WEEKEND CHRONICLE

WINDOW TO YOUR KNOWLEDGE

AN INITIATIVE BY B.M.S DEPARTMENT

MAIL ID:- bmseperiodical@gmail.com

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 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. Mala Kharkar
Chief Education Officer
(Patkar-Varde College)

A MESSAGE FROM THE 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 i.e., online magazine drives us through varied genres 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!!!

Dr. Shrikant B Sawant
Principal
(Patkar-Varde College)

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ARTICLE ON HUMAN RIGHTS

The term "human rights" signifies the class of rights, which are intrinsic in our nature and without which we cannot live as human beings. Human rights being an imperishable section of the nature of human beings are important for people to advance their personality, their human qualities, intelligence, and conscience and to fulfil their spiritual and other higher requirements. Moreover, it is expressed that the rights which are natural and intrinsic for life and happiness of every person and thus this right are known as human rights. These rights are indispensable for the welfare of human dignity and the individual. Man as a part of the community has some rights in order to him endure, sustain and nourish his possibilities.

Magna Carta, or "Great Charter," penned in 1215 by the King of England, was a critical point in the progression of human rights. In 1215, after King John of England infringed a number of olden laws and customs by which England had been ruled, his subjects compelled him to sign the Magna Carta, which set forth what later came to be known as human rights. Amongst them was the right of the church to be free from sovereign intervention, the rights of all free citizens to own and inherit assets and to be shielded from disproportionate taxes. It recognized the right of widows who possessed property to choose not to marry again and recognized the principles of due process and equality before the law. It also had provisions forbidding bribery and official transgression. Commonly considered as one of the most significant legal documents in the development of modern democracy, the Magna Carta was a critical turning point in the fight to establish freedom and liberty.

While this day is recognized to raise awareness about people's social, cultural, political and religious rights, let's have a look at the day's history and events that led to its constitution.

The UDHR is deemed a milestone document that is available in more than 500 languages and is said to be the most translate document in the world, according to the UN's official website.There have been multiple precursors to the 20th-century document and to name a few, it would be -- the Magna Carta drafted in 1215, the English Bill of Rights of 1689, the French Declaration on the Rights of Man and Citizen of 1789, the US Constitution and Bill of Rights in 1791 and so on. However, when these documents were translated it was found out that the policies ignored women, people of colour, race and religion.Largely influenced by Roosevelt's speech, the voices from across the world came together to support the drafting of the United Nations Charter in 1945 in San Fransico.Eventually, the member states of the UN established a Commission on Human Rights on February 16, 1946, to draft a document that will articulate the fundamental rights and freedom proclaimed in the Charter. Under the 'forceful' leadership of Anna Eleanor Roosevelt, the former first lady of the US, the Commission came out with the UDHR, which was adopted by the 56 member countries on December 10, 1956.

Human Rights Day is observed every year on December 10 to honor the day in 1948 when the United Nations General Assembly (UNGA) adopted the Universal Declaration of Human Rights (UDHR).

The concept of human rights can be traced to the natural law Philosophers such as Locke and Rousseau. The natural law philosophers philosophized over such inherent human rights and sought to preserve these rights by propounding the theory of social contract. According to Locke, man is born 'with a title to perfect freedom and an uncontrolled enjoyment of all the rights and privileges of the law of nature' and he has by nature a power 'to preserve his property-that is, his life, liberty and estate, against the injuries and attempts of other men.'

The concept of fundamental rights represents a trend in modern democratic thinking. The enforcement of human rights is a matter of major significance to modern constitutional jurisprudence. The incorporation of fundamental rights as enforceable rights in the modern constitutional documents, as well as the internationally recognized charter of human rights, emanating from the doctrine of natural law and natural rights.
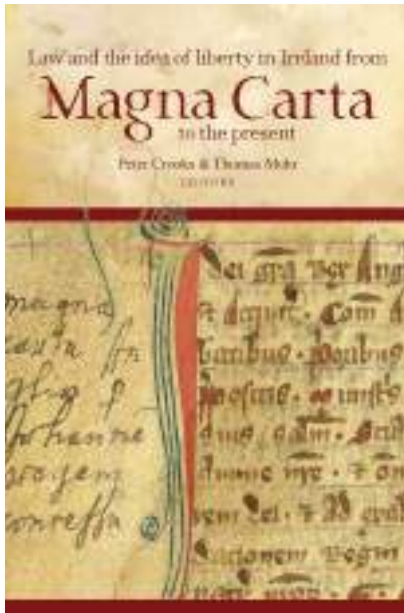
While interpreting the fundamental rights in the Indian Constitution, the Supreme Court has drawn from the International Declaration of Human Rights. In the case of *Chairman Railway Board v. Chandrima Das,* the Supreme Court has made copious references to the UDHR, 1948, and observed: "The applicability of UDHR and principles there may have to be read, if need be, into the domestic jurisprudence." The need of being louder about human rights came much later, post-World War II. Following the mass extermination of the Jews, people with disabilities, homosexuals and others by Nazi Germany shook the world, bringing together the need to protect the rights of people from various walks of life, against the inhumane abuses of governments and rulers.Eventually, governments of various countries pledged to the formation of an international body (the United Nations) to safeguard the rights of people, especially the one lacking 'power'. The essence of these human rights principles first found its place in US President Franklin D. Roosevelt's State of the Union Address in 1941. In his address, commonly known as 'Four Freedoms', the 32nd US President talked about a world that should stand on four essential freedoms -- freedom of speech and religion, and freedom from want and fear.Largely influenced by Roosevelt's speech, the voices from across the world came together to support the drafting of the United Nations Charter in 1945 in San Fransico.

Reference link: https://www.un.org/en/observances/human-rights-day

BUSINESS

HOW INTERNET CHANGED THE BUSINESS ENVIRONMENT?

The way of doing business has changed ever since the boom in information technology. The product development, marketing, selling processes, and communication channels all have changed since the marketers chose online selling.

E-Commerce has drastically changed the ways of buying and selling goods, changing the ways of doing business. This is because people tend to feel more comfortable buying things online than from a brick-and-mortar store.

This has led to an increase in the number of eCommerce businesses and there are as many as 1,06,086 registered eCommerce websites in India itself.

Impact Of E-Commerce On The Way Of Doing Business:

Easy to Start: The most evident change that eCommerce has brought is the ease of starting a business. Anyone can start their online business from anywhere selling items globally. eCommerce has even opened the doors of opportunities for handicrafts and handloom industries as half of their earning was taken away by middlemen. With eCommerce websites, they can sell their product directly to the customer.

Easy To Target Audience: As per the shopping and searching traits, eCommerce websites can analyse the data and set their target audiences. They are even able to calculate the impacts of their advertisements on social media. This helps them from spending unnecessarily on platforms that are unable to give the customers.

