



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

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# WEEKEND CHRONICLE : SPECIAL ISSUE DIWALI



**INITIATED BY B.M.S DEPARTMENT**

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**Dr. Mala Kharkar**  
**Chief Education Officer**

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Greetings!

*“The highest education is that which does not merely give us information but makes our life in harmony with all existence.” – Rabindranath Tagore*

The advancement of Technology and Science by Man is impressive. We have enormous industrial facilities and produce ships, planes, trains, and even missiles, which is evidence of how far we have advanced as a civilized country. But not only scientific information is productive. To become a fully realized human being, spiritual understanding and self-knowledge are equally crucial.

The world is moving at such an accelerated pace these days and we as Educators need to create and reflect the entire education system. Online education offers new age technology to expand fields of study. It prepares students for success in the growing technology-driven global economy. Technology makes life much easier, above all it saves time and energy. It is currently one of the fastest growing field and shows no signs of stopping anytime soon.

We are all very excited to release this weekly online publication called "Weekend Chronicle." This E-Periodical, we are confident, will aid in the knowledge and skill acquisition, character development, and improved employability of young, talented students to become globally competent.

Everyone can find something here, including in the Business, Academic, Travel and Tourism, Science and Technology, and Media Fields, among many others. The E-Periodical's articles' diversity and creativity will undoubtedly broaden readers' knowledge.

The readers' minds will undoubtedly be stimulated and transported to a fantastic world of joy and pleasure by the optimistic attitude, perseverance, hard work, and creative ideas displayed by our Students and Teachers.



**Dr. Pratibha Gaikwad  
Principal**

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Dear Readers,

Welcome!

*“Knowledge is nothing but finding unity in the midst of diversity.” – Swami Vivekananda*

The E-Periodical “Weekend Chronicle” is crucial in giving our BMS Department students a platform to showcase their artistic talents.

Our E-Periodical, or online journal, takes us through a variety of genres, including news about international affairs under departments including Business, Advertising, IT, Science & Nature, and Academics, Media, and Libraries.

It also includes articles on topics like food, health, and travel, which are typically at the top of our "Bucket Lists." The Department of Social Issues also includes articles on social issues. Last but not least, we will cover the ideas and words of our gifted students as aspiring poets, authors, and philosophers under the Student's Section.

In conclusion, students' creation of a digital journal will include young people of today and those who shape them (such as instructors) in their communities, which is required to adopt a contemporary viewpoint and meet the difficulties we face today.

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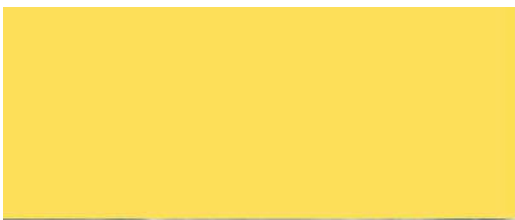
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**BUSINESS**

***DIWALI FESTIVITIES 'GREEN LIT' AS DHANTERAS SEES BUSINESS OF OVER ₹700 CR, HIGHEST POST-COVID***



Bhopal: Diwali celebrations kick-started with the festival of Dhanteras on Friday. Traders have estimated a total purchase of Rs 700 crore this time, one-and-a-half times more than the previous year. According to businessmen, this kind of boom was witnessed for the first time after the outbreak of Covid-19, signalling that the market was in sync with pre-pandemic figures.

On Dhanteras, Goddess Lakshmi, specially graced the real estate and automobile sector, with property worth about Rs.150 crore being sold in the state capital and more than 2000 cars and 4500 two-wheelers from over 70 automobile showrooms of the city sold on this day.

About 12 to 15 kg of gold and 1200 kg of silver ornaments, coins, utensils, and other were from the jewellery showrooms operating across Bhopal including the bullion market. Other than jewellery, people also invested crores of rupees ETF's, gold mutual fund and sovereign gold bonds on the occasion of Dhanteras.

According to tradition's, purchasing metal on Dhanteras is also considered a symbol of prosperity. A good stock of utensils as purchased from traditional market as well as big showrooms and malls. New designs and strong and durable utensils were sold in at affordable price. It was estimated that utensils worth over 50 crore were sold Dhanteras alone. On this day, clothing sector also witnesses a good sale where apart from sari's people in large number were seen marching to readymade shops. The purchase in this sector was estimated to be around Rs.13 crore.

