



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
UNIVERSITY OF MUMBAI)
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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

***INDIAN MANUFACTURING SECTOR GROWTH EXPECTED TO CONTINUE:
FICCI SURVEY***



Indian manufacturing has accelerated through the second quarter of 2023-24 and is likely to continue for the subsequent quarters of the financial year 2023-24, notwithstanding the slowdown in developed nations, industry body FICCI's latest quarterly survey revealed.

The industry body's latest quarterly survey assessed the performance and sentiments of manufacturers for the July-September 2023-24 quarter for ten major sectors -- automotive and auto components, capital goods and construction equipment, cement, chemicals fertilizers and pharmaceuticals, electronics and white goods, machine tools, metal and metal products, textiles, apparels and technical textiles, paper, and miscellaneous.

It sought responses from over 380 manufacturing units from both the large and SME segments with a combined annual turnover of over Rs 4.88 lakh crores.

The existing average capacity utilization in the Indian manufacturing sector is around 74 per cent, slightly higher than the 73 per cent recorded during the previous quarters.

The future investment outlook has also improved as compared to the previous quarter as over 57 per cent of respondents reported plans for investments and expansions in the coming six months. This is also a slight improvement over the previous survey.

In terms of major constraints, demand is a limiting factor to realise the true potential of the manufacturing sector in India, with over 40 per cent of respondents highlighting this as a significant constraint.

"Whether it is domestic demand or exports, this remains a major limiting factor. Some other constraints, though not major ones are high raw material prices, increased cost of finance, logistics, and other supply chain disruptions are some of the major constraints which are affecting expansion plans of the respondents," finds the FICCI survey.

Department Editor: Archi Singh

Reference Link: <https://www.businessinsider.in/>

ADVERTISEMENT

HAIER INDIA LAUNCHES AN AI VIDEO DIWALI CAMPAIGN



Elevating the festive celebrations, Haier Appliances India (Haier India), a global leader in Home Appliances and the Number 1 brand in Major Appliances for 14 consecutive years, takes their challenger brand approach a notch higher with the launch of their latest AI-generated Diwali digital campaign. In line with its strengthening customer connect through Sport-O-Tainment Marketing the brand is integrating a mix of new-age innovative marketing strategies to bring a power-packed amalgamation of sports and festivals across India.

At Haier, we are pioneering new frontiers and elevating our brand to unprecedented heights. We firmly believe that the convergence of festivals, sports, and our brand spirit presents the perfect platform to forge lasting connections and leave an indelible mark on the hearts of our cherished customers. We have always placed a high priority on meaningful consumer interaction, and the amalgamation of festivals and sports together provides us the perfect opportunity to do this.”

Haier India has intensified its involvement in sports, with recent partnerships toward premier events such as the ICC Men's Cricket World Cup 2023. This coincides with India's festive season, providing Haier with a distinct opportunity to establish deeper connections with the Indian audience

Department Editor: Gracy Choudhary

Reference Link: <https://www.adgully.com/haier-india-launches-an-ai-video-diwali-campaign-138830.html>

IT & TECHNOLOGY

SCIENTISTS BUILD LARGEST MAPS TO DATE OF CELLS IN HUMAN BRAIN



The human brain is made up of about 86 billion nerve cells, along with many other types of cells. They interact and link together in unique ways, creating distinct brain regions with specific functions. Uncovering the complex makeup and interactions of these many cells could lead to a new understanding of how the brain functions in health and disease, and new tools to study the complex activities and functions of these cells.

