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Sir Sitaram & Lady Shantabai Patkar College of Arts & Science  
AND V.P.Varde College of Commerce & Economics  
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***

***WHY GOOD LEADERSHIP  
MATTERS***



Being a leader is not just a position in a hierarchy, a higher pay grade or additional responsibilities – it is a skill set that you should be continually developing. Every leader at every level of experience and skill has room for growth, but the thought of setting and achieving leadership goals may leave you wondering where to begin. There are 10 basic leadership development goals that, depending on your position and skill level, you should strive toward. Once you have identified the goal(s) you want to strive for, the next step is to develop an action plan to help you achieve them and track your progress.

Good leadership can make all the difference in the workplace. Without it, employee morale and productivity will inevitably suffer. Leadership mistakes are common, but anyone can learn how to lead more effectively. Whether you are a natural-born leader or have developed your leadership skills over time, there is always room for growth.

The first step to becoming a better leader is improving your self-awareness. This will help you identify and set leadership development goals, which is the next step towards becoming a better leader. The goals you set should be geared toward improving your weaknesses and enhancing your leadership style.

Naima bhatta  
(Department Editor)

Ref link: <https://www.businessnewsdaily.com/15835-leadership-development-goals.html>

***CHAT TOOLS CAN BOOST  
CORPORATE COMMUNICATION***



Chat tools can boost workplace communication and enable real-time collaboration with file-sharing capabilities, audio/video calls and project management. In the age of remote work, effective chat tools can quickly become the backbone of your business, simplifying communication, collaboration and task management. And chat platforms aren't just for talking; today's robust chat solutions offer file-sharing capabilities, audio and video calls, project management, and much more.

Many different chat apps exist with various benefits and drawbacks. When choosing the best tool for your business, consider your needs and budget. Chat apps are more efficient than communicating via email. Several workers can communicate at once in real time, allowing for efficient information-sharing.

Minor misunderstandings can often cause more extensive problems within a company. While email and phone calls can clear things up, they can be too time-consuming for smaller updates. Chat apps give you a platform for brief-but-informative communication. This way, you keep everyone engaged with the company and in touch with the whole team.

Naima bhatta  
(Department Editor)

Ref link: <https://www.businessnewsdaily.com/9441-chat-tools-small-business.html>



**ADVERTISEMENT**

**WHY TWITTER STILL HAS  
THOSE TERRIBLE TRENDS**



Why Twitter still has those terrible Trends

Looking at just one week in Trends exposes the grave problems that remain with this feature, despite the platform’s many attempts to fix it. When Twitter introduced a new feature called Trends in mid-2008, the company’s co-founder Jack Dorsey described it as an evolution of the morning media diet. Trends have changed since then. There are still ranked lists of topics trending nationally and worldwide, but some of the topics people see are customized to their interests and locations. These days, Twitter attaches representative tweets or adds context to some topics. Twitter’s central argument for Trends has not changed much since Dorsey’s blog post. It’s a feature, Twitter spokeswoman Lindsay McCallum said in an email, that’s designed to show people what’s happening across the world and on Twitter at any moment in time. When it works best, Trends become something like online events: “Choco Taco” trending after the ice cream treat was discontinued prompts others to tweet their own thoughts about it. “Twitter keeps trying to make it seem like ‘trending’ is somehow authentic, trending hot topics that people care about. But in most instances, it’s gamification,” she says. Besides Twitter’s claims that Trends serves an important public function, there’s another reason the feature sticks around. It’s a revenue source for the platform, Twitter started selling promoted spaces on Trends in 2010. Currently Twitter sells what it calls Trend Takeover spots and displays ads in the search results for trending topics.

Nidhi Satam  
(Department Editor)

Ref link:

<https://www.google.com/amp/s/www.technologyreview.com/2022/07/28/1056535/twitter-trending-misinformation-conspiracies/amp/>

**WHY MARKETERS ARE  
RETURNING TO TRADITIONAL  
ADVERTISING**



Digital marketing technologies and their ecosystems have dominated growth in marketing budgets for over a decade. As consumers have shifted their attention from stationary media to perpetual media on the go, traditional advertising lost some of its appeal. In turn, marketers pivoted investments from television, radio, newspaper, events, and outdoor advertising to digital channels, from TikTok to TechTarget. According to data from the 28th Edition of The CMO Survey, on average, marketers reported an annual decrease in traditional advertising spending of -1.4% between February 2012 and 2022, compared to an annual increase of 7.8% for overall marketing budgets during this same period. However, recent evidence suggests that a shift is underway. In contrast to the historical trend, in August 2021 and February 2022, marketers predicted that traditional advertising spending would increase by 1.4% and 2.9%, respectively. Traditional ads, on the other hand, are experiencing increased engagement. Marketing Sherpa reports that more than half of consumers often or always watch traditional television advertisements and read print advertisements that they receive in the mail from companies they are satisfied with. For years, marketers have relied on third-party cookies to track website visitors, using detailed data on their search preferences to improve the user experience and target consumers with personalized ad experiences. Podcasts are a form of digital media. However, it is alive and well and headed for growth for the first time in a decade.

