

Chikitsak Samuha's

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 (AN AUTONOMOUS COLLEGE AFFILIATED TO

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STAR SCHEME AWARDEE'

WEEKEND CHRONICLE

WINDOW TO YOUR KNOWLEDGE



AN INITIATIVE BY B.M.S DEPARTMENT

MAIL ID: - bmseperiodical@gmail.com





Dr. Mala Kharkar Chief Education Officer

Greetings!

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

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

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

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

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

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



Dr. Pratibha Gaikwad Principal

Dear Readers,

Welcome!

"Knowledge is nothing but finding unity in the midst of diversity." – Swami Vivekananda

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

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

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

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





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BUSINESS

SUCCESSFUL BUSINESS IDEAS FOR STUDENTS TO START IN 2022

The importance of entrepreneurship in a growing economy has grown significantly. In a time when the Covid-19 pandemic brought the whole world to its knee, the rise in startups has been refreshing and rejuvenating. Entrepreneurs worldwide have been instrumental in generating new jobs with their startups when unemployment was at its peak. Furthermore, the impact of the recent success of some startups has sparked a change in perception within society. People no longer see entrepreneurship and startups as a waste of time; instead, they consider it an opportunity.



Successful Business and Startup Ideas for Students to Start in 2022

Entrepreneur's guide to better thinking can allow students to come up with their own innovative and excellent business ideas. Furthermore, here are the nine ideas for students to select from and create a better future for themselves and society.

1. Drop shipping

Drop shipping is a lucrative business idea where there is no need for a store to keep products you sell in stocks. Here the third-party supplier, you work in tandem to sell product to customer work as the storing place for the products you sell.

2. Print on Demand

People with tattoos and merchandise with print are the flavor of the town. The younger generations have mainly grown green on printed merchandise such as t-shirts, mugs, phone cases, etc. It has turned the print on demand into a lucrative business idea for students to pursue as their startup.

3. Home-Based Food Catering

Is there a chef hiding inside you? Now is a great time to unleash it and check its potential through home-based food catering? The best thing about this business idea is the investment. The investment here is flexible depending upon the size of the set-up you want to establish. You can start with a decent investment and pick your neighbors as your first customer.

Reference Link: - www.opengrowth.com

ADVERTISEMENT

ADVERTISING: HOW IT INFLUENCES CHILDREN AND TEENAGERS

About advertising and children

Children experience advertising in many forms – on TV, YouTube, apps, radio, billboards, magazines, movies, the internet, online games, text messages, social media and more.



Young children and advertising

At 0-2 years, children can't tell the difference between advertising and TV programs, YouTube videos and so on.

And at 3-6 years, children:

- can identify advertisements and tell the difference between advertisements and TV programs or YouTube videos
- might not be able to tell the difference between entertainment and some advertising on YouTube for example, unboxing videos that combine play with toy promotion
- might not understand that advertisements are trying to sell something

Primary school-age children and advertising

At 7-11 years, children:

- can understand that advertisements are trying to sell them something
- can remember advertising messages
- can recognise some persuasive techniques like advertisements overstating how good products are

Teenagers and advertising

At 12-13 years, children:

- can usually understand the purpose of advertising, and can use advertised information to decide what they want
- might not understand how advertising makes things more expensive
- might not recognise tricky product placement strategies

Reference Link: - https://raisingchildren.net.au/

IT & TECHNOLOGY

NavIC

The Navigation with Indian Constellation (NavIC) is an independent standalone navigation satellite system developed by the Indian Space Research Organisation. It was originally approved in 2006 at a cost of \$174 million (₹1,426 crore) and was expected to be completed by late 2011, Reuters reported. It became operational in 2018.

NavIC comprises eight satellites, covering the whole of India's landmass and up to 1,500 kilometres from its boundaries. At present, its use is limited as it helps in public vehicle tracking, emergency warning alerts to fishermen venturing into sea and tracking and providing information on natural disasters.