The market of the city saw people stepping out and making big purchases, making this Diwali truly vibrant.

Department Editor: Archi Singh

Reference. link: <https://timesofindia.indiatimes.com/city/bhopal/diwali-festivities-green-lit-as-dhanteras-sees-business-of-over-700-cr-highest-post-covid/articleshow/105137871.cms>



## ADVERTISEMENT

### *#GOODNESSMAKESYOUBEAUTIFUL CAMPAIGN BY MAMA EARTH*



In the year 2023, the advertising landscape has witnessed an inspiring surge in campaigns that transcend mere product promotion, focusing instead on kindling the goodness within hearts and fostering a sense of social responsibility.

In the pursuit of redefining beauty, Mamaearth's latest Diwali campaign, #GoodnessMakesYouBeautiful, challenges conventional notions and encourages a profound shift in perspective. Acknowledging that true beauty transcends superficial appearances, Mamaearth emphasises the importance of being authentic and true to oneself, asserting that the ultimate way to 'slay' is by embracing one's individuality.

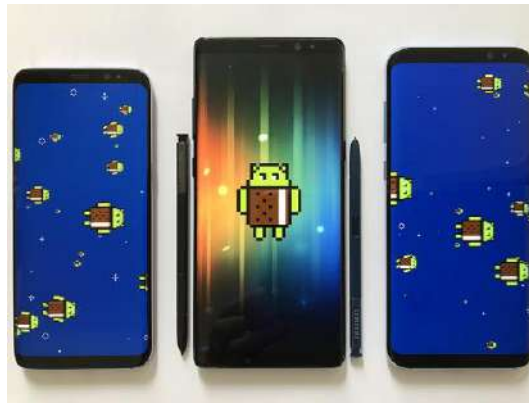
The campaign urges individuals to seize everyday opportunities to contribute positively to the world, emphasising that even small gestures, such as helping someone or showing empathy, can make a significant difference.

In the spirit of Diwali, this campaign challenges the conventional outlook towards beauty, inviting individuals to embrace a holistic perspective where beauty is synonymous with goodness, kindness, and the positive change one can bring to the world. It's a timely reminder that, indeed, #GoodnessMakesYouBeautiful, every day.

Reference link: <https://thecsrjournal.in/illuminating-goodness-unveiling-the-heartwarming-diwali-ad-campaigns-of-2023/>

## IT & TECHNOLOGY

### ***FORGET HDR, GOOGLE'S ULTRA HDR CAPTURES UNPRECEDENTED REALISM: HOW IT WORKS***



Light sources in your photos will now shine as they do in real life with the Ultra HDR format. Learn how it works and how you can use it.

Thanks to advancements in camera hardware, particularly in smartphones, photographs today do an excellent job of reproducing a scene just the way the human eye sees it. But there's one aspect of reality that they still struggle to recreate: light sources. Imagine if your photos could make street lights and even the sun look as bright and realistic as they do in real life.

HDR did try to replicate this, but a new format developed by Google called Ultra HDR — introduced with the Pixel 8 and Pixel 8 Pro — has finally managed to achieve this. Let's dive deeper into this format and see what it can do.

Ultra HDR is a 'fragile' format, meaning any tinkering with the image can corrupt or strip the HDR gain map from the metadata. And social media apps do alter photos by compressing them when you upload. We get it, it's a lot, but once this format catches on, viewing Ultra HDR content should be seamless.

Department Editor: Mayuresh Kalambe

Reference Link: <https://indianexpress.com/article/technology/tech-news-technology/what-is-ultra-hdr-how-it-works-9020231/>

## SCIENCE & SPACE

### *SCIENTIFIC AND ASTRONOMICAL ASPECTS OF DIWALI*



Diwali, also known as Deepavali, "Festival of Lights," is a significant Hindu festival celebrated by millions of people across India and other countries with Hindu communities. While it is primarily a religious and cultural festival, there are scientific and astronomical aspects associated with it.

In terms of scientific significance, some people believe that the timing of Diwali is based on astronomical events.

