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WEEKEND CHRONICLE

WINDOW TO YOUR
KNOWLEDGE



AN INITIATIVE BY
B.M.S DEPARTMENT

MAIL ID:- bmseperiodical@gmail.com



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

***DIGITAL MARKETING TIPS FOR
CONSTRUCTION COMPANIES***



Digital marketing enables construction companies to create brands that help them expand their customer base. Unlike traditional marketing methods like billboards, digital advertising promotes two-way communication, allowing these builders to engage with their customer base actively. Investing in digital marketing enables construction companies to broaden their audience reach while ensuring consistent traffic flow to their websites, resulting in new leads and conversions.

With digital marketing, building companies can now analyze online customer data, enabling marketers to gain valuable customer insights which can help inform their marketing strategy. A company that doesn't have a digital presence risks losing relevance in the industry and amongst its customers. This article outlines five digital marketing tips for construction companies.

Naima bhatta
(Department Editor)

REF LINK: <https://digitalagencynetwork.com/digital-marketing-tips-for-construction-companies>

***“7 TIPS FOR ASPIRING FEMALE
ENTREPRENEURS, ACCORDING
TO A CEO”***



This article is based on advice from CEO and founder of the woman-powered app Mogul, Tiffany Pham. It's a compilation of advice from her book and interviews with Bustle. While her book offers far more insight into how she got to be where she is today, “7 Tips For Aspiring Female Entrepreneurs, According To A CEO,” gives a quick preview. Pham's advice is centred on her experiences and lessons she's learned over the years that could help other female entrepreneurs. Her book is called “You Are a Mogul: How to Do the Impossible, Do It Yourself, and Do It Now.”

Naima bhatta
(Department Editor)

Link:-<https://www.fundera.com/blog/business-articles>

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**NETFLIX TO LAUNCH CHEAPER
AD-SUPPORTED SUBSCRIPTION
TIER IN NOVEMBER**



Netflix will reportedly launch a cheaper ad-supported tier for its streaming platform at the start of November as the company tries to stem the loss of more than 1 million subscribers in 2022. The company was initially planning to start offering the service in 2023, but Variety reported last week it had been bumped to 1 November in order to get ahead of Disney's planned launch of an ad-supported tier in December. According to reports, Netflix's service will launch in the US, France, Germany, Australia and Canada among other places, and is expected to be priced between US\$7 and \$9. The most basic Netflix subscription now costs US\$9.99 or \$15.49 for a standard subscription. The ad tier would be additional to the existing tiers, meaning current subscribers would not see any ads on Netflix. A spokesperson for Netflix said the company had not made any decisions yet. "We are still in the early days of deciding how to launch a lower priced, ad-supported option and no decisions have been made," they said. "So, this is all just speculation at this point. "The launch would focus on countries where there were "more mature ad markets," Peters said at the time. Netflix announced in July it would partner with Microsoft for the ad technology and as a sales partner globally.

Nidhi Satam
(Department Editor)

Ref link :
<https://www.google.com/amp/s/amp.theguardian.com/media/2022/sep/05/netflix-to-launch-cheaper-ad-supported-subscription-in-november>

**GOVT WARNS AD AGENCIES
AGAINST ADVERTISING
PROHIBITED PRODUCTS
THROUGH SURROGATE GOODS**



The Department of Consumer Affairs on August 31 directed advertising agencies to ensure strict compliance with the guidelines for the prevention of misleading advertisements and endorsement of misleading advertisements, especially the provisions pertaining to surrogate advertisements. Advertising Association of India, Indian Broadcasting Foundation, Broadcasting Content Complaints Council, News Broadcasters and Digital Association, Advertising Standards Council of India, PHD Chamber of Commerce and Industry, Federation of Indian Chambers of Commerce and Industry, Confederation of Indian Industry, ASSOCHAM, International Spirits and Wines Association of India, and the Indian Society of Advertisers. The Consumer Affairs pointed out in a statement that "it has been noticed that these guidelines are not being strictly complied with by the concerned entities and the prohibited goods are still being advertised through surrogate goods and services. The statement added: "It has been observed that many alcoholic spirits and beverages are being advertised under the garb of music CDs, club soda and packaged drinking water whereas the chewing tobacco and gutkha have taken the veil of fennel and cardamom

