global brands, Huntley and palmers’ biscuits were sold in 172 countries in 1900, and their global reach was reflected in their ad

20th century



Newscaster- Mahima Desai
Ref Link- [https://en.wikipedia.org/wiki/Huntley %26 Palmers](https://en.wikipedia.org/wiki/Huntley_%26_Palmers)

ADVERTISING STRATEGIES

We see that there is a great competition now in every field of life. To reach the prospective buyers there is a need of some type of approach. But contact with individual is impossible. This has made advertisements very much important. Businessmen and manufacturers are the most beneficiary of Advertisements. Advertisement makes people able to know about which articles being manufactured are on the sale in the market. If there is no advertisement people will not be able to know about various excellent products in the market



Benefits of advertising

Advertisement is considered to be the prime means of generation of income for the magazines, television and newspapers. Producers earns loads of money by spending their resources on advertisements. Models also make handsome income by acting in advertisements for the promotion of products and services. There are various ways for advertisement, but the cheapest and the most popular is newspaper publicity.TV, radio, cinema slides, hoardings, posters etc. are other different sources of advertisement.

Drawback of advertising

An advertisement creates an artificial demand for things that we don’t need. It compels us to purchase expensive things. It has also been seen to create disagreement within the family when the children make wish for all those advertised goods that they see on television that are beyond the spending capacity of parents. One of the most destructive impact of an ad is on the ethical grounds. Watching your favourite stars promoting alcohol, cigarettes etc. creates a bad impact on people who follows them. Another disadvantage of advertisement is that superior quality products that are not advertised lose their worth and inferior ones that are advertised enjoys more visibility in the market. But in spite of all these problems advertisement has become a necessity and one cannot think without them.

Newscaster: - Rohan Ravindra Desai
Freelancer: - Seema Samantha
Ref Link: <https://Www.Yourarticlelibrary.Com>

INFORMATION TECHNOLOGY

ROBOTS TURN TEACHERS IN BENGALURU SCHOOL, THANKS TO AI.

Mi asked questions) from students. We have programmed the interactive robots to answer questions students frequently ask on the subjects and related to them. With AI in play, the robots are able to respond to questions and doubts of our wards after a lesson is taught," said Rao. The private international day-cum-boarding school has 25 co-ed students in each of the four sections for Classes 7-9. It is affiliated to the Geneva-based International Baccalaureate (IB) Institute and follows its syllabus, which is recognized worldwide. The AI-enabled robots teach lessons in Biology, Chemistry, Geography, History and Physics to Classes 7-9. As per the Collaborative Learning Model (CLM), the man-machine team, comprising a teacher, students and the robot, collaborate in the classroom to deliver a lesson. The teacher collaborates with the robot and brings out the key concepts, relevance and application of the lesson being taught," said Rao, who also heads the project.



Rao and his 17-member team have designed and built the three robots in-house from light-weight 3D-printed materials with imported smart servo motors. These robots emulate human-like gestures while delivering the lessons in the classroom.

About 4,000 students from 38 countries are enrolled in the Indus School and its branches, which have 520 teaching faculty.

News caster:- Nikshata Gorivale
Freelance reporter: Arsh shrivastav.
Reference link: <https://www.livemint.com/>

HOW INFORMATION TECHNOLOGY WILL CHANGE OUR LIVES?

Over the past few year’s technology has taken over the world. Technology is vital in today’s world and makes everything easier. Some examples are the computer, television, cell phone, and video game systems etc. Technology has influenced people and their daily lives. Education has enhanced in schools and today learning as well as teaching has improved and became easier. Technology has also helped children with learning by providing computers and so on. Computers allow access to multiple programs as well through the internet. Technology has brought about countless societal advancements and benefits that we might not even realize or take advantage.



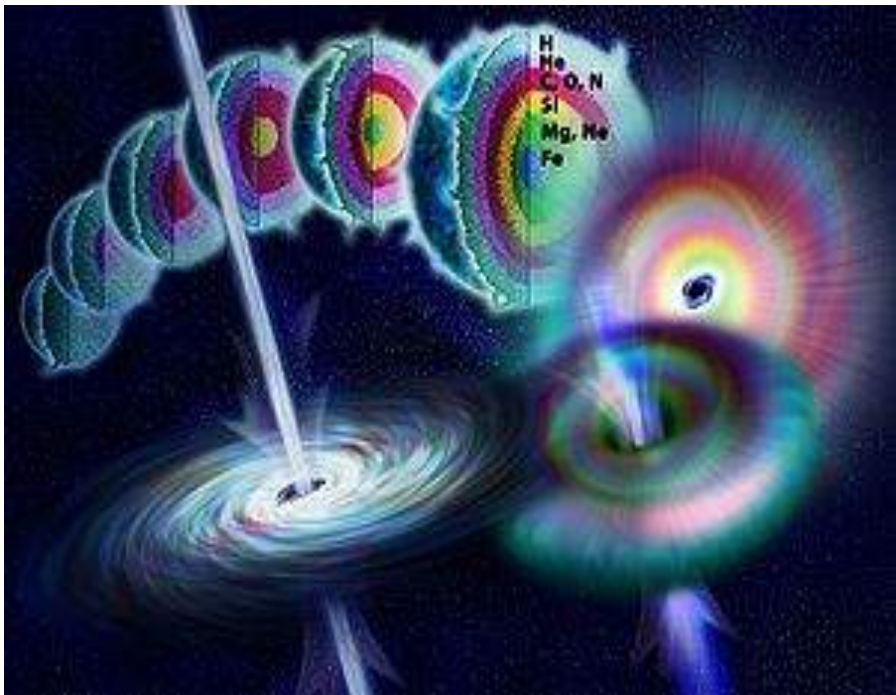
Technology promotes education. Students have an easier time engaging with technology, when learning new concepts, over any other method. The use of digital tools in the classroom has increased significantly in the past year. Natural disasters are increasing no matter what precautions are taken, but the recent development of mobile technology might help keep more people safe, and in some cases, even save people’s lives in the wake of events like hurricanes. Technology helps us talk at great distances; communicate online, talk with people from the entire world in these virtual world. Nowadays people can make businesses more quickly without any effort. Technology includes many more inventions that help us communicate and make our life easier. For example computers, internet, cell phone telephony, laptops, Gas’s, satellites, cable etc. Cell phones have as well made this a lot easier by allowing a call to be made from anywhere. Texting has developed though cell phones allowing communication quiet easier. Latest technology include Fibre Optics, Cell phone technology, Personal Computing, Nano Robots, Satellite Communications, Solar Cells, the Internet of Things. These technologies not only make improvements in life of people but also in the whole world too.

