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# WEEKEND CHRONICLE

WINDOW TO YOUR  
KNOWLEDGE



AN INITIATIVE BY  
B.M.S DEPARTMENT

MAIL ID:- [bmseperiodical@gmail.com](mailto: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***

***BUSINESS RISKS***



Business risk is the exposure a company or organization has to factor(s) that will lower its profits or lead it to fail. Anything that threatens a company's ability to achieve its financial goals is considered a business risk. There are many factors that can converge to create business risk. Sometimes it is a company's top leadership or management that creates situations where a business may be exposed to a greater degree of risk. However, sometimes the cause of risk is external to a company. Because of this, it is impossible for a company to completely shelter itself from risk. However, there are ways to mitigate the overall risks associated with operating a business; most companies accomplish this through adopting a risk management strategy.

When a company experiences a high degree of business risk, it may impair its ability to provide investors and stakeholders with adequate returns. For example, the CEO of a company may make certain decisions that affect its profits, or the CEO may not accurately anticipate certain events in the future, causing the business to incur losses or fail.

MUSHTAQUE ANSARI  
(FREELANCER)

REF:-

<https://www.investopedia.com/terms/b/businessrisk.asp>

***HOW TO CHOOSE THE RIGHT  
BUSINESS SECURITY SYSTEM***



Security is essential for every business. These alarm systems can help ensure your business is protected. Security technology comprises a wide array of devices and software, from AI-powered video surveillance to wireless sensors.

It's essential to choose a vendor you trust, since this is a long-term relationship designed to protect your business.

Good security also includes an understanding of what will happen during and after an incident.

This article is for business owners who are choosing a security system and want to know what features to look for and other factors to consider.

Security systems also may include keypads, security key fobs or other access control systems, the most sophisticated of which incorporate biometric technologies such as fingerprint identification, facial recognition or retinal scanners.

"Wireless sensors are not prohibited by wall, glass or metal and can be used indoors or outdoors," said Brian Hess, founder and CEO of Tattletale Portable Alarm Systems. "If you change where your high-value inventory is stored, for example, you can move the sensors to provide the necessary protection."

(Freelancer Reporter) Tanisha athawale

Link

: <https://www.businessnewsdaily.com/latest>



**ADVERTISEMENT**

***SURF EXCEL WASHING  
POWDER***



Over the years, Surf Excel has evolved its communication with ever-changing trends. In the 80s, the iconic Lalitaji educated people about the perks of buying a detergent with the proposition- 'Surf ki khareedari mein hai samajhdari.' Later Surf Excel came up with 'Dundte reh jaoge' and 'Surf Excel hai na.' When all other brands were positioning their products by talking about removing "Ziddi Daag," Surf excel, along with Lowe Lintas came up with a unique proposition of "Daag Acche Hain." It all started with the first campaign featuring two cute siblings, one who slips on a puddle, and the other, who then punishes the puddle for hurting his sister, conceptualized by Mr. Arun Iyer from Lowe Lintas, the brain behind this campaign. Thought Process behind the campaign: Every Stain a child brings home is an experience. Surf Excel claims that Dirt and experiences are the keys to unlocking human potential and urges mothers to allow their children to learn by practice while Surf excel handles the Dirt and tough stains. Kids don't just accumulate stains when they go out to play and get dirty. This helps them to grow strong and to prepare for the outside world.

Our purpose-led philosophy is in line with our company's belief and commitment to building brands with purpose."However, years 2020 and 2021 have been unusual. We haven't celebrated Holi like we did before the pandemic hit our country. We don't get to see our relatives, play Holi or cherish sweets together like we used to.

