



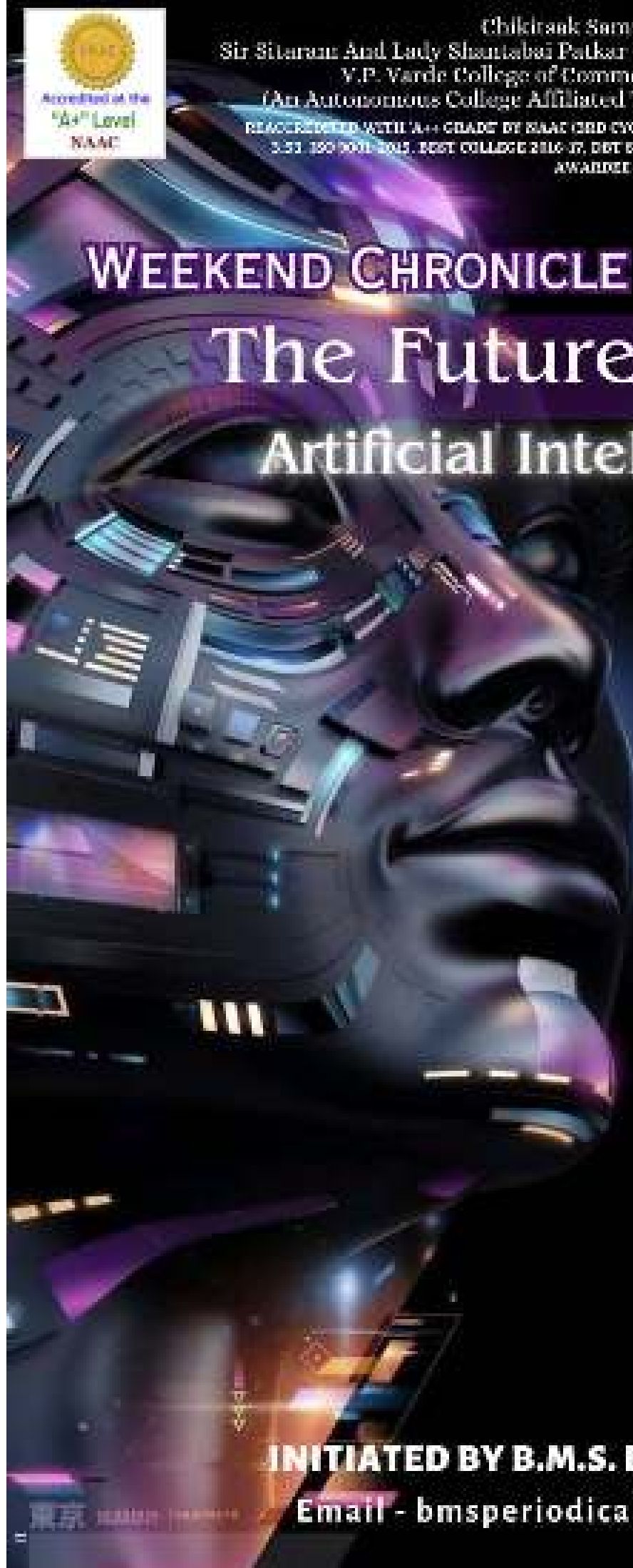
Chikirank Samuha's
 Sir Sitaram And Lady Shantabai Patkar College of Arts & Science, and
 Y.P. Varde College of Commerce & Economics.
 (An Autonomous College Affiliated To University Of Mumbai)
 REACCREDITED WITH 'A+' GRADE BY NAAC (3RD CYCLE), WITH AN INSTITUTIONAL SCORE OF
 3.53, ISO 9001:2015, BEST COLLEGE 2016-17, DET STAR COLLEGE SCHEME AND BUSA 2.0
 AWARDEE



WEEKEND CHRONICLE : SPECIAL ISSUE

The Future Of (AI)