News caster- Priyanka Gowda
Freelancer: Arsh Shrivastav
Ref Link: [How-Information-Technology-Will-Change-Our-Lives](#)

SCIENCE & SPACE

GAMMA-RAY BURSTS

In gamma-ray astronomy, gamma-ray bursts (GRBs) are immensely energetic explosions that have been observed in distant galaxies. They are the brightest and most energetic electromagnetic events known to occur in the universe. Bursts can last from ten milliseconds to several hours. After an initial flash of gamma rays, a longer-lived "afterglow" is usually emitted at longer wavelengths (X-ray, ultraviolet, optical, infrared, microwave and radio).



The intense radiation of most observed GRBs is thought to be released during a supernova or superluminous supernova as a high-mass star implodes to form a neutron star or a black hole.

A subclass of GRBs (the "short" bursts) appear to originate from the merger of binary neutron stars. The cause of the precursor burst observed in some of these short events may be the development of a resonance between the crust and core of such stars as a result of the massive tidal forces experienced in the seconds leading up to their collision, causing the entire crust of the star to shatter.

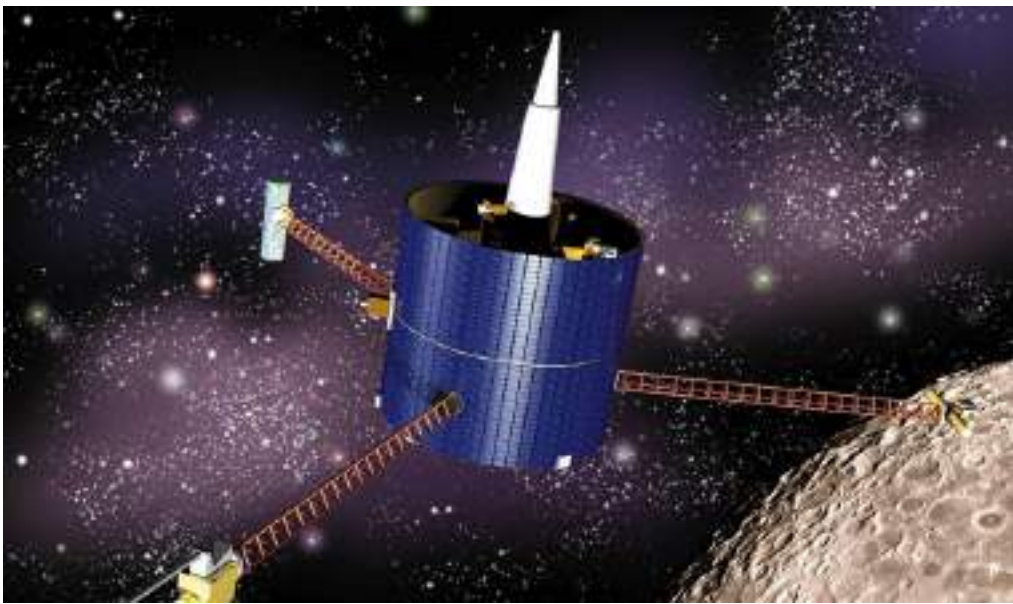
The sources of most GRBs are billions of light years away from Earth, implying that the explosions are both extremely energetic (a typical burst releases as much energy in a few seconds as the Sun will in its entire 10-billion-year lifetime and extremely rare (a few per galaxy per million years). All observed GRBs have originated from outside the Milky Way galaxy, although a related class of phenomena, soft gamma repeater flares, are associated with magnetars within the Milky Way. It has been hypothesized that a gamma-ray burst in the Milky Way, pointing directly towards the Earth, could cause a mass extinction event.

GRBs were first detected in 1967 by the Vela satellites, which had been designed to detect covert nuclear weapons tests; this was declassified and published in 1973. Following their discovery, hundreds of theoretical models were proposed to explain these bursts, such as collisions between comets and neutron stars. Little information was available to verify these models until the 1997 detection of the first X-ray and optical afterglows and direct measurement of their redshifts using optical spectroscopy, and thus their distances and energy outputs. These discoveries, and subsequent studies of the galaxies and supernovae associated with the bursts, clarified the distance and luminosity of GRBs, definitively placing them in distant galaxies.

Newscaster- Tanmay Khatate
Freelancer- Naima Bhatt
Ref: https://en.wikipedia.org/wiki/Gamma-ray_burst

SCIENTIFIC PUZZLE ABOUT THE
LIFETIME OF A NEUTRON

Scientists have been trying to measure the lifetime of a neutron outside an atomic nucleus for decades, and for the last 15 years, two types of laboratory experiments have provided different answers. In a new study, researchers for the second time have measured the neutron lifetime in a setting far outside the lab – space



This new measurement – based on data captured near the moon – is less precise than the lab measurements, and it does not clarify if either of the two lab results is correct. But it shows it's possible that future space-based measurements might be precise enough to help answer the question of how long neutrons survive. Robert Pattie, a physicist at East Tennessee State University in Johnson City who did not contribute to the new paper, called the new results "a neat experiment." Neutrons are subatomic particles that are typically stable when they're inside an atom's nucleus. When they're outside, they decay in a little less than 15 minutes into a proton, an electron and an antineutrino (an antimatter particle), but scientists aren't exactly sure how much less than 15 minutes it takes.

Measuring the neutron lifetime precisely is important because "it tells us things about fundamental properties of physics, across a really wide range of disciplines," said Shannon Hoogerheide, a physicist at the National Institute of Standards and Technology in Gaithersburg, Maryland, who did not contribute to the new paper. The relative abundance of hydrogen and helium in the universe shortly following the Big Bang, for example, determined the types of stars and elements in the universe, and this hydrogen-to-helium ratio depends on the neutron's decay rate.

Newscaster– Mansi Khavadkar
Freelancer– Naima Bhatt
Ref: <https://www.insidescience.org/news/space-based-research-may-help-settle-scientific-puzzle-about-lifetime-neutron>

NATURE

THE BENEFIT OF TREES

Forests play an important role in carbon storage and climate regulation, as well as supporting biodiversity. Restoration of lost and degraded areas is firmly back on the agenda with a recent UN announcement. March this year saw the announcement that the coming decade, 2021–2030, has been declared the UN Decade on Ecosystem Restoration . The target of restoring 350 million hectares of ecosystems globally will help to mitigate climate change, ensure food and water security, and preserve biodiversity.



The trees are the most helpful hand to everyone, even the animals .Forests play an important role in carbon storage and climate regulation, as well as supporting biodiversity. The target of restoring 350 million hectares of ecosystems globally will help to mitigate climate change, ensure food and water security, and preserve biodiversity.