Nidhi Satam : (Department Editor)

Ref link
<https://www.moneycontrol.com/news/economy/policy/govt-warns-ad-agencies-against-advertising-prohibited-products-via-surrogate-goods-and-services-9112661.html>

SCIENCE & SPACE

PHYSICISTS DISPUTE A CLAIM OF DETECTING A BLACK HOLE'S 'PHOTON RING'



If real, the thin ring of light would probe the gravity around a black hole in a new way. In 2019, the Event Horizon Telescope unveiled an image of the supermassive black hole in the galaxy M87 (left). Now, scientists claim that they've uncovered an even more elusive feature of the black hole, its photon ring (right) created by light that orbited the black hole before escaping.

A team of scientists say they've unearthed a photon ring, a thin halo of light around the supermassive black hole in the galaxy M87. Unveiled in 2019 by scientists with the Event Horizon Telescope, or EHT, the first image of a black hole revealed a doughnut-shaped glow from hot matter swirling around the black hole's dark silhouette (SN: 4/10/19). But according to Einstein's general theory of relativity, a thinner ring should be superimposed on that thick doughnut. This ring is produced by photons, or particles of light, that orbit close to the black hole, slung around by the behemoth's gravity before escaping and zinging toward Earth.

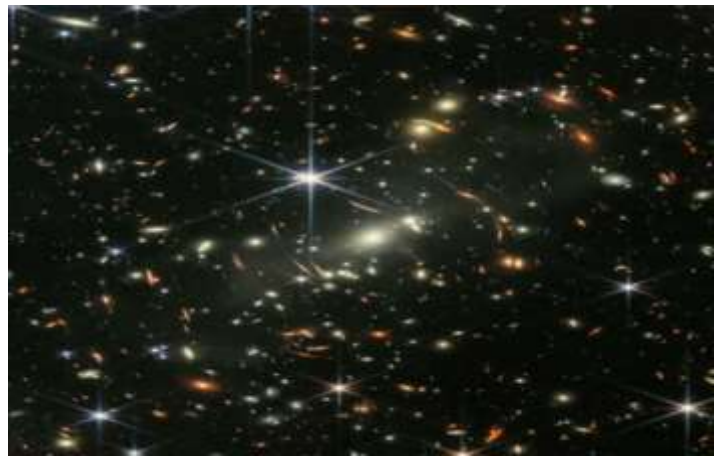
Newscaster: - Manshi Gupta

Department Editor: - Latika Naik

Ref Link: -

<https://www.sciencenews.org/article/disputed-photon-ring-supermassive-black-hole-image-eh>

HERE IS THE FIRST FULL- COLOUR SCIENCE IMAGE FROM THE JAMES WEBB SPACE TELESCOPE



US president Joe Biden has unveiled the first spectacular full-colour science image from the \$10bn James Webb Space Telescope (JWST).

The image, known as "SMACS 0723", is the telescope's first "deep field" picture. It was taken by the JWST's Near-Infrared Camera and is a composite made from images at different wavelengths. "This is not only the first full-colour image from the James Webb Space Telescope, but it's also the deepest and sharpest infrared image of the distant universe, so far. This image covers a patch of sky approximately the size of a grain of sand held at arm's length. It's just a tiny sliver of the vast universe," said NASA administrator Bill Nelson. Another object that has been pictured is the Southern Ring, or "eight-burst" nebula, which is a planetary nebula almost half a light-year in diameter and is located approximately 2000 light years away from earth.