The differentiating factor between NavIC and GPS is that the latter caters to users across the globe and its satellites circle the earth twice a day. On the other hand, NavIC is currently used in India and adjacent areas.

The Centre in August had said that NavIC is as good as the GPS in terms of position accuracy. The 2021 satellite navigation policy had stated that the government will work towards expanding the coverage to ensure the availability of the NavIC signal in any corner of the world.

India has cited that NavIC was conceived to remove dependence on foreign satellite systems for navigation requirements.

According to Reuters, tech giants like Samsung, Xiaomi and Apple fear elevated costs and disruptions as the move demands hardware changes.



At present, only a few chipsets -- which include Snapdragon mobile platforms 720G, 662, and 460 -- support NavIC technology

The Centre has said that relying on navigation systems like GPS and Russian GLONASS may not always be reliable as those are operated by the defence agencies of the respective nations and it is possible that the civilian services can be degraded or denied, Reuters report stated. The government said NavIC is totally under Indian control.

Reference Link: - www.hindustantimes.com

DATE: 22ND JANUARY, 2023

SCIENCE & SPACE

'GSLV' (GEOSYNCHRONOUS SATELLITE LAUNCH VEHICLE)

Definition: Geosynchronous Satellite Launch Vehicle (GSLV) is a space launch vehicle designed, developed, and operated by the Indian Space Research Organization (ISRO) to launch satellites and other space objects into Geosynchronous Transfer Orbits. GSLV has the capability to put a heavier payload in the orbit than the Polar Satellite Launch Vehicle (PSLV).

Description: Geosynchronous Satellite Launch Vehicle (or GSLV) is a three-stage launcher with strap-on motors.



First Stage: GS1

The first stage uses the 138 tonne S139 solid rocket motor with four liquid engine strap-on motors. This stage generates maximum thrust of 4700 kilo Newton.

Second Stage: GS2

The second stage uses a liquid rocket engine which is known as Vikas engine. It generates maximum thrust of 800 kilo Newton.

Reference Link: - www.economictimes.com

NATURE

FLORA IN SANJAY GANDHI NATIONAL PARK

Flora generally means the vegetation part of the forest. In Sanjay Gandhi National Park the flora consists of two typical varieties. They are South Indian Moist Deciduous and Semi Evergreen types. The deciduous trees mainly shed their leaves during winters but the evergreen trees bear leaves all-round the year.

Moist deciduous trees survive in a humid condition and also shed their leaves during the winters. The flora in Sanjay Gandhi National Park also sheds their leaves during winter season. There are also Teak Bearing and Mangrove type of forests in the Sanjay Gandhi National Park. The major trees here includes the

- Acacia
- Ziziphus
- Euphorbia
- Teak
- Karanj
- Shisham
- Red Silk Cotton
- Kadamba.



Flora in Sanjay Gandhi National Park consists of numerous flowerings and non-flowering trees. The Park was also known as the Krishnagiri National Park during the pre-independence era.

Sanjay Gandhi National Park has earned its name in a unique manner. While Sanjay Gandhi, son of the Indian Prime Minister Indira Gandhi, was traveling by plane, it crashed in air and he lost his life. To commemorate him, this National Park was renamed as the Sanjay Gandhi National Park, Borivali.

Reference Link :- https://www.indianholiday.com/

ACADEMICS

UNDERSTANDING THE CANADIAN HIGHER EDUCATION SYSTEM

If you're considering going to university in Canada, it might be helpful to understand what the higher education system is like, what institutions there are and what university culture is like for international students. This brief guide covers these main points and hopefully will help you decide to take your first step to study in this amazing country.

Structure of higher education in Canada

Higher education in Canada is relatively similar to the USA, though there are influences of the British system too. In Canada, each province and territory are responsible for education at all levels, including universities. There is no federal or country-wide system. This means that each province and territory regulate the standards of education which keeps the standard and quality of education high.



An academic year is divided into three semesters:

- Fall (end of August / start of September to December / January)
- Winter (January to April)
- Summer (April / May to July).