Artificial Intelligence



INITIATED BY B.M.S. DEPARTMENT

Email - bmsperiodical@gmail.com



Dr. Mulu Kharbhar
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

***THE ROLE OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING
BUSINESSES***



In recent years, the integration of artificial intelligence (AI) into various aspects of business operations has significantly transformed the way companies operate and compete. AI technology has revolutionized decision-making processes, enhanced efficiency, and opened up new opportunities for growth across industries. One of the key areas where AI has made a profound impact is data analysis. With the ability to process vast amounts of data quickly and accurately, AI algorithms have enabled businesses to gain valuable insights and make data-driven decisions. From sales forecasting and customer segmentation to predictive maintenance and fraud detection, AI-powered analytics have proven instrumental in improving operational efficiency and driving profitability.

Additionally, AI has revolutionized customer experience. By leveraging machine learning algorithms, businesses can personalize their interactions with customers, providing tailored recommendations, support, and offers. Chatbots and virtual assistants powered by AI have become increasingly prevalent, offering 24/7 customer service and automating routine tasks, thereby freeing up human resources for more complex and strategic endeavors.

AI has also played a crucial role in optimizing supply chain management. Intelligent algorithms can analyze historical data, market trends, and other relevant factors to optimize inventory levels, improve demand forecasting, and streamline logistics. This leads to cost reductions, faster delivery times, and ultimately, improved customer satisfaction.

Furthermore, AI has given rise to innovative products and services. From autonomous vehicles and smart appliances to virtual reality and augmented reality applications, AI-powered technologies are reshaping industries and creating new market opportunities.

However, the integration of AI into businesses also presents challenges. Concerns over data privacy, algorithmic biases, and ethical implications must be carefully addressed to ensure responsible and fair use of AI technologies.

Ref link: <https://www.ckindr.com/blog-artificial-intelligence-transformations>

ADVERTISEMENT

THE EVOLUTION OF ADVERTISING: HARNESSING THE POWER OF AI



Artificial intelligence (AI) has revolutionized the advertising industry, transforming the way brands connect with consumers and optimize their marketing efforts. With its ability to analyse vast amounts of data, automate processes, and deliver personalized experiences, AI has become an invaluable tool for advertisers in today's digital landscape.

AI-driven algorithms have significantly enhanced ad targeting and campaign optimization. By analysing consumer data and behaviour patterns, AI algorithms can identify relevant audiences with precision, enabling advertisers to tailor their messages to specific demographics, interests, and preferences. This level of personalization has resulted in higher engagement rates and improved return on investment (ROI) for advertising campaigns.

AI has also reshaped the customer journey by enabling hyper-personalized experiences. Chatbots and virtual assistants powered by AI provide real-time customer support, answer inquiries, and guide users through their purchase journey. By leveraging AI, advertisers can deliver personalized recommendations and offers, creating a seamless and engaging customer experience.

Moreover, AI has empowered advertisers with advanced analytics capabilities. By analysing large volumes of data, AI algorithms can uncover valuable insights about consumer behaviour, ad performance, and market trends. This data-driven approach allows advertisers to make informed decisions, optimize campaigns in real-time, and allocate their advertising budgets more effectively.

Ref link: <https://www.ibm.com/watson-advertising/thought-leadership/how-ai-is-changing-advertising>

IT & TECHNOLOGY

THE SYNERGY BETWEEN INFORMATION TECHNOLOGY AND ARTIFICIAL INTELLIGENCE



The rapid advancements in artificial intelligence (AI) have been greatly facilitated by the synergistic relationship with information technology (IT). IT infrastructure and expertise form the backbone that enables the development, deployment, and optimization of AI technologies across various industries.

AI heavily relies on robust IT systems for data storage, processing, and analysis. AI algorithms require vast amounts of data to train and learn from, necessitating scalable and efficient storage solutions. IT professionals play a vital role in implementing data management strategies, ensuring data integrity, and establishing secure infrastructures to handle the massive influx of data that powers AI systems.