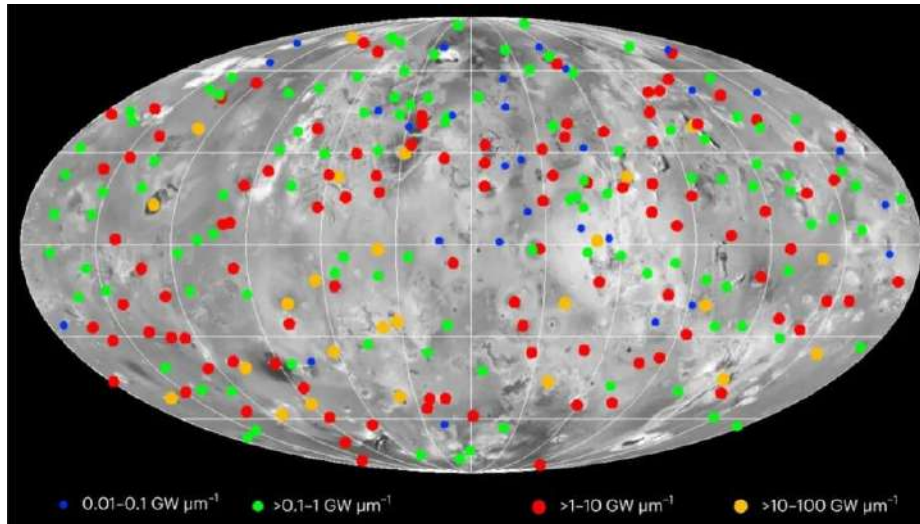
To better understand the identities and roles of brain cells, NIH's Brain Research Through Advancing Innovative Neurotechnologies® (BRAIN) Initiative launched an international network of collaborating researchers called the BRAIN Initiative Cell Census Network. Its aim is to create a comprehensive inventory of all the cells in the human, nonhuman primate, and mouse brains, including cell locations, interconnections, and activities. The study of brain cells across species can pinpoint features that are uniquely human and give insights into which animals to study for different scientific questions.

One paper examined three human brains to find over 3,000 types of brain cells—more than previously known. The team identified specific types of cells in distinct clusters in different brain regions. These findings could help shed light on conditions that are known to affect specific brain areas, such as cancer or neurodegenerative diseases. The researchers have created the most detailed cell atlas yet of the adult human brain. The atlas reveals information about each cell's gene activity and epigenome—the changes to a cell's DNA and chromosomes that alter genetic activity. The findings also show that, besides variation among brain regions, there is variation between individuals. More people will need to be studied to fully understand the patterns of healthy and diseased brains.

Another paper compared the cellular and molecular properties of the brains of humans and several nonhuman primates: the chimpanzee, gorilla, macaque, and marmoset. The scientists found that a few hundred genes had activity patterns in nerve cells that were unique to humans. These changes might help to explain humans' remarkable ability to adapt, learn, and change.

Department Editor - Mahek Shaikh

Reference link: <https://www.nih.gov/news-events/nih-research-matters/scientists-build-largest-maps-date-cells-human-brain>

SCIENCE & SPACE***JUPITER'S MOON IO IS COVERED IN ACTIVE VOLCANOES. NOW WE HAVE THE 1ST MAP OF THEM***

The most volcanically active world in the solar system, Jupiter's moon Io, may possess a global ocean of magma underneath its surface, as well as mysteriously warm poles, a new study finds.

Io, the innermost of Jupiter's four largest moons, is slightly bigger than Earth's moon. Io is the most volcanically active body in the solar system, bursting with plumes that rise up to more than 300 miles (500 kilometers) above the surface.

Previous research found the extreme level of volcanic activity on Io is due to what is known as tidal heating. Whereas tides on Earth are caused by the gravitational pull of the moon and sun, tidal forces on Io are mostly caused by Jupiter. The resulting flexing of Io's rock creates intense heat due to friction.

The way in which volcanic activity occurs across Io likely reflects the way in which heat is flowing within the moon, shedding light on its inner mechanics. However, until now, scientists lacked a full map of Io's volcanic activity due to poor data regarding its poles, which in turn limited what researchers could deduce about the causes of Io's extraordinary volcanism.

In the new study, researchers analyzed data from NASA's Juno spacecraft, which orbits Jupiter. Juno has also flown by Io, collecting near-infrared scans of its poles and enabling the first view of Io's volcanic activity as a whole.

For the very first time, we have a global view of Io's ongoing volcanic activity, a massive leap forward in our understanding of volcanism on Io," study lead author Ashley Davies, a volcanologist at NASA's Jet Propulsion Laboratory at the California Institute of Technology in Pasadena, told Space.com.

Department Editor: Trisha Creado

Reference link: : <https://www.space.com/jupiter-moon-io-volcanoes-map>

NATURE

AIR POLLUTION: BMC ASKS BUILDERS, CONTRACTORS TO FOLLOW DUST MITIGATION NORMS OR FACE ACTION



MUMBAI: The Brihanmumbai Municipal Corporation (BMC) has taken a decisive step in addressing the issue of poor air quality in Mumbai by serving notices to over 100 contractors and real estate firms involved in various private and government projects. The notices explicitly instruct these entities to strictly adhere to dust mitigation regulations, warning of potential consequences if they fail to comply.