Types of institutions

There are a wide variety of higher education institutions which you can choose from in Canada. Each one is located across a wide range of areas of the country. They also have a strong reputation in specific subject areas.

Academic culture in Canada

- Interacting with staff
- Multiculturalism
- Course layout

MEDIA

WHY STORY TELLING IS IMPORTANT AS A FILM MAKER

There are many elements that go in to making a film; the cinematography, the characters, the equipment, the music and the story. But why is storytelling so central to being a film-maker?

The entire multi-billion-dollar filmmaking industry is built on the insatiable human desire to experience, tell and see stories through film confirming the importance of learning storytelling.

'If you are connected to, and inspired by the story, you become one with it, and working on it becomes second nature.'



With so much emphasis and excitement surrounding new and complex technologies being used in film, it can be easy to forget the importance of the basics. The true art of storytelling involves writing active characters who engage the audience. Make us care what is happening in the story. Of course, script, locations, lighting choices, visual effects, camera movement and placement and strong cinematography all go to telling the best story possible.

The gear you choose to use can make great characters in engaging situations look good but will never elevate the story or touch the emotions of the audience if it is passive or bland. The audience wants to be transported for ninety minutes not merely distracted for ninety minutes.

AFTT's film diploma is a full-time two-year immersive, practical experience learning, living and breathing visual storytelling. The course has been developed to help aspiring filmmakers find their unique voice to tell the stories that matter to them.

Andrew Stanton in his TED talk 'The Clues to a Great Story' describes how 'Storytelling – is joke telling. It's knowing your punch line, your ending, knowing that everything you're saying from the first sentence to the last, is leading to a singular goal and ideally confirming some truth that deepens our understandings of who we are as human beings. We all love stories.'

Reference Link: - https://www.aftt.edu.au/

ARTS

LOST ART FORMS OF INDIA

India has always been known as the land of spices. But as much as it has a variety of spices, India has an equally diverse art culture. Not only does each region of India has an art form that it calls its own, but we can also find multiple art forms, tracing back to one region. Different art forms also arise from different social and linguistic groups.



• Manjusha Paintings

Folk art of Bhagalpur, Bihar, Manjusha art can be dated back to the 7th century. This art is believed to be the only art form in India which is displayed in a series, i.e., the art form has a sequential representation of the story. Manjusha art is a scroll painting and a line drawing art.

• Parsi Embroidery

Parsi embroidery has nearly become extinct, but thanks to a sudden interest in this form of embroidery, the art didn't get lost. The most evident form of the Parsi embroidery can be found in the form of Gara sarees. The embroidery on these sarees is an important part of the textile history of India. The embroidery uses various motifs to depict nature.

Dokra Art

Dokra is the earliest known method of non-ferrous metal casting, using the lost-wax casting technique. This sort of metal casting has been used in India for over 4,000 years and is still used. One of the earliest and most famous specimens of the Dokra art is the Dancing Girl of Mohenjo-Daro.

HISTORY

BAJIPRABHU DESHPANDE: THE HERO OF PAWANKHIND

Bajiprabhu Deshpande was born into the CKP caste (Chandrasainya Kayastha Prabhu) caste of scribes. But from a young age Bajiprabhu Deshpande had a martial spirit in him. In those days India was suffering from the tyranny of the Mughals. Bajiprabhu Deshpande wanted to serve his country and help liberate it from the Mughal yoke. The rise of Shivaji Maharaj gave Bajiprabhu Deshpande the opportunity he was seeking.

The post-Afzal-Khan slaying, Shivaji Maharaj and his men created havoc ("NAAK-MEIN-DUM") on Adilshah's powerful forces and harried and tormented them relentlessly with their ferocious guerilla tactics. Unleashing fierce counter-terrorism backed by good intelligence, the Marathas were a succor to all those suffering Hindu innocents on whom Adilshah's jihadi army rained callous terror without respite like a never-ending nightmare. And it was during these days that Shivaji Maharaj and his men had based themselves at the Panhala fort. The Jehadi army of Adilshah came to know of this and immediately laid siege to the fort under the able command of general Siddi Johar. The siege lasted for many months and Siddi Johar was getting increasingly successful in cutting off vital supplies to the Panhala fort and thereby forcing Shivaji Maharaj's hand. He had to get out of there and he had to get out soon.