For example, Diwali is usually celebrated on the new moon day, the darkest night of the lunar month of the Hindu month of Kartik.

Additionally, some people believe that lighting Diyas has a practical aspect. The lighting of Diyas (small clay lamps) during the festival symbolises a way of paying homage to the sun, the ultimate source of light and energy.

On Diwali, many Hindus worship the goddess Lakshmi, the goddess of wealth and prosperity. This can be seen as a way to seek blessings for material wealth, and prosperity has its own scientific and practical implications for well-being.

The tradition of lighting fireworks during Diwali has evolved. While it's often viewed as a form of celebration, it could be rooted in the belief that the noise and light of fireworks drive away evil spirits.

So, while the core of Diwali is a celebration of important values, traditions and beliefs of Hindus, there are scientific elements like the timing of the festival and its connection to the changing seasons and the use of light to ward off darkness and ignorance.

## NATURE

### ***CURBS ON FIREWORKS BINDING ON ALL STATES: SUPREME COURT***



Days before Deepavali celebrations, the Supreme Court clarified on Tuesday that its orders to minimise air and noise pollution caused by firecrackers bind States across the country and not just Delhi National Capital Region.

“Celebrations can take place, but with some moderation. One can bring happiness to others with celebrations, but not at the cost of the environment,” Justice M.M. Sundresh, on the Bench, said.

Justice A.S. Bopanna said adults tended to behave worse than children, bursting crackers galore, with no thought of the pollution and discomfort caused by them.

“Due to awareness spread in school, children do not burst crackers much. It is the adults who do it,” Justice Bopanna remarked. He said people easily dodge time restrictions imposed for burning crackers.

If we give a 10.30 p.m. limit, they will burst their entire stock of crackers by 10 p.m. All they think of is finishing their stock of crackers,” Justice Bopanna said

Justice Sundresh said the impetus should be on sensitising people. “We live on hope,” the judge remarked.

The court was hearing an application highlighting a spike in pollution in Rajasthan despite restrictive orders passed by the Supreme Court

Department Editor: Rushda Mansuri

Reference link : <https://www.thehindu.com/news/national/celebrate-but-not-at-the-cost-of-the-environment-says-supreme-court/article67507406.ece>

## ACADEMICS

### *EXPERIENCING DIWALI WITH TRAFALGAR*



Diwali, the festival of lights, marks the time when millions of Hindus, Sikhs and Jains across the world celebrate the triumph of good over evil with beautiful rituals such as festive lights, fireworks, sweet delicacies and family gatherings. We delve into the Diwali story, history and traditions, to find out how Diwali is celebrated and how you can take part in the magical festivities.

When you travel to India during Diwali with Trafalgar, we'll take care of all the details so you can relax and enjoy the magic of the festival of lights.

You'll experience Diwali in the city of Jaipur. First stop is a local market to see the lamps, fruits, flowers and sweets used in the celebrations, along with the puja items used for traditional worship of deities. You'll have a front-row seat to this incredible festival, watching how locals light candles, lamps and ornate lanterns.

Later, you'll join a local family in their home for the Diwali festivities and a traditional dinner. You'll learn about the Diwali story and take part in the puja sacred ritual and offering to Goddess Lakshmi.

We'll end the day on a high note, watching the skyline of Jaipur illuminate with a glittering fireworks display.

Department Editor: Bushra Bheri

Reference link: <https://www.trafalgar.com/real-word/diwali-story/>

## MEDIA

### ***THE IMPORTANCE OF EFFECTIVE SOCIAL MEDIA CAMPAIGNS DURING THE FESTIVE SEASON***

In recent years, online marketplaces featuring ‘#Great Festivals’ have changed the nature of Diwali shopping for customers and how businesses engage with them. Using social media and traditional channels, businesses create a buzz that attracts maximum audiences.

The visually appealing product display and emotional content connect with users, leading to significant user engagement and sales. Some Diwali stories on Instagram, Facebook, and Twitter significantly impact consumers, encouraging them to perform random acts of kindness, sharing, and universal love. Given the reach and impact social media has on consumers, brands need to utilise these platforms effectively to enhance visibility and connect emotionally with their audience.