Newscaster: - Shweta Gupta

Department Editor: - Latika Naik

Ref Link: - <https://physicsworld.com/a/here-is-the-first-full-colour-science-image-from-the-james-webb-space-telescope/>

NATURE

***BABY BEAR TAKES A TRIP ON
HALLUCINOGENIC ‘MAD HONEY’***



A bear cub was rescued in Turkey after passing out from eating too much hallucinogenic honey. Turkish officials rescued a brown bear cub who had become accidentally intoxicated after consuming a Turkish hallucinogenic honey called ‘mad honey’ or ‘deli bal.’ The bear cub was found passed out 130 miles east of Istanbul, in Turkey’s north western Duzce province, after getting her paws into too much deli bal. Deli bal is a bitter honey originating from the Black Sea region.. As the bear cub quickly learned, too much mad honey can land people, and bears, in the hospital. Turkey’s Ministry of Agriculture and Forestry shared a video showing the bear in a trippy state. The bear lounged in the back of a pickup truck with her limbs sprawled looking very dazed. The clip quickly spread on Twitter amassing more than 11,000 views, turning the cub into a local celebrity. Locals suggested naming her Balkiz which means “honey girl” or “honey daughter” in Turkish.

Department editor: Waqar Wahid Parkar

Reference Link:

<https://www.discovery.com/nature/mad-honey>

***RARE WHALES SPOTTED IN
CALIFORNIA***



A handful of sightings of rare whales have been recorded off the coast of California in recent weeks, leading some to wonder what’s causing the magnificent beasts to swim up to the ocean surface. In August, a rare yellow whale made a jaw-dropping appearance for lucky tourists who had signed up for an ocean adventure in San Diego. Cuvier’s beaked whales, which are sometimes called goose-beaked whales, come in an array of colours including brown, Gray, and white. However, it’s extremely rare to see a yellow specimen. Ecotourists were treated to exactly that, Cuvier’s beaked whales can measure in excess of 20 feet, and are the ocean’s deepest-diving whales, going to depths of 9,816 feet — almost two miles. One whale was recently recorded diving for three hours and 42 minutes before surfacing for air. The animals can reach up to 330,000 lbs and live to an age of 90 years, but their populations have significantly declined due to commercial whaling activities, as well as vessel traffic and the fishing industry. Vessel strikes can injure or kill blue whales, with the risk increasing in coastal areas with heavy traffic, like ports and in shipping lanes, while entanglement in fishing gear has become a serious threat.

Department editor: Waqar Wahid Parkar

Reference Link:

<https://www.discovery.com/nature/rare-whales-have-been-spotted-in-california>

ACADEMICS

GUIDING YOUNG ACADEMICS TOWARDS EXCELLENCE



MURRAY HUNTER

Murray Hunter is a concerned innovator, entrepreneur, notable author, thinker, and former professor at Unimap and PSU Thailand.

Murray Hunter

Every year when university rankings are published, various universities are either praised or castigated for their performance. Making any improvement within any university ranking system usually takes years of deliberate work on the part of a university. It requires a carefully thought-out plan that is executed correctly. This is rolled into funding, which is used for improving infrastructure, research and other programmes. One of the major key performance indicators (KPIs) centred around the quality of academic staff is the number of PhD holders in each faculty.

However, one of the biggest mistakes of Malaysian university faculty leadership is the failure to provide proper nurturing and guidance to their young academic staff. Providing this guidance is probably the most important factor in improving Malaysia's position within university rankings, but is largely ignored. This is perhaps one of the biggest weaknesses in public university governance

DEPARTMENT EDITOR :-NIDHI
SUBRAMANIAM

ACADEMICS STARTED WORKING MORE HOURS DURING THE PANDEMIC: A NEW ACADEMIC NORM?

by National Research University Higher School of Economics

Academics' work week became even longer during the pandemic. This is true of researchers from different countries, independently of their gender and specialization, an international research team with HSE University participation found. Their working time during the pandemic was 51 hours compared to the usual 40. The increased number of working hours per week seems to have become part of the new academic norm. The results of the study were published in *PLOS ONE*.

The COVID-19 pandemic added ambiguity to many academics' working conditions. University scholars had to adapt to new forms of study, learn to work with online learning platforms, assess student performance and provide high-quality feedback.



The respondents were selected randomly out of the authors of academic papers (articles, conference abstracts, books, etc.) added to the Scopus academic database in 2019. The participants were asked to fill out a questionnaire on their current workload, as well as on the time they thought they would spend on different research, teaching and administrative tasks, and the time they actually spent a major focus of university leadership.