Low Products Prices: With a plethora of eCommerce sites and neck and neck competition among them, the prices of the products are affected the most. This has led to high-quality products at low prices and great offers.

E-Commerce Was The Only Thing Left In Pandemic: The most significant impact of eCommerce is being seen during these days. Amid Coronavirus Pandemic everyone has to shop online to avoid any risk of getting infected. Though it has affected the businesses of eCommerce as they are only able to sell the essentials if we see it from future references, people have now become habitual of buying everything online.

Reference: https://www-cs--cartcom.cdn.ampproject.org/v/s/www.cs-cart.com
Newscaster: Jatin Bisht (SYBMS)
Freelancer: Kartik Bordekar

MR. PRAFULL BILLORE A'BAD CHAI WALA... (MBA CHAI WALA).

It is said that the person who really wants to do something even storms can't stop him. Same with MBA Chai Wala. So let's discuss his inspiring journey.

This story is an inspiring story of a middle-class Indian guy Mr Prafull Billore, who, like any other ambitious teen wanted to pursue the dream course MBA. So, he appeared in CAT Entrance Exam for three years and failed every time.

He was a very sincere student who studied 8 to 10 hours daily for the exam. But due to repetitive failure, he got depressed and threw his all books and locked himself in a room for a few weeks. He was surrounded by darkness and couldn't understand what to do now. He started exploring the whole of India Banglore, Chennai, Hyderabad, Mumbai, Gurgaon, etc. Later he thought how long he would keep wandering like this, to be alive he would have to do something. So, he joined McDonald's as Rs 37 per hour at Ahemdabad. The reason for selling Tea: From the delivery boy at McDonald's, he got pro motions and he became a waiter. Now he was taking the order from customers. This was a good experience for him than his books because he was meeting new people, new ideas, new experiences every day. Then he thought how long he would live with McDonald's identity he won't have any identity of his own. The only thing which was with him during his depressing time was the Tea. So he was only thinking about his Chai. He wanted to start his own cafe, but starting a cafe need capital of 15lakh which was not possible for him while the chances of success in both were the same. So he thought why not to start with tea stall. He said that Dream Big and broke it into small parts. It took 45 days to purchase the items like utensils and all not the items but the courage that the guy who never had made tea for himself have to serve others. He called his father and asked him for 15 thousand rupees that he needed to set up his Chai ka thela (Tea Stall) but he lied that he wanted to do a Course. His friends were discouraging him but he observed that he world's best blacksmith is TATA. &the world's best cobbler is BATA. They both are doing the same thing but with brand. So with this intention, he set up his Chai ka Thela(Tea Stall). Rise, Fall and again Rise of MBA Chai WalaHe was very excited to do his job, to have something own. But his first day went waste. No customer came to him on the first day. On the second day, he thought what if customers are not coming, he should go himself to the customers and tell them he has opened the tea stall so please come to his stall. So, the second day he sold 5 cups of Chai from which he earned (5*Rs30) =Rs 150

So, his from 9AM to 6PM he was doing his Mcdonald's job and from 7PM to 11PM he was selling his Chai. He was serving tea in a very polite way and greet every customer in English that's why everyone wondered who is the guy that speaks English and selling tea! because in India speaking English is considered very proud. Next day customers were already waiting for him to know the story behind this educated Chai Wala because he isn't a normal Chai Wala. He earned Rs600 this day, next day Rs1200, next day Rs4000, next day Rs5000. His business was going upwards and his job was going downwards so he has to quit his job. One day his father called him and asked for details because he had taken Rs15k from him. He again lied with his father that in 2 to 3 days form will come and everything will be fine and he again took Rs 50k from him and got into local MBA college just only for his father to pursue the MBA.

Hard times for MBA Chai Wala :

His business was booming and in every business, if your competitor succeeding rapidly then jealous occurs. There was no competition between MBA Chai Wala. So another tea seller complained that his shop was running more than them. So due to dispute, his shop was removed in only 2 months. This time he got depressed than earlier he again locked himself in the room and started thinking did he take the wrong decision?He was missing all those customer's interaction, counting notes and all. His customers were messaging him on Instagram and FB. Bounce back by MBA Chai Wala:

He started exploring Ahmedabad again to open his Chai Wala Thela in a better way that nobody can touch him again.He went to a hospital and told the doctor that could he help him to put his Chai Wala Thela in front of the hospital so that nobody can remove him from there, he would pay him the rent whatever he wanted.The doctor agreed and he rented Rs 10,000 per month and started his business again. He again his shop is unique so it will not only limited to tea so that he put a whiteboard in front of his shop for a jobseeker and many more.

Freelancer: - Kartik Bordekar

ADVERSTIMENT

CREATIVE ADVERTISEMENT

The highly creative advertisement really inspires people to buy products. Many experiments have found that creative advertisement leads to positive attitude of customers to buy products. There are many companies like chewing gum, coffee, cola who invest heavily to make their advertisement creative and attractive.Creativity is the tendency to generate or recognize ideas. Creating attractive advertisement need dimensions such as originally, flexibility, elaboration, synthesis and artistic value. Originality comprises of rare and surprising elements of the advertisement because of which it becomes creative advertisement. The advertisement detergent spot shows a homemaker satisfied with white wash and perfume feature with a perfect model which attract the customers.

Flexibility – The advertisement should connect to the people with different uses or ideas. For example – coffee advertisements and detergent advertisement.

Elaboration- Many advertisement provides a lot of unexpected details to make it more of complex and complicated. For example the Maybelline lipstick advertisement – shows the models eating food which make it look more of detailed in advertisement.

Synthesis- It is a dimension of creativity which connects normally to the object which and are not related to the advertisement to create for story line. For example – the Magnum Release the Beast advertisement – it showcases animal such as lions, tigers, to provide divergent story line.

Artistic Value- The advertisement with high level of artistic creativity contains convincing verbal, visual, and sound elements. They also provide the high level of color gradient for greater effect. They are high level of production quality and they use attractive words or music which is memorable. For example- Iphone 13 by Apple – has provided very good music and color effect which attract the customer to buy that particular product.

The dimension provides a high creative advertisement. Certain dimensions of creativity are more effective than others in influencing purchasing behavior

Name – Bhavika Satish Mavle

Reference link- https://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesn

Freelancer name - Seema

INFORMATION & TECHNOLOGY

INTERNET OF THINGS

The Internet of things (IoT) describes physical objects (or groups of such objects) that are embedded with sensor, processing ability, software, and other technologies that connect and exchange data with other devices and systems over the internet or other communications networks.