#### **Most Successful Diwali Social Media Campaigns**

**Here are the top 5 successful Diwali campaigns to help you plan:**

1. **Tanishq’s Diwali Campaign** - Tanishq, the jewellery brand, launched its campaign titled #PehliWaliDiwali, for people celebrating their ‘first’ Diwali (in new circumstances) by sharing Tanishq gifts. Every advertisement told a new story – the first Diwali of a young bride at her in-laws or the story of young men and women away from their homes and serving duty on ships and in remote locations, and many more.
2. **Amazon India Diwali Campaign** -Amazon India launched a heart-tugging Diwali campaign called #DeliverTheLove. The campaign brilliantly captured the emotions of honouring ‘special relationships’ during Diwali.
3. **Coca-Cola’s Diwali Campaign** -Coca-Cola’s Diwali campaign titled, #SayItWithCoke, is a wonderful example of well-packaged personalised marketing. It allowed users to personalise Coke bottles with Diwali messages. Users could give the messages they wanted on Coke bottles at the Coca-Cola website
4. **Cadbury Celebrations Campaign**- Cadbury Celebrations launched its signature Diwali campaign titled #NotJustACadburyAd, to appreciate the acts of kindness towards the less fortunate members of their society. It was the perfect example of using advertisements for social messaging.
5. **Reliance Digital Diwali Campaign**- The Diwali special advertisement by Reliance Digital titled ‘Iss Diwali Dil Se Baatein Kartein Hain’ gives an emotional and beautiful message of the festival. Here, Reliance Digital used the emotion ‘family’ to engage the audience and market their service.

Reference Link: <https://www.shiprocket.in/>

## ARTS

### ***DIWALI 2023 EXTRAVAGANZA: INTERNATIONAL ARTISTS TO SHOWCASE RAM LEELA IN AYODHYA***



Ayodhya. To enhance the grandeur of the seventh Diwali, the Ayodhya Research Institute will host various events. These programs are inspired by Chief Minister Yogi Adityanath and cover a diverse range of activities. A three-day spectacular Ram Leela will take place in Ayodhya during this occasion, featuring not only artists from India but also international performers.

Director of the Ayodhya Research Institute, Lavkush Dwivedi, revealed that the event includes a grand procession, Ram Leela tableau, local, regional, national, and international Ram Leelas. Additionally, a program for Ramayana fair will be organized. All these events are curated by the Ayodhya Research Institute.

Artists from Four Countries to Participate in Ram Leela -

The Ram Leela scheduled during Diwali in Ayodhya will showcase performances by artists from four countries: Russia, Sri Lanka, Singapore, and Nepal. Furthermore, Ram Leelas based on the traditions of 21 Indian states will also be presented. Approximately two thousand artists are expected to participate in these events, creating a convergence of national and international talent at Ram Katha Park's main stage.

Before the Diwali celebrations in Ayodhya, the institute has planned a global Ramayana exhibition, and there will also be a competition called "Ram Sita Swaroop," along with an art competition on various episodes of the Ramayana for schoolchildren. A mural depicting Lord Ram of Ayodhya on a 125-foot canvas will also be created. Chief Minister Yogi Adityanath will inaugurate various publications by the Ayodhya Research Institute, including the Global Encyclopedia of the Ramayana."

Department Editor: Madhura Vetam

Reference Link: <https://english.newstrack.com/amp/uttar-pradesh/diwali-2023-extravaganza-international-artists-to-showcase-ram-leela-in-ayodhya-405750>

**HISTORY****HISTORY OF DIWALI**

The five-day long festival originated in the Indian subcontinent and is likely a fusion of harvest festivals in ancient India. It is mentioned in early Sanskrit texts, such as the *Padma Purana* and the *Skanda Purana*, both of which were completed in the second half of the 1st millennium CE. The *diyas* (lamps) are mentioned in *Skanda Kishore Purana* as symbolising parts of the sun, describing it as the cosmic giver of light and energy to all life and which seasonally transitions in the Hindu calendar month of Kartik.

Emperor Harsha refers to Deepavali, in the 7th-century Sanskrit play *Nagananda*, as *Dīpapratipadotsava* (*dīpa* = light, *pratipadā* = first day, *utsava* = festival), where lamps were lit and newly engaged brides and grooms received gifts. Rajasekhara referred to Deepavali as *Dipamalika* in his 9th-century *Kavyamimamsa*, wherein he mentions the tradition of homes being whitewashed and oil lamps decorated homes, streets and markets in the night.