Nidhi Satam  
(Department Editor)

Ref link: <https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>

***IT & TECHNOLOGY***

***AMTD DIGITAL: HOW A SMALL HONG KONG FIRM'S SHARES SOARED***

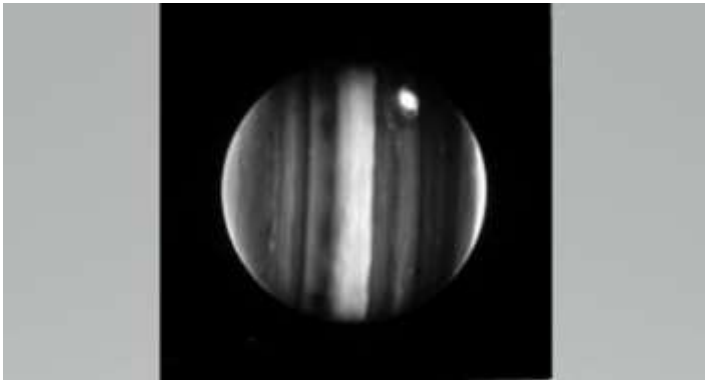


A little-known Hong Kong company has seen its stock market value soar in recent days, for no apparent reason. AMTD Digital made its New York debut last month, priced at \$7.80 a share. This week, the firm's shares have been on a rollercoaster ride, closing on Wednesday at \$1,100. The meteoric rise in AMTD Digital's value has seen it likened by some commentators to "meme stocks", shares that gain popularity among retail investors through social media. Trading in the company's shares has been particularly volatile this week, as its value rose above \$300bn on Tuesday. That meant that AMTD Digital briefly overtook technology giant Alibaba's New York stock market valuation. In Wednesday's trade it plunged by more than 30%, but that still gave it a higher US market value than Disney. On Monday, AMTD Digital thanked investors and said it "noted significant volatility" in trading. "The company is also monitoring the market closely for any unusual trading activities or abnormalities," the statement said. AMTD Digital offers services to develop online businesses' financial services technology. It had 50 members of staff as of the end of February this year, according to a stock market filing. It makes money mainly by charging fees and commissions for its digital financial services business, which brought in just over \$25m in revenue last year, according to a regulatory filing. A space-themed corporate video on the company's website highlights the range of digital services that the company offers.

Ref link: <https://www.bbc.com/news/business-62417010>

**SCIENCE & SPACE**

***JUPITER GLOWS IN NEW  
JAMES WEBB SPACE  
TELESCOPE RAW IMAGE***



Jupiter always shines, even when seen sideways in unprocessed data. Astronomers are busy poring through new data from the James Webb Space Telescope (nicknamed Webb or JWST) in a continuing rush to spot ever-more-distant galaxies. But the observatory is continuing to study plenty of objects closer to home. Among the targets of those observations is Jupiter. NASA released a handful of early JWST images of the massive planet on July 14, but the telescope has continued to revisit the planet thanks to a program meant to demonstrate JWST's potential to study our solar system as well as the distant universe.

And that potential is on display in a raw image snapped by the telescope's Near Infrared Camera (NIR Cam) instrument on July 27, 2022, that highlights Jupiter's massive storm, famous as the Great Red Spot, as well as bands in the planet's atmosphere.

In addition, not all of JWST's data is immediately made public; for much of its observations, the scientists who requested the data get special access for one year to facilitate their analysis.

Department Editor: - Latika Naik

Ref Link: - <https://www.space.com/james-webb-space-telescope-jupiter-image>

***HUMANS MAY NOT BE ABLE  
TO HANDLE AS MUCH HEAT  
AS SCIENTISTS THOUGHT***



More than 2,000 people died from extreme heat and wildfires in Portugal and Spain. High-temperature records shattered from England to Japan. Overnights that fail to cool. Brutal heat waves are quickly becoming the hallmark of the summer of 2022.