The field has evolved due to the convergence of multiple technologies, commodity sensor increasingly powerful and machine learning Traditional fields of embedded systems, wireless sensor networks, control systems, automation (including home and building automation), independently and collectively enable the Internet of things. In the consumer market, IoT technology is most synonymous with products pertaining to the concept of the "smart home", including devices and appliances (such as lighting fixtures, thermostats, home security systems and cameras, and other home appliances) that support one or more common ecosystems, and can be controlled via devices associated with that ecosystem, such as smartphones and smart speakers. The IoT can also be used in healthcare systems.

There are a number of concerns about the risks in the growth of IoT technologies and products, especially in the areas of privacy and security, and consequently, industry and governmental moves to address these concerns have begun, including the development of international and local standards, guidelines, and regulatory frameworks.

The main concept of a network of smart devices was discussed as early as 1982, with a modified Coca-Cola vending machine at Carnegie Mellon University becoming the first ARPANET-connected appliance, able to report its inventory and whether newly loaded drinks were cold or not. Mark Weiser's 1991 paper on ubiquitous computing, "The Computer of the 21st Century", as well as academic venues such as UbiComp and PerCom produced the contemporary vision of the IOT. In 1994, Reza Raji described the concept in IEEE Spectrum as "[moving] small packets of data to a large set of nodes, so as to integrate and automate everything from home appliances to entire factories Between 1993 and 1997, several companies proposed solutions like Microsoft's at Work or Novell's NEST. The field gained momentum when Bill Joy envisioned device-to-device communication as a part of his "Six Webs" framework, presented at the World Economic Forum at Davos in 1999.

Defining the Internet of things as "simply the point in time when more 'things or objects' were connected to the Internet than people", Cisco Systems estimated that the IoT was "born" between 2008 and 2009, with the things/people ratio growing from 0.08 in 2003 to 1.84 in 2010.

Reference Link:
http://www.itu.int/en/ITU-T/gsi/iot/Pages/default.aspxn
http://www.linux.com/NEWS/21-OPEN-SOURCE-PROJECTS-IOT
Newscaster: - Aakanksha Jadhav

Freelance reporter: - Arsh shrivastav

CYBER SECURITY

Cyber security is the protection of internet-connected systems such as hardware, software and data from cyberthreats. The practice is used by individuals and enterprises to protect against unauthorized access to data centers and other computerized systems.

Why is cybersecurity important?
With an increasing number of users, devices and programs in the modern enterprise, combined with the increased deluge of data -- much of which is sensitive or confidential -- the importance of cybersecurity continues to grow. The growing volume and sophistication of cyber attackers and attack techniques compound the problem even further.
What are the elements of cybersecurity and how does it work?
The cybersecurity field can be broken down into several different sections, the coordination of which within the organization is crucial to the success of a cybersecurity program.
The benefits of implementing and maintaining cybersecurity practices include:

Business protection against cyberattacks and data breaches.
Protection for data and networks.
Prevention of unauthorized user access.
Improved recovery time after a breach.
Protection for end users and endpoint devices.
Common attacks include botnets, drive-by-download attacks, exploit kits, malvertising, vishing, credential stuffing attacks, cross-site scripting (XSS) attacks, SQL injection attacks, business email compromise (BEC) and zero-day exploits.
What are the top cybersecurity challenges?
Cybersecurity is continually challenged by hackers, data loss, privacy, risk management and changing cybersecurity strategies. The number of cyberattacks is not expected to decrease in the near future. Moreover, increased entry points for attacks, such as with the arrival of the internet of things (IoT), increase the need to secure networks and devices.
Cybersecurity vendors and tools:
Firewalls
Endpoint protection
Antimalware
Intrusion prevention/detection systems (IPS/IDS)
Data loss prevention (DLP)
Endpoint detection and response
Security information and event management (SIEM)
Encryption tools.

Reference link:- https://www.techtarget.com/searchsecurity/definition/cybersecurity

Newscaster:- Pratik jadhav
Freelance reporter:- Arsh shrivastav

SCIENCE & SPACE

SPACE ARCHITECTURE

Space architecture is the theory and practice of designing and building inhabited environments in outer space. This mission statement for space architecture was developed at the World Space Congress in Houston in 2002 by members of the Technical Aerospace Architecture Subcommittee of the American Institute of Aeronautics and Astronautics (AIAA). The the architectural approach to spacecraft design addresses the total built environment. It is mainly based on the field of engineering (especially aerospace engineering), but also involves diverse disciplines such as physiology, psychology, and sociology. Like architecture on Earth, the attempt is to go beyond the component elements and systems and gain a broad understanding of the issues that affect design success. Space architecture borrows from multiple forms of niche architecture to accomplish the task of ensuring human beings can live and work in space. These include the kinds of design elements one finds in "tiny housing, small living apartments/houses, vehicle design, capsule hotels, and more. "Much space architecture work has been in designing concepts for orbital space stations and lunar and Martian exploration ships and surface bases for the world's space agencies, chiefly NASA.

The practice of involving architects in the space program grew out of the Space Race, although its origins can be seen much earlier. The need for their involvement stemmed from the push to extend space mission durations and address the needs of astronauts including but beyond minimum survival needs. Space architecture is currently represented in several institutions. The Sasakawa International Center for Space Architecture (SICSA) is an academic organization with the University of Houston that offers a Master of Science in Space Architecture. SICSA also works design contracts with corporations and space agencies. In Europe, The Vienna University of Technology and the International Space University are involved in space architecture research. The International Conference on Environmental Systems meets annually to present sessions on human spaceflight and space human factors. Within the American Institute of Aeronautics and Astronautics, the Space Architecture Technical Committee has been formed. Despite the historical pattern of large government-led space projects and university-level conceptual design, the advent of space tourism threatens to shift the outlook for space architecture work.

Etymology :The word space in space architecture is referring to the outer space definition, which is from English outer and space. Outer can be defined as "situated on or toward the outside; external; exterior" and originated around 1350–1400 in Middle English. Space is "an area, extent, expanse, lapse of time," the aphetic of Old French escape dating to 1300. Escape is from Latin spatium, "room, area, distance, stretch of time," and is of uncertain origin. In space architecture, speaking of outer space usually means the region of the universe outside Earth's atmosphere, as opposed to outside the atmospheres of all terrestrial bodies. This allows the term to include such domains as the lunar and Martian surfaces.

Origins: Ideas of people traveling to space were first published in science fiction stories, like Jules Verne's 1865 From the Earth to the Moon. In this story several details of the mission (crew of three, spacecraft dimensions, Florida launch site) bear striking similarity to the Apollo Moon landings that took place more than 100 years later. Verne's aluminum capsule had shelves stocked with equipment needed for the journey such as a collapsing telescope, pickaxes and shovels, firearms, oxygen generators, and even trees to plant. A curved sofa was built into the floor and walls and windows near the tip of the spacecraft were accessible by ladder. The projectile was shaped like a bullet because it was gun-launched from the ground, a method infeasible for transporting man to space due to the high acceleration forces produced. It would take rocketry to get humans to the cosmos.