In addition to infrastructure, IT expertise plays a critical role in AI development and integration. Skilled IT professionals collaborate with data scientists and AI researchers to develop AI models, design efficient data pipelines, and optimize algorithms. They ensure seamless integration between AI systems and existing IT frameworks, enabling smooth data flow and interoperability.

IT also plays a crucial role in addressing the ethical and security concerns associated with AI. IT professionals implement robust security measures to protect sensitive data, develop privacy frameworks, and ensure compliance with regulatory requirements. They are at the forefront of addressing algorithmic biases, fairness, and transparency concerns, ensuring responsible AI implementation.

Ref link: <https://www.techtarget.com/searchenterprise/definition/AI-Artificial-Intelligence>

SCIENCE & SPACE***AI IN SPACE: THE NEXT FRONTIER FOR ARTIFICIAL INTELLIGENCE***

Artificial intelligence (AI) has become an integral part of our daily lives, from the smartphones we use to the cars we drive. It is no surprise that AI is now venturing into the final frontier – space. As we continue to explore the cosmos, AI-powered space missions are becoming increasingly important for the future of space exploration. These missions have the potential to make groundbreaking discoveries and revolutionize our understanding of the universe. One of the primary reasons for incorporating AI into space missions is the vast distances involved in space exploration. As spacecraft venture further away from Earth, communication delays become a significant challenge. For instance, a message sent from Mars takes approximately 20 minutes to reach Earth. This delay makes it difficult for scientists to control spacecraft in real-time, especially during critical manoeuvres such as landing. AI can help overcome this challenge by enabling spacecraft to make autonomous decisions based on the data they collect, without waiting for instructions from Earth.

AI-powered spacecraft can also be more efficient in their exploration efforts. Traditional space missions rely on pre-programmed instructions, which can limit the spacecraft's ability to adapt to unexpected situations or take advantage of new opportunities. AI can analyse data in real-time, allowing the spacecraft to adjust its trajectory or prioritize specific scientific objectives based on the information it gathers. This flexibility can lead to more discoveries and a better understanding of the environments being explored.

One example of an AI-powered space mission is NASA's Mars 2020 rover, Perseverance. The rover is equipped with an AI system called Terrain Relative Navigation, which allows it to autonomously navigate the Martian surface and avoid hazards.

Ref link: <https://is2.space/en/ai-in-space-the-next-frontier-for-artificial-intelligence/>

NATURE***THE RELATIONSHIP BETWEEN NATURE AND AI IS MULTIFACETED***

Nature and artificial intelligence (AI) are interconnected in various ways, with AI drawing inspiration from nature and being utilized to understand and preserve the natural world. The relationship between nature and AI encompasses both scientific advancements and ethical considerations.

One aspect is bioinspiration, where AI researchers draw inspiration from natural systems and processes to develop innovative algorithms and technologies. For example, neural networks in AI are inspired by the structure and functioning of the human brain. By studying nature's complexity and efficiency, AI algorithms can replicate and optimize natural processes, leading to advancements in various fields, including robotics, optimization, and pattern recognition.

AI is also playing a crucial role in understanding and preserving the environment. Machine learning algorithms analyze vast amounts of environmental data, such as satellite imagery, weather patterns, and species population dynamics, to detect patterns, make predictions, and inform conservation efforts. AI-powered technologies aid in ecosystem monitoring, biodiversity conservation, and combating climate change.

Ethical considerations arise when AI intersects with nature. Questions regarding data privacy, the responsible use of AI in natural resource management, and the potential impact of AI on ecosystems and employment in industries related to nature conservation must be addressed.

Ref link: <https://www.dprc.thence.net/article/791434/AI-A-help-or-hindrance-in-fight-against-climate-change-3588>

ACADEMICS***ARTIFICIAL INTELLIGENCE IN EDUCATION: OUR VISION***

Safe, equitable, and meaningful AI in education uses emerging technologies to improve education by enhancing how we teach and learn. Grounded in inclusive innovation, Digital Promise pursues AI in education to foster a future where every person engages in sustained and impactful experiences of powerful learning that lead to a life of well-being, fulfillment, and economic mobility.