Diwali was also described by numerous travelers from outside India. In his 11th-century memoir on India, the Persian traveler and historian Al Biruni wrote of Deepavali being celebrated by Hindus on the day of the New Moon in the month of Kartika. The Venetian merchant and traveler Niccolò de' Conti visited India in the early 15th-century and wrote in his memoir, "on another of these festivals they fix up within their temples, and on the outside of the roofs, an innumerable number of oil lamps... which are kept burning day and night" and that the families would gather, "clothe themselves in new garments", sing, dance and feast. The 16th-century Portuguese traveler Domingo Paes wrote of his visit to the Hindu Vijayanagara Empire, where *Dipavali* was celebrated in October with householders illuminating their homes, and their temples, with lamps. It is mentioned in the *Ramayana* that Diwali was celebrated for only 2 years in Ayodhya.

Islamic historians of the Delhi Sultanate and the Mughal Empire era also mentioned Diwali and other Hindu festivals. A few, notably the Mughal emperor Akbar, welcomed and participated in the festivities, whereas others banned such festivals as Diwali and Holi, as Aurangzeb did in 1665. Publications from the British colonial era also made mention of Diwali, such as the note on Hindu festivals published in 1799 by Sir William Jones, a philologist known for his early observations on Sanskrit and Indo-European languages. In his paper on *The Lunar Year of the Hindus*, Jones, then based in Bengal, noted four of the five days of Diwali in the autumn months of *Asvina-Cartica* [sic] as the following: *Bhutachaturdasi Yamaterpanam* (2nd day), *Lacshmi puja dipanwita* (the day of Diwali), *Dyuta pratipat Belipuja* (4th day), and *Bhratri dwitiya* (5th day). The *Lacshmi puja dipanwita*, remarked Jones, was a "great festival at night, in honour of Lakshmi, with illuminations on trees and houses".

Reference Link: <https://en.wikipedia.org/wiki/Diwali>



DATE: 12/11/2023

## LIBRARY

### *ON DIWALI, TRIBAL WOMEN GIFT LIBRARY TO KIDS IN ODISHA'S BONDA HILLS*



BHUBANESWAR: The ‘Bada Didis’ have already earned a lot of respect and admiration ever since they set up the first roadside open library near the Arts College in Malkangiri.

A year since the endeavour which has endeared a group of tribal women to locals, the ‘Bada Didis’ extended the library facility to the remote Bonda hills, some 60 km from Malkangiri.

On Diwali, the women brought the light of knowledge to Mudulipada village in Khairput block. The library is stocked with 80 books in Odia, Hindi and English languages and meant for competitive examinations and classroom studies. The libraries are modelled on a similar initiative which started in Arunachal Pradesh’s Nirjuli, and which in turn was inspired by the bird-box libraries in Mizoram capital Aizawl.

“We set up the library in the Bonda hills as children of this area have been unable to attend online classes due to unavailability of internet. Books will be of great help to the youngsters in higher studies,” said Jayanti Buruda, a volunteer from ‘Bada Didi’, the organisation of 60-odd tribal women.

Department Editor: Manasvi shinde

Reference link: [https://timesofindia.indiatimes.com/city/bhubaneswar/on-diwali-tribal-women-gift-library-to-kids-in-odishas-bonda-hills/amp\\_articleshow/87559819.cms](https://timesofindia.indiatimes.com/city/bhubaneswar/on-diwali-tribal-women-gift-library-to-kids-in-odishas-bonda-hills/amp_articleshow/87559819.cms)

## FOOD & HEALTHCARE

### ***HEALTHY DIWALI EATING: MAKE THE MOST OF THIS FESTIVE SEASON***



Whatever the festivity, we all want to eat our favourite food and not gain weight. Festive season is the best time of the year when everyone can enjoy and spend quality time with friends and family. People go out for parties and look forward to socialising wherever they go. Staying healthy and not gaining a single pound during festival season is not a tough task as long as you have proper planning and discipline. However, a lot depends on what you eat during the festive season. You should focus on healthy sweets and snacks.