REFERENCE: https://en.wikipedia.org/wiki/Space_architecture

NEWSCASTER: PRIYANGI MADLE
FREELANCER: NAIMA BHATTA
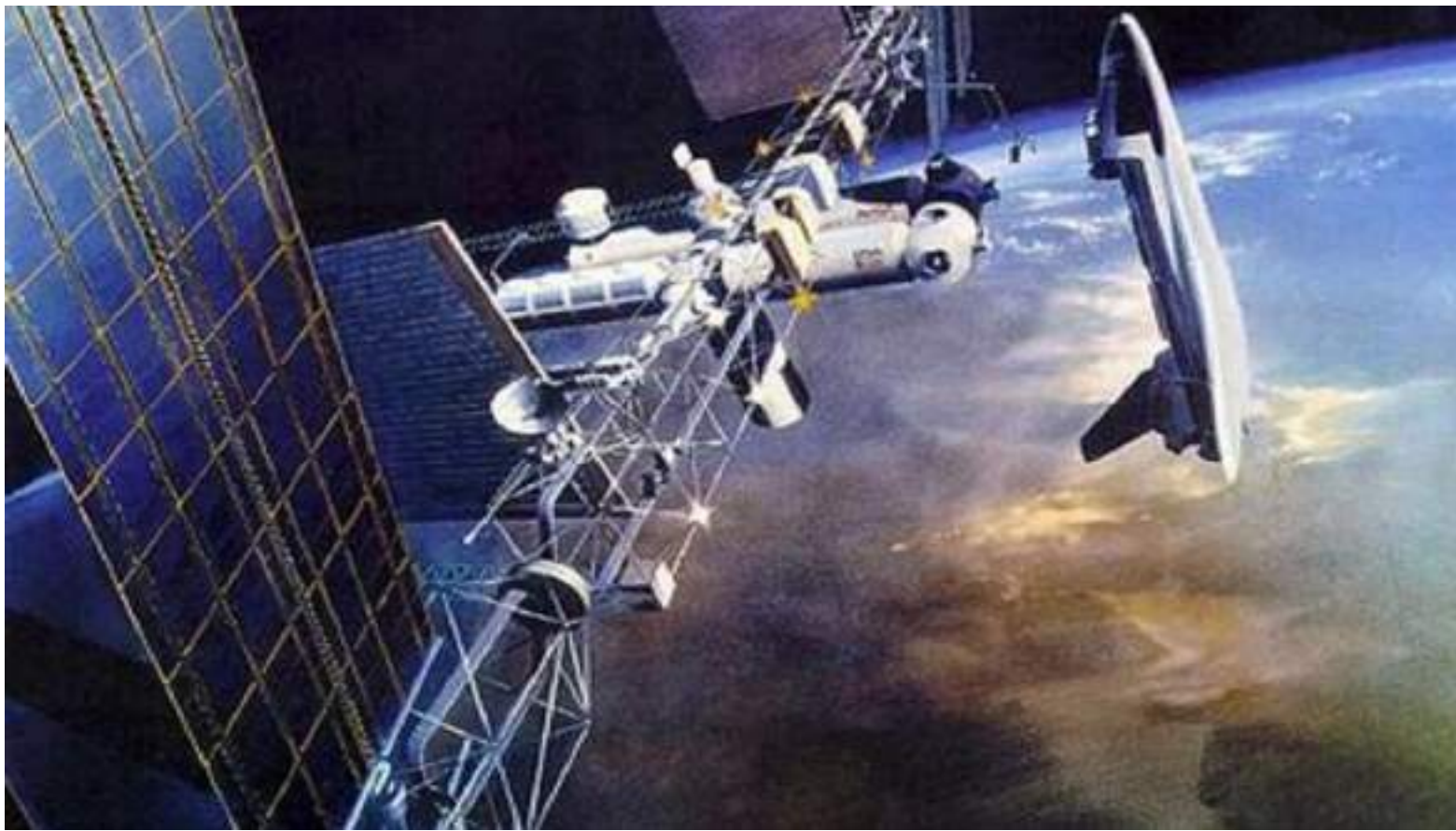
NATURE

OUR PLANET IS DROWING IN PLASTIC POLLUTION—IT'S TIME FOR CHANGE!

While plastic has many valuable uses, we have become addicted to single-use or disposable plastic — with severe environmental consequences. Around the world, one million plastic drinking bottles are purchased every minute, while 5 trillion single-use plastic bags are used worldwide every year. In total, half of all plastic produced is designed to be used only once — and then thrown away. Researchers estimate that more than 8.3 billion tonnes of plastic has been produced since the early 1950s. About 60% of that plastic has ended up in either a landfill or the natural environment.

We're seeing some other worrying trends. Since the 1950s, the rate of plastic production has grown faster than that of any other material. We've also seen a shift away from the production of durable plastic, and towards plastics that are meant to be thrown away after a single use. More than 99% of plastics are produced from chemicals derived from oil, natural gas and coal — all of which are dirty, non-renewable resources. If current trends continue, by 2050 the plastic industry could account for 20% of the world's total oil consumption.

Only 9% of all plastic waste ever produced has been recycled. About 12% has been incinerated, while the rest — 79% — has accumulated in landfills, dumps or the natural environment. Cigarette butts — whose filters contain tiny plastic fibres — were the most common type of plastic waste found in the environment in a recent global survey. Drink bottles, bottle caps, food wrappers, grocery bags, drink lids, straws and stirrers were the next most common items. Many of us use these products every day, without even thinking about where they might end up.

If current trends continue, our oceans could contain more plastic than fish by 2050.The global volume of plastic waste continues to grow, and some of the biggest producers don't manage their waste effectively

Newscaster :- Bharti Margaj
Freelancer:- Aditya Nikam
Reference link:- https://www.unep.org/interactive/beat-plastic-pollution/

WHY MANGROVES MATTER?

Mangrove forests were once generally dismissed as swampy wastelands. Planners, scientists, and coastal dwellers have now come to value them as the remarkably diverse and important ecosystems they are. Mangroves, seagrass beds, and coral reefs work as a single system that keeps coastal zones healthy. Mangroves provide essential habitat for thousands of species. They also stabilize shorelines, preventing erosion and protecting the land — and the people who live there — from waves and storm

Keystone of a coastal ecosystem
Mangroves, seagrass beds, and coral reefs are often found together and work in concert. The trees trap sediment and pollutants that would otherwise flow out to sea. Seagrass beds provide a further barrier to silt and mud that could smother the reefs. In return, the reefs protect the seagrass beds and mangroves from strong ocean waves. Without mangroves, this incredibly productive ecosystem would collapse.

