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S. V. ROAD, GOREGAON (WEST), MUMBAI-400 104  
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# WEEKEND CHRONICLE

WINDOW TO YOUR  
KNOWLEDGE



AN INITIATIVE BY  
B.M.S DEPARTMENT

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**Dr. Mala Kharkar**

[Chief Executive Officer]

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

Dear Readers,

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

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



**Dr. Trisa Joseph Palathingal**

**[I/C PRINCIPAL]**

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

Dear Readers,  
Greetings!

“There is nothing more beautiful than learning because you can't stop learning.”  
Our E-Periodical Weekend Chronicle thus plays an important role in providing a medium for students of our BMS Department to express their creativity.

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. Finally, we offer words and vision of our talented students as budding poets, writers, and thinkers under Student's section Department.

In conclusion, constructing a digital publication by students will engage today's youth and the crafters of the youth (e.g., teachers) in their communities, which is necessary to adopt a modern perspective and overcome the challenges we face today.



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***BUSINESS***

***AIRTEL TO BE AT FOREFRONT OF BRINGING 5G CONNECTIVITY TO INDIA: SUNIL MITTAL***



Bharti Airtel Chairman Sunil Mittal has said that the company will be at the forefront of bringing 5G connectivity to India with a powerful network to support the country's digital-first economy.

The comments from Mittal assume significance as the countdown for 5G spectrum auctions has begun.

A total 72 GHz (gigahertz) of radiowaves worth at least Rs 4.3 lakh crore will be put on the block during the auction, scheduled to begin on July 26.

As a precursor to the mega event, the Telecom Department is holding a mock auction (mock drill) on Friday and Saturday (July 22 and July 23). A unit of billionaire Gautam Adani's flagship Adani Enterprise Ltd, Reliance Jio, Bharti Airtel and Vodafone Idea are set to participate in the auction of 5G spectrum.

The India market is geared up for 5G services that will usher in ultra-high speeds (about 10 times faster than 4G) and bring in new-age services and business models.

Shaunak Parmar (Content Editor)

Reference link –

<https://indianexpress.com/article/business/companies/reliance-industries-ril-q1-profit-revenue-telecom-jio-retail-petchem-8045760/>

***GOLD FUTURES LIKELY TO FALL UPTO RS 46,000 PER 10 GRAMS BY SEPTEMBER END: ANALYSTS***



Prices of gold futures on the Multi Commodity Exchange of India (MCX) are likely to come down to levels of up to Rs 46,000 per 10 gm by the end of this quarter amid anticipation of a steep rate hike in the US and expectations of further tightening of the monetary policies across the world, analysts said.

On the MCX, the front month gold contract for August delivery was trading at Rs 50,600.00 per 10 grams, up Rs 225.00 (0.45 per cent) at 04:48 PM on Friday while the October delivery gold contract was Rs 50,817.00, up Rs 211.00 (0.42 per cent).

The data released by the US Bureau of Labor Statistics earlier this month showed the CPI inflation rate accelerated to 9.1 per cent in June, the highest in nearly 41 years. Further, the US Federal Reserve is expected to tighten the monetary policy in the upcoming meeting on July 26-27. "We've seen gold prices take a negative impact whenever US Fed has increased interest rates

Shaunak Parmar (Content Editor)

Reference link -

<https://indianexpress.com/article/business/commodities/mcx-gold-futures-may-fall-upto-rs-46000-per-10-grams-by-september-end-feel-analysts-8031578/>



ADVERTISEMENT

**NYKAA LAUNCHES AD  
CAMPAIGN CHALLENGING  
GENDER STEREOTYPES**



Beauty and personal care e-commerce marketplace Nykaa has launched a new television commercial featuring stories of six powerful women who challenge gender stereotypes and put women at the forefront. The company, in a statement, said the ad film applauds the endurance and quiet resolve of women. "We celebrate women and their innate resilience to stand tall against all odds. The stories in the film are inspired by real women and we hope that will encourage more women to pursue their dreams unabashedly," said a Nykaa spokesperson. As the 'nayka' or protagonist of her own unique story, each woman charts a journey fraught with challenges. The film delves into the lives of an entrepreneur, a biker stuntwoman, a mountaineer mom, a rapper in a hijab, a transgender doctor and a mid-life chess-master, to highlight the power of their grit. For a company that started out as a marketplace for beauty products for women, Nykaa has now expanded to enter the fashion category and also launched Nykaa Man. In a statement, Shalini Raghavan, group chief marketing officer at the company, said, "The story of every woman who imagines and discovers her life's own narrative, needs to be told and celebrated. Through this film we reiterate this commitment to ignite her flight. Earlier this year, the company had launched another commercial with actor Janhvi Kapoor which it had taken on as a brand ambassador in 2018.