All attempts to raise the siege were foiled. Even Shivaji Maharaj's senapati (Commander) Netaji Palkar could not break through the siege from outside. Hence Shivaji Maharaj decided to give a final battle. But instead of suicidal attack, he followed a different strategy. A grand escape was planned to give a battle from the fort Vishalgad. This is where the legend began and Baji Prabhu volunteered to hold the pursuing Jihadis at the pass with a select band of some 300 Marathas, so that Shivaji Maharaj could proceed on to the safety of Vishalgad fort. A reluctant Shivaji Maharaj proceeded with a heavy heart with the rest of the band of 300 Marathas. It was agreed that three cannon shots would be fired as a signal to Baji and his men that Shivaji Maharaj and his group had reached their destination safe and sound. The sword of honour was given to Bandal sena (Maratha Warriors) who fought vigorously with Bajiprabhu Deshpande. Shivaji Maharaj personally visited the house of slain Baji Prabhu, situated in the village of Kasabe Sindh near Bhor in the Pune district. His elder son was offered job as chief of a section. Other 7 sons were given honour of the Palkhi. The sacrifice of Bajiprabhu Deshpande and Shiva barber is a legend itself. Even today many youths from Maharashtra trek on the route taken by Shivaji Maharaj between the forts of Panhala and Vishal Gadh. The distance is around 70 km. The battle of Pavan Khind (Panhala) has been recited as folklore in Maharashtra in many awe-inspiring renditions.

Reference Link: - https://www.hindujagruti.org/

LIBRARY

FUTURE LIBRARY

Libraries have acted as community cornerstones for millennia, and every April marks School Library Month, celebrating how they promote education and awareness in an open, nurturing space.

What makes them such lasting institutions, though, isn't the mere act of preserving books and promoting knowledge. Rather, it's the almost uncanny ability to consistently adapt to the changing demands of the local populace and emerging technology alike.



More technology probably the most obvious direction libraries will trend involves more seamless integration of technologies at a faster, more sophisticated pace than even now.

Sensory story times As awareness of the needs of autism spectrum and developmentally disabled children swells, more and more libraries are scheduling sensory story times making sure they get to enjoy literature in a manner most comfortable to them.

Automation If the automated system at the Joe and Rika Mansueto Library at University of Chicago catches on, readers might say, "Sayonara!" to stacks. Not only are almost all of its holdings available for online retrieval, visitors can also access them in person without having to navigate the often-baffling academic library cataloguing system.

Emphasizing community space Placing more stock in technologies obviously frees up quite a bit of library space, and leaders at the Anoka County Library in Minneapolis know just how to put it to good use. More room means they can start offering a wider range of programming, serving as a community centre focused on learning rather than just literature. Some of their plans include genealogy classes targeting seniors wanting to know more about their family histories and giant letter blocks for children. Libraries probably won't disappear to digitization, but their shape will likely change over time.

Reference Link: - https://www.teachthought.com/

FOOD & HEALTHCARE

HEALTH BENEFITS OF FASTING, BACKED BY SCIENCE

Despite its recent surge in popularity, fasting is a practice that dates back centuries and plays a central role in many cultures and religions. Defined as the abstinence from all or some foods or drinks for a set period of time, there are many different ways of fasting. In general, most types of fasts are performed over 24–72 hours.



Intermittent fasting, on the other hand, involves cycling between periods of eating and fasting, ranging from a few hours to a few days at a time.

Promotes Blood Sugar Control by Reducing Insulin Resistance

Several studies have found that fasting may improve blood sugar control, which could be especially useful for those at risk of diabetes.