And even as climate change continues to crank up the temperature, scientists are working fast to understand the limits of humans' resilience to heat extremes.

"Bodies are capable of acclimating over a period of time" to temperature changes, says Vivek Shanda, an environmental planning and climate adaptation researcher at Portland State University in Oregon. Over geologic time, there have been many climates shifts that human have weathered, Shanda says. "[But] we're in a time when these shifts are happening much more quickly."

The United Kingdom shattered its hottest-ever record on July 19 when temperatures reached 40.3° C in the English village of Coningsby. The heat fuelled fires in France, forcing thousands to evacuate from their homes.

Department Editor: - Latika Naik

Ref Link: - <https://www.sciencenews.org/article/heat-humans-stress-extreme-climate-change-physiology>

***NATURE***

***WATCH OUT! THERE'S A NEW  
OCEAN ON THE BLOCK***



Can you name all four (I mean five) oceans in the world? Did you possibly forget the Southern Ocean? A new ocean has been added to the list. The Southern Ocean becomes the fifth ocean to be officially recognized on the world map. The fifth ocean was first recognized by the National Oceanic and Atmospheric Administration (NOAA) and given the name "Southern Ocean" by the U.S. Board on Geographic Names in 1999. However, recently on World Oceans Day, National Geographic announced the Southern Ocean would be the newest addition among recognized oceans on the map.

The Antarctic Circumpolar Current is the strongest ocean current on the planet. With its powerful abilities to keep Antarctica's temperature cool, this crucial and cold current moves west to east around Antarctica. Due to the water being colder and less salty, the current shifts in a way no other neighbouring oceans can, providing Antarctica with its notorious freezing cold climate.

Department editor - Waqar Wahid Parkar

Reference link

- <https://www.discovery.com/nature/watch-out--there-is-a-new-ocean-on-the-block>

***IS CLIMATE CHANGE KILLING  
MORE ELEPHANTS THAN  
POACHERS?***



Kenya's Wildlife and Tourism Board has announced that climate change is now a bigger threat to elephant populations than poaching. Kenya is currently facing an extreme drought that is threatening the livelihoods of people and wildlife within the area.

Kenya has recorded 179 elephant deaths this year due to the extreme drought affecting parts of Kenya, Somalia, and Ethiopia. Poaching has been a longtime threat to elephant populations and it's become alarming how large climate change's effect is on these elephants. Kenya's drought has been ravaging wildlife populations since about last year when many dead cattle, giraffes, and warthogs were found dead around dried-up watering holes.

The African savanna elephant has long since been listed as an "endangered species" and is threatened by poaching, habitat loss, and weather extremes brought on by climate change. This profound change occurring in Kenya highlights an ever-growing climate change risk to wildlife populations around the world. The warming planet threatens wildlife from the Arctic polar bears to the Kenyan elephants who rely on our earth to grow and thrive.

Department editor - Waqar Wahid Parkar

Reference link -

<https://www.discovery.com/nature/elephants-climate-change>

## **ACADEMICS**

### ***IIT DELHI ORGANISES ACADEMIC OUTREACH DAY FOR STUDENTS, FACULTY OF HARYANA TECHNICAL UNIVERSITIES, COLLEGES***



IIT Delhi organised an Academic Outreach Day for teachers and students of the Haryana government's technical universities and colleges on Saturday at its Sonapat campus in the state.

The daylong programme, organised by the Institute's Academic Outreach and New Initiatives office, was attended by over 300 students and teachers and it featured talks by IIT Delhi faculty. The event also demonstrated research works (models and prototypes) by its researchers and start-ups.

Speaking about the Academic Outreach event, Anand M. Sharan, IAS, Additional Chief Secretary to Government, Haryana Higher Education and Technical Education Department, said, "At IIT Delhi's Sonapat campus several state-of-the-art research facilities are functional, which the students and the faculty of various technical institutes of Haryana would like to use. This is the first Academic Outreach Day, which aims to inform you about the research facilities available here so that you can inform your colleagues. The industry in the state can also utilise the facilities available here for their research works. The IIT Delhi Sonapat campus is growing and I am hopeful that in the future it would benefit the technical institutes as well as the industry in the state a lot."

DEPARTMENT EDITOR:-NIDHI SUBRAMANIAM

Ref link: <https://home.iitd.ac.in/>

***MEDIA***

***META LAUNCHES NEW CONVERSATIONAL AI WHICH LEARNS FROM HUMAN INTERACTIONS, THE NEXT STAGE OF BOT DEVELOPMENT***

While the Messenger Bot revolution never took hold like Meta might have hoped, bots are still widely used, in a range of contexts, with many brands now implementing responder bots in messaging apps to streamline their customer connection process.