Nidhi Satam (Department Editor)

Ref link:

<https://www.google.com/amp/s/www.livemint.com/companies/news/nykaa-launches-ad-campaign-challenging-gender-stereotypes/amp-11633413122378.html>

**DISNEY AND AMAZON SIGN  
UP FOR UNIFIED ID 2.0**



Disney and Amazon have signed up with The Trade Desk to be part of its Unified ID 2.0 solution to create personalised advertising in a post-cookie environment. Disney's partnership with The Trade Desk will create interoperability between Unified ID 2.0 and Disney's Audience Graph, allowing advertisers to activate their first-party data at scale programmatically. This allows advertisers to deliver relevant advertising, while ensuring consumers have more control of their own privacy. Disney hopes Unified ID 2.0 will transform how advertisers access Disney's portfolio of premium supply through Disney's Clean Room technology. Disney Advertising had a bold vision backed by proven results from the start, and we're thrilled to continue to deliver on our commitment to power greater automation and addressability for our customers through this expanded deal with The Trade Desk," said Rita Ferro, president of advertising sales at Disney Media & Entertainment Distribution. "We have spent years investing in our data and technology strategy to create innovative solutions for advertisers to engage their audiences with greater precision and accuracy in a privacy-focused way. This first-to-market capability sets the stage to empower access to the Disney portfolio, validated by powerful audience insights, in a way that's automated and accessible."

Nidhi Satam (Department Editor)

Ref link:

<https://www.campaignasia.com/article/disney-and-amazon-sign-up-for-unified-id-2-0/480289>

## IT & TECHNOLOGY

### ***AUGMENTED REALITY SHOULDN'T FEEL LIKE IT'S SLAPPED ONTO A GAME EXPERIENCE: NIAN TIC***



“There have been many other games that have tried to just sort of copy and paste the Pokémon Go concept on their IP. I don’t think it works that well,” Archit Bhargava, Director, Worldwide Product Marketing – Niantic, Inc, explains why the industry has not been able to produce another hit augmented reality (AR) mobile game that matches the hype, scale and social nature of Pokémon Go.

Bhargava says to make games like Pokémon Go not only requires technical prowess and infrastructure but also a better understanding of cell phone network technology to do the right amount of processing on the app itself on the smartphone for a seamless and smooth experience. “Building these games is definitely not easy,” he tells indianexpress.com over a video call from San Francisco.

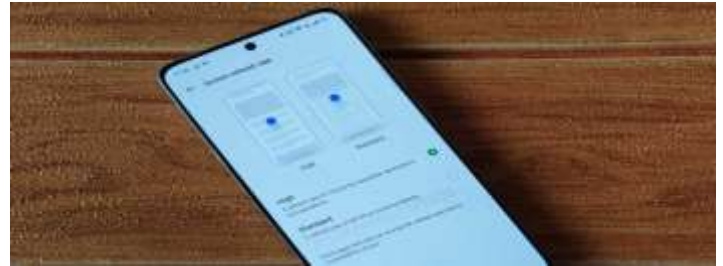
“AR is something that shouldn’t feel like it’s slapped onto a game experience. It should feel like it’s genuinely adding to this experience,” Bhargava says.

Shaunak Parmar (Content Editor)

Reference link –

<https://indianexpress.com/article/technology/tech-news-technology/augmented-reality-shouldnt-feel-like-its-slapped-onto-a-game-experience-niantic-8042561/>

### ***TECH INDEPTH: LTPO VS NON-LTPO ADAPTIVE REFRESH RATE ON PHONES***



After phones like the OnePlus 7 Pro kicked off the trend of higher refresh rates in phones, 90Hz, 120Hz and even 144 Hz displays have flooded the smartphone market in most segments. However, with a great refresh rate comes great battery drain, and phones like the OnePlus 7 Pro didn’t have anything to counter this problem.

Skip forward to 2022 and screens are now smarter. They are able to understand the content on-screen and dynamically change their refresh rate on the go, without the user having to dive into the settings to flick a switch between 60Hz and 90/120Hz. To achieve this, brands have come up with two major approaches to adaptive refresh rate – using special LTPO (Low-Temperature Polycrystalline Oxide) display panels, and software-regulated mode switching. A phone’s display panel drains your battery in two major ways. The first is by emitting light, which you need to ‘see’ things on the panel. The second is by refreshing itself. Every time a display panel refreshes itself to show the next frame in a movie or game, it is consuming battery power to obtain and display the new frame’s data.

Shaunak Parmar (Content Editor)

Reference link –

<https://indianexpress.com/article/technology/tech-news-technology/tech-indepth-ltpo-vs-non-ltpo-adaptive-refresh-rate-on-phones-8043808/>

SCIENCE & SPACE

**CLAIMS OF NEW 'TROPICAL OZONE HOLE' RAISE CONTROVERSY**



A scientist recently claimed that he'd discovered a gargantuan hole in the ozone layer of Earth's atmosphere that first appeared above the tropics in the 1980s but went unacknowledged until now. However, upon his research being published, the scientist received swift criticism from experts who flagged his study as deeply flawed.

**A new definition for 'ozone hole'?**

Ozone — a gas made up of three oxygen atoms bound together — forms in Earth's upper atmosphere. Most ozone sits in the stratosphere, the atmospheric layer that lies 6 to 31 miles (10 to 50 kilometers) above the planet's surface. There, the gas acts as a kind of sunscreen, shielding Earth from the sun's powerful ultraviolet (UV) rays.