Clean water
Mangroves protect both the saltwater and the freshwater ecosystems they straddle. The mangroves' complex root systems filter nitrates and phosphates that rivers and streams carry to the sea. They also keep seawater from encroaching on inland waterways.

Resources for humans
Mangrove forests provide many of the resources upon which coastal people depend for their survival and livelihood. At low tide, people can walk across the tidal flats to collect clams, shellfish, and shrimp. At high tide, fish move in to feed among the protection of mangrove roots, turning the marshy land into rich fishing grounds. The mangrove trees themselves provide fuel, medicines, tannins, and wood for building houses and boats

Newscaster:-Nishit Mehta
Freelance reporter :- Aditya Nikam
Reference link:-https://www.study24x7.com/article/607/mangrove-forests

ACADEMICS

EXECUTIVE COURSE OF MEDIA

Media management

Media management is a business administration discipline that identifies, describes strategic and operational phenomena and problems the leadership of media enterprises. Media management contains the functions strategic management, procurement management, production management, organizational management, marketing of media enterprises.

Media enterprises and media markets

Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. The marketing is the direct or indirect distribution of media. The term media in this connection is restricted to one-to-many-communication with one sender and a large number of consumers. More precisely, the focus is on newspapers, magazines, books, etc.

Core assets and core competencies

Core assets and core competencies are extremely important for the long-term success of a media enterprise. Core assets are those tangible and intangible assets that take on a central role in service creation and marketing. They denote the enterprise's capabilities to combine its assets and core assets in a manner that gives rise to special customer benefits.The core assets and core competencies give the enterprise a lasting competitive advantage in the long term, which is reflected in the attainment of above-average returns on capital.

Business models

The concept of the business model is not used uniformly in the literature. Compared to the concept of the value chain, is not limited to physical production process. It also includes service processes. A business model is defined as the organization (or architecture) of product, service and information flows, and sources of revenues and benefits for suppliers and customers."A business model is a simplified and aggregated representation the relevant activities of a company. It describes how marketable information, products and/or services are generated by means of a company's value-added component.

Newscaster: Pradip Kadam
Freelancer: Om Satelkar
Reference:www.mastersstudies.com

THINGS A JOB SEEKER SHOULD KNOW

Seeking is never fun, of course, but a well-prepared job seeker is more likely to find the process less stressful, there are a number of things that everyone will be happier to know from the outset.

1. Use your network.

Let's start with something that may be out of your control. More and more positions are being filled without being advertised. You would have a hard time conducting a job search now without hearing about networking and how important it is, and that's especially true in the market as it stands.

2. Clean up your act on social media.

Obviously everyone knows having a strong resume is necessary but do you know companies often Google search a candidate before hiring, and social media can be an immediate red flag. Before starting your job hunt, clean up your Facebook! Many people respond to this advice defensively, Review your privacy settings and if it's questionable, maybe leave it off the Internet.

4. Get a feel for the company during the interview.

First of all, you may be expecting to go in and meet with one person, only to be greeted by an entire department. Team interviews are more common because it's not just about the job. It's also not about how you do with one person, but how you fit with the team. Work is collaborative .This can take some getting used to, but remember, no matter how badly you want or need this job, if you don't feel comfortable with the interview team, do you really want to work there long-term?

Newscaster: Abhishek Raha
Freelance Reporter: Om Satelkar
Ref :in.topresume. com

MEDIA

HOW DOES SOCAIL MEDIA AND OTHER MEDIA INFLUENCE TEENAGERS?

Teenagers can be very smart consumers of media messages. They don't just take on board everything they see and hear on social media or in other media. You can help them develop the skills they need to handle media influence.

Media influence on teenagers can be deliberate and direct. For example, advertising is often directed at children and teenagers. This means that children and teenagers are increasingly conscious of brands and images.

Media influence can also be indirect. For example, this might include sexualised images and content on Instagram, Snapchat, Facebook and YouTube. It might also include violent imagery and coarse language in news media, documentaries, video games and some song lyrics. This kind of media influence can suggest to teenagers that certain ways of behaving and looking are 'normal'.

Positive social media and other media influences on teenagers

Here's the good news: social media and other media can be positive influences on teenage behaviour and attitudes.

Citizenship,teenagers who are exposed to and take an interest in news media are more likely to be interested in major social and political issues like climate change. In this example, media can encourage them to become more involved as citizens in their communities.

Identity

Good-quality stories in television shows and movies can help teenagers explore aspects of identity like sexuality, relationships, gender or ethics – for example, the treatment of sexuality in a movie like Bohemian Rhapsody, or gender in Ride Like a Girl, or ethics in a TV show like The Good Place. Watching these shows with your child is a great opportunity for discussion.

Ref :-
https://raisingchildren.net.au/pre-teens/entertainment-technology/media/media-influence-on-teens

Newscaster :- Aayush Sinha
Freelancer :- Piyush Vishwakarma

YOUTH IN ASIA AND AFRICA SHARE MEDIA PREFERENCES

Media has evolved. A long time ago, messages were put across through word of mouth, smoke signals, horns and other hyperlocal methods. Printing presses showed up in the 1400s, the radio was invented in the 1800s and the television came up in 1920s. These innovations have invariably led to changes in media channel tastes. Today we are in the era of the internet and there has been yet another massive shift to new media, especially among the youth.

This article will highlight snapshot results from a continuous survey we're running on the GeoPoll App to assess the media preferences, preferred channels and media consumption habits among our app users in Egypt, Indonesia, Kenya, Pakistan, the Philippines and South Africa.

The first question we asked in the survey was which media our app users consume the most between the internet, TV, newspapers, magazines and radio. A vast majority of respondents (81%) chose the internet, affirming the importance of online media in day-to-day life. Overall, 13% selected television and 5% went for radio, although these shares varied from country to country. For example, radio scored 5.41% in Kenya but dropped off the charts completely in Indonesia, with very few respondents selecting radio as their most consumed media.

Reference link-   https://www.quirks.com/articles/youth-in-africa-and-asia-share-media-preferences

Freelance Reporter - Piyush Vishwakarma
Newscaster - Avantika Solanki

HISTORY

THE DELHI SULTANATE

The Delhi Sultanate was an Islamic empire based in Delhi that stretched over large parts of the Indian subcontinent for 320 years (1206–1526). Five dynasties ruled over the Delhi Sultanate sequentially: the Mamluk dynasty (1206–1290), the Khalji dynasty (1290–1320), the Tughlaq dynasty (1320–1414), the Sayyid dynasty (1414–1451), and the Lodi dynasty (1451–1526). It covered large swathes of territory in modern-day India, Pakistan, Bangladesh as well as some parts of southern Nepal.