And this could help further bot use. Today, Meta has released BlenderBot 3, an advanced bot responder dataset, which is able to engage with humans in a more natural way while also utilizing more prompts to guide users along a specific path of inquiry.



“BlenderBot 3 is capable of searching the internet to chat about virtually any topic, and it’s designed to learn how to improve its skills and safety through natural conversations and feedback from people “in the wild.” Most previous publicly available datasets are typically collected through research studies with annotators that can’t reflect the diversity of the real world.”

Which is the real purpose of this release – by giving the public access to the BlenderBot system, and enabling them to ask questions in the app, that will then give Meta more feedback on how to refine and improve the system, with a view to building a more realistic, organic simulator of conversation and engagement.

Which could have a range of purposes, and could again make it much easier for brands to maintain their connection flow, with fully automated bots that are able to respond to user queries 24/7, and direct people to the right products and services to suit their needs.

Ref link: <https://www.socialmediatoday.com/news/meta-launches-new-conversational-ai-which-learns-from-human-interactions-t/629039/>

ARTS

***RODE RICKSHAW, PAINTED  
FILM POSTERS: 'HOW I  
REACHED LOS ANGELES TO  
DISPLAY MY GOND ART'***



As we enter Venkat Raman Singh Shyam's studio in Bhopal, Madhya Pradesh, we stop short at the sight that greets us. A 30 ft expanse with rolls of paper, silk and canvas stacked together, paintings that are done by the artist, unframed and awaiting their chance to be displayed. In the centre of the room, sits the 52-year-old Gond artist, wielding his brush as he fills canvases with deft strokes of colour and creates art that tells a story. But the journey was no mean feat.

Having grown up in the Gondwana land of Sijora in Eastern Madhya Pradesh, Raman shares that Gond art was once called bhiti chitra (wall painting) as it was done on walls and it was only later that it started to be known by its current name. He was never a stranger to painting, as it seemed to be in the family's genes. While his maternal uncle was a painter whom young Raman would keenly observe at work, on the paternal side there was the late Jangarh Singh Shyam, a contemporary Indian artist and the pioneer of Gond art. At a young age, Raman would replicate the sights of the village onto paper and sometimes the walls, despite having no formal education in the same.

Department Editor: Harshal prajapati

Reference Link:

<https://www.thebetterindia.com/287553/gond-art-venkat-raman-singh-indian-los-angeles-display/>

***BORN WITHOUT HANDS,  
ARTIST TAKES HER WORK TO  
GLOBAL STAGES, WINS  
ACCOLADES***



Up until the age of 12, Swapna Augustine thought her arms were yet to grow out of her body. It wasn't until then that the realisation of a 'disabled' dawned upon the artist. When a neighbour noticed her drawing with her feet one day, she suggested Swapna join Mouth and Foot Painting Artists — an international registered society for disabled artists.

From here, there was no looking back for the 47-year-old, who has won global acclaim with her determination.

Department Editor: Harshal prajapati

Reference Link:

<https://www.thebetterindia.com/286616/disabled-artist-from-kerala-paints-with-feet-wins-global-acclaim-swapna-augustine-video/>

## HISTORY

### ***HOW AN IMPOVERISHED MARATHI PRIEST WROTE AN EYEWITNESS ACCOUNT OF 1857 REVOLT, AND LAST DAYS OF RANI LAKSHMIBAI***



In the month of Magha, Saka year 1778, (January-February 1856), Vishnu Bhatt Godse, of Versai, near Alibagh, made a momentous decision. He decided he would travel to ‘Hindustan’. Hailing from an impoverished family of priests and Vedic scholars and with debts to repay, Godse wished to make the most of an opportunity that he had heard about: The widow of the Scindia ruler of Gwalior was performing a *yagna* and had earmarked a huge sum of money, a good portion of which would be given as ‘dakshina’ to Brahmins participating in the ritual. This was too good an opportunity to miss, opined Godse and decided to brave the rigours of a journey to Mathura i.e, in ‘Hindustan’ or northern India, in Godse’s telling. He was under no illusions about himself — he wasn’t exactly a brilliant scholar, but he reckoned that he could get himself invited to the *yagna* through some connections that he had ascertained could help.