We observe a race to launch AI tools at scale before agreeing on what problems people want to solve, what values educators must protect, and what goals educational systems should be designed to achieve. Shared vision, values, and goals arise from people working together. Our human-centered approach emphasizes how the increasing capabilities of computers can augment human intelligence, enabling people to engage in teaching and learning experiences more deliberately. Working across research, edtech, and practice, Digital Promise:

- Builds partnerships among educators, innovators, researchers, and other impacted community members to establish a shared vision of powerful learning in an AI-enabled world
- Defines core values including anti-racism and anti-bias and finds ways to hold AI-enabled products accountable
- Engages in research partnerships and hosts research communities to investigate how and whether AI can help us to achieve our goals, and
- Works with policymakers to safeguard learners' rights, data privacy, and to ensure equitable opportunities to learn.

Ref link: <https://digitalpromise.org/>

MEDIA***THE ADOPTION OF AI IN MEDIA AND ENTERTAINMENT***

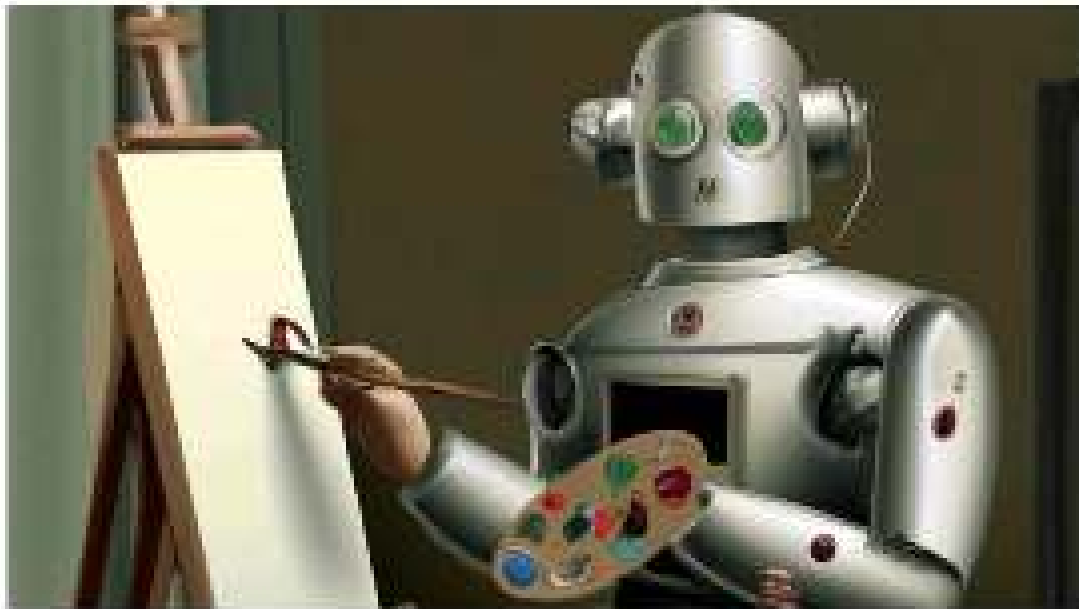
Media professionals have suddenly caught on to the 'hype' of AI, and it's now increasingly rearing its head into solving challenges in the media industry. Multinational mass media and entertainment conglomerate Warner Bros is just one example of a media giant now using technology to manage its films and budgets.

AI is used to expedite repetitive tasks, streamline captioning, filter and distribute news, and much more, leaving more time for creators to spend on actually creating.

The internet is teeming with 'fake news', making it increasingly difficult for consumers to identify fact from fiction. However, the future is bright. Deep learning AI tools can now be used to both source and fact check a story in order to identify 'fake news'.