DEPARTMENT EDITOR :-
NIDHI SUBRAMANIAM

ARTS

SEEKING TOP DOLLAR FOR BRANDS TO ADVERTISE ON ITS SERVICE

Netflix Inc. is looking to charge brands premium prices to advertise on its coming ad-supported platform, according to some ad buyers, a sign the streaming giant is expecting strong interest from companies that have long looked to reach its audience.

Executives from Netflix and Microsoft Corp., which is supplying the technology to facilitate the placement of video ads on Netflix, met with some ad buyers last week, some of the buyers said. Netflix is seeking to charge advertisers roughly \$65 for reaching 1,000 viewers, a measure known as CPM, or cost per thousand, the buyers said. That is substantially higher than most other streaming platforms, the buyers said. Netflix expects to eventually be able to charge advertisers about \$80 for every 1,000 views of an ad by helping them target specific audience segments, The Wall Street Journal previously reported.

The options Netflix is offering include targeting people that are watching Netflix's top 10 shows in the U.S.; allowing brands to target people that are watching a specific genre of show such as comedy or drama; or the ability to target ads to a specific country, they said.

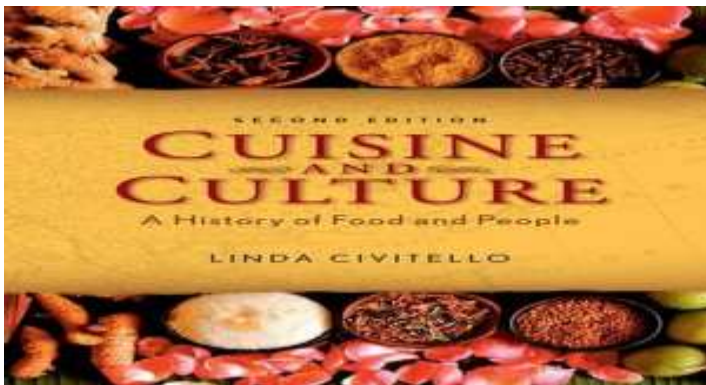
Advertisers and ad buyers had also hoped they would come up with an entirely new ad experience and not lean on the typical way ads have worked online for decades. Some wanted Netflix to pursue less-traditional options, from product placement to running ads that tie into the show's content by using the same actors, the Journal previously reported.

Reference link : <https://www.wsj.com/articles/netflix-seeking-top-dollar-for-brands-to-advertise-on-its-service-11661980078>

Name : Rushda Mansuri

CULTURE & CUISINE

FOOD: IDENTIFY OF CULTURE AND RELIGION, RESEARCHGATE



People also connect to their cultural or ethnic group through food patterns. Food is often used as a means of retaining their cultural identity. People from different cultural backgrounds eat different foods. The areas in which families live and where their ancestors originated influence food like and dislikes. These food preferences result in patterns of food choices within a cultural or regional group. There is no closer relationship than the one with the family and food plays a large part in defining family roles, rules, and traditions. It helps us to discover attitudes, practices, and rituals surrounding food, it sheds light on our most basic beliefs about ourselves and others. There is a relationship between culture and food. This negotiates our identities, cultures and environments.

Beyond merely nourishing the body, what we eat and with whom we eat can inspire and strengthen the bonds between individuals, communities, and even countries.

Newscaster -Zainab shaikh
Department editor- Vishakha yadav
reference link- <https://www.wathi.org/food-identity-of-culture-and-religion-researchgate/>

CULTURE OF MAHARASHTRA



Maharashtra is the third largest state of India in terms of land area. It has a long history of Marathi saints of Varakari religious movement, such as Dnyaneshwar, Namdev, Chokhamela, Eknath and Tukaram which forms the one of bases of the culture of Maharashtra or Marathi culture. Maharashtra had huge influence over India under the 17th-century king Chatrapati Shivaji Maharaj of the Maratha Empire and his concept of Hindavi Swarajya which translates to self-rule of people. The state of Maharashtra spans multiple cultures which includes cultures related to Hindus, Muslims, Buddhists, Sikhs, Christians, etc. Lord Ganesha, Maruti, Mahadeo in form of Shivlinga, Khandoba, Kalubai devi, and Lord Vitthal are some of the deities worshipped by Hindus of Maharashtra.