In its simplest form, it sounds so straightforward — plant more trees to reduce atmospheric CO2 and achieve other benefits. Forests play an important role in carbon storage and climate regulation, as well as supporting biodiversity. As the climate changes, so do the challenges for tree and forest survival, with rising temperatures and hydrological changes both acting as potential stressors.Island species are particularly at risk, as they are isolated and have nowhere to go when their climate niche disappears.

Reforestation is complicated, with issues such as monocultures, which are typically quickly cut down, and potential societal tensions between policy for climate management and local needs for farming and other land use. Additionally, reforestation is not only about carbon storage, but also about preserving biodiversity and managing the hydrological cycle. Trees can be threatened by climatic zone shifts

Trees help the humans being with fruits, shelter, etc. The trees help to keep the soil fertile and nature clean. The trees are present everywhere you go along the roadside.

Newscaster:- Nehal Naik
Freelancer :- Aditya Nikam
Ref Link:-<https://www.nature.com/articles/S41558-019-0556-Z>

WHAT DOES NATURE GIVE US?

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 imperiled. Beyond such physical goods, the natural world provides less tangible, but just as important, gifts in terms of beauty, art, and spirituality.



There is no question that Earth has been a giving planet. 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 imperiled. Beyond such physical goods, the natural world provides less tangible, but just as important, gifts in terms of beauty, art, and spirituality.

- Importance of nature in our lives**
- There is no physical substance humans require more than freshwater without water we can only survive a few hellish days.
- Nature is our greatest medicine cabinet to date. It has provided humankind with a multitude of life-saving medicines.
 - The natural world helps regulate the Earth’s climate.
 - Recent research has found what nature-lovers have long expected.
 - Fisheries provide livelihoods both directly and indirectly, for around half a billion people.

Newscaster:- Arya Gadade
Freelancer:- Aditya Nikam.
Ref Link:- <https://what-does-nature-give-us-a-special-earth-day-article/>

RESEARCH

***STRANGE RADIO WAVES EMERGE FROM THE DIRECTION OF
THE GALACTIC CENTER***

Astronomers have discovered unusual signals coming from the direction of the Milky Way's centre. The radio waves fit no currently understood pattern of variable radio source and could suggest a new class of stellar object. The strangest property of this new signal is that it has a very high polarisation. This means its light oscillates in only one direction, but that direction rotates with time," said Ziteng Wang, lead author of the new study and a PhD student in the School of Physics at the University of Sydney. "The brightness of the object also varies dramatically, by a factor of 100, and the signal switches on and off apparently at random. We've never seen anything like it."



Many types of star emit variable light across the electromagnetic spectrum. With tremendous advances in radio astronomy, the study of variable or transient objects in radio waves is a huge field of study helping us to reveal the secrets of the Universe. Pulsars, supernovae, flaring stars and fast radio bursts are all types of astronomical objects whose brightness varies. "At first we thought it could be a pulsar -- a very dense type of spinning dead star -- or else a type of star that emits huge solar flares. But the signals from this new source don't match what we expect from these types of celestial objects," Mr Wang said. Mr Wang and an international team, including scientists from Australia's national science agency CSIRO, Germany, the United States, Canada, South Africa, Spain and France discovered the object using the CSIRO's ASKAP radio telescope in Western Australia. Follow-up observations were with the South African Radio Astronomy Observatory's Meer KAT telescope. Mr Wang's PhD supervisor is Professor Tara Murphy also from the Sydney Institute for Astronomy and the School of Physics. Professor Murphy said: "We have been surveying the sky with ASKAP to find unusual new objects with a project known as Variables and Slow Transients (VAST), throughout 2020 and 2021.

"Looking towards the centre of the Galaxy, we found ASKAP J173608.2-321635, named after its coordinates. This object was unique in that it started out invisible, became bright, faded away and then reappeared. This behaviour was extraordinary." After detecting six radio signals from the source over nine months in 2020, the astronomers tried to find the object in visual light. They found nothing.

Newscaster- Aditya Nikam

Freelance Reporter- Aakash Bavdankar

Reference Link - <https://www.universetoday.com/152972/whats-causing-the-mysterious-radio-waves-coming-from-the-center-of-the-milky-way/>

ACADEMICS

CHANDRASEKHARA VENKATA RAMAN
(C.V RAMAN)

Chandrasekhara Venkata Raman (C.V Raman) was born on 7 November, 1888 in Tiruchirapalli, Tamil Nadu. He became the first Indian to receive Nobel Prize in 1930 in Physics. His father was a lecturer in mathematics and physics so that from the first he was immersed in an academic atmosphere. He entered Presidency College, Madras, in 1902, and in 1904 passed his B.A. examination, winning the first place and the gold medal in physics; in 1907 he gained his M.A. degree, obtaining the highest distinctions.

His earliest researches in optics and acoustics – the two fields of investigation to which he has dedicated his entire career – were carried out while he was a student. Since at that time a scientific career did not appear to present the best possibilities, Raman joined the Indian Finance Department in 1907; though the duties of his office took most of his time, Raman found opportunities for carrying on experimental research in the laboratory of the Indian Association for the Cultivation of Science at Calcutta (of which he became Honorary Secretary in 1919).



His job was very hectic then also he continued his research work at night due to his core interest in science. Though the facilities available in the laboratory were very limited, he continued his research and published his findings in leading international journals including ‘Nature’, ‘The Philosophical Magazine’, ‘Physics Review’, etc. In 1917 he was offered the newly endowed Palit Chair of Physics at Calcutta University, and decided to accept it. After 15 years at Calcutta he became Professor at the Indian Institute of Science at Bangalore (1933-1948), and since 1948 he is Director of the Raman Institute of Research at Bangalore, established and endowed by himself. Some of Raman’s early memoirs appeared as Bulletins of the Indian Association for the Cultivation of Science (Bull. 6 and 11, dealing with the “Maintenance of Vibrations”; Bull. 15, 1918, dealing with the theory of the musical instruments of the violin family). He contributed an article on the theory of musical instruments to the 8th Volume of the Handbuch der Physik, 1928. In 1922 he published his work on the “Molecular Diffraction of Light”, the first of a series of investigations with his collaborators which ultimately led to his discovery, on the 28th of February, 1928, of the radiation effect which bears his name (“A new radiation”), and which gained him the 1930 Nobel Prize in Physics.

Other investigations carried out by Raman were: his experimental and theoretical studies on the diffraction of light by acoustic waves of ultrasonic and hypersonic frequencies (published 1934-1942), and those on the effects produced by X-rays on infrared vibrations in crystals exposed to ordinary light. In 1948 Raman, through studying the spectroscopic behaviour of crystals, approached in a new manner fundamental problems of crystal dynamics. Raman has been honoured with a large number of honorary doctorates and memberships of scientific societies. He was elected a Fellow of the Royal Society early in his career (1924), and was knighted in 1929.