The BMC's communication specifically targets contractors and real estate firms operating within the P North civic ward in western Mumbai, particularly the suburb of Malad. This initiative is part of the civic body's efforts to enhance Mumbai's Air Quality Index (AQI).

Recently, the civic body had issued a fresh set of guidelines for mitigating air pollution in Mumbai. Builders and contractors have been given a month to procure sprinklers and fogging machines for their construction sites. Importantly, it's clarified that stop-work notices haven't been issued at this stage. Instead, these letters have been sent to ensure that basic preventive measures against air pollution are followed while builders and contractors acquire the necessary equipment.

Furthermore, BMC's P-north ward has issued a notice to the contractor responsible for the ambitious Goregaon Mulund Link Road (GMLR) project, directing them to adhere to air pollution mitigation guidelines. The notice emphasizes the importance of obtaining proper permission for construction and demolition activities, and the necessity of installing CCTV cameras to monitor vehicle movements. It warns of strict action against those who don't comply, in alignment with the municipal commissioner's directives to improve Mumbai's AQI.

According to the most recent data from the System of Air Quality and Weather Forecasting and Research (SAFAR-India), Mumbai's overall AQI was recorded at 138, classified as "moderate." This signifies ongoing efforts to combat air pollution in the city, with the aim of providing its residents with cleaner and healthier air.

Department Editor: Rushda Mansuri

Reference link: <https://timesofindia.indiatimes.com/city/mumbai/air-pollution-bmc-asks-builders-contractors-to-follow-dust-mitigation-norms-or-face-action/articleshow/104946775.cms>

ACADEMICS

IMPLEMENTING AN INQUIRY-BASED TEACHING APPROACH



Findings from an evaluation of upper primary and middle school students' science inquiry skills suggest there is room for improvement in implementing an inquiry-based teaching approach, at least in terms of students' abilities to undertake scientific inquiry.

The evaluation of students from India in Class 5 to 8 (aged 10 to 14 years), conducted by the Australian Council for Educational Research (ACER) draws on data from the International Benchmark Test (IBT). IBT is a large-scale assessment for students in Class 3 to 5 in English, Mathematics and Science conducted in schools in India, the United Arab Emirates, Malaysia and South Africa.

Writing in Research Developments [rd] ACER Research Fellow Abha Bhagat explains the study used IBT multiple-choice questions designed for students to assess science inquiry skills in five areas, including how to read and interpret information on a graph, identify a scientific program and drawing conclusions based on evidence.

Department Editor: Bushra Bheri

Reference link: https://www.teachermagazine.com/in_en/articles/implementing-an-inquiry-based-teaching-approach

MEDIA

TOP 10 PRODUCTIVE USES OF SOCIAL MEDIA IN OUR DAILY LIFE

1.Social Media and Students :- Students spend a lot of time on social media, around 8 hours a day on average.Excessive use can lead to addiction, cyberbullying, and low self-esteem. Students should focus on personal development and join educational groups instead.

2..Social Media and Small Businesses :-

Small businesses use social media for marketing and advertising.Platforms like Facebook offer options to promote and boost sales.Social media marketing helps businesses grow and innovate.

3.Social Media and Digital Marketing Companies :-

Digital marketing companies create engaging content for businesses on social media.Some companies resort to spamming and collecting user information unethically.

4.Social Media and Teachers :-

Teachers use social media for educational content and multimedia presentations.They can make a positive impact by sharing meaningful posts that encourage critical thinking.

5.Social Media and Drivers :-

Drivers use social media to share travel experiences and create communities.They can turn these interactions into passive income sources.

6.Social Media and Data Analysis Experts :-

Social media provides valuable data for market research and decision-making.Data analysts use this information to help companies make important business decisions.

7.Social Media and Government Departments :-

Government departments use social media to inform citizens about their rights and services. Social media campaigns promote unity and public development.

8.Social Media and Politicians:-

Politicians use social media to connect with the public and test public opinion.They hire digital marketing companies to manage their online presence.

9.Social Media and News Media:-

News media relies heavily on social media to reach a wide audience. Honest and meaningful content can educate the masses and foster unity.

10.Social Media Companies and Advertising :-

Social media companies earn billions through advertising.Some companies sponsor inappropriate content intentionally, impacting society negatively.Government intervention is necessary to monitor and ban such content.