In the 1980s, scientists found that long-lived atmospheric pollutants called chlorofluorocarbons (CFCs) break down into chlorine and bromine when exposed to UV rays beyond the ozone layer, according to NASA's Earth Observatory  
Latika Naik (Department Editor)

Ref Link: - <https://www.space.com/new-hole-in-ozone-layer-debunked>

**IN THE BATTLE OF HUMAN VS. WATER, 'WATER ALWAYS WINS'**



Humans have long tried to wrangle water. We've straightened once-meandering rivers for shipping purposes. We've constructed levees along rivers and lakes to protect people from flooding. We've erected entire cities on drained and filled-in wetlands. We've built dams on rivers to hoard water for later use.

"Water seems malleable, cooperative, willing to flow where we direct it," environmental journalist Erica Gies writes in *Water Always Wins*. But it's not, she argues. Levees are narrow channels causing water to flow higher and faster, and nearly always break. Cities on former wetlands flood regularly — often catastrophically. Dams starve downstream environs of sediment needed to protect coastal areas against rising seas. Straightened streams flow faster than meandering ones, scouring away riverbed ecosystems and giving water less time to seep downward and replenish groundwater supplies.

In addition to laying out this damage done by supposed water control, Gies takes readers on a hopeful global tour of solutions to these woes. Along the way, she introduces "water detectives"— scientists, engineers, urban planners and many others who, instead of trying to control water, ask: What does water want?

Latika Naik (Department Editor)

Ref Link: - <https://www.sciencenews.org/article/water-humans-battle-drought-flood-detectives-book>



## NATURE

### **DO YOU KNOW WHAT THE MOST TRAFFICKED WILDLIFE SPECIES IS?**



The most trafficked animal in the world isn't a tiger, rhino, or other big animal species prized for their fur or horns. It's actually the pangolin, a scaly mammal that lives in a dense forest, eats ants, and rolls into a tiny ball when it's scared.

These unassuming creatures, which can be found across Asia, are hunted for both their meat and scales. But pangolins are just one species of the billions of animals that are trafficked every year. In April, wildlife experts, governments, and scientists gathered at the High-Level Conference of the Americas on Illegal Wildlife Trade, in Cartagena, Colombia, to try and put a stop to the epidemic.

Led by Colombia's Ministry of Environment and Sustainable Development, alongside the UK Government, the attendees included Jane Goodall, the famous primatologist and anthropologist. The summit reviewed the progress that had been made since 2019 when the Lima Declaration was signed by 20 countries that had committed to tackling the illegal wildlife trade, as well as declaring the jaguar a symbolic species of the Americas.

Waqar Wahid Parkar (Department editor)

Reference link - <https://www.discovery.com/nature/most-trafficked-wildlife-species>

### **WILDFIRES IN YOSEMITE NATIONAL PARK THREATEN CENTURIES-OLD SEQUOIAS**



The **Washburn Fire** at Yosemite National Park is threatening over 2,000 acres of giant sequoia trees that have been in the park for centuries. Firefighters are racing to contain and manage the wildfire to protect the history park, its inhabitants, and ancient tree life.

The Washburn Fire began on Thursday and threatens the lives of some of the oldest and tallest trees in the world. Within the southernmost part of the park, the fire is active within Yosemite's most popular sequoia area, Mariposa Grove. This area houses the iconic, Grizzly Giant standing at over 200 feet tall and 2,700 years old. The Grizzly Giant gets the special sprinkler treatment and protection, a firefighter with Yosemite Fire and Aviation Management explained, "We're trying to give it preventative first aid and make sure that if the fire comes here that this tree is protected — that is, to cool flames and to increase the relative humidity and decrease the fire behavior around this tree."

This 'proactive protection' of trees within the area is a part of the emergency responder's efforts to remove fire fuels like dead trees or bushes from the area and install sprinkler systems to increase humidity on the ground.

Department editor - Waqar Wahid Parkar

Reference link - <https://www.discovery.com/dnews/wildfires-in-yosemite>

**ACADEMICS**

***WE NEED TO FUND  
TRANSLATIONAL EFFORTS AT  
OUR RESEARCH AND  
ACADEMIC ORGANIZATIONS,  
SAYS INFOSYS' KRIS  
GOPALAKRISHNAN***

The Infosys Science Foundation inaugurated its new office in Karnataka's Bengaluru on July 14 . In an exclusive interview with The Indian Express, Infosys Limited co-founder Kris Gopalakrishnan, also the president of Board of Trustees, Infosys Science Foundation, and co-founder, Axilor Ventures Private Limited, speaks about the new office, present funding scenario in science and research in India.



**What will the new office of the Infosys Science Foundation (ISF) be all about?**

This is the home of Infosys Science Foundation. ISF is promoting good research works in India by identifying and rewarding individual research scholars through the Infosys Prize. ISF organizes Science Talks by the world scientists and our laureates to create an interest in science and with this building, we can host these regularly. Other organizations that are promoting science can also use this building. We want the ISF building to be the hub for science

NIDHI SUBRAMANIAM(Department editor)

Reference link :-

<https://indianexpress.com/article/cities/bangalore/we-need-to-fund-translational-efforts-at-our-research-and-academic-organizations-says-infosys-kris-gopalakrishnan-8029708/>

***PFIZER INDIA, MAX  
HOSPITALS SIGN MOU FOR  
FELLOWSHIP PROGRAMME***

The aim of the partnership is to enhance scope of care and create avenues for new research. Researchers will access existing Electronic Health Record to develop a deeper understanding on drug efficacy in proven therapies.