Newscaster : Anchit Puthran
Freelance Reporter : Om Satelkar
Reference link: <https://www.nobelprize.org>

MIND MAPPING

A Mind Map is visual map of your ideas, laid out in a radial format around a central thought. To use Mind Mapping for study, simply take the central subject and then organise your notes around this point. Mind Maps appeal to your senses with their visual elements – images, branch colours and curved branches all add emphasis and ensure that you will remember your notes .By noting down only key words, you save vital time while studying.

Also, when you go to write essays or study for exams from your Mind Maps, you will recall the most important information .You generate ideas simply through making your Mind Map. Your brain actively makes links between ideas, puts thoughts in order and generates further creative ideas. Your brain responds to Mind Mapping as it replicates the natural thinking process, so you will find your ideas simply flow onto the page, making studying more enjoyable and more fun . The Mind Map is versatile tool, which can improve any aspect of study.



How could I Mind Map improve my study skills?

I Mind Map can improve your study skills even further, with multitude of easy-to-use features and tools - Image and Icon

Libraries – give your notes quick visual emphasis with a vast array of images and symbols, designed to help you comprehend messages easily .Save, edit and review your Mind Maps at leisure – great revision .

Use Highlight Clouds and Relationship Arrows to make connections between ideas even more explicit .

Using the Expand and Collapse function is a great way to test yourself – or your friends! – on key information

. Add notes to branches for more detailed information, longer data or add useful web links for your reference.

Newscaster: Vidya Ranpise
Frelancer : Om Satelkar
Ref Link: <https://Www.Avoa.Com>

MEDIA

THE IMPACT OF SOCIAL MEDIA ON OUR SOCIETY

Social media is a powerful revolution that has changed our lives all round; it has changed the way that we socialise, conduct our businesses, engage in political affairs, build professions and set job recruitments, says Susan Saurel, writer at EssayOnTime.



1. Socialisation
- With the use of platforms like Facebook, Twitter and Instagram, how people socialise has been greatly revolutionised. It has made it easy to connect to our family members, friends and relatives on a real-time basis.
2. Business
- Businesses have greatly been impacted by social media from marketing to interacting with customers on a timely basis. A business that has embraced the use of social has a definite edge over its competitors.
3. Politics
- social media has impacted politics in many ways. Nowadays, it is where most people get their news; in some cases, this is before the media houses do. It is the medium that gives the easiest access to political and other news.
4. Job hiring
- Social media has impacted job recruitments significantly. The majority of companies make their hiring decisions based on one's social portfolio. Recruiters also use online networks to post job vacancies through which they get their ideal candidates.
5. Education
- Many professions and skills have been built and learned through social media. There is a massive increase in online learning where one can easily learn a skill and build a strong profession around it.

Newscaster: Adesh Shinde.
Freelancer : Piyush Vishwakarma
Reference Link : <https://www.mediaupdate.co.za/social/147946/the-impact-of-social-media-on-our-society>

THE POWER OF MEDIA

In general, “media” refers to the tools of mass communication. Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some form of pictorial representation of messages through certain types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in media to help get across messages effectively.



Today, our life will remain incomplete without media. For example, it provides an easy means of communication where people are able to contact friends and family from another side of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world. We can also receive different types of news or daily events through media, almost instantly, for example, through the Internet. For example, when the video of people protesting on the streets of Cairo in. These kinds of images when seen on TV, newspapers or the Internet by individuals and “society” in general, can influence viewers to either support or not support those who are in power.

Magazines display visual images that can deeply influence female readers. Young girls and adult women spend time reading magazines partly or mainly because of fashion trends.

In conclusion, the use of media images can be both positive and negative to the individual or society. In a positive way, media makes our lifestyle easier, for example, we can get to know what is going on out there, locally or globally, within a short space of time. Even though there are so many benefits from media images, we have to be careful not to let them influence us unknowingly. We need to be wise when using the media.

Newscaster: Chaitanya Shinde.
Freelancer: Piyush Vishwakarma
Reference Link: <https://globalintelligentsia.com/power-media-in-modern-world>

HISTORY

MYSORE PALACE

The Palace of Mysore (also known as the Amba Vilas Palace) is a historical palace in the city of Mysore in Karnataka. Designed by the English Architect, Henry Irwin, the Mysore Palace dominates the skyline of Mysore. A three storied structure in the Indo-Saracenic style built between 1897-1912, the palace has beautifully designed square towers at cardinal points, covered with domes. The Durbar Hall with its ornate ceiling and sculpted pillars and the Kalyanamantapa (marriage pavilion) with its glazed tiled flooring and stained glass, domed ceiling are worth nothing. Intricately carved doors, the golden howdah (elephant seat), paintings as well as the fabulous, jewel encrusted golden throne (displayed during Dasara) are amongst the palace’s other treasures.



The walled palace complex houses the Residential Museum (incorporating some of the Palace’s living quarters), temples and shrines including the Shwetha Varahaswamy temple. The palace is illuminated on Sundays, Public Holidays as well as during the Dasara Celebrations where 97,000 electric bulbs are used to illuminate it. The palace has many prominent rooms and places, each boasting of exceptional beauty. Public Durbar Hall is one of the most popular features of the Mysore Palace. It was used by kings to host various ceremonial meetings. At the entrance of Durbar hall, a life size plaster of Paris statue of Krishnaraja Wadiyar IV has been placed, which was crafted by B. Basavaiah who was the palace artist. Next to it is the photograph of Jamedar Peer Bait, who was his favorite helper. Corners of the halls are decorated with French lamp stands. The durbar hall presents a mesmerizing beauty with its marble floor, varied decorated corridors, walls adorned with paintings from Hindu mythological epics, portraits of royal family members, God and Goddess, etc. Each painting seems to speak tales of Royal family and Mysore historical splendor.

Newcaster -Nivedita Bhat
Freelancer Reporter -Ashutosh keni
Ref: https://en.wikipedia.org/wiki/Mysore_Palace

WARS OF THE DIADOCHI

The Wars of the Diadochi were a series of conflicts that were fought between the generals (Diadochi) of Alexander the Great. Alexander the Great died on June 10, 323 BC, leaving behind an empire that stretched from Greece to Macedon in Europe; and to the Indus valley in South Asia. The empire had no clear successor, due to the fact that King Philip and Alexander systematically removed all of their political rivals from existence.