Conclusion:

Social media can contribute significantly to the country's development if used responsibly for learning, research, and personal growth.

Department Editor: Riya Kadam

Reference Link: <https://klientsolutech.com/top-10-most-productive-uses-of-social-media-in-our-daily-life/>

ARTS

HYPERREALISTIC PAINTINGS BY KATE WATERS LOOK LIKE PHOTOGRAPHS OF MODERN CITY LIFE



The acclaimed artist's latest series, *Apotheosis of the Real*, goes on display at Galerie Voss in Düsseldorf on 27 August with each artwork as detailed and exquisite as the next. Although the subject matter might seem mundane, one can't help but imagine the fascinating narrative behind the photorealistic paintings.

So many of Waters' imagined scenes are plucked from our everyday lives: a quiet café with a lone man staring at his laptop, his face illuminated by the screen. A friend applying makeup in her messy Brooklyn apartment before a lunch date with a friend. A server in a busy roadside coffee shop, busily preparing lattes for her customers. These are paintings that might feel somewhat calm on the surface. But instead, they seem to speak of life's excesses and its contradictions; the treadmill we all recognise and are unable to escape from, whether we like it or not.

Waters' subjects are, of course, unaware of the camera focused on them. Just as people, in general, would be lost in their own worlds, not realising someone, somewhere is watching them with interest from afar. We've all been guilty of it: people watching. Waters clearly finds inspiration herself from the cafés, art galleries and city streets – London being the perfect base to spark new ideas for her artistic practice.

There isn't anything voyeuristically sinister about Waters' observations, as it's clear there's compassion for the subjects she paints. Though some of her oil on canvas works might suggest a little tongue-in-cheekiness with each title and theme sharing some humour or irony, others simply show a heartwarming love of life and people.

No matter how you interpret Waters' art, with all its soft realistic colour and delicious play on light and shadow, you will undoubtedly be transfixed by the incredible attention to detail and the hyperrealism of each of her works. *Apotheosis of the Real* launches at Galerie Voss in Düsseldorf on 27 August and runs until 23 October 2021.

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

HISTORY***POWER AND POPULISM IN ANCIENT GREEK COURTS***

A rule of all modern constitutions is that courts should remain apolitical. In reality, however, separation of powers is an ideal, not a fact. Trials should not be popularity contests, nor should elections be litigated – but this can be a hard separation to achieve. While Donald Trump argues that his prosecutors are making his case political and might even pardon himself if re-elected, he is not the only politician blurring the line between executive and judicial power. This situation would be recognisable to the ancient Greeks.

Ancient democracy recognised that the courts were part of politics, not above it. Although classical Greek cities had varying politics their constitutions tended to have a popular court, where everyone (who was a man and a free citizen) could take part in judging their fellow citizens. These cities were close-knit and highly politicised communities where the gap between poorer citizens and wealthy rulers was less significant than the gap between the citizens and their slaves. In such circumstances personal disputes could always have a political impact, and so political participation blended with participation in society more generally. Aristotle considered jury membership to be a defining fundamental feature of all citizenship. In democratic Athens the courts held a lot of power; jurors were paid and any citizen could enter the jury pool. Trials were understood as expressions of popular will, a vital channel through which citizens could express their political preferences. Politicians in Classical Greece were often on trial but they embraced the political quality of the courts.

A jury, as a randomly selected group of citizens, acted as a representative of the whole city. The formal oath of the Athenian jury shows an attempt at a depoliticised court system, including promises to ‘decide only on the matters in the charge’, and to ‘vote without favour or prejudice’. The content of court speeches tells a different story, however, and hearsay and reputation often dominate. The structure of Athenian trials made them an effective populist platform. No judge presided to decide what sort of evidence was admissible, and each case was a showdown between prosecution and defence, with both sides speaking for themselves (even if their speeches were sometimes written by a professional). Even sentencing was decided by the jury. This gave the jury total power in the court – and this could be used in political ways.

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

LIBRARY

JOYS OF SUMMER READING: THE BOOKS WE'RE DEVOURING ARE LIKELY INFLUENCED BY SOMEONE WE KNOW AND TRUST



If your bag is packed for your summer holiday, does it contain books that you've been meaning to read for ages, or titles that you very recently bought or borrowed?

Perhaps you grabbed a bestselling mystery or romance in an airport bookstore, or chose an intriguing-looking celebrity memoir from a little free library in your neighbourhood.