New Delhi: Pfizer India announced that it has signed a Memorandum of Understanding (MoU) with Max Super Specialty Hospitals to give fellowships to young doctors in 17 Max Hospitals to gather real-world evidence on drug efficacy and proven therapies from existing Electronic Patient records. This evidence generation will focus on prevention, treatment and management of diseases that are of public health priority in India, such as cancer and cardiovascular disease. The bespoke fellowships will be a form of recognition and will enable young clinicians who want to pursue medical research to do so with clear goals in place.

The fellowship programme will provide young clinicians and researchers at all 17 Max Speciality Hospitals across four states in India, an opportunity to acquire funding and sponsorships for their research work. The selection criteria for these fellowships, will be decided by the medical and research experts at Max Healthcare. Pfizer will provide technical and financial support to the programme.

NIDHI SUBRAMANIAM (Department editor)

Reference link :-

<https://health.economictimes.indiatimes.com/news/hospitals/pfizer-india-max-hospitals-sign-mou-for-fellowship-programme/92896330>

***MEDIA***

***TIKTOK ANNOUNCES NEW  
PARTNERSHIP WITH  
NCSOLUTIONS ON IMPROVED  
BRAND LIFT MEASUREMENT***

TikTok's looking to help marketers better track response to their in-app campaigns via a new partnership with NCSolutions, which will provide new sales lift measurement based on NCS's methodology, adding more insight on the path to purchase.

NCSolutions utilizes machine learning solutions to provide in-depth insight into sales performance, which it can then connect to ad exposure. That will help TikTok advertisers better understand how their campaigns are driving actual results.

“[The process] measures the incremental sales lift of in-person and online purchases after seeing an ad on TikTok. Through partnerships with retailers and machine learning technology, NCS quantifies the effectiveness of advertising campaigns and is used by many of the most trusted brands in the United States.”

The process aims to better answer some of the key questions in relation to digital campaigns, including impact on in-store sales, which elements are driving that impact, and advanced audience analytics.

With the combined data from NCS, TikTok will be able to share more information with advertisers to help them make better assessments of their ad performance.

Namrata Singh. (Department editor)

Ref link :

<https://www.socialmediatoday.com/news/tiktok-announces-new-partnership-with-ncsolutions-on-improved-brand-lift-me/627333/>

***YOUTUBE TV REACHES 5  
MILLION SUBSCRIBERS***

YouTube has announced a new milestone for YouTube TV, with its subscription content service now up to 5 million total subscribers, highlighting the popularity and expansion of the option.

Originally launched back in 2017, in five US markets, YouTube TV is now available in ‘over 99.5% of households in the United States’, providing an alternative to traditional pay TV options, and access to a heap of popular channels and content.

As per YouTube:

“When we launched YouTube TV five years ago, we wanted to make watching TV even more enjoyable - featuring a modern product experience without all the commitments, equipment fees and hassle. YouTube TV is now available nationwide, with more than 100 channels, and features such as unlimited cloud DVR space, Spanish-language content offerings, and a family plan.”

To mark this latest milestone, YouTube has shared some new YouTube TV usage insights, including the most DVR'd shows (Yellowstone leads the way), the most replayed classic shows (Friends wins this category) and rising sports content (YouTube says that viewership of Formula 1 has doubled over the past year).

It's another element within YouTube's broader video content dominance, and while TikTok has become the video platform of the moment, especially among younger audiences, YouTube is still likely to win out as the main video platform of choice for a much broader range of users.

Namrata Singh. (Department editor)

Ref link :

<https://www.socialmediatoday.com/news/youtube-tv-reaches-5-million-subscribers/627104/>



DATE: 24<sup>TH</sup> JULY, 2022

ARTS

**PORTRAITS OF CHARACTERS  
FROM 'THE MAHABHARATA'  
ON DISPLAY AT CHENNAI  
EXHIBITION**



The Mahabharata is an all-encompassing text. Stories that lay hidden in its vastness have come a long way: from bedside tales to revisioned literature, its characters are inevitably found in every aspect of the Indian man's life. They are flawed, almost human. And this is one of the reasons why Kolkata-based artist Shuvaprasanna Bhattacharjee finds these characters fascinating. In his latest series of works, Faces: A Race from Epic, that are now displayed at Sarala's Art World, faces take centre stage. These faces carry unmissable expressions that speak volumes of their varied personalities. The artist who has been painting for over 60 years is known for profiling his home city Kolkata, through charcoal-coloured frames that capture its urban life and timeliness. In this series, he takes on a different beast. "In India, everyone is associated with the epics. Since I am working visually, these images keep coming back to me. Since the last two to three years, I have been very much involved with this epic," says the artist who, as a young child, recalls listening to his mother read out stories from The Mahabharata.