Netra Chiplunkar  
(Freelancer reporter)

Ref link:

<https://insideiim.com/surf-excel-behind-the-making-success-unilever>

***TWITTER IS LOSING ITS MOST  
ACTIVE USERS, INTERNAL  
DOCUMENTS SHOW***



Twitter was motivated to investigate “disturbing” trends among users that may have been masked by overall growth in daily active users and better understand the decline in the company's most active users. Twitter is struggling to keep its most active users – who are vital to the business – engaged. (Image Source: Reuters) “Is Twitter dying?” billionaire Elon Musk mused in April, five days before offering to buy the social media platform. The reality, according to internal Twitter research seen by Reuters, goes far beyond the handful of examples of celebrities ghosting their own accounts. Twitter is struggling to keep its most active users – The platform earned more ad revenue from the United States alone than all other markets combined in its fourth quarter, according to its investor letter, and most ads in the United States are likely targeting English-speaking users, said Jasmine Enberg, an analyst at Insider Intelligence. Twitter's study examined the number of heavy tweeters in English who displayed an interest in a topic, based on the accounts they followed, and how that number of users changed over the past two years. Twitter is also losing a “devastating” percentage of heavy users who are interested in fashion or celebrities such as the Kardashian family. These users are likely decamping to rival platforms like Meta Platforms Inc's Instagram and ByteDance's TikTok, a Twitter researcher wrote.

Ruhee Chavan  
(Freelancer Reporter)

Reference link :

<https://indianexpress.com/article/technology/social/twitter-is-losing-its-most-active-users-internal-documents-show-8230102/>

***IT & TECHNOLOGY***

***HOW TO UTILISE  
TECHNOLOGY FOR MAKING  
STUDENTS INQUISITIVE?***

Inquisitiveness and temperament for inquiry are vital components of learning especially when it comes to school-going children. It's important to seek ways to encourage this temperament in learning and teaching. Today, technology and technological tools can play a crucial role in inspiring students towards critical thinking and creativity. The article discusses the importance of inquiry-based learning, ways to use it for active learning and more importantly the role of technology in enabling it.



Firstly, a look at what is inquiry-based learning and how it enables an active learning atmosphere. To begin with, enquiry-based learning is the opposite of traditional learning where educators present facts and information straightforwardly which lead students to open-ended discussions and questions.

On the other hand, inquiry-oriented learning aims to incite curiosity in students by posing various situation-based questions, and problems before presenting the underlying information. There can be two ways of approaching inquiry-based learning, the concept of questioning and the concept of delaying the knowledge transfer from teacher to student. Technology can be extremely in facilitating inquiry-based learning with questioning.

Digital technology can be utilised in these ways for inducing inquiry and inquisitiveness in school children.  
Amruta Sharad Ghadi.

(Freelancer Reporter)

Reference: <https://cio.economictimes.indiatimes.com/news/business-analytics/how-to-utilise-technology-for-making-students-inquisitive/95450850>

***THE BEGINNING OF MODERN  
WORLD BASED ON  
TECHNOLOGY.***

Today we live in an information society, which means that the world of media presentation is strongly affected by rapidly changing developments and information. In the article, we will classify the case of "treatment" as harmless and part of one of the best jobs in our daily lives, including how we use IT to solve decisions and competitions-the security-monetary-the medical and entertainment sector. In the distant past, when innovative advancements began to explore our brains, we were drawn continuously to computing. "Does the computer system create humanity?"



Now that that has changed, we will discover the information technology shaping our lives in today's circumstances. Additionally, in the audit, we will participate in a moderate daily "daily living" movement, supervising tabs while going to work, and roaming is seen as a never-ending social task. Social personalities who collaborate or speak with them and (individuals) continue to affect their universes' structures, structures, and social relations. Information technology has become an integral part of our intellectual existence, attracting researchers, for example, Herring, Leon, Miles, and Webster, to focus on a more detailed reading of the information network. Trust system for a regular daily presence. With these protocols, we think that the world is endowed with IT, leading to information/letter fights controlling our daily lives.

Sejal shankar ghadi.

(Freelancer reporter)

Reference:

<https://www.complete-it.co.uk/the-history-of-information-technology/>

**SCIENCE & SPACE**

***MYSTERY CRATER POTENTIALLY CAUSED BY RELATIVE OF  
DINOSAUR-KILLING ASTEROID***



The ocean floor is famously less explored than the surface of Mars. And when our team of scientists recently mapped the seabed, and ancient sediments beneath, we discovered what looks like an asteroid impact crater. Intriguingly, the crater named "Nadir" after the nearby volcano Nadir Seamount is the same age as the Chicxulub impact caused by a huge asteroid at the end of the Cretaceous period, around 66 million years ago, which wiped out the dinosaurs and many other species.

