



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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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

TATA MOTORS BEGINS SALES OF COMMERCIAL VEHICLES IN THAILAND



Tata Motors, one of the world's leading automobile manufacturers has reaffirmed its plans to sell commercial vehicles in the Thailand market. The company, along with its authorised distributor Inchcape has commenced sales and service of its commercial vehicles across Thailand. Tata Motors also launched an impressive line-up of new-age trucks, including Tata Super Ace, Tata Ultra T.9, Tata Ultra T.14 and the flagship Tata Prima 5038.S, with a gamut of value-added services, such as Tata Protect and Tata OK.

In April 2023, Tata Motors announced a strategic partnership with Inchcape – as its distributor for commercial vehicles in Thailand. To ensure that customers have easy access to support and services across Thailand, Inchcape will also establish an extensive network of 13 customer touchpoints including sales, service and spare parts, strategically located to provide seamless assistance to its customers.

Anurag Mehrotra, Head, of International Business, Tata Motors Commercial Vehicles said “We are delighted to commence our operations in Thailand. Tata Motors has been one of the leading manufacturers of commercial vehicles that offers functionality, productivity, connectivity, safety and performance. With deep experience in catering to commercial vehicle customers across the globe, our products are engineered to offer the highest profitability and reliability to fleet owners. Jointly with Inchcape, we are confident of delivering complete peace of mind to our customers with our strategically located sales and service touchpoints in Thailand.”

Along with the commercial vehicles, the company will also offer value-added services for hassle-free vehicle lifecycle management including; Tata Protect – an all-encompassing maintenance and service package for customers, comprising a warranty, roadside assistance, genuine parts availability and on-site maintenance and Tata OK – pre-owned vehicle program that encompasses buyback and sales services. The Ultra and Prima range will come equipped with Tata Motors Fleet Edge – a connected vehicle platform powered by data analytics.

Department Editor: Archi Singh

Reference. link: <https://www.financialexpress.com/business/express-mobility-tata-motors-starts-selling-commercial-vehicles-in-thailand-3313640/>

ADVERTISEMENT

THE ADS AFFAIR: HOW THE INDUSTRY HAS CHANGED AND IS CHANGING



Early beginnings

The first digital ad appeared online in 1994 when Hot Wired began selling space on its website for banner ads. AT&T seized the opportunity for brand exposure and paid \$30,000 to place an ad for three months.

Fast-forward to 2023, when the digital ad industry was estimated to be worth \$627 billion,

A key reason why digital ads grew so significantly was that early on, companies realised this marketing technique could be easily customised toward specific user groups.

Moreover, digital ads could reveal insights about user behaviour and generate data that helps businesses better understand their audiences. As the industry began to gain momentum, data tools emerged that offered the option to analyse and optimise ad campaigns.

Desktop to mobile

In the mid-2000s, the rise of social media and Mobile Advertiser ID meant companies could identify and follow persistent customer identities, syncing their browsing behaviour on desktop and mobile as well as their offline activity through device location.

During this shift, Facebook was one of the first to experiment with how to present ads to users.

Following suit, YouTube, Twitter and Instagram all later launched their advertising capabilities. By 2017 when half of all internet traffic was accessed from mobile — Google changed its search algorithm to prioritise mobile-friendly websites over sites not optimised for mobile. The change meant that a large majority of companies modified their ads strategy to weigh in favour of mobile ads.

The future of advertising

Although advertising changes, some things remain the same. Consumers still want authentic engagement, and they continue to use social media and QR codes for product referrals and brand information.

Local markets

Department Editor: Gracy choudhary

Reference link: <https://www.business.com/articles/how-the-ad-industry-is-changing/>

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IT & TECHNOLOGY

FASTEST-RISING NATIONS LOOK TO SOLIDIFY RESEARCH GAINS



China's meteoric rise to become the most prolific nation for natural-science publications in the Nature Index is illustrated by its dominance in this supplement's tables. Of the top 100 fastest-rising institutions between 2017 and 2022, just one — the Technical University of Munich — is outside China.

China's performance sometimes obscures the progress of other countries, however. India, for example, has made impressive gains as the second fastest-rising country in the Nature Index, surpassing Australia to enter the top ten overall in the natural sciences for the first time. As the nation's Moon landing in August attests, it has strong ambitions to raise its global station in science. This presents a timely opportunity for the United States, whose research collaborations with China have suffered amid political tensions. Increasing US–India scientific partnerships might be beneficial to both nations, but there are significant obstacles to overcome.