Convincing his family took some doing, but sometime in late February-early March, Godse was on his way, along with his uncle, who had worked in Bithor, near Kanpur, and knew something about those regions and had acquaintances there. Some weeks later, upon reaching Mhow, near Indore, the duo heard some alarming news. An old soldier from their part of the country, whom they met at a rest-house, whispered that an uprising was in the offing. Rumours about the new cartridges being greased with cow fat and pig lard had incensed many and British reluctance to come clean on the matter had brought things to breaking point.

Things didn’t look good, but to turn back at this stage, didn’t seem like an option. The duo decided to press on. And in doing so, they were witness to the uprising as it unfolded.

Department Editor: Maaz Sheikh

Ref link: <https://www.firstpost.com/art-and-culture/how-an-impooverished-marathi-priest-wrote-an-eyewitness-account-of-1857-revolt-and-last-days-of-rani-lakshmibai-9724711.html>



## LIBRARY

### *THE BEST LIBRARIES IN MUMBAI THAT EVERY BOOK LOVER MUST VISIT*

- Trilogy; Senapati Bapat Marg, Gandhi Nagar, Upper Worli, Worli, Mumbai, Maharashtra 400013, India.



- British Council Library : 901, 9th Floor, Tower 1, One India bulls Centre 841, Senapati Bapat Marg, Elphinstone Road, Saidham Nagar, Parel, Mumbai, Maharashtra 400013, India



- J.N. Petit Library : 312, Dr. D.N. Road, Azad Maidan, Fort, Azad Maidan, Fort, Mumbai, Maharashtra 400001, India



Department Editor:

Ref link: <https://www.whatshot.in/mumbai/best-libraries-in-mumbai-c-10217>

## **FOOD & HEALTHCARE**

### **WHAT DOES HEALTHY EATING MEAN?**



Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. These nutrients include protein, carbohydrates, fat, water, vitamins, and minerals.

Nutrition is important for everyone. When combined with being physically active and maintaining a healthy weight, eating well is an excellent way to help your body stay strong and healthy. If you have a history of breast cancer or are currently undergoing treatment, eating well is especially important for you. What you eat can affect your immune system, your mood, and your energy level.

No food or diet can prevent you from getting breast cancer. While researchers are still studying the effects of eating unhealthy food on breast cancer and recurrence risk, we do know that being overweight is a risk factor for both first-time and recurrent breast cancer

In this section, you can read about:

- Understanding Food Groups
- How Your Body Gets Nutrients from Foods
- What Happens to Food in Your Body?
- Designing a Healthy Eating Plan
- Portion Size
- Enjoying Your Food

Department editor- **Mayuri Redkar**

Reference Link:

[https://give.breastcancer.org/give/294499#!/donation/checkout?c\\_src=clipboard&c\\_src2=text-link](https://give.breastcancer.org/give/294499#!/donation/checkout?c_src=clipboard&c_src2=text-link)

### **THE PRINCIPLES OF A HEALTHY DIET**



A Healthy diet during all stages of life is crucial to prevent several non-communicable chronic diseases (NCDs), such as obesity and diabetes.

Together with physical activity, a healthy diet is essential to achieve a “sustainable health”, which is defined as “a healthy and active ageing avoiding the risk of diseases”.

Both the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO) agree with the key principles of a healthy diet, which are as follows:

Eat a variety of foods to ensure adequate intake of nutrients. Eat plenty of fruits and vegetables. At least 400 g (i.e., five portions) of fruit and vegetables per day.

Consume whole grains, nuts and healthy fats rich in unsaturated fatty acids.

Reduce the intake of saturated fats. To prevent unhealthy weight gain in the adult population, saturated fats should be reduced to less than 10% of total energy intake.

Limit sugar intake. Free sugars intake should be reduced to less than 10% or to less than 5% of total energy for additional health benefits. This would be equivalent to 50 g or 25 g of free sugars per day, respectively.

Cut back on salt. Less than 5 g of salt (equivalent to one teaspoon) per day.

Drink water regularly. Good hydration is crucial for an optimal health.

Department editor- **Mayuri Redkar**

Reference Link:

<https://www.futurelearn.com/info/courses/nutrition-for-health/0/steps/213595>

**CULTURE & CUISINE**

**RAJASTHANI CUISINE: A  
FUSION OF RESILIENCE, A  
ROYAL PAST AND  
INNOVATION**

Rajasthan, the land of royals, is one of the most popular tourist destinations of India. Every year, visitors from all over the world throng into this beautiful state on the north-western frontier of India to marvel at its fascinating landscape, colourful art and crafts, exotic songs and dances, and exquisite historical monuments. The food of this land is also equally amazing and delightful. Born out of the exigencies of arid land, a harsh climate and a war-torn past, the cuisine of Rajasthan truly captures the spirit of resilience as well as imagination of a people in the face of all odds.