One example is Google's Search Algorithm update in 2017, which was designed to put a stop to the spread of fake news and hate speech. The University of Michigan also developed an AI approach to accurately spot fake news stories 76% of the time. Websites are fed into an intelligent algorithm to scan the sources and predict the most accurate and trustworthy versions of stories. The more websites that are 'fed' into the algorithm, the more accurate it becomes as it continuously 'learns' over time. While this technology isn't 100% accurate (yet), it's certainly a step in the right direction.

Ref link: <https://verbit.ai/>

ARTS***ARTIFICIAL INTELLIGENCE (AI) IS USHERING IN A NEW ERA IN THE WORLD OF ARTS***

Artificial intelligence (AI) is ushering in a new era in the world of arts, redefining the boundaries of creativity and expression. The integration of AI technologies with artistic endeavors has given rise to innovative collaborations, enhanced creative processes, and transformative experiences for both artists and audiences.

AI is facilitating new avenues for artistic creation and expression. Artists are leveraging AI algorithms to generate unique and unexpected compositions, visual designs, and even literary works. These AI-generated artworks challenge traditional notions of authorship and push the boundaries of human imagination, resulting in captivating and thought-provoking creations. AI enables interactive and immersive experiences in the arts. Virtual reality (VR) and augmented reality (AR) applications powered by AI algorithms transport audiences into virtual worlds, blurring the lines between the real and the imagined. AI-driven technologies can also analyze user interactions and responses to create personalized experiences, tailoring artistic presentations to individual preferences and enhancing engagement.

The integration of AI in the arts also raises questions and challenges. The role of the artist, the impact on traditional artistic practices, and the potential for AI to reinforce biases are among the ethical considerations that need careful examination.

Ref link: <https://interestengineering.com/culture/what-is-ai-generated-art>

HISTORY

HISTORY OF GENERATIVE AI INNOVATIONS SPANS 9 DECADES



Artificial intelligence (AI) has a rich and evolving history that spans several decades of research, development, and breakthroughs. The journey of AI began in the mid-20th century when researchers first explored the concept of creating intelligent machines. The Dartmouth Conference in 1956 marked a significant milestone, as it brought together leading scientists and laid the foundation for AI as a formal discipline.

In the early years, AI pioneers like Allen Newell, Herbert Simon, John McCarthy, and Marvin Minsky made significant contributions. They developed fundamental concepts and techniques, including problem-solving algorithms, symbolic logic, and early computer programming languages. Early AI programs such as the Logic Theorist and the General Problem Solver showcased the potential of AI for solving complex problems.

The 1970s and 1980s saw a shift in focus towards more practical applications, such as expert systems and machine learning. Expert systems used rule-based reasoning to replicate human expertise, while machine learning algorithms allowed computers to improve performance by learning from data.

In recent years, AI has experienced a rapid growth and impact due to advancements in computing power and the availability of vast amounts of data. Deep learning models, such as neural networks, have achieved remarkable results in tasks such as image and speech recognition, natural language processing, and autonomous vehicles. Today, AI is ubiquitous in our lives, powering virtual assistants, recommendation systems, fraud detection algorithms, and much more. Ongoing research explores areas like explainable AI, ethics, and societal implications, as the field continues to advance and shape the future of technology and society.

Ref link: <https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence>

LIBRARY***ACADEMIC LIBRARIES ARE IN A UNIQUE POSITION***

According to the ACRL, "Although some could argue that public libraries would be better suited to introducing their users to artificial intelligence, academic libraries are in a unique position where they can combine their information literacy initiatives with AI literacy."

Academic libraries are indeed leading the way. In 2018, for example, Stanford University Libraries launched the SILL AI Studio, with the stated intention "to surface projects where applications of artificial intelligence can assist staff with internal information processing and help make collections more discoverable and analysable for researchers."

These projects include using speech recognition software to transcribe audio cassettes from the collection of the late poet Allen Ginsberg and "liberating" analogy data from oceanographic field notebooks into a digital medium that researchers can use. In the same year, the University of Rhode Island opened an AI lab in its main library, designed to give students and faculty the opportunity to do research and also to explore "the social, ethical, economic and even artistic implications of these emerging technologies".