This Diwali, instead of indulging in traditional mithai, opt for homemade healthy Diwali sweets options like skip refined flour and white sugar and choose healthy millets and organic jaggery along with seeds and dry fruits. Another great tip to stay in best shape during the festive season is to avoid aerated as well as alcoholic beverages since they are empty calories and loaded with sugar and other health sabotaging ingredients. One important thing to remember if you want to follow healthy sweets and snacking options during the festive season is to drink plenty of water. Most people tend to forget about this simple yet very important thing.

Diwali is the best time to bond with your family, friends, and loved ones and enjoy authentic food, especially those delicious Diwali sweets. The only key to stay healthy this Diwali or any other festivity is to eat wisely, make right food choices, exercise, stay hydrated, and avoid skipping meals. Overall, with consistent steps during the festivities, you can maintain your health and fitness goals with ease and fun.

Department Editor: Madhura Vetam

Reference Link: <https://www.healthkart.com/connect/healthy-diwali-eating-make-the-most-of-this-festive-season/#:~:text=Tips%20to%20Healthy%20Eating%20on%20Diwali,-Here%20are%20some&text=This%20Diwali%2C%20instead%20of%20indulging,with%20seeds%20and%20dry%20fruits.>

## CULTURE & CUISINE

### DIWALI FOOD YOU CAN'T MISS!!!

Food is such an important cultural aspect in India, a country where the food varies wildly from north to south.

I have divided the foods to eat by savour vs sweet Diwali snacks as I'm always looking for the savoury!

#### 1. Barfi:



Creamy sweets that can be served by themselves or with a selection of other mithai.

Barfi are a white creamy square made with condensed milk, sugar and nuts. They are cooked together until they solidify then cut into squares.

#### 2. Karanji :



Small pastry pockets that are stuffed with poppy seeds, grated coconut, sugar, nuts and cardamom.

Crescent shaped similar to empanadas, karanji take quite a bit of time to prepare, which is why they are often reserved for special occasions such as Diwali.

#### 3. Laddoos



Another Diwali food prepared in the Indian subcontinent are laddoos.

These are ball shaped sweets made with chickpea flour, wheat semolina and coconut.

Laddoos are cooked with ghee, while some variants will stuff these balls with pistachios or almonds.

#### 4. Kaju katli :



A sweet that is often cut into diamond shapes and decorated with edible silver colouring. Kaju Katli translates as cashew slice.

It is made with cream, sugar and ground cashews, which are made into a smooth paste and then cooked on a flat tray or dish.

Department Editor: Sanjana Shetty

Reference link:

<https://www.baconismagic.ca/india/diwali-festival-food/>

**TRAVEL & TOURISM****5 POPULAR INDIAN PLACES TO EXPERIENCE THE FESTIVAL OF LIGHTS**

Whether you're a traveller seeking cultural immersion or simply looking to experience the magic of Diwali, these destinations promise a memorable and luminous adventure.

As Diwali approaches, people from all corners of the world and various walks of life are drawn to India to witness the grandeur of this remarkable celebration. From the bustling streets of Delhi to the tranquil ghats of Varanasi, and from the majestic palaces of Jaipur to the stunning beaches of Goa (surprising as this may be), the country offers a kaleidoscope of experiences during this festive season.



Some of the most popular places to visit in India during Diwali, where tradition, culture, and vibrant celebrations come together in an unforgettable symphony of light and joy. Whether you're a traveller seeking cultural immersion or simply looking to experience the magic of Diwali, these destinations promise a memorable and luminous adventure.

1. **Varanasi** : Begin with a bath in the sacred river Ganga and then have fun browsing the bustling bazaars that sell everything from traditional clothing to sweets. Take a sunset boat ride to admire the glistening lamps against the backdrop of religious performances and chanting beside the river.
2. **Jaipur** : You should certainly attend the spectacular festivities in Jaipur, which begin with Dhanteras. The Nahargarh Fort and other renowned monuments provide spectacular views of the city's lighting.
3. **Goa** : Though it may come as a surprise, Goa is another fantastic Diwali destination. The festivities begin on Naraka Chaturdashi, when people hang lanterns on their doorways and windows. Locals construct multiple larger-than-life Narakasura effigies out of firecrackers and grass, which they subsequently burn the next morning in the early hours.
4. **Kolkata** : It is around Diwali that Kolkatans recover from their Puja hangover and begin to revel again! You can also take a tour of the city's famous Kali Puja pandals or visit the city's most important religious temples, such as the Kalighat Temple or Dakshineswar Temple, where hundreds of devotees worship Goddess Kali.
5. **Mysore** : For those wishing for warmer weather in South India, the medieval city of Mysore is also a terrific spot to go around Diwali. The Mysore Palace, the city's primary attraction and a UNESCO World Heritage Site, is brilliantly lit up throughout the holiday season and attracts thousands of visitors each year.