As with all culinary cultures, the cuisine of Rajasthan is also shaped by its geographical features, climate and availability of resources. The Aravalli Mountain Range is a defining feature of the topography of Rajasthan dividing the land into two natural divisions: the arid north-western and the fertile south-eastern parts. The Thar Desert or the Great Indian Desert, recounted in legends as *Marusthali* or the land of death, is a vast expanse of arid desert located in the north-western half of the state. Overall, rainfall is sparse and water is treated as a precious resource.



Hunting being a favorite pastime of the royalty, non-vegetarian dishes were mostly cooked with shikar or game meat. This included animals and birds such as venison, wild hare, rabbit, pheasant, quail and duck. Today, the sheer scale and intricacy of the labor-intensive dishes of the royal cuisine are nearly impossible to be replicated.

DEPARTMENT EDITOR:-prajakta nakashe

Reference link:

<https://indianculture.gov.in/food-and-culture/west/rajasthani-cuisine-fusion-resilience-royal-past-and-innovation>

**RAJASTHAN CULTURE -  
CELEBRATING RAJASTHANI  
CULTURE & BEAUTY IN  
DIVERSITY**



Rajasthan, the land of Kings, has royal grandeur and a glorious history; it is a charming and captivating state of India. It is known for many brave kings, their deeds; and their interest in art and architecture. Its name means “the land of the rajas”. It was also called Rajputana (the country of the Rajput’s); whose codes of chivalry shaped social mores just as their often bitter and protracted feuding dominated their politics.

The first mention of the word Rajasthan comes from the works of George Thomas and James Tod. However, western Rajasthan with eastern Gujarat was part of “Gurjaratra” or Gurjarabhumi, the land of Gurjars. The local dialects of the time use the expression Rājwār, the place or land of kings, later corrupted by the British to Rajputana.

The history of Rajasthan goes back as far as Indus Valley Civilization, the foundation of the Rajasthani community took shape with the rise of Western Middle Kingdoms such as Western Kshatrapas, who were the successors to the Indo-Scythians who invaded the area of Ujjain and established the Saka era.

Rajasthani’s emerged as major merchants during medieval India. Rajasthan was among the important centres of trade with Rome, the eastern Mediterranean, and Southeast Asia.

Jats are mostly Hindus and Sikhs. Meenas of Rajasthan to date strongly follow Vedic culture which usually includes worship of Bhainroon (Shiva) and Krishna as well as the Durga.

DEPARTMENT EDITOR:-prajakta nakashe

Reference Link:

<https://www.ritiriwaz.com/rajasthan-culture-and-tradition/>

**TRAVEL & TOURISM**

**THE EXPONENTIAL GROWTH  
OF MEDICAL TOURISM IN  
INDIA**

India - A Premier Advanced Healthcare Destination



One of the rapidly growing industries in India, Medical tourism has grown exponentially in the past few years reaching a valuation of USD 6 billion and the numbers are expected to grow monumentally in the coming years. Gaining a strong foothold worldwide as the 'global medical destination', India is garnering much interest and trust in the global health care service industry because of its cost efficiency as compared to the other nations, highly skilled medical fraternity and minimal language barriers with fluency in English being commonplace in the country

“Medical value tourism has seen exponential growth and it is an industry with immense potential to add to the health of the economy. For us at SEPC, it is of paramount importance to create a support system and a blueprint for businesses to thrive, especially in this post-crisis economy. We are actively looking into accelerating the healthcare and medical tourism sector in India. We have proposed SANJEEVANI India Heals, a meeting to promote India as The Destination for wellness, Pharma sourcing and superlative healthcare. The idea is to pitch India on the global platform as the most cost-effective and quality-conscious country for medical tourism.”, stated Karan Rathore, Vice Chairman, Services Export Promotion Council.

Medical tourism is so much more about just getting the treatment facilitated for the patients.

Department editor-Pranjali nasnodkar

Reference link-

<https://www.financialexpress.com/lifestyle/travel-tourism/the-exponential-growth-of-medical-tourism-in-india/2609024/lite/>

**GOVT ORGANISES  
INCREDIBLE INDIA VIRTUAL  
ROADSHOW IN ITALY TO  
EXPLORE NEW TOURISM  
OPPORTUNITIES**



As India opens its borders post-pandemic, the Ministry of Tourism, the Government of India has been organizing a series of virtual roadshows in collaboration with Indian Missions abroad to reconnect and welcome back their partners in the international travel and tourism industry. The mission of this virtual roadshow is to re-discover old ties and explore new opportunities for the future.