As a successor to the Ghurid dynasty, the Delhi Sultanate was originally one among a number of principalities ruled by the Turkic slave-generals of Muhammad Ghori (who had conquered large parts of northern India), including Yildiz, Aibek and Qubacha, that had inherited and divided the Ghurid territories amongst themselves. After a long period of infighting, the Mamluks were overthrown in the Khalji revolution which marked the transfer of power from the Turks to a heterogeneous Indo-Muslim nobility. Both of the resulting Khalji and Tughlaq dynasties respectively saw a new wave of rapid Muslim conquests deep into South India. The sultanate finally reached the peak of its geographical reach during the Tughlaq dynasty, occupying most of the Indian subcontinent. This was followed by decline due to Hindu reconquests.

The sultanate is noted for its integration of the Indian subcontinent into a global cosmopolitan culture (as seen concretely in the development of the Hindustani language and Indo-Islamic architecture), being one of the few powers to repel attacks by the Mongols (from the Chagatai Khanate) and for enthroning one of the few female rulers in Islamic history, Razia Sultana, who reigned from 1236 to 1240 Bakhtiyar Khalji's annexations were responsible for the large-scale desecration of Hindu and Buddhist temples (leading to the decline of Buddhism in East India and Bengal), and the destruction of universities and libraries. Mongolian raids on West and Central Asia set the scene for centuries of migration of fleeing soldiers, intelligentsia, mystics, traders, artists, and artisans from those regions into the subcontinent, thereby establishing Islamic culture in India and the rest of the region.

FLAG OF DELHI SULTANATE

ASHUTOSH KEVINEET BHOLA
(Freelancer Reporter)
(News Reporter)

Ref. https://en.wikipedia.org/wiki/Delhi_Sultanate

THE INDIAN NATIONAL ARMY

The Indian National Army was an armed force formed by Indian collaborationists and Imperial Japan on 1 September 1942 in Southeast Asia during World War II. Its aim was to secure Indian independence from British rule. It fought alongside Japanese soldiers in the latter's campaign in the Southeast Asian theatre of WWII.

Its aim was to secure Indian independence from British rule. It fought alongside Japanese soldiers in the latter's campaign in the Southeast Asian theatre of WWII.

The army was first formed in 1942 under Rash Behari Bose, by Indian PoWs of the British-Indian Army captured by Japan in the Malayan campaign and at Singapore.

This first INA collapsed and was disbanded in December that year after differences between the INA leadership and the Japanese military over its role in Japan's war in Asia. Rash Behari Bose handed over INA to Subhas Chandra Bose.

First INA-Before the start of World War II, Japan and South-East Asia were major refuges for exiled Indian nationalists. Meanwhile, Japan had sent intelligence missions, notably under Maj. Iwaichi Fujiwara, into South Asia to gather support from the Malayan sultans, overseas Chinese, the Burmese resistance and the Indian independence movement.

Second INA-Subhas Chandra Bose was the ideal person to lead a rebel army into India came from the very beginning of F Kikan's work with captured Indian soldiers. Mohan Singh himself, soon after his first meeting with Fujiwara, had suggested that Bose was the right leader of a nationalist Indian army. A number of the officers and troops – including some who now returned to prisoner-of-war camps and some who had not volunteered in the first place – made it known that they would be willing to join the INA only if it was led by Bose.

ASHUTOSH KENI
(FREELANCER REPORTER)

TEJAS BIBVEKAR
(NEWSCASTER)

LIBRARY

7 WAYS TO RETAIN MORE OF EVERY BOOK YOU READ

Gaining knowledge is not the only reason to read, of course. Reading for pleasure or entertainment can be a wonderful use of time, but this article is about reading to learn. With that in mind, I'd like to share some of the best reading comprehension strategies I've found.

Quit More Books

It doesn't take long to figure out if something is worth reading. Skilled writing and high-quality ideas stick out.

As a result, most people should probably start more books than they do. This doesn't mean you need to read each book page-by-page. You can skim the table of contents, chapter titles, and subheadings. Pick an interesting section and dive in for a few pages.

Choose Books You Can Use Instantly

Choosing a book that you can use also provides a strong incentive to pay attention and remember the material. That's particularly true when something important hangs in the balance. If you're starting a business, for example, then you have a lot of motivation to get everything you can out of the sales book you're reading. Similarly, someone who works in biology might read *The Origin of Species* more carefully than a random reader because it connects directly to their daily work.

Combine Knowledge Trees

One way to imagine a book is like a knowledge tree with a few fundamental concepts forming the trunk and the details forming the branches. You can learn more and improve reading comprehension by "linking branches" and integrating your current book with other knowledge trees.

Write a Short Summary

As soon as I finish a book, I challenge myself to summarize the entire text in just three sentences. This constraint is just a game, of course, but it forces me to consider what was really important about the book.

Newscaster: Maryam Syed
Freelance Reporter: Jatin B

FOOD & HEALTHCARE

10 HEALTHY FOOD TIPS TO BOOST YOUR IMMUNITY

1. Include More Citrus Fruits in your Diet
Citrus fruits contain vitamin C, which helps boost the immune system naturally. Vitamin C apparently helps improve the production of white blood cells (WBCs), which play a major role in fighting infections. Citrus fruits are rich in this vitamin, so add lemons, oranges, and limes to your diet.

2. Say hello to Garlic
Garlic, which is another staple in the Indian diet, also helps boost body immunity. Its powers can be traced back to a high concentration of sulfur-containing compounds, such as allicin. Furthermore, garlic may also keep your arteries from hardening and flush out toxins. It's no wonder then, that garlic is often considered as a natural antiviral food.

3. Add some Ginger to your Tea
When it comes to foods for boosting immunity, ginger always goes hand-in-hand with garlic. It's often added in concoctions that help get rid of a sore throat. To include ginger in your diet, you can simply add it to your tea. In addition to improving your body's immunity, ginger reduces inflammation in the body as well.

4. Turmeric is a Superfood
You may have heard all the advice about how a pinch of turmeric in a glass of water each morning can help you stay healthy. There's a great deal of truth to it because turmeric, often referred to as the golden spice, has both antioxidant and anti-inflammatory properties.

5. Up your Zinc Intake
Zinc is another key ingredient that helps keep your immune system functioning well. If you're looking for foods that contain zinc, you could include cashew nuts, pumpkin seeds and even chickpeas.

6. Yogurt Holds Great Potential
Not all microorganisms are bad. In fact, some, like your gut bacteria, actually play a major part in keeping your immune system healthy. And to keep those good gut bacteria in place, what you need is some probiotic food, like yogurt or curd. Greek yogurt is a good food to add to your diet. Remember to steer clear of flavored yogurts because they have added sugar.

7. Almonds are Good too
Vitamin C is essential for immunity, as we saw earlier. But so is vitamin E, which almonds have in abundance. To keep your immune system healthy in the times of COVID-19, it is important that you add vitamin E to your diet.