Elsewhere, we feature individual researchers whose prolific work is helping to propel the success of many rising-star institutions and countries, some of which are building on historic strengths. Denmark, for example, the second-fastest rising nation in the biological sciences, after China, is navigating the unusual challenge of having almost too much research funding, thanks to the success of its pharmaceutical industry. China, too, will be keen to solidify its lead in the natural sciences, and might be best served by strategies that aim to foster local capacity while rebuilding ties with the west. Whichever direction it takes, China's position as a leader in global science will cause knock-on effects around the world.

Department Editor: Mahek Shaikh

Reference link: <https://www.nature.com/articles/d41586-023-03442-3>

SCIENCE & SPACE

SUSTAINABLE USE OF SPACE



ITN Business launches news-style programme ‘Space: Advancing the Future’ which explores the technological advances enabling us to journey deeper into space and the innovations in satellite science and space sustainability that are making a difference.

Similar to sustainability initiatives on Earth, space sustainability seeks to use the environment of space to meet the current needs of society without compromising the needs of future generations.

Space debris is the result of humans launching objects from Earth, which remain in orbit. In a world where space activity is ever increasing, these pose a risk of collision which could disrupt critical services we all rely on every day.

These launches have resulted in more space debris orbiting Earth, hindering the ability of nations to operate in the space environment while increasing the risk of a future launch-related accident that could disrupt its proper use.

Space weather also acts as an outstanding factor for spacecraft failure. The UK Space Agency is driving the safe and sustainable use of space and raising awareness of the fragility of its infrastructure. Ray Fielding, their Head of Space Sustainability, spoke with ITN Business in ‘Space: Advancing the Future’ about how the UK will build sustainability into the first national space debris removal mission in 2026, and the biggest opportunities and challenges for sustainable space, now and in the future.

Department Editor: Dia Lenka

Reference link: <https://www.newscientist.com/article/2403276-sustainable-use-of-space/>

NATURE

WHAT IS FOREST BATHING AND WHY SHOULD WE TRY IT?

When was the last time we did nothing and we were actually okay with that?” questions Navneesh Kaur Makkad, a holistic healing therapist. “Our minds are preoccupied with thoughts and neverending to-do lists. We rarely give ourselves time to pause and reflect on what we really want,” she adds saying that practising the Japanese art of shinrin-yoku aka forest bathing helped her find nourishment for her mind, body and soul. Call it a fitness trend or a mindfulness practice, here’s what forest bathing is all about.



What is shinrin-yoku?

Shinrin-yoku (“forest bathing” or “taking in the forest atmosphere”), is a form of ecotherapy that focuses on physiological and psychological exercise that emerged in Japan during the 1980s. This form of therapy made its way to India where one can go for more structured experiences with trained guides for a meditative ecotherapy excursion.

Forest bathing is open to all’

You don’t need to be an ardent nature lover to try out forest bathing. “Forest bathing is open to everyone. We have nature lovers, people going through stressful situations and even those who just want a break from their lives. Everyone is invited. People often sign up for more sessions because of what they receive during the walk.

Physical and mental troubles get resolved over time’

“People who share their troubles regarding stress, migraines, difficulty in breathing or physical symptoms, everybody feels that their issues get resolved slowly. These walks help shed beliefs and ideas about who we are and to connect to a part of us which was maybe never discovered before. Although, it’s funny how over time we’ve started to imagine ourselves going to nature but we don’t consider ourselves a part of nature. That’s how wired we’ve become.

Reference link - <https://timesofindia.indiatimes.com/life-style/spotlight/what-is-forest-bathing-and-why-you-should-try-it/articleshow/105145395.cms>

ACADEMICS

GLOBAL UNIVERSAL BASIC SKILLS: CURRENT DEFICITS AND IMPLICATIONS FOR WORLD DEVELOPMENT



How far is the world away from ensuring that every child obtains the basic skills needed to be competitive in a modern economy?

And what would accomplishing this mean for world development? We provide new approaches for estimating the lack of basic skills that allow mapping achievement across countries of the world onto a common (PISA) scale. We then estimate the share of children not achieving basic skills for 159 countries that cover 98% of world population and 99% of world GDP. We find that at least two-thirds of the world's youth do not reach basic skill levels, ranging from 24% in North America to 89% in South Asia and 94% in Sub-Saharan Africa.