Maybe you loaded up your e-reader a few weeks ago with titles that were recommended to you on the basis of your most frequently read genres, or that you saw featured in a "summer reads" list in a newspaper, website or book blog.

If you're a reader, at least one of these scenarios will be familiar to you. But the chances are that your summer reading choices have been influenced by someone you know and trust, whether that person is an influencer on Bookstagram, a colleague or your best friend.

Even for those of us who regularly use social media platforms like YouTube, Instagram, Goodreads or TikTok to find out what other readers recommend, suggestions offered by friends, family members or colleagues remain the main way of picking our next book to read, according to our recent research.

Reference Link: <https://www.journals.elsevier.com/library-and-information-science-research/most-downloaded-articles>

FOOD & HEALTHCARE

HOW DOES FOOD IMPACT HEALTH?



The food we eat gives our bodies the "information" and materials they need to function properly. If we don't get the right information, our metabolic processes suffer and our health declines.

If we get too much food, or food that gives our bodies the wrong instructions, we can become overweight, undernourished, and at risk for the development of diseases and conditions, such as arthritis, diabetes, and heart disease.

In short, what we eat is central to our health. Consider that in light of Webster's definition of medicine: "The science and art dealing with the maintenance of health and the prevention, alleviation, or cure of disease."

Food acts as medicine--to maintain, prevent, and treat disease.

Reference Link: <https://www.takingcharge.csh.umn.edu/>

DATE: 19/11/2023

CULTURE & CUISINE

WHIPPING UP MAGIC IN A BOWL – WHERE INDIAN CUISINE MEETS INNOVATION



When it comes to a good, hearty meal, what is it that one takes back home? Not the fancy plating, or the name of the dish. It's flavour, it's community, and it's conversation that one will remember forever.

Every Thursday, the team at Lovefools in Bandra, Mumbai, bring to the table their tasting menu, which is enjoyed by a community table of people who might or might not know each other. And now, with a 17-course tasting menu, Chef Sarita Pereira has created a journey that celebrates our roots, and tells 17 different stories of transformation. Taking inspiration from our rich culinary heritage, Pereira and her team whip up magic on a plate with the help of underplayed cooking techniques, using local produce, and artisanal Indian brands that have broken barriers to be on the world map. Kickstarting the 'Ostrananie menu' is a chaat, but nothing like you'd imagine.

A 21 gms dish with a kick of umami, that melts like LSD paper on your tongue, leaving a taste of 'pani puri's pani'. Your palate is now activated, and ready for the multiple upcoming courses that will take you through a journey. Indulge in the flavour of truffle that looks pretty like a beetle, and is made of caramel cheese infused with 6-week fermented garlic, making it nutty and almost truffle-like. Keeping true to the 'artisanal produce' approach, the cheese used is the popular Brunost from Eleftheria Cheese, which has put India's artisanal cheese on the global map, and won several awards.

Celebrating Maharashtra's iconic usal and kombdi vade, the take on the same in this menu will bring a burst of new flavours in your mouth, while their ode to everyone's favourite Moghul-Indian Kheema Pav leaves you yearning for more. Ever imagined having your chai as basundi? The Chai Khari on this menu will evoke a sense of nostalgia, as you dip flaky khari into a cutting glass of basundi chai, native to Maharashtra. Travelling to different parts of the country, making new connections, all over 17 courses of well thought-out culinary creations is exactly how a hearty meal should be. Memories, indeed.

Reference Link: <https://www.google.com/amp/s/www.grazia.co.in/lifestyle/whipping-up-magic-in-a-bowl-where-indian-cuisine-meets-innovation-11709.amp>

TRAVEL & TOURISM

BHARAT GAURAV TRAIN STARTED OPERATION FROM NOVEMBER 17



The Indian Railways is all set to run the Bharat Gaurav train on November 17, which will offer travellers a unique and comprehensive travel experience.

Operated by the Indian Railway Catering and Tourism Corporation (IRCTC), the train will embark on a circular route, commencing from Chhatrapati Shivaji Maharaj Terminus (CSMT) and covering key destinations like Mumbai, Pune, Guntakal, Solapur, Rameshwaram, Renigunta, Madurai, Kanyakumari, and Kochuveli. As per the reports, the return journey is scheduled for November 25.