The Argead family, at this point, consisted of Alexander's mentally defective half-brother, Arrhidaeus; his unborn son Alexander IV; his reputed illegitimate son Heracles; his mother Olympia's; his sister Cleopatra; and his half-sisters Thessalonike and Cynane. Disagreements took place between Alexander's former generals after his death, which resulted in a succession crisis. General Meleager (of Macedon) and his infantry supported the candidacy of Alexander's half-brother, Arrhidaeus. Perdiccas, the leading cavalry commander, believed it would be best to wait until the birth of Alexander's unborn child, by Roxana. Both parties agreed to a compromise, wherein Arrhidaeus (as Philip III) would become king and rule jointly with Roxana's child, providing it was a male heir. Perdiccas was designated as regent of the empire, with Meleager acting as his lieutenant. However, soon thereafter, Perdiccas had Meleager and the other infantry leaders murdered, and assumed full control. In the east, Perdiccas largely left Alexander's arrangements intact – Taxiles and Porus ruled over their kingdoms in India; Alexander's father-in-law Oxyartes ruled Gandara; Sibyrtius ruled Arachosia and Gedrosia; Stasanor ruled Aria and Drangiana; Philip ruled Bactria and Sogdiana; Phrataphernes ruled Parthia and Hyrcania; Peucestas governed Persis; Tlepolemus had charge over Carmania; Atropates governed northern Media; Archon got Babylonia; and Arcesilas ruled northern Mesopotamia.

Newcaster -Chirag Bhoir
Freelancer Reporter -Ashutosh keni
Ref: https://en.wikipedia.org/wiki/Wars_of_the_Diadochi

LIBRARY

LIBRARY AND ITS USES

A library is a place where books and sources of information are stored. They make it easier for people to get access to them for various purposes. Libraries are very helpful and economical too. They include books, magazines, newspapers, DVDs, manuscripts and more. In other words, they are an all-encompassing source of information. A public library is open to everyone for fulfilling the need for information. They are run by the government, schools, colleges, and universities. The members of the society or community can visit these libraries to enhance their knowledge and complete their research.



Importance of Libraries

Libraries play a vital role in providing people with reliable content. They encourage and promote the process of learning and grasping knowledge. The book worms can get loads of books to read from and enhance their knowledge. Moreover, the variety is so wide-ranging that one mostly gets what they are looking for. Most importantly, libraries are a great platform for making progress. When we get homework in class, the libraries help us with the reference material. This, in turn, progresses our learning capabilities and knowledge. It is also helpful in our overall development.

Uses of Library:

A library is a very useful platform that brings together people willing to learn. It helps us in learning and expanding our knowledge. We develop our reading habits from a library and satisfy our thirst and curiosity for knowledge. This helps in the personal growth of a person and development. authentic and reliable sources of information for researchers. They are able to complete their papers and carry out their studies using the material present in a library. Furthermore, libraries are a great place for studying alone or even in groups, without any disturbance.

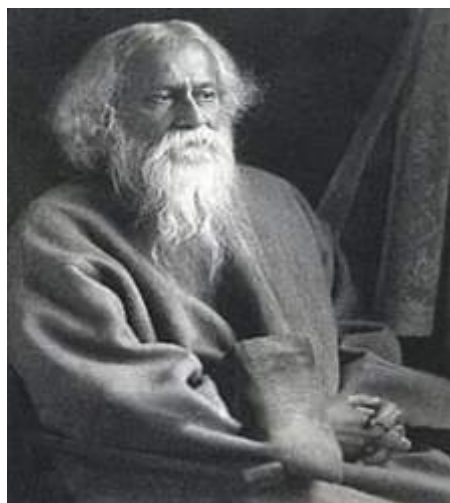
Newscaster:- Dashmi Gaikwad

Freelancer:- Jatin Bisht

Reference: - <https://www.toppr.com/guides/essays/essay-on-vocational-education/>

RABINDRANATH TAGORE

Rabindranath Tagore ; born Rabindranath Thakur, 7 May 1861 – 7 August 1941; sobriquet Gurudev, Kobiguru, Biswakobi) was a Bengali polymath – poet, writer, playwright, composer, philosopher, social reformer and painter. He reshaped Bengali literature and music as well as Indian art with Contextual Modernism in the late 19th and early 20th centuries. Author of the "profoundly sensitive, fresh and beautiful verse" of Gitanjali, he became in 1913 the first non-European to win the Nobel Prize in Literature. Tagore's poetic songs were viewed as spiritual and mercurial; however, his "elegant prose and magical poetry" remain largely unknown outside Bengal. He is sometimes referred to as "the Bard of Bengal A Bengali Brahmin from Calcutta with ancestral gentry roots in Burdwan district] and Jessore, Tagore wrote poetry as an eight-year-old At the age of sixteen, he released his first substantial poems under the pseudonym Bhānusiṃha ("Sun Lion"), which were seized upon by literary authorities as long-lost classics. By 1877 he graduated to his first short stories and dramas, published under his real name. As a humanist, universalist, internationalist, and ardent anti-nationalist, he denounced the British Raj and advocated independence from Britain. As an exponent of the Bengal Renaissance, he advanced a vast canon that comprised paintings, sketches and doodles, hundreds of texts, and some two thousand songs; his legacy also endures in the institution he founded, Visva-Bharati University.



Tagore modernised Bengali art by spurning rigid classical forms and resisting linguistic structures. His novels, stories, songs, dance-dramas, and essays spoke to topics political and personal. Gitanjali (Song Offerings), Gora (Fair-Faced) and Ghare-Baire (The Home and the World) are his best-known works, and his verse, short stories, and novels were acclaimed—or panned—for their lyricism, colloquialism, naturalism, and unnatural contemplation

Newscaster – Devi Dhamankar

Freelancer:- Jatin Bisht

FOOD & HEALTHCARE

FOOD AND HEALTH

In personalized nutrition, food is a tool for good health, implying an instrumental relationship between food and health. Food receives a secondary value, while health would appear to be a descriptive biological concept. This article gives an introduction to cultural understandings of food and health. The wider definition of food and health is explored in relation to the commonly used scientific approach that tends to take a more reductionist approach to food and health. The different discourses on food and health are being discussed in relation to ethical aspects of personalized nutrition. The success of personalized nutrition is likely dependent upon the ability to integrate the scientific approach with everyday cultural, emotional, ethical, and sensual understandings of food. Health theories can be divided into two principal rival types—biostatistical and holistic. Biostatistical focuses on survival, while holistic focuses on ability as a precondition for health. Arguments in favor of a holistic and individualistic theory of health and illness are presented. This implies a focus on the ability of the individual to realize his or her “vital goals.” A holistic and individualistic health concept may have a reinforcing effect on the individualized approach in personalized nutrition. It allows focus on individual health premises and related dietary means of health promotion, as well as an individualized perspective on the objectives of health promotion. An individualistic notion of health also indicates that people with high levels of vital goals benefit more easily. To reach beyond these groups is likely difficult. This potential injustice should be balanced with global preventive medical programs.