Our economic analysis suggests that the present value of lost world economic output due to missing the goal of global universal basic skills amounts to over \$700 trillion over the remaining century, or 12% of discounted GDP.

Department Editor: Bushra Bheri

Reference link: <https://hanushek.stanford.edu/publications/global-universal-basic-skills-current-deficits-and-implications-world-development-0>

MEDIA

MILLIONS OF INDIANS SET A WORLD RECORD CELEBRATING DIWALI AS WORRIES ABOUT AIR POLLUTION RISE



Millions of Indians celebrated Diwali on Sunday, setting a Guinness World Record by lighting over 2.22 million earthen oil lamps at the Saryu River in Ayodhya, Uttar Pradesh. The annual Hindu festival symbolizes the triumph of light over darkness, with homes and streets adorned with colorful lights. Diwali, a national holiday in India, is marked by socializing, exchanging gifts, and lighting lamps or candles. In Ayodhya, where the god Ram was born, the massive lamp lighting event took place, breaking the previous record of 1.5 million lamps.

Despite the festive atmosphere, concerns about air pollution in India escalated, with a hazardous air quality index recorded last week. However, unexpected rain and strong winds temporarily improved air quality to 220 on Saturday. The levels are expected to rise again after Diwali due to fireworks. Some Indian states have banned fireworks and imposed restrictions to combat pollution, urging the use of "green crackers." Authorities in New Delhi recently closed primary schools and implemented measures to address severe haze and smog, common in the winter months. The celebrations coincided with preparations to inaugurate a long-awaited temple for the Hindu god Ram at the site of the demolished Babri mosque in Ayodhya, a significant event following the Supreme Court's 2019 verdict. The mosque's destruction in 1992 led to widespread Hindu-Muslim violence.

Department Editor: Sakshi Dinde

Reference Link: <https://apnews.com/article/light-festival-india-922f8aeb41972c6ce4cb121a1c04d6aa>

ARTS

THE IMPORTANCE OF ART EDUCATION IN THE CLASSROOM



In October 2019, the British street artist known as Banksy opened an online store called Gross Domestic Product and issued a challenge: to make a purchase from the shop's selection of items like a Banksy-branded aerosol paint can, a brick handbag, and a vest worn in concert by the rapper Stormzy. Customers who wished to be considered for the opportunity to make a single purchase first had to answer the question: "Why does art matter?"

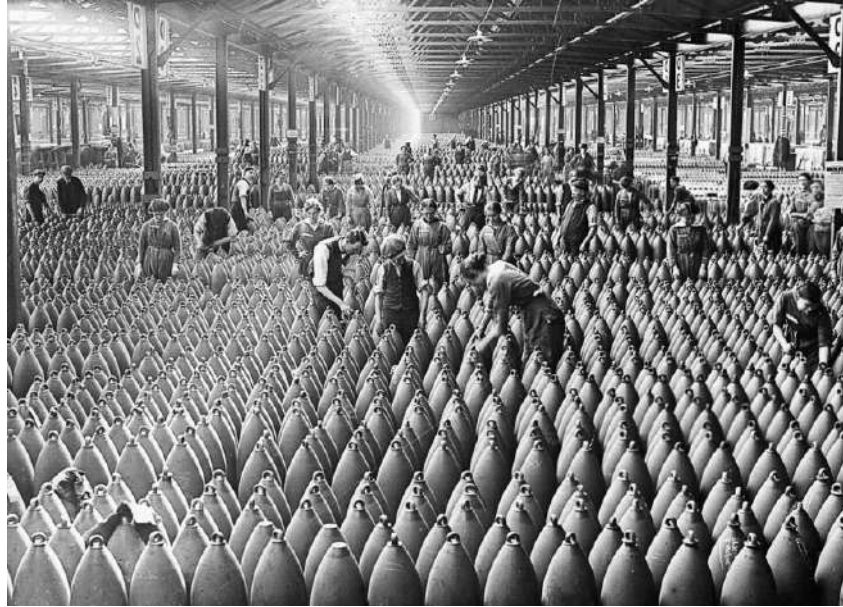
That deceptively simple, four-word query confronts a topic that's occupied some of the world's greatest creators and philosophers since Plato. How we answer this question can have much bigger consequences than whether you get to buy a piece of artwork from Banksy's online store. The issue of art's value becomes far more pressing when policymakers and administrators decide how to allocate time and funding for art education in schools.