8. Sip some Green Tea
No talk of immunity is complete without the mention of green tea. And there's a good reason for that, because green tea is loaded with antioxidants like flavonoids and epigallocatechin gallate (EGCG).

9. Go a Little Exotic: Get some Kiwis
Kiwis are nutrient-rich foods that contain folate, vitamin K, potassium, and vitamin C. As we already discussed previously, vitamin C is one of the best nutrients to improve your body's immunity.

10. Eat those Greens
Greens are among the healthiest of foods for various reasons. Spinach, Spinach, for instance, is not only rich in vitamin C, but it's also loaded with antioxidants and beta carotene, both of which can increase the ability of your immune system to fight off infections. Broccoli is also another food that's packed with vitamin A, vitamin C, vitamin E and other antioxidants.

Newscaster – Siddharth gite
Freelancer – Shreyas Bane
Reference
(https://www.maxbupa.com/health-insurance-articles/healthy-eating.html)

A HEALTHY DIET IS ESSENTIAL FOR GOOD HEALTH AND NUTRITION.

It protects you against many chronic non communicable diseases, such as heart disease, diabetes and cancer. Eating a variety of foods and consuming less salt, sugars and saturated and industrially-produced trans-fats, are essential for healthy diet.
A healthy diet comprises a combination of different foods. These include:
Staples like cereals (wheat, barley, rye, maize or rice) or starchy tubers or roots (potato, yam, taro or cassava).
Legumes (lentils and beans).
Fruit and vegetables.
Foods from animal sources (meat, fish, eggs and milk).
Here is some useful information, based on WHO recommendations, to follow a healthy diet, and the benefits of doing so.
1)Eat plenty of vegetables and fruit:-
They are important sources of vitamins, minerals, dietary fibre, plant protein and antioxidants.
People with diets rich in vegetables and fruit have a significantly lower risk of obesity, heart disease, stroke, diabetes and certain types of cancer.

2)Eat less fats:-
Fats and oils and concentrated sources of energy. Eating too much, particularly the wrong kinds of fat, like saturated and industrially-produced trans-fat, can increase the risk of heart disease and stroke.
Using unsaturated vegetable oils (olive, soy, sunflower or corn oil) rather than animal fats or oils high in saturated fats (butter, ghee, lard, coconut and palm oil) will help consume healthier fats.
To avoid unhealthy weight gain, consumption of total fat should not exceed 30% of a person's overall energy intake.
3)Limit intake of sugars:-
For a healthy diet, sugars should represent less than 10% of your total energy intake. Reducing even further to under 5% has additional health benefits.
Choosing fresh fruits instead of sweet snacks such as cookies, cakes and chocolate helps reduce consumption of sugars.
Limiting intake of soft drinks, soda and other drinks high in sugars (fruit juices, cordials and syrups, flavoured milks and yogurt drinks) also helps reduce intake of sugars.

NEWSCASTER:-MIHIR GOHIL
FREELANCER:-SHREYAS BANE
REFERENCE (LINK:-https://www.who.int/initiatives/behealthy/healthy-diet)

CULTURE & CUISINE

AMAZING WINTER DISHES IN INDIA TO KEEP YOU WARM THIS SEASON!

1. GAJAR KA HALWA

The famous Gajar ka Halwa is the go-to dessert during the winter in every household. Just the sight of the piping hot-halwa immersed in ghee makes you salivate. Gajar ka Halwa is a winter preparation due to the availability of the best carrot produce in this season

2.SARSON KA SAAG

Another winter-special, Sarson ka Saag is a preparation of green sarson leaves, best served with Makke ki roti is a much-awaited delicious Punjabi delicacy. This traditional winter dish in India is incomplete without a dollop of white butter on top.

3.UNDHIYU

Undhiyu is a dish that takes hours to make but the effort that goes into the making of it pay off at the end. Winter foods are traditionally rich and indulgent, but Undhiyu is not one of these dishes and is such a good example of healthy winter food in India.

4.CHIKKI

The Indian nutritious bar of nuts and jaggery is a perfect crispy dessert. It serves as a snack, a good dessert or just something to munch on while you beat your boredom. A chikki a day is sure to keep the winter chills away!

NEWSCASTER -ARYAHI KULKARNI
REF: https://www.holidify.com/pages/winter-food-in-india-3175.html
FREELANCER-ADESH SHINDE

CALCUTTA CUISINE

Calcutta CuisineBengali traditional food, especially the yummy mouthwatering sweets are popular all over India. Bengal boasts off its cottage cheese based sweets like sandesh, rosogolla and chanar payesh. Other must try delicacies consist of Misti doi (sweetened curd) and Patali gur confectionery. When it comes to Calcutta cuisine, it can be said that each district of Bengal has its own unique dish to offer like Langcha and mihidana-sitabhog of Bardhaman, sharbhaja of Krishnanagar, chanabora of Murshidabad etc.

In Bengal, Chinese cuisine is in demand. North Indian and south Indian food can be found virtually in any restaurant. Other cuisines that Bengalis are fond of include Continental, Thai, Tibetian and Anglo-Indian. If you wish to savor the taste of these cuisines, you can visit some eating-houses in and around Chowringhee and Park Street. When it comes to the cooking specialty of Calcutta, Kathi rolls (kebabs wrapped in dough) truly deserve a special mention.Kolkata is perhaps the most important cultural centre of India. We are sure that you must have heard of Roshogullas & Sondesh, and may have even tasted the magic of these cultural inventions. But when it comes to Kolkata cuisine, there are endless surprises for foodies like you and us. Right from the starters to the main course followed by dessert, the city offers culinary treats on a silver platter, and we bet you can't just have one.There is no doubt that both rice and fish are the staple Kolkata cuisines. Every restaurant with a Bengali food menu has the famous Macher Jhol. While this traditional dish is a spicy fish curry made along with potatoes & tomatoes, and usually seasoned with turmeric, garlic, onions & grated ginger, it is best relished with rice. If you're a seafood lover, make sure this is on the top of your list.

NEWSCASTER: - Kumari Priya
REF:https://www.kolkata.org.uk/culture/cuisines.html
FREELANCER-ADESH SHINDE

TRAVEL & TOURISM

4 HIDDEN GEMS TO VISIT IN INDIA DURING YOUR LIFETIME

1. Ziro Valley, Arunachal Pradesh

The Ziro Valley is a super-exciting holiday destination that has untapped natural beauty. You will surely fall in love with the scenic beauty of this place. The valley is also popular for its Pine Hills and rice fields and is home to the tribal group. If you are looking for a tranquil place, plan a weekend getaway to this hidden gem in India. The weather of this most-amazing place is welcoming throughout the year. Therefore, you can plan your trip for any month of the year.