Nutritional genomics studies the interaction between nutrition and the genome, and it seeks “to provide the scientific basis for improved public health through dietary means” (Bergmann et al. 2008, p. 448). As an emerging application of nutritional genomics, personalized nutrition encompasses the vision to improve individual health control by offering access to an improved understanding of “the functional interaction between bioactive food components with the genome at the molecular, cellular, and systemic level in order to understand the role of nutrients in gene expression and...how diet can be used to prevent or treat disease” (Castle et al. 2007, p. 3). Consequently, in the context of personalized nutrition, food may be understood as a tool for good health.

Newscaster: Ritik Jadhav
Freelancer: Shreyas Bane
Refrence: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3689889>

BIO STATISTICAL AND HOLISTIC CONCEPT OF HEALTH

Contemporary philosophy of health has been quite focused on the problem of determining the nature of the concepts of health, illness, and disease from a biological and medical point of view. Some theorists claim that these concepts are value-free and descriptive. Moreover, according to this line of thought, a disease in a human can be detected through ordinary inspection and the use of scientifically validated procedures without invoking any normative evaluations of the person’s body or mind. To say that a person has a certain disease or that he or she is unhealthy is thus, given this interpretation, to objectively describe that person. Other philosophers claim that the concept of health, together with other medical concepts, is essentially value-laden. To establish that a person is healthy does not entail just some objective inspection and measurement; it also presupposes an evaluation of the general state of the person. Thus, moral values and social norms are integrated into the understanding of health.



Christopher Boorse developed the biostatistical theory of health and disease (Boorse 1977a), which he revised in his famous paper from 1997b—“A Rebuttal on Health.” According to the biostatistical theory of health, health is defined in terms of statistically normal biological function. Two central definitions form the basis of Boorse’s characterization of health. First, there is the definition of disease: “A disease is a type of internal state which either is or causes an impairment of normal functional ability, i.e. a reduction of one or more functional abilities below typical efficiency.” Second, there is the definition of health based on this characterization that states laconically: health is identical with the absence of disease. It is significant that holistic theories do not refer specifically to survival but mainly to the quality of life or welfare of the individual. According to these theories, a person can be ill not only if the probability of the person’s survival has been lowered but also if he or she does not feel well or has become disabled in relation to some goal other than survival.

News Caster:- Mihir Gohil
Freelancer:- Shreyas Bane
Reference link:- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC36898>

CULTURE & CUISINE

PONDICHERRY– CULTURE AND CUISINE

Puducherry still has the French flavor in it as one can see by the grand colonial mansions, beautiful boulevards, and placid promenades, spellings in signboards and buildings, names of roads and public places. The presence of two dominant influences have made the Pondicherry culture complex but very vibrant at the same time. Hinduism, Christianity, and Islam co-exist in Pondicherry. The Hindus have scores of ancient temples in Pondicherry famous among them being Varadaraja temple dedicated to Lord Vishnu, Villianur temple dedicated to Thirukameshwara and Thirunallar temple dictated to Planet Saturn, Sani. Karaikal is the Gateway to various places of worship in the eastern coast of Tamil Nadu. Velankanni and Nagore the two famous places of pilgrimage for Christians and Muslims respectively are near Karaikal.

Cuisine
The scrumptious cuisines of Pondicherry have a great French as well as Tamil influence. Tourists who come from across the globe have really liked the food and wish to visit Pondicherry time and again. One thing that can make Pondicherry cuisine stand different from any other food to try is the common practice that is followed by the locals when preparing food. In the sense, food in Pondicherry is cooked in very less oil, and are easy to digest. Offering a lot, tourists will come across freshly baked baguettes and crisp croissants



with a steaming cup of coffee which is considered to be a perfect breakfast of the people living in Pondicherry. Other than this, tourists can even try out the popular Indian delicacies that find much favor in Pondicherry including Tandoori Potato, Soya Dosa, Assad, Coconut Curry, Podanlangkai, Curried Vegetables, Stuffed Vegetables, Palpayasam which is sweet milk and a lot more.

Nawscaster – Anuja Katwate
Freelance Reporter:- Adesh Shinde
Reference – <https://www.Tourmyindia.Com/States/Puducherry/Cuisine.Html>
<https://www.Ritiriwaz.Com/Puducherry-Culture-And-Tradition/>

DELHI CULTURE AND CUSINE

Delhi is one of the high-power ancient regions, which has regained and improved cultural beauty throughout history with different empires controlling it. Delhi has a chaotic asymmetric beauty. One side of Delhi is still with the ancient style architecture, old winding lanes, age-old markets, and traditional communities. This Old Delhi is still holding its traditional values whereas New Delhi is getting flourished with modernization. This diversity in culture makes Delhi, a most prominent tourist attraction.



Delhi has an amalgamated cuisine, which revolves around dishes from Punjab, Haryana, Maharashtra, Uttar Pradesh and so on. Starting from International cuisine to Mughal cuisine you can find almost all kinds of food dishes here. Traditionally speaking, a mixture of ancient Indian and Mughal styled cuisine is now considered as authentic Delhi cuisine. Street foods make a major part of the cuisine of the land. Top street food of Delhi islassi, kebab, cholebhature, jalebis, falooda, samosa, butter chicken, Nihari, kulfi, and others. However, the iconic dish of Delhi is biriyani served in earthen pots.

Delhi streets are covered with stalls that sell refreshing drinks. Apart from branded carbonated water, you can find many authentic Delhi styled beverages. Top drinks to try here are flavored lassi, lemon soda (banta), jaljeera, wood apple sherbet (bel kasharbat) and flavored buttermilk.

The best way to try as many Delhi dishes as possible is by choosing Delhi thali. Thali is a very famous dish around the country. It is a combination of small amounts of numerous dishes served in small vessels, lined inside a large plate. You can find thalis with 9-25 dishes in it. You ought to visit authentic local restaurants to try vegetarian or non-vegetarian thali.

News Caster:- Atharva Keer
Freelance Reporter:- Adesh Shinde
Reference
link:- <https://www.travelogyindia.com/delhi/culture-of-delhi.html>

TRAVEL & TOURISM

ONE DAY IN BEAUTY OF DOHA

Say Marhaba to the capital by visiting the beautifully designed museums and galleries and take in the country’s heritage.