Art teachers must be ready to advocate for committing the necessary resources to prioritize the value of creativity in the classroom. You may have to explain the importance of art education in a school's curriculum and present the research to back up those claims. We can become powerful advocates for the power of art and improved student outcomes by investigating the many benefits that come out of integrating more creativity into the school day and improving our classroom strategies.

Reference Link: <https://arteducationmasters.arts.ufl.edu/articles/importance-of-art-education/>

HISTORY

FIRST WORLD WAR: THE FIGHT ON THE HOME FRONT



Soldiers on the front line in France and Flanders saw their fight as the only legitimate one. But in Britain, the mobilisation of the domestic workforce was integral to winning the First World War.

Trench warfare, attrition, the dominance of artillery, the consumption of shells and the need for tanks: these are the outward manifestations of war waged between industrialised societies. Such societies are capable of applying advanced technologies to mass production, equipping large bodies of men for protracted conflict.

In total war, all have their part to play in what becomes a national effort, where passive resilience underpins active defence and personal productivity sustains front line effectiveness.

Reference Link: <https://www.historytoday.com/section/history-matters>

LIBRARY***CAN READING MAKE YOU HAPPIER?***

Several years ago, I was given as a gift a remote session with a bibliotherapist at the London headquarters of the School of Life, which offers innovative courses to help people deal with the daily emotional challenges of existence. I have to admit that at first I didn't really like the idea of being given a reading "prescription." I've generally preferred to mimic Virginia Woolf's passionate commitment to serendipity in my personal reading discoveries, delighting not only in the books themselves but in the randomly meaningful nature of how I came upon them (on the bus after a breakup, in a backpackers' hostel in Damascus, or in the dark library stacks at graduate school, while browsing instead of studying). I've long been wary of the peculiar evangelism of certain readers: You must read this, they say, thrusting a book into your hands with a beatific gleam in their eyes, with no allowance for the fact that books

mean different things to people—or different things to the same person—at various points in our lives. I loved John Updike's stories about the Maples in my twenties, for example, and hate them in my thirties, and I'm not even exactly sure why.

But the session was a gift, and I found myself unexpectedly enjoying the initial questionnaire about my reading habits that the bibliotherapist, Ella Berthoud, sent me. Nobody had ever asked me these questions before, even though reading fiction is and always has been essential to my life. I love to gorge on books over long breaks—

I'll pack more books than clothes, I told Berthoud. I confided my dirty little secret, which is that I don't like buying or owning books, and always prefer to get them from the library (which, as I am a writer, does not bring me very good book-sales karma). In response to the question "What is preoccupying you at the moment?," I was surprised by what I wanted to confess: I am worried about having no spiritual resources to shore myself up against the inevitable future grief of losing somebody I love, I wrote. I'm not religious, and I don't particularly want to be, but I'd like to read more about other people's reflections on coming to some sort of early, weird form of faith in a "higher being" as an emotional survival tactic. Simply answering the questions made me feel better, lighter.

Reference Link: <https://www.newyorker.com/culture/cultural-comment>

FOOD & HEALTHCARE

SUSTAINABLE FOOD PURCHASING IN THE HEALTH CARE SECTOR: FROM IDEALS TO INSTITUTIONALIZATION



A growing coalition of health professionals and non-profit organizations are taking on new food initiatives in the health care sector that align with alternative agro-food ideals. These actions are largely inspired and legitimized by rethinking “healthy food” from a systems perspective. Actors are shifting from a traditional nutrition model focused on eating the right balance of nutrients and food groups to an *environmental* nutrition model—examining the public health impacts of social, economic, and environmental factors related to the entire food system. This chapter provides a history of the environmental nutrition movement in hospital foodservice. We profile a key non-profit organization that is driving new food initiatives in the health care sector—Health Care Without Harm. We detail how the approach is implemented in hospital foodservice and what the main barriers to implementation are. We then present a case study of the University of Washington Medical Center to demonstrate how implementing an environmental nutrition program works in practice, reflecting on the motivations, achievements, and lessons learned.