2. Parule and Bhogwe, Maharashtra

Located close to the town of Parule, Bhogwe beach is one of the pristine beaches in Maharashtra where you can experience solitude. Apart from the delectable and authentic local cuisine in Parule, you will also enjoy stunning sunsets and sunrises. On the other hand, Bhogwe is full of architectural wonders that you must witness during your trip to this offbeat destination in India. Bhogave beach has several water sports activities that you enjoy.

3. Haflong, Assam

If you are planning a trip to offbeat destinations, then no other place can offer you a peaceful delight other than Haflong. Here, you can enjoy the best natural beauty, landscape, fresh and sterilized air that will freshen you up. Enjoy the hot cup of tea on your balcony with a masala Maggie, and then nothing can stop you from enjoying your trip.

4. Arvalem Caves, Goa

Give yourself a break from Goa's azure blue beaches and head to different locales instead. There is nothing that compares to the joy you will feel as you explore more of Goa and its cultural hotspots. The green valleys of Goa beckon you so give them some attention.

-Payal Solanki
(Freelance Reporter)
-Vaibhavi Nijampurkar
(Newscaster)
Ref: - https://www.intermiles.com

MARAVANTHE BEACH, KARNATAKA

Maravanthe wears the look of a fairyland with the picturesque Kodachadri Hills forming a backdrop to the Souparnika River on one side and miles of unspoilt white sand on the other. Maravanthe is a uniquely positioned beach in Coastal Karnataka with Arabian Sea on one side and Souparnika river on the other. This unique combination of sea and river on each side of a highway is hard to find elsewhere and is said to be the only one in India. The golden sand, clear blue sky, swaying palm trees, and the endless shore makes Maravanthe an undoubtedly attractive tourist destination.

Things to do in Maravanthe:
- Enjoy the view: National Highway 66 passes through in between the Arabian Sea and Souparnika River offering an amazing view.
- Play on the beach at designated areas when safe.
- Enjoy Fresh Tender coconut at the shops by the highway.
- Watch Sunset over the Arabian sea in the evenings
- Visit Maraswamy Temple across the road
- Enjoy a nice boat ride across the Souparnika River as you watch the sunset.
- Visit Padukone village: A recently constructed bridge across Souparnika River connects Maravanthe to the village of Padukone, birth place of popular badminton star Prakash Padukone and Bollywood actress Deepika Padukone.

How to reach Maravanthe: Maravanthe is about 420 kms from state capital Bengaluru and about 105 kms from Mangalore (Nearest airport). Kundapura railway station (20 kms) is the nearest railway connection to Maravanthe.
By Train: Kundapura is the closest train station to Maravanthe which is about 20 kms away via Karwar Express.Local trains stop at other railway stations close to Maravanthe namely, Senapura Station about 8.4 kms away and Bijoor Railway station which is approximately 13 kms away. Express trains do not stop at these stations, although close by to Maravanthe.
By Road: Taxis can be availed from Kundapura town to Maravanthe Beach which is almost 23 kms by road via NH 66.
By Air: The nearest airport by air is Mangalore International Airport to Maravanthe Beach.

-Payal Solanki
(Freelance Reporter)
-Latika Naik
(Newscaster)
Ref: - https://www.karnatakatourism.org/tour-item/maravanthe-beach/

SOCIAL ISSUES

CORRUPTION

The most widely spread endemic in India is corruption, which must be handled quickly and wisely.There is hardly any office, in both the private and public sector, that is untouched from this disease. There is no telling how much loss the economy has suffered because of this. Though most of us are concerned, when the time comes to act, we, the people of India, should not be found lacking.

India is the biggest democracy in the world, which has taken giant strides in the last few decades. We are now the world's third-largest economy (in purchasing power parity terms). However, being an Indian you can't resist 'chalta hai' (let it be) common attitude. Moreover, for everything we have 'jugaad'. But in between this, we can not forget everyday issues, which continue to pose hurdles in the progress of the nation. These social, political and economic issues are meant to be taken into consideration, in order to improve the prevailing condition of our society. Issues like corruption, crime, condition of the road network and so on, need to be looked into immediately. With the proliferation of information and technology, more awareness is spreading among the masses. New organizations are sprouting to find a fruitful solution to these problems.

The activists involved are really working hard to eradicate these problems from their very roots. India is the biggest democracy in the world, which has taken giant strides in the last few decades. We are now the world's third-largest economy (in purchasing power parity terms). However, being an Indian you can't resist 'chalta hai' (let it be) common attitude. Moreover, for everything we have 'jugaad'. But in between this, we can not forget everyday issues, which continue to pose hurdles in the progress of the nation. These social, political and economic issues are meant to be taken into consideration, in order to improve the prevailing condition of our society. Issues like corruption, crime, condition of the road network and so on, need to be looked into immediately. With the proliferation of information and technology, more awareness is spreading among the masses. New organizations are sprouting to find a fruitful solution to these problems. The activists involved are really working hard to eradicate these problems from their very roots.

NEWSCASTER - SHUBHAM SHELAR
FREELANCE REPORTER - AAYUSH SINHA
REF: https://www.mapsofindia.com/my-india/society/current-major-issues-in-india?amp

EFFECTS OF BULLYING ON MENTAL HEALTH

Bullying may seriously affect the mental health and well being of children and youth. Parents, teachers, coaches, and other youth-serving adults are in positions where they are able to notice when there are signs of mental distress or bullying behavior.

Research suggests that children and youth who are bullied over time are more likely than those not bullied to experience depression, anxiety, and low self-esteem. They also are more likely to be lonely and want to avoid school. There are many ways that parents and youth-serving adults can help prevent or address bullying. The same study showed that children and youth who bully others over time are at higher risk for more intense anti-social behaviors like problems at school, substance use, and aggressive behavior. Parents should pay attention to warning signs that their child may be engaging in bullying behavior, like getting into physical or verbal fights or blaming others for their problems

Bystanders to bullying may also experience mental health effects. The same study showed that students who witnessed bullying at school experienced increased anxiety and depression regardless of whether they supported the bully or the person being bullied. Bystanders may experience stress related to fears of retaliation or because they wanted to intervene but didn't.

When a parent, trusted adult, or teacher notices that a child or youth seems withdrawn, depressed, anxious, avoids activities that they used to enjoy, or is exhibiting bullying behavior, it's important to talk about what may be the cause. Parents may find it helpful to talk with a professional social worker, counselor, physician, or psychologist to help address the effects of bullying and to identify protective strategies. They can also work with schools and community organizations to put bullying prevention strategies in place or to address specific bullying incidents or behaviors. Addressing bullying and related mental health concerns early can help prevent harmful negative experiences and keep children and youth moving forward in a positive trajectory at school, with friends, and in their personal development.

NEWSCASTER - SIDDHESH SHELAR
FREELANCE REPORTER - AAYUSH SINHA
REF : https://www.stopbullying.gov/blog/2019/10/25/effects-bullying-mental-health

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