Maharashtra has a large number of hill, land and sea forts. Forts have played an important role in the history of Maharashtra since the time of the Chhatrapati Shivaji Maharaj. Some of the important forts in Maharashtra are Shivneri, Raigad, Vijaydurg, Pratapgad, Sinhagad.

Newscaster- Vrushali Shelke
Reference link-
https://en.m.wikipedia.org/wiki/Culture_of_Maharashtra#:~:text=The%20folk%20music%20and%20dances,form%20shows%20achievements%20of%20Shivaj

SOCIAL ISSUE

ROLE OF YOUTH AS CHANGE AGENTS IN INDIA'S DEVELOPMENT

Youth is the most important and dynamic segment of the population in any country. It is believed that developing countries with large youth populations could see tremendous growth, provided they invest in young people's education, health and protect and guarantee their rights. We can undoubtedly say that today's young are tomorrow's innovators, creators, builders and leaders.

India's Development is in the Hands of the Young People

Almost 34 per cent of the Indian population consists of youth. They have the power to change the nation. The young mind will be more fresh and innovative which helps in the progress of the country. But adequate opportunities should be given to the youth to represent their ideas and policies for the upliftment of the nation.



Youths are Problem Solvers

Our nations need them to resolve most of our problems. The nation is facing a lot of problems, and I believe that youths are capable of solving them. They just need to be given a chance to prove themselves. The wise youths that we have out there should be taken into consideration. Some of them, though educated, are unemployed.

Newscaster: Aayush Sinha
Ref: <https://www.legalbites.in/>

WHAT IS THE VALUE OF ART?

Ancient art refers to the many types of art produced by the advanced cultures of ancient societies with some form of writing, such as those of ancient China, India, Mesopotamia, Persia, Palestine, Egypt, Greece, and Rome. The art of pre-literate societies is normally referred to as Prehistoric art and is not covered here. Although some Pre-Columbian cultures developed writing during the centuries before the arrival of Europeans, on grounds of dating these are covered at Pre-Columbian art, and articles such as Maya art and Aztec art. Olmec art is mentioned below.



The Ajanta Caves in Maharashtra, India are rock-cut cave monuments dating back to the second century BCE and containing paintings and sculpture considered to be masterpieces of both Buddhist religious art and universal pictorial art.

Various theories have been advanced over the years – pleasure, beauty, expression, or the stimulation of emotion – but, as the philosopher Gordon Graham writes, “none of them can on its own explain the special value of great art.” (Philosophy of the Arts, 52.) So what does Graham propose? That art is valuable as a source of knowledge and understanding.

. In what way might art be good for us? The answer, I believe, is that art is a therapeutic instrument: its value lies in its capacity to exhort, console, and guide us toward better versions of ourselves and to help us live more flourishing lives, individually and collectively.

Newscaster: Aayush Sinha
REFERENCE:<https://www.city-journal.org/html/what-art-13616.html>

STUDENT'S SECTION

Given the following facts:

D is younger than F and older than G.

J is younger than C and older than E.

A is younger than I and older than C.

F is younger than B and older than H.

I is younger than G and older than J.

H is older than G.

Who is the Youngest?

SOLUTION & EXPLANATION

From (1) G is younger than D and F.

From (5) J is younger than I and G.

From (2) E is younger than J and C.

From above 3 deductions, E is younger than D, F, I, G, J and C.

Also, from (3) C is younger than A and I.

From (4) H is younger than F and B.

From (6) G is younger than H.

From above 3 deductions,

G is younger than F, B and H. Also, C is younger than A and I. But as seen earlier, E is younger than G and C.

Hence, E is the youngest.

Asked Questions: ENTRANCE EXAM, CAT PREP, BANK EXAM, ETC.

REF LINK: <https://www.hitbullseye.com/puzzle/logical-puzzles-with-solutions.php>

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