Start the day at the National Museum of Qatar, where both the structure and the exhibits tell Qatar’s story. Inspired by the desert rose, the Jean Nouvel designed building is a masterpiece, and inside, exhibits chart the country’s history. Next, visit the Museum of Islamic Art, an architectural wonder designed by I.M. Pei, and home to a vast collection from across the Islamic world. After learning all about Qatar’s past, head to Katara Cultural Village for a wander and some lunch. Situated along Doha’s coastline, Katara presents an innovative interpretation of the region’s architectural heritage. The purpose-built development is home to theatres, galleries and performance venues which feature a year-round programme of concerts, shows and exhibitions. Cafes and restaurants can feed any taste, and a walk along Katara beach lets weary travellers feel the sand between their toes, if only for a while.

This man-made island contains luxury shops, yachts, and a plethora of restaurants. Also known for the Venice-inspired Qanat Quartier, with its canals and candy- coloured buildings, the Pearl offers breath-taking views and is a gem worth exploring.

For much of the year in Doha, life begins after the sun sets. As the city lights shimmer, its beautiful people head out to enjoy bites, music, and dance. Qatar boasts numerous local fast food establishments serving up a range of snacks and quick meals. If you’re seeking delicious, affordable dishes, head to these local institutions.

Sabah w Masa
This Lebanese joint boasts some of the best falafel in town. An extensive menu offers fresh Lebanese dishes on-the-go, well suited for breakfast, lunch & dinner.

Turkey Central
One of the oldest BBQ establishments on teeming Al Nasr street, this restaurant is always abuzz with people coming for the famous kebabs and kofte on tomato bread accompanied by cold starters (mezze) and their signature creamy avocado juice.

Newscaster -Shivani Mishra
Freelance Reporter -Payal Solanki
Ref:https://www.visitqatar.qa/en/home?utm_source=google&utm_medium=cpc&utm_campaign=AON-Generic-Goo-Traffic-En-Nov-2020&utm_term=Tourism/Tour&gclid=EAIaIQobChMItsGetL7U8wIVQwQrCh1bGQ3wEAAYASAAEgJiSPD BwE

TRAVEL AND TOURISM IN INDIA

Tourism is a major economic activity that has developed significantly over the years. As we all know, India is one of the world's most famous countries for its unique tourist and tourist destinations. Tourism in all countries plays a big role in the economic growth and development of a country. If we see tourism in India, it is India's second largest source of income through the foreign currencies of foreign tourists. A large percentage of people's lives East based solely on tourism itself because the tourism industry in India has employed a large number of people in the category, skilled and unskilled. Tourism in any country promotes its national integration and international fraternity.



Our country is naturally and culturally endowed with many beautiful and attractive places that have fascinated people around the world. Our country is one of the richest countries with legacies, historical monuments, forts, beaches, religious places, mountain resorts, etc. attracting tourists from around the world. India is known for its unity in diversity that enriches it with people from many cultures, traditions and religions which is the big reason for good tourism here. Because of being rich with people from many religions and languages, our country is full of diversity in handicrafts, folk dances, fairs, festivals, music, ballet, clothing, eating habits, lifestyle, languages, etc. which gives rise to the will or the desire in the hearts of the people of the world to see India.

India, being a vast and diverse country, always has something to offer, and its glorious traditions and rich cultural heritage are linked with the development of tourism. Its magnificent monuments attract large numbers of visitors from all over the world. Tourism is the largest service industry in India.

Freelance Reporter -Payal Solanki
Newscaster -Radhika Mistry
Ref:-
<https://economictimes.indiatimes.com/news/defence/>

SUNDAY, 7TH NOVEMBER, 2021

SPORTS

T20 WORLD CUP 2021

In April 2020, the ICC confirmed that despite the COVID-19 pandemic, the tournament was still planned to go ahead as scheduled. However, the following month a senior ICC official said that it would be "too big a risk" to host the tournament in 2020. The ICC also stated that reports of postponing the tournament were inaccurate, with multiple contingency plans being looked at.



A decision on the tournament was originally deferred until the ICC's meeting on 10 June 2020, with a further announcement scheduled to be made in July 2020. The BCCI were also in talks with Oman as a potential co-host of the tournament. On 1 June 2021, the ICC gave the BCCI the deadline of 28 June 2021 to make its decision on where the tournament would be played. Regardless of the actual location of the tournament, the ICC also confirmed that the BCCI would remain as the hosts of the competition. Later, the ICC confirmed that the tournament had been moved to the UAE and Oman. It was the first time for both the UAE and Oman to be hosting a global ICC event, and also the first occasion that a cricket World Cup was being held entirely outside of the elite Test-playing nations. The ICC also considered moving the tournament to be played around the next Women's ODI World Cup, which was originally scheduled to take place in New Zealand for February 2021.

The 2021 ICC Men's T20 World Cup is scheduled to be the seventh ICC Men's T20 World Cup tournament, with matches taking place in the United Arab Emirates and Oman from 17 October to 14 November 2021. The West Indies are the defending champions.

Newscaster - Altaf Patel

Freelancer - Maithili Parate

Ref- https://en.m.wikipedia.org/wiki/2021_ICC_Men's_T20_World_Cup

SOCIAL ISSUES

IMPACT OF SOCIAL MEDIA INFLUENCERS ON CHILDREN

Social media influencers (e.g. beauty bloggers, video game vloggers, toy unboxers, instafamous) are extremely popular among minors. Influencers seem to play an important role in minors' lives, first, because minors spend a large part of their time watching, viewing, liking, forwarding, and commenting on influencers' content. As such, the level of involvement with influencer content seems high. Second, minors turn to these influencers not only for entertainment, but also for information, advice, company and comfort. However, scientifically-grounded insights on the role of social media influencers in the lives of children and adolescents are still scarce.



First, influencers are assumed to be so appealing because they are similar to their audiences. They are often perceived as 'the boy or girl next door' with whom identification is easy. However, there are probably more reasons for the attraction of influencers. Research is needed to unravel the underlying psychological mechanisms that explain the appeal of social media influencers.

Second, the impact of social media influencers on minors may have both desirable and undesirable consequences. Influencers may inspire minors to behave pro-socially or more healthy, but they may also show bad examples of smoking, drinking, or even criminal behavior. In addition, influencer content may also affect minors' psychological well-being, materialism, and body satisfaction.

Third, because social media influencers are assumed to have an impact on their audiences, they are also used by third parties for commercial purposes. For example, brands pay influencers to promote products in content that influencers create. Similarly, governments or NGOs turn to influencers to promote healthy, social, or environmental friendly behavior among minors. Despite the popularity of so-called influencer marketing, theoretical or empirical insights into whether and why influencers are persuasive among minors and which (psychological) mechanisms underlie this, are limited.