Reference Link: <https://www.sciencedirect.com/>

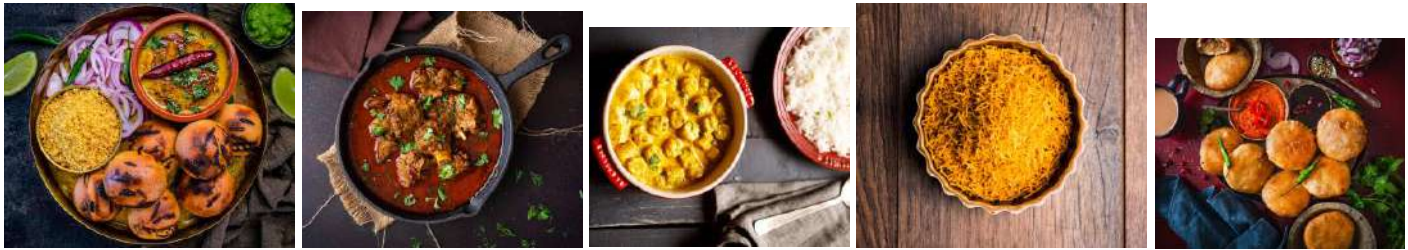
DATE: 26/11/2023

CULTURE & CUISINE

FOOD OF RAJASTHAN: RAJASTHANI DISHES THAT YOU MUST TRY!

Rajasthan is a land of rich culture and heritage, and the traditional food of Rajasthan is its integral part. Many delicious and famous dishes are native to this state. Rajwadi cuisine is known for its spiciness, and dishes from this region sumptuous flavorful. When it comes to food, Rajasthan is definitely a paradise. And at Chokhi Dhani Indore, we ensure you experience the best authentic Rajasthani cuisine. With so many delicious dishes, it can be tough to know where to start. But don't worry; we've got you covered with our list must-try Rajasthani dishes. So go ahead and indulge your senses!

TOP TRADITIONAL FOOD OF RAJASTHAN



- 1.**DAL BAATI CHURMA:** At Chokhi Dhani Indore, you will experience the pride of Traditional food- Dal, Batti, and Churma –the most loved and wholesome dish from Rajasthan. This is a dish made with roasted baati, dal (lentils), and churma (crushed wheat) Dal Bati Churma. These dishes are not only delicious, but they are also incredibly filling!
- 2.**LAAL MAAS:** You'll love Laal Maas if you're a fan of spices. This dish is cooked in a gravy of red chilies and yogurt and has a distinct flavor. So if you're looking for ethnic food that gets your taste buds going, this is the dish for you.
- 3.**GATTE KI SABJI:** Rajasthan is known for its delicious food, and one of the most popular dishes is Gatte ki sabji. This vegetarian dish is the pride of Royal Rajasthani thali and is made with steamed Gattas (gram flour dumplings) in a curry. It's a favorite among locals and tourists alike, and it's one of the best ways to experience the flavors of Rajasthan.
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- 5.**KACHORI:** While talking about mouth-watering foods, it is hard to miss mentioning the famous Kachori. This is a popular Rajasthani snack made with a stuffing of onion and spices inside a rolled dough. It's a popular choice for breakfast.

Department Editor: Shweta Gupta

Reference link: <https://chokhidhani.com/welcome-indore/food-of-rajasthan>

TRAVEL & TOURISM

WELLNESS TOURISM IN INDIA: OUR FAVOURITE DESTINATIONS

India is a country with a very rich heritage of wellness trends. While the western world might just have woken up to these trends, these have been practised like rituals in the country. This is the country of Ayurveda, Yoga, Meditation, plant based diets, sustainable farming, wellness retreats and so much more. If you are planning a trip to India and are keen on wellness tourism, these places are just for you.