The finding, published in Science Advances, raises the question of whether the crater might be related to Chicxulub in some way. If confirmed, it would also be of huge general scientific interest as it would be one of a very small number of known marine asteroid impacts and so give unique new insights into what happens during such a collision.

The crater was identified using "seismic reflection" as part of a wider project to reconstruct the tectonic separation of South America from Africa back in the Cretaceous period. Seismic reflection works similarly to ultrasound data, sending pressure waves through the ocean and its floor and detecting the energy that is reflected. This data allows geophysicists and geologists to reconstruct the architecture of the rocks and sediments.

Freelancer: - Latika Naik

Ref Link: - <https://www.space.com/mystery-crater-by-dinosaur-killing-asteroid-relative>

**NATURE**

***DOES VITAMIN D GIVE YOU ENERGY?***



Most of us know that vitamin D builds strong, healthy bones and teeth, and some of us know that it has other health benefits, from protecting against serious diseases to supporting our immune system. But does vitamin D give you energy too?

To an extent, vitamin D does play a role in reducing fatigue and boosting energy levels. This is because it aids the function of the mitochondria within the body's cells, which are responsible for creating energy.

Vitamin D (sometimes referred to as calciferol) is a vitamin that we obtain from exposure to sunlight, certain foods and supplements. It enables the body to absorb calcium and phosphorus from food passing through the gut, which helps to grow strong, healthy bones and teeth. If we don't get enough vitamin D, our bones can become brittle, weak and misshapen.

One group was given vitamin D supplements, while the other was given a placebo. Researchers found that the group given vitamin D experienced significant improvements in energy levels in just four weeks.

Dietitian Rahaf Al Bochi, a spokesperson for the Academy of Nutrition and Dietetics, also tells Live Science that vitamin D deficiency is associated with low energy levels. "Vitamin D has been shown in research to aid the function of the mitochondria within the body's cells, which is responsible for creating energy," she says.

Freelancer: - Latika Naik

Ref Link: - <https://www.livescience.com/does-vitamin-d-give-you-energy>

## **ACADEMICS**

### **DELHI POLLUTION: PARENTS, SCHOOLS WELCOME CLOSURE OF PHYSICAL CLASSES**



Several schools in Delhi-NCR and parents of students welcomed the government's announcement on holding online classes for primary grades in view of rising pollution, and expressed hope that concerted efforts would be made by the authorities as well as people to address the recurring problem.

Experts suggested that the government should rejig vacation schedule in schools as pollution turns severe in winter season every year.

The Delhi government on Friday announced that primary schools in the national capital will remain shut from Saturday till further orders while outdoor activities will be curtailed for senior classes amid worsening air quality in the city.

According to Pallavi Upadhyaya, Principal of Delhi Public School (DPS), Raj Nagar Extension, the school will conduct online classes during the period.

“Adhering to the decision, it is very considerate to look out for primary section children as their immunity is not as strong as that of an adult so it becomes more worrisome for them to get exposed to such vulnerable conditions. The online classes will commence as usual, and the timetable will be allocated to the parents by the school teachers.

Department Editor - Yash Kinalekar

Reference Link -

<https://indianexpress.com/article/education/delhi-pollution-schools-parents-welcome-closure-of-physical-classes-8251213/lite>

### **DELHI GOVT LAUNCHES SIX SCHOLARSHIP SCHEMES FOR SC/ST/OBC STUDENTS IN ALL SCHOOLS**

Around six scholarship programmes have been launched for students in the 2022-2023 academic session by the Delhi Department for Welfare of SC/ST/OBC/Minorities. Under this scheme. Officials said the government will reimburse the tuition fees of eligible students.



The reimbursement will be for all SC/ST/OBC category students in classes up to XII and who are studying in recognised public/private schools under Delhi's state-funded scheme. According to officials, if a student fulfils the criteria set by the department, he/she will be eligible for the scholarship.