The train will depart from CSMT at 4.50 AM, and will navigate the circular route, providing passengers with the opportunity to explore diverse cultural and religious heritage sites. The train will have designated halts at Thane, Kalyan, Karjat, Lonavala, Pune, Daund, Kurduwadi, Solapur, Kalaburagi, Renigunta (serving Rameshwaram and Madurai via Melpakkam to Kudalnagar), Kanyakumari, and Kochuveli.

Referring to this, Chief Spokesperson of Central Railway Shivraj Manaspure highlighted that the train's theme-based design has been aimed at showcasing the country's rich cultural and religious heritage to both domestic and international tourists.

If reports are to go by, this move comes in the wake of promoting tourism and providing an immersive experience to passengers.

The Bharat Gaurav train will come with an all-inclusive tour package, offering three options—Economy, Comfort, and Deluxe. This comprehensive package will be covering train fare, meals, accommodation, and transportation, ensuring that passengers enjoy a hassle-free and a memorable journey.

With a focus on convenience and cultural exploration, this thematic train promises to be a unique and enriching travel experience for those eager to discover the diverse facets of the country.

Reference Link: <https://timesofindia.indiatimes.com/travel/travel-news/bharat-gaurav-train-to-start-operation-from-today/articleshow/105263674.cms>

SPORTS

INDIA TO FACE AUSTRALIA IN ICC CRICKET WORLD CUP 2023 FINAL



The two teams had last clashed in the final of a World Cup back in 2003. Australia had won that game by 125 runs and lifted the World Cup trophy for the third time.

India will face Australia in the final of the ICC Cricket World Cup 2023 after the latter beat South Africa by three wickets in the second semifinal at the Eden Gardens in Kolkata on Thursday.

India and Australia had last clashed in the final of a World Cup back in 2003. Australia won that game by 125 runs and lifted the World Cup trophy for the third time. It also went on to win the following edition in 2007. India will be chasing its third World Cup title at the Narendra Modi Stadium in Ahmedabad on Sunday. It last won the title in 2011 after beating Sri Lanka in the final at the Wankhede Stadium in Mumbai. It won its first World Cup title in 1983 under the captaincy of Kapil Dev.

South Africa's defeat on Thursday was its fourth loss in ODI World Cup semifinals. It lost to England in 1992, Australia in 2007 and 2023 and New Zealand in 2015. The Proteas were also involved in a thrilling tied semifinal in 1999 against the Aussies but missed out on a berth in the final.

Reference Link: <https://www.google.com/amp/s/sportstar.thehindu.com/cricket/icc-cricket-world-cup/india-vs-australia-odi-world-cup-2023-final-ahmedabad-aus-beat-south-africa-semifinal/article67541503.ece/amp/>

SOCIAL ISSUE

***MUMBAI'S AIR QUALITY CONTINUES TO REMAIN
'MODERATE', MANY AREAS RECORD 'POOR' AQI***



Mumbai's air quality continued to remain in 'moderate' on Wednesday morning for the second consecutive day, according to the SAMEER app. However, the air quality index (AQI) in many areas of the city dipped into the 'poor' or 'very poor' category.

The System of Air Quality and Weather Forecasting And Research (SAFAR) data at 9:30 AM on Wednesday showed an overall AQI of 197, which indicates air quality in the 'moderate category'. The data mapped by the Central Pollution Control Board (CPCB) showed that several areas of Mumbai, including BKC, Colaba, Byculla, Kandivali, Sion, Malad West, and Vile Parle West, reported 'poor' air quality on November 15, with AQI figures ranging from 243 to 275.

Thane reported 'moderate' air quality with an AQI of 196, while Navi Mumbai reported 'poor' air quality with an AQI of 204. The data from the Maharashtra Pollution Control Board (MPCB) showed that Chembur recorded 'very poor' air quality with an AQI of 307. The data highlighted that PM 2.5 and PM10 were the most prominent pollutants in Mumbai. Meanwhile, Thane faced a higher prevalence of PM10, and Navi Mumbai encountered challenges from higher levels of both PM 2.5 and PM 10. Despite the overall 'poor' categorisation for Navi Mumbai's AQI, certain areas such as Kopripada, Kalamboli, Mahape, and Taloja reported 'moderate' air quality with AQI figures at 194, 178, 159, and 194 respectively. The decline in Mumbai's AQI levels post-Diwali drew attention due to a breach of Bombay High Court directives on firecracker bursting on the festive day. Last week, the HC while hearing several petitions on rising pollution in Mumbai directed that firecrackers could only be burst between 8 PM and 10 PM. According to PTI, the Mumbai police took action against 806 individuals, registering 784 cases for violating the court's directives.