- **Rishikesh – Yoga** : Close to Delhi, the national capital, Rishikesh can be your ideal start in India. A quaint city by the side of River Ganga, it is also famous as the Yoga Capital of the World. It is replete with yoga schools of repute and some of the world’s most-trusted yogis and yoga teachers have learnt the tenets of yoga in Rishikesh.
- **Kerala – Ayurveda** : The lush, tropical state of Kerala is also known for Ayurveda and related practices. Travellers from all over the world vouch for having a long stay in the state as well as staycations to heal body as well as soul. It is also home to some of the most famous Ayurvedic retreats in the world.
- **Mysuru – Ashtanga Yoga** : If Ashtanga Yoga is more to your liking, head to Mysuru, its birthplace. The yoga practice in Mysuru is also famed because it lets practitioners focus on individual, self paced session even in a group setting. There are ample yoga schools here if you are keen on getting a yoga teaching certificate as well.
- **Kerala -Kalaripayattu** : Now, this is no easy one. While it is not seen in the same light as other wellness trends, Kalari is one of the world’s oldest martial arts form and takes years of practice. Kalari practitioners are known for immense control, strength and agility in not just their body but minds as well.
- **Bodh Gaya, Igatpuri, Ladakh, Dharamsala – Vipassana** : Vipassana is a form of mindful meditation, and has its roots in the teachings of Buddha. While Bodh Gaya is one of the most preferred places in India to learn and practice it, there are reputed vipassana centres in Igatpuri, Ladakh, Dharamsala and more places as well.

Reference link :- <https://timesofindia.indiatimes.com/travel/things-to-do/wellness-tourism-in-india-our-favourite-destinations/articleshow/104832980.cms>

Department Editor:: Vidhi Bhatada

SPORTS***CAN INDIA STILL QUALIFY FOR 2026 FIFA WORLD CUP AFTER LOSS AGAINST QATAR IN QUALIFIERS ?***

The Indian football team displayed resilience but faced a tough 0-3 defeat against the Asian Champions Qatar during the second round of qualifiers for the 2026 FIFA World Cup at Odisha's Kalinga Stadium on November 21, Tuesday. Throughout the 90 minutes, Qatar dominated the game and could have scored more goals but missed several opportunities. Their goals came from Moustafa Tarek Mashal (4th minute), Almeoz Ali (47th minute), and Yusuf Adurisag (86th minute). While this loss has put a dent in Sunil Chhetri's team's qualification hopes, India still has a chance to feature in the World Cup as the qualifiers continue.

Currently, Qatar leads the group after victories against India (3-0) and Afghanistan (8-1), with Kuwait securing the second spot following a dominant 4-1 win over Afghanistan. India's position slipped to third after the 0-3 loss to Qatar, despite their earlier 1-0 win against Kuwait. Although India (-2) sit below Kuwait (+3) due to goal difference, they could still claim the second spot in Group A if upcoming match results swing in their favor. This would allow them to progress to the third round of the World Cup Qualifiers in 2024.

The qualification format involves Group A, where all four teams compete in a double round-robin format from November 2023 to June 2024. To secure a place in the 2027 AFC Asian Cup, Sunil Chhetri's team needs to finish in the top two positions in the group.

Should India finish in the top two, they will advance to the draw for the third round in 2024, competing against other group winners and runners-up. The top two teams from each third-round group will directly qualify for the 2026 World Cup. However, if India doesn't secure a top-two finish, there's still a chance. In a more complex scenario, the third and fourth-placed teams in the third-round groups will progress to the fourth round.

In Round 4, the remaining teams from the third round will be split into two groups of three teams each. These teams will play singles matches at a neutral venue, with the group winners qualifying for the World Cup and the runners-up advancing to Round 5.

Round 5 involves home-and-away matches, with the winners qualifying for the inter-confederation play-off and the ultimate chance to secure a spot in the World Cup.

Department Editor: Chirayu Kadam

Reference link: <https://news.abplive.com/sports/football/can-india-still-qualify-for-2026-fifa-world-cup-after-loss-against-qatar-in-qualifiers-1644425>

SOCIAL ISSUE

URBAN MENTAL HEALTH IN INDIA



Mental Health as an issue is neglected in Urban India. According to a survey conducted by ICMR, every 10th Delhiite suffers from psychiatric illnesses such as depression, anxiety and schizophrenia. But this is one area that is afflicted most by a high treatment gap due to the social stigma attached to mental illnesses, lack of awareness and resistance to treatment by patients.

The survey by the Indian Council of Medical Research (ICMR) on urban mental health between 2004 and 2009, show that 10% of Delhities suffer from psychiatric illnesses with depression being the most common ailment followed by anxiety and depression. The problem is not confined to the less affluent pockets of national capital, Institute of Human Behavior and Allied Sciences has been running mobile health unit for the past 18 months to reach out to patients .The unit has received 455 calls most of which about 20% have been from the posh south Delhi area.