The schemes include Mukhyamantri Vidarthi Pratibha Yojna for SC/ST/OBC students (state funded scheme). Post-Matric Scholarship for OBC, EBC and DNT (Denotified Tribes) students (under PM YASASVI). Pre-Matric Scholarship for OBC, EBC and DNT students (under PM YASASVI), Post-Matric Scholarship for SC students and Pre-Matric Scholarship for SC students. The department has also issued separate guidelines about the scheme to all heads of schools and has also put it on its official website.

The schemes include Mukhyamantri Vidarthi Pratibha Yojna for SC/ST/OBC students (state-funded scheme), Post-Matric Scholarship for OBC, EBC.

Freelancer - Teertha Prashant Kudtarkar

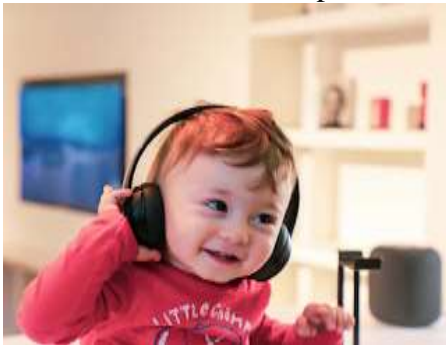
Reference link

- <https://indianexpress.com/article/cities/delhi/delhi-govt-launches-six-scholarship-schemes-for-sc-st-obc-students-8209811/lite/>

***MEDIA***

***INDIA MEDIA  
ENTERTAINMENT SECTION***

The Indian media and entertainment (M&E) sector grew a whopping 16.4% to ₹1.61tn (\$21.5bn) in 2021, according to a recent EY-FICCI report.



The Indian M&E sector is expected to grow at a CAGR of 13% and the key contributors to this growth will be digital, films and television (together adding 65% of the growth), followed by animation and VFX (14% each) and online gaming (7%).

Even as the share of traditional media stood at 68% of sector revenues, the digital media, expectedly, grew sizably to establish itself as the second-largest segment.

The growth in the digital infrastructure is also growing by leaps and bounds. As per the findings, India has 795m broadband connections, over 500m smartphones and 10m connected TVs, apart from 170m active TV connections. 390 million Indians played online games, 150bn streams of online music were consumed, 40m Indian households paid for 80 million online video subscriptions and 400 million subscribers consumed bundled content in 2021. The number of screens is expected to reach 1bn by 2024

. LINK - [Indian Media And Entertainment Sector To Reach \\$25.2bn In 2022 | The Drum](#)

Freelancer Reporter- Ajinkya Marale

***ZEE-SONY TO SELL OFF BIG  
MAGIC, ZEE ACTION AND ZEE  
CLASSIC TO ADDRESS CCI'S  
MERGER CONCERNS***



Broadcasting networks Zee Entertainment Enterprises (Zee) and Culver Max Entertainment (erstwhile Sony Pictures Networks India) have agreed to hive off three Hindi channels—Big Magic, Zee Action and Zee Classic—to allay any anti-competitive concerns of the Competition Commission of India (CCI)

The fix “sufficiently” addresses “all possible competition concerns” in India, the watchdog said in a 58-page order approving the proposed merger.

“Considering the material on record...submissions made by the notifying parties during the oral hearing on September 29, followed by written submissions made on September 30 and October 4, and factors provided under sub-section (4) of Section 20 of the Act (Competition Act, 2002), the commission is of the opinion, that the composite voluntary remedy proposed by the parties under Regulation 25(1A) of the Combination Regulations, addresses the prima facie concerns of a likely appreciable adverse effect on competition (AAEC)...and the commission decided not to further proceed with the investigation,” the order read.

A decade of India’s unicorns: what global private capital got wrong in the country?

As its tenants, tech and global firms, face recessionary clouds.