Harshal Prajapati (Department Editor)

Reference Link:

<https://www.thehindu.com/entertainment/art/portraits-of-characters-from-the-mahabharata-on-display-at-chennai-exhibition/article65630957.ece>

**PRETTY AS A PICHWAI: ON  
SHANTI BANARAS' RANGE OF  
TAPESTRIES**



At a wedding in one of India's biggest industrialist families in 2019, 80 intricately embroidered frames depicting Lord Krishna and Radha in a scenic setting were gifted to guests. Not many know but these were courtesy Khushi Shah, founder of apparel brand Shanti Banaras. A segue from their usual offerings of handlooms and textiles, the Banaras-based brand says this is the biggest order of their latest venture: hand embroidered Pichwai tapestries. "When we displayed these pieces in our Delhi store that launched last year, we got orders from many, including NRIs. As a result of our work with a few clients helping them furnish their homes with handwoven fabrics, we decided to begin our own home line of hand-embroidered artworks," says Khushi, of the new range crafted by artisans from Benaras.

Harshal Prajapati (Department Editor)

Reference

Link: <https://www.thehindu.com/entertainment/art/pichwai-artwork-by-shanti-banaras/article65630432.ece>

## ***HISTORY***

### ***THE INDUS VALLEY CIVILIZATION***



A long time ago, in the eastern world, there rose a few civilizations. The main reasons for the rise of these urban civilizations were access to rivers, which served various functions of human beings. Along with the Mesopotamian civilization and the Egyptian civilization, rose the Indus Valley civilization spanning Northwest India and modern-day Pakistan. The largest amongst the three civilizations, the Indus Valley civilization flourished around 2600 BC, at which time agriculture in India started flourishing. The fertile Indus valley made it possible for agriculture to be carried out on a large scale. The most well-known towns of the Indus Valley in today's date are Mohenjo Daro and Harappa. Unearthing these two towns showed excavators glimpses into the richness of the Indus Valley civilization, evidenced in ruins and things like household articles, war weapons, gold and silver ornaments - and so on. The people of the Indus Valley civilization lived in well-planned towns and well-designed houses made of baked bricks. In an era of developments and prosperity, civilization, unfortunately, came to an end by around 1300 BC, mainly due to natural calamities.

Maaz Shaikh (Department editor)

Reference link-  
[https://www.worldhistory.org/Indus\\_Valley\\_Civilization/](https://www.worldhistory.org/Indus_Valley_Civilization/)

### ***MEDIEVAL INDIAN HISTORY***

The medieval history of India is renowned for deriving a lot of its character from Islamic kingdoms. Extending across almost three generations, medieval India included a number of kingdoms and dynasties:

- The Chalukyas
- The Pallavas
- The Pandyas
- The Rashtrakutas
- The Cholas

The Cholas were the most important rulers at this time, the 9th Century AD. Their kingdom covered a large part of South India, including Sri Lanka and the Maldives. While the rulers ruled bravely and carried out the annexation of multiple territories in India, the empire came to an end in the 14th Century AD with an invasion by a man named Kafur Malik. The monuments from the Chola Dynasty are still intact and are known for their rustic charm.

The next major empire was that of the Mughals, preceded by a rise in Islamic rulers. The invasion of Timur was a significant point in Indian history before a Hindu revival movement called the Bhakti movement, came to be. Finally, in the 16th Century, the Mughal empire started to rise. One of the greatest empires of India, the Mughal empire was a rich and glorious one, with the whole of India united and ruled by one monarch. The Mughal Kings were Babar, Humayun, Sher Shah Suri (not a Mughal king), Akbar, Jehangir, Shah Jahan, and Aurangzeb. They were responsible for setting up efficient public administration, laying out infrastructure, and promoting the arts. A large number of monuments in India today exist from the Mughal period. The death of the last Mughal King, Aurangzeb, sowed the seeds of disintegration within India. Influencers of Islamic architecture in India, the Mughal kings are still looked back in awe.

Department Editor- Maaz Shaikh  
Reference Link-  
[https://en.wikipedia.org/wiki/Medieval\\_India](https://en.wikipedia.org/wiki/Medieval_India)

## LIBRARY

### *ACADEMIC LIBRARY*



Academic library is a library that is attached to a higher education institution and serves two complementary purposes: to support the curriculum and the research of the university faculty and students. It is unknown how many academic libraries there are worldwide. An academic and research portal maintained by UNESCO links to 3,785 libraries. According to the National Centre for Education Statistics, there are an estimated 3,700 academic libraries in the United States. In the past, the material for class readings, intended to supplement lectures as prescribed by the instructor, has been called reserves. In the period before electronic resources became available, the reserves were supplied as actual books or as photocopies of appropriate journal articles. Modern academic libraries generally also provide access to electronic resources.

Academic libraries must determine a focus for collection development since comprehensive collections are not feasible. Librarians do this by identifying the needs of the faculty and student body and the mission and academic programs of the college or university.

Shaunak Parmar (Content Editor)

Reference link:-

[https://en.wikipedia.org/wiki/Academic\\_library](https://en.wikipedia.org/wiki/Academic_library)

### *RESEARCH LIBRARY*



A research library is a library which contains an in-depth collection of material on one or several subjects. A research library will generally include an in-depth selection of materials on a particular topic or set of topics and contain primary sources as well as secondary sources. Research libraries are established to meet research needs and as such are stocked with authentic materials with quality content. Research libraries are typically attached to academic or research institutions that specialize in that topic and serve members of that institution. Large university libraries are considered research libraries, and often contain many specialized branch research libraries. The libraries provide research materials for students and staff of these organizations to use and can also publish and carry literature produced by these institutions and make them available to others. Research libraries could also be accessible to members of the public who wish to gain in-depth knowledge on that particular topic.<sup>[4]</sup>

Research libraries face a unique challenge of making research materials accessible and available to patrons.