Promotes Better Health by Fighting Inflammation

While acute inflammation is a normal immune process used to help fight off infections, chronic inflammation can

have serious consequences for your health. May Enhance Heart Health by Improving Blood Pressure, Triglycerides and Cholesterol Levels

Heart disease is considered the leading cause of death around the world, accounting for an estimated 31.5% of deaths globally.

Reference Link: - https://www.healthline.com/

CULTURE & CUISINE

EXPLORING THE TRIBAL FOODS OF INDIA.

Simplicity of the dishes, using traditional cooking methods happen to the speciality of tribal cuisine.

The tribals make for an indispensable part of Indian culture. These indigenous tribes have a their own very distinctive personal identity as by having a language, religion, festivals, cuisine, dance of their own. These tribes see a mix of both patriarchal and matriarchal society. It's difficult to say the numbers of tribes that India sees, but they surely are stretched from East to West and to all the coast of the country.





Natural and nutritious, whether cultivated or not, the tribes have always been fond of these since ages. Interestingly most tribal food barely see the use of spice or very sparingly used. Simplicity of the dishes, using traditional cooking methods happen to the speciality of tribal cuisine. Be it the Dhuska (deep-fried snack made of powdered rice), Red Ant Chapda Chutney, Thapdi Roti, Khapra Roti with Mutton, these dishes that almost sound exotic happen to be everyday dishes for them.

Just like North East harps in their rice production and dishes, so does the hills swear by the lentils and wheat in their local/ tribal cuisine. Be it the millet roti or maahni or the teliya maach, these dishes are mostly served in pattal bowl or donna or even kansa thali. Not to miss that states of Maharashtra, Chhattisgarh, Madhya Pradesh and Andhra too have many interesting tribal cuisines.

From cornmeal paniya roti that is baked in an open pit-style oven and savoured with some red ants chutney to steamed bafle whole wheat dumplings and not miss the variety of mushrooms, tribal food needs to get it's due importance.

Reference Link: - https://www.slurrp.com/

TRAVEL & TOURISM

BLUE CERTIFICATE BEACHES IN INDIA

Blue flag-certified beaches are the beaches that have received the certification issued by the Foundation for Environmental Education. The beach allocated with this certification proves to be a beach meeting the requirements of the organization. Recently, Minicoy Thundi Beach and Kadmat Beach Lakshadweep adds to the list of blue flag certified beaches in India. The blue flag accreditation, an eco-friendly label, gives a competitive edge to some beaches & water bodies over others based on some predefined criteria.

- The sustainable approach toward tourism is on the rise. Sustainable tourism is the need of the moment.
- The eco-friendly nature of these beaches promotes sustainable tourism. Further, in this text, you will read about some of the most famous beaches in India with names.
- To maintain the sustainability of tourism, we must visit these beaches. Plan a trip to one of these blue flag certified beaches in India.



Eden Beach Puducherry
Ghoghla Beach Diu
Golden Beach Odisha
Kappad Beach Kerala
Kasarkod Beach Karnataka

Kovalam Beach Tamil Nadu

Padubidri Beach Karnataka

Radhanagar Beach Andaman and Nicobar

Rushikonda Beach Andhra Pradesh

Shivrajpur Beach Gujarat

Minicoy Thundi Beach Lakshadweep

Lakshadweep

Reference Link: - https://studiouslyyours.com/

Kadmat Beach

SPORTS

2022 FIFA WORLD CUP

The **2022 FIFA World Cup** is the 22nd FIFA World Cup, an international association football tournament contested by the men's national teams of FIFA's member associations. It is taking place in Qatar from 20 November to 18 December 2022; it is the first World Cup to be held in the Arab world and Muslim world, and the second held entirely in Asia after the 2002 tournament in South Korea and Japan.

France are the defending champions, having defeated Croatia 4–2 in the 2018 final. At an estimated cost of over \$220 billion,^[1] it is the most expensive World Cup ever held; this figure is disputed by Qatari officials, including organising CEO Nasser Al Khater, who said the true cost is \$8 billion, and other figures relate to overall infrastructure development since the World Cup was awarded to Qatar in 2010.