LINK: <https://m.economictimes.com/industry/media/entertainment/media/zee-sony-to-sell-off-big-magic-zee-action-and-zee-classic-to-address-ccis-merger-concerns/articleshow/95105447.cms>

Freelancer - Aryan Maru

ARTS

*FIRST PERMANENT PHOTOGRAPH*



The first permanent photograph, *View from the Window at Le Gras* by Nicéphore Niépce, was also the first architectural photograph as it was a view of buildings. Similarly, photographs taken by early photographer William Henry Fox Talbot were of architecture, including his photograph of a Latticed window in Lacock Abbey taken in 1835.[citation needed]

Throughout the history of photography, architectural structures including buildings have been highly valued photographic subjects, mirroring society's appreciation for architecture and its cultural significance. By the 1860s, architectural photography started to become an established visual medium.

Much as building designs changed and morphed with traditional forms, architectural photography also evolved with time. During the early-to-mid-20th century, architectural photography became more creative as photographers used diagonal lines and bold shadows in their compositions, and experimented with other innovative techniques.

By the early 1950s, architects were hiring more photographers for commissioned work, resulting in architectural photography being viewed as more of an art form than what it had been considered before.

Freelancer:- Meet Mungekar

Link:- [https://en.m.wikipedia.org/wiki/Architectural\\_photography](https://en.m.wikipedia.org/wiki/Architectural_photography)

## HISTORY

### *JEWELLERY DATING BACK AN ESTIMATED 1,000 YEARS TO THE VIKING AGE*



Archaeologists in Sweden have unearthed a once-in-a-lifetime trove of jewelry dating back an estimated 1,000 years to the Viking Age. Despite their age, the pieces are in near-pristine condition and look like they're "almost completely new," says Maria Lingström, one of the archaeologists who made the find, in a statement.

Researchers with the National Historical Museums in Sweden were digging at a Viking Age settlement in Viggbyholm, a neighborhood north of Stockholm, when they stumbled upon a small ceramic pot tucked beneath the remnants of a building's wooden floors. Inside, they found eight torque-style neck rings, one finger ring, two pearls and two arm rings. They also found a linen pouch that contained 12 coin pendants (which are coins used as jewelry). Archaeologists sent the jewelry pieces to Acta Konserveringscentrum, a conservation company in Stockholm, for cleaning.

"This is something you probably only experience once in a lifetime," says Lingström in the statement. "When I started to carefully remove the neck rings one by one, I had this extraordinary feeling of, 'They just keep coming and coming.'"

The researchers believe people lived at the settlement for several hundred years, starting around 400 C.E. through the Viking Age (800-1050) and into the early Middle Ages. So far, they've discovered more than 20 houses and buildings at the site, as well as an array of other artifacts, including amulet rings and arrows.

**Reference Link:** [https://www.goodreads.com/book/show/2452483.The\\_Library\\_at\\_Night](https://www.goodreads.com/book/show/2452483.The_Library_at_Night)



## LIBRARY



The Library : A world history- was written by James W.P Campbell. This book is a combination of true crime investigation, personal memoir & histor.

In this book, the story if an library architecture's travel is explained in veru impressive and attractive way. This book is based on true event.

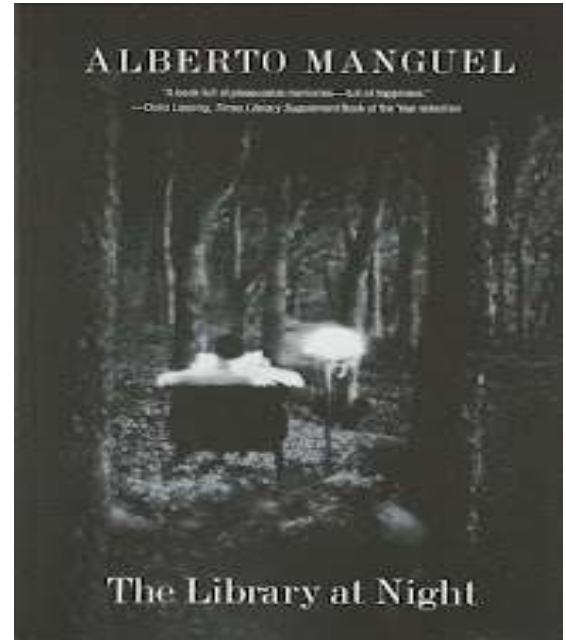
Sir James say- "A library is not just a collection of books, but also the buildings that house them. From the great dome of the Library of Congress, to the white facade of the Seinäjoki Library in Finland, the architecture of a library is a symbol of its time as well as of its builders' wealth, culture, and learning."