Shaunak Parmar (Content Editor)

Reference link :-

[https://en.wikipedia.org/wiki/Research\\_library](https://en.wikipedia.org/wiki/Research_library)



**FOOD & HEALTHCARE**

***HOW TO MAINTAIN A  
HEALTHY DIET DURING THE  
HOLIDAYS***

‘Tis the season for singing, laughter, get-togethers and, of course, food galore. With the holiday season here and pumpkin pie tempting you at every turn, it can be challenging to stick to your meal plan and maintain a healthy diet.

Here are some simple strategies to help you enjoy the festivities with family and friends while remaining on track — and even eating your cake, too!

**Make smart recipe modifications:** Create your favorite holiday recipes with healthier substitutions. Instead of using butter when baking, try unsweetened applesauce and canola oil. Replace sour cream with Greek yogurt. Reduce the amount of heavy cream or whole milk and use skim milk. Simple swaps like these can lower fat and caloric intake while still producing a delicious dish. **Portion control:** If you’re someone who enjoys the regular, authentic ingredients, limit how much you eat. Woman passes green beans

**Hydrate:** Studies show drinking more water is linked to eating fewer calories and less sugar, salt and cholesterol. Drinking more water and less sugary, high-calorie beverages is an easy way to facilitate diet management. A 2015 study published by The Obesity Society concluded that just two glasses of water before a meal can aid in curbing your appetite.

**Take your time:** Eating more slowly can reduce how much you eat. Research shows that it takes approximately 20 minutes for your stomach to relay to your brain just how much you have eaten and let you know you are satisfied.

**Avoid meal skipping:** Skipping meals tends to lead to over-eating and making unhealthy choices. It also can cause the body to lower its metabolism, burn less energy and feel fatigued.

Mayuri Redkar (Department editor)

<https://www.orlandohealth.com/content-hub/how-to-maintain-a-healthy-diet-during-the-holidays>

***HOW DOES FOOD IMPACT  
HEALTH?***

The food we eat gives our bodies the "information" and materials they need to function properly. If we don't get the right information, our metabolic processes suffer and our health declines.

If we get too much food, or food that gives our bodies the wrong instructions, we can become overweight, undernourished, and at risk for the development of diseases and conditions, such as arthritis, diabetes, and heart disease.

In short, what we eat is central to our health. Consider that in light of Webster's definition of medicine: "The science and art dealing with the maintenance of health and the prevention, alleviation, or cure of disease."

Food acts as medicine--to maintain, prevent, and treat disease.

What does food do in our bodies?

The nutrients in food enable the cells in our bodies to perform their necessary functions. This quote from a popular textbook describes how the nutrients in food are essential for our physical functioning.

"Nutrients are the nourishing substances in food that are essential for the growth, development and maintenance of body functions. Essential meaning that if a nutrient is not present, aspects of function and therefore human health decline. When nutrient intake does not regularly meet the nutrient needs dictated by the cell activity, the metabolic processes slow down or even stop."-

Perspectives in Nutrition, Wardlow and Insel Get examples of food as information

In other words, nutrients give our bodies instructions about how to function. In this sense, food can be seen as a source of "information" for the body.

Thinking about food in this way gives us a view of nutrition that goes beyond calories or grams, good foods or bad foods. This view leads us to focus on foods we should include rather than foods to exclude.

Instead of viewing food as the enemy.

Mayuri Redkar (Department editor)

<https://www.takingcharge.csh.umn.edu/how-does-food-impact-health>

## CULTURE & CUISINE

### GOAN LIFE AND CULTURE

Goa has a fascinating historical past which dates back further to the 3rd century BC. A prominent part of the Mauryan Empire, Goa was of prime importance because of its natural harbors and wide river base. Only in 1987 did Goa get the status of an independent state and the regional language Konkani was recognized as one of India's official languages.



A small state on India's western coast, Goa has always benefitted as a trade center because of its easily accessible ports. With a beautiful harmonization of the East and West, Goans have taken the best of both worlds. A civilization of warm, happy people, Goa sees a mix of different religions like Christians, Catholics, Muslims, and Hindus that live together in harmony. Following their age-old traditions and customs, Goans celebrate all major festivals with fervor without bringing any religious barriers within the society. With a strong influence from the west, Goa has always had a more contemporary mindset. Their rich heritage culture has not been tarnished by the rapid industrialization that has become commonplace in the rest of India yet. Celebrating livelihood and religious festivals with scrumptious food and delightful music, the locals are humble, warm and fun-loving individuals.