Department Editor: Tanvi Rane

Reference link: <https://indianexpress.com/article/lifestyle/destination-of-the-week/diwali-2023-most-popular-indian-places-9010787/>

## SPORTS

### ***NATIONAL GAMES OF INDIA 2023: MAHARASHTRA TOP MEDAL TALLY FOR FIRST TIME SINCE 1994***



Maharashtra finished with 228 medals, including 80 gold, to emerge overall champions at the National Games 2023 in Goa and lift the Raja Bhalindra Singh Rolling Trophy.

Maharashtra clinched three gold medals in Yogasana and one more in shooting on the final day to top the National Games medal tally for the first time since 1994 in Goa on Thursday. Maharashtra finished with a total of 228 medals (80 gold, 69 silver and 79 bronze) to emerge overall champions and lift the Raja Bhalindra Singh Rolling Trophy.

Services finished second with 66 gold, 27 silver and 33 bronze medals, as their reign at the top since the 2007 Games in Guwahati ended. Haryana stood third with 62 gold, 54 silver and 73 bronze. Madhya Pradesh and Kerala finished fourth and fifth respectively with hosts Goa registering their best ever finish – ninth – with 92 medals, including 27 gold.

Karnataka swimmer Srihari Nataraj (8 gold, 1 silver, 1 bronze) was adjudged the Best Male Athlete while gymnasts Sanyukta Prasen Kale and Pranati Nayak of Odisha (4 gold, 1 silver each) were adjudged the Best Female athletes of the National Games, which witnessed around 11000 sportspersons vying for top honours in 42 disciplines, three of which were demo sports. With just 12 gold medals on offer on the final day of competitions, Maharashtra were already assured of the top spot.

Maharashtra dominated Yogasana competition by clinching three of the five gold medals on offer. Abhidnya Patil rounded off their gold medal tally with a winning finish in the women's 25m Pistol final.

Department editor: Chirayu kadam

Reference link: <https://www.outlookindia.com/sports/national-games-of-india-2023-maharashtra-top-medal-tally-for-first-time-since-1994-services-sports-control-board-finish-second-news-329835>

***DIWALI: PUBLIC HEALTH CHALLENGES OF HOLIDAYS***



Diwali is connected to various religious events, deities and personalities, such as being the day Rama returned to his kingdom in Ayodhya with his wife Sita and his brother Lakshmana after defeating the demon king Ravana. It is also widely associated with Lakshmi, the goddess of prosperity, and Ganesha, the god of wisdom and the remover of obstacles. Other regional traditions connect the holiday to Vishnu, Krishna, Durga, Shiva, Kali, Hanuman, Kubera, Yama, Yami, Dhanvantari, or Vishvakarman.

This weekend marks Diwali, the Hindu festival of lights celebrated by over a billion people across the globe, specifically South Asians. The essence of Diwali is to celebrate “good over evil,” justice and righteousness. Homes are lit up with lanterns and oil lamps, and the sounds of firecrackers are everywhere.

However, Diwali is also associated with two major public health challenges. One involves the production of millions of dollars’ worth of firecrackers using child trafficking to provide cheap labor. For example, in Tamil Nadu over 45,000 children work in unsafe conditions where infrastructure is weak – but profit margins are large. Fatal burns and accidents are a regular occurrence for these little children, usually ranging 5-14 years old. Consumers are not entirely safe either, with more cases of burn fatalities around Diwali. And with each household setting off firecrackers, there is excessive air pollution and higher rates of asthma and bronchitis.