As these beautiful and striking photos reveal, each age and culture has reinvented the library, molding it to reflect their priorities and preoccupations—and in turn mirroring the history of civilization itself. Campbell's authoritative yet readable text recounts the history of these libraries, while Pryce's stunning photographs vividly capture each building's structure and atmosphere.

Together, Campbell and Pryce have produced a landmark book—the definitive photographic history of the library and one that will be essential for the home libraries of book lovers and architecture devotees alike.

### Reference

Link: <https://www.goodreads.com/en/book/show/17836013>



•The book 'The Library at Night' is authored by Alberto Manguel. The book was actually published in 2006.

•In this book, Sir Alberto explains the meaning & information about library in different forms. This book was like learning key points of Library in 15 different ways in the form of myth, order, space, power, shadow, etc.

•The book has impressive structure reference to their contents. It also flees connected to readers in many ways because of it's understanding and simple language.

•The Library at Night is a fascinating voyage through Manguel's mind, memory, & vast knowledge of books & civilization.

•It's hard to think of a more profound or serious subject to start with – but The Library at Night, Alberto Manguel says, is by no means a systematic answer. Rather, it is the story of the search for one. In the tradition of A History of Reading, this book is an account of Manguel's astonishment at the variety, beauty and persistence of our efforts to shape the world and our lives, most notably through something almost as dead as reading itself.

Reference

Link: [https://www.goodreads.com/book/show/2452483.The\\_Library\\_at\\_Night](https://www.goodreads.com/book/show/2452483.The_Library_at_Night)

**FOOD & HEALTHCARE**

***EXPLORING INDIAN CULTURE THROUGH FOOD***



Food (Sanskrit— bhojana, “that which is to be enjoyed,” Hindi— khana, Tamil— shapad) presents a way to understand everyday Indian culture as well as the complexities of identity and interaction with other parts of the world that are both veiled and visible. In India today, with a growing economy due to liberalization and more consumption than ever in middle class life, food as something to be enjoyed and as part of Indian culture is a popular topic.

From a 1960s food economy verging on famine, India is now a society where food appears plentiful, and the aesthetic possibilities are staggering. Cooking shows that demonstrate culinary skills on television, often with celebrity chefs or unknown local housewives who may have won a competition, dominate daytime ratings. Local indigenous specialties and ways of cooking are the subjects of domestic and international tourism brochures.

As Harvard anthropologist Theodore Bestor reminds us, the culinary imagination is a way a culture conceptualizes and imagines food. Generally, there is no “Indian” food but rather an enormous number of local, regional, caste-based ingredients and methods of preparation. These varieties of foods and their preparation have only been classified as “regional” and “local” cuisines since Indian independence in 1947 yet have enjoyed domestic and foreign patronage throughout most of India’s history. Because of this diversity and its celebration, most Indians appreciate a wide array of flavors and textures and are traditionally discerning consumers who eat seasonally, locally, and, to a large extent, sustainably.

*Reference link*

<https://www.asianstudies.org/publications/ea/archives/exploring-indian-culture-through-food/>

*Freelancer - Zoha Shaikh*

## CULTURE & CUISINE

### **INDIAN CUISINE: - A REASON FOR HEALTHY FAMILY BONDING..!!!**

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.



In religion, food is one of the most important parts of religious ceremonies. The role of food in religious culture is an important part of showing respect among their communities and many of these religions obey the religious commandments, hence food is prepared in different ways.

The meaning of food is an exploration of culture through food. What we consume, how we acquire it, who prepares it, who's at the table, and who eats first is a form of communication that is, it has a rich cultural base.

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. 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.