Prajakta Nakashe(Department editor)

Reference

<https://www.holidify.com/pages/culture-of-go-344.html>

link:

### CULTURE OF WEST BENGAL



One of the most culturally prosperous states of India, West Bengal is filled with surprises. Be it the different religions all assimilating into one or the lovely cultural events that seem to make up the glorious state that it is. There is much more to West Bengal than big red bindis and dhoti kurtas. There are a lot of elements about the culture of West Bengal, and now we are going to have a look at some of the interesting aspects of it. Bengali women traditionally wear a sari, draping the 'pallu' in a special manner that is exclusive to the state of West Bengal. With modernisation, shalwar kameez have also become famous with the newer generation wearing jeans, dresses and skirts too. The men used to wear dhoti kurtas in olden times but now do so only during some special occasions like during festivals or marriages. Their style is basically fusion with putting on a kurta with jeans apart from the westernized shirt pants. This touch of westernization is especially visible in Kolkata more than in any other city of West Bengal. The West Bengal culture is colorful and vivid. Lots and lots of variety are present in almost everything. You can even know more if you can spare some time and go there for a visit!

Department editor: Prajakta Nakashe

Reference

<https://www.holidify.com/pages/west-bengal-culture->

link:-

**TRAVEL & TOURISM**

***FOOD TOURISM: A REASON  
FOR TOURISM BOOST IN  
NAGALAND***

Will travel for food – a sentence so simple and wholesome, it’s almost inspirational. In fact, when we travel or go anywhere, even if it’s just for a day, the mere thought of a good meal at the end of the day keeps us going. When we look up a destination online, we always find ourselves searching for what and where to eat. We look up regional cuisine, we make itineraries depending on the availability of the nearest source of meal. Wouldn’t want to roam around hungry. You see how travel and food are linked together?

Food tourism is there because people wanted to try and move away from their comfort food, from their usual, and try the unknown and sometimes weird. Just because it is fun to do so. Always good to keep in mind, one person’s weird is always another person’s normal. The breed of travellers who are willing to travel for food, are the reason why nowadays places like Nagaland finds itself high on the travel wish list.

Nowadays places like Kohima, Dimapur, Mokokchung, Wokha, and Mon are in the travel wish list. Some for shopping, some for adventure and nature-based activities, and some for the history (check out the erstwhile head-hunting village in Mon). And it all started with food.

Pranjali Nasnodkar (Department Editor)

Reference link -

<https://timesofindia.indiatimes.com/travel/travel-news/kerala-tourism-introduces-caravan-tourism-package-for-tourists/articleshow/90644084.cms>

***KERALA TOURISM INTRODUCES  
CARAVAN TOURISM PACKAGE  
FOR TOURISTS***

Tourists visiting Kerala can now enjoy all comforts while travelling in a luxury caravan. As per news reports, the Kerala Tourism Development Corporation (KTDC) has announced the launch of Kerala’s first Caravan Tourism package, under which tourists will be able to avail all comforts while travelling on a luxury caravan by paying INR 3999 plus tax per person per night. Plus, the ride fare has been fixed at INR 40 per kilometre, whereas the caravan will be able to accommodate up to two children and four adults.

Reports have it that as Kerala’s premium hospitality service provider, the state-run KTDC has signed an agreement with caravan service providers opting to operate under the package.

Further adding momentum to the state’s Keravan Kerala initiative, KTDC is now offering a Caravan Holidays package for tourists visiting the region.

Initially, safari circuit as per the package will cover Kumarakom - Vagamon - Thekkady route, which will start in the morning from lakeside in Kumarakom, then reach Vagamon in the afternoon, thereby travelling a distance of 80 - 100 km via the breathtaking settings of central Kerala. Reportedly, the package comes with a bonfire and free parking experience for tourists.

Pranjali Nasnodkar (Department Editor)

Reference link -

<https://timesofindia.indiatimes.com/travel/travel-news/kerala-tourism-introduces-caravan-tourism-package-for-tourists/articleshow/90644084.cms>



**SPORTS**

**ZIMBABWE, NETHERLANDS  
QUALIFY FOR T20 WORLD CUP**

Hosts Zimbabwe and the Netherlands filled the last two places for the Twenty20 World Cup in Australia by winning their qualifying tournament semi-finals in Bulawayo on Friday.

Zimbabwe beat Papua New Guinea by 27 runs after posting 199-5 in 20 overs, then restricting their opponents to 172-8.

The Netherlands defeated the United States by seven wickets. Replying to an American total of 138 in 19.4 overs, the Dutch scored 139-3 with six balls to spare Australia, Afghanistan, Bangladesh, England, India, Ireland, Namibia, New Zealand, Pakistan, Scotland, South Africa, Sri Lanka, the United Arab Emirates and the West Indies had already secured places.

The 16-team tournament runs from October 16 to November 13 with Australia defending a title they won in the UAE last year.

Winning the toss and opting to bat, Zimbabwe clicked with six batsman led by Wesley Madhevere scoring at least 22 runs.

Papua New Guinea, who scraped into the semi-finals on net run rate after winning only one of three group matches, were close to matching the Zimbabwe run rate for much of the innings with Tony Ura starring.

But when Ura fell off the final ball of the 14th, after notching 66, including five sixes and four fours off 35 balls, the island nation lost momentum.

Blessing Muzarabani was the most successful Zimbabwe bowler, taking two wickets at the expense of 24 runs in four overs.