"Our goal is to make it accessible, to have many conversations around it," Karim Doughty, dean of university libraries, said in a press release at the time. "There are two sides to this lab, the technology side and the side that will address ethics, fairness and biases in artificial intelligence development. Social justice is a critical part of these discussions."

Ref link: <https://about.prsreader.com/>

FOOD & HEALTHCARE

THE RELATIONSHIP BETWEEN AI, FOOD, AND HEALTHCARE IS SYNERGISTIC



The realms of food and healthcare have a significant and interconnected relationship with artificial intelligence (AI). AI technologies are playing a transformative role in both fields, revolutionizing processes, improving outcomes, and enhancing the overall well-being of individuals.

In the food industry, AI is driving innovation and efficiency. AI algorithms analyze vast amounts of data related to nutrition, food production, and consumer preferences to develop personalized dietary recommendations. This technology enables individuals to make informed choices about their nutrition, manage dietary restrictions, and adopt healthier eating habits. AI-powered apps and platforms also provide real-time tracking and monitoring of nutritional intake, fostering a more conscious and health-conscious approach to food.

AI is also shaping the healthcare sector by improving diagnostics, treatment, and patient care. AI algorithms can analyze medical data, such as patient records, lab results, and imaging scans, to identify patterns and anomalies that may assist in early disease detection and diagnosis. This aids healthcare professionals in making more accurate and timely decisions, improving patient outcomes and reducing the risk of misdiagnosis.

Additionally, AI is revolutionizing drug discovery and development. Machine learning algorithms can analyze vast amounts of biological and chemical data to identify potential drug candidates and predict their efficacy and safety profiles. This accelerates the drug discovery process, potentially leading to more effective treatments for various diseases.

Ref link: <https://www.worldscientific.com/>

CULTURE & CUISINE***THE FUSION OF ARTIFICIAL INTELLIGENCE (AI) AND CULINARY CULTURE HAS INDEED UNLEASHED INNOVATION ON THE PALATE***

AI has stepped into the kitchen, donning the chef's hat with ease and elegance. Platforms like IBM's Chef Watson and Google's DeepMind have shown remarkable prowess in creating unique recipes, pushing the boundaries of culinary creativity. These AI platforms are not just mimicking human chefs, but they're adding a new dimension to the gastronomic experience. They're creating delectable dishes that humans couldn't even dream of, thanks to their ability to analyse billions of flavour combinations in mere seconds. It's like having a master chef with an encyclopaedic knowledge of ingredients, flavours, and techniques at your fingertips.

AI isn't just about creating mouthwatering meals; it's also shaping the future of food sustainability. AI is helping farmers optimize crop yields, reduce waste, and use resources more efficiently. In the kitchen, AI can help reduce food waste by suggesting recipes based on what's in your fridge, ensuring no ingredient goes unused.

AI is revolutionizing the restaurant industry, from streamlining operations to enhancing customer experiences. AI-powered robots are making their way into kitchens, aiding chefs in preparing dishes with precision and consistency. At the front of the house, AI chatbots are enhancing customer service by answering queries and taking orders efficiently.

Like any new technology, AI in the culinary world comes with its share of challenges. Questions about data privacy, job displacement, and the loss of the human touch in food preparation are valid concerns that need to be addressed. However, the potential benefits of AI in the culinary world far outweigh the challenges.

Ref link <https://darepress.com/wp/download/article-file/2749824>

TRAVEL & TOURISM***EMBRACING THE GROWTH OF AI IN THE TRAVEL AND TOURISM INDUSTRY***

The tourism industry is one of the oldest and largest industries in the world. The industry involves an array of services, ranging from traditional hotel and travel services to modern and innovative hospitality services, such as health and wellness. In recent years, Artificial Intelligence (AI) has revolutionized the industry, by providing services such as personalization and customization, predictive analytics, and automation. AI is now being embraced by the tourism industry as an essential technology in their operations.