Reference:- [https://www.newworldencyclopedia.org/entry/indian\\_cuisine](https://www.newworldencyclopedia.org/entry/indian_cuisine)

Freelancer :- Ovez shaikh

**TRAVEL & TOURISM**

**TRAVELERS AND  
EXPERIENCE CRAVE LOCAL  
EXPERIENCES**

The "experience economy" is huge in the travel industry

But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, "consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful".

Data insights company AirSage marks this as an emerging trend because "people no longer want boring and conventional travel experiences as much as they used to. Instead, they would rather pay for vacations that are once in a lifetime opportunities".

Airbnb is betting on this trend.

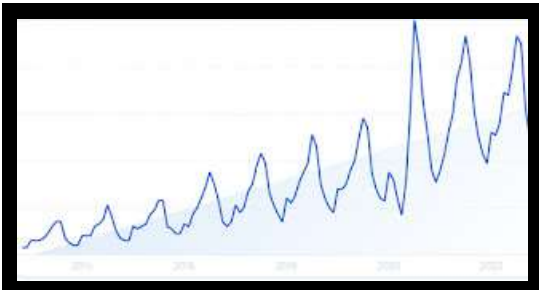
Withlocals offers "personalized traveling"—the opportunity for travelers to book private tours and activities with locals around the world.

Outdoorsy has been called the "Airbnb of RV rentals". And their sales exploded to \$1 billion in 2020. That's 400% growth since 2019.

Under Canvas runs seven glamping camps in wilderness locations across the United States aimed at exploring the local landscape and inspiring human connections.

The company reported a "surge" in demand in 2020 and had "strong" advanced bookings during 2021.

**SOCIAL ISSUE**



Searches for "glamping" are seasonal. But generally on the rise (1,566% in 10 years).

<https://explodingtopics.com/blog/travel-industry-trends>

Vivek Mishra -

**LITTLE RANN OF KUTCH  
SHOULD BE ON YOUR TRAVEL  
BUCKET LIST.**

Here's why...The Rann of Kutch, also goes by the name of Great Rann of Kutch, is a truly vast expanse of salt in the Thar desert of Kutch district in Gujarat. While the Great Rann of Kutch is a salt desert, in fact, one of the largest salt deserts in the world, there's a smaller version of it, about 133 km away, which is a mix of salt marshes, sand and salt-free areas known as bets. It's these bets that have captured our attention.

The Little Rann of Kutch is a very good option for a fun day trip from Ahmedabad, which is just 146 km away. Most of the big hotels in the city can arrange jeep safari to the Little Rann of Kutch.

If you want to rest, there are traditional bhunga huts (Kutchi huts), where you can rest and freshen up before or after your LRK safari. You will start to feel the heavy air, the salt in your hair, skin and clothes even before reaching Little Rann of Kutch. After a few minutes of offroading, just like that, you will be in one of the most sparse locations you have ever been to.



ever been to. First glance can be deceiving, mind you. If you stop for a brief moment to look around the land, you will notice flocks of migratory and not-so-common Common Cranes near the bushes, mixed flock of pelicans and other migratory birds around small watering holes.

One pro-tip for the Little Rann of Kutch: research a little and visit. Since the area is not a very big tourist attraction, not a lot of experiences will be rolled out for you.

Freelancer: Sneha Suthar

Reference Link:

<https://timesofindia.indiatimes.com/travel/destinations/little-rann-of-kutch-should-be-on-your-travel-bucket-list-heres-why/as95448674.cms>

## SPORTS

### ***UTTAR PRADESH SPORTS POLICY TO AIM AT PRODUCING MORE MEDAL WINNERS***

The policy will kick off a new era in sports skill and UP could be given the status of a champions' state in the country, says sports minister Girish Chandra Yadav



State sports minister Girish Chandra Yadav on Thursday announced the policy would be sent for the cabinet's approval at the upcoming winter session of the state legislature, starting December 5.

The new sports policy aims to better the chances of Uttar Pradesh's athletes winning more medals in the Olympic Games by providing them better training and infrastructure facilities, besides helping them financially to achieve their goals.

Suggestions and recommendations of all the stakeholders on the final draft of the sports policy, including all the state sports associations, federations, and also the Uttar Pradesh Olympic Association, were discussed at a meeting on Thursday.