According to ICMR survey only 10-20% mentally ill people in Delhi seek medical help. There are numerous cases where mentally ill people suffered depression, self confined or starved themselves leading to death. These are not cases of the destitute mentally ill but educated people living in middle class or affluent pockets. In most cases patients turn reclusive and often starve themselves to death while neighbors prefer to look the other way. Many undiagnosed patients belonging to different social strata continue to live in self-denial and let their illness become severe when it is completely curable.

The doctors at IHBAS blame the stigma attached to mental illnesses for 80% patients not getting proper care and treatment. In most cases even if family senses there is something wrong they are reluctant to take the patient to a mental health professional. There is also misconception that once some one is mentally ill, he or she will remain so forever. Unlike severe illnesses like Schizophrenia other illnesses are completely curable through medicines. The family of a patient may also get affected either genetically or due to intense emotional distress and burn out while tending to the patients. It is our duty as neighbours or resident welfare associations to reach out to the patients so that they get timely help. It is also important to be sensitive to the condition of the mentally ill and not to shun them.

Department Editor: Riya Patil

Reference link: <http://azadindia.org/social-issues/urban-mental-health-in-india.html>

ARTIFICIAL INTELLIGENCE

QUANTUM AI REPRESENTS A 'TRANSFORMATIVE ADVANCEMENT'



Quantum AI is the next frontier in the evolution of artificial intelligence, harnessing the power of quantum mechanics to propel capabilities beyond current limits.

Adarsh Jain, Director of Financial Markets at GlobalData, emphasises the transformative nature of Quantum AI: “Quantum AI represents a transformative advancement in technology. As we integrate quantum principles into AI algorithms, the potential for speed and efficiency in processing complex data sets grows exponentially. This not only enhances current AI applications but also opens new possibilities across various industries. The surge in patent filings is a testament to its growing importance and the pivotal role it will play in the future of AI-driven solutions.”

Kiran Raj, Practice Head of Disruptive Tech at GlobalData, highlights that while AI thrives on data and computational power, the inner workings of the technology often remain unclear. Quantum computing not only promises increased power but also potentially provides greater insights into these workings, paving the way for AI to transcend its current capabilities.

GlobalData’s Disruptor Intelligence Center analysis reveals significant synergy between quantum computing and AI innovations, leading to revolutionary impacts in various industries. Notable collaborations include HSBC and IBM in finance, Menten AI’s healthcare advancements, Volkswagen’s partnership with Xanadu for battery simulation, Intel’s Quantum SDK, and Zapata’s collaboration with BMW.

Raj concludes with a note of caution: “Quantum AI offers the potential for smarter, faster AI systems, but its adoption is complex and demands caution. The technology is still in its early stages, requiring significant investment and expertise.

Department Editor: Manya Chari and Zainab Patel

Reference Link: <https://artificialintelligence-news.com/Quantum-AI-represents-a-transformative-advancement/>

STUDENT'S SECTION

THE POWER OF NETWORKING



Building connections with the right people at the right time could be the key to taking your career to the next level. That said, if walking into a room full of strangers feels like your worst fear, you're not alone. Many people do their best to avoid networking altogether, but this attitude can impact or slow their success.

What is Networking?

Networking is a mutually beneficial interaction that involves exchanging ideas and information between individuals who are connected by a common career, industry, or interest.

Unrelated to computer networking, professional networking refers to the act of building and maintaining relationships with other professionals in your industry or related fields. It is an important aspect of career development and can help individuals to expand their knowledge, opportunities, and connections. Professional networking can take many forms, including attending industry events, participating in online communities, joining professional associations, and seeking out mentorship or coaching

Why is networking important?

Using your network is one of the best ways to find a new job or even a new role at your current company. Why is networking so important? It often comes down to one keyword: referrals. Thirty-one percent of job seekers find listings through professional connections, especially referrals. Networking can open doors to new opportunities that might be out of reach otherwise.

5 reasons networking is important for career development

Professional networking is not just about meeting new people; it's also about maintaining existing relationships. This involves staying in touch with contacts, sharing updates on your work, and offering support and assistance when needed. This all supports your career growth and development.

Here are five reasons why networking is important to your career development:

- 1) Networking contributes to your social well-being.
- 2) Networking leads to the exchange of ideas.
- 3) Networking helps you meet people at all professional levels.
- 4) Networking boosts your professional confidence.
- 5) Networking expands your visibility.

Department Editor: Sneha Okate

Reference link: <https://www.betterup.com/blog/networking>



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