This tournament is set to be the last with 32 participating teams, with the field to increase to 48 teams for the 2026 edition. To avoid the extremes of Qatar's hot climate, this World Cup is being held during November and December. It is being played in a reduced timeframe of 29 days with 64 matches to be played in eight venues across five cities. The Qatar national football team entered the event automatically, their first World Cup, alongside 31 teams who were determined by the qualification process. Qatar lost all three group matches; they became the first hosts to lose their opening game, the earliest host nation eliminated, and the second host (after South Africa in 2010) not to progress past the first stage.

In the first round of the tournament finals, the teams competed in eight round-robin groups of four teams for points, with the top two teams in each group proceeding. These 16 teams will advance to the knockout stage, where three rounds of play to decide which teams would participate in the final, which will be held on 18 December 2022 at Lusail Stadium, coinciding with Qatar's National Day.

Reference Link: - https://en.wikipedia.org/

SOCIAL ISSUE

WHAT IS MUMBAI DOING ABOUT ITS GROWING ROAD DUST PROBLEM?

The remaining 80% of the clean air funds (₹992 crore) has been allotted to electrifying public transportation in Mumbai under the Maharashtra Electric Vehicle Policy 2025.

Mumbai: In January, the National Environmental Engineering Institute (NEERI) submitted a report to the state government, examining the sources of air pollution in Mumbai and their individual contributions to the overall pollution load, which attributed 71% of all PM10 pollution in Mumbai to road dust. NEERI had shared preliminary details last March itself. In August 2021, however, the Maharashtra government decided to allocate 8% of its clean air funds (sanctioned by the 15th Finance Commission in 2020) — ₹99.22 crore of ₹1,240 crore — toward dust mitigation in the city.



The remaining 80% of the clean air funds (₹992 crore) has been allotted to electrifying public transportation in Mumbai under the Maharashtra Electric Vehicle Policy 2025, official's privy to the development confirmed. The clean air funds are meant to be utilised by the end of the financial year 2026.

PM10—aerosolised solid particles less than 10 microns in diameter—are so tiny that they essentially act as a gas and penetrate deep into human lungs when inhaled. Preliminary findings from the NEERI study indicate that a majority of pollutants arising from road construction and heavy traffic on areas of high road surface erosion comprise particulate matter 10 (PM) pollution in Mumbai. The extent and sources of PM2.5 pollution levels are part of the final report, which isn't available publicly.

Tenders inviting bids from both PMCs and QMAs have been floated by the BMC, and will close in the first week of February.

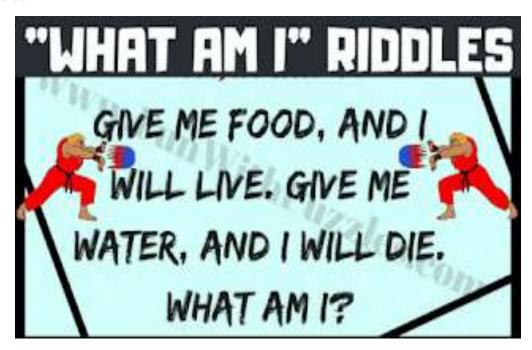
At present, dust-sweeping machines are the BMC's only intervention, and cover only about 253 km of the city's 2,000km wide road network every day. This coverage, officials said, will be widened as the National Clean Air Program (NCAP) is implemented in the city.

Reference Link: - https://www.hindustantimes.com/

STUDENT'S SECTION

PUZZLE

It contains a riddle that will twist your brain. In these riddles, you have to read the given riddle statement carefully and then tell about "What am I". You can take your time to solve each riddle. Try to solve each riddle in the allocated time. However, if you need more time to solve a particular riddle, then you can pause the video. Let's see if you can solve these Riddles?



ANS:

IT'S A FIRE. IT NEED FIREWOOD, AND SOON AS U POUR WATER IT WILL DIE OUT.

Ref link: https://www.funwithpuzzles.com/search/label/Brains%20Yoga?&max-results=9

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