Yadav said that all the suggestions/amendments would be duly incorporated in the final policy before being sent for cabinet approval.

"The state government is committed to development of sports and welfare of sportspersons in the state. To achieve this goal, a sports policy was a must and it was being discussed for the last many years. But now the time has come when the government is all set to formulate this," he said while releasing the 30-page draft of the sports policy.

He said that UP Sports Policy-2022 was made to establish sports promotion and development as a leader.

"The policy will kick off a new era in sports skill and UP could be given the status of a champions' state in the country. This will also help the state better its sports eco system," he added.

In fact, the final draft of the policy supports the privatization of sports and the sporting infrastructure in the state.

REF LINK: <https://www.hindustantimes.com/cities/lucknow-news/uttar-pradesh-sports-policy-to-aim-at-producing-more-medal-winners-101668706122189.html>

**SOCIAL ISSUE****WHAT IS SOCIAL PROBLEM**

A social problem is any condition or behaviour that has negative consequences for large numbers of people and that is generally recognized as a condition or behaviour that needs to be addressed. This definition has both an *objective* component and a *subjective* component.



The *objective* component is this: For any condition or behaviour to be considered a social problem, it must have negative consequences for large numbers of people, as each chapter of this book discusses. How do we know if a social problem has negative consequences? Reasonable people can and do disagree on whether such consequences exist and, if so, on their extent and seriousness, but ordinarily a body of data accumulates—from work by academic researchers, government agencies, and other sources—that strongly points to extensive and serious consequences. The reasons for these consequences are often hotly debated, and sometimes, as we shall see in certain chapters in this book, sometimes the very existence of these consequences is disputed. A current example is *climate change*: Although the overwhelming majority of climate scientists say that climate change (changes in the earth’s climate due to the buildup of greenhouse gases in the atmosphere) is real and serious, fewer than two-thirds of Americans (64 percent) in a 2011 poll said they “think that global warming is happening”(Leiserowitz, et. al., 2011). This type of dispute points to the *subjective* component of the definition of social problems: There must be a perception that a condition or behavior needs to be addressed for it to be considered a social problem. This component lies at the heart of the social constructionist view of social problems (Rubington & Weinberg, 2010). In this view, many types of negative conditions and behaviors exist. Many of these are considered sufficiently negative to acquire the status of a social problem; some do not receive this consideration and thus do not become a social problem; and some become considered a social problem only if citizens, policymakers, or other parties call attention to the condition or behaviour. The history of attention given to rape and sexual assault in the United States before and after the 1970s provides an example of this latter situation. These acts of sexual violence against women have probably occurred from the beginning of humanity and certainly were very common in the United States before the 1970s. Although men were sometimes arrested and prosecuted for rape and sexual assault, sexual violence was otherwise ignored by legal policymakers and received little attention in college textbooks and the news media, and many people thought that rape and sexual assault were just something that happened (Allison & Wrightsman, 1993). Thus although sexual violence existed, it was not considered a social problem. When the contemporary women’s movement began in the late 1970s, it soon focused on rape and sexual assault as serious crimes and as manifestations of women’s inequality. Thanks to this focus, rape and sexual assault eventually entered the public consciousness, views of these crimes began to change, and legal policymakers began to give them more attention. In short, sexual violence against women became a social problem.

REF LINK: <https://open.lib.umn.edu/socialproblems/chapter/1-1-what-is-a-social-problem/>

**STUDENT'S SECTION**

**PUZZLES**

**Can you Solve this?**

**IF**

**AT=4**

**CAT=6**

**CROW=8**

**BRAIN=10**

**Then**

**TWISTER = ?**

**SHARE ONCE YOU SOLVED IT!!!**

www.funwithpuzzles.com

Can you solve this Math Puzzle?

**SOLUTION:**

The Answer of this Math Puzzle for College Students is as below

TWISTER = 14

It is number of letters of the word on the left multiplied by 2

REF LINK: <https://www.funwithpuzzles.com/2018/07/math-puzzle-for-college-students.html>

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