The noise pollution levels also surged during Diwali celebrations. Data collected by the Awaaz Foundation revealed noise levels ranging between 72 and 117 decibels in many areas, significantly surpassing the permissible limits of 50-55 decibels during the day and 40-45 decibels at night in south Mumbai.

Reference Link: <https://www.google.com/amp/s/www.cnbctv18.com/environment/mumbais-air-quality-continues-to-remain-moderate-many-areas-record-poor-aqi-18325901.htm/amp>

DATE: 19/11/2023

ARTIFICIAL INTELLIGENCE***KINETIC CONSULTING LAUNCHES MACKY AI - THE FIRST BUSINESS CONSULTING PLATFORM AVAILABLE TO ANY BUSINESS***

Kinetic Consulting, the leading boutique consulting company providing business growth consultancy, has released macky.ai, the first AI business consulting platform that offers any organisation an easy, non-prompt-based AI consulting solution for up to 55 different business categories. The platform is powered by OpenAI's artificial intelligence technology.

What is Macky AI?

The Macky AI platform overcomes some of the key hurdles preventing the mass adoption of AI in a business environment. No training is required for employees to begin taking advantage of the consulting platform. No knowledge is required on how to prompt the AI to get the right output or determine if the output is suitable. The hard work of determining which prompt to use or if the output is suitable has already been determined by the software's creator, Kinetic Consulting. Platform users are asked a maximum of three questions to generate the desired output.

The creators of the Macky AI software have curated the types of everyday requirements of key departments in a business and what type of suitable output can be generated from a generative AI solution. These types of requests are often requested for consultants to perform. Macky AI aims to reduce the cost of everyday consulting needs for companies so they can empower their employees to complete these tasks without the need for costly consultants.

Department Editor: Manya Chari

Reference Link: <https://www.artificialintelligence-news.com/2023/11/16/kinetic-consulting-macky-ai-first-ai-business-consulting-platform-any-business/>

STUDENT'S SECTION

WORLD ADULT DAY 2023



According to the World Health Organisation, there are around 600 million older people above the age of 60 worldwide and the number might double itself in the next 11 years. World Adults day is celebrated on 18th November to tackle aging related health issues, and to create a supportive environment around them.

FACTS & FIGURES

According to WHO,

- With the growing medical advancements and awareness about health issues, women are living 6 to 8 years longer than the men.
- Another huge advancement related to the public health is the increase of life expectancy. In 1980's the life expectancy was 33 years for the women which has increased to around 82 years and is a commendable gain of 50 years.
- The number of people around the age of 60 or more is likely to grow from 900 million to 2 billion up to 2050.
- It is evident that the older people living today are in better health and have access to better facilities than their parents at the same age.
- Discrimination based on the age of a person is a more prevalent issue now. This leads to prejudicial behaviour, policies promoting age shaming, obstruction of policy development, poor quality of mental health and dishonour towards the older generation.

WORLD ADULTS DAY: QUOTES

“Wrinkles will only go where the smiles have been.” – Jimmy Buffet

“Count your age by friends, not years. Count your life by smiles, not tears.” – John Lennon

“Growing old is mandatory, but growing up is optional!” – Walt Disney

“Getting old is like climbing a mountain; you get a little out of breath, but the view is much better!” – Ingrid Bergman

Reference link : <https://www.google.com/amp/s/www.thequint.com/amp/story/fit/health-news/world-adult-day-date-significance-quotes-facts>



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- B.Sc. Information Technology
- B.Sc. Computer Science
- B.Sc. Microbiology
- B.Sc. Biotechnology
- B.Sc. Aviation
- B.Sc. Actuarial Science & Quantitative Finance
- B.Sc. Data Science & Business Analytics
- B.Sc. Hospitality & Catering
- B.Sc.

UG COMMERCE

- B.Com. (Banking & Finance)
- B.Com. (Banking & Insurance)
- B. Com

UG MANAGEMENT

- Bachelors Of Management Studies (Sports)
- Bachelors Of Management Studies

UG ARTS

- Bachelors Of Arts Multimedia And Communication Media
- B.A (Advertising Communication Design)
- TY Psychology
- B.A

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