AI in the tourism industry has enabled more efficient and effective customer service, personalized experiences, and improved customer satisfaction. AI-powered technologies, such as chatbots and virtual assistants, are used to provide personalized and improved customer support. AI-powered analytics systems allow marketers to target specific customers based on their preferences and needs. By utilizing AI, businesses have been able to improve their customer service, providing customers with better experiences and more efficiency.

AI in the tourism industry has also enabled more data-driven decisions. With the help of AI, organizations can analyse customer trends and preferences in real-time, providing valuable insights and information on how to better serve their customer base. AI also helps in optimizing customer segmentation and marketing campaigns, as well as streamlining customer communication and support.

Ref link: https://www.linkedin.com/feed/article-551-fromend-pulse_0ny-header-1ogo

SPORTS***HOW AI IS REVOLUTIONIZING THE SPORTS INDUSTRY***

Artificial Intelligence (AI) is already having a significant impact on sports and is expected to influence various aspects of the industry in the future. With the recent adoption of OpenAI's ChatGPT, AI has gone mainstream¹. A year ago, not many people knew or understood the term AI. AI, in simpler terms, is a machine learning technology (i.e. computer program) that mimics human intelligence to learn and make faster, more informed decisions, and perform tasks.

With the help of AI algorithms, coaches and players can analyse vast amounts of data about games, opponents, and their own performances. This data can be used to identify strengths and weaknesses, develop strategies, and make informed decisions in real time. AI can also help with injury prevention by tracking player movements and analysing biomechanical data to identify any movements that could lead to injury.

With the help of AI-powered chatbots, AI-content distribution, and virtual and augmented reality technology, sports enthusiasts can experience games in new and exciting ways. AI-powered chatbots can provide real-time game updates, answer questions, and provide personalised recommendations based on a fan's preferences. AI can predict and determine the best content to distribute during-and-after a game and deliver highlights instantaneously. Fans in-stadium and at-home experiences will also benefit from the introduction of VR/AR-powered technology to make the experience more immersive. AI has been used for years in detecting offside situations in soccer through video assistant referee technology (VAR).

Ref link: <https://www.lexology.com/library/detail.aspx?l=404ee350-cdc8-4772-900c-ee0ca6874b9>

SOCIAL ISSUE***UNVEILING THE SOCIAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE***

Artificial Intelligence (AI) has become a prominent force in shaping our present and future. With its ability to perform complex tasks and make intelligent decisions, AI offers numerous advantages across various domains. However, it also brings along some challenges that need to be carefully addressed. In this blog, we will explore the advantages and disadvantages of AI, providing insights into its impact on society. Blog might be helpful in providing your pointers for your next Ted conversation.

Artificial Intelligence brings immense potential to revolutionize various aspects of our lives, providing advantages such as context-related development, globalization, and resource optimization. However, it also presents challenges, including social disparities, job displacement, and ethical considerations. Striking a balance between harnessing AI's benefits and addressing its drawbacks is crucial to ensure a responsible and sustainable integration of AI in society. By promoting transparency, ethics, and human oversight, we can maximize the advantages of AI while mitigating its potential risks.

Ethical considerations are also central to AI's societal impact. The development and deployment of AI systems must adhere to ethical principles, ensuring transparency, accountability, and respect for human rights. Discussions on AI ethics encompass issues such as data privacy, consent, autonomous decision-making, and the potential for AI to be used in warfare or surveillance.

Ref link: https://medium.com/@source___society Blog: _____

STUDENTS'S SECTION

POETRY

Don't dare to cry,

Just give a try.

*Keep believing in yourself not,
the people who are waiting in a queue to judge you.*

If there are difficulties in your path,

Then just listen to your heart.

Let's forget the worst days,

And start counting the best.

When you see your life in an end just find new friend.....

-Mitali Yadav (SYBMS-)

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