The government has displayed India's Diverse and Unique Tourism Products on 26th July 2022 with the Italy edition of Incredible India Reconnect 2022 virtual roadshow.

The session was started with opening remarks from Dr Neena Malhotra, Ambassador of India to Italy followed by remarks from Mr G Kamala Vardhana Rao, Director General (Tourism), Ministry of Tourism, Mr Antonio Barreca, Director General, Federation of Tourism Industry, Ms Maria Elena ROSSI, Marketing & Promotion Director, ENIT – Italian National Tourist Board and Mr Pierpaolo Di Nardo from Maldindia Tour Operators.

Department editor-Pranjali nasnodkar

Reference link-

<https://www.financialexpress.com/lifestyle/travel-tourism/govt-organises-incredible-india-virtual-roadshow-in-italy-to-explore-new-tourism-opportunities/2609615/lite/>

**SPORTS**

***CYCLISTS AND SPECTATORS  
HURT IN HORROR CRASH AT  
COMMONWEALTH GAMES***



LONDON: English cyclist Matt Walls was involved in a horror crash at the

Commonwealth Games on Sunday when he was catapulted over the barriers and into the crowds at the Lee Valley VeloPark.

The Olympic omnium champion, competing in the men's scratch qualifiers at the London venue, received treatment for more than 40 minutes before being taken away by ambulance. Spectators were also hurt after he and his bike came over the top of the barriers on the high banking of a corner. The 24-year-old was trying to avoid riders who had fallen in a crash lower down the banking but as he rode up, he clipped another wheel and went over the top.

Witnesses said that, because of the gradient of the banking, spectators in the front row had been unsuspected for the crash. One man received treatment for cuts to his arm while a young girl also received medical attention. The remainder of the morning session at the velodrome in Queen Elizabeth Olympic Park was cancelled and spectators were asked to leave as medical staff attended to Walls.

British Cycling tweeted: "Following a crash in the men's scratch, Matt Walls & (the Isle of Man's) Matt Bostock are being treated by medics before being taken to hospital for further treatment.

Department Editor- Adishthi Narvankar  
[https://m.timesofindia.com/sports/commonwealth-games-2022/cyclists-and-spectators-hurt-in-horror-crash-at-commonwealth-games/amp\\_articleshow/93255215.cms](https://m.timesofindia.com/sports/commonwealth-games-2022/cyclists-and-spectators-hurt-in-horror-crash-at-commonwealth-games/amp_articleshow/93255215.cms)

***MIZORAM TEEN JEREMY  
LALRINNINGA REWRITES  
TWO GAMES RECORD ON WAY  
TO SENSATIONAL CWG GOLD***



BIRMINGHAM:

Jeremy Lalrinnunga endured excruciating pain on his way to a sensational gold medal winning performance at the Commonwealth Games as the teen sensation shattered two CWG weightlifting records, here Sunday. The reigning Youth Olympic champion first bettered the snatch mark with a successful 140kg attempt and then lifted 160kg in clean and jerk to take his aggregate to 300kg, which is a new Games record in the men's 67kg competition. A massive 7kg difference from his nearest rival Samoa's Vaipava Ioane (127kg +166kg) summed up the dominance of the 19-year-old, who first made headlines by winning a historic gold at the Youth Olympics in 2018

Nigeria's Edidiong Umoafia took bronze with an effort of 290kg (130kg+160kg). This was India's fifth medal, and second gold from the weightlifting arena at the National Exhibition Centre.

What added to the anxiety was cramps he suffered during his clean and jerk effort as pulled his thigh and hamstring muscles." I completely blanked out and was clueless what was going around me.

Department Editor- Adishthi Narvankar

Reference link -

[https://m.timesofindia.com/sports/commonwealth-games-2022/cwg-2022-young-weightlifter-jeremy-lalrinnunga-wins-indias-second-gold-medal-in-birmingham-with-record-total-lift-of-300kg/amp\\_articleshow/93251905.cms](https://m.timesofindia.com/sports/commonwealth-games-2022/cwg-2022-young-weightlifter-jeremy-lalrinnunga-wins-indias-second-gold-medal-in-birmingham-with-record-total-lift-of-300kg/amp_articleshow/93251905.cms)

## ***SOCIAL ISSUE***

### ***RURAL VERSUS URBAN SOCIAL ISSUES***

Many scholars have identified fundamental differences between the causes and consequences of issues experienced the rural and urban sectors.