Fourth, some social media influencers are minors themselves. With major brands signing up for paid partnerships, a growing number of child and adolescent influencers (and their parents) are striving to make a profit, which leads to important legal, ethical and philosophical questions.

Newscaster – Shashank Shetye
Freelancer Report – Ayush Sinha
Ref - [Http://Surl.Li/Akuwy](http://Surl.Li/Akuwy)

ANEMIA IN URBAN INDIA



A recent report states that anemia affects the urban society as well with one in three teenage girls affected in cities. The main reason being they prefer diet fad or junk food. According to the doctors, dietary choices are increasingly turning to refined food lacking vital nutrients. Many young people skip breakfast which should be the biggest meal of the day. It leads to wrong eating habits that cause weakness in the body system.



Family meals are also a big casualty to urban work schedules with teenagers and children eating junk food at schools and restaurants. The wrong choice of breads, oils, dressings leads to empty calories piling up without essential vitamins and minerals.

In India 55.8% women and 24.7% men have anemia with highest prevalence in Assam and Jharkhand (69%) followed by Bihar (67.4%). Even the national capital New Delhi has a female anemic population of alarming 44.3%.According to the National Family Health Survey III anemia causes one in five pregnancy related deaths, triples the risk of premature delivery and low birth weight babies and increases risk of fetal death nine-fold. Anemia affects 24.7% of adult men.

Anemia in mothers also leads to irreversible brain damage and poor development in babies. Most young girls lack basic awareness about health that makes them undernourished adults and later on unhealthy mothers.

Haemoglobin should be over 12 gm/dl for women and 13 gm/dl for men. According to the doctors, eating iron-rich food is not enough, it needs to be absorbed by the body as well. Vitamin C aids in absorption while caffeine in the tea and coffee prevent it.Green leafy vegetables are another good source of iron.

Newscaster: Nontobeko Shezi
Freelance Reporter: Aayush Sinha
Ref : [Http://Www.Azadindia.Org/Social-Issues/Anemia-In-Urban-India.Html](http://Www.Azadindia.Org/Social-Issues/Anemia-In-Urban-India.Html)

STUDENT'S SECTION

FASCINATING FACTS ABOUT MOHENJODARO AND INDUS VALLEY, A CIVILISATION FAR AHEAD OF ITS TIME

1. Oldest in the World:-Scientists from IIT-Kharagpur and Archaeological Survey of India (ASI) have recently uncovered evidence that the Indus Valley civilization is at least 8,000 years old and not 5,500 years old as earlier believed. This discovery, published in the prestigious Nature journal on May 25, 2016, makes it not just older than the Egyptian and Mesopotamian civilisations but also the oldest in the world!
2. Mohenjodaro and its Great Bath:-Mohenjo Daro translates to the 'Hill of the Dead' or the 'Mound of the Dead' in Sindhi. The Great Bath of Mohenjodaro, a watertight pool perched on top of a mound of dirt, is enclosed within walls of baked bricks. This bathing pool (and another one at Dholavira) suggests that Harappans valued cleanliness.
3. An Undeciphered Script:-The most intriguing of all undeciphered scripts in the world, the Indus script is made up of partially pictographic signs and various human and animal motifs that include a puzzling 'unicorn'.
4. Great Granaries Of Harappa:-Evidence of several granaries, massive buildings with solid brick foundations and sockets for wooden superstructures, have been found in excavations of Harappa, Mohenjodaro, and Rakhigarhi.
5. World's Earliest Known Dockyard at Lothal:-A vital and thriving trade centre of Indus Valley civilization, Lothal had the world's earliest known dockyard. Spanning an area 37 meters from east to west and nearly 22 meters from north to south, the dock connected the city to an ancient course of the Sabarmati river, which was the trade route between Harappan cities in Sindh and the Saurashtra peninsula.
6. Fire Altars of Kalibangan:-Kalibangan, which literally means black bangles, lies along the left bank of the dried-up bed of river Ghaggar in Rajasthan. Other than giving the evidence of the earliest ploughed agricultural field ever revealed through an excavation, Kalibangan also has several fire altars, which suggest that the Harappans believed in the ritualistic worship of fire.
7. A Game Like Chess:-Evidence suggests that the people of Indus Valley Civilization loved games and toys. Flat stones with engraved grid markings and playing pieces have been found, which shows that the Indus people may have played an early form of chess.
8. Town Planning:-A well-planned street grid and an elaborate drainage system hint that the occupants of the ancient Indus civilization cities were skilled urban planners who gave importance to the management of water. Wells have also been found throughout the city, and nearly every house contains a clearly demarcated bathing area and a covered drainage system
9. Urban Life:-The city's prosperity and stature are evident in the artefacts, like beads, jewellery, and pottery recovered from almost every house, as well as the baked-brick city structures themselves. Not everyone was rich but even the poor probably got enough to eat.

Newscaster - Diksha Tambe**Freelance reporter - Anushka Patil****Ref:- <https://www.thebetterindia.com/60143/mohenjodaro-harappa-indus-valley-civilization/>**

CREDITS

CHIEF EDITOR

Ms. Vidisha Mapuskar

CREATIVE DIRECTOR

Ms. Rutuja Surve

DESIGNERS

Ms. Yashhashree Godbolle

Ms. Devi Dhamankar

Ms. Shruti Soparkar

PICTURE EDITOR

Ms. Divya Ghadigaonkar

COPY EDITOR

Ms. Dhanashree Patil

PROOF READER

Ms. Sanchita Sutar

PRODUCTION MANAGERS

Mr. Nigel Thomas

Ms. Sanjam Kaur

DEPARTMENT EDITORS

Ms. Riddhi Nanaware

Mr. Aaryan Shinde

Ms. Bhakti Margaj

Mr. Nithik Salian

Ms. Lysandria Monterio

Ms. Sanjana Goli

Mr. Kartik Bordekar

Mr. Shubham Patil

Mr. Sadashiv Shingare

Ms. Prachi Chaudhari

Mr. Shaunak Parmar

Mr. Nishit Mehta

Mr. Suksham Bhatia

Mr. Omkar Wagh

Ms. Nidhi Satam

Ms. Latika Naik

Mr. Tejas Kale

ADVISORY

Dr. S.B. Sawant

(Principal)

Dr. Mala Kharkar

(Chief Education Officer)

Ms. Ruchita Dalvi

(Chief Co-ordinator)

CONVENER

Ms. Swati Takkar

(BMS Co-ordinator)

ORGANISING COMMITTEE

Ms. Pooja Chodankar

Ms. Nisha Gupta

Ms. Sonal Hippalgaonkar

**Suggestions, queries, comments and even
criticism are welcome.**

**Please feel free to write us at
bmsperiodical@gmail.com**