Zimbabwe, who appointed former star batsman Dave Houghton as coach just before the tournament, will be making a fifth appearance at the T20 finals.

In the other semi-final, Captain Monank Patel top scored for the USA with 32 and Steven Taylor, their star batsman in the group stage, contributed 26.

Adishthi narvankar (Department editor)

Reference [link](#) -

[https://m.timesofindia.com/sports/cricket/icc-mens-t20-world-cup/zimbabwe-netherlands-qualify-for-t20-world-cup/amp\\_articleshow/92905530.cms](https://m.timesofindia.com/sports/cricket/icc-mens-t20-world-cup/zimbabwe-netherlands-qualify-for-t20-world-cup/amp_articleshow/92905530.cms)

**SINDHU IN SEMIS;  
HEARTBREAK FOR SAINA,  
PRANNOY IN SINGAPORE  
OPEN**

Double Olympic medallist shuttler PV Sindhu pulled off a thriller to advance into the semifinal, but her teammates Saina Nehwal and HS Prannoy suffered heartbreaking defeats in their respective events in the Singapore Open Super 500 Tournament on Friday.

Third seed Sindhu overcame a strong challenge from Han Yue before getting the better of her Chinese rival 17-21 21-11 21-19 in a battle lasting more than an hour to book her first semifinal berth since the Thailand Open in May.

Sindhu will next face unseeded Saena Kawakami, the Japanese world No. 38, who caused an upset by eliminating sixth seeded Pornpawee Chochuwong of Thailand 21-17 21-19.

With Sindhu being the only Indian in fray now, it remains to be seen if the former world champion is able to make it all the way in the last event before the Commonwealth Games in Birmingham.

The Indian star boasts of a 2-0 head-to-head record against Saena.

Sindhu now leads 3-0 against the Chinese on head-to-head.

London Olympics bronze medalist Saina Nehwal, who showed signs of her silken touch in a superb win over Chinese world No. 9 He Bing Jiao in the quarters, squandered a game lead to go down 13-21 21-15 20-21 against left-handed Japanese Aya Ohori.

The 32-year-old veteran Indian failed to convert her match points twice to hand over the tie to her Japanese opponent.

Adishthi narvankar (Department editor)

Reference [link](#) -

[https://m.timesofindia.com/sports/badminton/sindhu-in-semis-heartbreak-for-saina-prannoy-in-singapore-open/amp\\_articleshow/92894875.cms](https://m.timesofindia.com/sports/badminton/sindhu-in-semis-heartbreak-for-saina-prannoy-in-singapore-open/amp_articleshow/92894875.cms)

***SOCIAL ISSUE***

***DOWRY DEATHS: VIOLENCE  
AGAINST WOMEN IN INDIA***

The news of death of twenty-four years old student, fallout of dowry related violence has forced the spotlight on the status of women, power relations within families and gender dynamics in the institution of marriage. Over 50 dowry deaths have been reported in Kerala few months back however most of the cases do not reach the courts since families and state institutions tasked with the responsibility of filing cases prefer to negotiate a resolution outside the law. The case of dowry needs to be located within the larger context of politics and economics. Women have contributed to Kerala's success in improving social indicators such as literacy, education, birthrate, life expectancy and yet their presence in political and economic leadership roles continue to be minimal. Work participation rate for women is around 20% while education levels have increased. Women are forced to confine themselves to their homes while forsaking economic independence. As many as 7115 deaths were recorded as dowry related cases in 2019 according to India's National Crime Records Bureau. Out of over 3,40,000 cases of crime against women in 2019 under IPC ,37% were of cruelty by husband or her relatives. Nearly 26% assault on women with intent to outrage her modesty and 9% of kidnapping and abduction of women for forceful marriages. Education does not necessarily grant women much control over their life choices especially on marriage or on honorable exit from a bad marriage. Access to economic resources is insufficient for women to exercise decision making power. Entrenched social norms related to marital practices and gender roles can only shift when change occurs from within the society.

Shaunak Parmar (Content Editor)

Reference link - <http://www.azadindia.org/social-issues/view-soc-news.php?id=17>

***CHILD LABOUR DURING THE  
TIME OF COVID: UN REPORT***



According to UN bodies, ILO, and UNICEF the child labor has swelled for the first time in two decades. The number in child labor stood at 160 million at the start of 2020 an increase of 8.4 million in 4 years. The hike began before the pandemic hit and marks a dramatic reversal of a downward trend that had seen child labor numbers shrink by 94 million between 2000-2016. Nearly 1/10 children globally were stuck in child labor with Sub-Saharan Africa the worst affected. If the latest projections of poverty increase due to the pandemic, another 9 million children will be pushed into child labor by the end of 2022 as per the report. If social protection coverage slips from the current levels because of austerity measures and other factors the number of children falling into child labor can go up to additional 46 million. Boys were significantly more likely to be affected accounting for 97 of the 160 million children toiling in labor at the start of 2020. Gender gap narrows by half when household chores performed for at least 21 hours per week are counted. There is also significant increase in the children between the ages of 5-17 years who are doing hazardous work.

Shaunak Parmar (Content Editor)

Reference link - <http://www.azadindia.org/social-issues/view-soc-news.php?id=16>

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