The rural sector has five identifying characteristics. Firstly, people are either directly or indirectly dependent upon agriculture. Next, the upper caste citizens are the largest landholders. Thirdly, the roles and values of rural people are traditional. Also, the farmers receive inadequate compensation for their hard work. Finally, people are scattered in rural areas as compared to urban cities. This isolation means that their access to services like banks, hospitals and schools is also minimal.

On the other hand, the urban sector is characterized by the concentration of large populations in small areas. This results in many issues such as slums, high crime rates, pollution, drug abuse and unemployment. Also, cities are highly interdependent on every small part. For example, a strike by bus workers could result in many problems for the functioning of a city.

#### Poverty

Poverty can be defined as the inability to secure the minimum standard of living appropriate to society. According to the Planning Commission, 22% of India's population lived below the poverty line in 2012. The sociologist David Elesh determined three causes of poverty namely individual, culture of poverty and social structure. The first ideology is propagated by those who believe that if an individual ends up in poverty, it is their own fault and due to a lack of hard work and initiative. This thought is rooted in the functionalist approach of sociology. It maintains that poverty is a good thing for society since it propagates the survival of the fittest. The culture of poverty concept was introduced in 1959 by Oscar Lewis. He believed that the lifestyle of the lower socio-economic classes' fostered behaviours and attitudes associated with poverty. Hence, no amount of economic rehabilitation could help alleviate the poor. Finally, the social structure approach was propagated by sociologist Herbert Gans. He associated poverty with unjust social conditions and pointed out that the middle and higher classes had a vested interest in the poor. For example, the existence of the poor helped alleviate their social status. Thus, they had no interest in changing the social structure (Ahuja 2014).

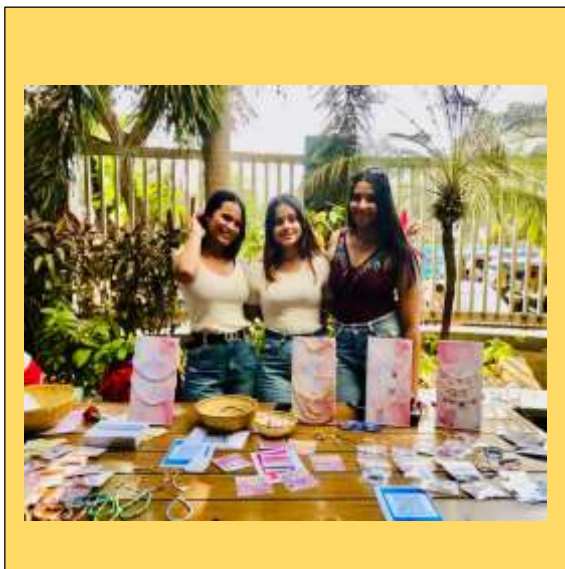
Within the Indian context, many unique causes of poverty have been identified. The first is the rapidly rising population. This year, the population reached 138.72 crores which was a 1.26% increase from last year. Such a high population raised the demand for consumption of a limited number of resources. The second is low agricultural productivity due to lack of capital, technology and fragmented land holding. The next cause is unemployment which is present in the form of both underemployment and disguised unemployment in the agricultural sector. Social factors have also contributed to poverty through the caste system, gendered laws of inheritance and a lack of infrastructure. Finally, political factors such as the British exploitation of natural resources also led to a weakened Indian economy.

Department Editor: Sanika Rane

Ref link: <https://www.sociologygroup.com/social-issues-in-india/>

STUDENT'S SECTION

CHAINS & CHARMS



MS. GAURI SUKTE  
TYBMS  
BMS DEPARTMENT

CHAINS & CHARMS - Your go to cute, minimalist and affordable jewellery hub. Handmade with love

Hey I'm Gauri Sukte. I run a small business after the name Chains & Charms. This idea strike me during the Pandemic. I always had an interest of earrings, chains, bracelet and more and instead of sitting idle at home me and my sister thought why not try this out. We made some stuff and casually uploaded on our Instagram, and on the other hand people liked our stuff and started giving orders for the same. We started C&C back in 2021 and now we've 400 to 500 happy customers. We deliver our products all over India and one can also customise their own choice of product according to their taste. C&C has also been a part of "MITHIWOODS" which is a renowned event held by Mithibhai college. We had our stalls for 3 to 4 days and yes we made a good amount of profit and started getting pre-orders for the next day. Our small business is going good so far by God's Grace and I hope positive and good growth ahead.



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