The second public health concern is the food extravaganza that remains the focus of Diwali celebrations. People gather around dishes that are rich, oily and deep fried – and the desserts are either fried or soaked in thick, sugary syrups. South Asians have high rates of diabetes, and post-Diwali indulgence poses a threat to glycemic control, accounting for a spike in hospitalization rates. From alcohol hangovers to uncontrolled blood sugar levels and excessive insulin doses, the Diwali feast can wreak havoc on the body. To make matters worse, intermittent fasting to over-correct for excess calories takes its toll on metabolic regulation.

Department Editor: Kshitija Salunke.

Reference Link: <https://publichealth.nyu.edu/events-news/news/2019/10/25/diwali-public-health-challenges-holidays>

## ARTIFICIAL INTELLIGENCE

### *OPEN AI CELEBRATES DIWALI WITH COCA - COLA AT DEVDAY 2023*



This is not the first time Coca-Cola is working with Dall-E. In February 2023, Coca-Cola announced that it would be collaborating with AI model and Chat GPT for marketing campaigns. It was the first deal with Bain ever since the latter had announced a partnership with OpenAI specifically to use its tools for marketing earlier in the year. Moreover, Coca-Cola launched a platform Create Real Magic where digital artists from around the world could generate digital creatives using AI.

Against the backdrop of Diwali, a time of celebration and festivity, OpenAI announced that developers now seamlessly integrate the recently launched DALL-E-3 model into their applications and products for ChatGPT Plus and Enterprise users. This integration can be achieved by utilising Images API and specifying 'Dall-E-3' as the designated model.

Coca cola is using Dall-E-3 to generate Diwali cards, said Sam Altman at Open AI's first developer conference – DevDay 2023

Apart from Coca-Cola, companies like Shutter Stock and Snap are also using Dall-E-3 to programmatically generate images and designs for their customers and campaigns.

Reference Link: [OpenAI Celebrates Diwali with Coca-Cola at DevDay 2023 \(analyticsindiamag.com\)](https://www.analyticsindiamag.com/news/openai-celebrates-diwali-with-coca-cola-at-devday-2023)

**STUDENT'S SECTION**

**PRE-DIWALI CELEBRATION AT PATKAR-VARDE COLLEGE**



In a vibrant burst of colour and cultural celebration, our college recently marked the pre-Diwali festivities with an event that left an indelible mark on everyone present. The day was filled with the spirit of joy, creativity, and the rich tapestry of Ramayana tales.

The highlight of the celebration was a captivating flash mob that unfolded across the campus, featuring the mesmerizing tales of Ramayana. Students, dressed in traditional attire, gracefully performed dance sequences that brought to life the epic saga of Lord Rama, Sita, and the triumph of good over evil. The fusion of modern choreography with ancient narratives left the audience spellbound, fostering a deep sense of cultural connection. Adding another layer of artistic brilliance to the festivities was the Rangoli competition. Students showcased their artistic prowess as they created intricate and vibrant designs that adorned the pathways and open spaces. The Rangoli competition not only served as a platform for creative expression but also fostered a sense of unity and collaboration among the participants.

The grandeur of the celebration reached its zenith with the creation of a massive rangoli that spanned the entire campus. Students from various departments collaborated to craft a masterpiece that covered the grounds with a riot of colours and symbols associated with Diwali and Ramayana. The sheer scale of the rangoli was awe-inspiring, showcasing the collective talent and unity of the college community, the college succeeded in creating an immersive experience that resonated with both the students and the faculty.

Department Editor: Tanvi Narvekar & Sneha Okate





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

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## UG SCIENCE

- B.Sc. Information Technology
- B.Sc. Computer Science
- B.Sc. Microbiology
- B.Sc. Biotechnology
- B.Sc. Aviation
- B.Sc. Actuarial Science & Quantitative Finance
- B.Sc. Data Science & Business Analytics
- B.Sc. Hospitality & Catering
- B.Sc.

## UG COMMERCE

- B.Com. (Banking & Finance)
- B.Com. (Banking & Insurance)
- B. Com

## UG MANAGEMENT

- Bachelors Of Management Studies (Sports)
- Bachelors Of Management Studies

## UG ARTS

- Bachelors Of Arts Multimedia And Communication Media
- B.A (Advertising Communication Design)
- TY Psychology
- B.A

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